

To Evaluate the Influence of Demographic Factors on Purchase Behaviour

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Abstract - Advertising in the media has become increasingly important in today's competitive marketing environment. The purpose of this research is to investigate the numerous ways in which advertising in the media influences consumers' choice of product across different markets. The research takes a holistic tack, utilizing quantitative and qualitative methods to present a whole picture of the topic under study. Theoretical foundations of consumer behavior and the function of media advertising within this context are explored initially. The study builds on well-established theories like the Elaboration Likelihood Model and the Theory of Planned Behavior to examine the complex link between advertising and consumer behavior. The influence of media advertising on consumers' purchasing decisions is measured using quantitative research methodologies. In order to gather a good cross-section of the population, a large-scale survey is done. Information about commercial memory, attitude development, buy intent, and actual purchasing behavior is collected in this study.

Keywords - demographic factors, purchase behaviour

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INTRODUCTION

In recent years, India's economy has been among the most robust in Asia. India is unique among countries due to its massive population and kind attitude towards visitors. Every 15 km in this country brings a new set of industries, traditions, and customs that contribute to the country's unique character.[1]

Competition for market share between multinational corporations and long-standing Indian firms has resulted in an advertising deluge. The most critical difficulty for marketers is choosing the right channel to reach their target customers in a world where advertising is growing more complex, media is becoming increasingly fragmented, and new media is always being released. Researchers in Odisha have examined many forms of outdoor advertising, including billboards, bus shelter designs, and radio and television ads. We can't help but feel that there's always some sort of communication available to us, even if we don't actively seek it out, whether it's a simple swap meet at the grocery store, unwanted fliers crammed in the mailbox, or greeting cards in the window of the local newsstand.[2]

It's possible to use "advertising" as shorthand for "attracting thinking about anything" or "telling or informing someone about something." Listening in on the chatter of others is a simple but inefficient way to get the word out. Publicists stay in touch with the public through business radio and television, as well as

regional and national print media, to encourage people to remain quiet about big corporate intrigues. As more people use more channels to learn about products and make purchases, consumer spending has gone up. Experts in product placement and advertising say that modern consumers are better informed and have more control over the media they view than ever before.[3]

Marketing Communication

The advertising mix describes the ratio of different types of advertising utilised to reach a specific demographic of consumers. The point of every advertisement or promotional message is to let people know that a product exists, how much it costs, and where they can get it. The researchers also provide a standardised communication process built around promotional mail.[4]

Marketers should leverage all nine facets of the communication strategy when interacting with intermediaries and consumers. The sender and the receiver are instances of a changing group; the ability to encode and decode a message is an example of a letter talent; the message and the medium are examples of specialised tools; and chaos is anything that prevents the intended connection from taking place.[5]

Advertising Overview

It is from the Latin verb *adverticare*, which meaning "to draw attention to," that the English term advertising is derived. By attracting people's attention, publicity might sway their judgement. The term "promotion" is commonly used to describe the method of exposing a product or service to the general public through advertising shown on various types of media. These days, commercials seem to pop up everywhere. Music can be heard emanating from the lone abandoned coffee mug, the computer, the television, and the radio in the break room. Public relations, which was formerly seen as an unorthodox strategy, is now considered an indispensable resource for any successful firm. They are well-liked because of their informative value, respected for the autonomy they grant individuals, and useful for situating crucial decisions in their historical context. There may be a consensus among the many schools of thought, evaluations, and points of view. Perhaps the greatest human accomplishment since the introduction of religion.[6]

Media & Advertising

When used for marketing, media tactics can encompass everything from online and print magazines to radio, television, conventional mail, and the World Wide Web. Businesses may utilise the media as a conduit for their marketing messages to reach specific demographics. In order to cover operational expenses, advertising revenue is crucial to many media outlets. The media is used by many businesses to disseminate their message because of the informative and entertaining role it plays in people's lives. There is a general distinction to be made between "mainstream" and "celebrity" media. Audiences who consume broadcast media including newspapers, magazines, TV, and radio may not realise their own socioeconomic level. Recent trends indicate that marketers interested in reaching a wide audience may find success with broad arguments.[7]

Media having a "claim to fame" are those used for advertising that draw in viewers with extremely precise measuring characteristics or specialty interests, such as satellite TV or mail based on a postal station. The rapid evolution of media also has a remarkable impact on tastes. The likelihood of a customer making a purchase is affected by three distinct factors: Independent Variables Aspects of the Natural World The third phase involves propagating the stimuli. According to research, "showcasing upgrades," which integrates the evolution of the advertising mix with an emphasis on customer service, might increase sales across the four Ps (Product, Price, Place, and Promotion).

