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## IMPACT OF ADVERTISING ON CONSUMER BEHAVIOUR

**Dr. Archana**

**Assistance Professor, Amity University Rajasthan.**

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### **ABSTRACT:**

The study was conducted to search out the impact of advertisement on consumer behaviour (N = 25). For this purpose, a self-explanatory questionnaire was went to measure the results of advertisement. The results revealed that advertisement persuades the patron to a minimum of buy the merchandise once in a very lifetime. The model utilized in the commercial influenced the consumers more as compared to keyword / caption. Results also revealed that buyers considered advertisement as a reliable source of information as compared to others, (friend, neighbours, reference group) opinions. Advertisement can affect any income group, but expensive product and repetition of advertisement didn't affect the purchasing attitude.

### **1. INTRODUCTION:**

#### **Advertising:**

An Advertisement is one in all of the compelling systems of the various brands for the progression of their thing. the place of mass advancements is to recognize thought for the item, ensuring deferred relationship with buyers, or for the mark of audit of their thing in customers' cerebrum. Today, most of the advancements join 'enormous name upholds'. People need to wear

and henceforth the other not, acknowledges the higher business' thing will undeniably have more features by then be of upper worth. Promoting is the activity of pointing out open something, particularly by paid declarations. Note that the definition utilizes the term 'activity of' and doesn't determine that publicizing is restricted to medium, TV, Internet or the other explicit medium. While it puts a weight on 'paid declarations,' it's anything but a prerequisite. At last, it just says that spotlight is named to something, not explicitly great consideration. Anybody that has turned on the TV during political decision season realizes publicizing might be negative.

## **2. TYPES OF ADVERTISING:**

Private ventures can utilize contrasting sorts of publicizing to acknowledge explicit promoting correspondence targets. Publicizing can impart the upsides of an item, create leads for deals follow-up, form the standing of an association or look at an organization's items and types against its rivals. It likewise frames a piece of an incorporated advertising program when utilized related to coordinate deals, special material missions, web-based media or web based showcasing instruments.

### **Product Advertising:**

Thing advancing passes on the features and benefits of a thing to customers and potential outcomes. Associations use thing elevating after they need to dispatch new things, report changes to existing things or augmentation arrangements of these things. Thing advancements should reflect the interests of the group. A support developing a mission for a food, for instance, would make messages and pick media that appeal to a respectable customer swarm. A mission for a business thing, like a machine, would use media that appeal to different social occasions influencing the choice to look for, including plant overseers, creation trained professionals and cash bosses.

### **Corporate Advertising:**

Corporate promoting efforts have a critical impact in business-to-business advertising, especially for organizations attempting to win a genuine deal or agreement. Possibilities assess the corporate besides on the grounds that the item after they are picking a provider. They give the impression of being for providers that can possibly convey quality items on schedule. Corporate publicizing assists with making certainty among clients and possibilities by conveying messages about your organization's ability and assets, your market position and monetary steadiness.

### **Direct Response Advertising:**

Corporate promoting efforts have a critical impact in business-to-business advertising, especially for organizations attempting to win a genuine deal or agreement. Possibilities assess the corporate besides on the grounds that the item after they are picking a provider. they give the impression of being for providers that can possibly convey quality items on schedule. Corporate publicizing assists with making certainty among clients and possibilities by conveying messages about your organization's ability and assets, your market position and monetary steadiness.

**Financial Advertising:**

Corporate promoting efforts have a critical impact in business-to-business advertising, especially for organizations attempting to win a genuine deal or agreement. Possibilities assess the corporate besides on the grounds that the item after they are picking a provider. they give the impression of being for providers that can possibly convey quality items on schedule. Corporate publicizing assists with making certainty among clients and possibilities by conveying messages about your organization's ability and assets, your market position and monetary steadiness.

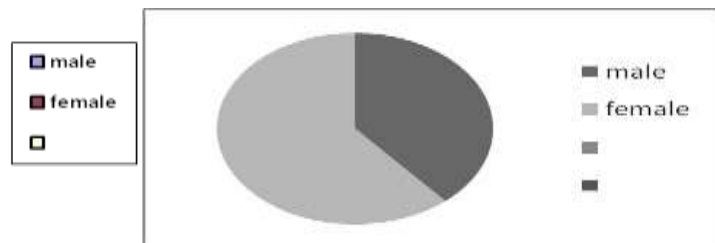
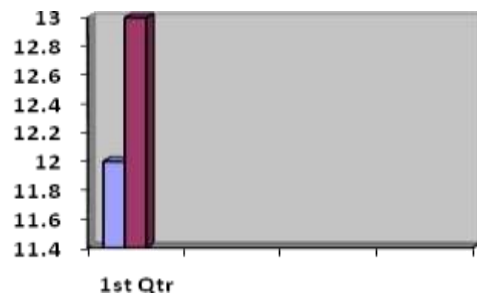
**3. ANALYSIS OF DATA AND INTERPRETATION**

**Sample Size: 25**

**QUESTION 1**

Gender of the respondent:

S.no	Gender	N Number Of Respondents	Percentage
1	Male	12	48%
2	Female	13	52%
Total		25	

