

Major Research Project on

IMPACT OF ADVERTISING ON
CONSUMER BUYING BEHAVIOUR

Submitted By:
Pranjali Katiyar
2K17/MBA/058

Under the Guidance of:
Prof. G.C. Maheshwari
Professor, DSM, DTU



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

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CERTIFICATE FROM INSTITUTE

This is to certify that Major Research Project “Impact of Advertising on Consumer Buying Behaviour” is a bona fide work carried out by Pranjali Katiyar, who is a student of MBA 2017-19 batch. The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfilment of the requirement for the award of degree of Masters of Business Administration.

Signature Of Guide
(DSM)

Signature Of Head Of Department

Place:

Seal Of Head of Department

Date:

DECLARATION

I, Pranjali Katiyar, student of MBA 2017-2019 of Delhi School Of Management, Delhi Technological University, Bawana Road, Delhi-110042, declare that the dissertation on Impact of Advertising on Consumer Buying Behaviour, submitted in partial fulfilment Of Degree of Masters of Business Administration is the original work conducted by me. The information and data given in the report is authentic to the best of my knowledge. This dissertation report is not submitted to any other institute/university for award of any other degree, diploma and fellowship.

Pranjali Katiyar

Place:

Date:

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Pranjali Katiyar

2K17/MBA/058

MBA (Marketing and Finance)

EXECUTIVE SUMMARY

In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets, and this management tool refers to the reanalysis 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. 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.

Advertising is a form of communication intended to convince the audiences or consumers to purchase or take some action upon products, information or services. In this study, I tried to find out the impact of advertising on consumers' minds about the product and their buying behaviour. I have surveyed on 127 respondents who are staying in Delhi, to identify the relationship between consumer buying behaviour and advertisement. The major finding of the study after analyzing all data is that there is a positive impact of advertising on consumer's buying behaviour and advertising plays a vital role to know about a new product. It is found that there is no relationship between age of the respondents and level of impact of advertisement and there is no relationship between the gender of the respondents and the impact of advertising on them.

Table Of Content

1. Introduction.....	6
1.1 Background of the Study.....	8
1.2 Rationale of the Study.....	10
1.3 Objective of the study.....	11
2. Literature review.....	12
3. Research methodology.....	21
4. Case Study.....	25
4.1 Data analysis.....	25
4.2 Findings and Conclusion.....	41
4.3 Limitations of the study.....	43
5. Bibliography/References.....	44
6. Annexure.....	46

1. INTRODUCTION

Advertising is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses. 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.

Marketers have always adapted to changing business demands when it comes to creating new advertisements. The use of advertisements has significantly increased in the 20th Century as industrialization expanded the supply of manufactured products. However, not many businesses practiced advertising at the time. During the late 80s advertisements were fairly limited to television, radio, billboards and newspapers. In the modern times, businesses are leaning towards Digital Advertising. Companies are so focused in social media and mobile advertisements that they may take over Television advertisement very soon. In Bangladesh, the trend of Digital Marketing is just on the bloom. Most large local and multinational giant companies are now practicing digital marketing in full swing.

The major aim of advertising is to impact on buying behaviour; however, this impact about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind (Khan, Siddiqui, Shah & Hunjra, 2012). These brands continuously influence consideration, evaluation and finally purchases (Romaniuk & Sharp, 2004). Consumers buying behaviour has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness (Ajzen, 2002). Most of the time consumers buying behaviour depends on liking or disliking of consumer towards the advertisement of the product advertised (Smith et al., 2006). A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite.

Previous studies have been conducted on effectiveness of advertisement and on advertisement's impact on consumer buying behaviour which depicted positive relationships. However, in this paper I have introduced a combination of different variables and attempted to examine their

influence on consumer behaviour. This paper aims to determine which of these variables carries the most importance in terms of effecting consumer behaviour and which of these variables carries less significant impact. This will help marketers to focus on the right factors and achieve maximum benefit from their advertisement.

We believe that the study will offer useful insights for both advertising scholars and executives to understand the ins and outs of advertising and to assist marketers in introducing better approaches to advertising.

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1.1 BACKGROUND OF THE STUDY

Different businesses explore various options in order to achieve success. From the traditional research and development, to the training of people, and the intervention of various technologies, there is no doubt that the organizations are trying to make a difference against each other. Obviously the organizations actions towards the threats and challenges in globalization enable the propellers and the people to work to meet their corporate objectives and long term goals. However, the simple marketing tool of advertising is viewed by the business analysts as an effective strategy if the organization is planning to gather and keep the loyalty of the customer. The use of Advertising is interestingly growing and various researches value its importance as an important factor that can influence the consumer buying behaviour.

A company can never be a leader in the market unless they invest lots of their budget in their promotional strategies. Advertisement is part of promotion mix strategy of a business. Because to be successful and for being a leader an organization has to promote its product effectively so as to create its awareness as well as to induce them to buy. Advertisement can be done in several ways i.e. television, newspaper, radio, magazines, internet etc. With the help of advertisement we tend to create awareness about the product of the organization. For that promotional strategy of any business, organization advertisement is of the key importance. Advertisement includes the name of the product or service, its features, and its benefits. Advertising is done to create likeness, attraction and influences buying behaviour in positive way. Attitude-towards-the ads, is an interesting theory of advertising often used to understand the buying behaviour. Effective advertisement influences the attitude towards brand and finally leads to purchase intention. Ideally, consumers buying behaviour is the products purchase decision. There are various modes which are opted to do advertisement. The most impactful type of advertisement is television advertisement. In the modern world desktop online advertising and mobile advertising has also gained popularity along with the traditional form of advertisement like newspaper advertisement, radio advertisement, cinema and magazines. But it is very important the advertisement should be designed and conveyed in such a way that it create curiosity and awareness to the consumer. An advertisement should have these following features in order to be effective:

1. It should be able to persuade people. Advertisement must be able to make people believe in what you promise or convey through advertisement.
2. It should be economical and resources for advertisement should be used optimum.
2. Reach to the maximum number of people
3. It should be easy to memorize by the people
4. It should be educative and able to have the reader's attention

Advertisers are using different techniques to effectively convey commercial messages to create purchase decision. Hierarchy of effects model often used to assess the effectiveness of advertisement and is a series of steps such as, attention, interest, desire and purchase decision.

1.2 RATIONALE OF THE STUDY

The interest paid by the past researchers on the function of the advertising in the organization is considered as one of the main reasons for the study. In addition, maintaining and extending the purpose of the advertising from the simple operation of the organization creates the similar interest. If the idea on how powerful the advertising can be, the organization can find its own place in the market and can play with other competitors.

The study understands the various point-of-views of the business leaders and marketers regarding the application of the advertising in their organization. In this case, the study prepared several questions that can help the study meet its own objectives.

1. What are the factors that usually contribute to people buying a particular brand?
2. What do people expect from Advertisements?
3. What should be the common goal for Advertising ?

1.3 OBJECTIVES OF THE STUDY

The main objectives of this study is to identify the level of influence of advertisement on consumer buying decision.

1. To identify the advertising media that gets the attention of consumers.
2. To know what types of advertisement attracts the customer most.
3. To identify how the advertisements change/influence the purchasing behaviour of the consumer.

HYPOTHESIS OF THE STUDY

- There is no significant relationship between age of the respondents and level of impact of advertisement.
- There is no significant relationship between education level of the respondents and influence of attracting factors in advertisement.

5. LITERATURE REVIEW

Advertising

Advertising is a subset of promotion mix which is one of the 4 pieces in the marketing mix, comprising product, price, place and promotion. Advertising is a promotional strategy used in creating product awareness in the minds of consumers to take purchasing decisions (Latif & Abideen, 2011). It is a communication tool used by marketers. Advertising influences individual's attitudes, behaviour and life style. It is one of the major sources of communication tools between the producer and the user of product. For a company product to be a well-known brand, they must invest in their promotional activities especially advertising (Hussein et al, 2008). Latif and Abideen (2011) argued that advertising has the potential to contribute to brand choice among consumers. Advertising was defined by Arens (1996) as a communication process, marketing process, economic process, social process, a public relations process or an information and persuasion process. Dunn and Barban (1987) defined advertising as a paid, non-personal communication through various media by business firms, non-profit organizations and individuals who are in some way identified in the advertising message and who hope to inform/persuade members of a particular audience. Morden, 1991 (as reported in Zainul-Abideen (2012)) opined that advertising message is to establish a basic awareness of the product or service in the mind of the potential consumer and to build up knowledge about it. Advertising as a promotional strategy provides a major tool in creating product awareness and conditioning the mind of a potential consumer to decide finally on what to buy (Ayanwale et al, 2005; Adele, Chang, Lanchndorfer, Lee & Morimoto, 2003). Advertising is a non-personal and paid form where ideas, concepts, products or services and information are promoted through media by an identified behavior (Ayanwale et al, 2005; Bovee, Thill; Dorel & Wood, 1995). Advertising by television enables messages of advertising to reach a wide variety of audience or consumers and is one of the best advertising mediums especially of goods and services, organizations, ideas etc.

Consumer Buying Behaviour

Consumer buying behaviour is defined as the mental, emotional and physical activities that people engage when selecting, purchasing using and disposing of products and services in order to satisfy need and desires (Schifman & Kanuk, 2009). It includes purchasing and other consumption related activities of people engaging in exchange process. Solomon, Bamossy, Askegaard and Hogg defined consumer behaviour as the study of the process involved when individuals or groups select, purchase, use, dispose of product, service, ideas or experiences to satisfy needs and desire. Consumer buying behaviour is affected by economic factors such as income expenditure pattern, price of products price of complementary products, substitute goods and elasticity of demand (Abraham, 1997; Kotler; Weng, Sanders & Armstrong 2001). It is also affected by psychological perception, attitudes and learning (Kotler et al, 2001). Consumer behaviour is affected by social and cultural factors that affects individuals buying decision but determines the kind of product to buy.

