



Effect of Advertisement on Buying Behaviour of Consumers in Mumbai

Prof. Binu Menon

Senior Lecturer: Regensys Business School

Dr. Saraswathy Kumar

Senior Lecturer: Regensys Business School

ABSTRACT:

In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets, and this management tool refers to the re-analysis and re-designs of tasks and also processes inside and outside the organization. Advertising industry is a social institution born to full fill the human needs to require and send information about availability of product, brand and service. Of late, there has also been a widespread feeling that advertising is a form of communication, meant to exploit the consumers. Further it is often criticized as being generally profit oriented and business houses are label as marketing shared who are developing a perfecting technique to defraud customers through misleading advertisement. The objective of advertisement is to study the Impact of advertisement on buying behaviour. It is found that there is no relationship between age of the respondents and level of impact of advertisement and there is no relationship between income and satisfaction with advertised product at the time of using.

KEYWORDS: Advertising Industry, Consumers, Brand Loyalty, Buying Behaviour.

I. INTRODUCTION:

Today advertisement plays an important role in persuading customers to purchase products and services. On the other hand, the expenses of advertisement in comparisons of other activities in most companies are very remarkable. In the present days every company wants to achieve the highest market share. For this purpose, every company use different ways to attract customers of different segments of the market and the best way to become market leader. In this challenging environment a company should promote its products in such a way that more and more customers get interest in its products.

In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets, and this management tool refers to the re-analysis and re-design of tasks and also processes inside and outside the organization. In their marketing process, businesses can select the best targeted advertising, by making use of science, expertise and experience regarding proper and suitable methods, in order to cause consumer tendency for online purchases. Marketing is the performance of all activities necessary for ascertaining the needs and wants of markets, planning the product availability, effective transfer of ownership of products, providing for their physical distribution and facilitating the entire marketing process. It is a shape within which price making forces operated in which exchanges of titles tend to be accomplished by the actual movement of goods affected.

1.1. IMPACT OF ADVERTISING

In every country, advertising has proved to be engine of progress, an essential input for economic change and vital aid for social usage. Advertising is an existing dynamic and truly challenging enterprise. It changes with changing markets, changing life styles, changing methods of distribution and changing pattern of consumption. Advertising is an institution performing essential social and economic facilities. Indeed, advertising is multidimensional and different segments of the society are indicted with their individual views.

Advertising industry is a social institution born to full fill the human needs to require and send information about availability of product, brand and service. Advertising does two jobs for business. One is the competitive job to make clear customer. And the equally important is the indispensable job of creating consumers. The want to have a new product in the first place. Moreover, it is a creative art, a science, a business, an economic as well as social institution.

Of late, there has also been a widespread feeling that advertising is a form of communication, meant to exploit the consumers. Further it is often criticized as being generally profit oriented and business houses are label as marketing shared who are developing a perfecting technique to defraud customers through misleading advertisement.

II. LITERATURE REVIEW:

2.1. Abdul Ghafoor, Awan and Muhammad Ismail (2016):

Awan et al. explains the factors likewise necessity of advertisement, pleasure of advertisement, dominance of advertisement, brand recall advertisement, and stimulation of advertisement. These are very helpful in creating and shifting the consumer's buying behaviour that is a very positive sign for the advertising and marketing companies. Our results also proved the model of the study which reveal that advertisements have significant impact on the consumers 'buying behavior and widen their choices. This study will definitely be proved helpful for the marketing and advertising companies to promote their products in the light of our empirical results.

2.2. P. Sathya and R. Indirajith (2016):

Sathya and Indirajith conveys that the consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. With growth in disposable incomes, the demand for high-end products such as television, washing machine, refrigerator, and air conditioners has increased considerably. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Increasing in demand for consumer durable in the market the fall in prices as Indian consumers are continue to attach a high degree of importance to value for money.