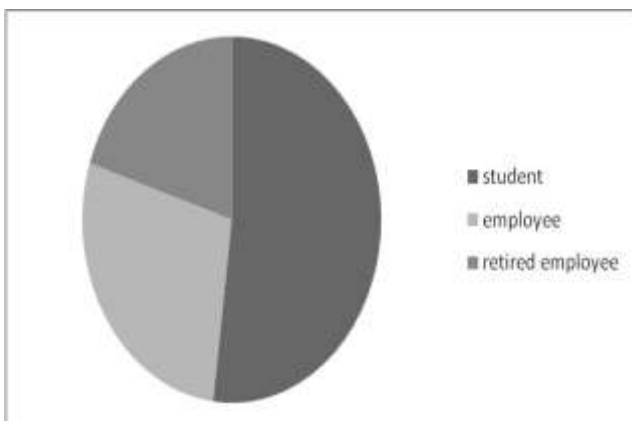
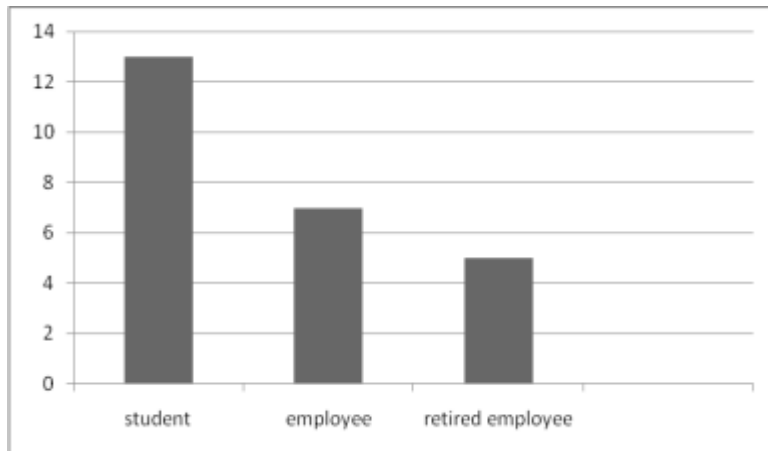


This table represents the gender of the respondents. It shows that more than ½ and samples are female and less than ½ and samples are male.

**QUESTION 2**

**OCCUPATION**

S.NO	Options	No.of respondents	Percentage
1	Student	13	52%
2	Employee	7	28%
3	Retired employee	5	20%
Total		25	

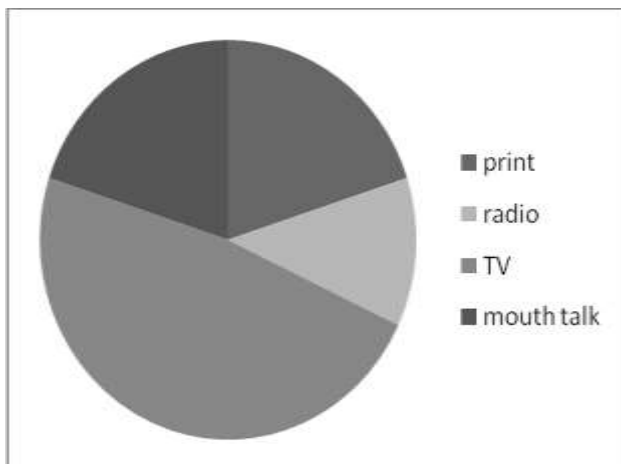
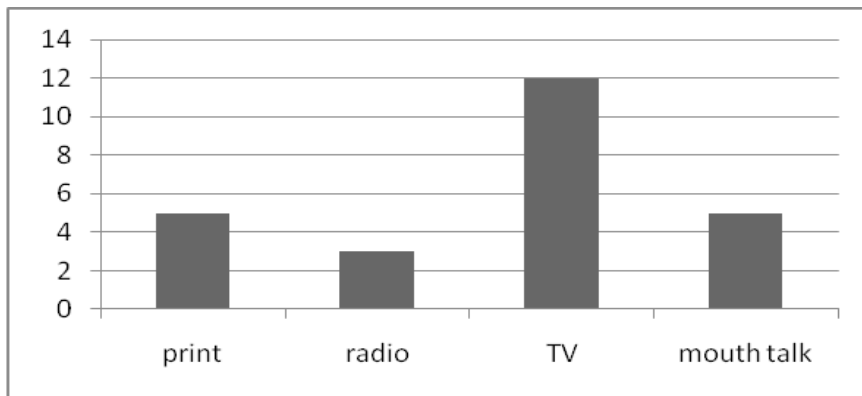


In our research, most of the respondents are students.

**QUESTION 3**

Which media gets your attention?