Entertainment

Entertainment has been one of the primary criteria for creating an advertisement. Entertainment is used as a tool to gain attention of customers. An interesting and entertaining ad is more likely to be remembered by consumers rather than a boring one. Therefore, it can be said that entertainment increases the effectiveness of advertising. That is why many companies are investing a lot of money to make advertisements that are humorous (Mandan, Hossein & Furuzandeh, 2013).

Former studies suggest that entertainment in advertising generates customer satisfaction (Chang, 2006). This claim was tested by later empirical studies. For instance, Duncan and Nelson (1985) conducted a research on how entertainment in advertisement affects consumers. They analysed 157 responses towards advertising and found that entertaining advertisements can influence consumers. It influences consumers into accepting and consuming the product (Duncan & Nelson, 1985). In a similar way, Chang (2006) investigated about entertaining advertisements and its influence on consumer satisfaction and leave impact on their behavioural intentions. Based on his research on 152 participants, he

found that entertaining advertising can positively increase consumers' satisfaction, thus influencing consumer buying behaviour.

Although use of humour in advertisements can be risky at times as a large number of people may not be entertained by the same concept. Gulas and Weinberger in their book say that a failed attempt to entertaining ads is a lost opportunity to connect with consumers. It may even offend consumers and drive them away. They have exemplified this risk with a 1999 Super Bowl advertisement for 'Just for Feet'. It showed a group of white men tracking a barefoot, black Kenyan runner who was later drugged and forced against his will to wear a pair of running shoes (p. 174). The advertisement was met with massive outrage (Gulas & Weinberg, 2006).

However, entertaining advertisements do not necessarily mean humorous ads. Thrilling, full of suspense advertisements can also be counted as entertaining. One of the biggest examples of all time is the Apple super bowl commercial "1984". It left people awestruck and it was immediately able to get attention of people. It was very effective in terms of spreading news about a new era of computers. It also had a huge part in generating sales for the company.

Harvard professor Teixeira has conducted an interesting study on this regard and wrote a paper "Why, When and How much to entertain consumers in advertisements?" The study is based on a facial tracking study (software used to track the facial emotions) in response to the TVCs. This is a first of its kind study and is the latest (Teixeira, Picard & Kaliouby, 2013).

Teixeira found that entertainment plays both a co-operating and a conflicting role, depending on its type (i.e., location in the ad). Entertainment that is associated with the brand is co-operating, as it acts as a persuasion device both in the interest and purchase stages. Entertainment that is not associated with the brand acts predominantly as an attraction device at the interest stage, thus indirectly cooperating but also directly conflicting with the ultimate goal of the ad.

The previous research as provided us with diverse information about the impact of entertainment on consumers. It is seen to influence consumers in a positive way by grabbing their attention and creating a lasting impression. However, in some cases the impact was negative. In this research we will attempt to find out if these varied impressions about

entertaining advertisements really have any impact on consumer's buying intention.

Familiarity

Alba & Hutchinson (1987) defined familiarity as the number of product-related or service-related experiences that have been gathered by the consumer. These related experiences include direct and indirect experiences such as exposure to advertisements, interactions with salespersons, word of mouth contact, trial and consumption. Johnson and Russo (1984) viewed familiarity as being tantamount with knowledge. Johnson & Kellaris (1988) have considered experience contributing to familiarity. Review of the literature shows that knowledge; experience and familiarity are closely intertwined. Following Alba and Hutchinson's (1987) definition, brand familiarity is identified as the accumulated correlated experiences that customers have had with a brand (Ballester, Navarro & Sicilia, 2012).

The effect of brand familiarity can be observed through a process called 'Product-class cues'. The product class or subcategory to which the brand belongs could serve as a cue in many cases. A consumer may want a "fruit juice" to have with a meal. Research on categorization processes has recognized the importance of "prototypically" as an indication of the strength of association between a category concept and members of the category (Rosch, 1975; Medin & Smith, 1981). Prototypically of a brand is known as a measure of how representative the brand is of its product category. Operationally, prototypically is measured by individuals' ratings of how "good an example" they consider the object of a category. Brands that are prototypical are more likely to be recalled faster and more frequently (Nedungadi & Hutchinson, 1985; Barsalou, 1985; Rosch & Mervis, 1975). This leads to a higher probability of being included in the evoked set and to higher probability of choice.

Zajonc (1968) in a research has demonstrated that experience to a stimulus can enhance the fondness for that stimulus independently of cognitive evaluations or contextual associations. Basically, this stream of research has confirmed that affect is a linear function of the logarithm of exposure frequency (Harrison, 1977). So, as exposure to a brand increases, affective reactions to the brand become more favorable. It means the more a brand is exposed through advertisements and campaigns, the more exposure it gets, which eventually leads to more familiarity of the brand.

Zajonc & Markus (1982) suggest that familiarity may lead to creation of positive impression of a service or object. When confronted with a familiar service or brand, the consumer may feel a glow of warmth and intimacy. Familiarity with the brand thus creates a sense of trustworthiness in consumer's minds.

The previous researchers have all identified how familiarity towards a brand causes a psychological change in the minds of the consumers. It is seen that familiarity mostly evokes positive emotions about a brand on the consumer's mind. This paper will attempt to find out whether these changes in the psychology, eventually lead a consumer to purchase a product or not.

Social Imaging

Advertisements generally have influence on how we perceive things around us. Through various types of advertisements, especially TVCs portray how a user of a certain product is or should be. It sometimes shows the social class the user of a product belong to, their lifestyle and attitudes.

In cases of beauty product this concept is highly applicable. In a research conducted in 2009 it was observed that one of most influential ideas spread by the media is society's perception of beauty and attractiveness. The thin beautiful woman and the handsome muscular men are seen everywhere. And as the influence of media increases, the pressure to hold on to these ideals increases (Russello, 2009).

In 2008, the YWCA USA published a report, Beauty at Any Cost, which highlighted the consequences of the beauty obsession on women and girls in America through media. This feeling of insecurity and obsession is very much likely to trigger purchase of beauty products (Britton, 2012).

The mass media is the most powerful way to spread these images that represent sociocultural ideals (Tiggemann, 2003). Advertising promote social messages and life style by illustrating the position of ideal consumer and stimulates consumer's willingness to purchase (Pollay & Mittal, 1993).

Apart from the beauty industry, another great example of social image that is solely created by advertisement is the brand "Rolex". It is not necessarily the best product in the market nor does it add a lot of

usefulness to one's life in this day of cell phones. But through its careful ad placements they have gained the attraction of millions. They have targeted sports and club members of the elite and portrayed them in their advertisements. They have identified how the lifestyle of an ideal customer of their product is, where they live, where they hang out, etc. In a way they have sent a subliminal message to the people that 'Rolex' is only for the rich and sophisticated, it is what sets a person apart from the ordinary. Rolex is now more of a social status rather than a time tracking device. As a result, a person who has suddenly become rich would want to buy a Rolex just to have a sense of belonging in that 'elite' class.

Even the smart watch by Apple that offers a great functionality failed to compete with Rolex as it was reported by Tech Times:

"Apple may be the number one smart watch seller in the world and while it can revel in the fact that it thwarts its wearable rivals such as Samsung, Sony and LG in this sphere, the Cupertino-based company is still not a shine on Swiss watchmaker Rolex, which is synonymous with luxury".

Prior studies have shown that stereotyping and classification of a certain gender or group of people has a huge impact on mass population. People feel pressurized to look a certain way to get a feeling of belonging. This may have both positive and negative impact on the society. But in this research, we will focus on finding out if 'social imaging' in an advertisement is successful in persuading people to purchase a product by inducing their desire to belong in a certain social class.

Spending

Advertising spending can have an effect in the buying behaviour of people in a sense that the more money spent can be linked with the quality of advertisement and the frequency of advertisement. It may result in creating a lasting impression in consumer's mind. Advertising is an important extrinsic cue signalling product quality (Milgrom & Roberts, 1986). Heavy advertising spending shows that the firm is investing in the brand, which means the organization has a huge investment and thus implies that they might have a better quality of product (Kirmani & Wright, 1989). In addition, advertising spending levels are good indicators of not only high quality but also good buys (Archibald, Haulman & Moody, 1983).

Yoo, Donthu & Lee (2000) examined the impact of the marketing mix variables on consumer behaviour. The approach focuses on the indirect effect of these determinants on brand loyalty. Since advertising spending affects expectations of product or service quality in consumer's mind (Kirmani & Wright, 1989; Yoo, Donthu & Lee, 2000; Moorthy & Zhao, 2000), its role should be indirectly linked to brand loyalty implying that rather than the advertisement itself, it is how advertising affects customer perception of the firm that is more critical in impacting consumer buying behaviour (Ha, Janda & Muthaly, 2011).

The earlier studies have concluded that when a huge sum is spent on advertisements and other marketing campaigns consumers began to expect more from that particular brand. It creates an illusion of better quality of product or service from that brand. In this study, we will try to find out that how these associations that consumers make with 'Advertisement Spending' and the 'Brand' effect their purchase decision. In other words, we will attempt to find out how consumers perceive advertisement spending and if it ultimately influences them to purchase the product.