Development Of The Indian Media Industry

The communication process in an Indian market is more complicated due to variances in dialect, degree of competence, and other social issues. Despite this, the

media celebrates its many voices and uses its variety of perspectives to its advantage. Thanks to ubiquitous access to foreign media, the educated upper class in India is not as unfamiliar with foreign items as you would imagine. The media alternatives available to Indians are extensive. Over 90% of India's commercial showcase between 2004 and 2014 was shown in daily newspapers and television, while all other media combined featured zero products. TV daily still claims to have the lowest costs, even though the competition has caught up with them in 2016.[8] The Indian media industry has increased by a factor of 15 in only the last five years. This research was a joint effort between the International Federation of Indian Chambers of Commerce and the international management consulting company KPMG. In 2016, with the economy on the mend, the media and entertainment sectors will grow rapidly. Between 2010 and 2020, television and online promotional content consumption is forecasted to increase at a far faster rate than print media consumption in India. There has been a dramatic increase in the number of daily newspapers produced and delivered by well-established media organisations. The proliferation of television networks has led to a precipitous decline in newspaper advertising. The audience for advertising on television, online, and other social media channels is always expanding. Researchers insist for an immediate assessment of the media's role in this crisis.[9]

REVIEW OF LITERATURE

Ababio A. and Yamoah E. (2016) examined the link between advertising restorative products and an increase in customer loyalty. When a company reliably satisfies its consumers' wants and needs, they earn their loyalty. Is there anything besides cost and quality that influences whether or not a consumer returns to a certain company? Using the multinomial logit model with data gathered from personnel understudies, an unexpected dependability characteristic for a repaired product was established. Two hundred African students were polled, and the findings indicated that students' motivation to discover a solution was not greatly impacted by advertising. It's often believed that hedonism is friendly towards sharing costs and exchanging ideas between close friends.[10]

Ahmed Raheem Rizwan et.al. (2015) The primary objectives of this research are to learn how celebrity endorsement affects customers' perceptions of and engagement with a brand. Data from 200 people were utilised in this quantitative study. Data is gathered through questionnaires and evaluated in SPSS. A national survey of college students in the United States was performed to learn more about their views on celebrities and the impact of celebrity endorsements on consumer spending. According to the data, advertising featuring well-known faces tend to perform better than those without any such

endorsements within the target demographic. There is a wealth of evidence linking certain VIP traits to higher levels of both brand interest and sales. The results also imply that endorsements from famous people may have a significant effect on sales.[11]

Sushil Kumar, (2014) requested a revitalising coating, the style prevalent in today's youth-oriented society. Teens' acceptance and use of restorative products have increased in recent years. The youth of today just cannot fathom existing without such cosmetic aids. Marketing targeting teenagers requires consideration of a variety of factors, including the demographic's penchant for high-end, often-exotic cosmetics. Chi-square uses the Garrett Ranking technique to evaluate hypotheses based on alternative data by examining patterns in the data. The findings revealed no statistically significant association between respondents' sexual orientations or the geographic locations of corrected stock buyers with unwavering loyalty. In addition, it is possible to demonstrate that the yearly expenditures for reparative products and residences in youth zones are independent factors[12]

Shallu and Gupta S. (2013) By examining the many factors that influence consumer buying behaviour and purchase decision, retailers have produced unique, one-of-a-kind activities to reinvigorate client buying behaviour and choice. The research also analysed the condition of the Indian cleanup industry. An very promising new venture in India. Oils and surfactants, amongst others, are combined to create cosmetics. The global cosmetics and personal care market is estimated to be worth billions of dollars annually. Due to the exploratory and conclusive nature of the research, a quick survey was conducted with 200 customers. The goal of the research was to put a number on how much of an impact various advertising strategies had on consumers' final buying choices. The results of a hypothetical research that aimed to shed light on the influence of many factors on customers' fundamental leadership styles have also been found. Studies in the rehabilitation industry have shown that consumers' purchase choices and brand preferences are highly impacted by timed activities.[13]

Niazi, et.al. (2012) looked at how unit-free variables and factors, such consumers' spending habits, might set off a chain reaction outside of the controlled experimental setting. Data from 200 people in Pakistan's twin cities are used to examine the relationship between the relevant variables of interest. This study reveals a modest association between the independent variables. It's evidence that certain firms have mastered the art of connecting with their consumers on an emotional level. This research fills up some gaps in our understanding of response patterns among customers.[14]

METHODOLOGY

Population

It has the sixth-highest population and the eleventh-largest land area. The 2001 census found that among the resident population of Sri Lanka, 33.2% spoke Tamil as their native tongue. There are 62110839 people living in Tamil Nadu, according to the 2011 Indian census. Of them, 3,12,68,654 are males and 3,08,42,185 are females (or 978 females for every 1000 males).

