

## **Influence of Advertisements on Consumer Buying Behavior; An Evidence from Guntur City ,AP**

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**ABSTRACT:** The ultimate objective of any advertiser is to drop a specified message to potential consumers that has the capacity to influence their purchase decisions. The present study aims to examine the influence of on-line and off-line advertising on consumers' buying behavior. The sample for the present study was 200 and respondents were selected using convenience sampling method. A structured questionnaire has been developed to collect data from the selected respondents in Guntur city. The collected data has been analyzed by using appropriate statistical tools like regression with the help of SPSS software the findings of the study shows that both on-line and off-line advertisements influenced consumer buying behaviour. Out of these two factors, off-line advertisements was found to be the strongest predictor of consumer buying behaviour ( $\beta = 0.372$ ;  $p < 0.005$ ); followed by on-line advertisements ( $\beta = 0.285$ ;  $p < 0.005$ ). The present study further helpful the marketer to strengthen their advertising policy .

**Key words:-** Consumer , offline and Online Advertisements , Influence , Buying Behaviour.

**INTRODUCTION :** In order to promote products and services among consumers, companies use different tools like advertising, sales promotion and public relations. These tools are called mass-communication tools that carry a unified message for the whole target audience. The mass communication tools such as advertising helps to communicate the same message, unlike personal selling, to each consumer, minimizing the cost of reaching per consumer (Ettzel et al., 1997).

Advertising may be defined as: "It is the paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor." On the basis of the above definition, Ayanwale, Alimi and Ayanbimipe (2005) identify the following characteristics of advertising:

- Advertising is always paid in which sponsor pays to the media owner.

- Non-personal messages are communicated through advertising means that customized messages are not communicated through advertising.
- The ideas, goods, or services are promoted using advertising.
- The sponsor in an advertisement is identified.

## **ADVERTISING AND CONSUMER BEHAVIOUR:**

The ultimate objective of any advertiser is to drop a specified message to potential consumers that has the capacity to influence their purchase decisions. Companies spend millions of dollars on advertisings to arouse consumers' interest in their products. In order to make the advertisements successful, marketers need to understand the interest of consumers and develop advertisements in line with their interest. For this, marketers need to understand consumer behaviour and how the advertising influence consumer behaviour. Similarly, companies need to focus on different aspects of consumers' psychology that determine the purchase of goods and services.

## **OBJECTIVES OF THE STUDY:**

In the light of the above mentioned discussion, we aim to achieve following objectives:

- 1) To examine the influence of on-line advertising on consumers behaviour.
- 2) To examine the influence of off-line advertising on consumers behaviour.

## **LITERATURE REVIEW:**

**Arora, Kumar and Agarwal** (2020) conducted a study entitled "Impact of social media advertising on millennials buying behaviour" and found that there exist significant relationship between on-line advertisements and respondents' attitude and behavioural response for the products shown in the advertisements.

**Asogwa** (2020) undertook a study entitled "Computer-mediated advertising as a correlate of buying behaviour among youths from south-east Nigeria" and concluded that there is a significant relationship between engagement in computer-mediated communication and computer-mediated adverts. The author also found that buying decisions are significantly influenced by exposure to CMA.

**Ayanwale, Alimi and Ayanbimipe** (2005) undertook a study entitled “The Influence of Advertising on Consumer Brand Preference” and found that purchase decisions of both male and female respondents were determined by advertising to which they were exposed. The respondents revealed that the key factor responsible for their choice is advertising of the selected brand. The most of the respondents preferred TV advertising that influenced their purchase behaviour.

**Rai** (2013) undertook a study entitled “impact of advertising on consumer behaviour and attitude with reference to consumer durables” and found that advertisements help to change behaviour of the consumers. The advertisements also influence the attitude of the consumers that further determine their purchase decisions. The author identified some advertisements of consumer durable products that influenced their purchase decisions.

**Ratu and Gunawan** (2020) undertook a study entitled “the effect of emotional advertising and environment advertising on purchase decision at Shopee marketplace” and found that advertising determine respondents’ purchasing decisions at shopping market. The authors collected data from 100 respondents and used quantitative methods of data analysis like Linear Regression Analysis. The study found that emotional advertising used in the market significantly determine purchase decisions.

