



INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X
Impact factor: 4.295
(Volume 4, Issue 2)

Available online at: www.ijariit.com

Impact of advertisement on consumer's purchases

Yeshwanth Pabba

yeshwanth495@gmail.com

Vellore Institute of Technology, Vellore, Tamil Nadu

Balamurugan J

balamurugan.j@vit.ac.in

Vellore Institute of Technology, Vellore, Tamil Nadu

Gunnam Krishna Praveen

gunnamkrishna.praveen2015@vit.ac.in

Vellore Institute of Technology, Vellore, Tamil Nadu

Vaigandla Sai Akhil

vaigandlasai.akhil2015@vit.ac.in

Vellore Institute of Technology, Vellore, Tamil Nadu

ABSTRACT

In order to attract the consumer's some organizations introduce new products whereas some organizations advertise in order to attract the consumers. The latter is considered to be one of the most influential ways of attracting consumers, since advertising not only creates awareness about the product among the consumers but also entertains them. Even though past studies have agreed that advertisement, especially tv advertisement, is the most effective media source since it attracts consumer's attention. Advertisements affect the perceptions of the consumers and it can influence the consumer's buying decisions.

The purpose of this study is to determine the impact of tv advertisement on the consumer buying behavior by conducting survey. For this purpose, quantitative method was used, in which the impact of advertisement through brand awareness was seen on the consumer buying behavior. The main focus of this study was how brand awareness is created through tv advertising and its impact on the buying behavior of consumers, this impact is seen on the buying behaviors of consumers in electronic goods.

Keywords: Customers, Television, Advertisement.

1. INTRODUCTION

Many companies are facing a problem, like which product the customers like to purchase more. And About how the advertisements should be, so that the customers like the most. They invest more many for knowing the customer's behavior in purchasing the product by data mining. Companies like Walmart store TBs of data for mining. Broadcast is an exhibiting thought which means to affect the obtaining behavior of customers. While purchaser lead is the system and activity by which people select, purchase, evaluate and eat up the thing or organization to satisfy the need or want [1]. In time long past conditions publicists used different signs and pictures to exhibit their things and moreover to make care for the customers. With the progress and development headway now affiliations focus to use print and electronic media extremely. Usage of different publicizing constrained time strategies has been recognized as an intense instrument of making care among the customer masses. Among them is renowned huge name association with the particular brand. In making countries where prevailing piece of the people live in remote domains; the effects of TV promotion are particularly high. In these zones television advancement updates the satisfaction level of those things and they jump at the chance to buy that one [2]. Huge name association is one of the parts that seriously affect the buyer of the thing. Publicizing not withstanding acclaimed huge name commitment advances and raises the thoughtfulness regarding your thing in the brains of the potential customers and besides obviously impacts the purchases of your thing. More likely than not that today by far most of the affiliations spend colossal measure of dollars to make publicizing messages just to put their things and organizations [3]. Here the request develops what medium should we use to address the market; day by day papers, individual to individual correspondence locales, declarations, freebees or television. In case we use television as a medium by securing high then it would be advantageous or not and how people would see it? Be that as it may, there is one thing that must be recalled that your business must be feasible too. As an effective advancement can simply meet your objectives and can bolster up your arrangements. Likewise, consequently the medium of television is considered as the best as it can contact the most outrageous group with powerful cost.

In this season of helplessness affiliations and ventures are particularly bona fide about advancing their things and organizations. Moreover, this is also a reality that nowadays those affiliations are compelling who have authoritatively described their goals

2. LITERATURE REVIEW

Today organizations and different companies are investing huge amount in different mediums like radio, magazines, newspapers, television and so forth. Ansari and Jolouidar (2001) investigate that television advertisements influence positively on customers. In this study interesting findings came up through regression analysis. They used AIDAS model for conducting their research. They concluded that television advertisement has positive impact on Avishay's company. They also revealed that customer's satisfaction was increased up to 56 percent due to television advertisement. They predicted optimistic effect of television advertisement on attention towards advertisement, interest in favor of purchasing, desire intended for purchasing, action towards purchasing and consumer's satisfaction towards the purchased product. (Ansari & Jolouidar, 2011) [1].

In India advertising is a billionaire industry. It is considered one of the fastest growing industries as well. Bishnoi and Ruchi (2009) noted the influence of male and female teenagers of Haryana (District in India) to know the impact of television advertisement on them. For this purpose, they used multistage sampling method; they took four districts of Haryana including some urban areas near to them. They distributed '1000' questionnaires among the respondents. Where '866' questionnaires were best suited for the analysis. They found that there is no major difference in liking the television advertisement between male and female youngsters. They concluded that rural people get influenced by TV advertisement more than urban people and also the involvement of selecting the product is higher in them. Whereas urban don't want to purchase the advertised product if they do not actually need it. But they like the advertisement of the particular product or service which they are already using. (Vinod Kumar Bishnoi, 2009) [4].

