



# A Study of Advertising Influence on Sustainable Consumer Products

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**Abstract:** Advertising is a powerful marketing tool for mass sales and distribution. One method is via advertising marketing. It may be used to market items and services, as well as ideas. Advertisements may be used to boost demand for generic or branded products. Advertising adequacy is mostly decided by how a prospective consumer reacts to and considers an advertisement. The success of advertising is determined by how efficiently it handles transactions. As a consequence, advertising is often employed as a single variable to explain deal shifts. The report focuses on the Consumer Sustainable Industry's Challenges. Media's Impact on Advertising, Advertising's Impact on Consumer Sustainable Buyers, Advertising's Impact on Refrigerator Buyers, Advertising's Impact on TV Buyers, Advertising's Impact on Detergent Powder Buyers.

**Keywords:** influence, Advertising

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## INTRODUCTION

The influence of mass media is felt around the world by advertisements, newspapers, the internet, songs, films, photographs. In these newspapers, content has a lasting effect on the mind of audiences since it is far more exposed. The primary source for the contact between manufacturer and customer is advertising. Advertising is one of the 4ps of a promotional combination, including the offer, price, position, and promotion in the marketing mix. Advertising is a promotional tactic that acts as a key method to sensitive consumers to products to make shopping choices. Mass communications techniques utilized by advertisers are advertising, brand promotion, and public relations. Mass media content affects the public, but tv has the mass reach and is the most powerful media. Publicity may affect the behavior, lifestyle, and society of the nation over time. By engaging in promotional campaigns, an organization may strengthen the product's identity to succeed in a consumer environment controlled by advertisements. An advertiser's main goal is to meet and affect customer perception, approach, and purchasing behavior. Their main concern is to maintain the attention of individuals in their products by promotional expenditure. You must also consider what effect the action of consumers is. The potential of advertising is to add to customer brand preference. It affects the behavior of the user. The effect of publicity on labels also changes the memory of individuals. Brand memories consist of associations associated in the consumer's memory with brand identity. This knowledge of the brand affects consideration, assessment, and final purchases. For the sake of good ads, customer behavior can be studied to see whether people in such conditions act in particular. Know the factors affecting the customer comportment, in particular the physical, social and psychological dimensions. Advertising often provides publicity that has an emotional connection for customers. Positive emotional appeals often have a powerful brand name and promote effective category processing, translating the effect and values of this category into memory itself. When thousands of brands are confronted with it,

consumer attempts to categories brand identification with the current memory and replace impressions with an impression and interpretation with new items. This allows you to categories up-to-date data in your mind, particularly brand and shore. Some companies should not emphasize their brands in ads and this has detrimental consequences on their merchandise revenues. Others are using various advertisement platforms such as TV, the internet (Facebook; e-mail) newspapers, billboards, magazines, etc. to communicate to their audience their product message. Companies invest most of their spending on promotional campaigns for their goods and services. These advertising campaigns affect the behavior of the customer.

### **Challenges for the Consumer Sustainable Industry**

- **Creation, Maintenance and Up-gradation of Brand Value:** Creation and maintenance of brand value is one of the biggest challenges faced by the industry in the highly competitive market for consumer sustainable. It is an industry where even a slight indifference towards brand-image could throw on out of the market "leverage on Brand and, investment is powered advertising"
- **Developing Core Competencies:** To become successful in the market, it would be useful to conduct 'a bench marking study and identify its core competencies and then introducing these into their product offerings as well into the basic business models of the company. To cite one case, sony has identified quality leadership with latest technology as its core competence area and is specifically focusing on this aspect.
- **Adopting Unique Selling Propositions (USP):** MNC's have been adopting the strategy of Unique Selling, Propositions (USP) and they highlighted unique product' features as their USP. The domestic consumer' sustainable players have to undertake extensive Research and Development Activities in this regard and should always try to come out with exclusive features to market their product domestically as well as internationally.
- **Latest Technology:** One peculiar feature of the consumer sustainable industry is that the product life cycles are becoming shorter due to continuous innovation and access to newer technologies. The MNC's have been successful in capturing the Indian market as they have a strong technology based powered with the latest available technology in the world on account of their global presence "Quality products with superior technology and up-grading of technology" is the key to success in this industry.
- **Knowledge of Peculiarities of the Domestic Market:** Each market has, certain peculiar features of its own based on the lifestyle and psychographic profile of its inhabitants. It is extremely important for a player to identify such peculiarities (an area where a domestic player has an edge over MNC) and thereby focus on product innovation and customization according to needs of the customers.

