

A STUDY ON INFLUENCE OF ADVERTISING AND ITS EFFECTS ON BUSINESS TO CONSUMER MARKETING THROUGH DESIGN THINKING

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ABSTRACT

In a competitive market, it is important for advertising managers to grab consumers' attention through advertisements and sales promotion. A sizable marketing budget is spent on advertising. The trend of using digital media platforms for advertisements is growing. This study intends to explore the importance of various media advertisements on consumer behavior (CB) stages such as awareness (AWR), interest (INT), conviction (CON), purchase(PUR) and post-purchase (PPUR). The present research paper is focusing on the impact of advertising on consumer's buying behavior. Brand image, persuasiveness and celebrity endorsement in the advertising are the key factors, which raise the consumers' intentions towards the product and buying behaviors. The buying behavior is strongly influenced by image of the product which is build by the advertisers. The primary data of the study is collected through questionnaires and secondary data was collected through internet, journals and business magazines. The study explores that a creative and well executed advertisement has always a great impact on the buying trends or purchasing behaviors of the consumers. At the same time quality of the product and price are also included with their strong impact on buying behavior of consumer.

KEYWORDS

Media advertisements, media vehicles, advertisement effectiveness, consumer behaviour stages **CONSUMER MARKETING.**

INTRODUCTION

Marketers invest in various media platforms to influence consumer behaviour (CB). Advertisement on every media platform has a different composition that engages the consumers in a distinct way. Digitalization has led to changes in consumers' media habits. Hence, a deeper understanding of advertisements on different media platforms and its implications on CB need to be established. This article focuses on the effects of television (TV),radio, newspapers, magazines and the Internet advertisements on awareness (AWR), interest (INT), conviction (CON), purchase (PUR) and post-purchase (PPUR) behaviour of consumers.

The online survey method was utilized for the study. Data were collected from 529 respondents comprising students in India. Statistical tools such as Cronbach alpha, exploratory factor analysis (EFA) and Kruskal–Wallis (K–W) test were used to analyse the

collected data. The results indicate that newspapers advertisements affect all the five stages of CB. The impact of TV and the Internet for creating AWR, INT and CON among the consumers is statistically evident. The results also revealed that magazines and newspapers are effective media in influencing PUR and PPUR behaviour of consumers. Advertising managers can take a cue from this research and enhance the objectivity of advertisements by investing in appropriate media.

EMPATHY

Design thinking stage	Potential questions
Empathy	How do you come to know about advertisement? Which type of advertisement did you like to use?

STATEMENT OF THE PROBLEM

We all know that there are many varieties of advertisement which are available in the market and also the number of users increases day to day. In this marketing world, most of the bikes companies are introducing innovative advertisement every year. Likewise, many stores were opened to sell all types of advertisement all over the world. In Particular, youngsters and students are playing a vital role in purchasing and consuming the advertisement. As we know, the taste and preference of the consumers also will change.

DEFINE PROBLEM STATEMENT

Design thinking stage	Interferences
Define	1. What are the Problems faced by the customers in advertisement? 2. What are the solutions to the problems of advertisement?

OBJECTIVES OF THE STUDY

- To identify and recognize the role of advertisement on Business.
- To Study the factors, strategies of effective Advertisement.
- To find out there exist factors and strategies increasing sales promotion

SCOPE OF THE STUDY

The scope of work in this thesis mainly focuses on key market players involved in the advertising and its effects on business to consumer marketing. These **KEY PLAYERS** are constituted by the advertising and its effects on business. Who would be involved in provisioning an advertising services to their customer. Will be described in detail the reader of this thesis should also note that the research work focuses on the current advertising and its effects on business to consumer marketing.

SIGNIFICANCE OF THE STUDY

Advertising in the media is crucial for every brand. Each channel is an intermediary between a brand and its customers. Finding a perfect channel allows brands to present their product successfully, communicate their value, and maintain trustful relationships with the target audience.

LIMITATION OF THE STUDY

- The study is undertaken in Coimbatore city. The results therefore are confined to this area and need not necessarily be applicable to other places.
- The findings of the study can be applicable to the period in which it has been done; it need not be applicable as such for other period.
- There is chance for biased respondents, which may affect the result of the study...

