

Impact of Advertisements on Buying Behavior Of Consumer In Terms Of Purchase

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Article History: Received: 11 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 10 May 2021

Abstract:Television advertising, which covers a wide range of consumer products, has a great impact on the consumer's psyche. Advertisers and channels will bring in masses in the development. Who cares about the health risks that carbonated beverage can cause to the body and mind of growing youth. Television not only produces nonsensical soap operas, but also provides us with hordes of commercial advertisements that force us to buy one or another product needlessly and obligatory. This paper explains the assessments of various customers in related to their personal intention of viewing television by considering factors and effects in a TV advertisement. This paper accesses the analysis using Friedman test along with significant relationship in doing online shopping.

Keywords:Advertisements, Buying Behaviour of Consumer, Television advertising, Friedman test, online shopping.

1.Introduction

No matter how big the budget is, advertising can succeed only if it gains attention of communities well. Proper messages and contents on advertising are vital in today's costly and cluttered advertising environment (1). Advertising has created an imaginary world where all dreams desires come true. Unfortunately, viewers see this world as real and are attracted to buy products in the hope of completely changing their lives and lifestyles. Proud of this human failure or madness, you can say that advertisers are in fierce competition with each other to make their ads more modern, creative and attractive. Advertising is a significant tool for businesses to drive sales. In general, marketers work on advertising to achieve their ultimate goals, such as increasing customer loyalty, increasing profits, and creating an organizational brand image. In order to retain customers, businesspersons need to know the interests of consumers, especially the psycho-social aspects and the culture of consumption, which changes at any time (2).

From the above description, the researcher can express to several questions through this research:

- 1 How is the impact on quality of service through TV Ads?
- 2 How is the impact of consumer psychology through TV Ads?
- 3 How is the impact in online shopping with respect to customer loyalty?

The purpose of this research is to analyze the customer based on impact of services through TV advertising and aspects of consumer psychology with its effect on online shopping.

2.Review of Literature

a. Quality of service

The weight of global preference reflects the relative importance of advertising factors that influence consumers' purchase intention. A television commercial about the product is a more global priority. Easy access to any product allows customers to easily buy when needed. So it is more attractive. The second big factor is the emotional appeal like guilt and fear, etc., shown in certain ads.

Negative emotional appeal is not always negative, but it makes advertising more interesting and consumers are more attracted to the ad and try to use the product at least once (3). The role of consumer decision-making after purchase is clear in accordance to perceived value. The results show these are immediate example of customer satisfaction and redemption intent. It also directly and indirectly affects WOM through customer satisfaction and purchase intent. The analysis determined trade relationship between the price and the quality of services (4)

b. Effectiveness of an advertisement

A positive affiliation in appearance of more celebrities would be the greater willingness to buy through TV advertising. This indicates that respondents are more willing to buy if a celebrity is more involved in the product, and less willing to respond if a famous celebrity appears in a television ad. Teens are more motivated to buy if the celebrity has a good connection with the product and is not interested only in the celebrity or advertising shown

as a role model for the product. This means that teens are more likely to buy the product if the message seems to be trustworthy (5).

When consumers have a strong connection to celebrities and see that they endorse many brands, it negatively affects purchase intent. And in times of their weak relationship, their purchase objective increases with numerous endorsements (6). Women believe that television advertising increased the frequency of purchases, while no substantial difference was found between urban and rural residents. Women believe that they are not buying a product that they do not need, while men sometimes buy. Television commercials dominate the purchasing decisions of households as they collectively make purchasing decisions through advertisements (7).

c. Informativeness

Informativeness provides the user with useful and essential information. Informativeness is frequently involved by the customers with a more lively consideration of products interests among them. In contrast, less engagement is associated with less relevance of the information or interest in the product. TV ads are more compelling if the message is informative about a product that customer rarely use (8). Erdem found that consumers show more searching signs for product information and get more information through unconditional interaction (9).

d. Purchase intention

There are many factors that influence consumers when they buy products and, in the decision, to buy them. They have a good relationship with celebrities. Now it depends on the effectiveness, affinity and compatibility of the product with celebrities. Well, the results show good and positive advertising results and celebrity affiliation to the brand.

