

Impact of Advertising on Consumer Perception

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Abstract – Advertisements have been utilized for a long time to impact the purchasing behaviors of the shoppers. Commercials are useful in making the mindfulness and recognition among the consumers of items. Advertising is a vital thing for a brand to get the word out about their business and management. Publicizing today has turned out to be such a connecting with and powerful part of a regular day to day existence. Moreover, advertising can likewise help grow a consumer base which can help in yielding expanded number of offers. Perception in the advertising business is one of the major elements for a business to advance and develop and in this way increment the market esteem. In any case, recognition in advertising incorporates an assortment of components which assume a foremost part in the fruitful development of a business! Marketing can be described as a tool for companies to influence the consumer's perception to the desired direction. The current market situation is characterized by dynamism, growing consumer power, and intense competition. The consumer perception and behavior are changing and therefore need to be constantly monitored and measured. The aim of this article is to scan and measure consumer's perception while watching a video advertisement. During this experiment, an eye tracking technology was used, which allows capturing a consumer's gaze. The central part of the research is to measure the brain activity of a consumer based on the EEG (Electroencephalography). EMOTIV Epoc+ is a 14-channel wireless EEG, designed for contextualized research and advanced brain computer interface applications. An advertising campaign from four different mobile operators was used for this purpose. In the conclusion of this article, consumer's perception of different advertising campaigns are compared and evaluated.

Keywords: Advertisements, Purchasing Behaviors, Shoppers, Companies, Consumers, Marketing.

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INTRODUCTION

The term advertising starts from the Latin word 'advertere' that way to turn the consideration. In this way, advertising is an instrument organizations use to draw the consideration of purchasers and open to any question or reason. Promoting is utilized in every one of the nations of the world. The essential point of promoting movement is advancement of the result of the sponsor. Advertising is an intense apparatus of showcasing and a segment of the general advancement exercises. Promoting is wherever in our everyday life. Its structures and parts are both challenged and appreciated. Some observe advertising both as the mirror and the creator of culture. Notwithstanding when ads contribute new sounds and the images that shape include, its words and pictures mirror the present and the past. Others say advertising is absolutely a monetary action with one reason i.e., to offer. Numerous publicists and offices trust that advertising makes "enchantment in the commercial center".

Numerous organizations consider notice as a successful media since it can pull in purchasers'

consideration. Notice can lead individuals into certain recognition about specific items. This may impact buyers' purchasing choice. In other word, ad may achieve the market target.

At the point when contrasted with other correspondence blends, promoting is a considerably less expensive approach to achieve target customers since it utilizes broad communications. Promoting can utilize complex visual and enthusiastic gadgets to expand the influence of the message. The significance of promoting is that it is the best path for achieving mass gatherings of people, making mindfulness and building brand inclinations. By and large, promoting has two targets in particular, Behavioral or activity goal and Sales objective. From the conduct perspective, it is an essential device that impacts the purchaser conduct of shoppers. All conduct begins with inspiration. Promoting rouses individuals by exciting or invigorating their lethargic needs that actuates conduct. Promoting can adequately excite both biogenic and psychogenic needs. A mentally arranged promotion can be the

entryway opener in the basic leadership process in purchasing.

Purchaser Behavior identified with buy ensuing on promoting presentation was the applicable zone of the investigation. Truth be told, the plain objective of all promoting is to impact people groups' dispositions and Buying Behavior. In that sense Consumer Behavior is the directional power in advertising. To prevail with regards to showcasing, the promoters need to comprehend what influences individuals to carry on the manner in which they do. That includes the investigation of Buyer Behavior-the exercises, activities, and influencers or individuals who buy and utilize merchandise to fulfill their own or family unit needs and needs. Advertising viably utilizes the data and information picked up from the social sciences to rouse, adjust or strengthen buyer discernments, convictions, mentalities and conduct. To achieve this, advertising individuals are to be aware of and screen people groups' mentality, qualities, different preferences, propensities, fears, needs and wants. Promoting systems are to be changed by the conduct qualities of vast gatherings of individuals on the grounds that these give the directional power to any advertising went for those gatherings. There are two stages in understanding the connection between Consumer Behavior and Advertising. Initially, it is critical to understand the multifaceted nature of human conduct how broad an assortment of impacts influence it. Second, there is a need to see how advertisers exploit these impacts by bunching buyers who have a tendency to carry on similarly. Review from the point of brain science in advertising, investigation of Consumer Behavior is knowing who are shoppers, the impacts of promoting on their conduct, why they act in the way they do, and how these impacts can be abused to support us. Customer Behavior, by definition, is the choice procedure and physical action of making a buy. The psychological movement coming about into conclusive buy might be perplexing and may occur over some stretch of time, or it might be brisk and straightforward.