Consumer Buying Behaviour

Consumer buying behaviour refers to the methods involved when individuals or groups choose, buy, utilize or dispose of products, services, concepts or experiences to suit their needs and desires (Solomon, 1995). A behaviour that consumers display in searching for, paying for, using, evaluating and disposing of products and services that they think will satisfy their needs (Schiffman & Kanuk, 2007). It is a convergence of three fields of social science, they are, individual psychology, societal psychology and cultural anthropology (Ramachander, 1988). A theory that answers what, why, how, when and where an individual makes purchase (Green, 1992); it is particularly important to study the subject of consumer buying behaviour as it facilitates firms to plan and execute superior business strategies (Khaniwale, 2015).

In this research we will attempt to find what factors effect consumer buying behaviour. In previous studies certain variables were found to have an impact in consumers. This is briefly discussed below:

Nowadays, people have access to the endless supply of advertisements. However, they fancy something new, entertaining and something that can grab their attention. Boring advertising will not sustain in consumers'

minds long enough. Therefore, entertainment has been termed as a significant advertising strategy for increasing advertising effectiveness and imploring them to make a purchase (Madden & Weinberger, 1982).

Familiarity created by advertisement for a certain brand is also an important factor that affects consumer buying behaviour. Macinnis and Park (1991) carried out a study with consumers to investigate the effects of familiar songs in advertising and consumer behaviour. In their research, consumers depicted satisfaction for products with familiar songs and a significant relationship was confirmed between the level of familiarity of the songs in the advertising and its amiability.

Social role and image reflects that ads influence individual life style and the extent to which an individual seeks to present him or herself in a socially acceptable manner. In addition to selling products and services, ads sell image and life style. Consumers learn about new life style, image and trend through ads (Pollay & Mittal, 1993; Burns, 2003). Advertising promote social messages and life style through illustrating the position of ideal consumer and stimulate social action toward purchase of that product.

Advertising spending also creates positive impression about a brand in the minds of the consumers. Aaker and Jacobson (1994) also find a positive relationship between advertising and perceived quality. Hence, advertising spending is positively related to perceived quality, which leads to greater amount of purchase from that brand as consumers generally prefer to purchase from a well know brand in order to avoid disappointments over quality.

Conceptual Framework

The influence of advertisement and how advertisements work is a question that most marketers and managers try to find an answer to. The primary objective of advertisement is usually to impact the consumer's buying behaviour. Most of the time consumers buying behaviour is influenced by liking or disliking of consumer towards the advertisement of the product, advertised (Smith & Neijens, 2006). In the words of Gorn (1982), the consumer behaviour towards a product is wholly depending on advertising, without any consideration of the features of the product.

To analyse more about the effects of advertisement and the factors of advertisement that influences the consumer buying behaviour, a conceptual framework is built. The hypotheses for this research are

formulated based on the literature review to build a conceptual model for the research (Figure 1).

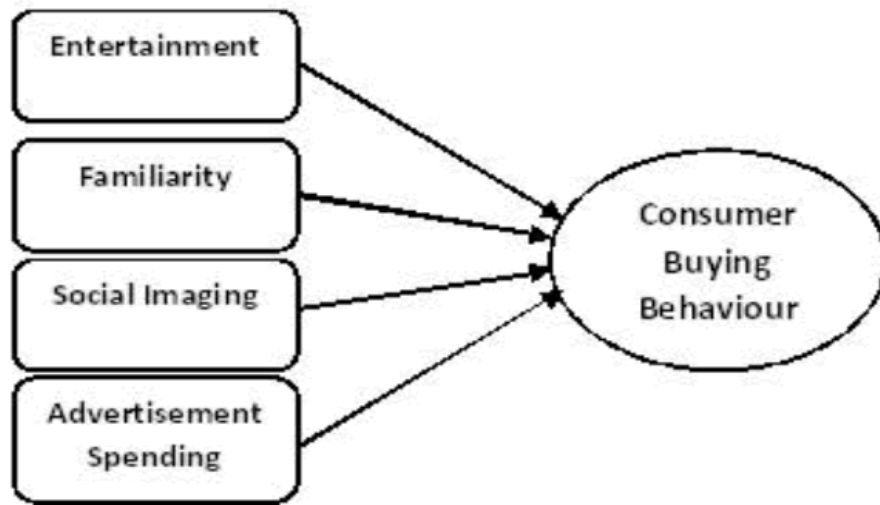


FIGURE 1
CONSUMER BUYING BEHAVIOUR

Awan et al. explains the factors likewise necessity of advertisement, pleasure of advertisement, dominance of advertisement, brand recall advertisement, and stimulation of advertisement. These are very helpful in creating and shifting the consumer's buying behavior that is a very positive sign for the advertising and marketing companies. Our results also proved the model of the study which reveal that advertisements have significant impact on the consumers 'buying behavior and widen their choices. This study will definitely be proved helpful for the marketing and advertising companies to promote their products in the light of our empirical results.

Sathya and Indirajith conveys that the consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. With growth in disposable incomes, the demand for high-end products such as television, washing machine, refrigerator, and air conditioners has increased considerably. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Increasing in

demand for consumer durable in the market the fall in prices as Indian consumers are continue to attach a high degree of importance to value for money.

Kumar and Gupta concluded that all marketing starts with the consumer. So consumer is very important to a marketer. Consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking or disliking of the customers. The study of the consumer preference not only focuses on how and why consumers make buying decision, but also focuses on how and why consumers make choice of the goods they buy and their evaluation of these goods after use.

Kalaiselvi and Muruganandam consumption trends differ from similar income households in urban areas to rural areas significantly. Before the liberalization of Indian economy, in Indian white goods markets, reputed companies like Godrej, Videocon, Kelvinator, BPL, Voltas and Allwyn had the major market share. After liberalization, many foreign players like Whirlpool, LG, Sony, Samsung, IFB, and Aiwa had entered into the market. This opening created a dramatic change in the white goods market.

Fatima and Lodhi revealed that Advertisement helps the company to create the awareness in their customers and ingredients the advertisements shape the perception of the customers either in the positive or in a negative way. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision. Study critically evaluates these factors which shape the buying behavior and provides the deep insights towards the role of advertisements shaping the consumer behavior.

Johar explained that the character, behaviour and attitude of consumer are the important dimensions in the decision-making process. All the purchases made by a consumer follow a certain decision-making

process. A consumer is one who does some physical activities and deliberates to take decisions concerning purchase and to dispose of or to evaluate products and services. Purchase decision process which is characterized as more complex in its nature, has been subject to research often, only recently.

Hemanth Kumar defines marketing personnel are constantly analyzing the patterns of buying behavior and purchase decisions to predict the future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy. Adithya [8] concluded that the usage of new tools and techniques brought about revolutionary changes in the production of goods. The most important thing is to forecast where customers are moving and to be in front of them. The current scenario shows many developments and changes taking place around us with all the industries and firms within each industry trying to keep pace with the changes and diverse needs of the people. Sonkusare [9] defined consumer is one who consumes the goods and services product. The aim of marketing is to meet and satisfy target customers' needs and wants. The modern marketing concept makes customers the center stage of organization efforts. The focus, within the marketing concepts is to reach target and largest customers, sets the ball rolling for analyzing each of the conditions of the target market. Television advertising is a very effective tool of communicating message to its target audience as it has the ability to combine visual and audio communication and thus this makes advertisements an important medium to make people aware of any products.

Harfoushi and et al. said that Internet is becoming a new way to shop different products or services online. Although, it is a desire situation for everyone to touch the products that he/she wants to buy. However, Internet is playing a wider role in making the shopping more easily as it is never before. The web makes shopping much easier, and nowadays shopping is not more than away from a click. A latest term known as "Online Shopping". Consumers can directly shop product or services from the sellers without any interaction of intermediate parties. Just like other direct marketing channels such as television and catalogues, Internet is also becoming a significant marketing channel. The Internet

supports two-way communications between consumer and merchant. The web provides interactive shopping channel, which is not bound by time and geographical condition.

Sindhya concluded that while advertisements often include information that cross cut all personality profiles, some R SUNDERARAJ: IMPACT OF ADVERTISEMENT ON BUYING BEHAVIOUR OF CONSUMERS IN SIVAKASI 802 consumers ignore some of this information and rely primarily on advertising claims and on personal experience in forming judgments about advertised products. On the other hand, some consumers defer decisions until the advertising claims have some credibility behind them before making product purchase decisions.

Lahoti and Jacob revealed that the success of a brand in the Indian rural market is as unpredictable as rain. It has always been difficult to gauge the rural market. Many brands, which should have been successful, have failed miserably. More often than not, people attribute rural market success to luck. To understand the rural market dynamics, it became necessary to study the behavior of the rural population hence the study is undertaken. Lamarreand et al. [13] inferred that innovative businesses that have successfully integrated e-commerce in their marketing activities now see mobile marketing as the next exciting opportunity that will enable them to reach their consumers through a new communication channel. Amutha and Sulthana [14] said that the attitude of people in Chennai city has become changed due to various reasons such as updated technology, improved status and influence of reference group. Advertisement is nothing but an important sales promotion strategy. From the findings of the study among lower income groups: Price was a major consideration and in middle income group, brand reputation was one of the most important influencing factors.

Zeb and Ashib concluded that the influence of brand on consumer buying behaviour is a very vigorous subject performance of and is of great importance in Coimbatore. Fashion industry includes clothing, footwear and other accessories like cosmetics and even furnishing. The focus of this research is on clothing segment. In terms of spending on

clothing, age is a stronger determinant of women's budget than their socioeconomic status.