The annexes of both the number of endorsements and celebrities influences consumer buying behavior and hence their purchase intention increases (6). Liu et al. (2007) point out that the attractiveness of a celebrity plays an important role in the purchase intent for a product (10). Kahle and Homer (1985) found that attractive celebrities can drastically change consumer attitudes and buying intentions (11).

e. Customer Satisfaction

Consumer satisfaction is expected from the attention of the television advertising ad, the interest in the purchase, the desire to purchase, the purchase action and the product purchased Satisfaction is an indicator of performance which has positive and direct impact to loyalty of the brand . Customers with different levels of perception have different satisfaction levels (12). The intervening effect of customer satisfaction lies on reliability of product which has the positive relationship and effect (13).

2. Research Methodology

Based on the literary evaluation and composition of the study, the questionnaire was designed to test hypotheses based on the individual goal of watching television and the consumer's purchasing behavior. The questionnaire was completed by a variety of people of different ages, educational backgrounds and work backgrounds. The survey was distributed fairly among men and women. Through this research 192 male and 302 female are been selected to analyse their intention on watching television and their attitudes towards shopping. Perhaps their complete details have been procured in the form of demographic profile as shown in table 1.

Table 1. Demographic profile

Demographic profile					
Variables		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	192	38.4	38.9	38.9
	Female	302	60.4	61.1	100.0
	Total	494	98.8	100.0	
Age	15-30	261	52.2	52.9	52.9
	30-45	159	31.8	32.3	85.2
	45-60	71	14.2	14.4	99.6
	Above 60	2	.4	.4	100.0
	Total	493	98.6	100.0	
Qualification	Pub. Sec./Govt. Sec	119	23.8	24.3	24.3
	Pvt. Sector/Business	40	8.0	8.2	32.5
	Home-maker	35	7.0	7.2	39.7
	Student	198	39.6	40.5	80.2
	Unemployed	97	19.4	19.8	100.0

	Total	489	97.8	100.0	
Annual income	Less than 2 Lacs	159	31.8	32.9	32.9
	2 – 3 Lacs	74	14.8	15.3	48.2
	3 – 4 Lacs	49	9.8	10.1	58.4
	4 – 5 Lacs	71	14.2	14.7	73.1
	5 - 6 Lacs	5	1.0	1.0	74.1
	More than 6 Lacs	125	25.0	25.9	100.0
	Total	483	96.6	100.0	

From the demographic profile it describes respondent’s gender category, age in years, education qualification and annual income. From the gender category 302(60.4%) of respondents are female remaining 192 (38.4%) of respondents are male followed that age in years was calculated that major number of respondents 261 (52.2%) are 15-30 years and 30-40 years age group of respondents are 159 (31.8%). Qualification among the respondents categorized that 198 (39.6%) of respondents are students followed that 119 (23.8%) of respondents are studying Pub. Sec./Govt. Sec and finally annual income shows 159 (31.8%) of respondents family income was Less than 2 Lakhs at last More than 6 Lakhs was earned by 125 (25.0%) respondents family. The chart representing demographic profile is shown in figure 1.