Notices assume a vital part in the economy of India in light of the fact that the State has been in a phase of change from the status of a maker to a buyer. A large portion of the prerequisites of the State, particularly on account of purchaser durables are met by the provisions from outside. Promotions of makers and makers through the different advertising offices and other media discover India as a potential market for their items and administrations. Consequently an examination investigating the impact of promotions of fabricates/makers among the planned purchasers of India and the effect of their ads through different advertising organizations and electronic media in the challenge of developing consumerism in the state accept incredible significance. Advertising has turned into a typical practice to impact the purchasing choice of buyers in a profoundly focused condition. The last point of each advertising methodology is to induce the genuine conduct of the focused on

gathering of people, regardless of whether buy goal or real utilization. In the event that a advertising technique neglects to accomplish the same, the million dollars spent are not justified, despite any potential benefits.

REVIEW OF LITERATURE

Fatima S. and Lodhi S. (2015): "Advertisements shape the conduct of the people through discernment. Cognizance is the impression of a man towards the data imparted through notices."

Rai, (2013): Rai additionally contended that separated from these social variables commercials likewise assume imperative part in molding the purchaser Perception.

Chitale,(2013): "Recognition is the determination and association of material which comes from the outside condition at one time or the other to give the important substance we encounter."

Nielsen (2012), purchasers are more responsive towards online life commercials. Notwithstanding this pattern, Asia as far as scholastic examinations that assistance comprehends this field better. Asian buyers tend to indicate positive approach towards sharing, loving and obtaining item through online Advertisements. In spite of generally high association of Asian purchasers in online life commercials, very little Perceptual confirmation is accessible to comprehend customer's recognition towards them.

Kotler, Keller, (2011): It looks at how feelings, mentality and inclinations influence purchasing conduct. Numerous things join together to develop the conduct of any person. These incorporate social, social, individual and mental components. Culture assembles solid view of the item in the psyches of the consumer

Fathi, et. al, (2010): Advertising bid manufactures a difference between the message component of the promotion and the purchasing thought processes of the buyers, subsequently encouraging the two purchasers and merchants. It is exceptionally in charge of affecting purchaser's conduct and initiating activities on customer's part. Prior looks into have proposed that "a person's acknowledgment needs and data handling styles both have an effect on the publicizing Perception."

Mishra Rajan,(2009): "Discernment is the procedure through which the data from outside condition is chosen, gotten, composed and deciphered to make it important to us. This contribution of significant data brings about choices and activities. It is an aftereffect of a mind boggling connection of different faculties, for example, feeling, seeing, hearing, considering and contrasting and known parts of life with a specific end goal to understand our general surroundings."

Sandra et.al (2008): "The perception is seen by the person through his detects consideration, memory, thinking, dialect, and so forth and the most ideal method for pulling in the consumers is to comprehend the mental psychological parts of the purchasers."

Kim et.al (2008): Culture, ways of life and environment have capacity to make solid customer recognitions about national and worldwide brands.

India is the third biggest developing on the web showcase after the USA and **China (The Monetary Times, 2012)**, According to **emarketer.com (2013)**, 19.2 million Indian purchasers were occupied with web based purchasing in 2012 and this number has been anticipated to increment to 41.8 million by 2016. Inside the following five years, the yearly online deals in India can possibly reach \$15 billion (**internetretailer.com, 2013**). The ongoing insights by web and Mobile Association of India (**IMAI, 2013**) epitomizes the broad reach of online networking among the Indian web consumer, and reports that about 62% of web consumers take part in internet based life sites. India has the third biggest number of Facebook consumers worldwide after the US and Brazil (**Socialbakers.com, 2013**).

