



## A STUDY ON IMPACT OF ADVERTISEMENT AND PROMOTION ON CONSUMER PURCHASE DECISION

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### Abstract

*In this 21<sup>st</sup> century where most of the consumer are aware of the internet and technology due to which it becomes easy for the marketers to promote their products or convey the message to their target market. Government, private sectors and those who are involved in the business have understood the importance of promotions and advertisements because it not only pushes their products but it increases the sales, presents the information about the products and company's details to the consumers and others, increases the demand of the product and helps the consumer to differentiate the product. When you run a business, no matter whether the business is online or offline, you need consumers to consume whatever your products or services are. This is where the advertisement and promotion come into play. Advertisement and promotion is important from business perspective because it attracts the consumers hence it increases your business reach also now a day's marketers are putting lots of efforts by mixing lots of traditional and new strategy to sell a new product or existing product to boost sales for short time and long-time accordingly*

**Key words:** *Consumer, Consumer behaviour process, Advertising, Advertisement, Promotion*



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### Introduction:

Advertising may well be a marketing communication that caters a sponsored, non-sponsored message to push or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to push their products or services. Advertising is differentiated from promotional message therein an advertiser pays for and has control over the message. It differs from personal selling therein the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including long established media for eg:- newspapers, television and radio and latest technological

media like e-magazine, blogs, social media, websites. The actual presentation of the message in an exceedingly medium is stated as a billboard, or "ad" or advert for brief. The 5-international advertising-agency groups are Dentsu, Interpublic, Omnicom, Publicis and WPP.

**Classification of Advertising:** - Advertising may be categorized in a variety of ways, such as target audience, geographic location, purpose and style. Few types of advertisement are Television advertising, Radio, Online, Print, Celebrity advertisement Point-of-sales etc

### **Promotion**

The term promotion derives from the Old French, *promocion* assuming to "move forward", "push onward" or to "advance in rank or position" which successively, comes from the Latin, *promotionem* meaning "a moving forward" In marketing, promotion refers to any reasonably marketing message accustomed inform or convince target audiences of the relative merits of a product, service, brand or issue. It helps marketers to make a novel place in customers' mind. The aim of promotion is to extend awareness, create interest, generate sales or create brand loyalty. It's one amongst the essential elements of the market mix, which has the most important four Ps, i.e., product, price, place, and promotion

Promotion is additionally one in all the weather within the promotional mix or promotional plan. These are personal selling, advertising, advertisement, marketing publicity and will also include event marketing, exhibitions and trade shows. A promotional plan indicates that how much proportion of attention does we required, and what proportion of the budget should be allocated to every element.

There are three objectives of promotion. These are:

- To present information to consumers and others.
- To increase demand.
- To differentiate a product.

The main aim of a promotion and its promotional plan may have a variety of aspects, including: sales increases, new product acceptance, creation of brand equity, positioning and creation of a corporate image

**Various Types of Promotion are** Free Distribution of samples, Coupons, Money refund offer, Bonus offer, Sales contest, Discount, Buy back allowance

Promotion is one of the elements in the marketing mix used by the marketers to send information or convince their products to their consumer directly or indirectly

### **Top Ten-International advertising-agency**

1. Ogilvy & Mather(Edmund Mather) - Founded in London in 1850
2. Dentsu – Founded in Japan in 1901
3. McCann(formerly McCann Erickson) - Founded in New York, USA in 1902
4. Grey Global - Founded in New York, USA in 1917
5. Y and R (Young & Rubicam) – Founded in New York, USA in 1926
6. Publicis Groupe – Founded in Paris, France in 1926
7. Havas – Founded in France in 1968
8. Mullen Lowe U.S– founded in Boston, USA in 1970
9. BBDO (Batten, Barton, Durstine, Osborn) - Founded in USA in 2005
10. Droga 5 - Founded in New York, USA in 2006

