



A Study on Advertising Effect on Customer Buying Behavior Through Various Media

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Abstract: Businesses in every region of the globe are always looking for innovative new methods to communicate with their customers. A few short decades ago, the most important aspects of marketing tactics were advertisements broadcast on television and published in print media. In the modern day, these classic marketing streams make up just a tiny portion of the myriad of different tactics that are used in order to sell and brand things. The growing importance of social media has had a significant impact on the state of the art in advertising and has altered the method in which businesses communicate with the populations they are trying to reach. As a direct consequence of this, the efficient use of social media has turned into a crucial component of developing and preserving a competitive edge. As a consequence of this, businesses increasingly put a significant amount of importance on the ways in which social media may be utilised to form the perceptions that consumers have of brands and to influence the decisions they make about purchases. Companies that use social media in accordance with a strategic plan will have an edge over competitors who do not implement such a plan. Exploring the existing literature on social media use and brand perception can be helpful in identifying emerging and successful strategies for improving consumer engagement through social media. This can be done as part of the process of determining how the impacts of social media on branding and marketing approaches should be evaluated.

Keywords: Customer Buying Behavior, media, effect

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INTRODUCTION

The basic objective of advertising is to communicate with consumers and alter their attitudes, moods, and buying habits. Their primary goal is to keep consumers interested in their products by spending money on advertising. They must also be aware of the influences on customer behaviour. Customer brand preferences may be influenced by advertising (Latif & Abideen, 2011). It affects how customers behave. People's perceptions of how advertising affects goods change all the time. Brand impressions are made up of connections related to the brand itself in the user's mind. Brand cognition influences consideration, evaluation, and the ultimate transaction (Romaniuk & Sharp, 2003). Consumer behaviour may be investigated in order to comprehend why individuals behave in such circumstances. It's also important to understand the elements, such as economic, social, and psychological ones, that affect customer behaviour (Ayanwale, Alimi & Ayabinpe, 2005). Advertising often creates commercials that cause consumers to feel something. Positive emotional appeals often act as a potent brand signal and aid in stimulating category-based processing (Abideen & Latif, 2011).

ADVERTISING

There are several facets to the advertising industry. Advertising can be defined in many ways: as a form of mass communication, a powerful marketing tool, a component of the economic system, a means of

financing the media, a social institution, an art form, a means of managing businesses, a career path and a profession, but most importantly, as a massive industry (Chunnawala and Sethia, 2011). In order to sell a product that has been developed to meet consumer demand, a business or marketer must first make contact with that market. There has to be a large number of people exposed to the same message in order to maximise the effect of the campaign. Therefore, the most effective method of penetrating this market is via mass communication, which involves not only advertising but also PR, public relations, and sales promotion. Today, the term "advertising" may refer to a number of different things. Advertising is often defined as making known to the public the existence of a product, service, or idea via any publicly accessible medium. Dunn et al. (1978) define advertising as "a paid, non-personal communication produced by firms, nonprofit organisations, and persons who are in some way linked with the advertising message and who wish to educate or persuade members of a certain audience." To that end, Arens (1996) argues that advertising is a process of communication, marketing, economic and social growth, public relations, information and persuasion.

But advertising is defined as "any paid sort of non-personal presentation of ideas, goods, and services by an identified sponsor," according to the American Marketing Association. A billboard, poster, or banner on the internet are all examples of visual forms that fit the definition of "advertising," along with signs, symbols, illustrations, advertisements in magazines and newspapers, radio and television commercials, online advertisements, and hand-delivered circulars and pamphlets. They are meant to convey information about the products and services, as well as recommendations for action, and prohibit any sort of personal marketing. Since it is openly and directly paid for as opposed to publicity, the sponsor, who is identified by his company's name, brand name, or both, has control over the format, content, and timing of the advertising.

An advertising goal is a predetermined statement of communication purpose between an advertiser and a defined group of individuals at a certain time (Kotler et al., 2011). Advertising may be broken down into many types based on its function, such as promotional, persuasion, and informative forms. Advertising that educates consumers about a product's benefits and features is a tried and true method for stimulating initial interest in a new product category. The second kind of persuasive advertising is frequently known as comparison advertising because it seeks to persuade the target audience by showing the superiority of the advertised brand over one or more rival brands. Promoting more serious goods with reminder ads helps keep customers thinking about those things and keeps businesses connected to their target audiences.