2.3. Ashish Kumar and Poonam Gupta (2015):

Kumar and Gupta concluded that all marketing starts with the consumer. So consumer is very important to a marketer. Consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking or disliking of the customers. The study of the consumer preference not only focuses on how and why consumers make buying decision, but also focuses on how and why consumers make choice of the goods they buy and their evaluation of these goods after use.

2.4. K.T. Kalaiselvi and D. Muruganandam (2015):

Kalaiselvi and Muruganandam consumption trends differ from similar income households in urban areas to rural areas significantly. Before the liberalization of Indian economy, in Indian white goods markets, reputed companies like Godrej, Videocon, Kelvinator, BPL, Voltas and Allwyn had the major market share. After liberalization, many foreign players like Whirlpool, LG, Sony, Samsung, IFB, and Aiwa had entered into the market. This opening created a dramatic change in the white goods market.

2.5. Samar Fatima and Samreen Lodhi (2015):

Fatima and Lodhi revealed that Advertisement helps the company to create the awareness in their customers and ingredients the advertisements shape the perception of the customers either in the positive or in a negative way. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision. Study critically evaluates these factors which shape the buying behaviour and provides the deep insights towards the role of advertisements shaping the consumer behaviour.

2.6. Seema Johar (2015):

Johar explained that the character, behaviour and attitude of consumer are the important dimensions in the decision-making process. All the purchases made by a consumer follow a certain decision-making process. A consumer is one who does some physical activities and deliberates to take decisions concerning purchase and to dispose of on to evaluate products and services. Purchase decision process which is characterized as more complex in its nature, has been subject to research often, only recently.

2.7. H. Hemanth Kumar and S. Senith (2014):

Hemanth Kumar defines marketing personnel are constantly analysing the patterns of buying behaviour and purchase decisions to predict the future trends. Consumer behaviour can be explained as the analysis of how, when, what and why people buy.

2.8. H. S Adithya (2013):

Adithya concluded that the usage of new tools and techniques brought about revolutionary changes in the production of goods. The most important thing is to forecast where customers are moving and to be in front of them. The current scenario shows many developments and changes taking place around us with all the industries and firms within each industry trying to keep pace with the changes and diverse needs of the people.

2.9. Harfoushi and et al. (2010):

Harfoushi and et al. said that Internet is becoming a new way to shop different products or services online. Although, it is a desire situation for everyone to touch the products that he/she wants to buy. However, Internet is playing a wider role in making the shopping more easily as it is never before. The web makes shopping much easier, and nowadays shopping is not more than away from a click. A latest term is introduced that is known as "Online Shopping". Consumers can directly shop product or services from the sellers without any interaction of intermediate parties. Just like other direct marketing channels such as television and catalogues, Internet is also becoming a significant marketing channel. The Internet supports two-way communications between consumer and merchant. The web provides interactive shopping channel, which is not bounded by time and geographical condition.

2.10. Hareem Zeb and Kashifra Shib (2011):

Zeb and Ashib concluded that the influence of brand on consumer buying behaviour is a very vigorous subject performance of and is of great importance in Coimbatore. Fashion industry includes clothing, footwear and other accessories like cosmetics and even furnishing. The focus of this research is on clothing segment. In terms of spending on clothing, age is a stronger determinant of women's budget than their socio-economic status.

III. OBJECTIVE:

The following are the objectives of the study

- To study the demographic profile of consumers.
- To study the Impact of advertisement on buying behaviour.
- To offer suggestions based on the study.

3.1. HYPOTHESES OF THE STUDY

- There is no significant relationship between age of the respondents and level of impact of advertisement.
- There is no significant relationship between age and satisfaction with advertised product at the time of using.
- There is no significant relationship between income of the respondent and satisfaction with advertised product at the time of using.
- There is no significant relationship between education level of the respondents and opinion about advertisement.
- There is no significant relationship between education level of the respondents and influence of attracting factors in advertisement.
- There is no significant relationship between gender of the respondent and influencing factors attracting factors in advertisement.

3.2. AREA OF THE STUDY

A study of this nature required the selection of a suitable place. Therefore, Mumbai was selected for the study since the researcher belongs to this area. Moreover, the advertisement has an impact among the people in Mumbai.

