

Advertisement Confrontation on Buying Behavior of Consumers In Nalgonda District

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ABSTRACT

The Current Business world, marketing progressions are based on the collaboration between a business and the customers. Here Advertising considered as a widespread administration tool for dealing with the extremely rapid technological variations and also the marketing changes in today's competitive markets, and this administration 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. There has also been a extensive feeling that advertising is a form of communication, meant to adventure the consumers. Also, it is often disparaged as being commonly revenue oriented and business households are label as marketing communal who are emerging a achieving technique to deceive customers through deceptive advertisement. The objective of advertisement is to study the Impact of advertisement on buying behaviour. It is found that there is no association 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

INTRODUCTION

Nowadays Commercial advertisement plays a significant role in coaxing customers to purchase products and services. On the other means, the expenditures of advertisement in evaluations of other activities in maximum companies are very extraordinary. Present days, every company needs to attain the uppermost market share. For this, every company practice various ways to attract customers of different sectors of the market and the best method to become market front-runner. With this challenging environment, a company should promote its products in such a way that more and more customers get interest in its products.

In this corporate world, marketing procedures depends on the communication between a business and the consumers. Promotion has been measured as a popular administration tool for dealing with the extremely swift technological variations 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 internal and external to the organization. In their advertising process, businesses can select the greatest embattled advertising, by making use of science, expertise, and experience regarding proper and suitable methods, in order to cause consumer tendency for online purchases.

Advertising is the presentation of all actions essential for determining the needs and wants of markets, planning the product availability, effective transfer of ownership of products, offering for their physical distribution and smoothing the whole advertising procedure. Also, it is a shape within which money-making services operated in which exchanges of labels tend to be accomplished by the real drive of products affected.

IMPACT OF ADVERTISING

Advertising has demonstrated to be engine of growth in all over world, an important input for financial change and vital aid for social usage. Advertising is a current dynamic and truly stimulating enterprise. It fluctuates with varying markets, varying lifestyles, varying methods of supply, and varying pattern of consumption. Promotion 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. They derive 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.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

- The demographic profile of consumers.
- Impact of advertisement on buying behaviour.
- Suggestions based on the study.

HYPOTHESES OF THE STUDY

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

AREA OF THE STUDY

To obtain the effective results, this Study required to be conducted inanappropriate place. So, Nalgondadistrict in Telangana state was selected for the study. Furthermore, the online advertisement has an impact among the people in Nalgonda district.

METHODOLOGY

Primary data was collected through questionnaire from 140 (one Hundred Forty) people in Nalgonda, the data collected was analysed through statistical tools for fulfilment of the objective of the study.

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 textbooks, magazines, and internet websites.

DESIGNSAMPLE

- A convenient sampling was adopted to identify the sample respondents from a total population. Total of one hundred and forty 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.

TOOLS AND TECHNIQUES

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

- Simple % 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. Respondents	of%
Gender	Male	82	58.57
	Female	58	41.43
Age	18-21	70	50.4
	22-25	55	39.2
	Above 25	15	10.4
Marital Status	Married	6	4.2
	Unmarried	134	95.8
Nature of Residing Area	Rural	74	52.8
	Urban	66	47.2
Educational Qualification	UG	90	64.0
	PG	34	25.0
	M.Phil	5	3.5
	Ph.D	6	4
	Others	5	3.5
Monthly Family Income	Below 10000	23	16.4
	10001 -15000	33	23.5
	15001 - 20000	31	22
	20001 -25000	23	16.4
	Above 25000	30	21.7

Source: Primary Data

LEVEL OF ADVERTISEMENTIMPACT

Advertisement Impact is an important factor in buying behaviour here the table shows the level of impact of advertisement.

Table.2. Level of impact of advertisement

Level of impact of advertisement	No. of respondents	%
Highly influencing	74	52.8
Moderate influencing	53	38
Not influencing	13	9.2
Total	140	100.0

Source: Primary Data

The Table.2 conveys that 52.0% respondents are highly influenced by impact of advertisement, 38.0% respondents are having moderate influenced, and 9.2% respondents are not influenced. It conveys that 52.8% of the respondents are having highly influencing by impact of advertisement.

