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A study on effect of advertisement on consumer buying behaviour in Jorhat city

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Abstract

Advertisement is generally use for creating awareness and promoting products. Everyone without even realizing gets influenced by advertisements. It became a necessity for survival in today's highly competitive market. Thereby, present study endeavors to examine the advertisement's impact on consumer buying behavior. The total sample size taken for this study is 120. The data analysis is done with Multi Stage Random Sampling The statistical tool used for the purpose of the analysis of this study is simple percentage technique and ranking techniques. The result shows that different types of advertisement have positive significant impact on consumer buying behavior.

Keywords: advertisement, consumer buying behavior, marketing

1. Introduction

Today nobody can escape from the wide influence of mass media (newspapers, television, advertising, videos, films, billboards music, movies, magazines, and the internet) etc. advertisement is a tool of the promotional mix that includes the 4p's of the marketing mix as well as Product, Price, Place and Promotion. Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media such as blogs, websites and text messages (Ahmed & Ashfaq, 2013). Advertisement use to build up the product's strong image in consumer's mind. Now in twenty first century the messages can be delivered by different modes of media that consist of newspaper, radio, magazines, mail order, direct mail, outdoor displays etc. Susniene and Narbutas (2008) said that advertising plays a very important role as it builds the behavior of the whole society for products. Debiprasad Mukherjee (2012) conducted a study 'Impact of celebrity endorsement on brand image'. This study shows that consumers report higher self-brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match. Ads can provide enjoyment as well as information to the people and help them to make decisions regarding the product. It acts like a catalyst to speed up the consumer decision making process, helping in establishing an emotional connection, which further helps a consumer to focus on that product leading to its purchase. Advertising is just like a magical spell which lures people into buying products which they don't even require. According to Niazi, Siddiqui, Alishah and Hunjra (2012), advertising is an effective tool to attract people and to divert their attitude positively towards the product. It is a public notice, especially one published in the press or broadcasted over the air. One can say that advertisement is an important vehicle for presentation of images and formation of attitudes. It is something which is designed to create awareness, attract the attention, builds the interest and invites prompt action. According to ASCI (Advertising Standards Council of India), an advertisement is defined as "any paid form of communication addressed to the public or a section of it, the purpose of which is to influence the opinions or behavior of those to whom it is addressed".

1.1. Objectives of the study

1. To study the buying habits of college students in cosmetic products.
2. To find the effect of advertisement of cosmetic products on college students.
3. To identify the relationship between types of advertisement and buying habits.

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1.2. Limitations of the study

During the course of study the following major limitations were observed,

1. The study will be limited to college of Jorhat district only.
2. The study will be limited to female respondents only.

2. Research methodology

The methodology used in the study is as follow:

2.1. Sources of data

The study is based on primary data & secondary data. Data has been collected through survey techniques with structured questionnaire.

2.2. Sample selected for the study

A total of 120 respondents from Jorhat District were selected for the study. Multi Stage Random Sampling is used as research method.

2.3. Area of the study

The study area is limited to Jorhat District in Assam.

2.4. Tools for analysis

The statistical tool used for the purpose of the analysis of this study is simple percentage technique and ranking techniques. After the collection of data through the questionnaire, editing

was done carefully. Based on the responses of the samples, tables were prepared.

3. Findings and Discussion

The personal and background information pertaining to age, educational qualification, studentship etc., are discussed. Data on personal information of the respondents are presented in Table 1.

3.1 Personal and background information

3.1.1 Age of the respondents

It is clear from the data presented in Table No. 1 that most of the respondents' i.e. 76.66 percent belonged to age group 18 to 20 years followed by 23.33 per cent belonging to the age group 20 and above.

3.1.2 Educational qualification

Data pertaining to the educational qualification of the respondents it was observed that 50 per cent of them were pursuing (Bachelor in Science) followed by 25 percent of the respondents who were from (Bachelor of Arts) background, and 25 percent belonging to (Bachelor of Technology).

3.1.3 Type of institute

Table also revealed that 70 per cent of the respondents belonged to the co-educational institute followed by 25 per cent of the respondents who belonged to the girl's college.

Table 1: Personal and background information

Background information	(f)	(%)
1. Age		
a) Below 18	0	0
b) 18-20	92	76.66
c) 20 and above	28	23.33
2. Education		
a) B.A.	30	25.00
b) B.Sc.	60	50.00
c) B.Tech.	30	25.00
3. Type of college		
a) Co-education	90	75.00
b) Girls college	30	25.00
4. Mode of dwelling		
a) Hosteller	66	55.00
b) Non-hosteller	54	45.00
5. Monthly income of the family		
a) Below Rs. 30,000	27	22.50
b) Rs. 30,000-Rs. 50,000	55	45.83
c) Above Rs. 50,000	38	31.66
6. Monthly allowances		
a) Below Rs. 5,000	77	64.16
b) Rs. 5,000- Rs. 10,000	35	34.16
c) Above Rs. 10,000	8	6.66
7. Scholarship		
a) Scholarship Holder	16	13.33
b) Non- Scholarship Holder	104	86.66

3.1.4 Mode of dwelling

From the table it was found that there was almost equal distributions of respondents were hosteller 55% and non-hosteller 45%.

