



# The influence of advertisements on consumers' personality styles- A study in Jagtiyal and Karimnagar

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**Abstract:** Advertisements are the keys for nurturing, shaping, building, creating and sustaining brands. They play a major role in making purchase decisions. They persuade, inform and remind customers towards selection of brand of product/service. They help the customers to associate the brand with the celebrity and can easily register the brand. Measuring the influence of advertisements in Consumers' shopping habits is very essential for every marketer. The marketer's efforts will go in vain if advertisement does not create any positive change in consumers' buying decision. Advertising also helps in creating brand awareness and facilitate brand recall. The present study focuses on the influence of advertisements on consumers' shopping habits.

**Key words:** Consumer Buying Behavior, Advertisement, brand

## Introduction:

Advertising is a tool for conveying information about a product or service. It helps and encourages customers' to make purchase decision about a product or service. The marketer uses this paid form of exposure by some sponsor using media like print and electronic media.

Consumer behavior is influenced by advertisements too as it helps them to process, to choose, to use (consume), and to dispose the products and services. It influences consumers' emotional, mental, and behavioral responses to a brand.

An advertisement is paid form of marketing strategy to promote a product, brand or service to a viewership so as to attract, bring interest, engage the customers to buy and increase their sales. Advertisements come in many forms and in print and electronic media.

A brand is name, term, design, or symbol which is recognizable feeling of a product or business. They live in the mind of the consumer permanently and they never shift to any other product as they experienced it for many years.

## Literature Review

Ryans, (1996) focuses on advertisement as a vital and essential element for the economic growth of the marketers and businesses. It conveys information and encourage customers to buy products or services.

Biehalet.al 1992 studied on Attitude toward the ad and brand choice and concluded that there is a positive relationship between ad attitude and brand cognition. It significantly intensifies the buying of the brand.

Resnik et al (1977) studied on 14 points and concluded that television advertisement can be concluded as informative.

Ambati Sai Vishwagna et al (2018) studied on consumer behavior towards online shopping and concluded that majority of the respondent's buy from flipkart and Amazon which are the leading online shopping websites in India. Online shopping is very popular for electronics items followed by movie tickets and clothes.

### Data Analysis and Interpretation

The data is collected using a questionnaire and is analyzed using SPSS package. The sample is collected using convenient sampling.

		Location			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	87	54.4	54.4	54.4
	Urban	73	45.6	45.6	100.0
Total		160	100.0	100.0	

Most of the respondents are from rural area i.e. 87 percent followed by urban i.e.73 percent.

		District			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Karimnagar	82	51.2	51.2	51.2
	Jagtiyal	78	48.8	48.8	100.0
Total		160	100.0	100.0	

Most of the respondents are from Karimnagar area i.e. 82 percent followed by urban i.e.78 percent.

### Demographic Profile of the Respondents

Variables		Frequency	Percentage
Gender	Male	79	49.4
	Female	63	39.4
	Do not wish to disclose	18	11.3
Age	<15 years	27	16.9
	15-20 years	37	23.1
	21-35 years	27	16.9
	36-50 years	28	17.5
	50-65 years	30	18.8
	>65 years	11	6.9
Education	<10 th Class	14	8.8
	Secondary Education	25	15.6
	Intermediate	33	20.6
	Graduation	35	21.9
	Post Graduation	34	21.3
	M.Phil/Ph.D Scholar	11	6.9
	Other	8	5.0
Occupation	Student	24	15.0
	Government Employee	24	15.0
	Private Employee	28	17.5
	Home Maker	22	13.8
	Professional	34	21.3
	Business	20	12.5
	Other	8	5.0
Family Size	2 members	36	22.5
	3 members	58	36.3
	4 members	44	27.5
	>5 members	22	13.8
Religion	Hindu	43	26.9
	Muslim	52	32.5
	Christian	45	28.1
	Sikh	14	8.8
	others	6	3.8

Majority of the respondents are males of age group 15-20 years are graduates, their occupation being Professionals, their family size is of 3 members and are belonging to Muslim religion.

