

## **EXPLORING CONSUMER RELATIONSHIP AND ADVERTISING. EMPIRICAL GENERALIZATIONS OF THE BRANDING IMPACT**

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### ***Abstract***

*Advertising is that magic wand of marketing that changes the things to a great extent. It's that communication tool used by marketers to reach out the customers easily. It has become inevitable for survival in these days of fairly aggressive marketplace. The strain of advertising and marketing is growing daily so does its charges. Groups started to invest big sum to create number of classified ads to make humans aware about their product/offerings. So, it becomes mandatory to take a look at its effectiveness and its effect on the patron thoughts. Advertising has grown up faster with various varieties of advertising giving their own contribution in framing the consumer buying behaviour. There are actually couple of factors that influence the consumer opinion but advertising happens to be the one that influences to the maximum extent due to its ability to reach out to a greater group of audience. Hence the present paper makes an attempt to validate the role of advertising on the consumer purchase pattern through expert opinion gathered regarding the same along with analysis done through statistical techniques pattern accompanied by possible suggestions for the same.*

**Keywords:** Advertisement, Consumer, Buying, Marketing.

### **INTRODUCTION**

Sale by itself is not everything for a firm to retain and attract back its customers to buy and stick to them. Sales accompanied with marketing completes the sale process with a future perspective of retaining customers and their brand loyalty as well. In the present era marketing has to be performed or fulfilled through one of its main mechanism and that is advertising. Advertising is grown huge and turned into a whole new concept to grab customer attention towards any product or service. Hence it has become inevitable for any and every firm to grab advertising tool to sell its products. It is more of a communication tool used by entrepreneurs. Marketing influences individual's attitudes, behaviour and life style. It is considered one of essential supply of communication device among the manufacturer and the user of product. For a business enterprise product to be a widely recognized emblem, they must invest in their promotional activities particularly advertising (Hussein et al, 2008).

Purchasers are very last stop person of merchandise. They keep the production cycle moving. Customers do play a critical position within the financial device of any nation; therefore, any country will face disaster if clients don't have the powerful demand for goods produced. Customer buying behaviour is frequently stricken by a few elements which encompass lifestyle, circle of relatives and logo photograph. On the other hand, brand cognizance additionally facilitates the patron to buy a positive product. Because of this fact, businesses put up their attention on advertising the goods.

With the advent of technology and easy access to the products its very much important and inevitable for the firms to focus on adopting better advertising techniques so as to ensure their position in the market and also develop brand loyalty for their product. Only when the consumers are aware of the product its utility and brand then only the consumers can make a wise decision or chose the particular product.

Advertisement enables the corporation to create the notice in their customers and elements the advertisements form the notion of the customers either within the tremendous or in a poor manner. Humans can perceive the excellent of the products by way of amassing the facts which they typically get thru commercials. The notion of the first-rate, consciousness of the product and client opinion drives the consumer shopping for selection. The paper significantly evaluates these factors which form the shopping for conduct and gives the deep insights toward the position of classified ads shaping the purchaser conduct.

### **OBJECTIVES OF STUDY**

1. Evaluate the importance of advertisements in the present market scenario.
2. Validate the role of advertisements in shaping the customer buying behaviour.
3. Provide for the probable recommendations to improve the state of advertisements and their influence on the consumer buying behaviour.

### **REVIEW OF LITERATURE**

Advertising is a very important component of marketing to reach the customers at a faster and easy pace. There are different forms of advertising in the present era to identify a product as well as to influence the customer choice for a product or service. Whatever be the area of the business or service advertisement plays a key and prominent role to reach out to the customer. The present section tries to bring up the expert opinions expressed by various experts on advertising and its role in the consumer purchase decision. The expert opinion or literature with reference to various sectors helps in getting a strong opinion on what advertisement is how it plays its part in making a product choice.

Kumar (2011) performed research on the effect of advertising on purchaser buying behaviour with special mention to Nestle Limited in India. He determined that marketing and income promotion accompanied together with the image of the agency have an impact on the purchaser buying decision. Sharma and Sharma (2009) performed a observe on the impact of marketing on customer behaviour in India. They studied 134 companies through constant effect version of panel information evaluation. They found that except advertising, factors like company's logo, first-rate of the product and agency's recognition affect sales of an organisation.

Dhaliwal (2016) detailed that advertisement plays a crucial role in the present generation as it builds up the concepts and opinions of people and society which significantly affect the customer shopping behaviour. Any commercial enterprise can manage to enter the path of fulfilment while it draws and retains the purchasers with profit and this aim are performed when organisation builds a strong purchaser notion for its product or carrier. All the huge guns have made enormous attempts to make certain excellent advertisement and fabrication of strong purchaser belief thru appropriate ways that undoubtedly impacts the patron buying conduct due to the fact humans get understanding about product through commercial and different promotional equipment and broaden notion through business enterprise activities and his preceding dealings with that organization and previous purchase henceforth.

Niazi and Hunjra (2012) defined that advertising and marketing is a way of communication to convince the audience for taking purchase decision approximately about a service or product and handing over the derived information to customers. This paper examines the relationship between environmental response and emotional reaction which can be impartial variables with structured variable i.e., patron shopping for conduct.