ADVERTISING IN INDIA

In 1905, Dattaram & Company of Gurgaon, a suburb of Mumbai, became the first advertising agency in India. According to (Chunnawala & Sethia, 2011). It has come a long way in today's rapidly evolving tech-savvy world, with a history that includes the birth of independent advertising, the introduction of international firms, and the founding of India's best advertising school, Mudra Institute of Communication, Ahmedabad (MICA). After India gained its independence, anthropologist William Mazzarella identified four distinct phases in the evolution of Indian advertising. The first stage began after India won its independence from Britain in 1947 and lasted until the early 1960s. Since India was still a colony under British rule, its advertisements of the period were quite realistic in tone but lacked imagination. The second

phase, from the 1960s to the 1980s, saw India forge its own independent professional identity from Great Britain in order to address the issues that had arisen in the first. Beginning in the early 1980s, the third stage aimed to establish reliable methods for disseminating marketing messages, as well as to create innovative forms of advertising that could reach consumers all throughout the country. Thus, the fourth epoch, which began in the 1980s and continues to the current day, is defined by innovativeness and successful advertising. GroupM estimates that in 2016, the total amount spent on advertising in India would reach Rs 57,485, representing a year-over-year growth rate of 15.5%. Industry confidence and strong GDP growth (at or above 7%) are bolstering this trend.

Table 1: Total spending on advertising in India

| Year | Year on Year Growth (%) | In Rupees (Crore) |
|--------------------|-------------------------|-------------------|
| 2006 | 21.2 | 18,946 |
| 2007 | 14.0 | 21,608 |
| 2008 | 8.1 | 23,356 |
| 2009 | 3.5 | 24,177 |
| 2010 | 22.5 | 29,609 |
| 2011 | 12.8 | 33,388 |
| 2012 | 5.1 | 35,074 |
| 2013 | 10.0 | 38,598 |
| 2014 | 12.7 | 43,491 |
| 2015 | 14.4 | 49,759 |
| 2016 (Estimate) | 15.5 | 57,485 |

Source: www.medianama.com

The advertising industry in India is expected to expand at the second-fastest pace in Asia, behind China. Television advertising is expected to offer the largest advertising spend, at Rs 27,074 Crore (47.1%), followed by newspapers at Rs 17,099 Crore (29.9%). Digital advertising is predicted to take up Rs 7,300 Crore, or 12.7% of total planned advertising expenditure. This places it in the third spot. Magazine ads, meanwhile, only make up 1% of the total and are expected to decline 14.8% across all demographics this year.

ADVERTISING AGENCIES ASSOCIATION OF INDIA

The Advertising Agencies Association of India (AAAI) is India's national trade group for the advertising industry, and it was established in July 1953. It covered several issues relevant to the advertising sector and helped fund groups like the Indian Broadcasting Foundation and the Advertising Standards Council of India (ASCI) (IBF). Doordarshan and Other India Radio (AIR), the Indian Newspaper Society (INS), professional practises, client disputes, legislation and law, training and development, member

communication, and public service are among themes discussed by the AAAI. Among AAAI's many ambitions are those listed below:

- To assist guarantee that advertising is truthful and appropriate while also working to benefit Indian consumers and safeguard their interests.
- To help Indian marketers by boosting their profits, productivity, and sales in order to boost commercial and industrial activities.
- It is in the best interest of the media for marketers, ad agencies, and the various media to work together to establish fair and transparent methods of doing business.
- To use advertising for the advantage of the state, its institutions, and the people to advance the government's social aims and to create the country.
- To combat excessive and wasteful marketing; to level the playing field for small businesses to grow and compete with the big boys; to bolster market and media research; and to aid society by meeting its social responsibilities.
- To promote young people's interest in the communication industry, to help with educational and training initiatives, and to educate members of the advantages.
- To provide a unified front for enhancing and maintaining the reputation of the advertising industry and to speak out against unwarranted criticism or restrictions on advertising.
- To effectively cooperate and communicate with government representatives in order to increase their comprehension of the role that marketers, advertising, and advertising agencies play.
- Work together with government organisations to talk about taxes, radio and TV ads, laws, political campaign ads, rules for promoting pharmaceuticals, tobacco products, and alcoholic beverages, and other touchy and complicated subject.

ADVERTISING MEDIA

Advertising media are the many channels through which brands reach their intended audiences (Kotler et al., 2011). Newspapers, periodicals, radio, television, billboards, and the internet are all examples of advertising media. The quantity of advertising revenue required to cover the cost of operating will determine the media used. Mass media primarily function as an avenue for commercial advertising, a conduit for disseminating news and information, and a source of entertainment. The four primary types of media are print media, electronic media, out-of-home media, and digital media. Newspapers, magazines, and brochures were the primary focus of this study's investigation of print media, however other forms of media, including television, radio, out-of-home advertising, and digital media, were also considered.