Owolabi and et al. defined that the impact of advertising on the sales of insurance products in Sub-Saharan Africa. Advertising is a marketing strategy commonly employed by companies operating in a competitive environment. No other promotional tool offers such a large audience for advertising. The cost of reaching people through advertising is very reasonable. In addition, advertising can also be valuable as a means of familiarizing buyers with the products or reminding them of its existence, thus, it is a worthwhile activity and should be made a core aspect of the company's marketing programme. It can be said to be agreed that there was a positive correlation between advertising expenditure and sales of insurance products which implies that an increase in the advertisement of the products leads to an increase in sales.

Tatt inferred that shopping itself is a form of self-expression. People define themselves through their shopping. A brand is a name, term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors. A brand function is to create awareness, reputation, and prominence and so on in the marketplace. Brand creates value for both the consumer and the firm. Consumers' brand associations are a key element in brand equity formation and management.

Abayia and Khoshtinat explained that the impact of advertising for attracting the consumer, when the individual's mind is engaged with the considered product, positively affects his/her tendency to search for information, therefore the first thing the individual does is web browsing. Thus, the companies that sell online products are recommended to design marketing strategies, which, at the broad level of the virtual world of information, provide the data related to the product for the consumer.

Halford and et al. defined that a substantial body of research indicates that the prevalence of obesity in childhood is increasing. The classic externality theory of obesity postulates that the obese are more influenced by external stimuli than are the lean. The effect of TV viewing

On weight gain seems to be, at least in part, due to a lack of physical activity rather than the act of viewing itself. However, TV may not just promote sedentary behaviour. There is evidence that it also stimulates food intake. TV viewing is associated with overconsumption in girls, specifically of snack foods.

3. RESEARCH METHODOLOGY

3.1 Title

To study the impact of advertising on Consumer Buying Behaviour.

3.2 Research Methodology

Research Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It is the systematic method consisting of enunciating the problem, formulating hypothesis, collecting data and facts, analysing the facts and reaching certain conclusion either in the form of a solution towards the concerned problem or in certain generalizations for some theoretical formulation. It is the process used to collect information and data for the purpose of making business decision either by Primary Sources or Secondary Sources.

The study is based on both the primary data and secondary data. It involves direct investigation with customers in the region of Delhi.

3.2.1 Research Design

A research is the plan of a research study. The design of a study defines the study type (E.g. Descriptive, Correlational, Semi experimental, Experimental, Review) and Sub-types (E.g. Descriptive: Longitudinal, Case Study etc.). Research Design is a framework that has been created to seek answers to research questions.

The Research Design used for this project is Descriptive.

Descriptive Research is a study designed to depict the participant and their behavior in most accurate way. It is all about describing people who take part in the study.

Descriptive Research can also be explained as a statement of affairs as they are present with the researcher having no control over variable factors. Moreover, "Descriptive studies may be characterized as simply the attempt to determine, describe or identify what is, while Analytical studies attempt to establish why it is that way or how it came to be".

Descriptive Research is aimed at casting light on current issues or problems through a process of data collection that enables them to

describe the situation more completely than was possible without employing this method.

In its essence, Descriptive studies are used to describe various aspects of the phenomenon. In its popular format, descriptive research is used to describe characteristics and/or behavior of sample population.

An important characteristic of Descriptive Research relates to the fact that while descriptive research can employ a number of variables, only one variable is required to conduct a descriptive study. Three main purposes of descriptive studies can be explained as Explaining, Describing and Validating research findings.

Advantage of Descriptive Research:

1. In Descriptive Research there is possibility to observe the phenomenon in a completely natural and unchanged natural environment.
2. It gives us the opportunity to integrate the qualitative and quantitative methods of data collection.
3. It is less time consuming than Quantitative experiments.
4. It is effective in analyzing non-qualified topics and issues.

Disadvantages of Descriptive Research:

1. Descriptive Studies cannot test or verify the research problem statistically.
2. Research results may reflect certain level of bias due to the absence of statistical tests.
3. The majority of descriptive studies are not 'repeatable' due to their observational nature.
4. Descriptive studies are not helpful in identifying the cause behind described phenomenon.

3.3 Data Collection Sources

Statistics is a study of dealing with and interpreting large numbers and not just dealing with one number. There are mainly 2 types of data which are used in this project:

Primary Data

Primary Data refers to the original data collected directly from the source. It is the data that has not been previously published, e.g. In Marketing; primary data can be collected from the first hand users by the means of survey or observation. In this study I have used the following ways of collecting primary data:

Questionnaire: I got the designed questionnaire filled by various respondents.

In Depth Interviews: In Depth Interviews of satisfied or dissatisfied customers to know about their likes and dislikes of the Haier products.

Secondary Data

Secondary Data is collected by someone other than the user. It may be a data which has been collected and compiled for some other purpose. Common sources of secondary data may be from published records, internet, journals, Organizational records etc.

3.5 Sampling

Sampling is the process of learning about population on the basis of the sample drawn from it. Under this method a small group of people is taken out as the representative of the whole mass and the results are drawn. Sampling is concerned with the selection of a subset of individuals from within a statistical population to estimate characteristics of the whole population. It is the method to make social investigation practicable and easy.

Sampling Technique: The technique used in this project is Convenience Sampling.

A Convenience Sample is a type of non-probability Sampling Method where the sample taken from a group of people easy to contact or to reach.

Sample Unit: The Sample Unit was the people living the Delhi.

Sample Area: The area used for survey was Delhi.

Sample Size: The size of the sample is 126 people.

4.CASE STUDY

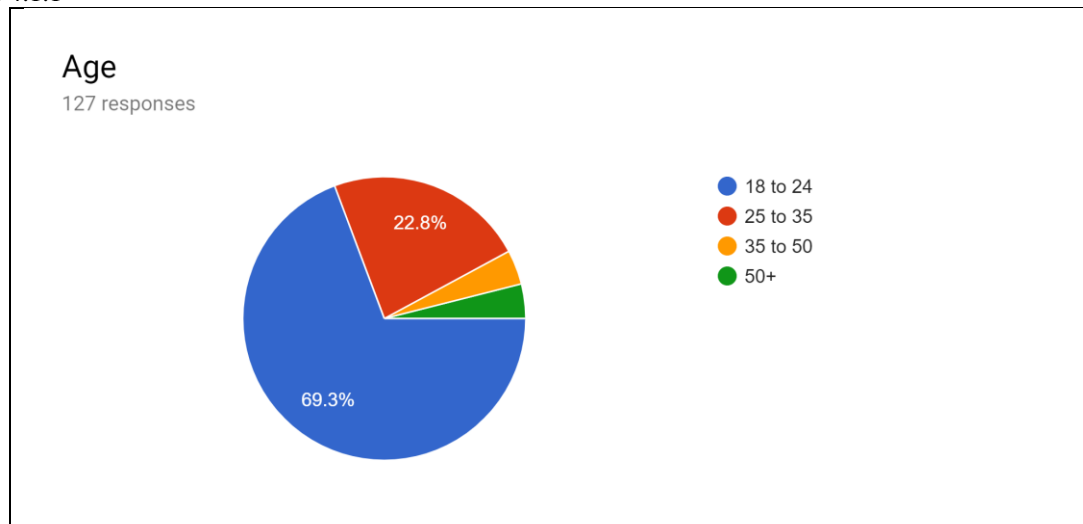
4.1 DATA ANALYSIS

1. Age of the Respondents:

Table 4.1.1 Age

Age group	Number	Percentage
18 to 25	88	69.3
25 to 35	29	22.8
35 to 50	5	3.9
50+	5	3.9
Total	127	100

Fig. 4.1.1

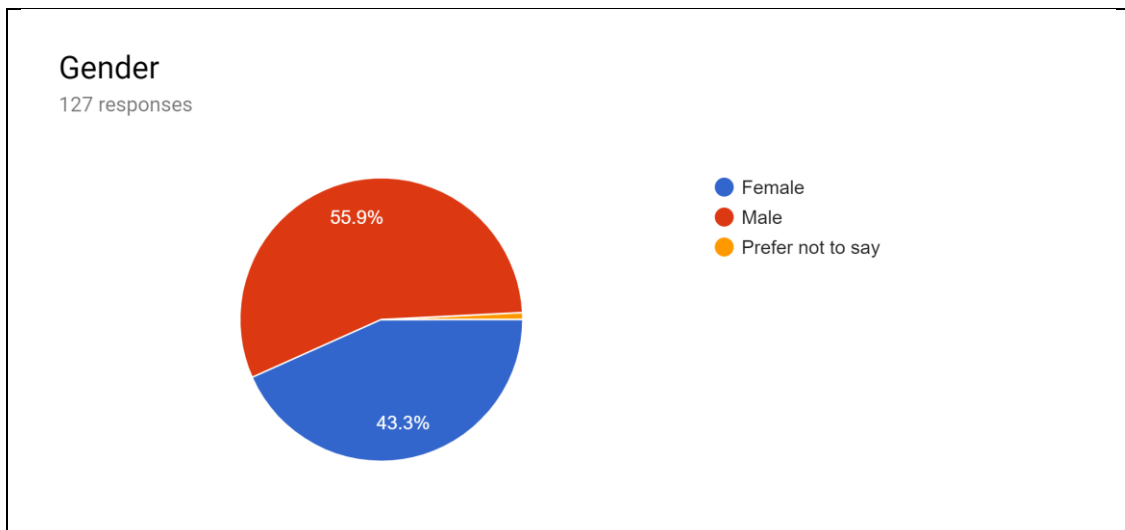


Interpretation: The collected data clearly indicates that the maximum people who filled the questionnaire i.e. 69.3% of them were in the age gap of 18 to 25 (mostly youth), then 22.8% of people were in the age group of 25 to 35 and the people belonging to age group of 35 to 50 and more than 50 years were only 3.9% each.

