

Effect of Commercial on Buyers Buying Behaviour

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Abstract: *This research is conducted to examine the influence of advertising on consumer purchasing behavior. The investigation explores the correlation between advertising and consumer buying patterns, aiming to comprehend the persuasive impact of advertisements on product purchases and identify the most favored advertising channels. The study underscores the significance of advertising for businesses and its sway on consumers. Researchers employed a random sampling method to distribute questionnaires, collecting a total of 150 samples from Udupi, Mangalore, Bangalore, and Mumbai and their surrounding areas.*

Keywords: consumer purchasing

I. INTRODUCTION

Advertising serves as a marketing communication strategy that utilizes openly sponsored, non-personal messages to promote products, services, or ideas. Typically driven by businesses seeking to showcase their offerings, advertising primarily targets groups rather than individuals, employing various media such as television, social media, and newspapers. With roots dating back to ancient times, advertising has evolved into a longstanding form of promotion, providing an effective means of reaching specific audiences and reminding customers of the benefits associated with business products and services.

RESEARCH OBJECTIVE

To investigate the influence of advertising on consumer buying behavior. To explore the power of persuasion in advertisements for product purchases. To identify the preferred advertising media among the populace.

RESEARCH METHODOLOGY

Sampling Researchers utilized the random sampling method to distribute questionnaires, collecting a total of 150 samples from areas encompassing Udupi, Mangalore, Bangalore, and Mumbai.

HYPOTHESIS

H0: There is no significant impact of advertisement on consumer buying behavior.

H1: There is a significant impact of advertisement on consumer buying behavior.

II. LITERATURE REVIEW

Kumar and Gupta emphasized the pivotal role of the consumer in marketing, highlighting the consumer's influence on purchase decisions. Understanding consumer preferences is crucial for marketers to succeed, as it involves discerning why and how consumers make purchasing decisions and evaluate goods after use. Barban (1987) defined advertising as a paid, non-personal communication through various media by businesses, non-profit organizations, and individuals, aiming to inform and persuade a specific audience. Consumer buying behavior has been defined as the mental, emotional and physical activities that people engage when selecting, purchasing using and disposing of products and services in order to satisfy need and desires (Schifman & Kanuk-2009).

III. OUTCOMES OF THE STUDY

Consumer behavior

a multifaceted aspect encompassing decisions and actions that shape purchasing behavior is a subject frequently scrutinized by marketers. The factors guiding consumers to opt for a specific product over others are a complex

interplay of emotions and reasoning. Delving into consumer behavior not only aids in comprehending the past but also facilitates predictive insights into the future. The following key factors, underlined below, concerning people's tendencies, attitudes, and priorities, merit careful consideration for a comprehensive understanding of consumer purchasing patterns.

Marketing Campaigns:

Advertising significantly impacts consumers' purchasing decisions, often leading to substantial shifts in market shares within competitive industries. Regularly conducted marketing campaigns wield the power to influence consumer choices, steering them towards one brand or prompting indulgent and discretionary shopping. Such campaigns also serve as reminders for less glamorous products like health items or insurance policies.

Economic Conditions:

Consumer spending choices are markedly influenced by the prevailing economic situation. This is particularly evident in significant purchases such as vehicles, houses, and household appliances. A positive economic environment instills confidence in consumers, making them more willing to make purchases, regardless of personal financial obligations.

Personal Preferences:

Consumer behavior at a personal level is shaped by a spectrum of preferences, encompassing likes, dislikes, priorities, morals, and values. In dynamic industries like fashion, food, and personal care, the consumer's personal views and opinions on style and enjoyment can emerge as dominant influencing factors. While advertising can exert some influence, personal preferences wield greater control over the ultimate purchase decisions.

Group Influence:

The decisions of a consumer are often subject to group influence, with primary groups like family members, classmates, and immediate relatives, as well as secondary groups like neighbors and acquaintances, exerting significant sway. Examples include widespread preferences for fast food over home-cooked meals or the popularity of SUVs over smaller utility vehicles.

Purchasing Power:

The purchasing power of a consumer is a pivotal determinant in shaping consumer behavior. Consumers routinely assess their buying capacity before deciding on products or services. Even if a product is exceptional, its success hinges on aligning with the buyer's purchasing ability. Segmenting consumers based on their buying capacity enhances the identification of eligible consumers and contributes to achieving superior results

Understanding, analyzing and keeping track of consumer behavior is very critical for a marketing department to retain their position successfully in the market place. There are various other factors too that influence consumer behavior apart from the four listed above.

Age in Years	Number of respondents	Percentages
18-28	105	70%
29-39	33	22%
40 and Above	12	8%
Total	150	100 %

The total respondents for the survey are 150 among them 105 respondents belong to 18-28 years age group, 33 respondents belong to the age group of 29-39 years and the remaining 12 respondents belonged to the age group of 40 years and above. The above table also indicates that the highest percentage (70%) of respondents belonged to 18-28 years age group advertisement medium.

IV. CONCLUSION

Advertisement acts as a motivator in purchasing of products or services of the particular business. Advertisements are one of the important tools used by businesses to promote/to deliver the information about their products or services.

Advertisements must not be misleading since it might have negative impact on the consumers. Effective advertisements also help businesses to increase their sales numbers. The purpose of this research was to study the impact of advertisements on consumer buying behavior. Based on the analysis made by us, it can be concluded that advertisement has significant impact on consumer buying behavior. This research paper can be helpful to know the most preferred advertisement media, influence of advertisements on shopping trends, most remembered aspects of advertisements and much more.

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