When consumers buy products there are number of factors that influence them and affect the decision of purchasing the product. Among them is celebrity attachment. Now it depends upon the celebrity effectiveness, attachment and match-up with the product. Well, results show good and positive results of the celebrity attachment towards the advertisement and with the brand. A high effect was found for purchase intention when a celebrity comes up in a TV advertisement and endorses a particular product. Both number of endorsements and celebrity attachment influence the buying behaviour of consumers. When consumers have strong attachment with celebrity and see that he/she is endorsing numerous brands then it negatively affects the purchase intent. And when they have weak connection their purchase objective is increased with various endorsements (Jasmina Ilicic & Webster, 2011) [3].

3. DATA COLLECTION

A survey was conducted to understand the customer's behavior on purchasing a product. It is will use full for many companies and dealers etc. it can be used as feedback analysis for data mining of customer's behavior in buying a product. Now a day's artificial intelligence is used to for mining the data extracted from the feedback and the product they purchase [2]. They mine the things like the combination they select, which media has more impact on a particular product, etc. many companies focus on the teenagers for marketing the product [8]. On this bases we conducted survey on impact of advertisement on customers through social media. So, we took the survey on students in the vit university vellore. A survey questionnaire was prepared by means of google forms which consists of 20-23 questions including the personal information. It will be use full for high marketing companies like Pepsi, Cadbury, etc.

4. OBSERVATIONS AND INFERENCES

The result of the survey is to analysis the impact of the T.V commercials and advertisement on consumer purchases.

A. Has a TV commercial ever influenced you into buying a new product?

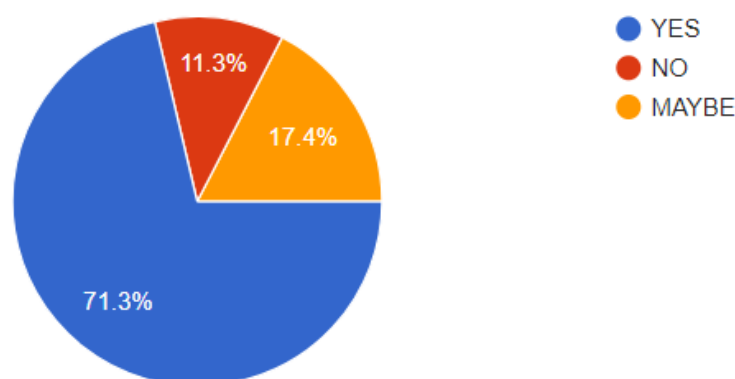


Fig 1: pie cart depicting percentage of customers had influenced by T.V on buying a product

The pie chart (Fig.1) describes that more than half of the students (71.3%) has T.V influence on purchasing the product. this means that to familiarizes the product in vit university the dealers has to advertise in the T.V first.

B. Have you ever purchased a product under the influence of a TV commercial and regretted buying the product afterwards?

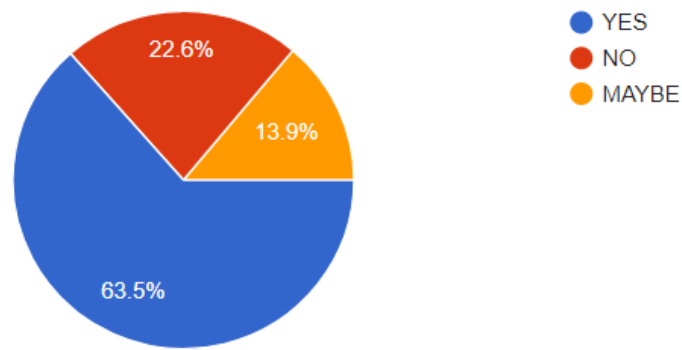


Fig 2: pie chart depicting percentage of student brought the product under the influence of the T.V and regretted buying the product afterwards

The pie chart (fig2) says that maximum number of students had belief in T.V advertisement and brought the product.as they are not satisfied with the product, they regretted buying the product afterwards. That means the students (63.5%) are losing their trust on the T.V advertisement. It may affect the targeting market of the products.

C. How long do you think an average TV commercial should be in order to give the best impact on audiences?

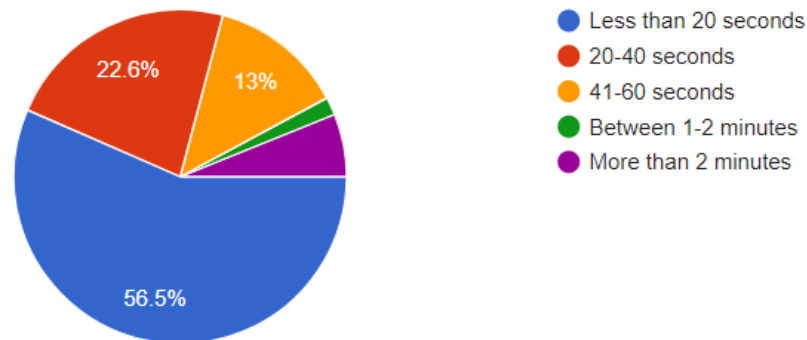


Fig 3: pie chart depicting percentage of students prefer the duration of time required in order to get the best impact on audiences

The pie chart (Fig 3) represent that maximum number of students (56.5%) prefer duration of advertisement should be less than 20 seconds. These will be helpful for newly dealers to reduce their advertisements to 20 seconds or less for more impact of customers.