S.NO	Options	No: of respondents	Percentage
1	Print	5	20%
2	Radio	3	12%
3	Television	12	48%
4	Mouth talk	5	20%
TOTAL		25	

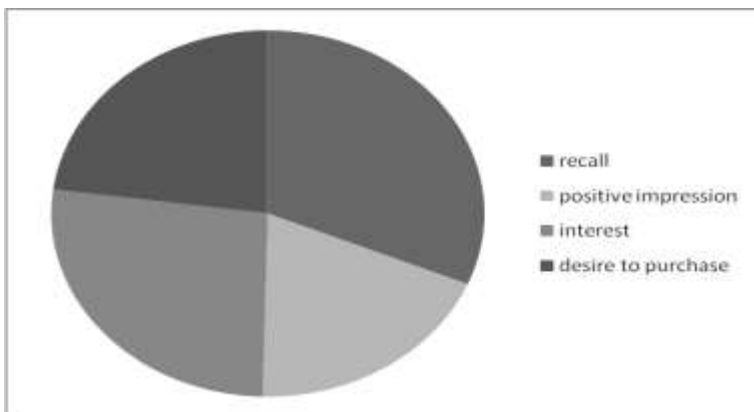
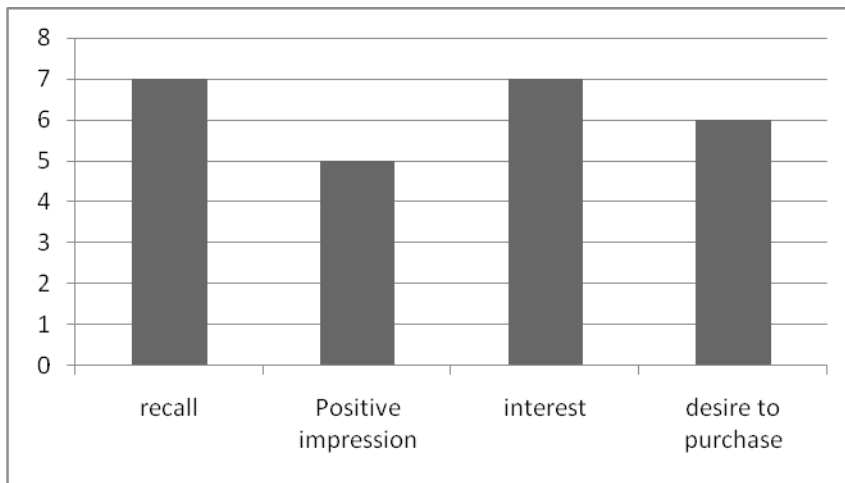


According to the study less than 1/2<sup>nd</sup> of the population gets more attention by television followed by mouth talk, print and radio.

**QUESTION 4**

How does an advertisement affect you?

S.NO	Options	No of respondents	Percentage
1	Recall	7	28%
2	Positive Impression	5	20%
3	Interest	7	28%
4	Desire to purchase	6	24%
Total		25	

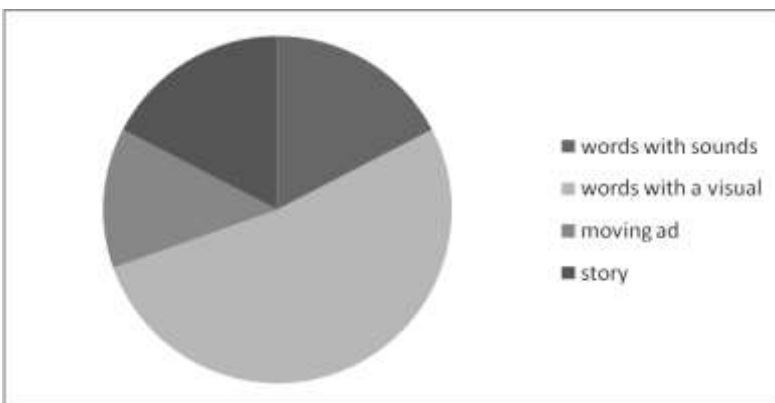
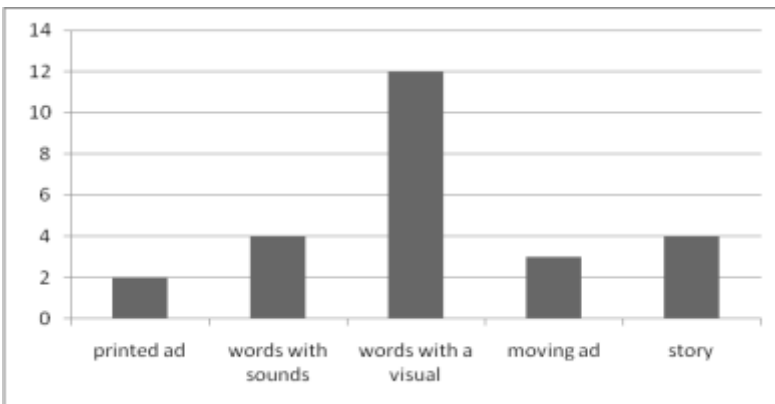


According to this table most of respondents say that advertisement creates interest to buy the product.

**QUESTION 5**

Which Form of ad creates a greater impact on you?