**Source.** <https://www.admecindia.co.in/graphic-design/top-10-advertising-agencies-world/>

### **Literature Review:**

- The article by Fatima and Lodhi (2015), Impact of Advertisement on Buying Behaviours of the consumers: Study of Cosmetic Industry in Karachi City. This research explains about the advertisement are helpful in creating the awareness and perception among the customers of cosmetic products; both of these variables are lethal combination to influence the buying behaviors of the consumers. This particular research was conducted on the 200 young male or female who use different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. Correlation and regression analysis were used to identify the relationship between these variables. The results revealed provide the new way to managers to devise suitable strategy for the marketing of cosmetic products. These results show that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers.
- The articles by Zahid and Mufti (2016), Impact of Advertisement on Consumer Buying Behavior. This research explains about the advertising towards the consumer behavior. Advertisement plays an essential role in changing the consumer behavior towards a particular product. This study is conducted to explore the collision of environmental and emotional response on consumer buying behavior. Advertisement reminds its impact on consumer mind which attracts them to buy that particular

product. The responses of 200 respondents are gathered from different universities of Faisalabad region of Pakistan through a circulated well-structured questionnaire. Multiple regression technique is used as a statistical tool and empirical results reveal that emotional response play positive and significant role to influence the consumer buying behavior. On the other hand, negative and significant role of environmental response has been seen in determining the consumer buying behavior.

- According to Mualla (2006).The promotion can be defined as a “marketing activity involves the persuasion contacting process through which the sender define of a commodity, or service, or an idea, or a place, or a person, or a pattern of behavior for the purpose of influencing the members of a particular audience minds, to appeal to their response behavioral about what promotes”. Promotion has an important role in forming of loyalty and psychological connection degree between the consumer and the product, the ad campaign, and the formulation of a sentence that create loyalty to the product play a major role in the success of achieving the objectives of the promotion policy.
- According to Howard and Sheth (1969) developed “Theory of Buyer Behaviour” to identify the elements of a buyer’s decision and split these elements into three groups: (1) a set of motives, (2) several alternative course of action, and (3) decision mediators by which the motives are matched with the alternatives. Motives are specific to a product class and reflect the underlying needs of the buyer and the alternatives are the various brands that have the potential of satisfying the buyer’s motives
- According to Namita Srivastava (May-2017) Advertising is everywhere and reaches consumers all day - every day. The amount companies spend on advertising is amazing. Advertising also plays an important role in developing sales and market share. Among the various factors affecting the consumer buying behavior psychological factor play an important role in influencing the purchase decision. These factors include motivation, learning, belief perception and attitude on which advertisement has direct impact. A belief is a conviction that an individual has on something through the experience he acquires, his learning and his external influences. The learning changes the behavior of an individual as he acquires information and experience. Motivation is directly related to the need, this study put

the light on the influence of advertisement on buying behavior of customers. The Study critically evaluates the role of advertisements in making the perception regarding quality of the product

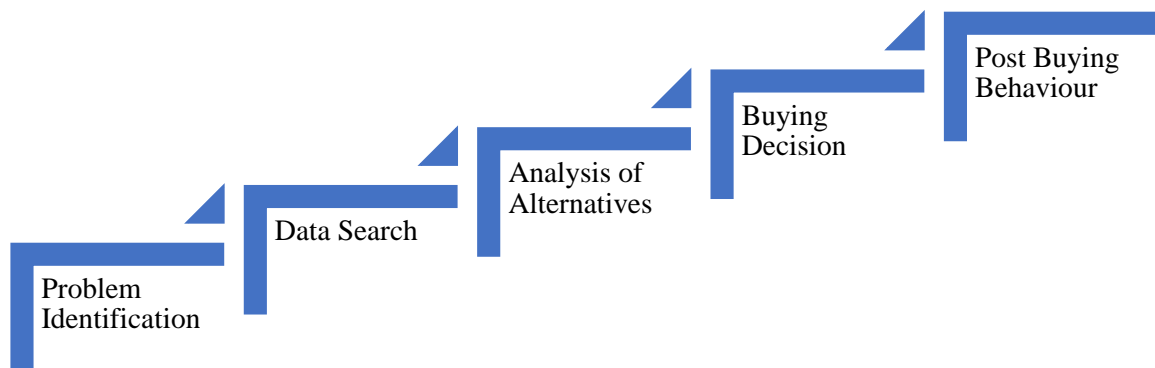
- According to Amandeep, Dr.Seema Varshney, Syed Aulia(December 2017) With the rapid development in technology and influence of media advertising has become an inevitable part of promotion mix. Through advertisement both electronic and print more audience can be reached and can have more impact on them, advertisements can be used to inform the new audiences, persuade them to buy the product and it can have huge influence on consumer decision making, advertisement can also be used as reminder to the existing customer about their connectivity to their products and have long lasting association with product or services and helps in brand building creating brand loyalty
- According to Katke, K. (2007). Of all marketing weapons, advertising is renowned for its long-lasting impact on viewer's mind, as its exposure is much broader
- According to (Latif and Abideen, 2011). Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country and Advertising proliferate the beliefs that possessions are more important and desirable qualities like beauty, achievement, prominence and happiness can be acquired only by material possessions
- According to (Vasanth Kiran, Vasanth Kiran, Vasanth Kiran, 2012)Advertising is all about the way information about products and services is presented. Sales promotions are double purposed because they are used to gather information about what type of customers you draw in and where they are, and to jumpstart sales.
- According to Engel, Blackwell and Miniard (1995) present the most recognised model of consumer purchase decision making. The model divides the consumer purchase decision process into five stages (1) Problem recognition (2) Information search (3) alternative evaluation (4) purchase decision and (5) post purchase behaviour. Engel, et. al. (1995) further contend that purchase intention can be divided into unplanned buying, partially planned buying and fully planned buying.