D. What type of TV commercial draws your attention the most? (please rank options from 1-8, 1 being most attention, 8 being least attention)

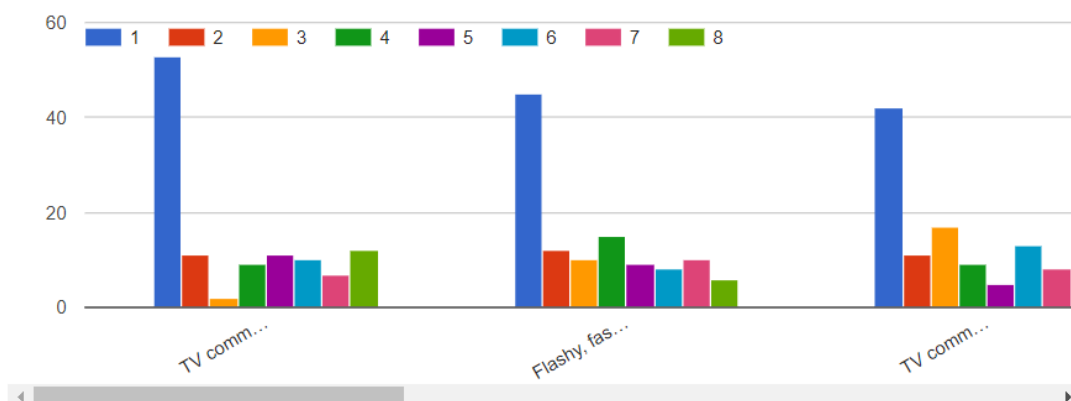


Fig 4: bar graph representation for types of T.V commercial that most of the customers draw their attention

The categories are

- TV commercials that are cinematic (e.g. Nike, Coca Cola, Gucci, Debenhams Christmas 2012 Ad)

- Flashy, fast-edited, upbeat TV Commercials (e.g. Boohoo.com)
- TV commercials with touching scripts (e.g. Child Friendly, John Lewis Christmas 2011 Ad)
- TV commercials with clever, funny scripts (e.g. Snickers, Weetabix, Panda Cheese)
- TV commercials that gives a quick scientific animation to describe the greatness of products (e.g. Colgate, Dettol)
- Plain, simple TV commercials that goes straight to the point of the product (e.g. Actimel, uniformdating.com)
- TV Commercials with talking cartoons/animals/animation (e.g. Compare the Market Meerkat ad, Wonga)
- Cheesy fun TV commercials (e.g. thinkbingo.com).

These are the varies types of T.V commercial that draw the customer’s attention. But most of the students selected the 6 the type plain, simple T.V commercials that goes straight to the point of the product (e.g. Actimel, uniformdating.com).

E. What aspects of a TV commercial draws your attention the most?

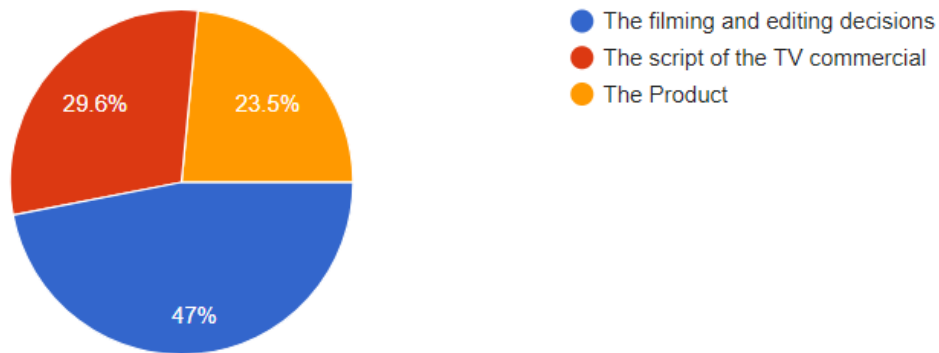


Fig 5: pie chart depicting percentage of students on selection of aspects of T.V commercial draw their attention the most

The above pie chart (fig 5) says that the maximum number of students (47%) selects the filming and editing decisions aspect type of T.V commercials draws the most attention when compare to script and product. that the reason why most of the product have been advertised by actors in a filming story way.

F. Does having a certain celebrity advertising a product influence your decisions on buying the product? (e.g. Georgios Armani ad campaign with Megan Fox and Christiane Ronaldo)

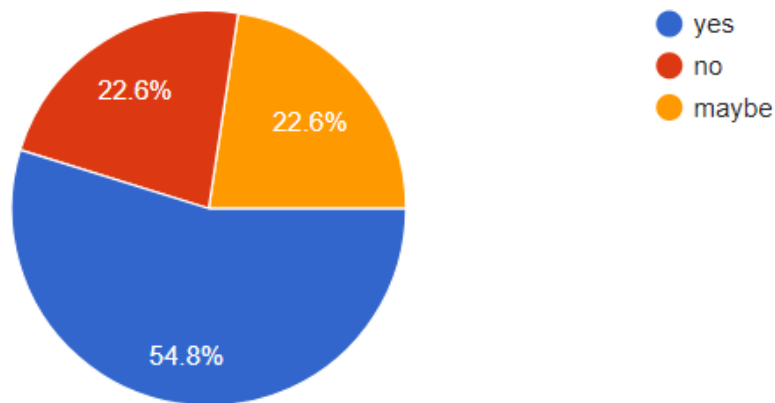


Fig 6: pie chart depicting percentage of student’s response on having celebrity advertising a product

Pie chart (fig 6) represents that maximum number of students like the advertisement which are filmed by certain celebrity. They have a trust on certain celebrities. That they act only on good products.