### **Media Impact on Advertisement**

The influence of advertising on sales has only been studied in a few cases. There hasn't been much research into how the effects change depending on the new media or vehicle used. A customer's opinions about the media and their advertising content are well-known, as are their different assumptions about different

media. For example, people are likely to seek out information via print and entertainment-based forms of communication.

### **1. Conceptual background for Media impact**

A media may refer to any of a variety of communication mediums, including but not limited to traditional print and broadcast media as well as electronic media such as email and the Internet. Advertisement revenue is a major source of revenue for both businesses and the media they use to reach their target audiences. For all of the media's educational and entertainment value, they also play an important role in the commercial world as a platform for advertising.

### **2. Internet as a Medium of Advertisement**

Customers' states of mind toward advertising have been viewed as essential to track since they likely impact buyers' introduction, consideration, and response to singular advertisements through an assortment of intellectual and full of feeling forms. One principal distinction among Internet and customary advertising is how much the buyer versus the organization has command over advertising presentation. With conventional advertising, customers assume a generally dormant part in presentation.

### **3. Advertisement & Engagement of Customer**

The adequacy of a promotion relies upon the item being publicized and attributes of the execution, for example, the nature of the advertisement itself, the measure of the advertisement and area inside the medium (e.g. back cover, inward intro page). Numerous examinations have demonstrated that when customers are exceedingly 'connected with' with a media vehicle they can be more receptive to advertising. Others have required extra research on how the encompassing setting influences responses to promotions. Plainly there are a wide range of measurements of customer involvement with media, and diverse media vehicles make distinctive encounters for their advertisers and watchers.

## **LITERATURE REVIEW**

**Gustav Pärson & Alexandra Vancic (2020)** At the start of 2020, the planet was hit by a global disaster in the form of the COVID-19 pandemic. As a consequence, supermarkets have seen impulse shopping, vacant shop shelves, out-of-stock situations, and a significant uptick in internet purchases. Supermarkets, manufacturers, marketers, and companies have all had to adjust to changing customer purchasing habits in the food industry. Price and quality are two of the most important considerations in the customer decision-making process, according to previous research; in particular, heightened price awareness and perceived quality of food goods concerns customers in crisis circumstances. This analysis aimed to look through panic purchasing habits to see how customer buying behavior has improved in terms of price perception and perceived quality in two food categories: meat and fruits and vegetables, after the COVID-19 pandemic. A moderating impact of residence in Austria or Sweden was also investigated. Consumers in Austria and Sweden were surveyed by an online questionnaire using a quantitative approach.

**Martin Petricek, Stepan Chalupa, and Karel Chadt (2020)** The topic of the article is consumer behavior in the accommodation services industry. Based on data from 2011 to 2018, the key goal of this

article is to classify tourist activity based on their response to price increases. The findings can be used to better appreciate visitor booking patterns over time, recognize complex conditions, and enhance revenue management implementation. The regular production details of 103 Prague hotels were evaluated using basic log-log regression analysis, and the coefficient of price elasticity of demand was determined over different timeframes: low and high seasons, summer months, weekends and weekdays, and individual years. The coefficient of market elasticity of demand is declining, according to the findings.

**B.A. CHUKWU, E.C. Kanu, and A.N. Ezeabogu(2019)** The effect of advertisement on customer purchasing behavior in Enugu State, Nigeria was investigated in this report. Most businesses in Nigeria have a lukewarm approach toward promoting their goods and services across successful advertising mediums, which hurts their sales performance. They may not believe it is necessary to devote a portion of their expenditure to advertising to market their goods and services and affect customer purchasing decisions. With the rapid development in technology, successful advertisement has become increasingly necessary to gain a competitive edge, necessitating the conduct of this research. A survey polling design was used in this report. It entails gathering data from respondents through a questionnaire to test hypotheses. Hypotheses were tested using the multiple regression methodology.