Sample Size Determination

The process utilised to determine the kind of sample to collect is crucial. SSD provides both the significance and the accuracy. The first query is currently one of the most important in the scientific community.

Sample Area

Cross-sectional methods are used to examine the populace, with an eye on city dwellers. There will be three main surveys done: one on consumer behaviour and media exposure at home; one on shoppers in brick-and-mortar stores; and one online.

RESULT

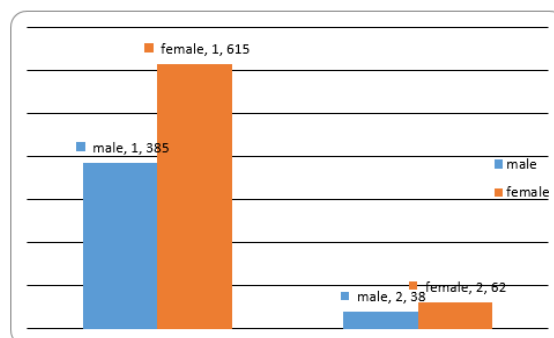


Figure 1: Pie Chart for Gender

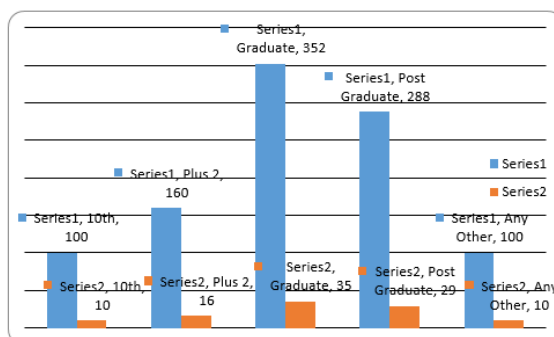


Figure 2: Educational Qualification

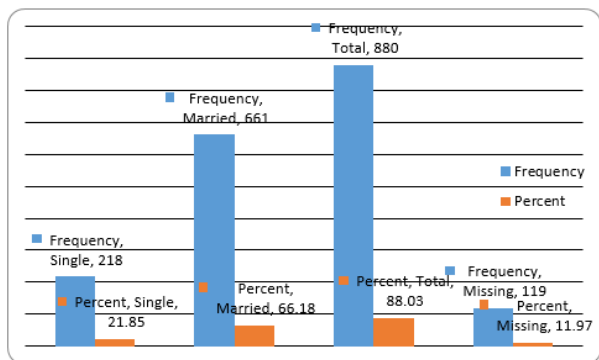


Figure 3: Marital Status

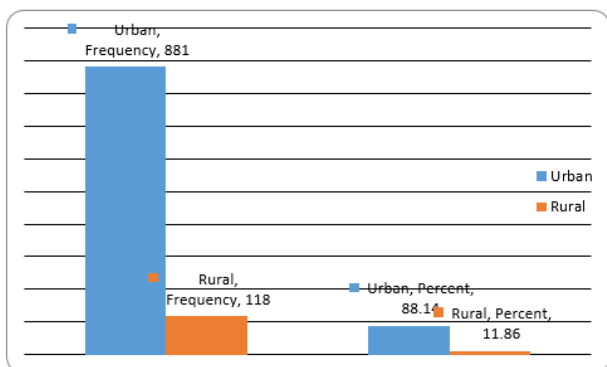


Figure 4: Residence of Respondents

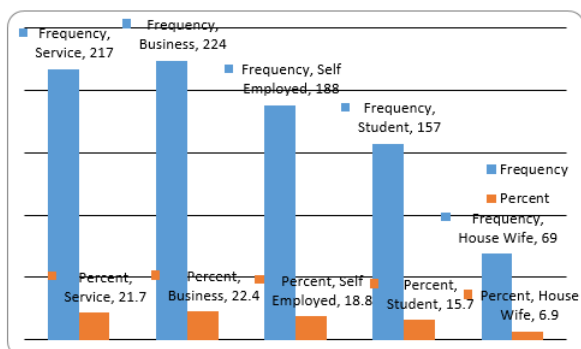


Figure 5: Occupation of Respondents

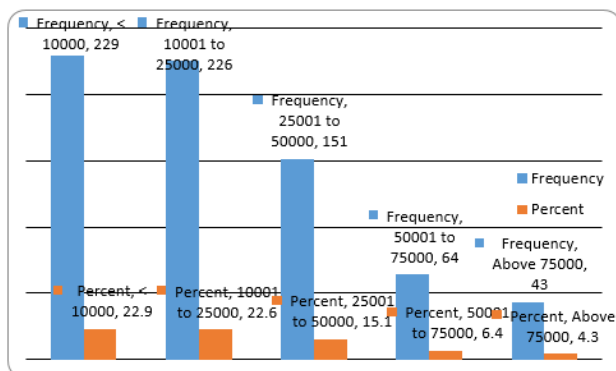


Figure 6: Monthly Income of Respondents

Cross tabulation for gender vs. Shopping behavior

The study assumes that gender differences in shopping behavior do exist.