G. Have you ever searched for a good TV commercial on the internet to either watch again or share with your friends? [1]

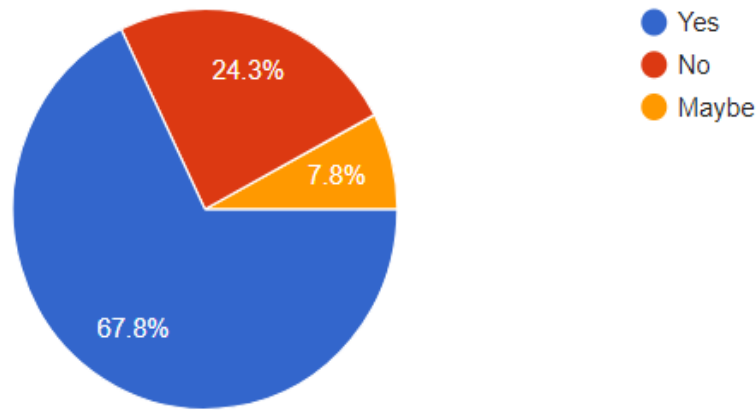


Fig 7: pie chart depicting percentage of students searched a product on internet to either watch it again or to share with their friends

The above pie chart (fig 7) says that more than half of the students (67.8%) searched the product on internet to either watch it again or to share with their friends. Literally I have experienced the above situation. I have searched the product ads and share it to my friend (Samsung service ads).

H. Do you find TV commercials effective?

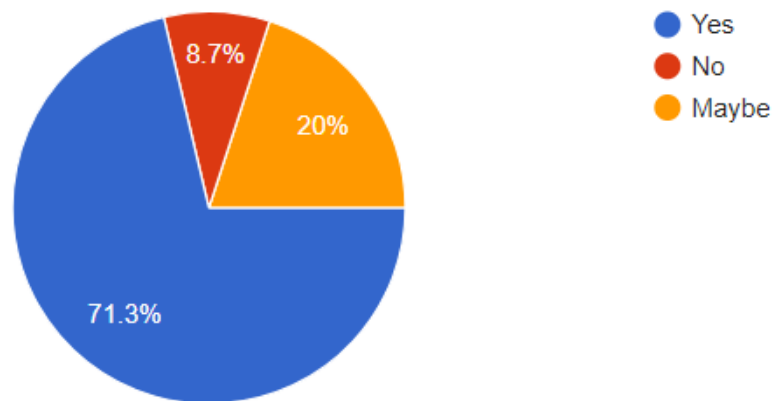


Fig 8: pie chart depicting percentage of student's behavior on deciding the effective ness of T.V commercials on purchasing a product

The above pie chart (fig 8) describes that the effective ness of T.V advertisements on customers buying a product (71.3%). These literally means that T.V commercials have a greater impact on buying a product. and it is also more effective.

I. Which source of media do you usually spend your time on

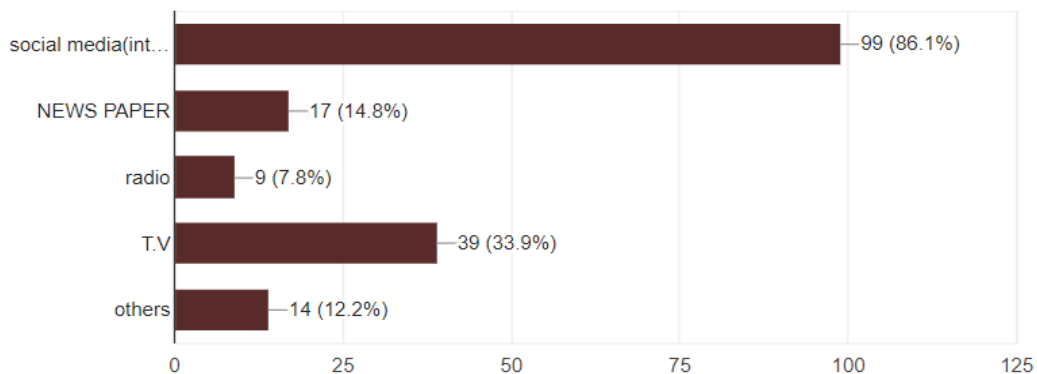


Fig 9: Bar Graph depicting the source of media do they usually spend their time on

The above graph (fig 9) represent that almost all the students usually spent on internet, social media like face book, twitter, YouTube, etc. these is an additional information required for companies for the publicity of their product.

