

# Advertisement influence and purchase decision of the consumers in India

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**Abstract:** Advertising, public relations, sales promotion, and personal selling all are essential parts of the promotional mix of a marketing plan. Advertising is everywhere and reaches consumers all day - every day. The amount companies spend on advertising is amazing. Advertising also plays an important role in developing sales and market share. Among the various factors affecting the consumer buying behavior psychological factor play an important role in influencing the purchase decision. These factors include motivation, learning, belief perception and attitude on which advertisement has direct impact. A belief is a conviction that an individual has on something through the experience he acquires, his learning and his external influences. The learning changes the behavior of an individual as he acquires information and experience. Motivation is directly related to the need. This study put the light on the influence of advertisement on buying behavior of customers. The Study critically evaluates the role of advertisements in making the perception regarding quality of the product

**Key words:** Advertising impact, Consumer behavior

## 1. Introduction

Advertising, public relations, sales promotion, and personal selling all are essential parts of the promotional mix of a marketing plan. Advertising is everywhere and reaches consumers all day - every day. The amount companies spend on advertising is amazing. Advertising also plays an important role in developing sales and market share.

The official definition of advertising is an impersonal one-way mass communication about a product or service that is paid for by the marketer

Advertisement helps the company to create the awareness among the consumers. The advertisements also 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.

Among the various factors affecting the consumer buying behavior psychological factor play an important role in influencing the purchase decision. These factors include motivation, learning, belief perception and attitude on which advertisement has direct impact. A belief is a conviction that an individual has on something through the experience he acquires, his learning and his external influences. The learning changes the behavior of an individual as he acquires information and experience. Motivation is directly related to the need.

To increase sales and encourage consumers to purchase, advertiser try to create, generate or reinforce a need in the consumer's mind so that he develops a purchase motivation

This study put the light on the influence of advertisement on buying behavior of customers. The Study critically evaluates the role of advertisements in making the perception regarding quality of the product..

### 1.1 Research Objectives:

1. To identifies the impact of advertisement on consumer purchase decision.
2. To identify the impact of advertisement on consumer perception regarding quality of the product.
3. To develop the relationship between influence of advertisement and consumer buying decision.

## 1.2 Review of literature

Ripon Kumar et al. (2012) conducted a research concerning the impact of sales promotion and advertising concurrently on consumer's purchasing behavior. The article showed that sales promotion is mainly effectual on the customers who travel through the secondary path and it can lead the customers psyche to brand switching. The study also establishes that sales promotion along with advertising is a lot more effective in low involvement group products .

A research conducted in India found that adolescents are highly attracted towards the TV commercial. Along with that teen girls also influenced by the TV commercials and they tend to buy the products which they saw in commercials. So it gives us idea that mass media has the great impact on the advertisements. Organizations are moving towards the creative content which attracts the teenage girls as well as boys to buy the products (Nidhi Kotwal, 2008).

Culture builds the strong perceptions of the products in the mind of the customers (hye-Shin Kim, 2008). According to Rai, 2013, there are several national and international brands which people recognized and have strong perception in their minds

Rajagopal (2010) this article aimed at analyzing the impact of radio advertisements on urban commuters towards buying routine in retail supplies and attempts to lay down the purpose of radio advertising on distribution of information on the sales promotions.

## 2. Research methodology

The study is quantitative in nature and the plan of quantitative research depends upon in bringing the association between the dependent variable and the independent variable. The study is based on measuring the sample on the area under discussion, which is "effect of advertising on consumer purchase decision", and the relation between dependent variable is developed through the statistical tools.

A questionnaire was developed to gather the data from the respondents. Likert's scale was used in the questionnaire. A survey was conducted in various places of lucknow city to gather the primary data from the respondents under study. A size of 31 respondents was taken under consideration.

The following hypothesis is formed to achieve the research objectives

Ho: There is no significant relationship between advertisement influence and consumer purchase decision..

H1: There is significant relationship between advertisement influence and consumer purchase decision..

The statistical package SPSS will be used to investigate the data. Correlation between the dependent and independent variable is calculated and annova test is used the check the hypothesis

## 3. Data analysis and interpretation-

Buying is a complex process which is affected by many internal and external variables like socio cultural variable, purchasing power, perception attitude belief, friends and relative influence etc. it also involves series of decisions such as what to buy, where to buy, when to buy and how to buy. These series of decisions drive from the consumer awareness and consumer influence.

**Table 1: Correlation between impact of advertisement on perception regarding quality of the product.**

Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .405 <sup>a</sup> | .164     | .135              | .5503                      |

a. Predictors: (Constant), advertisement influence

The table shows the low correlation between the influence of advertisement and quality perceived by the customer. This shows that only through the influence of advertisement consumer does not believe that product is of quality product. The coefficient of determination R square is only 0.164 shows that only 16.4 % of the perception regarding quality is perceived through advertisement. Thus many other factors apart from add accounted in maintain the belief that product is quality product.

**Table 2: Correlation between influence of advertisement and purchase decision**

Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .585 <sup>a</sup> | .342     | .319              | .4296                      |

a. Predictors: (Constant), advertisement influence

b. Dependent Variable: purchase decision

The table shows the moderate correlation between the influence of advertisement and purchase decision of the customer. This shows that only through the effective advertisement consumer can not be induced to buy the product. There are many other factors which play an important role in consumer buying decision. The coefficient of determination R square is only 0.342 shows that only 34.2 % of the buying decision of the product is influenced by advertisement. Thus many other factors apart from advertisement accounted in deciding that particular product should be bought by customer.

**Table 3: Results of Anova Test**

ANOVA TEST

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 2.783          | 1  | 2.783       | 15.076 | .001 <sup>a</sup> |
|       | Residual   | 5.353          | 29 | .185        |        |                   |
|       | Total      | 8.135          | 30 |             |        |                   |

a. Predictors: (Constant), advertisement influence

b. Dependent Variable: purchase decision

Null hypothesis formed and checked by applying annova test. Resultant test shows that calculated value of F is higher than the tabulated value. Thus null hypothesis that, there is no significant relationship between advertisement influence and consumer purchase decision is rejected and alternate hypothesis is accepted. Thus the result of the test revealed that advertising influence the consumer purchase decision significantly.

#### **4. Conclusion:**

Advertisements play an essential role in creating an image of a product in the minds of consumers. Advertisements must be catchy and communicate relevant information to consumers.

The survey was done and statistical tools are applied to develop the relationship between the advertisement influence and purchase decision of the consumer. The result of the test revealed that advertising influence the consumer purchase decision significantly. Thus Marketers need to understand the buying behavior of consumers while designing their advertisements for the desired result.

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