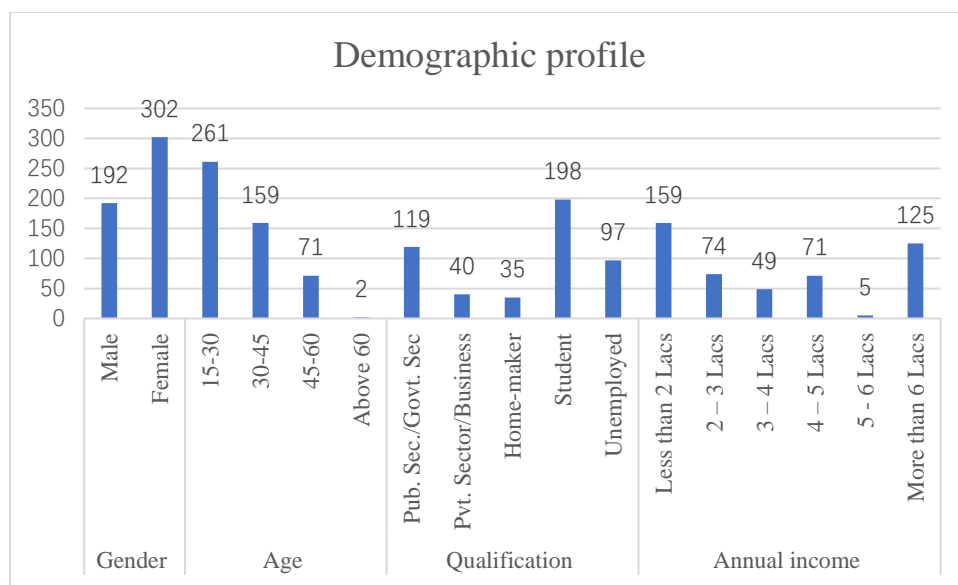


Fig 1. Demographic profile of respondents

4. Findings

The detailed analysis of television viewer intention of customer is examined in which the dependability of 4 different variables is considered. These variables are in accordance to customer opinions like watching television for certain breaks, types of channel watched by the customers, watching television commercials while viewing program and to where the expenditure mostly is on. These variables are predicted to calculate the television viewer intention of all the respondents as shown in table 2.

Table 2. Television viewer intention

Television viewer intention					
Variables		Frequency	Percent	Valid Percent	Cumulative Percent
Watch television	0-2 Hrs.	378	75.6	77.3	77.3
	2-4 Hrs.	91	18.2	18.6	95.9
	4-6 Hrs.	16	3.2	3.3	99.2
	6-8 Hrs.	4	.8	.8	100.0
	Total	489	97.8	100.0	
Mostly watch	News channel	220	44.0	44.5	44.5
	Entertainment channels	191	38.2	38.7	83.2
	Sports	48	9.6	9.7	92.9

	Lifestyle	35	7.0	7.1	100.0
	Total	494	98.8	100.0	
Watch television commercials while viewing program	Mostly	159	31.8	32.4	32.4
	Often	142	28.4	29.0	61.4
	Seldom	121	24.2	24.7	86.1
	Never	68	13.6	13.9	100.0
	Total	490	98.0	100.0	
My expenditure mostly is on	Food	179	35.8	36.9	36.9
	Personal Care	119	23.8	24.5	61.4
	Apparels	135	27.0	27.8	89.3
	Electronic Gadgets	52	10.4	10.7	100.0
	Total	485	97.0	100.0	

Personal intention of viewing television was calculated under some criteria. Major number of respondents 378 (75.6%) of respondents watching television less than 2 hours only. 91 (18.2%) of respondents watching 2-4 hrs per day. Watching News channel by 220 (44.0%), 191 (38.2%) watching Entertainment channels, 159 (31.8%) of respondents mostly Watching television commercials while viewing program at the same time 68 (13.6%) are never Watch television commercials while viewing program. 179 (35.8%) of respondents spending money mostly on buying food followed that 135 (27.0%) respondents spends on buying personal care expenditure, 135(27.0%) of respondents spending on apparels and 52(10.4%) of respondents used to buy electronic gadgets. Similarly, person correlation analysis is considered with respect to various aspects of correlational reading. The aspects involved here are Psychological aspects, Creative Aspects, Technological aspects as shown in table 3.

Table 3. Person correlation analysis

Correlations				
		Psychological Aspects	Creative Aspects	Technological Aspects
Psychological Aspects	Pearson Correlation	1	.415**	.417**
	Sig. (2-tailed)		.000	.000
	N	486	486	486
Creative Aspects	Pearson Correlation	.415**	1	.543**
	Sig. (2-tailed)	.000		.000
	N	486	500	500
Technological Aspects	Pearson Correlation	.417**	.543**	1
	Sig. (2-tailed)	.000	.000	
	N	486	500	500
**. Correlation is significant at the 0.01 level (2-tailed).				

Person correlation analysis was used to find the relationship between three different aspects on Advertising in Indian Advertising Scenario. The r value for Psychological Aspects with Creative Aspects and Technological Aspects was 0.415 and 0.417 respectively and Creative Aspects with Technological Aspects was 0.543 which shows all the factors shows positively significant with those variables.

The advertisement effectiveness is predicted to ensure good advertisement planning and control that rely heavily on measuring ad performance. For every advertisement campaign there are certain variables that a brand leader chooses on how much to spend or whether to search for long-range targets. With the change in the advertising business over the recent years, the balance has also changed. The researcher have analysed few factors for effectiveness of an advertisement and they are listed as shown in Table 4.