INFLUENCING REASON

Few online advertisement factors influence the buying choice. So, the researcher has collected the data about the Influencing reason.

Table.3. Influencing Reason

Influencing Reason	No. of respondents	%
Multimedia Presentation	37	26.4
Attractiveness	34	24
Informativeness	27	19.2
Brand Ambassadors	24	17.6
Others	18	12.8
Total	140	100.0

Source: Primary Data

The above table shows that out of 140 respondents 26.4% respondents are influenced by multimedia presentation, 24.0% respondents are influenced by attractiveness, 19.2% respondents are influenced by informativeness, 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

SATISFACTION OF ADVERTISED PRODUCT AT ITS USAGE

Satisfaction is the most important factor 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	85	60.8
No	55	39.2
Total	140	100.0

Source: Primary Data

The Table.4. 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.

ADVERTISEMENT INFLUENCE 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 behaviour

Influence of Advertisements over buying behaviour	No. of respondents	%
Large	40	28.8
Medium	82	58.4
Small	18	12.8
Total	140	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.

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.

Table.6. Relationship between income 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	17	6	23
	12.0%	4.0%	16.0%
10001 – 15000	17	16	33
	12.0%	11.6%	23.6%
15001 – 20000	20	12	32
	14.4%	8.8%	23.2%
20001 – 25000	10	12	22
	7.2%	8.8%	16.0%
Above 25000	22	9	31
	15.2%	6.4%	21.6%
Count	86	54	140
Total	60.8%	39.2%	100.0%

Source: Computed Primary Data

Table.7. 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	23	48	19	90
	16.80%	34.40%	13.60%	64.80%
PG	2	25	8	35
	1.60%	17.60%	5.60%	24.80%
M.Phil	1	3	1	5
	0.70%	2.10%	0.70%	3.50%
Ph.D	0	3	2	5

	0.00%	2.10%	1.60%	3.70%
Others	1	4	0	5
	0.70%	2.40%	0.00%	3.10%
Total	28	83	29	140
	20.00%	59.20%	20.80%	100%

Source: Computed Primary Data

Table.8. Relationship between Gender and influence of attracting factors in advertisement - Result of Cross Table

Gender	Attractiveness			Total
	Disagree	No Opinion	Agree	
Male	13	47	21	81
	9.60%	33.60%	15.20%	58.40%
Female	15	36	8	59
	10.40%	25.60%	5.60%	41.60%
Total	28	83	29	140
	20.00%	59.20%	20.80%	100.00%

Source: Computed Primary Data

SUGGESTIONS

Above findings reveals that there is no major affiliation between age and level of impact it indicates that impact of advertisements remains same at the different age level of the consumers. So, it is recommended that one decent advertisement is enough to impact consumers in their age group.

- Based on Findings we realized that online advertisements reveal that marketing good features of a product very easily and help better decision making for consumers but due to unavailability of physical appearance of the product the online advertisement can also give some downsides of the products, for some of the users.
- To prevent consumers to move on to other products or brands, it is advised to propose more promotional offers to sustain consumers.
- To avoid consumer’s unease feeling due to unavailability of the physical appearance of a product, much more product information should be given in the online portals.

CONCLUSION

The current generation observes the world-shattering change in the trend of advertising. Online advertising is the foundation which saves us more time and cost and next reason is obtainability of assortment of products. Because of the product is unavailable for physical verifications, only marketing is the source to inspiration, and it influences and fascinate the consumers. To influence the buying behaviour of the consumers, role of advertisement is very much important in this competitive world. The publicity of products should be more accurate and genuine to serve the informational requirements of the consumers. The corporates should use attractive and revealing content to generate the consciousness in the consumers and they should not only depend on the marketing for changing the awareness of consumers instead they should use new technologies for sales promotion or other channels for changing the awareness of the people. Buying behaviour of consumer shall be changed easily by creating awareness and building solid awareness in the observance of their customers.

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