### Television Viewing Habits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most Exposure	65	40.6	40.6	40.6
	2nd Choice	52	32.5	32.5	73.1
	3rd Choice	28	17.5	17.5	90.6
	Least exposure	15	9.4	9.4	100.0
	Total	160	100.0	100.0	

Majority of the respondents are mostly exposed to Television. This shows that they watch advertisements too.

### Print

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most Exposure	83	51.9	51.9	51.9
	2nd Choice	32	20.0	20.0	71.9
	3rd Choice	40	25.0	25.0	96.9
	Least exposure	5	3.1	3.1	100.0
	Total	160	100.0	100.0	

Majority of the respondents are mostly exposed to print media too. This shows that they read advertisements too.

### Radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most Exposure	68	42.5	42.5	42.5
	2nd Choice	50	31.3	31.3	73.8
	3rd Choice	27	16.9	16.9	90.6
	Least exposure	15	9.4	9.4	100.0
	Total	160	100.0	100.0	

Majority of the respondents are mostly exposed to Radio. This shows that they listen advertisements too.

### Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most Exposure	83	51.9	51.9	51.9
	2nd Choice	32	20.0	20.0	71.9
	3rd Choice	40	25.0	25.0	96.9
	Least exposure	5	3.1	3.1	100.0
	Total	160	100.0	100.0	

Majority of the respondents are mostly exposed to Internet. This shows that they watch advertisements in Internet too.

#### Average television viewing hours per day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 hour	75	46.9	46.9	46.9
	1-2 hours	39	24.4	24.4	71.3
	2-4 hours	26	16.3	16.3	87.5
	> 4 hours	20	12.5	12.5	100.0
	Total	160	100.0	100.0	

Majority of the respondents are mostly exposed to Television for less than an hour. This shows that they watch advertisements in that hour.

#### Reasons for watching Television

Reasons	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Timely Product information	21	14	41	56	28
Entertainment	28	19	33	59	21
Brand awareness & recall	21	14	41	56	28
Reference for purchasing	21	14	41	56	28
No option	27	17	37	59	20
Like watching	21	14	41	56	28

Majority of the respondents watch Television for timely product information, entertainment, brand awareness & recall and reference for watching. They watch as they have no option other than Television. They like watching Television.

### Retail Preferences

Attributes	Variables	Frequency	Percentage
Electronic Goods (mobile phones, laptops, computers, etc.)	Once in a week	21	13.1
	Once in 15 days	14	8.8
	Once in a month	41	25.6
	Once in 3 months	56	35.0
	Rarely	28	17.5
Apparels & Accessories (Readymade clothes, footwear etc.)	Once in a week	21	13.1
	Once in 15 days	14	8.8
	Once in a month	39	24.4
	Once in 3 months	61	38.1
	Rarely	25	15.6
Personal care & beauty items	Once in a week	25	15.6
	Once in 15 days	18	11.3
	Once in a month	32	20.0
	Once in 3 months	63	39.4
	Rarely	22	13.8
Home Appliances & Furnishing (A/Cs, Refrigerators, TVs etc.)	Once in a week	21	13.1
	Once in 15 days	14	8.8
	Once in a month	39	24.4
	Once in 3 months	61	38.1
	Rarely	25	15.6
Food & Grocery Items	Once in a week	21	13.1
	Once in 15 days	14	8.8
	Once in a month	39	24.4
	Once in 3 months	61	38.1
	Rarely	25	15.6
Books & Stationery items	Once in a week	27	16.9
	Once in 15 days	17	10.6
	Once in a month	35	21.9
	Once in 3 months	62	38.8
	Rarely	19	11.9

Majority of the respondents in Karimnagar and Jagtiyal buy electronic goods, apparels & accessories, personal care & beauty items, home appliances & furnishing items, food & grocery items and books & stationary items once in three months.

