



IMPACT OF ADVERTISEMENT ON CONSUMERS BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO POLLACHI

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Abstract:

Advertising has added in a sophisticated way of constructing consciousness approximately any product or a provider with inside the society. The main objective of the study is to determine the Impact of advertisement on consumer buying behavior. A sample of 100 respondents is collected using multi-stage sampling. Both primary data and secondary data were collected from the study. The collected data has been analysed using percentage analysis and chi-square test. The study concluded that understanding consumer psychology, company's expertise new products, marketing campaigns and increase profitability through advertisement.

Key Words: Advertising, Society, Company, Consumer, Buying, Behavior, Products & Etc.,

Introduction:

Advertising has added in a sophisticated way of constructing consciousness approximately any product or a provider with inside the society. It has enabled the consumers to have knowledge about the service or the product before making any purchase. Advertising has grown on the levels of creativity and innovation. The types of ads being produced these days have shown great influence on the minds of people by persuading them through attractive advertising tactics. These tactics of advertising have therefore shown a great impact of the society in the following ways:

- Today the human wishes are fulfilled through the supply of commercials. Almost each product these days is marketed as a way to attain large organization of human beings. This blesses the organization with improved income. For instance, if someone desires to shop for a automobile and is in dilemma whether or not to make a buy for it or not. In this example his goal might set and he might be keen to research greater approximately it from the commercials. The commercial will in a manner initiate him to shop for. In this manner commercials manage the thoughts of the fascinated character through pleasurable their want.
- Advertising has improved the notice of the human beings through preserving them up to date with the sports of marketplace like what product is launched? What is the market place charge of that product? What is its use? How is it used? Etc. This permits them to take part with inside the ongoing happenings marketplace actively. In different phrases marketing and marketing affects the purchaser behavior.
- However, it does supply a poor effect on society through developing unrealistic expectancies for the product nearby cleansing provider close to me. The capabilities which can be normally marketed normally aren't identical whilst dealt in real. This disappoints the purchaser and the connection receives harmed.
- Advertising influences at the monetary balance of the society. The impact of commercials at the society builds their preference to buy. This will increase the income of the organization which sums as much as advantage the monetary stature of the country.

Types of Digital Advertising:

Display Advertising:

Display advertising, which is also frequently appertained to as "banner" advertising, is a type of advertising that's composed of small digital billboards or banners that are placed in and around blog posts, keyword hunt runners, websites, etc. Display advertisements can be both unmoving images or amped. They generally tend to take on the form of vertical banners at the top of a runner or as a perpendicular banner in the side perimeters of a runner. Display advertisements are great for telling a fast visual story while showing off brand identity. They're generally veritably visual with veritably little textbook, and are ideal for health and heartiness products that do not bear an in-depth disclaimer in the announcement.

Video Advertising:

Videotape advertisements are relatively popular advertising types in moment's digital marketing territory and it makes sense why. Videotape announcements are eye-catching, amusing, and great for telling a complex story that a display announcement simply can not do. In stream videotape advertisements and out stream videotape advertisements are the primary ways that advertisers will use videotape advertisements. In stream videotape involves placing videotape advertisements mid-roll, pre-roll, or post-roll in a videotape that a consumer is formerly watching. The announcement itself will be applicable to the content that the consumer is formerly watching. An out stream videotape announcement is a videotape announcement that's integrated into a composition or blog post. Still, videotape advertisements are an excellent choice for participating your charge or product with full disclaimers, if you're a medical or pharmaceutical brand.

Mobile Advertising:

Mobile advertising is snappily getting the new norm as further people are consuming online content through their mobile bias than ever ahead. Mobile advertising is, simply, advertisements that are optimized for mobile consumption. Mobile advertisements are relatively broad and can include videotape, app, display, hunt, or social advertisements. For utmost brands, videotape-grounded social media mobile advertisements are a great place to start.