ADVERTISING:

Advertising is any paid type of non-individual introduction and advancement of products, administrations and thoughts through broad communications, for example, daily papers, magazines, TV or radio by a recognized support. It is typically gone for a vast group, and it needs to come through from a message, who is a sender. Advertising is the most noticeable from showcasing implies. Its point is to advise clients rapidly and productively about merchandise and enterprises with what they can fulfill their requirements. For a situation of another item or administration, a reason for promoting is to make a fundamental request. Promoting ought to likewise assist organizations with distinguishing themselves from contenders and their comparable items and administrations. An objective is to build clients of an item or an administration. Advertising is planned to help deals endeavors. The methods utilized are: data on particular item highlights, points of interest and advantages, and additionally value, accessibility and administrations. Among different goals a point is to make a decent item and corporate impression and picture; client relations and summon a longing to buy. Promoting comprises of three segments: advertising media, where a notice is shown; a message it contains; timing or a strategy, what time the message is transmitted. So as to emerge from the group, the advertising must be always all the more capturing and empowering for creative ability. There are normally two components in a decent promotion: The initial segment is an instructive correspondence that

gives data about items, costs, installment terms and conditions and accessibility. A point is to lessen the vulnerability of potential clients. The second part is a suggestive correspondence, which impacts states of mind with passionate interests. These are in addition to other things music, lights, pictures and funniness. Promoting plans to motivate individuals to purchase something, what they would not purchase without an identification of the advertising. Promoting channels can be separated into a mass correspondence channel and also to a channel, when a message transmits specifically to a beneficiary. Mass correspondence stations are in addition to other things TV, radio, web and magazines. Straightforwardly to a beneficiary channels are an email and an instant message.

ADVERTISING FUNCTIONS:

The monstrous interest in mark advancement by Coca-Cola and Microsoft to the tune of \$67.5billion and \$59.9billion individually in 2005 was an affirmation of the intensity of notice in rendering the accompanying capacities as distinguished by Terence (2000:261).

1. **Data:** the part of promoting here is to convey to customers, the presence of merchandise and enterprises. It educates buyers regarding what products and enterprises are accessible and in what areas they can be bought and once in a while at what cost. In assuming the instructive part, ad features the uncommon physical and quality credits of accessible merchandise to fulfill customer needs.
2. **Reminding:** Advertising is planned to keep a brand's name in the memory of buyers. At the point when a need emerges that is identified with the publicized item, past promoting affect makes it feasible for the sponsor's image to strike a chord as a buy hopeful. A promotion made to do this is alluded to as Reminder Advertisement.
3. **Inducing:** Effective promoting influences clients to attempt publicized items or administrations. As a rule, the influence may appear as impacting essential request i.e. making interest for a whole item class.
4. **Including esteem:** Given that there are three noteworthy ways an organization can increase the value of its contributions, viz: Innovation, quality change and adjustment of buyer discernments; advertising enhances marks by impacting shoppers' observations. Compelling promoting makes mark be seen as more exquisite, more

smart, more esteemed and most likely better than contenders' contributions.

5. **Helping other organization endeavors:** Advertising can be seen as one individual from the promoting specialized apparatuses. Terence (2000:264) puts it along these lines, "Advertising is now and again a scorer that achieves objectives itself. At different circumstances, advertising's essential part is as an assister that encourages other organization endeavors in the showcasing interchanges process". While likewise assuming this part, advertising is viewed as helping the exertion of offers delegate in that it attempts to pre-offer the organization's item and gives business people significant acquaintances earlier with their own contact with planned clients.

CLASSIFICATION OF ADVERTISING:

The accompanying criteria were embraced by Anyacho (2007:10) in characterizing promoting.