**Mohamed Dawood Shamoun (2016)** For the last decade, retail markets have become one of the fastest expanding in the world; to remain successful, companies utilize effective brand marketing techniques, which have become a critical strategy for advertisers to encourage customer purchase behavior toward any commodity. This analysis aims to see how the most commonly employed product marketing strategies in the retail industry, such as promotions, samples, price discounts, and buy one get one free, affect consumer purchasing behavior from two perspectives: brand switching and customer loyalty. This analysis is focused on a literature review, philosophical structure, and theory, which allows prospective researchers to explore this area further.

**M. Natarajan and S. Manimaran(2016)** Advertisement is the non-personal communication of details, sometimes paying for, that is tempting in nature regarding objects, administrations, or thoughts by known patrons via various media. The commercial affects the purchasing habits of rural women. The advertiser intends to spread his opinions regarding the products and services to potential rural woman customers. The new field of marketing correspondence has been more exquisite and commercialized. It is a difficult task for the creator of a marketing campaign to stand out from the competition and capture the attention of audiences. Ordinary buyers are exposed to a wide range of voices and images in books, local newspapers, and on message boards, websites, radio, and television. Each brand strives to highlight the high quality of its current products. The primary goal of this paper is to investigate the effect of advertising on rural women's purchasing decisions.

**Jeevarathnam P. Govender (South Africa), Tushya L. Govender (South Africa) (2016)** Global warming, deforestation, and climate change are some of the issues that have become a growing source of concern on a global scale. As the environment has deteriorated, companies have had to change their corporate practices, resulting in the rise of green marketing. Green messaging and customer behavior has been the subject of extensive study, mostly in developing countries. However, there is a noticeable awareness gap in South Africa when it comes to customers. As a result, this paper aims to investigate, at a

preliminary stage, the impact of green marketing on South African consumers' buying behavior. A subjective, exploratory, and informative survey was performed on a group of 100 customers. The findings show that South African people have a strong degree of understanding of environmental concerns. Green promotion, one of the elements of the green marketing mix, was found to increase consciousness and inspire meaningful changes in consumption behavior. A significant percentage of respondents said they wanted to shop at socially conscious stores. Furthermore, renewable goods were favored over traditional options by respondents. They were, however, price dependent, which influenced their buying decisions. There was no substantial gap in price sensitivity between low and high-income earners, and no significant difference in information and understanding of environmental pollution and green marketing between lower and higher-educated respondents.

**Yi Zhang (2015)** since its inception, the idea of "public name" has piqued the interest of scholars and professionals alike, owing to its importance in marketing practices. Even though brand awareness is a guiding force behind brand assets and brand success, few studies have explored the connection between brand image and brand equity. This thesis analyzed existing research regarding the effect of brand recognition on consumers from the viewpoint of customer equity, based on brand image hypotheses. It further outlined the limitations of existing research as well as prospective research developments.

**Yigit Mumc, Halil Semih Kimzan (2015)** Companies, and managers are looking for innovative ways to differentiate their goods and services in today's environment, leading to revived and changing market expectations and increasingly evolving technical influences. As rivalry grew, advertisers began to rely on innovative tactics and product technologies to capture the interest and understanding of customers. Using aesthetics to differentiate is one of the most successful ways to do so. Consumers value brands based on their visual aesthetics. The visual appeal adds tremendous importance to a commodity and elevates its status. Also, as a commodity is more exclusive and prestigious, the consumer's market response decreases. This study aims to look into the connection between product aesthetics and price sensitivity among consumers. The study's data was gathered from 510 respondents in Eskisehir, Turkey, through a survey method. The findings showed that product visual aesthetics, as well as its sub-dimensions such as meaning, acumen, and reaction, are negatively correlated with price sensitivity among consumers. The answer factor had a greater explanatory capacity than its equivalents.

