



IMPACT OF ADVERTISEMENT ON BUYING BEHAVIOUR OF CONSUMERS IN DHARAMSHALA

Dr. Ajay Singh Katoch

Associate Professor

Department of Commerce

Govt. P.G. College Dharamshala

Abstract

In the present business world, showcasing processes depend on the communication between a business and the purchasers. Publicizing has been considered as a well known administration device for managing the profoundly quick mechanical changes and furthermore the promoting changes in the present serious business sectors, and this administration apparatus alludes to the re-examination and yet again plans of errands and furthermore processes inside and outside the association. Publicizing industry is a social foundation destined to full fill the human necessities to require and send data about accessibility of item, brand and administration. Of late, there has likewise been an inescapable inclination that promoting is a type of correspondence, intended to take advantage of the buyers. Further it is frequently censured as being for the most part benefit situated and business houses are name as promoting shared who are fostering a culminating strategy to cheat clients through misdirecting notice. The target of notice is to concentrate on the Effect of ad on purchasing conduct. It is observed that there is no connection between age of the respondents and level of effect of promotion and there is no connection among pay and fulfillment with publicized item at the hour of utilizing.

Keywords:

Advertising Industry, Consumers, Brand Loyalty, Buying Behavior

1. INTRODUCTION

Today commercial assumes a significant part in convincing clients to buy items and administrations. Then again, the costs of promotion in correlations of different exercises in many organizations are truly surprising. In the current days each organization needs to accomplish the most noteworthy piece of the pie. For this reason, each organization utilize various ways of drawing in clients of various fragments of the market and the most effective way to become market pioneer. In this difficult climate an organization ought to advance its items so that an ever increasing number of clients get interest in its items.

In the present business world, promoting processes depend on the connection between a business and the customers. Promoting has been considered as a well known administration device for managing the

exceptionally fast mechanical changes and furthermore the showcasing changes in the present cutthroat business sectors, and this administration device alludes to the re-examination and once again plan of undertakings and furthermore processes inside and outside the association. In their promoting cycle, organizations can choose the best designated publicizing, by utilizing science, ability and experience with respect to appropriate and reasonable techniques, to cause customer propensity for online buys.

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.

IMPACT OF ADVERTISING

In each nation, promoting has ended up being motor of progress, a fundamental contribution for financial change and imperative guide for social utilization. Publicizing is a current dynamic and genuinely testing venture. It changes with evolving markets, changing ways of life, changing strategies for appropriation and changing example of utilization. Publicizing is an organization performing fundamental social and monetary offices. For sure, promoting is complex and various sections of the general public are arraigned with their singular perspectives.

Promoting industry is a social foundation destined to full fill the human necessities to require and send data about accessibility of item, brand and administration. Promoting completes two positions for business. One is the cutthroat task to clarify client. What's more, the similarly significant is the imperative occupation of making buyers. The determine to have another item in any case. Besides, it is an inventive workmanship, a science, a business, a monetary as well as friendly foundation.

Of late, there has likewise been an inescapable inclination that publicizing is a type of correspondence, intended to take advantage of the shoppers. Further it is frequently condemned as being for the most part benefit situated and business houses are name as showcasing shared who are fostering an idealizing procedure to dupe clients through deceiving ad.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

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

AREA OF THE STUDY

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

2. REVIEW OF LITERATURE

Sathya and Indirajith [1] 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.

Hemanth Kumar [2] defines marketing personnel are constantly analyzing the patterns of buying behavior and purchase decisions to predict the future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy.

Lahoti and Jacob [3] revealed that the success of a brand in the Indian rural market is as unpredictable as rain. It has always been difficult to gauge the rural market. Many brands, which should have been successful, have failed miserably. More often than not, people attribute rural market success to luck. To understand the rural market dynamics, it became necessary to study the behavior of the rural population hence the study is undertaken.

3. METHODOLOGY

SOURCES OF DATA

- Primary Data
- Secondary Data

PRIMARY DATA

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

SECONDARY DATA

Secondary data relevant to the study is gathered from published sources such as standard text books, magazines and internets.

