

# Advertising Media Impact in Consumer Buying Behavior

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## Abstract

Advertisements have been used for many years to influence the buying behaviors of the consumers. Advertisements are helpful in creating the awareness and perception among the customers of a product. This particular research was conducted on the 100 young male and female who use different brands of product to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. Correlation, regression and other statistical tools were used to identify the relationship between these variables. The results revealed that the relationship between media and consumer behavior is positive. The advertising impact on sales and there is positive and high degree relationship between advertising and consumer behavior. The impact on advertising of a product of electronic media is better than non-electronic media.

**Keywords:** Advertisement, Consumer behaviour, sales, electronic and non electronic media.

## Introduction

Advertising is one of the ways of promoting products services and idea among various ways. Advertising influences consumer attitude and purchase behavior in a variety of consolidated manner. It has multiple objectives and roles in persuading the consumers. Advertising is essential to manufactures whole-seller and even to the retailer and it assist to excel the sale of products and services. Advertising is any paid from of non personal presentation and promotion of ideas goods and services by an identified sponsor (Kotler and Armstrong: 1998).The term consumer behavior refers to the behavior of that consumer who display in searching, using, evaluating and disposing of products and service that he/she expect will satisfy his/her needs (shiffman and kanuk :2000).

## Review of Literature

Review of literature is an essential part of any study. It is a way to discover what other researcher has conducted in the area selected by the present researcher. These are the review of major research work on the topic which is related to the present study. Maheshwari, Seth & Gupta (2016) in their article "An empirical approach to consumer buying behaviour in Indian automobile sector" has concluded that advertisement effectiveness positively influences consumer buying behaviour. Ha, John, Swinder & Muthaly (2011), in their research paper "The effects of advertising spending on brand loyalty in services" have discovered that advertising spending has impact on consumer's perceived quality of the product, consumer's loyalty and satisfaction level. Kumar & Raju (2013) in their paper "The Role of Advertising in Consumer Decision Making" have found that advertisements are able to change the consumer's opinion about a particular product.

Advertising has always known to be one of the key factors that affect consumer's decision making process. In this paper, we have attempted to combine different sets of variables from these previous studies to test and analyse how they impact consumer's buying intention.

## Statement of the Problem

Nowadays the significance of the advertising media is multiplying day by day. The company should analyze/know which kinds of advertising media are useful to influence the consumer's buying behavior in the target market because only understating of the consumer's views attitude, test towards the products and services do not assist to increase the sales. Many organizations expenses huge amount of total budget without exactly knowing the effectiveness of

media. Even though business man always watch cost benefit analysis. So, it is essential to measure the effectiveness of advertising. But there is the problem not only for small business house but also to the large business house to select appropriate media to send the message about products and services in order to reach the target consumer group. Thus advertising can be made only effective at the time when advertiser knows the actual practical problem of the consumer's. If the advertising does not access to the product coverage market and does not solve the consumer's problem it will be ineffective.

Basically, some research have been conducted by various persons relating to the advertising with respect to consumer's views, attitude test but there is not any research performed in the topic of media research with respect to electronic and non-electronic media. Therefore it is a major issue which media of advertising is effective among electronic and non-electronic media to influence consumer's buying habits and how they perceive to the advertising media. Advertiser has to select two or more than two media to convey message about products and services in order to get merits of both electronic and non-electronic media.

Bearing above all in the mind, following research questions are identified:

- What is relationship between media and consumer behavior? Do media impact on consumer behavior?
- Does the company's larger advertisement have good effect on sales?
- Is there any effect of electronic and non-electronic media in advertising?