**Neighbourhood stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mostly	35	21.9	21.9	21.9
	Sometimes	22	13.8	13.8	35.6
	Rarely	39	24.4	24.4	60.0
	Never	64	40.0	100.0	100.0
	Total	160	100.0	100.0	

Majority of the respondents never go to the neighbourhood stores for their shopping of the items mentioned above.

**Super markets / shopping malls**

		Frequency	Percent
Valid	Mostly	91	56.8
	Sometimes	22	13.8
	Rarely	23	14.4
	Never	24	15.0
	Total	160	100.0

Majority of the respondents prefer to go to super markets or shopping malls.

**Specialty Stores (eg: Jewellery, shoe shop, pharmacist, book stores, cloth stores etc)**

		Frequency	Percent
Valid	Mostly	91	56.8
	Sometimes	22	13.8
	Rarely	23	14.4
	Never	24	15.0
	Total	160	100.0

Majority of the respondents mostly prefer to go to speciality stores like for jewellery, jewellery shop, for shoe, shoe shops, for medicines, Pharmacists' shop and so on.

**Online shopping**

		Frequency	Percent
Valid	Mostly	23	14.4
	Sometimes	85	53.1
	Rarely	22	13.8
	Never	30	18.7
	Total	160	100.0

Majority of the respondents sometimes prefer online shopping.

**Amount spent in a month (approximately) in Neighbourhood stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1000	28	17.5	17.5	17.5
	1000-3000	19	11.9	11.9	29.4
	3000-5000	33	20.6	20.6	50.0
	5000-10000	59	36.9	36.9	86.9
	>10000	21	13.1	13.1	100.0
	Total	160	100.0	100.0	

Majority of the respondents spend Rs 5000-10000 per month in neighbourhood stores.

**Super Markets/shopping malls**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1000	21	13.1	13.1	13.1
	1000-3000	14	8.8	8.8	21.9
	3000-5000	41	25.6	25.6	47.5
	5000-10000	56	35.0	35.0	82.5
	>10000	28	17.5	17.5	100.0
	Total	160	100.0	100.0	

Majority of the respondents spend Rs 5000-10000 per month in super markets/shopping malls.

**Specialty Stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1000	21	13.1	13.1	13.1
	1000-3000	14	8.8	8.8	21.9
	3000-5000	41	25.6	25.6	47.5
	5000-10000	56	35.0	35.0	82.5
	>10000	28	17.5	17.5	100.0
	Total	160	100.0	100.0	

Majority of the respondents spend Rs 5000-10000 per month in specialty stores.

**Online Shopping**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1000	27	16.9	16.9	16.9
	1000-3000	17	10.6	10.6	27.5
	3000-5000	37	23.1	23.1	50.6
	5000-10000	59	36.9	36.9	87.5
	>10000	20	12.5	12.5	100.0
	Total	160	100.0	100.0	

Majority of the respondents spend Rs 5000-10000 per month in online shopping.



**Neighbourhood stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash	35	21.9	21.9	21.9
	Debit/Credit Card	22	13.8	13.8	35.6
	Internet Banking	39	24.4	24.4	60.0
	Mobile Wallets	62	38.8	38.8	98.8
	Aadhaar Enabled Payment System (AEPS)	1	.6	.6	99.4
	Not Applicable	1	.6	.6	100.0
	Total	160	100.0	100.0	

Most of the respondents are using mobile wallets for their shopping in neighbourhood stores.

**Super Markets / Shopping malls**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash	24	15.0	15.0	15.0
	Debit/Credit Card	22	13.8	13.8	28.7
	Internet Banking	23	14.4	14.4	43.1
	Mobile Wallets	84	52.5	52.5	95.6
	Aadhaar Enabled Payment System (AEPS)	6	3.8	3.8	99.4
	Not Applicable	1	.6	.6	100.0
	Total	160	100.0	100.0	

Most of the respondents are using mobile wallets for their shopping in supermarkets/shopping malls.