2. Gender of the Respondents:

Table 4.1.2 Gender

Gender	Number	Percentage
Male	71	55.9
Female	55	43.3
Prefer not to say	1	0.8
Total	127	100



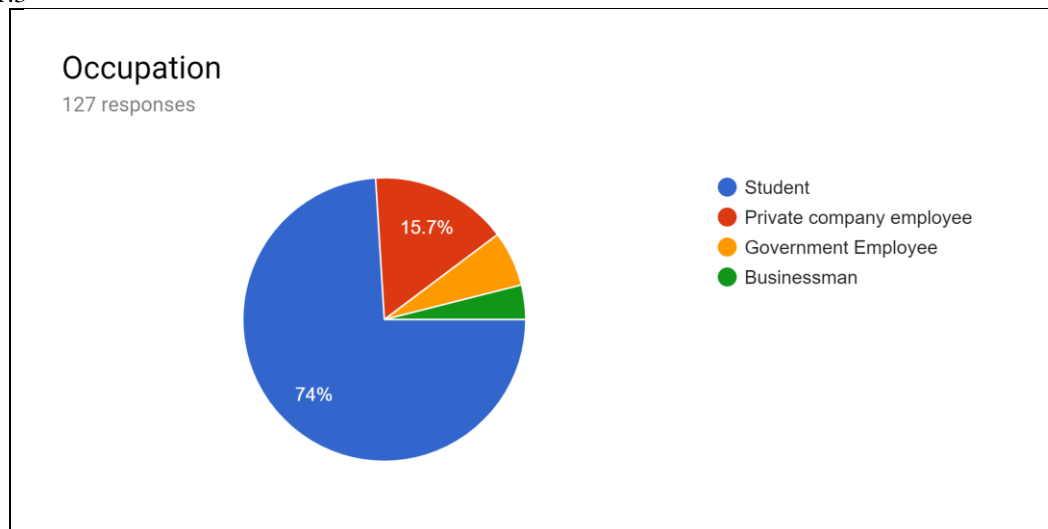
Interpretation: This data shows that the Gender differentiation of the respondents, which consists of 55.9% males and 43.4% females in total of 127 respondents.

3.Occupation of Respondents

Table 4.1.3

Occupation	Numbers	Percentage
Student	94	74
Private Company Employee	20	15.7
Government Employee	8	6.3
Businessman	5	3.9
Total	127	100

Fig. 4.1.3



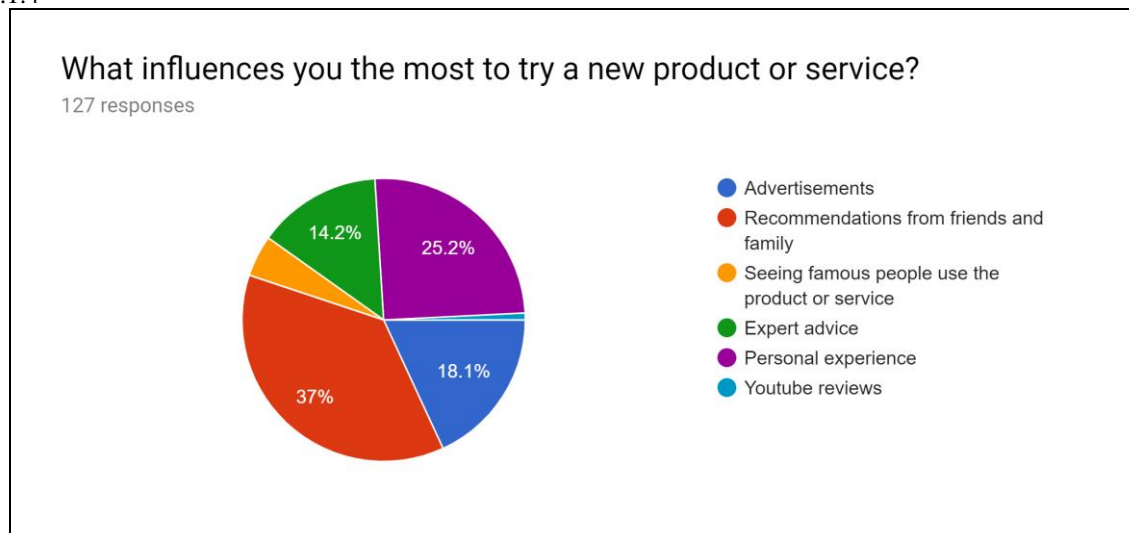
Interpretation: This data shows that majority of our respondents 74% of them were students, 15.7% of them were working for private companies, and 6.3% of them had Government Jobs while only 3.9% of them were Businessman.

4. What influences you the most to try a new product or service?

Table 4.1.4 Influencers

Influencer	Number	Percentage
Advertisement	23	18.1
Recommendation	47	37
Celebrity usage	6	4.7
Expert advice	18	14.2
Personal Experience	32	25.2
Youtube Reviews	1	0.8
Total	127	100

Fig.4.1.4



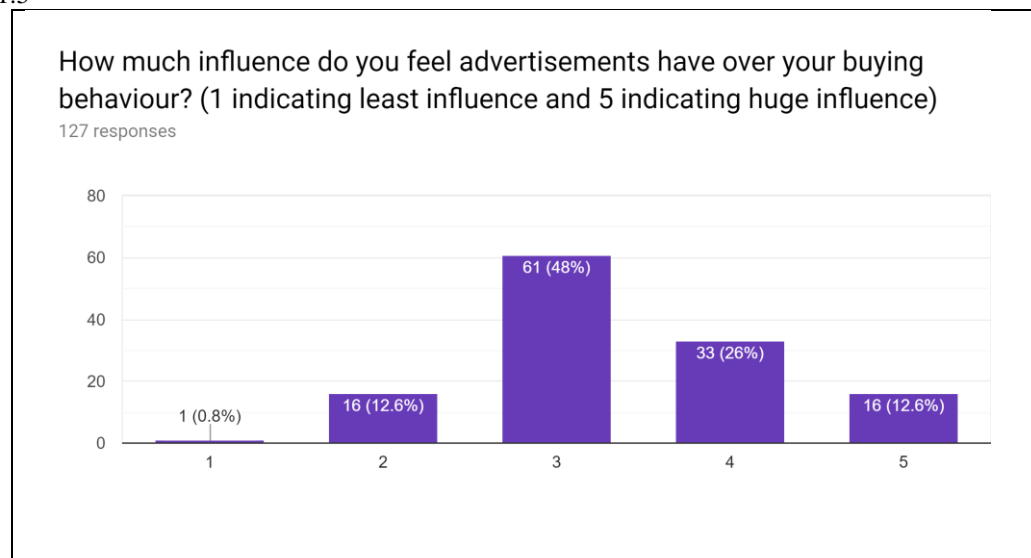
Interpretation: The data shows that most influencing factor for people to try a new product or service is Recommendation from friends and Family (37%) and from Personal experience (25.2%). 18.1% people say that they are influenced by Advertisements to try new products and 14.1% people are motivated by Expert Advice and Celebrity involvement in advertisements only motivates 4.7% of people.

5. How much influence do you feel advertisements have over your buying behaviour? (1 indicating least influence and 5 indicating huge influence)

Table 4.1.5

Rating	Numbers	Percentage
1	1	0.8
2	16	12.6
3	61	48
4	33	26
5	16	12.6
Total	127	100

Figure 4.1.5



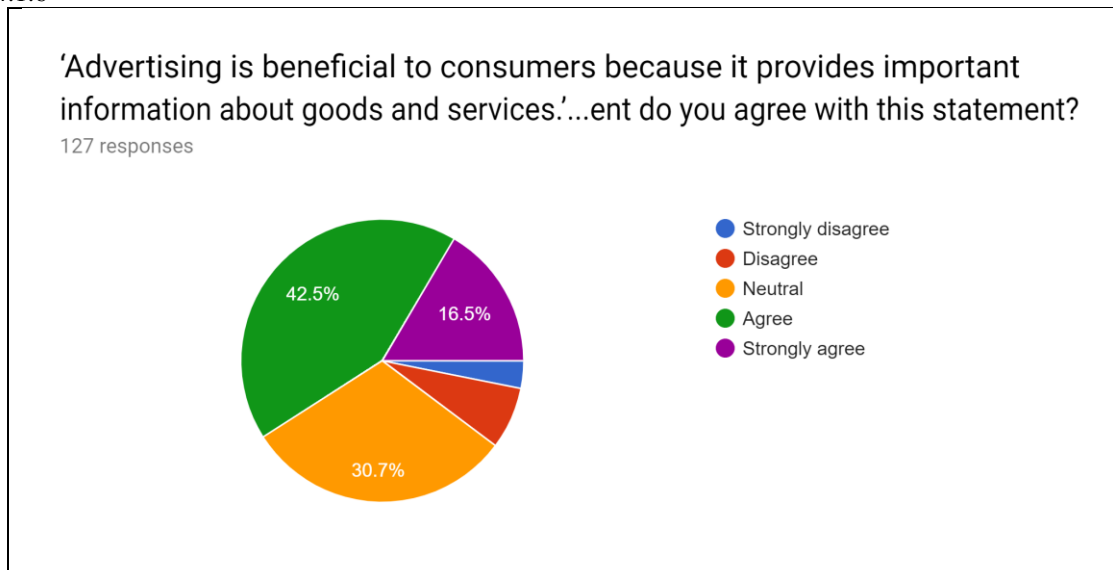
Interpretation: 48% of the people feel that advertisements have average influence over their buying behaviour. 12.6% of the respondents feel advertisements have very huge impact on their buying behaviour, 26% feel advertisements have high impact while only about 13% of them feel like advertisements have less or no impact on their buying habits.