J. In general, do you trust advertisement?

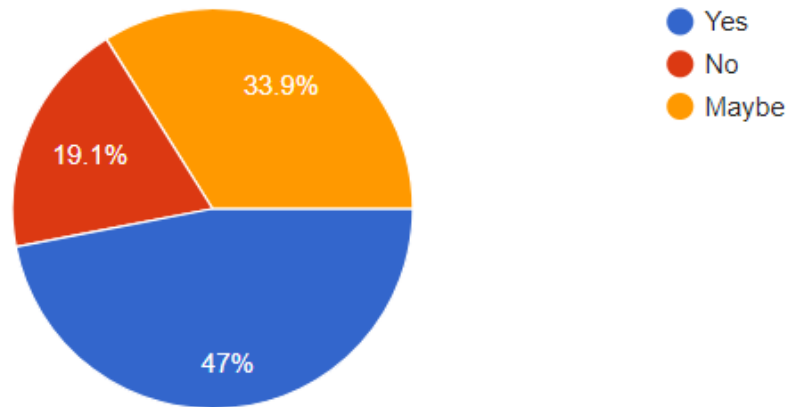


Fig 10: pie chart depicting percentage of students still trust advertisements

The above pie chart (fig 10) is to verify how many of people still trust advertisements. Less than half of the people trust (47%) still trust advertisements for purchasing the product. the advertisement itself losing its trusted customer for not advertising the exact fact. These resulted in the reviewers give the feedback of the product.

K. Do you think advertisements are the bridge between consumers and products? [8]

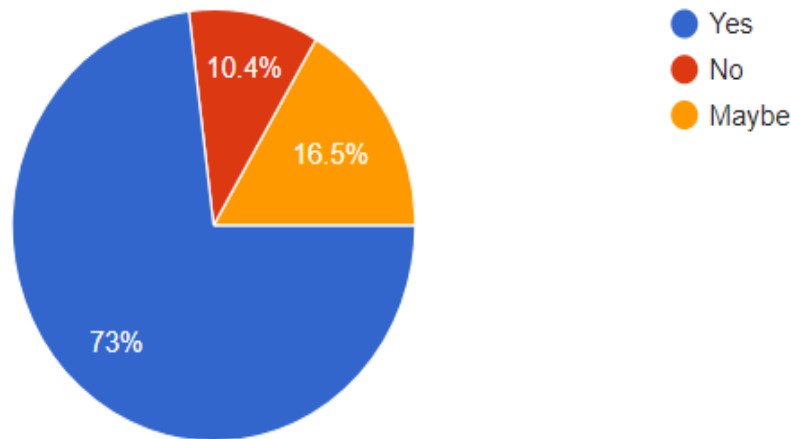


Fig 11: pie chart depicting percentage of students purchased items by seeing advertisements

The above pie chart (fig 11) says that maximum number of students purchase the items by seeing the advertisements. And also to make sure that the user is not blindly clicking the questions.

L. Impact of false advertisements

Please rate the following Questions on Impacts of false Advertising [6]

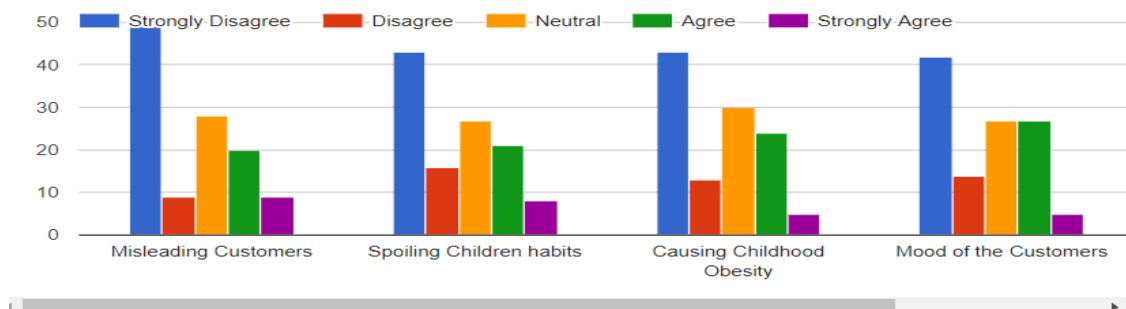


Fig 12: bar graph representation of false advertisements

The categories in false advertisements are:

- Misleading Customers.
- Spoiling Children habits.
- Causing Childhood Obesity.
- Mood of the Customers.
- Customers Loyalty and trust towards Ads.

The above bar graph (fig 12) says that maximum number of customers are misled in purchasing a product category 1 was selected. Several advertisements have misled the customers in buying the product.