Table 4. Effectiveness of an advertisement:

Ranks		
Factors	Mean Rank	Rank
Celebrity endorsement	2.46	5 th
Common Person	2.91	3 rd
Animated character	2.67	4 th
Practitioner/Influencers	3.05	2 nd
Utility of the product	3.92	1 st
Chi-square = 403.105; df=4; Asymp.Sig=0.000		

To find the effectiveness of advertisement by some factors were analysed using Friedman test, it shows utility of the product is 3.92 which place first rank followed that practitioner/influencers is 3.05 were scored second place. Even there are various advertisement factors that are largely acceptable by customer's choice and opinion as shown in table 5. They include story, cinematic, animation, special effects and presentation.

Table 5. Factors in an advertisement by respondent's choice

Ranks		
Factors	Mean Rank	Rank
Story	3.36	2 nd
Cinematic	2.67	4 th
Animation	2.56	5 th
Special Effects	2.75	3 rd
Presentation	3.67	1 st
Chi-square = 338.167; df=4; Asymp.Sig=0.000		

To find the effectiveness of advertisement by some factors were analysed using Friedman test, it shows presentation is 3.67 which place first rank followed that story is 3.36 were scored second place.

The findings suggest that television advertising even structures online shopping where content of advertising plays a major role. Television helps create advertising, knowledge and interest in new products. As a direct result, effective television advertising can lead viewers to ask for more information about these products and brands. Internet sales figures are highly variable. As a result, ad administrators who want to improve the online effectiveness of their TV advertising budgets may naturally consider using website traffic as a measure of success. The factors necessitated in considering the beneficiary of line shopping are listed in table 6.

Table 6. Factors in beneficiary of online shopping

Group Statistics							
Factors	I do online shopping	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
Ease of Navigation	Yes	427	4.33	.755	.037	5.733	.000
	No	63	3.71	1.054	.133		
Saves Time	Yes	427	4.40	.742	.036	5.017	.000
	No	63	3.86	1.134	.143		
24x7 shopping	Yes	427	4.46	.757	.037	3.984	.000
	No	63	4.05	.851	.107		
Variety of products/Service	Yes	427	4.33	.733	.035	5.006	.000
	No	63	3.81	1.014	.128		
Comparison of products/Services	Yes	427	4.27	.789	.038	4.206	.000
	No	63	3.81	.998	.126		
Offers and discounts	Yes	427	4.30	.737	.036	3.823	.000
	No	63	3.90	.911	.115		
Easy payment	Yes	427	4.36	.757	.037	3.809	.000
	No	63	3.95	.958	.121		
Service at doorstep	Yes	427	4.47	.703	.034	3.600	.000
	No	63	4.11	.900	.113		
Easy returns	Yes	427	4.21	.903	.044	5.293	.000
	No	63	3.54	1.162	.146		
High Satisfaction	Yes	427	4.01	.841	.041	6.250	.000
	No	63	3.25	1.191	.150		

From the independent sample t test, Ease of Navigation $t(488) = 5.733$; $p < 0.05$; Saves Time $t(488) = 5.017$; $p < 0.05$; 24x7 shopping $t(488) = 3.984$; $p < 0.05$; Variety of products/Service $t(488) = 5.006$; $p < 0.05$; Comparison of products/Services $t(488) = 4.206$; $p < 0.05$; Offers and discounts $t(488) = 3.823$; $p < 0.05$; Easy payment $t(488) = 3.809$; $p < 0.05$; Service at doorstep $t(488) = 3.600$; $p < 0.05$; Easy returns $t(488) = 5.293$; $p < 0.05$; High Satisfaction $t(488) = 6.250$; $p < 0.05$; All the variables shows the significant relationship between doing online shopping with the advantages of online shopping factors.

5. Conclusion

This research gives a basis to help brand managers better understand all factors that will influence consumer buying intentions. Finally, brand managers must deal with two advertising effects. On the one hand, to

focus on attention of consumers, on the other hand, the growth of online commerce, this makes it possible to respond more quickly to traditional advertising. Furthermore, some important elements of advertising factors are even discussed as their impact on consumer purchase decision. Person correlation analysis used in this research determines the relationship between three different aspects like psychological aspects, creative Aspects, technological aspects of advertising. The utility of a product and presentation of an advertisement are the major variables need for television advertising as per customer's opinions. This study confirmed that quality of service, effectiveness, informativeness, purchase intention and customer satisfaction positively control their advertising buying activity. Advertisers should pay more attention to these criteria when strategically designing successful advertisements to increase consumer purchase intentions. These variables are important predictors for consumer purchase intention.

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