6. 'Advertising is beneficial to consumers because it provides important information about goods and services.' To what extent do you agree with this statement?

Table 4.1.6

Opinion	Numbers	Percentage
Strongly Disagree	4	3.1
Disagree	9	7.1
Neutral	39	30.7
Agree	54	42.5
Strongly Agree	21	16.5
Total	127	100

Fig.4.1.6



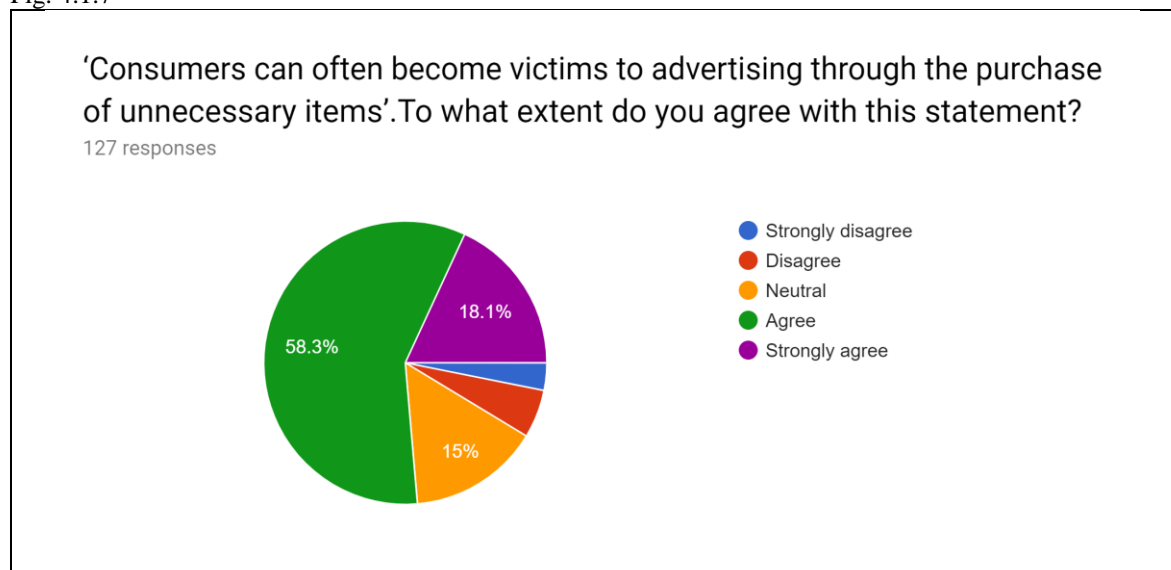
Interpretation: This data shows that 42.5% of the people agree to the fact that Advertisements help in providing information about the goods and services, 16.7% of the people strongly agree to the fact. 30.7% of the people are neutral on the topic that is they cant decide if advertisements help in creating awareness about the product. While around 10% of the respondents completely disagree with the statement.

7. ‘Consumers can often become victims to advertising through the purchase of unnecessary items’. To what extent do you agree with this statement?

Table 4.1.7

Opinion	Numbers	Percentage
Strongly Disagree	4	3.1
Disagree	7	5.5
Neutral	19	15
Agree	74	58.3
Strongly Agree	23	18.1
Total	127	100

Fig. 4.1.7



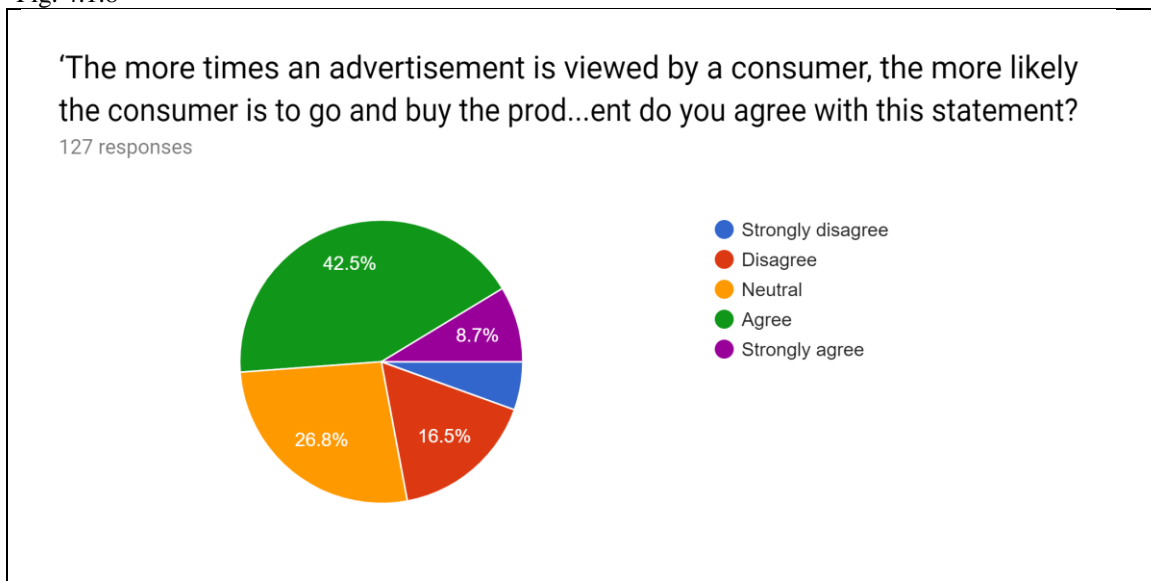
Interpretation: Out of the 127 people surveyed, 58.3% of the m agreed to the fact that advertisement leads to unnecessary shopping that people do not even need. 18% of the people strongly agree to the fact. While 15% of the people are neutral on the topic, only around 9% people deny it.

8. 'The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product.' To what extent do you agree with this statement?

Table 4.1.8

Opinion	Numbers	Percentage
Strongly Disagree	7	5.5
Disagree	21	16.5
Neutral	34	26.8
Agree	54	42.5
Strongly Agree	11	8.7
Total	127	100

Fig. 4.1.8



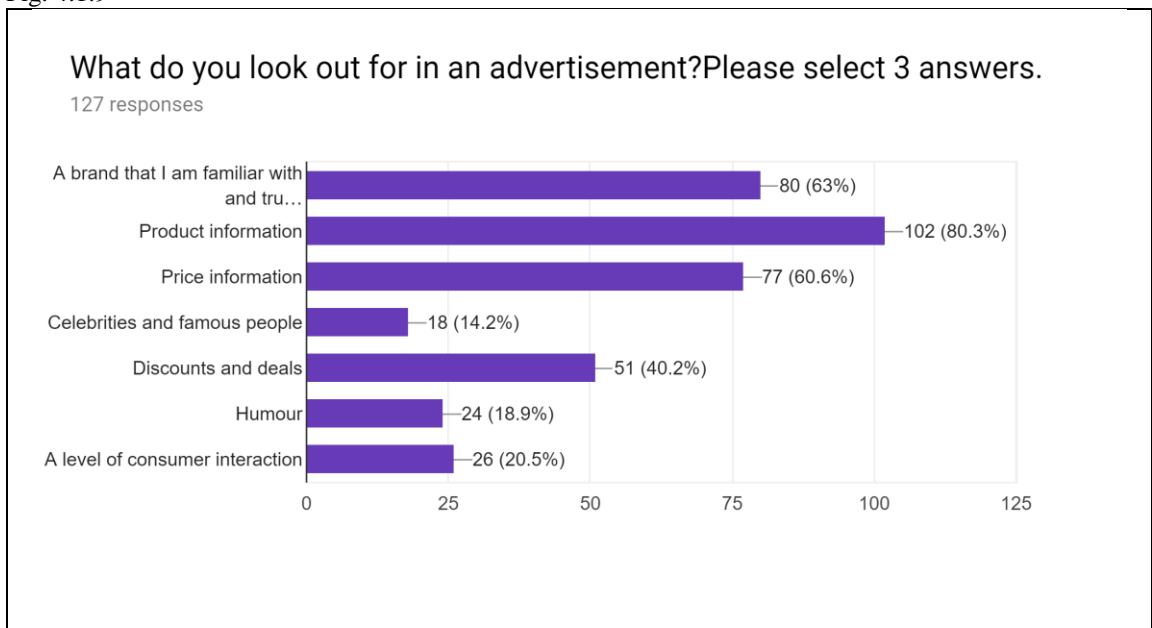
Interpretation: Out of the 127 respondents, 42.5% believe in that the more they see the advertisement the more likely they are to buy a product and 8.7% of them strongly agree to the same. However, 26.8% of the people were neutral on the topic and around 22% of the people completely disagree to the fact that the frequency of advertisements impacts their buying decision.