- According to Kotler (2003) individual attitudes and unpredictable situation will influence purchase intention.
- According to Dodds (1991) Individual attitudes include personal preferences to others and obedience to others expectations and unpredictable situation signify that consumer change purchase intention because a situation is appearing. For example, when the price is higher than expected.
- According to (Fishbein & Ajzen,1975) Consumer purchase intention is considered as subjective inclination towards a product and can be an important index to predict consumer behavior

### Objectives of the study:

- To study the concept of Advertisements & Promotions for Organisations.
- To understand the process of Consumer Purchase decision.
- To study the impact of Advertisements & Promotions on Consumer purchase decision.

### Consumer Decision process



*Figure (1.1) Five Steps of Buyer Decision Process*

- **Step One: - Require Problem Identification**

Problem recognition in fact is the first step of the buying process. It is a situation of realization. We realise what ideally we should have and what we have at current situation. For Eg: - We may decide to buy another tooth brush, when the current brush is worn out, Problem Identification is a slow process, but it can occur fast when purchases are made in an unplanned way. The main factor which initiate problem

identification is Marketing efforts which is probably done by the organisation. Advertisement which is shown in Television, Newspapers way us to buy lots of things. A purchase will not occur without the identification of our need and the factors which activate our need are internal and external Stimuli.

- **Step Two: - Data Search**

After Problem Identification comes the following stage which is Data Search.

Usually there is less or small information about the alternatives which are available. The search is mostly done on the products that are constant with your. The amount of data collected by the consumer depends upon the product and the consumer's personality and according to that the questions are arised in the mind of the consumers. After identifying the problem comes the searching of data by consumer, he may use various tools such as newspaper, television, social media, internet to obtain the data.

- **Step Three: - Analysis of Alternatives**

After Searching of the data then comes the analysis of the alternatives. When the consumers attempt to find the data which is required for him, In the background he visualizes the alternative choices available to him and finally the choices available to him can be judged. For example If a consumer buying a induction cook-top and cookware considers the following criteria such as

1. Brand name
2. Price of the induction cook top and cookware
3. Functions performed by the product
4. Appearance and color,
5. Attachments like cookware handle, ladle, user manual and warranty card
6. Reputation of the marketing company
7. After sale service

Each of the above criterion which is assigned have some weightage, which may differ from consumer to consumer