**Samar Fatima, Samreen Lodhi (2015)** Advertisements have been able to manipulate customer purchasing decisions for several years. Advertisements aid in the development of buyer recognition and understanding of cosmetic products; all of these factors are deadly when it comes to influencing consumer purchasing behavior. This study was performed on 200 young men and women who use various cosmetic products to determine the impact of advertising on their purchasing habits while raising consciousness and developing attitudes. The association between these variables was determined using correlation and regression analysis. The findings reveal a modern approach for managers to formulate a suitable campaign plan for cosmetic products. These findings suggest that ads are effective in raising public consciousness, but they struggle to create clear expectations in consumers' minds. Since there is a good association between these factors, such as customer understanding and consumer expectations, the consumer would be motivated to purchase a certain product.



**Abdullah-Al-Mamun<sup>1</sup>, Muhammad Khalilur Rahman(2014)** The price sensitivity of customers is a critical factor in competitive and operational choices. Price sensitivities are influenced by a variety of influences, and this paper aims to investigate consumers' price sensitivity and innovativeness, as well as to contribute to diffusion theory by providing price sensitivity data. This study looks at how customers display their price sensitivity in their commodity buying decisions. Since most commodity buying choices are taken solely on price rather than brand or accessibility, price aversion has a direct effect on product innovation. Managers and analysts will benefit greatly from our conversations and observations. Managers will receive recommendations for making price choices that maximize profits, whereas researchers may do more studies.

**Luis Martinez(2014)** The understanding of consumers' market perception, as well as the number of factors that affect price sensitivity, is needed for the creation of an effective pricing strategy. The association between product attributes, human characteristics, and the degree of price increase/decrease that causes customers to alter their purchasing decisions is investigated in this article. Price sensitivity, individual preferences, type of product and direction of price change, and consumer characteristics (gender, age, professional situation) all have a significant impact on the threshold below which people are willing to choose a less appealing, yet cheaper alternative to their favorite product or give up variety in consumption, according to the findings of a dedicated survey. These results had a major impact on pricing from the standpoint of customer behavior.

## RESEARCH METHODOLOGY

The term "research" refers to a scientific and methodical search for relevant information on a given subject matter. When we say "research," we mean a thorough examination or inquiry, particularly one that seeks for fresh information in any field of study. To do research, one must first identify and re-define issues; then formulate a hypothesis or recommended solution; then gather and evaluate data; then make deductions; and last, thoroughly test the results to see whether they meet the original hypothesis. It is described as "the study of procedures by which we get information, it deals with cognitive processes imposed on research by the nature of its subject matter."

### Primary data

A structured questionnaire approach is employed to gather data from customers of environmentally friendly and environmentally unfriendly items in this study, which is mostly descriptive in nature.

### Secondary data

From numerous websites, industry reports, and other pertinent sources There are several journals, e-journals, online repositories, periodicals, and publications to choose from in order to find all of the available material. Most of the data in the report comes directly from a poll of Alak Nanda cruise ship passengers in Varanasi who bought consumer sustainable and non-sustainable items.

### Statistical Technique used for Analyses

SPSS is used to examine the data. This research compares the demographics of urban consumers who

purchase consumer goods to those of rural residents. Questionnaires are being used as a key data collection tool. Keeping in mind the time available to the decision maker, the questionnaire is developed with objective type questions, most of which are multiple-choice questions. The questions are meant to be straightforward and precise in order to obtain the desired responses. Prompt attention has been paid to ensure that the questionnaire's questions are structured in such a way as to eliminate ambiguity while yet allowing for rapid and efficient replies from responders. Statistical analysis is carried out using the Pearson's Chi-Square test in this research to examine data and evaluate hypotheses.

## DATA ANALYSIS

### Impact of Advertising on Buyers of Consumer Sustainable

In this study we have presented the survey tabulation and data analysis for five consumers sustainable, Refrigerators, TV, Electric Fans, Washing Machines and Kitchen Mixer/Grinder, of these; electric fans and mixer/grinders are made by a multiplicity of local and small scale brands. However, care has been taken to cover a brand which depends on multi-media advertising.