S.NO	Options	No of respondents	Percentage
1	Just the printed words	2	8%
2	Words with sound	4	16%
3	Words with a visual	12	48%
4	A moving action oriented add	3	12%
5	Picture depicting a scene/story	4	16%
Total		25	

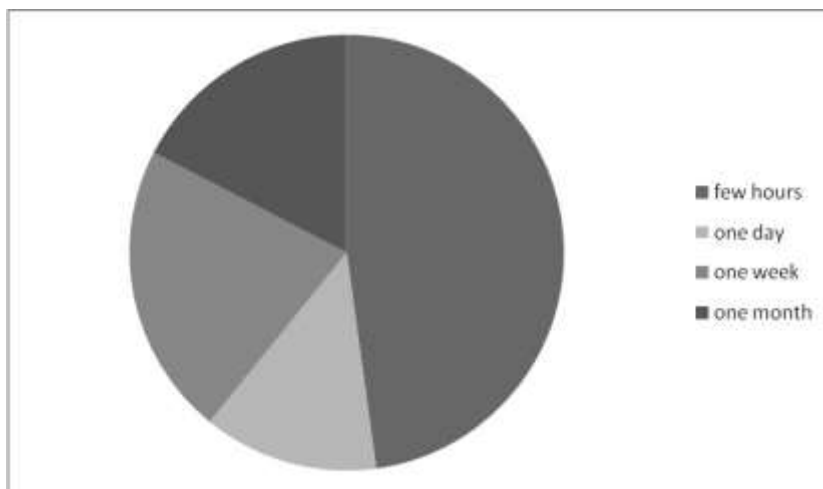
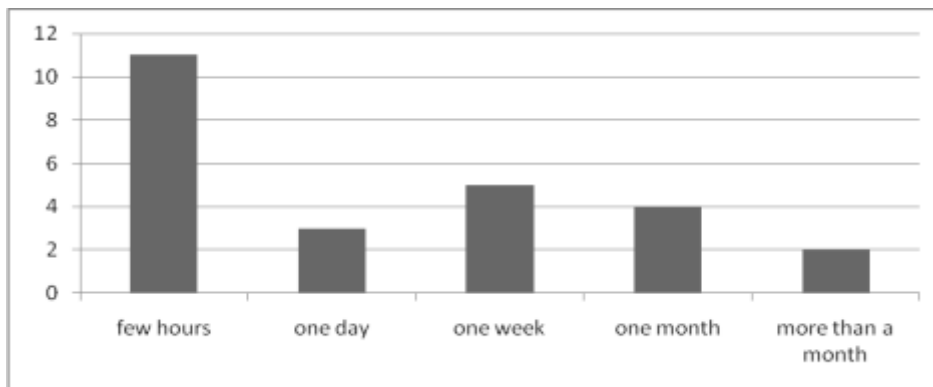


According to this table words with a visual form creates great impact than other forms of advertisements.

**QUESTION 6**

How long does the impact of an advertisement last on you?

S.NO	Options	No of respondents	Percentage
1	Few hours	11	44%
2	One day	3	12%
3	One week	5	20%
4	One month	4	16%
5	More than a month	2	8%
		25	



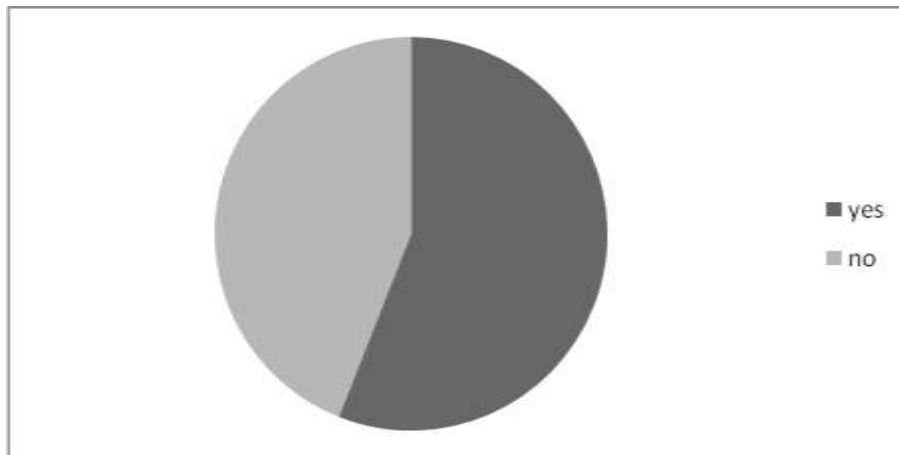
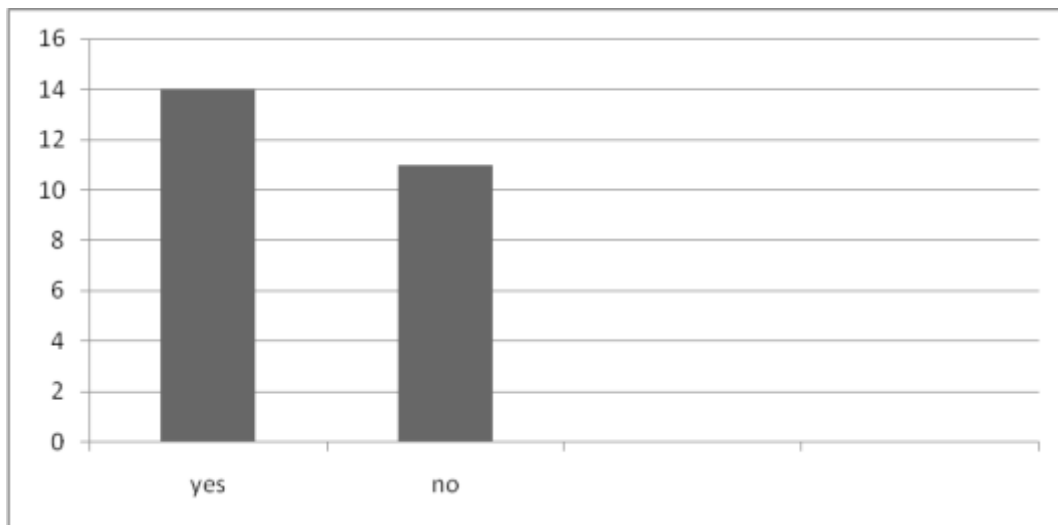


