



IMPACT OF ADVERTISEMENT ON BUYING BEHAVIORS OF THE CONSUMERS

Prof. Sumaiya F. Ansari

Asst. Prof D. G. Tatkare Mahavidyalay, Mangaon - Raigad, Pin- Code: 402104

Abstract

Advertisements have been used for many years to influence the buying behaviors of the Consumers. Advertisements are helpful in creating the awareness and perception among the Customers to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. The results revealed provide the new way to managers to devise suitable strategy for the marketing of cosmetic products. These results show that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.



Scholarly Research Journal's is licensed Based on a work at www.srjis.com

Introduction:-

This particular thesis focuses on the advertisement and various spending of advertisements on different factors of consumer buying behavior. Consumer buying behavior is mostly affected by some factors which include culture, family and brand image. On the other hand brand awareness also helps the customer to buy a certain product focus on advertising the product. This report also put light on other factors which can also influence the buying behavior of the consumers such as life styles, purchasing power, technology, traditional culture and income. Advertisers spend much amount of investment while advertising their product so they keep their focus on these factors so that they can influence consumer mind with advertisements. Advertisement helps the company to create the awareness in their customers and ingredients the advertisements shape the perception of the customers either in the positive or in a negative way. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision.

Problem Statement:-

As companies are spending large amount of investment on the advertisement because they want to keep their product at the top of the customer's mind. Advertisement has proven to be a successful tool for the communication but companies are still in the confusion that what kind of ingredients should be there and how do these advertisements will help to change the consumer buying behavior.

Research Questions

- How does advertisement create awareness in consumers?
- Do advertisements build perceptions in the mind of consumers?
- Does consumer awareness and perception affect their buying behavior?

Research Objectives:-

- To identify the impact of advertisement on consumer awareness
- To identify the role of advertisement on building consumer perception
- To study the impact of consumer awareness and perception on buying behavior

Significance of the study:-

This particular research focuses on the impact of advertisement on the user's behavior. It explores the factors which are affected by the advertisement and ultimately influence the buying behavior of the consumers. The study will help the readers to understand the consumer behavior while purchasing the cosmetic products so that they can devise appropriate strategy to advertise their product in a best possible way.

Scope of the study:-

The conclusions drawn from the study are based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the perception of Consumers on Advertisements and its impacts on changing the buying behaviors of consumers.

Limitations of the study:-

During the study time was the major constraint faced by the researcher, due short time period researcher cover the behaviors of the people at a particular time. The other limitation in this research was of limited area as this research comprises only in the Karachi premises so it does not represent the whole population. The third limitation was resources prohibited to take the large sample size and the forth limitation was brands chosen for this research were limited.

Literature Review :-

In the present era, marketers are focusing customer rule that is customer is their first preference. To keep deep eye on customers the primary responsibility to the organization is to gain the knowledge about the customers. In this way marketers will be successful in fulfilling the needs and wants of the customers and seek the better opportunities in the market. Researchers find out that marketers need to understand these four things in order to serve their customers better. Firstly marketers must know that customers make rational decisions so they can get the best product available in the market. Secondly customers also make irrational decisions and they are very impulsive and can be attracted towards the promotional activities. In the same way emotional association also put an influence on the mind of customers. In the last customers also buy as a problem solver, they seeks the products which can solve their problem.

Advertisement and factors influencing:-

Advertisement is an attempt at creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers. Advertisement appeal act as a supplier to arouse the psychological motive of the consumer for buying. Advertisement involves rational and emotional appeals. In rational appeals the product can be emphasized mainly on its benefits and the problems which it can solve while on the other hand emotional appeal meet the consumer's psychological, emotional and social requirements.

Consumer attitude and behaviors:-

As mentioned earlier, consumer buying pattern is directly evolved from the consumer behavior and its attitude. Many things combine to build up the behavior of any individual. The first thing which influences the consumer behavior and shapes it is his culture. Culture builds the strong perceptions of the products in the mind of the customers These perceptions are pinched in their mind because of their culture, life styles and surroundings. Also advertisements have very important role in shaping the consumer behavior. Advertisements are the source of motivation which forces them to buy a particular product. Advertisements are also a source of building trust. Consumer is induced significantly if he is looking for the quality and prices of the products. Purchase attitude can also be build up by product evaluation and brand recognition.

Consumers in all over the world are attracted towards the brand and products which are emotionally attached with their behaviors. Studies found that emotional attachments put a

huge influence on the customers and their buying behavior as people tend to associate themselves with the brand.

Impact of Advertisement:-

Role of advertisement is to carry message to the far distances. It is also use to target the scatter mass audience. The role of advertising on sales volume is very important. It is proved to be very essential tool in enhancing the sales of brand. Advertisement is directly linked with the sales of the products. Through advertisements customer behavior shaped and they motivate to buy such products. Researchers found that repetition in the advertisement hit the mind of the customers which also help them to remember that product and purchase repeatedly.

Research Methodology

Hypothesis:

Four hypotheses have been developed in this research article.

- H0: There is no relationship between advertisement and consumer awareness
- H1: There is a relationship between advertisement and consumer awareness
- H0: There is a relationship between advertisement and consumer perception
- H2: There is a relationship between advertisement and consumer perception
- H0: Consumer awareness and consumer perception have no impact on buying behavior
- H3: Consumer awareness and consumer perception have impact on buying behavior

Conclusion

This particular research was conducted to find out the impact of advertisements on the buying behavior of the people in cosmetic industry. Study reveals that there are two important variables which can influence the buying behaviors of the people but these two factors are not solely reason to change the behaviors of the consumers rather they can contributing in changing the behaviors of the consumers. Results tell that advertisements are useful in coating the awareness among the consumers. Their ads contain enough information to attract the consumers as well as create the awareness in the mind of the customers. First hypothesis was supposed to check the relationship between the advertisement and the consumer awareness. Results showed that there is relationship present between these two. People get awareness through advertisement regarding the cosmetics. Our second hypothesis was supposed to check the relationship between perception and advertisements. In this we failed to reject the null hypothesis which indicates that there is no relationship present between the

advertisements and consumer perceptions. This is because of the fact that advertisements cannot create the perceptions in the mind of the customers. Perception drive from the use of the product mainly and other options include recommendation of the peers, friends, colleagues etc. One thing is also important to mention that users of the cosmetics are very loyal to their brands and they cannot be easily shifted towards other brands. Cosmetics are sensitive products which are used for the skin care and with the aim to look beautiful thus most of the people think that particular brand which they have experienced is suitable to their skin and they don't want to do experiments with their skin, so it is difficult to change the perception of the people with advertisements.

In the end we conclude that cosmetic companies should use attractive and informative content to create the awareness in the consumers and they should not rely on the advertisement for changing the perceptions of the consumers instead they should use new ways of sales promotion or other medium to change the perceptions of the people. It will be easy for any company in cosmetic industry to change the buying behavior of consumer by creating awareness and building strong perception in the mind of their customers.

Reference

Advertising & integrated brand promotion

Oginn, T.C/ Allen/ C.T/ semenik, R.J, 4th ed Thompson book

Tested advertising methods

Author: Johan caples

Publisher : prentice hall

www.greenbook.org/market-research.com

Thumbshot.com

www.warc.com

www.alex.com

www.jouranalofadvertising.com

www.sanpdeal.com

Time.com

Small.business.chron.com.>small Business > advertising & marketing> promotion