RESEARCH METHODOLOGY

A research methodology is the specification of methods and procedures for acquiring the information needed to structure or to solve problems. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources, and by what procedures. Although research design may be classified by many criteria, the most useful one concerns the major purpose of the investigation. Research methodology is a way to systematically solve the research problem. Information can be collected from only a part of the

population.

TOOLS USED

- Percentage analysis
- Chi-square
- ANOVA

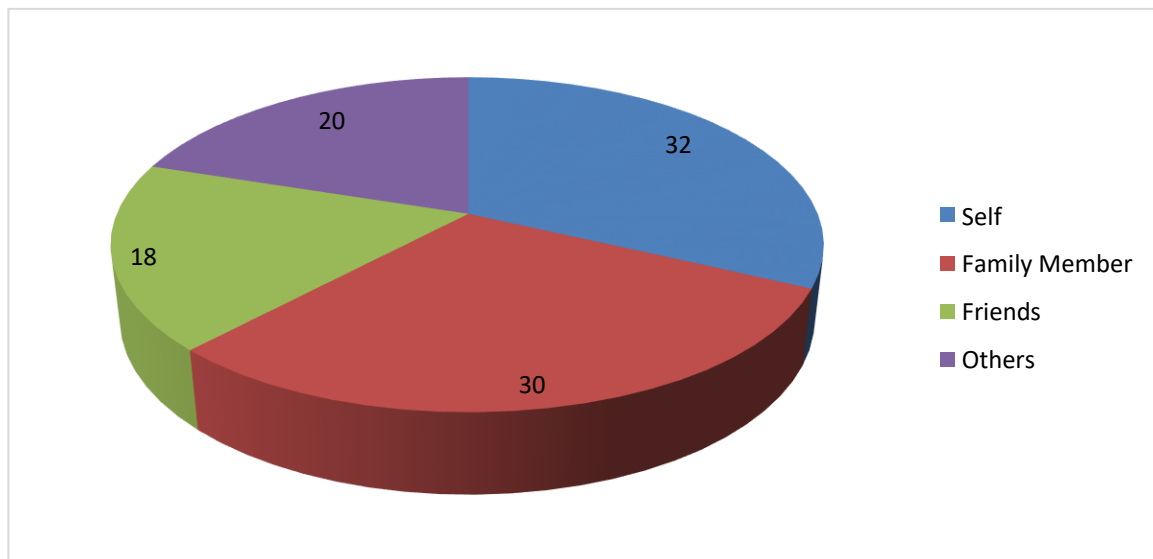
REVIEW OF LITERATURE

Out of the total cost of a product, 34 per cent is attributed to advertising expenses. This is important because through advertisements, marketers aim to achieve hightop of the mind recall (Singh, 2012). Hence, advertisements are a critical part of the marketing strategy, especially in business-to-consumer contexts. Kotler, Keller, Koshy, and Jha (2009) stated that the consumer passes through different stages before making a final PUR. This was explained with the help of different models like attention, INT, desire & action (AIDA), attention, INT, desire, CON & action (AIDCA), hierarchy of effects model, innovation adoption model and information processing model. Ehrenberg (1992) posited that an advertisement first creates AWR and INT resulting in product PUR. The research conducted by Rai (2013) established the effects of advertisements on attitude formation and CB. Advertising is a form of communication which is used to persuade a specific group of people to take some new action. Advertising is considered as a major and important element for the economic growth of the marketers and different companies in competition (Ryans, 1996). Advertising is usually a paid form of publicity by some sponsor and reached through various traditional media such as television, commercial radio advertisement, outdoor advertising, newspaper, magazine mail or modern media such as blogs, websites and text messages. Further more the developments and technological advancements have turned advertising to a more pervasive and powerful in its impact and affect (Leiss et al., 1986. some key indicators have been selected for the study of impact of advertising on consumer buying-behaviour.