### **RESEARCH METHADODOLOGY:**

Research may be conceptualized as “a scientific enquiry into a pre-existing problem in any branch of science” (Naidoo, 2011). In other words, research may be defined as “the search for knowledge or search for pertinent information on a given topic” (Kothari 2004). Present study is based on both primary and secondary data. Secondary data has been collected from various journals ,book and periodicals primary data has been collected from a sample of 200 responded . Convenienced sampling method has been utilized for the study . A structured questionnaire has developed to collect the primary data from the selected respondents. In first section of the questionnaire, we included some general questions aiming to collect information regarding demographic profile of the respondents. In second section of the questionnaire, we used some statements to measure consumers' perceptions of both on-line and off-line advertising; in addition to the consumer's response on influence of advertising on their buying behaviour. The present study used statistical tools like frequency, mean and regression analysis for testing hypotheses of the study

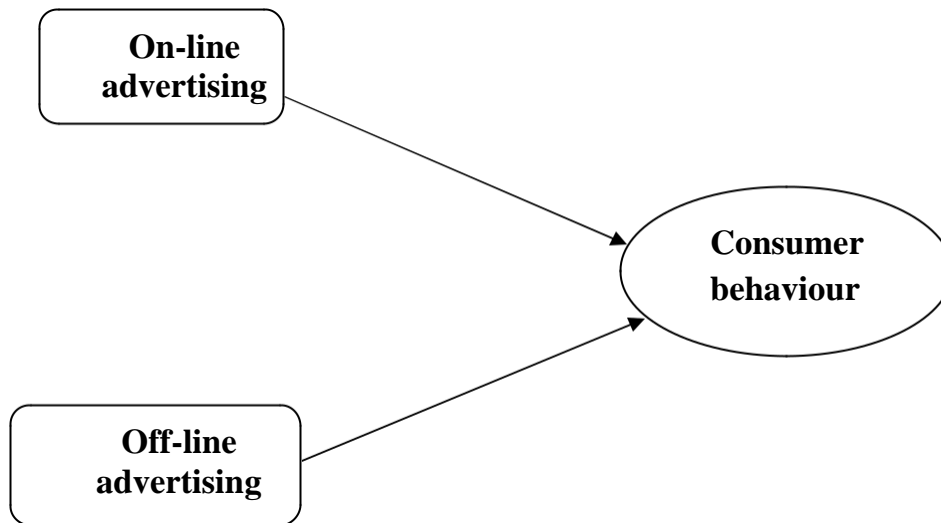
## **HYPOTHESIS:**

The present study aimed to examine the influence of on-line and off-line advertising on consumer's behaviour. For this, the following hypotheses were formulated:

H1:                There is a positive relationship between on-line advertising and consumer behaviour.

H2: There is a positive relationship between off-line advertising and consumers behaviour.

On the basis of the above hypotheses and regression equation, the theoretical model has been developed as following:



**Figure: Theoretical model for examining the influence of advertisements on consumer buying behaviour**

## **DATA ANALYSIS AND INTERPRETATION:**

The present study collected data from 200 respondents for examining the influence of advertisements on consumer buying behaviour. The demographic profile of the respondents is given in the table 1, given below:

**Table 1: Demographic profile of the respondents**

		Frequency	Percent
Gender	Male	106	53
	Female	94	47
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Age	15-25 years	32	16
	26-35 years	43	21.5
	36-45 years	66	33
	Above 45 years	59	29.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Level of education	Matriculation or below	22	11
	Intermediate	43	21.5
	Bachelors degree	86	43
	Masters Degree	32	16
	PhD	17	8.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Family monthly income	Less than Rs 30,000	5	2.5
	Rs. 30,000 – Rs 50,000	21	10.5
	Rs 50,000-Rs 75,000	32	16
	Rs 75,000-Rs 1 Lakh	75	37.5
	More than 1 Lakh	67	33.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>

The above table highlighted that a majority of the respondents were male (53 %); whereas 47 percent of the respondents were females. About one-third of the respondents were between 36-45 years; whereas 29.5 percent respondents were between above 45 years and about 21 percent respondents were between 26-35 years. Further, maximum 43 percent respondents were having Bachelors degree and 21.5 percent respondents were intermediate. It was interesting to note that 8.5 percent

respondents were having PhD degree. Further, 37.5 respondents were having income between Rs 75,000-Rs 1 Lakh.

### **Belief in advertising:**

The present study collected data from 200 respondents for examining the influence of advertisements on consumer buying behaviour. The consumers' perceptions of belief in advertising are given in the table 2, given below:

**Table 2: Belief in advertising**

		<b>Frequency</b>	<b>Percent</b>
Believe in advertising	Yes	186	93
	No	14	07
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Media preferred to view advertisements	On-line media	72	36
	Print media	10	5
	Outdoor media	19	9.5
	Radio	21	10.5
	Broadcasting media (TV etc.)	78	39
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Frequency of viewing advertisements	0-5 ads per day	6	3
	6-10 ads per day	67	33.5
	More than 10 ads per day	127	63.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>
View advertisement before purchasing a product	Always	65	32.5
	Often	81	40.5
	Sometimes	30	15
	Rare	21	10.5
	Never	3	1.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>

Advertisements influence your purchase decisions	Always	52	26
	Often	86	43
	Sometimes	32	16
	Rare	20	10
	Never	10	5
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Advertisements have impact on your purchase decisions	Yes	196	98
	No	04	02
	<b>Total</b>	<b>200</b>	<b>100.0</b>