According to this study most of the respondent says that impact of advertisements stays only for few hours.

**QUESTION 7**

Does an ad urge you to try a new brand?

S.NO	Options	No: of respondents	Percentage
1	Yes	14	56%
2	No	11	44%
		25	

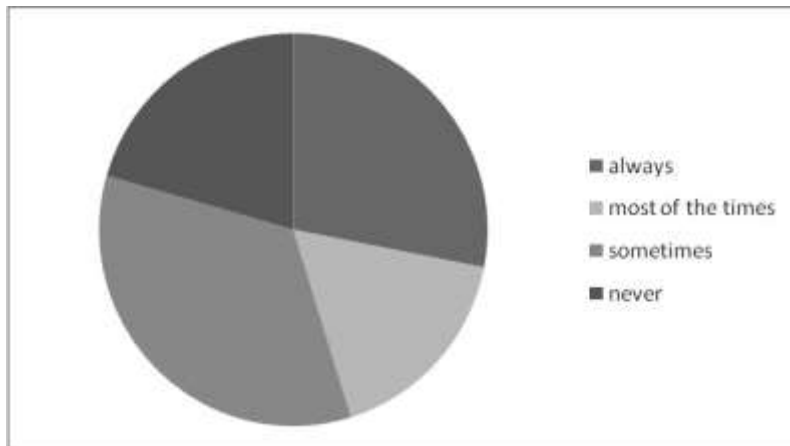
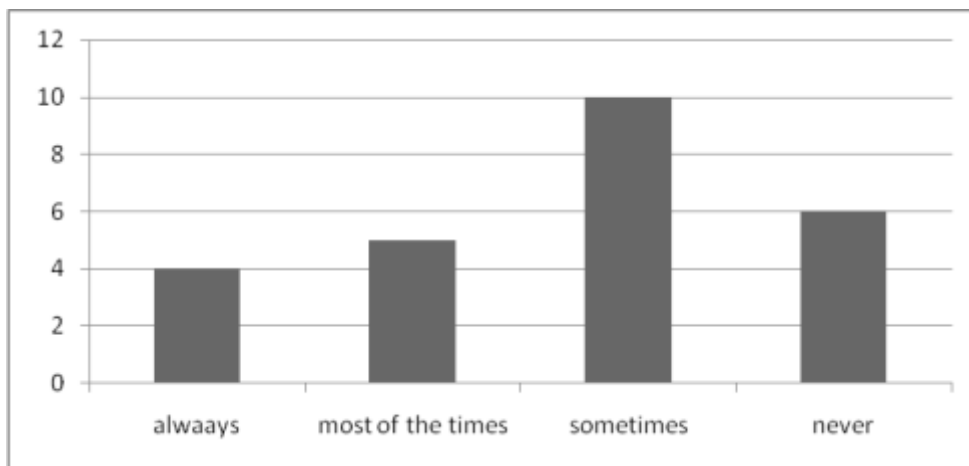


According to this table most of the respondent say that doesn't have urge to try a new brand.

**QUESTION 8**

How often do you buy the same the same article/garment design as you see in the ad?

S.NO	Options	No: of respondents	Percentage
1	Always	4	16%
2	Most of the times	5	20%
3	Sometimes	10	40%
4	Never	6	24%
Total		25	