Table 2: Media-wise advertising expenditure in India 2016

| Media | Share by Segment(%) | In Rupees (Crore) |
|-------------|---------------------|-------------------|
| Print | 30.74 | 17,674 |
| Radio | 3.81 | 2,195 |
| Television | 47.1 | 27,074 |
| Cinema | 0.88 | 510 |
| Digital | 12.7 | 7,300 |
| Out of home | 4.75 | 2,732 |

Source: www.medianama.com

ADVERTISING CHARACTERISTICS

By spending money on advertising, marketers persuade people to buy their product. The advertising attributes are critical in drawing in the target audience and encouraging them to make a purchase in order for a customer to choose a brand over competing brands. Advertising may be distinguished based on features including size, format, content, style, and type that are determined to have a significant impact on advertising efficacy. Similar findings were made, indicated that marketers regard advertising aspects like style, content, quality, and length to be crucial for ensuring the impact on their target consumers. Numerous studies have concurred on the importance of these traits. For instance, the Click Through Rate of internet advertising is influenced by the design and content of the advertisement, and as a result, the distinctive design and content boost consumer interest in the advertisement (Franch et al., 2013). Another crucial aspect is the advertising's quality; if this is disregarded, it might deteriorate over time, a phenomenon known as "wearout," and eventually lose its efficacy (Naik et al., 1998). In order to quantify the features of advertising, Mohammed and Alkubise (2012) used four items: design, quality, content, and length.

Table 3: Mean, standard deviation and reliability values for Advertising characteristics

| Statements | Standard Deviation | Cronbach's Alpha | Mean |
|---|--------------------|------------------|------|
| The design of two-wheelers advertisement persuades me to watch the advertisement | 1.28 | 0.63 | 3.61 |
| I find the content of two-wheelers advertisements very helpful and persuasive | 1.20 | | 3.57 |
| The qualities of two-wheelers advertisements influenced me to watch the Advertisement | 1.12 | | 3.50 |
| The duration of two-wheelers advertisements are satisfactory enough to arouse my desire to own the product | 1.27 | | 3.34 |
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Source: *Field survey*

Table 3.11 displays the distributions of the advertising features items, as well as their means, standard deviations, and Cronbach's alphas, indicating consistency and reliability. The purpose of the reliability metric is to assess the items' degree of invariance with respect to the variable. Cronbach (1951) said that a value of higher than 0.5 was an acceptable threshold for good internal consistency, whereas Nunnally (1978) argues that values of 0.7 or more are ideal. The coefficient of dependability obtained from the available variables is 0.63, which is still considered to be within acceptable ranges.

BUYING BEHAVIOR

The success of every business depends on the company's capacity to comprehend its clientele. A marketer's ability to produce an effective advertising message, define his or her target market, and anticipate future trends is greatly aided by an in-depth understanding of consumers' behaviour, which may be gained via a careful analysis of consumer behaviour. An individual's "consumer behaviour" may be defined as "the mental process through which an individual determines their desires, develops means of approximating those goals, makes purchases, analyses data, and plans and executes plans" (Perner, 2008). Another way to define consumer behaviour is as "those behaviours of persons directly engaged in getting, utilising, and disposing of economic products and services, including the choice processes that precede and decide these acts," as described by Loudon and Bitta in 1994. (Engel et al., 1986). Wilkie (1994) claimed that it is "the mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services in order to satisfy needs and desires," while Robertson and Kassarian (1991) defined it as "the scientific study of consumer actions in the marketplace."

The term "consumer buying behaviour" is often used to describe the actions of the end user. Ayanwale et al. (2005) state that the purpose of studying consumer buying behaviour is to learn why and under what conditions consumers make specific purchases. A key tenet of this idea is that people make spontaneous purchasing decisions (Adelaar et al., 2003). Individuals' selections and activities during the acquisition and use of goods are sometimes referred to as "purchasing behaviour." The field of research that examines the factors that influence people's choices about their time, money, and effort spent on goods and services associated with consumption (what they buy, why they buy, when they buy, where they buy, how often they buy and use a product or service). Once a client has developed a purchasing routine, it is difficult to break out of it despite the negative effects that have been recognised (O'Guinn and Faber, 1989). That's why, when people talk about "actual buying behaviour," they mean when they go out and really purchase the product or service (Adelaar et al., 2003).

The Indian consumer market is very youthful, with 54% of the population being under 24 and 65% being under 35. A younger demographic, higher levels of disposable money, higher expectations, and an emotional component have all had a major influence on consumer buying (Upadhyay and Joshi, 2014). Customers are today more brand-conscious than ever before, driving them to actively seek out products that are both well-designed and well-made. Understanding what people want and how they act may be a formidable challenge. Therefore, it is crucial for marketers to conduct consumer behaviour analysis in order to get insight into how customers act in a variety of purchasing scenarios. According to Ayanwale et al. (2005), the point of studying consumer buying behaviour is to figure out what influences people to make various purchases under different conditions.