## Research Methods

The term population refers to the number of consumers who lie in the specific area. It is difficult to collect information from all the consumer so that sample has been taken by using random sampling method. However, this study has taken the consumers of 17-48 years of age. The respondents are different in terms of age, sex, and occupation. The consumers who have been living in Chitwan, chosen as the respondents of this study. Total sample were classified on the basis of different characteristics of the consumers.

| Occupation | Age Group |        |       |        |       |        |       |        | Total |
|------------|-----------|--------|-------|--------|-------|--------|-------|--------|-------|
|            | 17-24     |        | 25-32 |        | 33-40 |        | 41-48 |        |       |
|            | Male      | Female | Male  | Female | Male  | Female | Male  | Female |       |
| Student    | 13        | 12     |       |        |       |        |       |        | 25    |
| Jobholders |           |        | 12    | 13     |       |        |       |        | 25    |
| Farmer     |           |        |       |        | 25    | -      |       |        | 25    |
| Housewife  |           |        |       |        |       |        | -     | 25     | 25    |
| Total      | 13        | 12     | 12    | 13     | 25    | -      | -     | 25     | 100   |

Sample was classified on the basis of gender (Male and female). There were altogether 50 males and 50 females in a sample. The sample was further classified age-wise into four different groups 17-24 age group 25-32 age group 33-40 age group 41-48 age groups. The total population was further classified on the basis of occupation. There were altogether four categories considered for our study purpose.

Primary data are collected directly from the respondent through the methods of observation, interviewing and questionnaire survey. The study is based on primary data. There are so many tools used to get the result to the research work. Normally average percentage, ratio, correlation, regression analysis and chi-square test are used for the analysis of data from the field.

## Survey Results

Advertising is one of the way of promoting products, services and ideas among various ways. Advertising has got popularity due to the drastic change in communications sector. Advertising is used to inform persuade and remind about products and services and it influences consumers attitude and purchase behavior. Advertising is essential to manufacturers, whole sellers, retailers and even to general people.

Various tools, techniques and methods have been uses systematically to achieve the objectives of research. Percentage, chi-square test, correlation and regression analysis have been used. Chitwan district is chosen as a market segment for this study and to get the opinion of consumers, 100 respondents have been selected as a sample of this research.

All the respondents have been divided in to three group i.e. age group, gender group and occupation group. Structure questionnaire method has been used to get the responses of consumers. The collected data have been analyzed and interpreted.

There is a positive relationship between the advertising media and sales, higher rate of advertising increase sales. If the company pays high cash in advertising media it help to increase in sales so advertising media effect in consumer buying behavior.

Out of 100 respondents, 48 % respondents use advertisement as a source of the information while 19% respondents get information by the family members. Similarly, friends have vital role to flow the information. Among the different electronic media, television, radio, film, e-mail and internet, the most popular medium for promoting sales. The most popular advertising media is Television, favored by 55%, the second popular media is radio with 28%, the third popular media is email and internet with 10%. Similarly, among the non-electronic media like daily News paper, poster, hoarding boards and travelling display are the most popular media for promoting sales. Among these, Daily newspaper favored by 53%. The second popular media is hoarding boards with 18%.

Out of 100 respondents, only 65% respondents agree to get exact message about products and services by the advertisement. Television and radio have vital role to communicate exact message required by the consumer among the electronic media while daily newspaper, poster and hording board have wide coverage to communication exact message about products and services among non-electronic media. This study reveals that the advertisement of a product on NTV is effective than other media because out of 100, 42 percent were found curious about advertisement. Male are more curious about advertisement than females and out of occupation group, students are more curious about advertisement than other occupational group i.e. 48%.

Similarly, only 42% respondents were curious and 23 % respondents ignored advertisement when they used to see the advertisement of a product in the Kantipur Daily Newspaper. The respondents who were under the age of 32 are a little bit aware about the advertisement while others do not care about it.

In the case of electronic media, Nepal Television and Radio Nepal have been popular among consumers. Similarly, out of non-electronic media, Kantipur Daily Newspaper and Annapurna Post Daily Newspaper are popular among consumers to get the information about products and services.

## **Conclusion**

This particular research was conducted to find out the impact of advertisements on the buying behavior of the people. Study reveals that there are many important variables which can influence the buying behaviors of the people. Research was conducted in Chitwan district and 100 respondents were targeted who use various kinds of products from different brands. Results tell that advertisements are useful in coating the awareness among the consumers.

The relationship between media and consumer behavior is positive. The main reason behind this is that, the media affects on consumer behavior. The advertising impact on sales and there is positive and high degree relationship between advertising and consumer behavior. The impact on advertising of a product on NTV is better than Kantipur Daily Newspaper.

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