1. **Arrangement by Target Audience:** the originator of this class of promoting is mostly the maker who delivers an item or administration for benefit. This class of advertising can take the accompanying structures:
 - a) **Consumer promoting:** this happens when the maker endeavors to reach and impact through the advertising mediums.
 - b) **Trade advertising:** Producers can coordinate customer products towards retailers and wholesalers. In this shape, the maker looks for the consideration and support of general stores, tool shops, claim to fame stores and independent company individuals. The plan of this type of advertising is for those outlets to stock and advance the offer of a specific brand. Clients are relied upon to make buy from these outlets. The item could be advanced under the stores mark name.
 - c) **Public Relations Advertising (Institutional advertising):** Producers at times utilize promoting to advance their advertising targets.
2. **Arrangement by media write:** Classification of promoting as per presentation channels may take any of the accompanying structures.
 - a) **Print Advertising:** these contain daily papers, magazines, books, handouts, pamphlets, blurbs and so on.
 - b) **Broadcast:** incorporate radio, TV/satellite/link and home video
 - c) **Out-of-home Advertising:** utilizes signs, bulletins, travel (prepare, transports, deals van), purpose of offer materials, versatile amplifier messages and so on.
3. **Characterization by Geographical Area:** this includes the accompanying:
 - a) **International Advertising:** this alludes to promoting intended to achieve a few nations and social orders. As the idea of world market is getting to be intriguing to makers, items made in one nation wind up in different nations and advertising supposedly is filling this need. Media utilized here are link systems, satellite TV, universal daily papers and magazines, the web and so on.
 - b) **National Advertising:** this has the point of contacting the crowd everywhere on a nation. At the point when an item is intended to be showcased all through the country, promoting takes after. Media utilized are national TV and radio systems, daily papers, magazines, regular postal mail, boards and so forth.
 - c) **Regional Advertising:** this is promoting planned for particular zones inside a nation. It is reasonable for promoting items bound to particular parts of the nation. A normal case of such item is the Dudu Osun Soap which is sold in the Southwestern piece of the nation
 - d) **Local Advertising:** this type of advertising is planned for the showcasing of items or administrations inside a neighborhood domain. It is best reasonable for markets, retail shops, nourishment stores and so on. Nearby advertising illuminates the intended interest group about where to buy the merchandise promoted. This is additionally called retail promoting. Most basic media utilized are directional signs, billboards, boards, neighborhood daily papers, and nearby radio stations.
 - e) **Travel Advertising:** this is tourism-related promoting. It empowers associations to connect with universal group of onlookers to offer occasion administrations accessible. The embodiment is to influence universal explorers to belittle the resorts focus whenever they visit the nation where they are found.

ADVERTISING PLANS:

It's regularly said that, "neglecting to design is intending to come up short". A soccer group which

approaches a football rivalry without a strategy will play in the same unconstrained mold and may capitulate to weight from its rival. So it is with advertising. For a firm to enter the promoting diversion, it must have a reasonable arrangement as a top priority. A advertising design is what proposes procedures for focusing on the group of onlookers showing the promoting message and executing media. It coordinates the correct gathering of people to the correct message and shows it in the correct medium to contact that group of onlookers. It additionally helps in assessing a brand's history and also proposes the level and destinations of a commercial. To put a promoting plan without hesitation, Terence (2000:305) has distinguished three vital advances. 1. Cautious assessment of client conduct in connection to the brand. 2. Point by point assessment of the opposition 3. An organized push to attach to the proposed advertising system to the brand's general showcasing technique.

COMMUNICATION PROCESS OF ADVERTISING:

Regularly a circumstance to a sponsor is with the end goal that a buyer isn't looking for a message. In these circumstances a commercial must emerge from the group. This requires mettle from the promoter to do exceptional advertising, which draws a consideration of a recipient. Since just around 1% of promoting messages is distinguished on a cognizant level, it makes a genuine test for the formation of viable advertising. Two components speak to the significant members in the correspondence procedure, the sender and the collector. Another three are message, channel and the significant specialized instruments. Four other are the significant correspondence capacities and procedures: encoding, translating, reaction and input. The last component commotion is alluding to any extra and unimportant factors in the framework that can between fere inside the correspondence procedure and conflict with compelling correspondence. (Burp and Belch 2001, 139) Figure 1 represents a model of correspondence process. It indicates how a commercial speaks with a beneficiary.