DATA ANALYSIS & INTERPRETATION

TABLE 1.1 SHOWING WHOM DID RESPONDENTS PURCHASE THESE PRODUCTS FOR

PURCHASE PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
Self	16	32
Family members	15	30
Friends	9	18
Others	10	20
Total	50	100



INTERPRETATION:

From the above table, it is inferred that the respondent's advertisements in different media appeal constitutes 12(24%) said Colour and Focus of the Product, 15(30%) respondents said Attributes of the Product Highlighted and 13(26%) said Free/Special Offers and 10(20%) respondent said Celebrity Endorsing the Product...It is noted that the 30% majority of the respondents said Attributes of the Product Highlighted in the advertisements

TABLE 1.2 SHOWING WHAT KIND OF ADVERTISEMENT DO RESPONDENTS LIKE TO USE THE PRODUCTS

	Observed N	Expected N	Residual
Chocolate	14	8.3	5.7
Dress	13	8.3	4.7
Ice cream	8	8.3	-.3
Cosmetics	6	8.3	-2.3
Home appliances	5	8.3	-3.3
Others	4	8.3	-4.3
Total	50		

Test Statistics

	Kind of bikes
Chi-Square	10.720 ^a
Df	5
Asymp. Sig.	.057

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 8.3.

TABLE 1.3 SHOWING WHAT KIND OF AGE PEOPLE PREFER ADVERTISEMENT

	Observed N	Expected N	Residual
Before 20 years	10	12.5	-2.5
21-30 years	17	12.5	4.5
31-40 years	17	12.5	4.5
Above 41 years	6	12.5	-6.5
Total	50		

Test Statistics

	Years
Chi-Square	7.120 ^a
Df	3
Asymp. Sig.	.068

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.5.

TABLE 1.4 SHOWING WHAT IS YOUR MODE OF PAYMENT WHILE PURCHASING THE NAPTOL PRODUCTS

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Cash	37		
Card	13	3.6154	.96077	.26647	3.0348	4.1960	1.00	4.00
Total	50	3.5800	.97080	.13729	3.3041	3.8559	1.00	4.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.022	1	.022	.023	.880
Within Groups	46.158	48	.962		
Total	46.180	49			

TABLE1.5 SHOWING THE FACTORS TO BE CONSIDERED WHILE PURCHASING ADVERTISING PRODUCTS

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Trending	5		
Brand	2	1.5000	.70711	.50000	-4.8531	7.8531	1.00	2.00
Price	2	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
All the above	41	1.2683	.44857	.07006	1.1267	1.4099	1.00	2.00
Total	50	1.2600	.44309	.06266	1.1341	1.3859	1.00	2.00

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.271	3	.090	.445	.722
Within Groups	9.349	46	.203		
Total	9.620	49			

FINDINGS

1. Majority (32%) of the respondents are liking self purchasing.
2. Majority (28 %) of the respondents prefer chocolate on advertisement.
3. Majority (34 %) of the respondents are under the age category of (21 – 30) & (31 – 40) likes advertisement.
4. Majority (74 %) of the respondents are preferred cash payments while purchasing naptol products.
5. Majority (82 %) of the respondents prefer all the above brands.

SUGGESTIONS

Open with a smiling customer interacting with your product or service. Show scenes of customers giving thumbs up and leaving positive reviews. Highlight your dedicated support team assisting a customer with a friendly and helpful attitude. Cut to customers enjoying the benefits of your product or service. Display your company logo and contact information. End with the logo and a call to action, such as "Visit our website today" or "Call now for a free trial."This advertisement conveys the message that your company values customer satisfaction and provides excellent service, encouraging potential customers to choose your brand.

CONCLUSION

Media planning is the design of a strategy that shows how investments in advertising time and space will contribute to the achievement of the marketing objectives. The challenge in media planning is defining how best allocate the fixed advertising budget for a particular planning period among ad media. Media planning covers coordinating three levels of strategy: marketing, advertising, and media strategy. Marketing strategy gives the incentive and direction for the choice of both advertising and media strategies. Nowadays, Marketing strategies are very important to any business environment. Marketing strategies can help to an organization to analyze its customers, launch new products, increase selling, and build a customer loyalty. Any crucial strategy must to be used by organization in order to achieve sustainable competitive advantage. Also, successful strategies lead to the organization or company to be a leader in the marketplace.

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