3.1.5 Monthly income

Monthly income of the family showed that 45.83 per cent of the respondents belonged to age group of Rs. 30,000-Rs.60,000.

3.1.6 Monthly allowances

About 55 percent of the respondents were hosteller so a certain amount of money is required as allowance to stay in hostel which is revealed from the table that 64.16 percent of the students had mostly allowance of less than 5000/. Followed by 24.16 who had allowance of about Rs 5,000-10,000.

3.1.7 Scholarship

Out of the total selected respondents 86.66 percent were non-scholarship holder and only 13.33 percent received scholarship.

3.2 Influence of advertisement on buying habits

Advertisements today seem to be one of the main influencer of marketers to reach their target markets. Advertisements also create an entire worldview persuading women to emulate the images they see all around them. Advertising is a form of business communication used to encourage, persuade, or manipulate an audience to take some action to buy the desired product in the market (Krithika, 2015).

From the figure it is revealed that all the types of advertisement are influencing or slightly influencing the students to purchase the cosmetics products. 50 per cent of the respondents reported that broadcast ads influence them for selection of cosmetic products, followed by 38.33 per cent of the respondents says that celebrity ads are one of influencing factor for them it is because when they look some famous people/models in ads they develop a desire looking like those peoples, in case of covert ads 39.16 percent, 26.66 percent of the respondents reported that billboards/outdoor ads influence them to purchase the cosmetic products. The above data shows that majority of the respondents i.e. 50 per cent told that print ads are slightly influence them for buy the cosmetics, in case of outdoor ads 33.33 per cent, in case of

covert ads 31.16 per cent of the respondents reported that it is slightly influence them for selection of cosmetics, in case of broadcast ads 25.83 percent told that television ads are slightly influence them for selection of cosmetic, 20.83 percent says that celebrity ads are slightly influence them. Only 11.66 per cent of the respondents reported that Television Ads/Broadcast Ads are extremely influencing them to purchase the cosmetics, followed by 9.16 percent of the respondents reported that print media are extremely influencing factor for them, in case of celebrity ads 7.5 per cent, and lastly in case of billboards/television ads 3.33 per cent.

Latif & Abideen (2011) studied media advertising’s influence on audiences, television is one of the strongest medium of advertising and due to its mass reach, and it can influence not only the individual’s attitude, behavior, lifestyle, exposure and in the long run even the culture of the country. A research conducted in India found that adolescents are highly attracted towards the TV commercial. Along with that teen girls also influenced by the TV commercials and they tend to buy the products which they saw in commercials. So it gives us idea that mass media has the great impact on the advertisements. Organizations are moving towards the creative content which attracts the teenage girls as well as boys to buy the products (Nidhi Kotwal, 2008).

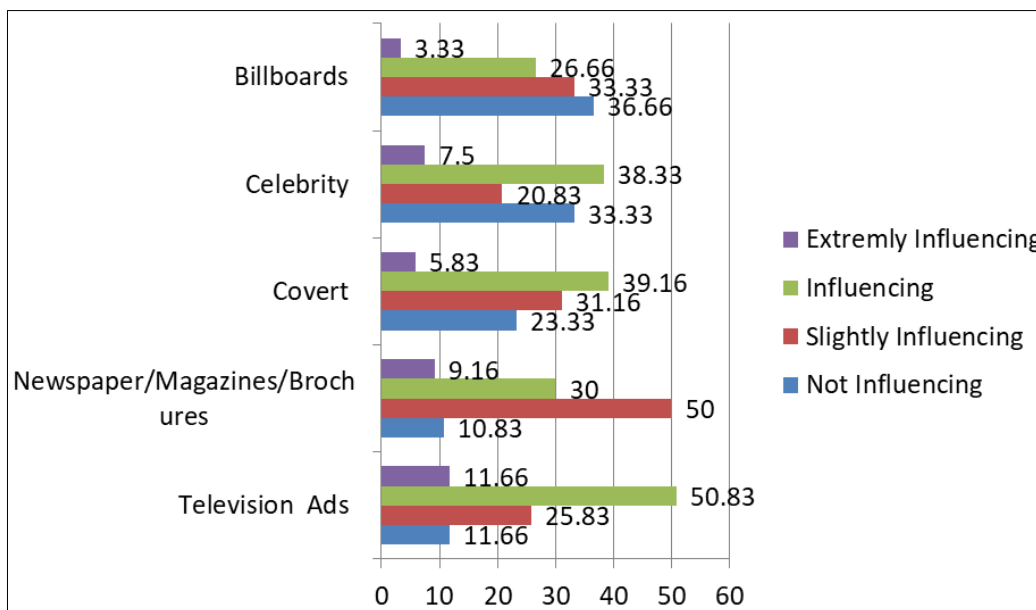


Fig 1: Type of advertisement that influences the buying habit

3.3 Role of advertisement on buying habits

From the study it was found that 37.5 percent of the respondents reported that advertisement create interest about the product on them, followed by 29.1 percent of the respondent told that advertisement influence them to purchase

the cosmetic product, 25 percent of the respondent reported that advertisement on any product bring back to mind about the product on them, and 8.33 percent of the respondents reported that advertisement create a positive impression on them about the product.