SAMPLE DESIGN

- A convenient sampling was adopted to identify the sample respondents from a total population. Total of 100 respondents were selected.

TOOLS AND TECHNIQUES

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

- Simple percentage analysis, Weighted Arithmetic Mean

PROFILE OF THE RESPONDENTS

The Table.1 shows the socio-economic profile of the respondents.

Table.1. Socio Economic Profile of the Respondents

Profile Variables	Particulars	No. of Respondents	%
Gender	Male	58	58
	Female	42	42
Age	18-21	48	48
	22-25	38	38
	Above 25	14	14
Marital Status	Married	10	10
	Unmarried	90	90
Nature of Residing Area	Rural	45	45
	Urban	55	55
Educational Qualification	UG	59	59
	PG	20	20
	M.Phil	4	4
	Ph.D	3	3
	Others	14	14
Monthly Family Income	Below 20000	15	15
	20001 - 30000	30	30
	30001 - 40000	29	29
	40001 - 50000	14	14
	Above 50000	12	12

Source: Primary Data

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.

Table.2. Level of impact of advertisement

Level of impact of advertisement	No. of respondents	%
Highly influencing	52	52
Moderate influencing	38	38
Not influencing	10	10
Total	100	100

Source: Primary Data

The Table.2 conveys that 52.0% respondents are highly influenced by impact of advertisement, 38% respondents are having moderate influenced, and 10% respondents are not influenced. It conveys that 52.0% of the respondents are having highly influencing by impact of advertisement.

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	%
Multimedia Presentation	13	13
Attractiveness	26	26
Informativeness	27	27
Brand Ambassadors	20	20
Others	14	14
Total	100	100

Source: Primary Data

The above table shows that out of 100 respondents 13% respondents are influenced by multimedia presentation, 26% respondents are influenced by attractiveness, 27% respondents are influenced by Informativeness, 20% respondents are influenced by brand ambassadors, and the remaining 14% respondents were influenced by other reasons.

SATISFACTION OF ADVERTISED PRODUCT AT ITS USAGE

Satisfaction is most important in every aspect. So, the researcher has collected the data about the satisfaction. Here the Table.4 defines that the satisfaction of users.

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

Satisfied with advertised product	No. of respondents	%
Yes	64	64
No	36	36
Total	100	100

Source: Primary Data

The Table.4. shows that 64% respondents are satisfied with the advertised product at the time of using, 36% respondents are not satisfied with advertised product at the time of using. It explains that 64% respondents are satisfied with the advertised product at the time of using.

INFLUENCE OF ADVERTISEMENTS OVERBUYING 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	%
Large	30	30
Medium	58	58
Small	12	12
Total	100	100

Source: Primary Data

The Table.5 explains that 30% respondents are said that advertisement has Large influence on buying behaviour, 58% respondents are said that advertisement has Medium influence on buying behaviour and 12% respondents are said that advertisement has Small influence on buying behaviour.

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	SA	A	NC	DA	SDA	Total	Mean Scores
Aware about product availability	70	16	7	6	1	448	4.48
Knowledge about brand loyalty	42	28	24	4	2	404	4.04
Aware about quality products	44	30	15	7	4	403	4.03
Easy to understand the product feature	61	19	12	5	3	430	4.30
Knowledge about price discrimination	46	37	8	6	3	417	4.17
Knowledge about product offers or gifts	52	30	12	4	2	426	4.26
Easy to compare with competitive product	51	29	11	7	2	420	4.20
Aware about sales network	36	25	28	6	5	381	3.81
Gaining more knowledge about the product	42	19	21	10	8	377	3.77

Source: Primary Data

- From Table 6 it has been observed that the most of the respondents have found satisfied from the advertisements that they are the source of providing the awareness about the availability of the product with Mean score 4.48 while getting the knowledge about the product is found with the lowest satisfaction level with mean score 3.77.

4. 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 behaviour 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 behaviour of consumer by creating awareness and building strong perception in the mind of their customers.

5. SUGGESTIONS

- 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.

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