9. What do you look out for in an advertisement? Please select 3 answers.

Table 4.1.9

Parameter	Numbers
A Familiar Brand	80
Product Information	102
Price information	77
Celebrities	18
Discounts	51
Humour	24
Customer Interaction	26

Fig. 4.1.9



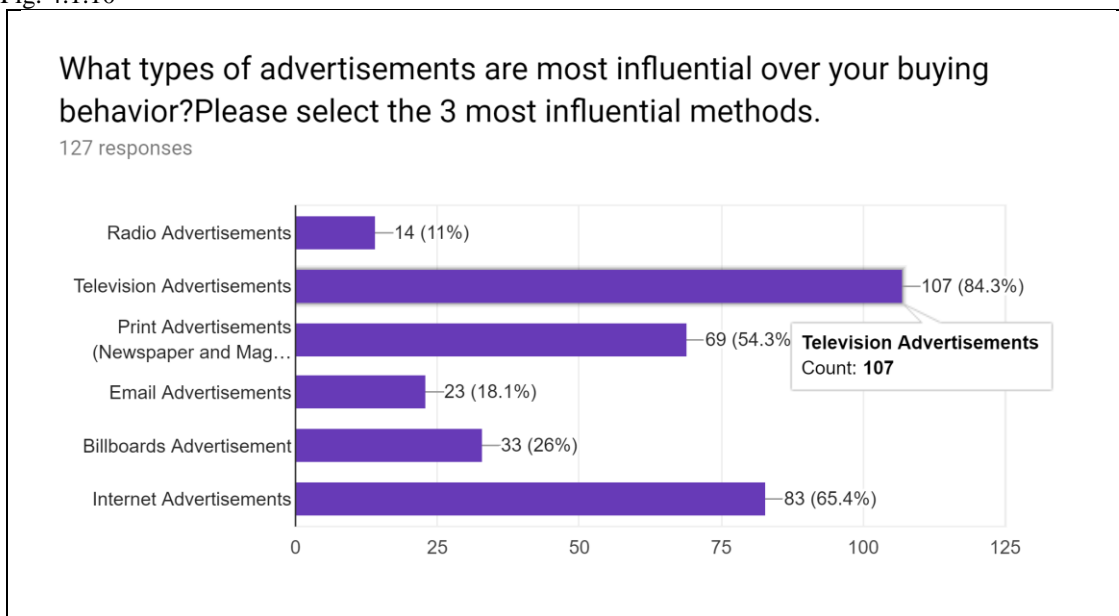
Interpretation: Of the 127, people Sample, after watching an advertisement majority, 102 people look out for Product Information, than 80 people look for a familiar brand they trust and know about. 77 people look for Price information on the product or service, 51 people look for discounts, while only 24 people look for humour, 26 people look for Consumer Interaction and only 18 people look for celebrities and famous people.

10. What types of advertisements are most influential over your buying behaviour? Please select the 3 most influential methods.

Table 4.1.10

Type of Ads	Numbers
Radio	14
Television	107
Print	69
Email	23
Billboards	33
Internet	83

Fig. 4.1.10



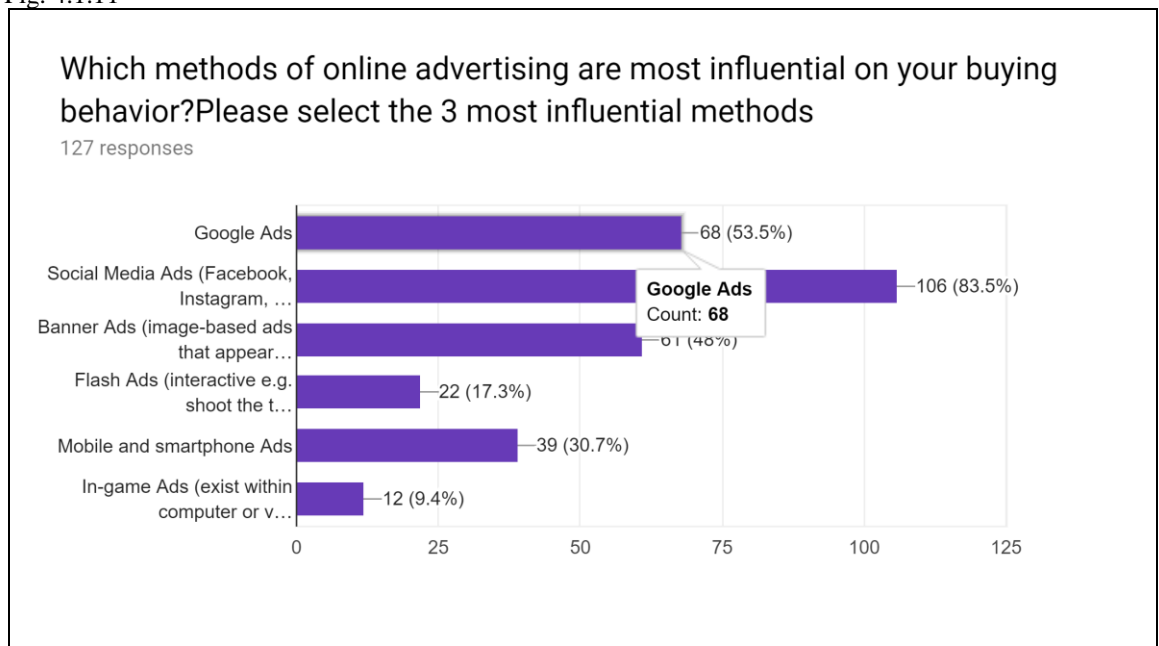
Interpretation: Out of the 127 people, 107 people say that the most influencing advertisement for them is Television Advertisements, then 83 people say internet advertisements are influential for them and 69 people said the most influential advertisements are Print Advertisements. Other than this only 33 people find billboards influential, only 23 find Email Advertisements influential and just 14 of them find Radio Advertisements influential.

11. Which methods of online advertising are most influential on your buying behaviour? Please select the 3 most influential methods

Table 4.1.11

Method	Number
Google	68
Social Media	106
Banner Ads	61
Flash Ads	22
MOBILE ads	39
In-game Ads	12

Fig. 4.1.11



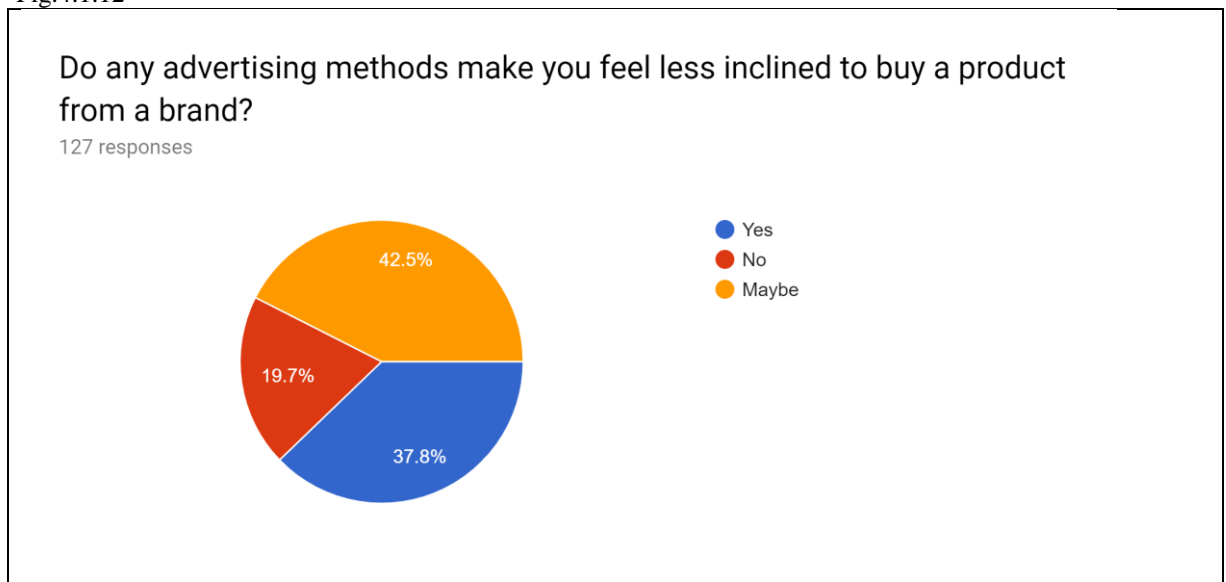
Interpretation: Out of the 127 people, 106 people find Social media Advertisements most influential, 68 of them find Advertisements on Google influential and 61 people find Banner Advertisements influential. Only 39 people find Mobile Ads influential, 22 find Flash Ads Influential and only 12 people find In-App/In-game Advertisements influential.