Native Advertising:

This form of advertising is simple announcement content that's integrated into a piece of content. They're considered "non-disruptive" advertisements and generally come in the form of patronized content. These advertisements will match the style and inflow of the content it appears in without being pushy or disruptive. For illustration, pop-up advertisements and auto play vids are considered disruptive and can frequently have a negative impact on one's implicit client base. Native advertisements, on the other hand, are "slipped" into content in a way that isn't disruptive and more seductive to consumers. They can come in the form of blog posts, videos, prints, etc.

Objectives of the Study:

The following are the objectives of the study

- To study the demographic profile of consumers in Pollachi.
- To determine the Impact of advertisement on consumer buying behavior

Statement of the Problem:

Understanding consumer behavior is essential for a company to find success for its current products as well as new product launches. Every consumer has a different thought process and attitude towards buying a particular product. If a company fails to understand the reaction of a consumer towards a product, there are high chances of product failure. Due to the converting fashion, technology, trends, residing style, disposable income, and comparable different elements, patron conduct additionally changes. A marketer has to apprehend the elements which are converting in order that the advertising and marketing efforts may be aligned accordingly. What is the impact of advertisement on consumer buying behavior?

Research Methodology:

Research design selected for the study is descriptive, and the research has been done at Pollachi. Sampling method used for the study is probability sampling because here each sample has equal chance of being selected and again followed with multi-stage sampling. Primary data in the study is collected by filling up structured questionnaires. Well-structured questionnaire has been randomly administered to 100 respondents of Pollachi and the secondary data is collected from research articles, journals, reports, newspapers and website. Questionnaire consisting of questions related to demographic profile, advertisement, impact of advertisements on consumer buying behavior. The methods used for the analysis include percentage analysis and chi-square test.

Review of Literature:

Samar Fatima and Samreen Lodhi (2015) analysed the impact of Advertisement on Buying Behaviors of the consumers: Study of Cosmetic Industry in Karachi City. This research study was conducted to find out the impact of advertisements on the buying behavior of the people in cosmetic industry. In this research study quantitative approach has been used and therefore the data was the first one gathered from the users of cosmetics products in Karachi. A well-structured questionnaire was developed to collect the information from the respondents and Likert's scale was utilized in the questionnaire. The information gathered from the respondents was put within the SPSS to research the varied factors and dependability of the variables. Mainly this study concluded that advertisements are very useful in creating the awareness among the people but they are unsuccessful to construct strong perceptions in the mind of customers.

Chithira John, and C. Sengottuvelu (2017) examined the Television Advertisement: Children's Purchase Preferences of Confectionary Productst South West Delhi. This study mainly focused the impact of television

advertisements of on buying behaviour of children with reference to confectionery products such as chocolate, candies, chewing gum and cakes /pastries. Descriptive research design has been used for this study and probability sampling method also used for primary data collection .The study considers both primary and secondary data. Primary data was collected by well defined questionnaire and the methods used for the analysis include percentage analysis, chi-square test, and correlation using SPSS 20. The study suggested some measures to from the study it is clear that advertisements have a huge impact on children’s product preference and the purchase decision of their parents

R. Raju M. Rathod and Bhavna J. Parmar (2012) examined the Impact of Television Advertisements on Children: An Empirical Study with relation to Chocolate Brands in Baroda .This research study is predicated on Descriptive research Analysis. Prime objective of this study is to seek out, how children are influenced by the TV advertisements. This study considers Primary data and Secondary data with well-structured Questionnaire has been randomly administered and analyzed by Chi square test, Analysis of Variance (ANOVA). The study concludes the advertising incorporates a stronger effect on younger children and especially television advertisements have more impact on children than the opposite medium of advertising. In order that parents to work out what their children are watching on television and if they're highly influenced by the advertisements especially of confectionary products then parents should attempt to explain them what are the pros and cons of that product by using it.