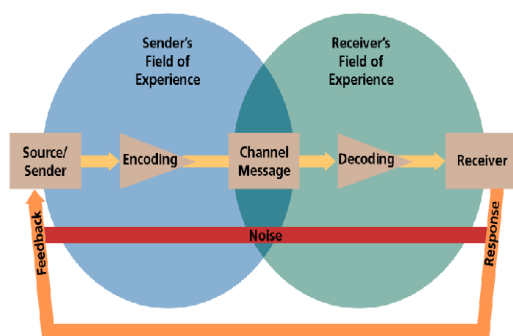


Figure 1: Communication Process

A sender or a source of a communication is a person or an organization that has information to share with another person or a group of people. Receiver's point of views of the source influence how the communication is received; therefore marketers must carefully select a communicator. It is important that the receiver believes that the communicator is trustworthy or with whom the receiver can feel to relate at least in some manner. The communication process begins when the source selects symbols, words and pictures to represent a message that is delivered to the receiver. This process is known as encoding. It involves turning thoughts, information or ideas into symbolic form. A goal is that sender's message is understood by the receiver. The encoding process leads to a development of a message that includes the meaning or information. The message can be verbal or nonverbal, written, oral or symbolic. Messages have to be put into transmittable form that fits to a channel of a communication, which is used. In advertising this may be for example words read as a radio advertisement or producing an expensive television commercial. For several products and services it is not the actual words of the message that defines its communication effectiveness. It is rather an impression or an image that an advertisement creates.

RESPONSE HIERARCHY OF ADVERTISING:

A Response chain of command demonstrates is a various leveled portrayal of how advertising impacts a customer's choice to buy or not buy an item or administration after some time. The chain of command of impacts show is utilized to gauge promoting viability. Among promoting speculations the model is a standout amongst the most understood. It characterizes phases of how advertising functions and decides communicational objectives. (Deep rooted 2011), at each phase there exists diverse communicational objectives. They may be useful intending to make mark mindfulness, remunerating unwaveringness, or imparting brand affiliations, contingent upon the stage the objective client has come to.

Conventional reaction chain of importance display structures guarantee that groups of onlookers of promoting and other advertising interchanges react to those messages in an extremely requested manner: "intellectually first ('considering'), affectively second ('feeling'), and cognitively third ('doing')." Consumers wind up mindful and alter their opinions about an item, at that point they change their state of mind, and after that they demonstration. As it were, the procedure starts with cognition, which means influence, which at that point means conduct.

CONSUMER PERCEPTION TOWARDS ADVERTISING:

Learning of how buyers acquire and utilize data from outside sources is essential to advertisers in detailing correspondence systems. Advertisers are particularly intrigued by: how purchasers sense outer data, how they select and take care of different wellsprings of data and how this data is deciphered and given significance. These procedures are all piece of recognition, which is a procedure, in which an individual gets, sorts out, chooses and deciphers data to make a significant photo of the world. Recognition can likewise be characterized as the procedure by which creatures decipher and compose sensation to deliver a significant ordeal of the world. Discernment is an individual procedure; it relies upon inside variables, for example, individual's encounters, convictions, states of mind, disposition, needs and desires. The perceptual procedure is likewise impacted by the qualities of a jolt. The key point is that it depends on physical jolts, as well as boosts' relationship to the encompassing field and on conditions with every one of us. "One individual may see a quick talking sales representative as forceful and deceptive; another, as shrewd and supportive." (Kotler, et al. 2009, 239) a similar thought can be connected to advertising and commercials. Observation comprises of three clear stages; sensation, data determination and elucidation of data. Sensation is the prompt reaction of the faculties (taste, smell, sight, hearing and contact) to a jolt, for example, a notice or a brand name. Recognition utilizes these faculties to make a portrayal of boost. Customer's identity, intentions, state of mind, needs, encounters and desires affect how data is chosen and deciphered. These mental data sources clarify why individuals concentrate consideration on a few things and disregard others. Two individuals can see similar jolts in an altogether different manner since they select, go to and understand in an unexpected way. Normally person's perceptual procedures center around components of the condition that are applicable to his or her need and turn out unimportant boosts. After a purchaser chooses and takes care of a jolt, the procedure is centered on arranging, sorting out and translating the approaching data. This phase of the perceptual procedure is exceptionally individualized and affected by interior mental elements. A significance and translation that individual structures from approaching jolt likewise relies upon the idea of the boost. "For instance, numerous advertisements are objective, and their message is clear and direct. Different advertisements are more equivocal, and their significance is unequivocally affected by the purchaser's individual elucidations." Throughout the whole buyer's perceptual procedure happens selectivity, which makes significantly all the more difficult to catch shopper's consideration.