- **Step Four: - Buying Decision**

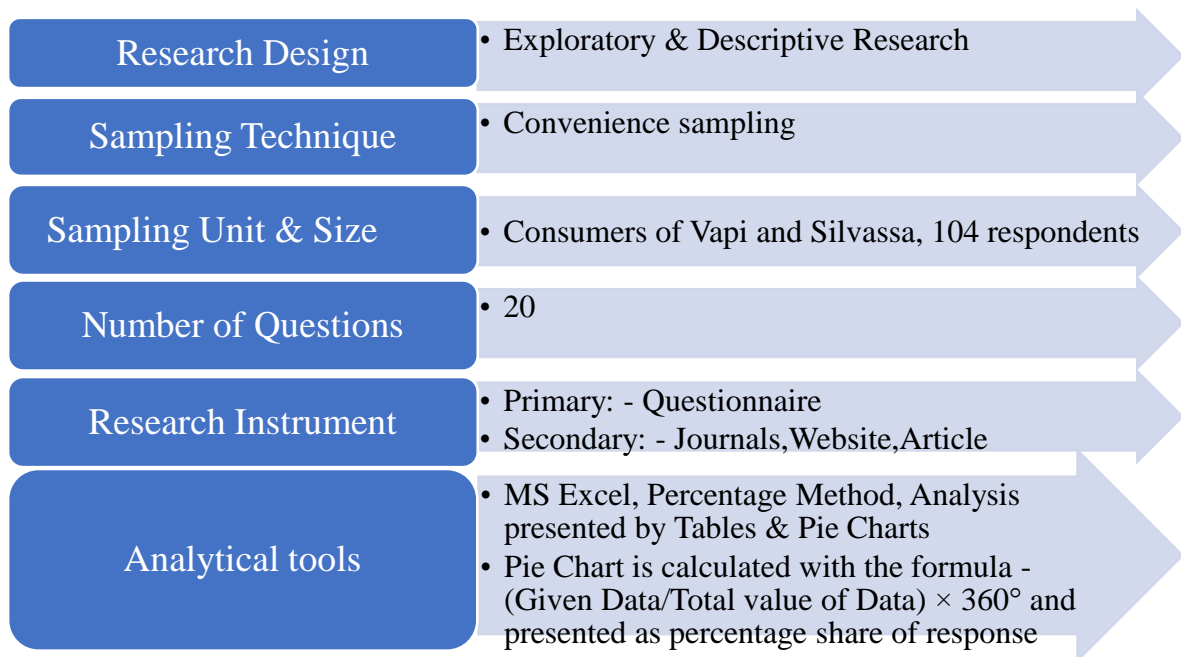
After the analysis of the alternatives are done, then the product are segregated and ranked accordingly and the top ranking brand may be purchased. The final buying decision may undertake a change, if the consumer's preferred brand is unavailable. In

such a situation, the second ranked brand may be bought. The final buying occurs only when the consumer finds a suitable shop where the brand is available, and price negotiations are complete. Hence finally this is where the purchase takes place.

• **Step Five: - Post-buying Behaviour**

This is the Stage where consumer brings the product to his house and consumed. It is the stage where post-buying evaluation is done. The consumer can be satisfied or dissatisfied. A satisfied consumer stores the product information in their mind and uses it multiple times during problem identification stage and dissatisfied consumer may choose other brand, he will put extra efforts to seek information and will consider other brand. Hence this stage is final and critical in retaining the consumers and besides that the satisfied and dissatisfied consumers will share their feedbacks through various website reviews, word of mouth and other forum

**Research Methodology:**



*Source: Self Developed Figure (2.1) Sample Design*

**Scope & limitations of the study:**

- The scope of study is limited to the respondents selected from Silvassa and Vapi.
- The sample unit was also 104 respondents.
- Measurement of Advertisement and promotion is a complex subject that uses a non-objective method and is not reliable.



- Process of consumer purchase decision depends upon various factors such as age, gender, income

## DATA ANALYSIS

### Advertisement and promotions Play an important role during Purchasing Decision?

Particulars	No. of Respondents	Percentage
Strongly Agree	47	45.2%
Agree	50	48.1%
Neutral	5	4.8%
Disagree	1	1%
Strongly Disagree	1	1%

*Table 3.1*

**Interpretation:** - Out of 104 responses 45.2% strongly agree and 48.1% agrees to the statement that advertisement and promotions plays an important role during purchasing decision

### Have you bought any product by seeing it's Advertisement and promotions?

Particulars	No. of Respondents	Percentage
Yes	95	91.3%
No	9	8.7%

*Table 3.2*

**Interpretation:** - Out of 104 responses 91.3% bought product by seeing it's advertisement and promotion compared with 8.7% who did not bought product

### Does Advertisement and promotions help you to increase confidence and morality while buying a certain product.

Particulars	No. of Respondents	Percentage
Strongly Agree	29	27.9%
Agree	52	50%
Neutral	22	21.2%
Disagree	1	1%
Strongly Disagree	-	-

*Table 3.3*

**Interpretation:-** Out of 104 Responses 27.9% Strongly agree while 50% agree and 21.2% are neutral when it was asked that advertisement and promotions help them to increase confidence and morality while buying a certain product

**Advertisement and promotions helps you to understand and connects about the product and it's manufacturer much better?**

Particulars	No. of Respondents	Percentage
Strongly Agree	28	26.9%
Agree	54	51.9%
Neutral	21	20.2%
Disagree	1	1%
Strongly Disagree	-	-

*Table 3.4*

**Interpretation: -** Out of 104 Responses 26.9% Strongly agree, 51.9% agree and 20.2% when they were asked that advertisement and promotions help them, to understand and connect them more related to product and about it's manufacturer much better