M. Please give your rating on "following types of false advertisements for which people are getting easily misled"[5]

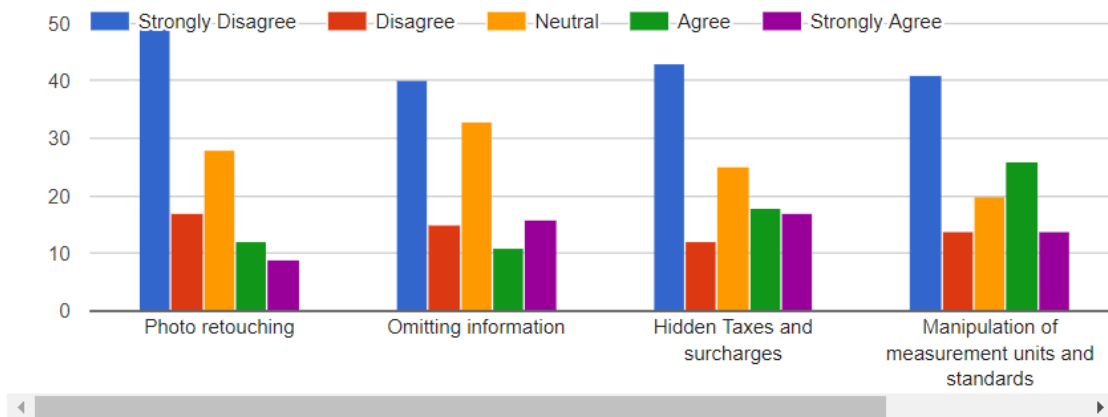


Fig 13: bar graph representation of decision of type of false advertisements for which customers get easily misled

The categories on which the customers get misled easily are:

- Photo retouching.
- Omitting information.
- Hidden Taxes and surcharges.
- Manipulation of measurement units and standards.
- Fillers and oversized packaging.

The above bar graph represents that maximum number of people get misled by photo retouching category 1.

N. Please rate the following questions on Impacts of TV advertisements on Customers. [2]

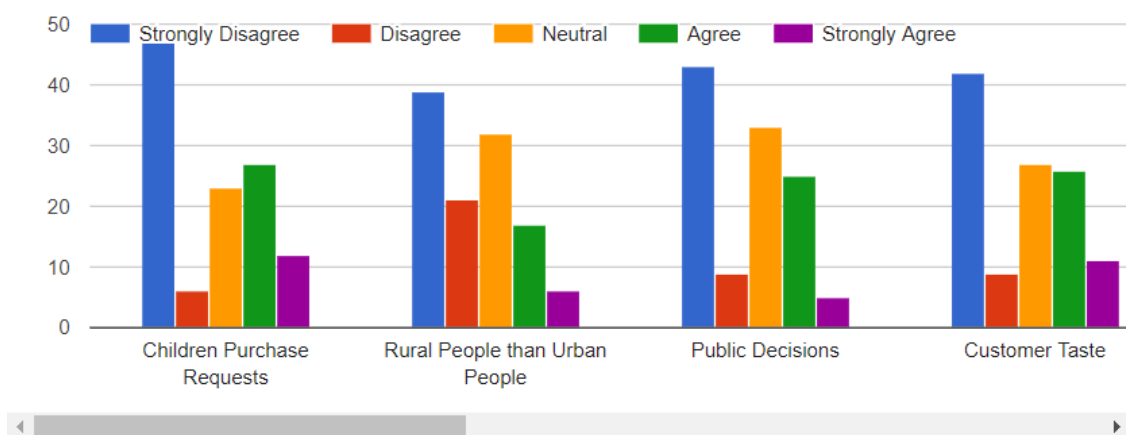


Fig 14: bar graph representation of different types advertisements which has impact on customers

The categories are

- Children Purchase Requests.
- Rural People than Urban People.
- Public Decisions.
- Customer Taste.
- Social, Moral, and religious Values in Society.
- Illiterates than Literates.
- Confusion.
- Aggravation and negative attitudes.
- Increase the frequency of purchase.
- Wrong illustrations.

The above bar graph (fig 14) represents that maximum number of students fall under the category of children purchase requests (1) has more impact on customer like Wipro.

O. Consumers usually get better value for their money in brands advertised on the Internet than in unadvertised brands. [6]

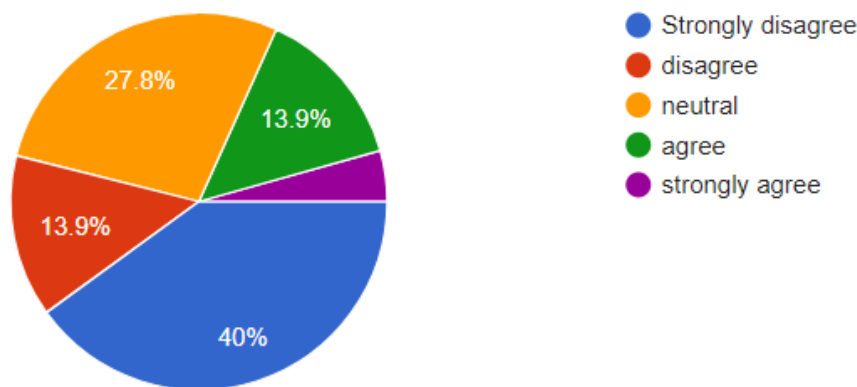


Fig 15: pie chart depicting percentage of student’s decision on suggestion that usually customer get better value for their money in brands advertisement on internet than in unadvertised brands

The above pie chart (fig 15) represents that most of the people disagree the statement that consumers usually get better value for their money in brands advertised on internet than in unadvertised brands. It says that customer will not entirely depend on advertisement for purchasing a product.