RELATIONSHIP BETWEEN ADVERTISING AND CONSUMER:

The picture is a feeling that a purchaser sees of the brand. A few impressions are seen as an immediate or roundabout aftereffect of signs or messages, which the promoting is one. (Bernstein 1984, 12) One of Hunajayhtymä's full of feeling goals of advertising was to make wanted pictures about the item and inspirational demeanor towards the item. Obviously Hunajayhtymä likewise needed to make an inclination and induce and initiate buyers to buy the item. As per this postulation review's outcomes, a large portion of the respondents, who had heard the promotion, had the picture that the item is household starting point in the wake of hearing the commercial. The local birthplace was more essential to the most respondents, when purchasing nectar than the cost. In spite of the way that the interviewees had felt that financial components have a considerable amount significance in their utilization, This independent from anyone else enhances the nectar item Mieleinen. Hunajayhtymä had succeeded well to exchange the arranged recognition to the intended interest group. The majority of the respondents had additionally a positive picture about the bundling of the nectar item Mieleinen and they likewise imagined that the item has wellbeing impacts. They likewise considered that the item is very solid and high caliber, thusly it can be viewed as that the organization's message framed very positive picture inside the respondents that it came to. Anyway the pictures about the announcements "the item is current" and "the item is a pioneer", did not get as positive approach from the respondents. This can be identified with the way that a couple of respondents believed that the commercial was excessively cliché and there were a conventional assignment of sexual orientation parts in the ad.

The majority of the respondents utilize nectar just month to month (40%) or a couple of times each year (25%), so they don't purchase nectar every day or even week after week. Anyway when they again require nectar they may recall the nectar item Mieleinen or intuitively be coordinated toward the item, while picking, what sort of nectar to purchase. Advertising correspondence may not prompt quick conduct reaction or buy but rather it can propel and make a need. (Barry and Howard 1990) None of the respondents felt that they couldn't purchase the item based on the notice; in this manner it can be viewed as that the organization's message (the notice) shaped a very positive or nonpartisan by and large picture of the item. With everything taken into account the outcomes show that respondents had essentially a positive or unbiased picture, recognition and demeanor towards the item subsequent to hearing the ad. It should likewise be considered that a few respondents may have caught wind of Hunajayhtymä and their items in advance and they may have gotten them also. This may affect the outcomes, when the effect of advertising is

considered. Anyway the business figures in February-Walk 2014 demonstrate that Hunajayhtymä's promoting positively affected purchaser's item pictures and buy expectation about the nectar item Mieleinen, since deals expanded 20%. In this sense the exploration discoveries can be thought to be tenable. "Advertising presents the most powerful pitching message to the correct prospects for an item or administration in any event conceivable cost." - The UK Institute of Practitioners in Advertising (adjusted from Dogudje 2009). "Publicize or pass on" were the expressions of Kankarofi, the APCON Registrar in a paper he as of late displayed on Options for Corporate Survival: a class sorted out in Lagos by the NigeriaSouth Africa Chamber of Commerce. He underscored on the requirement for corporate/business associations to adequately welcome the place of promotion in the survival of their business. In the expressions of Kaufman (1980:3), "promoting isn't science, with standards and laws that, if took after with sensible exactness, will prompt unsurprising outcomes inevitably. Advertising isn't a panacea that can reestablish a poor item or restore a declining market; it's anything but a substitute for sound business judgment nor is promoting only the words and pictures that show up in daily papers and magazines, on bulletins and on TV screens. These are the methods or the media that promoting uses to impart its data about items, administrations, and thoughts to individuals: data intended to induce them settle on purchasing or activity choices. Promoting is the craftsmanship and business of powerful correspondence".