Table 4: Mean, standard deviation, reliability value for college youths' buying behavior

| Statements | Standard Deviation | Cronbach's Alpha | Mean |
|---|--------------------|------------------|------|
| I like to buy two-wheelers which impress other people. | 1.19 | 0.51 | 3.31 |
| I buy two-wheelers because they gave me prestige. | 1.11 | | 3.45 |
| I want to buy two-wheelers which make me feel like the person I want to be. | 1.20 | | 3.53 |
| Buying two-wheelers arouses my emotions and feelings. | 1.16 | | 3.28 |
| Compared to things I could do, buying two-wheelers is really enjoyable. | 1.14 | | 3.47 |

Source: *Field survey*

The items used to assess consumer behaviour are listed in Table 1.4 along with their mean, standard deviation, and reliability. Cronbach's Alpha revealed the items' internal consistency at 0.50, which is still within acceptable range. Cronbach's alpha was set at a value larger than 0.5 as the threshold for statistical significance when evaluating high levels of internal consistency (1951).

The college youth's mean score indicates that they agree most with the statement, "I want to buy two-wheelers which make me feel like the person I want to be," with a level of agreement of 3.53; this is followed by the statements, "compared to things I could do, buying two-wheelers is really enjoyable," "I buy two-wheelers because they gave me prestige," and "I like to buy two-wheelers which impress other people".

DIFFERENT MEDIA

There are far more forms of media available now than there were ten years earlier. Traditional news sources such as tv, journals, magazines, and radio are now used by the majority of citizens. However, an increasing percentage of people get the bulk of their news from the media, mostly Twitter and Facebook. Understanding each form of media and its target audience is an important first phase in bringing the public relations strategy into action. You can also know which platforms the target markets are going to use. Different types of media

Television: Television is the most widely distributed channel, but with the increasing number of cable outlets, it is critical to choose a television outlet or program depending on its target demographic and then adapt the advertisement to suit the coverage area.

Radio: Radio channels, like other forms of broadcasting, are more numerous than ever before. The most of them cater their programming to a particular demographic. Until calling a radio station to pitch your story, familiarize yourself with the station's style and target audience.

Magazines : Magazines, like newspapers, rely on topics with comprehensive and accurate facts, and they often concentrate on a specific aspect of a topic that would pique the reader's attention. When pitching a

publication, make sure the messaging is tailored to the magazine's target audience. Your post would be well received by local special interest or cultural publications. Magazines, unlike newspapers, need a much longer lead period. A report may take many months to enter the newsstands after it has been pitched. This necessitates planning ahead of time for stories that are ideally fit for publications, such as personal portraits of volunteers or notable outcomes from a recent project.

Internet : In today's fast-paced environment, the internet, especially news-oriented websites, is increasingly becoming a trustworthy source of easily available, accurate, and up-to-date information. The majority of news blogs cater to a single demographic.

Social Media : Everyone appears to be on social media these days, from Baby Boomers to dogs and cats! However, for most enterprises, merely being active in the social networking community is inadequate. A well-thought-out social networking campaign is already an essential part of every company's digital marketing strategy. Brands and brands are still looking for fresh and creative ways to reach customers. When looking for those tools, it's important for businesses to remember to follow the unwritten principles of social networking etiquette. Customers can become advocates or enemies depending on how businesses handle their pages and articles. When employed right, Facebook and other social networking sites will improve brand recognition and consumer interaction.

CONSUMER BUYING BEHAVIOR

In today's economy, understanding customer purchasing behaviour has been the most critical aspect in helping retailers and suppliers meet their revenue goals. Consumers should also be called the lords of the business. There is no way for a company to succeed if its customers are unhappy. Consumer behaviour is the most critical and visible aspect of ads for advertisers. The analysis of customer behaviour provides a marketer with a forum to consider consumers' thought, perceptions, feelings, and selection from a variety of goods, labels, and other variables that affect consumer decision-making.

CONCLUSION

Consumers and customer loyalty are at the heart of the company's operations, and without them, nothing will function. Market purchasing choices are based on the consumer's purchasing habits and the activity of those interested in purchasing and using goods. Consumer behaviour is the most critical and visible aspect of ads for advertisers. This study endeavored to investigate the impact of media advertisement on consumer buying activities. The investigation began surveying the ideas of utilization and different parts of media and purchaser conduct.

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