Analysis and Interpretation:

Table 1: Socio Economic Profile of the Respondents

Profile Variables	Particulars	No. of Respondents	%
Gender	Male	57	57
	Female	43	43
Age	18-21	51	51
	22-25	28	28
	Above 25	21	21
Marital Status	Married	44	44
	Unmarried	56	56
Nature of Residing Area	Rural	52	52
	Urban	48	48
Educational Qualification	School Level	18	18
	UG	36	36
	PG	21	21
	Professional	25	25
Occupation	Professional	31	31
	Employee	38	38
	Business	23	23
	Others	8	8
Family Income Per Month	Below 10000	11	11
	10001 - 15000	37	37
	15001 - 20000	15	15
	20001 - 25000	25	25
	Above 25000	12	12
Total		100	100

Table 1 shows the socio-economic profile of the respondents. In above table, out of 100 respondents 57% of respondents are male, 51% of the respondents belong to the age group of 18-21 years, 56% of the respondents are married, 52% of the respondents belong to rural area, 36 % of the respondents are undergraduates, 38% of the respondents are employees and 37% of the respondents family income per month is between Rs.10,001 to Rs.15,000.

Table 2: Level of Impact of Advertisement

Level of impact of Advertisement	No. of Respondents	%
Highly influencing	64	64
Moderate influencing	25	25
Not influencing	11	11

Total	100	100
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Table.2 infers that 64% respondents are highly influenced by impact of advertisement, 25% respondents are having moderate influenced, and 11 % respondents are not influenced. It represents that 58.0% of the respondents are having highly influencing by impact of advertisement.

Table 3: Factors influencing Consumer buying behavior towards Advertisement

Factors	No. of Respondents	Percentage
Multimedia Presentation	33	33
Attractiveness	22	22
Information	19	19
Brand Ambassadors	27	27
Total	100	100

The above table.3 shows the factors influencing Customers buying behavior towards Advertisement. Out of 100 respondents, 33% of the respondents are influenced by multimedia presentation, 22% of the respondents are influenced by Attractiveness, 19% of the respondents are influenced by Information and 27% of the respondents are influenced by Brand Ambassadors.

Chi-Square Test:

Chi square test is applied in Statistics to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution. Therefore, it is a measure to study the divergence of actual and expected frequencies.

Table 4: Relationship between Consumer’s Socio Economic Profile and Impact of Advertisement on buying behaviour

Variables	Level of impact			Total	χ^2 Value	Table Value	Remarks
	Low	Moderate	High				
Gender							
Male	22	15	20	57	8.734	5.991	S
Female	13	20	10	43			
Age (Years)							
18-21	20	18	13	51	11.469	9.488	S
22-25	11	5	12	28			
Above 25	12	5	4	21			
Educational Qualification							
School Level	8	5	5	18	7.278	9.488	NS
UG	13	15	8	36			
PG	9	5	7	21			
Monthly Income							
Below 10000	3	4	4	11	13.423	9.488	S
10001 - 15000	20	8	9	37			
15001 - 20000	7	5	3	15			
20001 - 25000	11	9	5	25			
Marital Status							
Married	17	18	9	44	3.698	5.991	NS
Unmarried	21	20	15	56			
Occupation							
Professional	10	10	10	31	15.789	12.458	S
Employee	12	13	15	38			
Business	8	8	7	23			
Others	4	3	2	8			

*significant at 5% percent level

Table no.4 depicts the relationship between consumer’s selected demographic variables and Impact of advertisement towards buying behaviour. It is clear that, the calculated Chi-square value is greater than the table value at five percent level, there exists any significant association between gender, age, annual income, occupation of the customers and impact of advertisement towards buying behaviour. Thus the hypothesis is rejected.

It is clear that, the calculated Chi-square value is lesser than the table value at five percent level, there

exists no significant association between educational qualifications, type of family of the customers and impact of advertisement towards buying behaviour. Hence the hypothesis is accepted.

Conclusion:

The impact of advertising on society has brought in a great change. It has made people think beyond their compact world of stability. It has made society to change their way of living. The marketers try to influence or persuade consumers to buy the particular product. It is also a medium serving many businesses. Consumer behavior analysis has emerged as an important tool to understand your customers. By looking into consumer psychology and the forces behind customer buying behavior, companies can craft new products, marketing campaigns and increase profitability through advertisement. Companies should talk to consumers, watch out for frustrations, and most importantly, identify their needs and expectations.

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