ANALYSIS AND DISCUSSION

This research is based on beauty products. Data was collected from 1500 respondents from Delhi NCR. Out of 1500, 1000 responses were up to mark while 500 were rejected due o incomplete and erroneous data. The study contains demographic information about respondents such as age, gender and level of education, type of media of impact of advertising used to advertise Forever Living Products, ways in which advertisement influence consumer perception and how different advertisements influence consumer's perception.

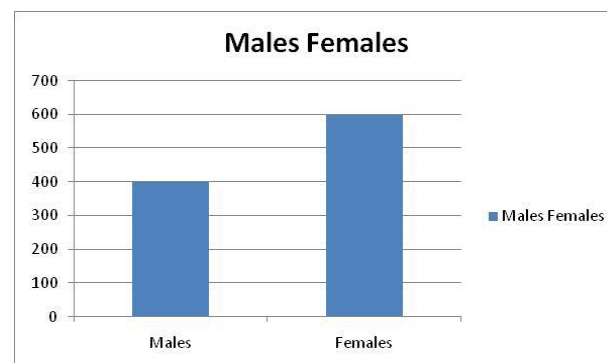
Gender Profile of Respondents

Gender was among the descriptive demographic parameters asked to the respondents. It is found that the gender of respondents in order to establish whether the involvement of respondents in the Forever cosmetics business is influenced by their gender. The feedback from respondents was documented as shown in the table below.

Table 1: Gender Profile of Respondents

	Males	Females
No. of respondents	400	600
Percentage (%)	40	60

As indicated in Table 1, males were 40 (40%) of respondents while women were 60 (60%) of respondents. This shows that the females are more involved in the Forever cosmetics business than males.

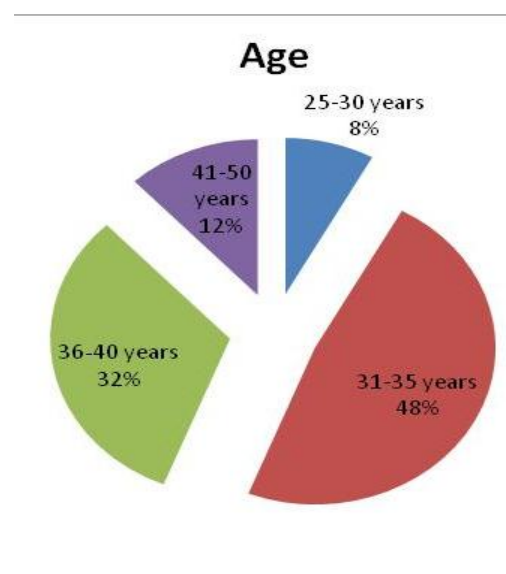


With respect to advertisements and how they influence consumer buying perception, those who make advertisements of Forever Living products are focused on women.

Age of the Respondents

Table 2: Age Profile of Respondents

	Males	Females
25-30 years	80	80
31-35 years	480	480
36-40 years	320	320
41-50 years	120	120
Total	1000	1000

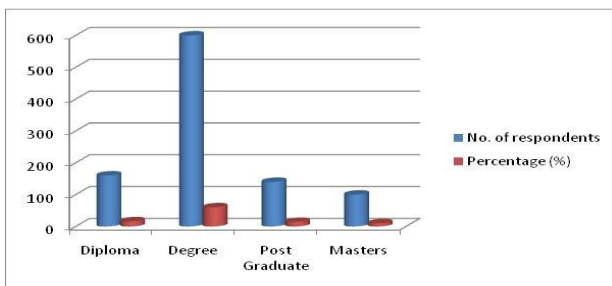


It is found that the age profile of respondents in order to establish the impact of advertising on consumer perception is determined by age of the recipient of the advertisement. From Table 2, it is evident that majority of respondents were aged 31 to 35 years (48%). The researcher has determined that consumer perception of forever living products has relationship with the age of the respondents.