**Specialty stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash	27	16.9	16.9	16.9
	Debit/Credit Card	19	11.9	11.9	28.7
	Internet Banking	33	20.6	20.6	49.4
	Mobile Wallets	57	35.6	35.6	85.0
	Aadhaar Enabled Payment System (AEPS)	21	13.1	13.1	98.1
	Not Applicable	3	1.9	1.9	100.0
	Total	160	100.0	100.0	

Most of the respondents are using mobile wallets for their shopping in specialty stores.

## Online Shopping

		Frequency	Percent
Valid	Cash	21	13.1
	Debit/Credit Card	56	35.0
	Internet Banking	40	25.0
	Mobile Wallets	14	8.8
	Aadhaar Enabled Payment System (AEPS)	28	17.5
	Not Applicable	1	.6
	Total	160	100.0

Most of the respondents are using Debit/Credit card for their online shopping.



**Factors influencing choice of Retail format**

Fast Check out	Extremely Important	65	40.0
	Important	22	13.8
	Unimportant	39	24.4
	Not at all Important	35	21.9
Low Price Products	Extremely Important	24	15.0
	Important	22	13.8
	Unimportant	23	14.4
	Not at all Important	91	56.9
Close to where you live	Extremely Important	24	15.0
	Important	22	13.8
	Unimportant	23	14.4
	Not at all Important	91	56.9
Courteous friendly employees	Extremely Important	65	40.0
	Important	22	13.8
	Unimportant	39	24.4
	Not at all Important	35	21.9
Availability of more variety of products	Extremely Important	65	40.0
	Important	22	13.8
	Unimportant	39	24.4
	Not at all Important	35	21.9
Convenience of parking	Extremely Important	65	40.0
	Important	22	13.8
	Unimportant	39	24.4
	Not at all Important	35	21.9
Convenient timings	Extremely Important	65	40.0
	Important	22	13.8
	Unimportant	39	24.4
	Not at all Important	35	21.9
Reasonable prices	Extremely Important	65	40.0
	Important	22	13.8
	Unimportant	39	24.4
	Not at all Important	35	21.9
Redemption of discount coupons /gift vouchers	Extremely Important	65	40.0
	Important	22	13.8
	Unimportant	39	24.4
	Not at all Important	35	21.9

Special promotional offers	Extremely Important	65	40.0
	Important	22	13.8
	Unimportant	39	24.4
	Not at all Important	35	21.9
Social media interaction with stores	Extremely Important	65	40.0
	Important	22	13.8
	Unimportant	39	24.4
	Not at all Important	35	21.9
VIP benefits i.e. Lounges, refreshments etc	Extremely Important	65	40.0
	Important	22	13.8
	Unimportant	39	24.4
	Not at all Important	35	21.9
Sales associates with deep knowledge of the product	Extremely Important	65	40.0
	Important	22	13.8
	Unimportant	39	24.4
	Not at all Important	35	21.9
Inviting store ambience - pleasant music, colours etc	Extremely Important	65	40.0
	Important	22	13.8
	Unimportant	39	24.4
	Not at all Important	35	21.9

Majority of the respondents felt the following reasons for retail outlets that

1. Fast check out - Extremely important
2. Low Price Products - Not at all important
3. Close to where you live - Not at all important
4. Courteous friendly employees - Extremely important
5. Availability of more variety of products - Extremely important
6. Convenience of parking - Extremely important
7. Convenient timings - Extremely important
8. Reasonable prices - Extremely important
9. Redemption of discount coupons /gift vouchers - Extremely important
10. Special promotional offers - Extremely important
11. Social media interaction with stores - Extremely important
12. VIP benefits i.e. Lounges, refreshments etc - Extremely important
13. Sales associates with deep knowledge of the product - Extremely important
14. Inviting store ambience - pleasant music, colours etc - Extremely important

## Attitude towards advertising

	Strongly disagree	disagree	Neutral	Agree	Strongly Agree
Advertising is a valuable source of information of products available	28	19	33	59	21
From advertising I can learn what is fashionable	28	19	33	59	21
Advertising is often amusing and entertaining	28	19	33	59	21
Advertising is often misleading and promotes undesirable values	55	23	29	32	21
Advertising promotes competition and benefits consumers	28	19	33	59	21
Advertising leads to buy higher quality products	55	23	29	32	21
Advertising actually depresses me because they make me feel inadequate	55	23	29	32	21