P. Web Users are so inundated with Internet Advertising resulting in [7]

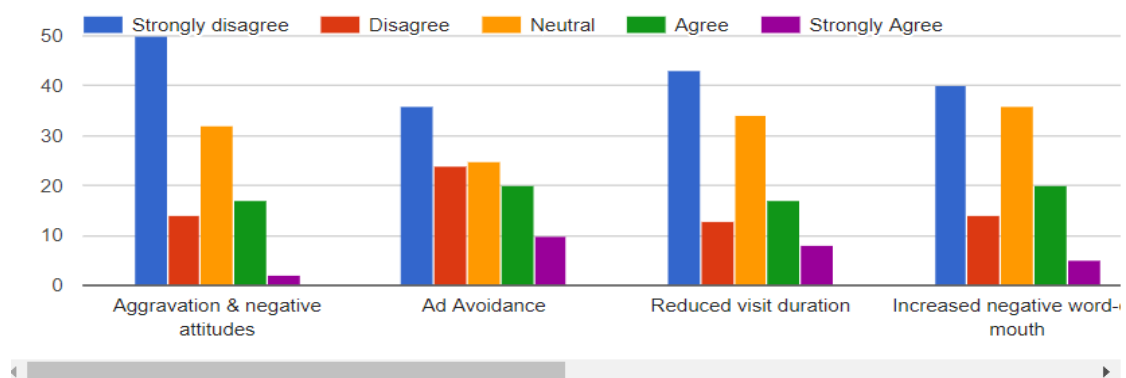


Fig 16: bar graph representation for results when users are inundated with internet advertisements

The categories of such inundated advertisements results:

- Aggravation & negative attitudes.
- Ad Avoidance.

- Reduced visit duration.
- Increased negative word-of-mouth.
- Frustration & Irritation.
- Increased cognitive load.
- Negative affect on emotions or moods.
- Confusion & Tiredness.

The above bar graph represents that many people are aggravation and negative attitudes (category 1) due to inundated with internet advertising.

Q. Your thoughts on viewers who came across some stereotypical discrimination (Women) in advertising. [2]

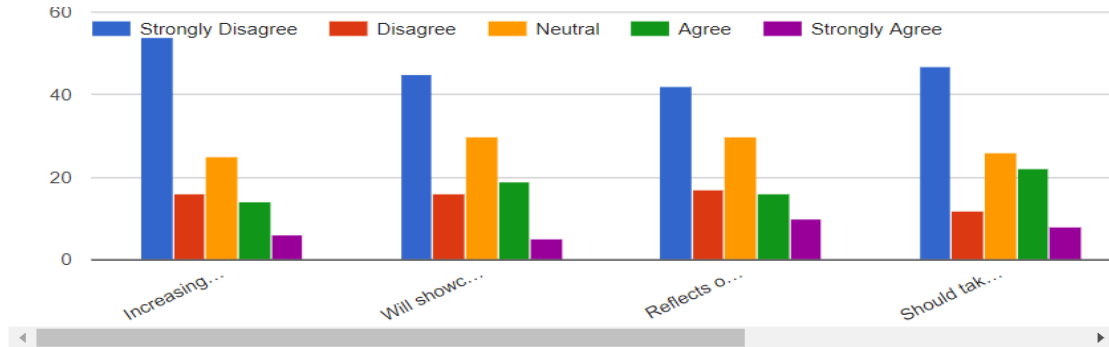


Fig 17: bar graph representation for the viewer thoughts who came across some stereotypical discrimination (women) in advertising

These are the some of the categories of thoughts when we experience stereotypical discrimination:

- Increasing resentment and anger.
- Will showcase on ancient interpretations.
- Reflects on Attitude towards society.
- Should take these discriminations seriously.
- some opinion blogs and columns that include criticism should be started.
- Consumers must be provided with the knowledge of these stereotypes.

The above bar graph (fig 17) says that most of the people thoughts were increasing resentment and anger (category 1) when they saw some stereotypical discrimination (women) in advertising.

R. Suggestions for some approaches to advertise without discrimination.

Do you think message-centred approach is the best way of advertising without gender discrimination? [7]

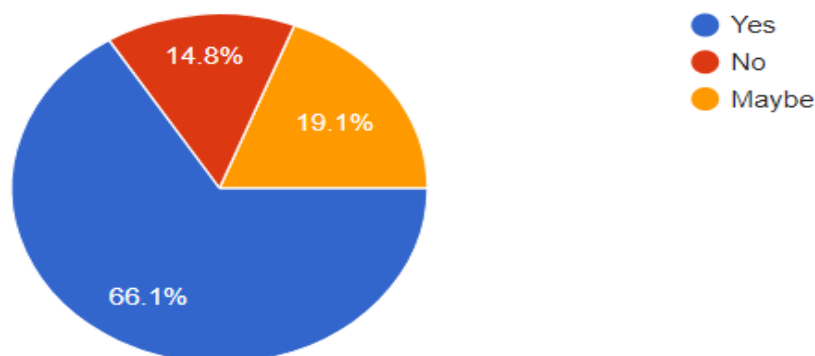


Fig 18: pie chart depicting percentage of students who think message centered approach is best way of advertising without gender discrimination

The above pie chart (fig 18) says that many number of people prefer message base approach is the best way of advertising without gender discrimination.