Level of Education of Respondents: It is found that the level of education of respondents in order to establish whether the involvement of respondents in the Forever cosmetics business is influenced by their level of education. The feedback from respondents was documented as shown in the table below;

Table 3: Level of education of respondents

	No. of respondents	Percentage (%)
Diploma	160	16
Degree	600	60
Post Graduate	140	14
Masters	100	10
Total	1000	100



The findings above show that 30% of respondents have degrees, 16% have Diplomas, 14% have Post Graduate Diplomas, and 10% have Masters Degrees. These findings show that majority of respondents are adequately qualified and that those involved in the Forever Living cosmetics business are well educated individuals. These findings show that the target forever living products should prepare advertisements that are smart and more likely to attract educated customers.

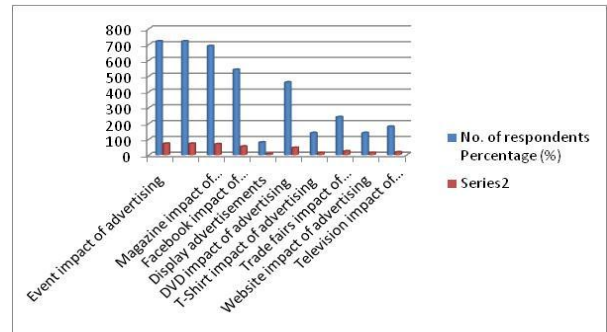
Impact of advertising Strategies Used by Forever Living

It is found that the feedback from respondents on various types of impact of advertising strategies used by Forever Living to promote cosmetics products.

Table 4: Impact of advertising strategies used by forever living

	No. of respondents	Percentage (%)
Event impact of advertising	720	72
Word of mouth impact of advertising	720	72
Magazine impact of advertising	690	69
Facebook impact of advertising	540	54
Display advertisements	80	8
DVD impact of advertising	460	46
T-Shirt impact of advertising	140	14
Trade fairs impact of advertising	240	24
Website impact of advertising	140	14
Television impact of advertising	180	18

The findings above show that the main types of impact of advertising used by Forever Living are; event and word of mouth impact of advertising (both 72%), magazine impact of advertising (69%), Facebook impact of advertising (54%), DVD impact of advertising (46%), trade fair impact of advertising (24%), event impact of advertising (18%), T Shirt and Website impact of advertising (both 14%) as well as display impact of advertising.



These findings show that among the various types of impact of advertising used for promoting Forever Living cosmetics products, word of mouth and events are the most preferred.

CONCLUSION

The findings from the study show that the most influential element of impact of advertising with regard to consumer perception is product benefit which represents the benefits that the consumer is getting by using the product. Other elements of impact of advertising which influence consumer perception include (by order of significance); products ingredients (materials of which the product is made of), product quality, product quantity, product price, models used in the advertisements, product testimonial (testimonials given by other consumers who have previously used the product), product packaging (the materials, texture, design and shape of the package of the product), product name and product color. The present investigation has embraced a significant perspective of advertising and its viability as far as mentality towards the commercial, state of mind towards the brand and buy goal. It was speculated that purchaser mentality towards publicizing, towards a brand and buy expectation would likewise be a component of the validity of the support mark. The significance of publicizing is continually developing in this day and age. The media of social message have its awesome effect all around, comparably publicizing, which utilize media as its instruments, is a convincing and great power that is forming conduct and state of mind in the public arena. Social Advertisements are ceaselessly endeavoring to persuade individuals for social reason, for example, leaving the medication, quit smoking or stop brutality and so on. Each individual on the planet is purchaser of social battles. Fundamentally social Advertisements are produced by various government or nongovernment associations. Aims behind social Advertisements are

to separate the act of undesired conduct in the public arena or to invigorate the alluring behaviors towards condition, individuals and environment.

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