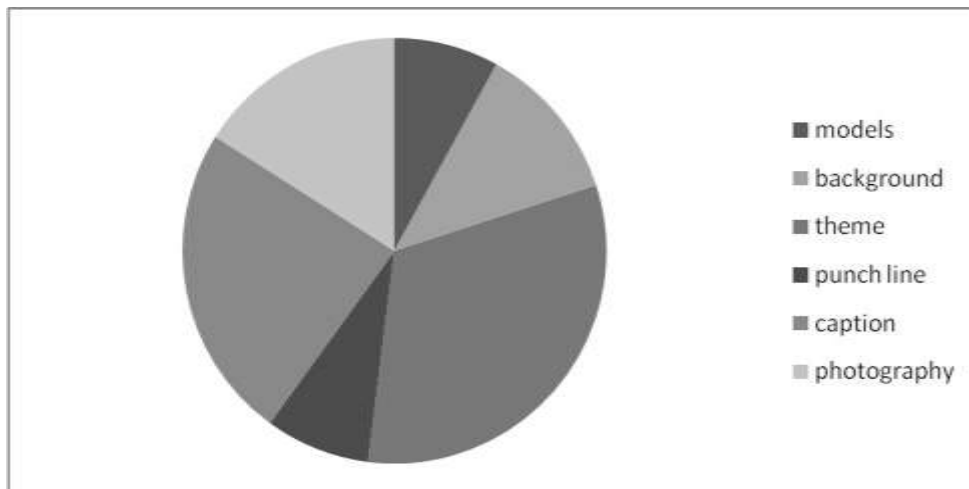
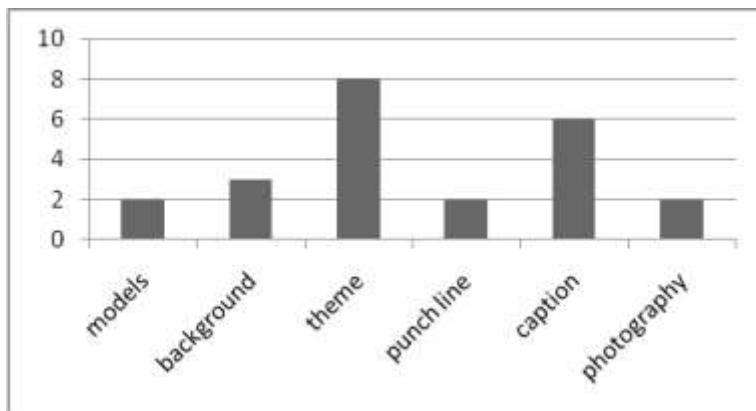


According to the study 40% of the respondents say that they sometimes buy the article as shown in the ad.

**QUESTION 9**

Which aspect of television ad is important to you?

S.NO	Options	No: of respondents	Percentage
1	Models	2	8%
2	Background	3	12%
3	Theme	8	32%
4	Punch line	2	8%
5	Caption	6	24%
6	Photography	4	16%
Total		25	

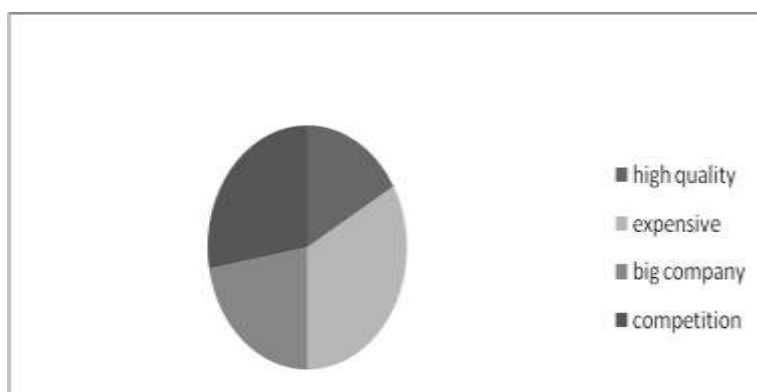
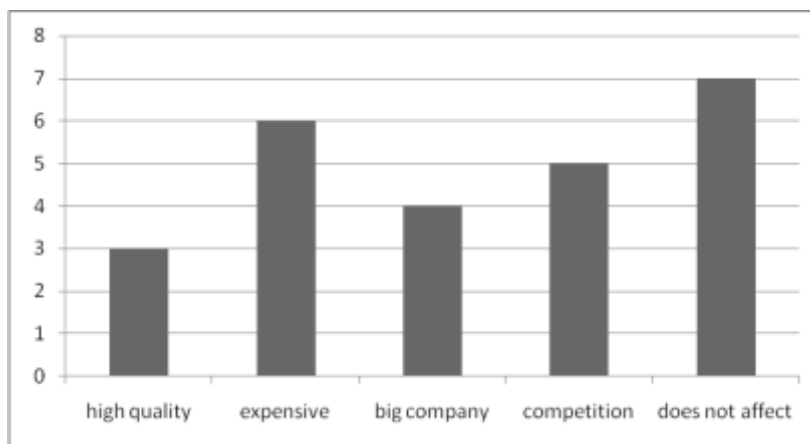


This table says that most of respondents like theme in the advertisement followed by caption then photography then models and punch line.

**QUESTION 10**

Does the picture of a famous personality in the TV ad make you think that?

S.NO	Options	No: of respondents	Percentage
1	The product is of high quality	3	12%
2	It must be expensive	6	24%
3	The company must be big	4	16%
4	The brand is facing intense competition	5	20%
5	It does not affect you	7	28%
Total		25	