**Advertisement and promotions helps you to be conscious and alert citizen?**

Particulars	No. of Respondents	Percentage
Strongly Agree	22	21.2%
Agree	59	56.7%
Neutral	20	19.2%
Disagree	2	1.9%
Strongly Disagree	1	1%

*Table 3.5*

**Interpretation: -** Out of 104 responses 22% Strongly Agree,56.7% Agree and 19.2% neutral when they where asked that advertisement and promotions helps them to be conscious and alert citizen

**The buying behaviour pattern changes due to advertisement and promotions?**

Particulars	No. of Respondents	Percentage
Strongly Agree	26	25%
Agree	55	52.9%
Neutral	22	21.2%
Disagree	1	1%
Strongly Disagree	-	-

**Table 3.6**

**Interpretation:** - Out of 104 Responses 25% strongly agree, 52.9% Agree and 21.2% neutral when they were asked that their buying behaviour pattern changes due to advertisement and promotion

**The loyalty towards the products/company changes if another company promote their product through Advertisement and promotions.**

Particulars	No. of Respondents	Percentage
Strongly Agree	18	17.3%
Agree	40	38.5%
Neutral	32	30.8%
Disagree	13	12.5%
Strongly Disagree	1	1%

**Table 3.7**

**Interpretation:** - Out of 104 responses it was found 17.3% strongly agree, 38.5% agree 30.8% neutral, 12.5% disagree when they were asked that the loyalty towards the company changes if another company promote their product advertisement and promotions

**According to you Advertisements and Promotions are**

Particulars	No. of Respondents	Percentage
Both are same concept	73	70.2%
Both are different concept	31	29.8%

**Table 3.8**

**Interpretation:** - Out of 104 responses 70.2% said that advertisement and promotion are same concept and 29.8% said that they are different concept

**According to your view which type of Advertisement is more effective? (You can choose one or more)**

Particulars	No. of Respondents	Percentage
Social media advertisement	97	93.3%
Outdoor advertisement	41	39.4%
Newspapers and Magazines	47	45.2%
Radios and podcast	14	13.5%
Event advertisement	36	34.6%
Email advertisement	13	12.5%

**Table 3.9**

**Interpretation:** According to responses it was found that social media advertisement and newspapers and magazines were more effective type of advertisement while radio and podcast and email advertisement were considered least effective type of advertisement

**According to your view which type of Promotion is more effective? (You can choose one or more)**

Particulars	No. of Respondents	Percentage
Personal Selling	45	43.3%
Social media marketing	78	75%
Direct marketing	39	37.5%
Sales promotion	46	44.2%
Feedback	1	1%
Word of mouth	1	1%

**Table 3.10**

**Interpretation:** -Out of 104 responses social media marketing, sales promotion, personal selling and direct marketing is effective type of promotion with 75%,44.2%,43.2% and 37.5% where as feedback and word of mouth as least effect type of promotion with 1% each

**Internet and word of mouth is the best source for doing advertisement and promotion?**

Particulars	No. of Respondents	Percentage
Strongly Agree	53	51%
Agree	44	42.3%
Neutral	7	6.7%
Disagree	-	-
Strongly Disagree	-	-

**Table 3.11**

**Interpretation:** - out of 104 responses 51% Strongly agree 42.3% agree that internet and word of mouth is the best source for doing advertisement and promotion

**What are your Sources of information while buying a Product? (You can choose one or more)**

Particulars	No. of Respondents	Percentage
Advertisement and Promotions	71	68.3%
Friends/Family	68	65.4%
Internet/Social Media	78	75%
Sales Person Promotion	12	11.5%
Searching on Google and comparing	1	1%

**Table 3.12**

**Interpretation:** - While buying a product the responders look into the sources such as internet 75%, Advertisement and promotion 68.3%, friends and family 65.4% and rely least on sales person promotion and searching on google with is 12% and 1% respectively

**The effects of Advertisements and promotions changes from age, gender and salary perspectives?**

Particulars	No. of Respondents	Percentage
Strongly Agree	51	49%
Agree	39	37.5%
Neutral	11	10.6%
Disagree	3	2.9%
Strongly Disagree	-	-

**Table 3.13**

**Interpretation:** - out of 104 responses 49% have strongly agreed ,37.5% agree that the effect of advertisement and promotion changes from age, gender and salary

**How satisfied you are after buying a product through advertisements and promotions?**

Particulars	No. of Respondents	Percentage
Highly Satisfied	17	16.3%
Satisfied	52	50%
Neutral	31	29.8%
Dissatisfied	4	3.8%
Highly Dissatisfied	-	-