Majority of the respondents agree that Advertising is a valuable source of information of products available. They also opined that they learn what is fashionable from advertising. They agreed that advertising is often amusing and entertaining. They strongly disagreed that advertising is often misleading and promotes undesirable values. They agreed that advertising promotes competition and benefits consumers. They disagreed that advertising leads to buy higher quality products. They disagreed that advertising actually depresses them and make them feel inadequate

## Shopping Personality Styles

	Strongly disagree	disagree	Neutral	Agree	Strongly Agree
Getting very good quality is very important to me	21	14	41	56	28
I really don't give my purchases much thought or care	20	58	38	17	21
I buy only well-known expensive brands	27	17	37	59	20
Big shopping malls offer me the best products	21	14	41	56	28
I usually have one or more outfits of the very newest style	21	14	41	56	28
Fashionable, attractive styling is very important to me	21	14	41	56	28
To get variety, I shop different stores and choose different brands	29	57	39	16	21
It's fun to buy something new and exciting	21	14	41	56	28
Shopping at the stores is a waste of my time	20	58	38	17	21
I make shopping trips quick	27	17	37	59	20
I buy as much as possible at discount prices	21	14	41	56	28
I look carefully to find the best value for the money	21	14	41	56	28
Often I make careless purchases which I later wish I had not	21	14	41	56	28
I carefully watch how much I spend	29	57	39	16	21
There are so many brands to choose from that I often feel confused	21	14	41	56	28
All the information I get on different products confuses me	29	57	39	16	21
I have favorite brands I buy over	21	14	41	56	28

and over					
I go to the same stores each time	29	57	39	16	21
I shop					

The consumers of Karimnagar and Jagtiyal agree that getting very good quality is very important to them. This shows that they see quality in goods and services while shopping. They give much thought or care while purchasing. They agree that they buy only well-known expensive brands. They agree that big shopping malls offer them the best products. They agree that they usually have one or more outfits of the very newest style. Fashionable, attractive styling is very important to them. They disagree that to get variety, they shop different stores and choose different brands. This shows that they prefer online shopping. They agree that it's fun to buy something new and exciting. They disagree that shopping at the stores is a waste of their time. They agree that they make shopping trips quick. They agree that they buy as much as possible at discount prices. They agree that they look carefully to find the best value for their money. They agree that they often make careless purchases which they later wish they had not. They disagree that they carefully watch how much they spend. This shows that they are careful in spending. They agree that there are so many brands to choose from that they often feel confused. They agree that they have favorite brands they buy over and over. They disagree that they go to the same stores each time they shop.

#### Conclusion and Suggestions:

Advertising seems to be an important element of modern life as consumers are exposed too much to a number of commercial messages every day via TV, magazines and newspapers and on the Internet. This paper showed that there are positive attitudes towards advertising. They agreed that advertising is a valuable source of information of products available. They also opined that they learn what is fashionable from advertising. They agreed that advertising is often amusing and entertaining. They strongly disagreed that advertising is often misleading and promotes undesirable values. They agreed that advertising promotes competition and benefits consumers. They disagreed that advertising leads to buy higher quality products. They disagreed that advertising actually depresses them and make them feel inadequate.

The consumers' shopping personality is that they prefer good quality branded items. They prefer to buy online. While making a purchase decision, they give much thought and care. They adore fashionable and stylish goods. Their shopping trip is quick. They know their brand to buy. Advertising is influencing their shopping.

This study can be helpful for marketers to understand what consumer's personality style is that they are keen to purchase. They can determine which element in their personality style is most effective and which has comparatively lower impact.

The limitation of the study is that a convenience sample has been used in the study, what limits the generalization of the study. Although this research can make significant contribution to literature but for future

study qualitative data can be used. Qualitative data will provide further insight into the consumers' personality styles.

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