### Impact of advertising on refrigerator buyers

Refrigerators are one of the most sought after appliances in Indian middle class homes. The refrigerator market has two segments: Direct Cool and the relatively new Frost-Free type. The market for refrigerators was about 6.5 million units. Critical success factor for the refrigerator market, given its widespread use, is deeper reach into the market and increased penetration.

**Table 1: Choice of brand for the refrigerator**

Brands	No. of Respondents	Percentage
Samsung	66	17.2
LG	142	37.0
Whirlpool	156	40.6
Any other	20	5.2
Total	384	100

Source: Primary data (Compiled from the tabulated responses)

The objective of this question is to know the selection of brand for the refrigerator; the table reflects that out of 384 respondents 40.6% of the respondents have selected the whirlpool brand, 37% LG, 17.2% Samsung and 5.2% go for other brands. Majority of the respondents have choice of brand for the refrigerators are whirlpool and LG brands.

**Table 2: Media was influenced by select a brand of refrigerator**

Way of Influencing	No. Respondents	Percent
I have been influenced by a print advertisement	66	17.1
I have been influenced by a T.V. Advertisement	205	53.2
I have been influenced by a Radio Advertisement	28	7.3
I have been influenced by an outdoor advertisement	33	8.6
Not influenced by media.	53	13.8
Total	385	100.0

Source: Primary data (Compiled from the tabulated responses)

### Hypothesis Testing

Gender Profile Vs. Refrigerator

Null Hypothesis ( $H_0$ ): Type of Media advertisement in selecting the brand of refrigerators is independent of their gender profile.

Alternative Hypothesis ( $H_1$ ): Type of Media advertisement in selecting the brand of refrigerators is dependent on their gender profile.

**Table 3: Pearson's Chi-Square Test is applied on the above cross tabulation and following result is obtained:**

Attribute	Attribute	Pearson's Chi-Square Test		
		Value	Df	Asymmetry significance value (2-sided)
Select a brand of refrigerator	Gender	2.012	3	.570

### Impact of Advertising on TV Buyers

According to a recent study on the media consumption habits of average Indians, despite the Internet's steady rise in popularity over the last few years, television remains the dominant medium in most Indian households. On average, the general population spends over four and a half hours a day in front of the TV, making TV watching one of the most common modern leisure activities. Advertising on television allows to show and tell a wide audience your business, product or service.

**Table 4: Choice of brand for the TV**



Brands	No. of Respondents	Percent
LG	96	24.9
Samsung	106	27.5
Sony	148	38.4
Any other	35	9.1
Total	385	100.0

Source: Primary data (Compiled from the tabulated responses)

#### Impact of Advertising on Detergent Powder Buyers

India has been manufacturing synthetic detergents for over two decades. During this period there have been many up heels. Sway detergent powder from suastic oil mills has one of the earliest to make a name in the Indian urban consumer market. But, soon HLL's Surf became the number one brand. It had weak competition from Godrej, Tej, by Tata, and variety of other brands.

**Table 5: Choice of brand for the detergent powder**

Brands	No. of Respondents	Percent
Ariel	82	21.4
Rin Powder	68	17.7
Surf-Excel	202	52.6
Any other	32	8.3
Total	384	100.0

Source: Primary data (Compiled from the tabulated responses)

## CONCLUSION

The above analysis indicates that print is losing its foremost position among various media, to the TV media. Since, more females prefer TV over press; media planners should give priority for TV ads. Since, female are becoming decision makers not only for consumer sustainable but also for non-consumer

sustainable as well. Although, radio is losing its popularity, it is a study media and can be well utilized by small-scale consumer goods marketers and also as a remainder medium. The research equips marketing people to identify strategic components in the formulation of advertising for sustainable and non-sustainable and indicates the way they are perceived by consumer sustainable. It would also help marketers to come up with different marketing initiatives or actions to execute those strategies successfully for the desired long-term results. To prove the objectives of the research due importance is given to all stakeholders who directly or indirectly influence the purchase decision and/ or marketing of consumer sustainable and non-sustainable products.

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