Kumar and Gupta concluded that marketing starts off with the client. So, client is very important component for a marketer. Client decides what to purchase, for whom to purchase, why to buy, from wherein to purchase, and how much to buy. So that you can come to be a hit marketer, he must recognize the liking or disliking of the clients. The examine of the consumer preference no longer only makes a speciality of how and why purchasers make buying choice, however additionally focuses on how and why customers make preference of the products they purchase and their evaluation of these items after use.

Sindhya summarised that whilst classified advertisements regularly encompass information and data that shortlist individual profiles, some customers forget about some of these statistics and rely mostly on marketing claims and on private enjoy in forming judgments about marketed merchandise. However, a few consumers defer selections till the marketing claims have some credibility in the back of them earlier than making product purchase choices.

Role of advertisement is to convey message to long off distances. It's also used to target the scatter mass target audience. The position of marketing on income extent is very vital. It is proved to be very important tool in improving the income of brand. Commercial is at once related with the sales of the products (Abiodun, 2011)

**METHODOLOGY**

The research type involves Descriptive. The population of this study comprises of direct consumers of Tamilnadu were taken as sampling unit. Sample size was determined by using Sekaran and Bougie (2010) sample size table. 784 Respondents have been selected at 95% self assurance degree and 0.035% of margin of error. The records have been accumulated by means of the usage of the established questionnaire with a possibility resign of easy random sampling.

**ANALYSIS AND INTERPRETATION**

*H0: There is no significant impact of advertising on consumer behavior*

To identify the association among seven variables and their significance, Pearson correlation is used and the results are tabulated below.

**Table 1: Pearson Correlation of Variables**

Opinion		1	2	3	4	5	6	7
Familiarity with the product	Pearson Correlation	<b>1</b>	<b>.057**</b>	<b>.089</b>	<b>.076</b>	<b>.069*</b>	<b>.0477*</b>	<b>.071</b>
	Sig. (2-tailed)		.001	.070	.118	.001	.000	.149
Psychological factors	Pearson Correlation	<b>1</b>	<b>.067**</b>	<b>.0503</b>	<b>.0586*</b>	<b>.0611</b>	<b>.052*</b>	
	Sig. (2-tailed)		.000	.035	.000	.820	.000	
Increases the interaction between sellers	Pearson Correlation	<b>1</b>	<b>.056</b>	<b>.0368*</b>	<b>.096*</b>	<b>.065</b>		
	Sig. (2-tailed)		.242	.000	.049	.181		
Perceived benefits	Pearson Correlation	<b>1</b>	<b>.0539*</b>	<b>.0505*</b>	<b>.0644</b>			
	Sig. (2-tailed)		.000	.032	.000			
Promotes the new uses of the product	Pearson Correlation	<b>1</b>	<b>.0729</b>	<b>.0603</b>				
	Sig. (2-tailed)		.550	.035				

Welcome the customers with special offers	Pearson Correlation								.180*
	Sig. (2-tailed)								.000
On the spot quality checking and revaluation of the product	Pearson Correlation								<b>1</b>
	Sig. (2-tailed)								

Source: Computed Value

Table 1 represents the Pearson correlation of seven variables and their significance. As it is shown, the correlation of all variables are significant at 95) confidence level (Sig<0.05). From the table it can be summarized that as p-value  $0.000 < 0.05$  there is significant relationship between Familiarities with the product, Psychological factors, Increases the interaction between sellers, Perceived benefits, Promotes the new uses of the product, welcome the customers with special offers and on the spot quality checking and revaluation of the product. Correlation relationship expressed by r value, r-value is 0.057, 0.089, 0.076, 0.069, 0.047 and 0.071 (+ve) which shows the positive relationship.

### SUGGESTIONS

1. Consumer opinion and their purchase decision factors must be kept in mind while designing the advertisements.
2. Advertisements must be simple and unique such the each reaches the consumer as well as easily understood by them as well.
3. More of relevant information must be contained in the advertisement as the physical feel of the product is unavailable.
4. Hold up the customers by providing the promotional schemes in the advertisement itself.
5. Advertisements must be designed such that they leave a long-term impact on the minds of the customers hence holding the customers.
6. More focus on teasing or surprising advertisements must be placed by the organizations to arouse interests in the mind of the customers.
7. Repetition of advertisements on the same media platform reduces interest of the customers hence focus on other media platforms must also be placed by the organizations.
8. A creative mode of advertisement must be adopted to grab the attention and interest of the consumers.

### CONCLUSION

The current generation has witnessed various developments one among them has been online shopping hence marketing of the same also happens online since physical feel of the product is missing it's very important for the advertising and marketing to be real, accurate and serve the informational needs of the purchasers. The agencies have to use attractive and informative content to create the awareness for the consumers and they ought to now not depend on the commercial for changing the perception of the clients alternatively they must use new approaches of sales merchandising or other mediums for converting the belief of the people. It'll be easy for any corporation to change the buying behaviour of customer by way of developing focus and constructing sturdy notion in the mind in their customers. The present paper has succeeded in proving the above mentioned issues in detail.

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