IV. RESEARCH METHODOLOGY:

In the present study, primary data was collected through questionnaire from One twenty-five College students across Mumbai. The data collected was analysed through statistical tools for fulfilment of the objective of the study.

4.1. SOURCES OF DATA:

- Primary Data
- Secondary Data

4.2.1. PRIMARY DATA:

The primary data is collected by preparing a questionnaire. A well framed questionnaire is used for collection of data.

4.2.2. SECONDARY DATA:

Secondary data relevant to the study is gathered from published sources such as standard text books, magazines and internets. Several magazines and newspapers have been used, as it is a conceptual document. Therefore, the goal is to better understand the concept, its application and the impact on the economy through other parameters. Therefore, qualitative and quantitative data were used.

4.3. SAMPLE DESIGN:

- A convenient sampling was adopted to identify the sample respondents from a total population. Total of one twenty-five respondents were selected from various department students.
- To collect accurate and true information, the researcher meets college students and explained the research problem and got their consent for responding to the questionnaire.

4.4. TOOLS AND TECHNIQUES:

The following tools and techniques has been applied by the researcher to analysis the primary data

- Simple Percentage Analysis
- Chi-Square Test
- Weighted Arithmetic Mean

4.5. PROFILE OF THE RESPONDENTS:

The Table.1 shows the socio-economic profile of the respondents. The Source of the data is primary data.

Table.1. Socio Economic Profile of the Respondents

Profile Variables	Particulars	No. of Respondents	Percentage %
Gender	Male	73	58.4
	Female	52	41.6
Age	18-21	63	50.4
	22-25	49	39.2
	Above 25	13	10.4
Marital Status	Married	06	4.8
	Unmarried	119	95.2
Nature of Residing Area	Rural	66	52.8
	Urban	59	47.2
Educational Qualification	Under Graduates	81	64.8
	Post Graduates	31	24.8
	M.Phil.	04	3.2
	Ph.D.	05	4.0
	Others	04	3.2
Monthly Family Income	Below 10000	20	16.0
	10001-15000	29	23.2
	15001-20000	29	23.2
	20001-25000	20	16.0
	Above 25000	27	21.6

4.6. LEVEL OF IMPACT OF ADVERTISEMENT:

Impact of advertisement is an important one in buying behaviour here the table defines the level of impact of advertisement. The Source of the data is primary data.

Table.2. Level of impact of advertisement

Level of impact of advertisement	No. of respondents	Percentage %
Highly influencing	65	52.0
Moderate influencing	48	38.4
Not influencing	12	9.6
Total	125	100.0

The Table.2 directly above conveys that 52 % respondents are highly influenced by impact of advertisement, 38.4% respondents are having moderate influenced, and 9.6% respondents are not influenced. It conveys that 52.0% of the respondents are having highly influencing by impact of advertisement.

4.7. INFLUENCING REASON:

Some advertisement factors are influencing the purchase decision. So, the researcher has collected the data about the Influencing reason.

Table.3. Influencing Reason

Influencing Reason	No. of respondents	Percentage %
Multimedia Presentation	33	26.4
Attractiveness	30	24.0
Information	24	19.2
Brand Ambassadors	22	17.6
Others	16	12.8
Total	125	100.0

Source: Primary Data

The above table shows that out of 125 respondents 26.4% respondents are influenced by multimedia presentation, 24.0% respondents are influenced by attractiveness, 19.2% respondents are influenced by Information, 17.6% respondents are influenced by brand ambassadors, and the remaining 12.8% respondents were influenced by other reasons. 26.4% respondents are influenced by multimedia presentation.

4.8. SATISFACTION OF ADVERTISED PRODUCT AT ITS USAGE:

Satisfaction is most important in every aspect. So, the researcher has collected the data about the satisfaction.