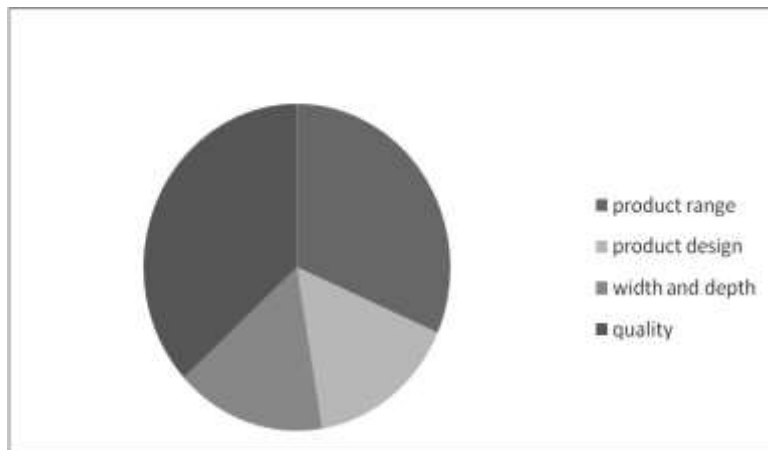
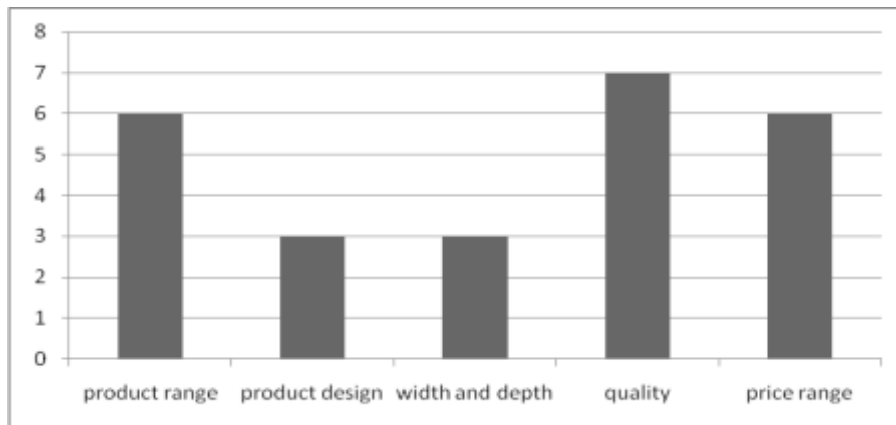


This table shows that famous personality in TV ad doesn't affect most of the respondent

**QUESTION 11**

What is the reason for preferring a particular brand?

1	Product range	6	24%
2	Design of product	3	12%
3	Width and depth of the product	3	12%
4	Quality	7	28%
5	Price range	6	24%
Total		25	

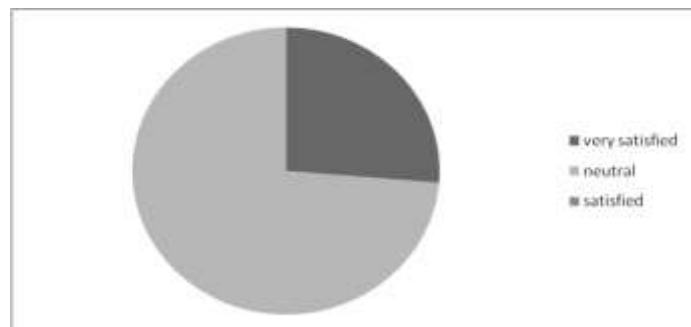
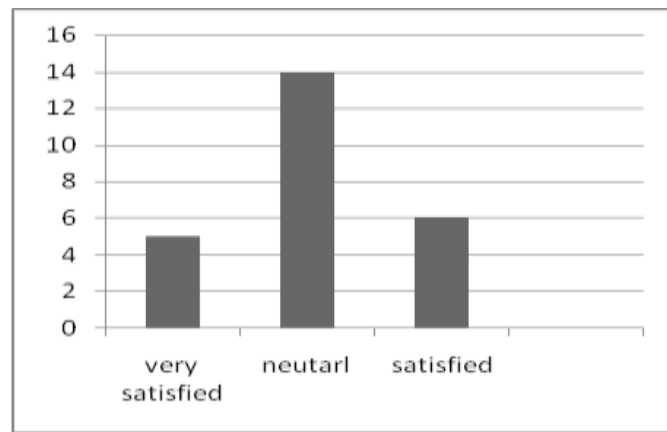


This table represents that most of the respondents prefer particular brand because of its quality.

**QUESTION 12**

Level of satisfaction regarding the purchase of the product?

1	Very satisfied	5	20%
2	Neutral	14	56%
3	Unsatisfied	6	24%
Total		25	

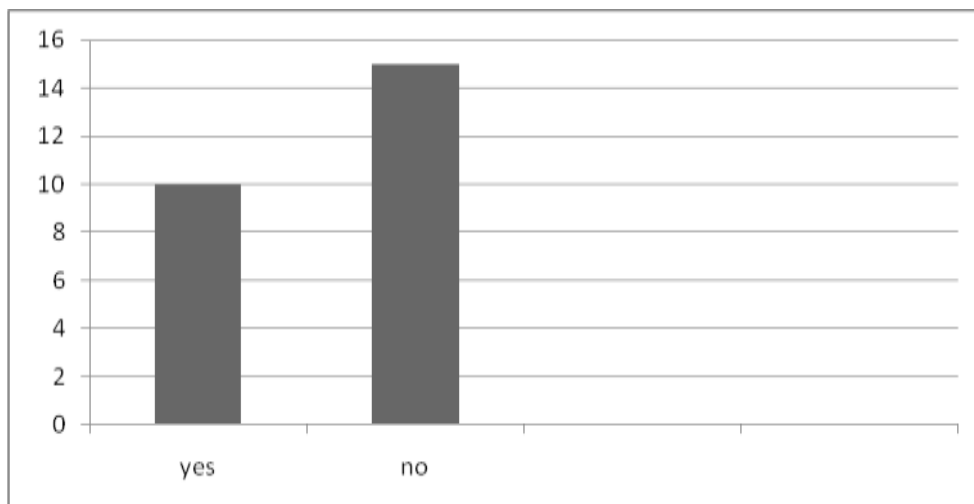


According to this table most of the respondents feel that level of satisfaction regarding the purchase of the product is neutral