Prefer message based is best approach to avoid any discrimination in advertising.

S. Do you think audience-centred approach is the best way of advertising without racial discrimination? [4]

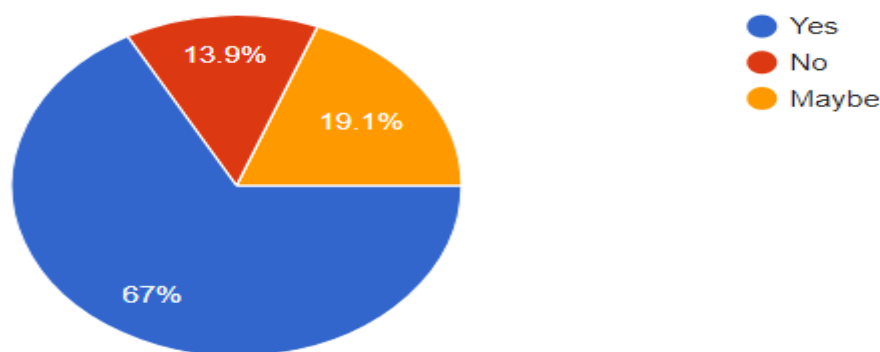


Fig 19: pie chart depicting percentage of students who prefer audience centered approach is the best way of advertising without racial discrimination.

The above pie chart (fig 19) says that many number of people prefer audience centered approach is the best way of advertising without racial discrimination. I prefer message based is best approach to avoid any discrimination in advertising.

5. FINDINGS

That more than half of the students (71.3%) has T.V influence on purchasing the product. this means that to familiarizes the product in vit university the dealers has to advertise in the T.V first. maximum number of students had belief in T.V advertisement and brought the product.as they are not satisfied with the product, they regretted buying the product afterwards. That means the students (63.5%) are losing their trust on the T.V advertisement. It may affect the targeting market of the products. Maximum number of students (56.5%) prefer duration of advertisement should be less than 20 seconds. These will be helpful for newly dealers to reduce their advertisements to 20 seconds or less for more impact of customers. maximum number of students (47%) selects the filming and editing decisions aspect type of T.V commercials draws the most attention when compare to script and product. that the reason why most of the product have been advertised by actors in a filming story way.

6. CONCLUSIONS

The study portrayed very interesting results and thus it is concluded from the study that individuals like the TV advertisement for purchasing the product. Students jointly make a decision with their family members which product to be purchased and they also expect the same quality of the product that is shown in TV advertisement. Both genders and residents sense good when they watch the ad of the particular product that they are by now having. The students do not purchase the product that they don't need. The study proved that there is a significant variation among the male and female students on the issue that TV advertisements enhance the engagement process of buying. It can also be concluded from the study that buying behaviour of female individuals is more influenced by the television advertisements than their male counterparts.

7. ACKNOWLEDGMENT

The authors of this study gratefully acknowledge the suggestions and advice of every student of VIT University, Vellore campus for bringing out the causes and some suggestions for impact of T.V advertisement on customer's purchase. Thereby, helping in achieving the primary objective of this paper.

8. REFERENCES

- [1] Ansari, M. E., & Joloudar, Y. E. (2011), An Investigation of TV Advertisement Effects on Customers, International Journal of Marketing Studies, 175-181.
- [2] Guolla, G. B. (2011), CONSUMER BEHAVIOUR AND TARGET AUDIENCE DECISIONS, In Advertising & Promotion: An Integrated Marketing Communications Perspective, with Connect Access Card Fourth.
- [3] Jasmina Ilicic, C. M., & Webster, Effects of multiple endorsements and consumer-celebrity attachment on attitude and purchase intention, Australasian Marketing Journal (AMJ), 19 (4), 230-237, 2011.
- [4] Vinod Kumar Bishnoi, R. S., "The Impact of TV Advertising on Buying Behaviour: A Comparative Study of Urban", 2009 and Rural Teenagers. JK Journal of Management & Technology, 1 (1), 65-67.
- [5] Kishor, D. N. (2014), Rural Consumer behaviour towards Consumer Durable goods in India. International Journal of Advance Research in Computer Science and Management Studies, 2 (3), 1-14.
- [6] Pankaj Birla, R. K. (2010). Television advertisements and children's buying behaviour. Journal of Marketing Practice: Applied Marketing Science merged into Marketing Intelligence & Planning, 28 (2).
- [7] Raju, D. D. (2013). The Role of Advertising in Consumer Decision Making. IOSR Journal of Business and Management (IOSR-JBM), 14 (4), 37-45.
- [8] Siddiqui, A. N. (2014). Tv Ads impact on Consumer Purchase Intention. International Conference on Marketing.