Table.4. Satisfied with advertised product at time of using

Satisfied with advertised product	No. of respondents	Percentage %
Yes	76	60.8
No	49	39.2
Total	125	100.0

Source: Primary Data

The Table.4 above shows that 60.8% respondents are satisfied with the advertised product at the time of using, 39.2% respondents are not satisfied with advertised product at the time of using. It explains that 60.8% respondents are satisfied with the advertised product at the time of using.

4.9. INFLUENCE OF ADVERTISEMENTS OVER BUYING BEHAVIOUR:

Advertisement has the power to influence the consumer buying behaviour. So the researcher has collected the data about the advertisement influencing level.

Table.5. Influence of Advertisements over buying behavior

Influence of Advertisements over buying behaviour	No. of respondents	Percentage %
Large	36	28.8
Medium	73	58.4
Small	16	12.8
Total	125	100.0

Source: Primary Data

The Table.5 explains that 28.8% respondents are said that advertisement has large influence on buying behaviour, 58.4% respondents are said that advertisement has Medium influence on buying behaviour and 12.8% respondents are said that advertisement has Small influence on buying behaviour. It is conveyed that 58.4% respondents are having medium buying behaviour.

4.10. LEVEL OF SATISFACTION:

Level of satisfaction will differ from person to person. The below table explains the ranking towards level of satisfaction of respondents by using weighted average method. The researcher has assigned the following ranking proposal.

- Agree (A) - 5 Marks
- Strongly Agree (SA) - 4 Marks
- No Opinion (NO) - 3 Marks
- Disagree (D) - 2 Marks
- Strongly Disagree (SDA) - 1 Mark

Table.6. Level of satisfaction

Details	A	SA	NO	DA	SDA	Total	Mean Scores
Aware about product availability	80	19	13	11	2	539	4.31
Knowledge about brand loyalty	50	34	31	7	3	496	3.97
Aware about quality products	54	35	25	6	5	502	4.02
Easy to understand the product feature	64	28	16	14	3	511	4.09
Knowledge about price discrimination	49	42	23	7	4	500	4.00
Knowledge about product offers or gifts	50	35	27	9	4	493	3.94
Easy to compare with competitive product	50	32	30	9	4	490	3.92
Aware about sales network	39	28	42	11	5	460	3.68
Gaining more knowledge about the product	55	25	26	11	8	483	3.86

Source: Primary Data

Table.7. Factors influencing Satisfaction level

Details	Mean Scores	Rank
Aware about product availability	4.31	I
Knowledge about brand loyalty	3.97	V
Aware about quality products	4.02	III
Easy to understand the product feature	4.09	II
Knowledge about price discrimination	4.00	IV
Knowledge about product offers or gifts	3.94	VI
Easy to compare with competitive product	3.92	VII
Aware about sales network	3.68	IX
Gaining more knowledge about the product	3.86	VIII

Source: Primary Data

From the Table.7 the aware about product availability got First rank. Easy to understand the product feature got second rank. Aware about quality products got third rank. Knowledge about price discrimination got fourth rank. Knowledge about brand loyalty got fifth rank. Knowledge about product offers or gifts got sixth rank. Easy to compare with competitive product got seventh rank. Gaining more knowledge about the product got eighth rank. Aware about sales network got ninth rank.

4.11. CHI-SQUARE TEST

Chi square test is applied in Statistics to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution. Therefore, it is a measure to study the divergence of actual and expected frequencies.

Hypothesis I: There is no significant relationship between age of the respondents and level of impact of advertisement.

Table.8. Relationship between age of the respondent and level of impact of advertisement - Result of Cross Table

	Level of impact of advertisement			Total
	Highly influencing	Moderate influencing	Not influencing	
18-21	29 23.2 %	29 23.2 %	5 4.0 %	63 50.4 %
22-25	26 20.8 %	16 12.8 %	7 5.6 %	49 39.2 %
Above 25	10 8.0 %	3 2.4 %	0 .0 %	13 10.4 %
Total	65 52.0 %	48 38.4 %	12 9.6 %	125 100.0 %

Source: Computed Primary Data

Table.9. Relationship between age of the respondents and level of impact of advertisement - Chi-square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.717	4	.152
Likelihood Ratio	7.744	4	.101
Fisher's Exact Test	5.811		
Linear-by-Linear Association	2.105 ^b	1	.145
N of Valid Cases	125		

The standardized statistic is -1.451

From the Table.9 it is found that the p-value (0.152) is greater than the Pearson's chi-square value at 5% level. Hence the null hypothesis is accepted. So, it is concluded that there is no relationship between age of the respondents and level of impact of advertisement.