12. Do any advertising methods make you feel less inclined to buy a product from a brand?

Table 4.1.12

Response	Number	Percentage
Yes	48	37.8
No	25	19.7
Maybe	54	42.5
Total	127	100

Fig.4.1.12



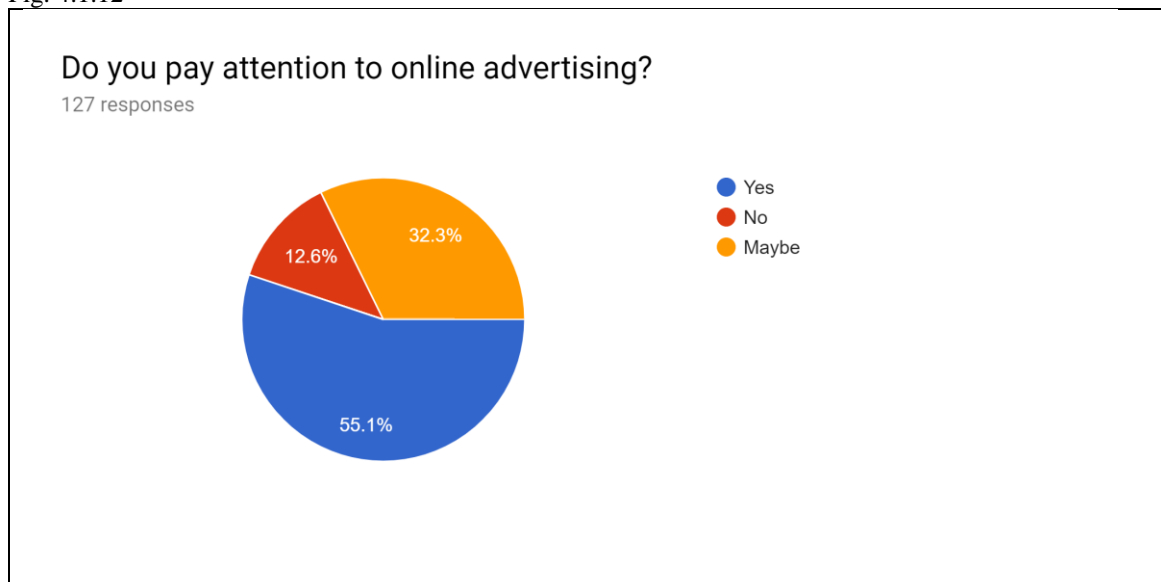
Interpretation: Out of the 127 people, surveyed 42.5% of them were undecided whether an advertisement makes them less inclined towards buying a product. 37.8% said that seeing an advertisement make them to buy a product and only 19.7% said that advertisements make them less inclined towards buying the product.

13. Do you pay attention to Online Advertisements ?

Table 4.1.13

Response	Number	Percentage
Yes	70	55.1
No	41	32.3
Maybe	16	12.6
Total	127	100

Fig. 4.1.12



- **Interpretation:** 55.1% people pay attention to Online Advertisements, while 32.3% of them don't and 12.6% of the people were undecided. This shows how importance of Online Advertisements is growing.

Statistical Analysis:

Table 4.1.14

	Mean	Std. Deviation	N
Effect on buying behaviour	3.590	.7706	127
Impact Of Advertising for providing information	4.0657	.5300	127
Impact Of repetitive Ads	4.095	.6510	127
Impact Of ads in making customers less inclined towards buying a product	4.194	.50273	127

Interpretation:

Among the four factors of our study, i.e. Impact of Advertising for providing information, Impact of repetitive Ads, Impact Of ads in making customers less inclined towards buying a product and Buying Behaviour we get mean value of 4.0657, 4.0925, 4.194 and 3.5920 respectively out of the Likert Scale 5. For the first three factors the respondents will agree and for the factor of Effect on Buying Behaviour the respondents may or may not agree and.

Correlations

		Effect On buying behaviour	Impact Of Advertising for providing information	Impact Of repetitive Ads	Impact Of ads in making customers less inclined towards buying a product
Pearson Correlation	Effect On buying behaviour	1.000	.603	.672	.598
	Impact Of Advertising for providing information	.603	1.000	.657	.650
	Impact Of repetitive Ads	.672	.657	1.000	.716
	Impact Of ads in making customers less inclined towards buying a product	.598	.650	.716	1.000
Sig.	Effect On buying behaviour		.000	.000	.000
	Impact Of Advertising for providing information	.000		.000	.000
	Impact Of repetitive Ads	.000	.000		.000
	Impact Of ads in making customers less inclined towards buying a product	.000	.000	.000	
N	Effect On buying behaviour	127	127	127	127
	Impact Of Advertising for providing information	127	127	127	127
	Impact Of repetitive Ads	127	127	127	127
	Impact Of ads in making customers less inclined towards buying a product	127	127	127	127

Interpretation: The relationship between all the factors are positive and statistical significant ($p < 0.05$). So we can say that all the factors are perfectly correlated.

Hypothesis Analysis:

Hypothesis 1:

There is no significant relationship between age of the respondents and level of impact of advertisement.

Table 4.1.15

	Value	df	Asymp. Sig.
Pearson Chi-Square	6.717	4	.152
Likelihood Ratio	7.744	4	.101
Linear by Linear Association	2.105	1	.147
N of Valid cases	127		

From the Table.4.1.15, it is found that the p-value (0.152) is greater than the Pearson's chi-square value at 5% level. Hence, the null hypothesis is accepted. So, it is concluded that there is no relationship between age of the respondents and level of impact of advertisement

Hypothesis 2:

There is no significant relationship between gender of the respondent and influence of attracting factors in advertisement.

Table.4.1.16

	Value	df	Asymp. Sig.
Pearson Chi-Square	3.501	2	.174
Likelihood Ratio	3.605	2	.165
Linear by Linear Association	3.296	1	.069
N of Valid cases	127		

The Table.4.1.16 explains that the p-value (0.174) is greater than the Pearson's chi-square level at 5% level. Hence the null hypothesis is accepted. It is concluded that there is no significant association between

gender of the respondent and influence of attracting factors in advertisement.

4.2 Data Findings

1. The most common influencing factor in Consumer Buying Decision are Recommendation from Friends (37%) and their Personal Experience with the product/service or Brand (25.2%).
2. Majority of the people (48%) feel that Advertisements have an Average impact in their buying behaviour.
3. Maximum people (42.5%) feel that Advertising is beneficial to consumers because it provides important information about goods and services.
4. A great number of people (58.3%) believe that consumers can often become victims to advertising through the purchase of unnecessary items.
5. Majority of people (42.5%) think that consumer views the more times an advertisement, the more likely the consumer is to go and buy the product.
6. The top three things that people look out for in an advertisement are: Product Information (80.3%), a brand that they are familiar with and trust (63%) and Price Information (60.6%).
7. The top three most influential type of advertisement that affect buying behaviour are: Television Advertisements (84.3%), Internet Advertisements (65.4) and Print Advertisement like Newspapers and Magazines (54.3%).
8. The top three most influential type of online advertisement that affect buying behaviour are Social Media Advertisements on Facebook, Instagram and YouTube (83.5%), Google Advertisements (53.5%) and Banner Advertisements (48%).

9. Majority of the people (42.5%) believe that some Advertising methods make them less inclined towards buying a product.

10. 55.1% of the people accepted the fact that they pay attention to Online Advertising showing the importance of Advertisements over Internet.

Suggestions

Findings show that there is no significant relationship between age and level of impact it indicates that impact of advertisements remains same at the different age level of the students. Hence it is suggested that one good advertisement is enough to influence consumers in their age group.

- It is found that advertisement only discloses the advertisement good features of the products and since the product is not physically available the advertisement can also give some drawbacks of the products. It will help the consumer in better decision making.
- It is suggested that promotional schemes should be often given, as consumers are ready to move on to other brands.
- More product information should be given in the website regarding the product. Since physical feel of the product is not available.

Conclusion

The present era witnesses the revolutionary change in the trend of marketing. Online marketing is the source which saves us time and cost and another reason is availability of variety of products. Since the product is not available for physical verifications

only advertisements are a source to influence and it influences and attract the consumers. The role of advertisement is important in influencing the buying behaviour of the consumers. The advertising should be genuine, correct and serve the informational needs of the consumers. The companies should use attractive and informative content to create the awareness in the consumers and they should not rely on the advertisement for changing the perception of the consumers instead they should use new ways of sales promotion or other mediums for changing the perception of the people. It will be easy for any company to change the buying behaviour of consumer by creating awareness and building strong perception in the mind of their customers

4.3 Limitations of the Study

- The population of consumers is unknown. Since the exact number of consumers in the metropolis cannot be estimated as there are no existing data, the purposive sampling technique was used for sampling, which cannot be used to generalize result. In this sampling design, there is no probabilistic way to estimating the representativeness of the selected samples.
- Another challenge facing the study was statistical modelling of the determinants of the impact of advertising on consumer buying behaviour. The modelling of the variables (emotional response, environmental response, Brand awareness and sensory stimulated advertising) was so tedious for the researcher. Therefore the technical nature of the study also limits the study under investigation

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ANNEXURE:

1. What influences you the most to try a new product or service?

- Advertisements
- Recommendations from friends and family
- Seeing famous people use the product or service
- Personal experience
- Expert advice

2. How much influence do you feel advertisements have over your buying behaviour?

- 1
- 2
- 3
- 4

3. 'Advertising is beneficial to consumers because it provides important information about goods and services.'

To what extent do you agree with this statement?

- I Strongly agree
- I Agree
- Not sure

- I Disagree
- I Strongly Disagree
-

4. 'Consumers can often become victims to advertising through the purchase of unnecessary items'.

To what extent do you agree with this statement?

-
-
-

5. The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product.'

To what extent do you agree with this statement?

-

- I disagree
- Not sur

6. What do you look out for in an advertisement?
Please select 3 answers.

-
-
-
-
-
-
-

7. What types of advertisements are most influential over your buying behavior?
Please select the 3 most influential methods..

-
-
-
-
-
-
-
-

8. Which methods of online advertising are most influential on your buying behavior?
Please select the 3 most influential methods

- Google advertising methods
- Facebook adverts
- Twitter adverts
- Tumblr adverts
- Youtube adverts
- Reddit adverts
- Banner adverts (image-based ads that appear on the side, top, and bottom sections of websites)

- Flash adverts (interactive e.g. shoot the target and win an iPod)
- Mobile and smartphone adverts
- In-game adverts (exist within computer or video games)

9. Do any advertising methods make you feel less inclined to buy a product from a brand?

- Yes, please specify:
- No