Table 2: Role of advertisement on buying habits

	(f)	(%)
Bring back to mind about the product	30	25
Positive impression	10	8.33
Create interest	45	37.5
Influence to purchase	35	29.1

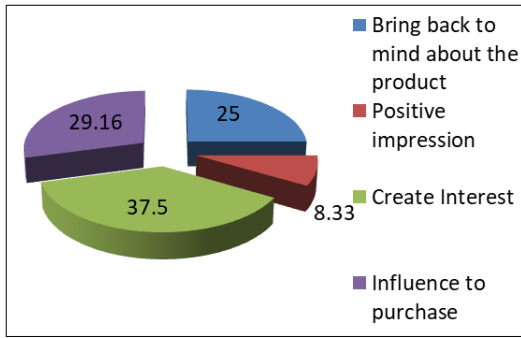


Fig 2: Role of advertisement on buying habit

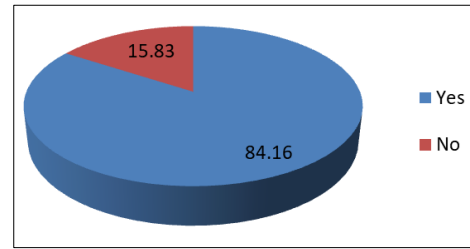


Fig 3: Respondents change their perception towards a commodity because of its advertisement

Table 3: Respondents change their perception towards a commodity because of its advertisement

	(f)	(%)
Yes	101	84.16
No	19	15.83

The above table shows that the respondents change their perception towards a commodity because of advertisement and the result was found that majority of the respondents i.e. 84.16 percent of the respondents told that advertisement change their perception towards a commodity, and only few of them i.e. 15.83 percent told that advertisement don't change their perception towards a commodity.

Table 4: Distribution of respondents of what they look out in advertisement

Statements	Agree		Strongly agree		Not at all		Disagree		Strongly disagree	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Comparison between other products	69	57.5	19	15.833	25	20.833	6	5	1	0.833
Product information	62	51.666	45	37.5	13	10.833	0	0	0	0
Price information	68	56.666	47	39.166	5	4.166	0	0	0	0
Celebrity and famous people	60	50	31	25.833	11	9.166	13	10.833	5	4.166
Discounts and offers	5	4.166	1	0.833	15	12.5	64	53.333	35	29.166

The above table shows that what respondents look in an advertisement and the result was found that most of them agreed that they are influenced by advertisement mostly to compare different type of products to gather product and price information. It is reported by 57.5 percent agreed with the statement that through advertisement they can have comparison between two or more products, followed by 56.66 percent to gather price information of the product, 51.66 percent agreed for product information. About half of them 50 percent agreed that they look for celebrity and famous people and only 4.16 percent agree that they look discount and offers of the product in an advertisement. Only 39.16 percent of the respondents reported that they are strongly agree with the statement that they look for price of the product in an advertisement, followed by 37.5 percent for product information and 25.83 percent of the respondent told that they are strongly agree with the statement that they look celebrity and famous people in an advertisement, and lastly only 1 respondent told that she are strongly agree with the statement that she looks discount and offers of the product in an advertisement. 20.83 percent of the respondents reported that they don't comparison products through an advertisement, followed by 12.5 percent in case of discount and offers of the product, 10.83 percent in case of product information, 9.16 percent in case of celebrity and famous people, and only 4.16 percent of the respondents told that they don't the price of the product in an advertisement. Again from the above table the result was found that majority of the respondents i.e. 53.33 percent of the respondents reported that they are disagree with the statement that they look discount and offers of the product in an advertisement, followed by 10.83 percent in case of

celebrity and famous people, and lastly only 5 percent of the respondents told that they are disagree with the statement that they comparison between other products through an advertisement. 29.16 percent of the respondents reported that they are strongly disagree with the statement that they look discounts and offers of the product in an advertisement, followed by 4.16 percent in case of celebrity and famous people, and lastly only 1 respondent told that she are strongly disagree with the statement that she comparison between other products through an advertisement.

4. Conclusion

This research was a study on the impact of advertisement on consumer buying behavior. Based on the analysis it can be concluded that advertisement has significant impact on consumer buying behavior and widen their choices. This study can be helpful for marketers to understand what triggers a consumer's intention to purchase; marketers can also determine which element in advertising is most effective and which has comparatively lower impact.

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