Hypothesis II: There is no significant relationship between age and satisfaction with advertised product at the time of using.

Table.10. Relationship between age and satisfaction with advertised product at the time of usage

Age of the respondent	Satisfied with advertised product at the time of using		Total
	Yes	No	
18-25	38 30.4 %	25 20.0 %	63 50.4 %
22-25	29 23.2 %	20 16.0 %	49 39.2 %
Above 25	9 7.2 %	4 3.2 %	13 10.4 %
Total	76 60.8 %	49 39.2 %	125 100.0 %

Source: Computed Primary Data

Table.11. Relationship between age and satisfaction with advertised product at the time of usage

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.448	2	.799
Likelihood Ratio	.460	2	.795
Fisher's Exact Test	.427		
Linear-by-Linear Association	.146 ^b	1	.703
N of Valid Cases	125		

The standardized statistic is -.382

From Table.11, it is found that p-value (0.799) is greater than Pearson's chi-square value at 5% level. Hence the null hypothesis is accepted. So, it is concluded that there is not relationship between age and satisfaction with advertised product at the time of using.

Hypothesis III: There is no significant relationship between income of the respondent and satisfaction with advertised product at the time of using.

Table.12. Relationship between income of the respondent and satisfaction with advertised product at the time of using - Result of Cross Table

Monthly income of a family	Satisfied with advertised product		Total
	Yes	No	
Below 10000	15 12.0 %	5 4.0 %	20 16.0 %
10001 - 15000	15 12.0 %	14 11.2 %	29 23.2 %
15001 - 20000	18 14.4 %	11 8.8 %	29 23.2 %
20001 - 25000	9 7.2 %	11 8.8 %	20 16.0 %
Above 25000	19 15.2 %	8 6.4 %	27 21.6 %
Count	76	49	125
Total	60.8 %	39.2 %	100.0 %

Source: Computed Primary Data

Table.13. Relationship between income of the respondent and satisfaction with advertised product at the time of using - Chi square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.846	4	.211
Likelihood Ratio	5.910	4	.206
Fisher's Exact Test	5.725		
Linear-by-Linear Association	.019 ^b	1	.890
N of Valid Cases	125		

The standardized statistic is .138

From the above chi-square analysis, it is found that p-value (0.211) is greater than Pearson's chi-square value at 5% level. Hence the null hypothesis is accepted. So, it is concluded that there is no relationship between income and satisfaction with advertised product at the time of using.

Hypothesis IV: "There is no significant relationship between education level of the respondents and opinion about advertisement".

Table.14. Relationship between education level of the respondents and opinion about advertisement - Result of Cross Table

Educational Status	Level of Satisfaction			Total
	Disagree	No Opinion	Agree	
UG	17	53	11	81
	13.6 %	42.4%	8.8%	64.8%
PG	4	20	7	31
	3.2%	16.0%	5.6%	24.8%
M.Phil	0	3	1	4
	.0%	2.4%	.8%	3.2%
Ph.D	2	1	2	5
	1.6%	.8%	1.6%	4.0%
Others	0	4	0	4
	.0%	3.2%	.0%	3.2%
Total	23	81	21	125
	18.4%	64.8%	16.8%	100.0%

Source: Computed Primary Data

Table.15. Relationship between education level of the respondents and opinion about advertisement - Chi-square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.477	8	.304
Likelihood Ratio	11.315	8	.184
Fisher's Exact Test	8.672		
Linear-by-Linear Association	.904 ^b	1	.342
N of Valid Cases	125		

The standardized statistic is .951

The Table.15 explains that the p-value (0.304) is greater than the Pearson's chi-square value at 5% level. Hence the null hypothesis is accepted. It is conveyed that there is no significant association between education level and opinion about advertisement.