**Table 3.14**

**Interpretation:** - Out of 104 responses it was seen that 16.3% and 50% were highly satisfied and satisfied after buying the product through advertisement and promotions, where as 29.8% were neutral

**The product bought through advertisement and promotions are effective and long lasting.**

Particulars	No. of Respondents	Percentage
Strongly Agree	13	12.5%
Agree	34	32.7%
Neutral	45	43.3%
Disagree	12	11.5%
Strongly Disagree	-	-

**Table 3.15**

**Interpretation:** -Out of 104 responses 43.3% are neutral and 32.7% agree that product bought through advertisement and promotion are effective and long lasting

**To launch a new product advertisements and promotions are required.**

Particulars	No. of Respondents	Percentage
Strongly Agree	65	62.5%
Agree	26	25%
Neutral	13	12.5%
Disagree	-	-
Strongly Disagree	-	-

*Table 3.16*

**Interpretation:** - It was seen that 62.5% strongly agree that to launch to new product advertisement and promotions are needed while 25% agree and 12.5% are neutral to the statement

**If a company is caught for malpractices and is suspended for few months like Nestle (Maggi), Will the advertisements and promotions help them to bounce back again and capture the market?**

Particulars	No. of Respondents	Percentage
Strongly Agree	44	42.3%
Agree	40	38.5%
Neutral	19	18.3%
Disagree	1	1%
Strongly Disagree	-	-

*Table 3.17*

**Interpretation:** - 42.3% strongly agree and 38.5% agree that advertisement and promotions help the company to bounce back again in the market with a positive vibe if a company is caught for malpractices

## **FINDINGS**

Based on Survey research following findings were found are as follows: -

- The analysis states that advertisement and promotion play a very important role during purchasing decision by 45.2% Responses strongly agreeing and 48.1% agreeing with the following statement.

- The Researchers gathers that 91.3% consumer brought products through advertisement and promotion that shows how important is advertisement and promotion in day to day life.
- The analysis states that 50% consumers agree that advertisement and promotion help them to boost their confidence and morality while buying a certain product.
- The Researchers gathers that 51.9% consumers agree that advertisement and promotion help them to connect with the product and it's manufacturer much better.
- The study reveals that 56.7% consumers agree that advertisement and promotion help them to be conscious and alert citizen, also it makes them to choose product wisely.
- The study leads to the findings that 52.9% consumers agree that their buying behaviour changes due to advertisement and promotion.
- The Researchers finds that the loyalty of the consumers changes towards the products of one company if another company promote their product through advertisement and promotion.
- The study leads to the finding that 70% consumers were aware that advertisement and promotion are different concept while 30% consumers were not aware of it because they consider advertisement and promotion concept under same roof and lack of information about advertisement and promotion also plays a major.
- The Study Reveals that social media and newspaper were effective forms of advertisement because Indian consumers prefer this platform which is easy and convenient.
- The Researcher gathers that consumers prefer mostly Internet as a source of information while buying product as it is available to many of them and the information in it are specific and convincing.
- The Researcher finds that the effect of advertisement and promotion changes from age, gender and salary perspective because the necessities, choices and the way of thinking differs from people to people when age, gender and salary factors are being considered.
- The study reveals that consumers are satisfied when they bought any product by seeing it's advertisement and promotion firstly because it helps them to understand



the product very precisely and choose their product after seeing its advertisement and promotion.

- The study leads to the finding that consumers neither agree nor disagree when they were asked that any product which they bought through advertisement and promotions are effective and long lasting because sometimes the consumer doesn't get the desire product which is been told in advertisement or promotion and there is more likely of damage/defect product when they are buying any product through advertisement and promotion.
- The Researcher finds that to launch any new product advertisement and promotion is required because advertisement and promotion acts as medium for the new product to connect them with the consumers.

## CONCLUSION

As the consumers are very conscious and specific about the things happening in day to day life because of consumerism and government taking measures to safeguard the rights of consumers, misguiding them or cheating in the name of advertisement and promotions will not work out for any companies. advertisement and promotions are the best tools to connect them and their product to the consumers so various factors must be considered by the company when launching any product. It was seen that buying behaviour pattern changes due to advertisement and promotion and effectiveness of advertisement and promotion differs from the factor such gender, age and salary perspective. The loyalty of the consumers changes due to advertisement and promotion hence the companies may role out various strategies from time to time to survive in the market

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