**QUESTION 13**

Have you purchased any products recently after coming across any advertisement?

S.NO	Options	No: of respondents	Percentage
1	YES	10	40%
2	NO	15	60%
		25	

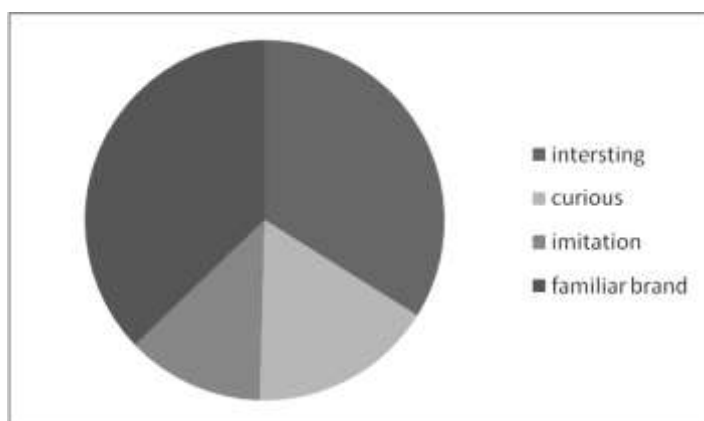
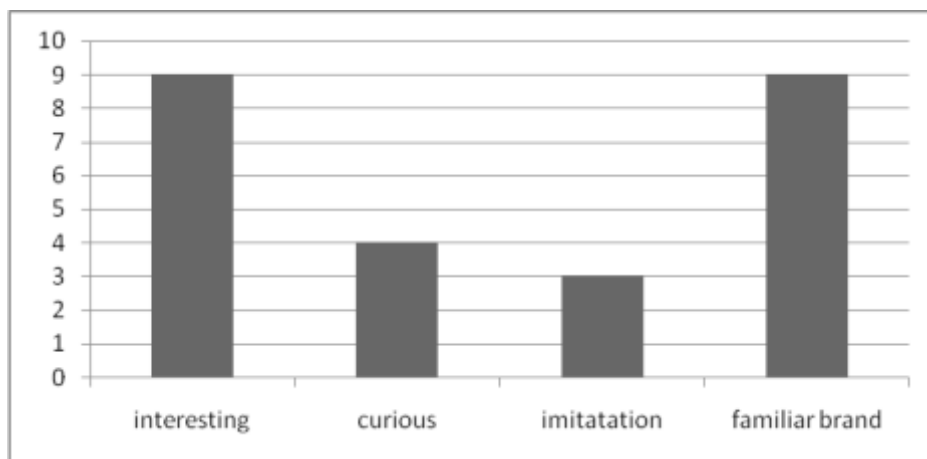


According to this study most of the respondents didn't purchase any products recently after coming across any advertisement.

**QUESTION 14**

Which of these factors influenced your purchasing?

S.NO	Options	No: of respondents	Percentage
1	The ad was interesting	9	36%
2	Curious about the product	4	16%
3	Wanted to imitate the actors in the ad's	3	12%
4	It was afamiliar product orbrand	9	36%
Total		25	



This table shows that most of the respondents feel that an advertisement will influence their purchasing.

**4. CONCLUSION:**

The discoveries of the current examination are that notice overall impact the conduct and demeanor arrangement of purchasers in India as well as around the world. The buyers of durables items have their persuasive sources which are commercials and study uncovered that

promotion spurs them to appear the obtaining of durables. The shoppers are prompted essentially by ads when the objective is on quality and cost. Buy disposition and conduct is affected by style of promotions which cover item assessment and brand acknowledgment.

The study shows that publicizing on the conduct of looking for and burn-through assumes a significant part in selling items. Likewise, the majority of shoppers have an interest in brand items. It's tracked down that brief value limits involve a significant spot in purchasing choice, and sponsorship includes an adverse consequence on purchasers. Numerous buyers go at fairs and presentations pulled in by the new items, by the maker's costs or the differentiated stockpile. Imperative to say is that the indisputable actuality that the web publicizing impacts the purchasing choice. Customer conduct and promoting are dynamic fields, regarding practice and logical preparing. For example, the television ads that show up inside the year 2020 share little practically speaking with those from the 1970s. Promotions from this old time utilized present day strategies and were essentially instructive. Publicizing research styles have included and progressed, somewhat through the impact of improved innovation and admittance to cutting edge speculations and techniques.

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