Hypothesis V: "There is no significant relationship between education level of the respondents and influence of attracting factors in advertisement".

Table.16. Relationship between education level of the respondents and influence of attracting factors in advertisement- Result of Cross Table

Educational Status	Attractiveness			Total
	Disagree	No Opinion	Agree	
UG	21	43	17	81
	16.8%	34.4%	13.6%	64.8%
PG	2	22	7	31
	1.6%	17.6%	5.6%	24.8%
M.Phil	1	3	0	4
	.8%	2.4%	.0%	3.2%
Ph.D	0	3	2	5
	.0%	2.4%	1.6%	4.0%
Others	1	3	0	4
	.8%	2.4%	.0%	3.2%
Total	25	74	26	125
	20.0%	59.2%	20.8%	100.0%

Source: Computed Primary Data

Table.17. Relationship between education level of the respondents and influence of attracting factors in advertisement – Chi square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.541	8	.299
Likelihood Ratio	12.860	8	.117
Fisher's Exact Test	9.163		
Linear-by-Linear Association	.410 ^b	1	.522
N of Valid Cases	125		

The standardized statistic is .641

The Table.17 defines that the p-value (0.299) is greater than the Pearson's chi-square value at 5% level. Hence the null hypothesis is accepted. It is inferred that there is no significant association between education level of the respondents and influence of attracting factors in advertisement.

Hypothesis VI: There is no significant relationship between gender of the respondent and influence of attracting factors in advertisement.

Table.18. Relationship between gender of the respondents and influence of attracting factors in advertisement - Result of Cross Table

Gender	Attractiveness			Total
	Disagree	No Opinion	Agree	
Male	12	42	19	73
	9.6%	33.6%	15.2%	58.4%
Female	13	32	7	52
	10.4%	25.6%	5.6%	41.6%
Total	25	74	26	125
	20.0%	59.2%	20.8%	100.0%

Source: Computed Primary Data

Table.19. Relationship between gender of the respondents and influence of attracting factors in advertisement - Chi-square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.501 ^a	2	.174
Likelihood Ratio	3.605	2	.165
Fisher's Exact Test	3.480		
Linear-by-Linear Association	3.296 ^b	1	.069
N of Valid Cases	125		

The standardized statistic is -1.816

The Table.19 explains that the p-value (0.174) is greater than the Pearson's chi-square level at 5% level. Hence the null hypothesis is accepted. It is concluded that there is no significant association between gender of the respondent and influence of attracting factors in advertisement.

V. SUGGESTIONS:

Findings show that there is no significant relationship between age and level of impact it indicates that impact of advertisements remains same at the different age level. Hence it is suggested that one good advertisement is enough to influence consumers in their age group.

- It is found that advertisement only discloses the advertisement good features of the products and since the product is not physically available the advertisement can also give some drawbacks of the products. It will help the consumer is better decision making.
- It is suggested that promotional schemes should be often given, as consumers are ready to move on to other brands.

- More product information should be given in the website regarding the product. Since physical feel of the product is not available.

VI. CONCLUSION:

The present era witnesses the revolutionary change in the trend of marketing. Online marketing is the source which saves us time and cost and another reason is availability of variety of products. Since the product is not available for physical verifications only advertisements are a source to influence and it influences and attract the consumers. The role of advertisement is important in influencing the buying behavior of the consumers. The advertising should be genuine, correct and serve the informational needs of the consumers. The companies should use attractive and informative content to create the awareness in the consumers and they should not rely on the advertisement for changing the perception of the consumers instead they should use new ways of sales promotion or other mediums for changing the perception of the people. It will be easy for any company to change the buying behavior of consumer by creating awareness and building strong perception in the mind of their customers.

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