The above table highlighted that a large majority of the respondents (93 %); believe in advertising; whereas 7 percent do not believe. 39 percent of the respondents preferred to view advertisements on broadcasting media (TV etc.); whereas 36 percent of the respondents preferred to view advertisements using on-line media. A large majority of the respondents (63 %) view more than 10 ads per day; whereas about one-third respondents (33 %) view 6-10 ads per day. Further, about 40 percent respondents reported that they often view advertisement before purchasing a product; whereas marginal number of respondents (1.5 percent) reported that they never view advertisement before purchasing a product. About 43 percent respondents reported that advertisements often influence their purchase decisions; whereas marginal number of respondents (5 percent) reported that advertisements never influence their purchase decisions. It was surprising to note that 98 percent respondents reported that advertisements have impact on their purchase.

### **Advertising factors for consumer buying behavior:**

<b>Table 3: Advertising factors for consumer buying behaviour</b>	
<b>Statements</b>	<b>Mean</b>
Celebrity endorsement in advertising influences my purchase decisions	3.72
The creativity in advertising influences my purchase decisions	3.03
Information provided in advertising influences my purchase decisions	3.67
Attractiveness in advertising influences my purchase decisions	3.06
Entertaining advertisements influence my purchase decisions	3.09



Description of a good value in advertising influences my purchase decisions	3.46
Different product offers displayed in advertising influences my purchase decisions	3.59
Brands shown in advertising influences my purchase decisions	4.27
Nutritional information provided in advertising influences my purchase decisions	3.81

Findings revealed that celebrity endorsements in advertising influences respondents' purchase decisions and information provided in advertising also influences respondents' purchase decisions. However, the mean score of respondents' perceptions of creativity in advertising and attractiveness in advertising was found to be close to mid value three. Similarly, the mean score of respondents' perceptions of entertaining advertisements was found to be close to mid value three, indicating that creativity in advertising, attractiveness in advertising and entertaining advertisements do not influence respondents' purchase decisions. Further, description of a good value in advertising and product offers displayed in advertising influences respondents' purchase decisions. Most importantly, the mean score of respondents' perceptions of brands shown in advertising was found to be the highest among all factors; indicating that brands shown in advertising influences respondents' purchase decisions with highest strength. Moreover, nutritional information provided in advertising also influenced respondents' purchase decisions.

### **Influence of advertisements on consumer buying behaviour:**

Respondents were requested to rate statements measuring their perceptions of on-line, off-line advertisements and consumer buying behaviour. Overall mean scores of the statements under factors like on-line and off-line advertisements were used as independent variables and overall mean score of consumer buying behaviour was used as a dependent variable. The present study used regression analysis to study the influence of advertisements on consumer buying behaviour. Findings in this regard have been presented in the table 4:

**Table 4: Influence of advertisements on consumer buying behaviour:  
Regression output**

Independent Variables	Standardized Beta	t	p	Hypotheses (Accepted/Rejected)
Intercept	3.82	5.88	0.000*	
On-line advertisements	0.285	3.12	0.008*	Accepted
Off-line advertisements	0.372	5.42	0.000*	Accepted

Note: \*significant at 5% level

The above table indicated that both on-line and off-line advertisements influenced consumer buying behaviour. Out of these two factors, off-line advertisements was found to be the strongest predictor of consumer buying behaviour ( $\beta = 0.372$ ;  $p < 0.005$ ); followed by on-line advertisements ( $\beta = 0.285$ ;  $p < 0.005$ ). This finding indicated that consumers are more influenced by off-line advertisements in comparison to on-line advertisements. Therefore, companies need to take a note that they must focus on providing off-line advertisements due to its higher impact on consumer buying behaviour. At the same time, it is important to mention here that on-line advertisements are also effective in influencing consumer buying behaviour; however impact of on-line advertisements is significantly lesser than the off-line advertisements.

## **FINDINGS AND CONCLUSIONS:**

The present study found that a large majority of the respondents (93 %) believe in advertising; whereas 7 percent do not believe. 39 percent of the respondents preferred to view advertisements on broadcasting media (TV etc.); whereas 36 percent of the respondents preferred to view advertisements using on-line media. A large majority of the respondents (63%) view more than 10 ads per day; whereas about one-third respondents (33 %) view 6-10 ads per day. Further, about 40 percent respondents reported that they often view advertisement before purchasing a product; about 43 percent respondents reported that advertisements often influence their purchase decisions. Findings indicated that both on-line and off-line advertisements influenced consumer buying behaviour. Out of these two factors, off-line advertisements was found to be the strongest predictor of consumer buying behaviour ( $\beta = 0.372$ ;  $p < 0.005$ ); followed by on-line advertisements ( $\beta = 0.285$ ;  $p < 0.005$ ).

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