There is a correlation matrix and a frequency table. You'll find some summary data, such p-values, in the other section of this report. The third class consists of linear associations. Ordinal data cannot be analysed using a standard Chi-Square test. The CMH test statistic employed in this investigation may be validated using gamma, spearman rho, and karl pearson correlation coefficients.

Gender * Buy If Family Members Recommend

Table 1: Cross tabulation for Gender vs. Family Influence

		Buy_if_family			Total
		Members Recommend			
		1	2	3	
Gender	Male	0	388	0	388
	Female	157	239	216	612
Total		157	627	216	1000

You may observe a comparison between "Gender" and "Family Influence Over Shopping" in Table 1. Almost four-fifths (388 out of 627) of males said that they don't let their loved ones' opinions affect how much money they spend. 68% percent of the women who participated in the survey claimed "Family" did not have a role in their purchasing choices. One hundred and fifty-three of the women who participated in the survey reported being affected by family and friends while buying purchases. It's incredible that not a single male in this room would agree with it. Family members have been proven to have a moderate effect on male behaviour but a strong effect on female behaviour. The majority of males (157) and a slight majority of women (216) agree with the study's findings.

Table 2 summarises the variations in buying habits by gender and marital status. A p-value of less than 0.05 indicates statistical significance. Family effects purchasing behaviour similarly for both sexes? Neither the respondents' gender nor their socioeconomic level had a role in their final purchases.

Table 2: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	361.247 ^a	2	0
Likelihood Ratio	481.222	2	0
Linear-by-Linear Association	5.827	1	0.016
N of Valid Cases	1000		

The results of a symmetry analysis of crosstabulations are shown in Table 3. The chart shows that there is minimal connection between the genders of household heads. According to the P values, there is no statistically significant relationship between any of the variables.

The figures aren't spectacular, but they seem to be sizable nevertheless. That is to say, the true number of relationships between people in such groups could be more than zero.

Table 3: Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Gamma	0.16	0.052	3.069	0.002
	Spearman Correlation	0.096	0.031	2.975	.003 ^c
	Pearson's R	0.078	0.026	2.42	.016 ^c
N of Valid Cases		1000			

Gender * Buying After Considering Feedback Friends And Colleagues

For the first factor, "buying after considering input from friends and coworkers" (F1) is the second observable variable. The tables below show the results of such an inquiry.

Table 4: Crosstab for Gender * Buying After Considering Feedback Friends And Colleagues

		SMEAN (Buy_Feedback_Friends_Colleagues)			
		1	3	4	Total
Gender	Male	143	250	0	393
	Female	262	120	225	607
Total		405	370	225	1000

Friends and family recommendations were valued most highly by 262 women (out of 1000 respondents) and then professional recommendations. Only around one quarter (39.3%) of the 393 male respondents said they relied on social networks like friends and colleagues. Only 405 participants filled out the survey;

preliminary results suggest that women are more likely to be reliant on others.

Table 5: Chi-Square Tests for Gender Vs. Friends And Colleagues Influence

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	237.591 ^a	2	0
Likelihood Ratio	306.326	2	0
Linear-by-Linear Association	9.108	1	0.003
N of Valid Cases	1000		

Chi-Square tests performed on data demonstrating this association are shown in Table 5. The estimated P-values are all rather small and within acceptable limits. This information shows there is a significant gender gap in how social networks affect consumer decisions. Every connection matters.

CONCLUSION

The purpose of the research was to determine whether and how media ads influenced consumers' final purchases. The first set of participants responded to a survey on their familiarity with and enjoyment of various forms of media. There has been a lot of study done on this subject. We have done substantial research in numerous areas, including the study of the brain and the mind. Results and interpretations are briefly summarized, the study's limitations are discussed, and recommendations for further research and advocacy are made. The two scientific communities may have complementary perspectives.

It's clear from this that companies need to start developing their marketing plans with the assumption that customers' perceptions of their brands are heavily influenced by both conventional and social media. It is essential to acknowledge and take use of the internet's many distinct benefits over more conventional modes of communication. Management that refuses to accept the advantages of doing business online risks losing touch with the great majority of their customers. "Online subculture"

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