

Project Dissertation Report on

**Effect of Advertisement on  
consumer behaviour**

*Submitted by*

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# CERTIFICATE

This is to certify that the work titled '**Impact of advertisement on consumer behaviour**' as part of the final year Major Research Project submitted by Saksham Maheshwari in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2022 is his original work and has not been submitted anywhere else for the award of any credits/ degree whatsoever.

The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfilment of the requirement for the award of the degree of Master of Business Administration.

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Head of Department (DSM, DTU)

# DECLARATION

I hereby declare that the work titled '**Impact of advertisement on consumer behaviour**' as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2022 under the esteemed guidance of Assistant Professor Chandan Sharma, is my original work and has not been submitted anywhere else.

The report has been drafted by me in my own words and is not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred/ cited/ acknowledged.

**Saksham Maheshwari**

(Roll No 2K20/DMBA/108)

## **ACKNOWLEDGMENT**

It is my great pleasure to acknowledge the kind of support and guidance I received during the research work. I would like to thank my faculty advisor Assistant Prof. Chandan Sharma, who helped me to take up the topic **'Impact of Advertisement on consumer behaviour'** and guided me to complete this project properly. The project furnished me with a great opportunity to explore the areas of Marketing and Analytics.

I am highly indebted to Delhi School of Management, Delhi Technological University for providing me an opportunity to work on this project. Lastly, I would like to express my gratitude to all the honourable faculty members and the PhD Scholars for sharing their experience and expertise on this project.

I have put all my efforts to ensure that the project is concluded in the best possible manner and also ensured that the project is error-free.

**Saksham Maheshwari**

(Roll No 2K20/DMBA/108)

## **EXECUTIVE SUMMARY**

Consumer purchasing behaviour is a critical component of any marketing plan aimed at maximising market output. This study aims to determine how advertisement affects consumer buying behaviour and brand loyalty by considering a mediator between brand awareness and the moderating role of perceived quality

Advertisements significantly predicted brand awareness, brand loyalty, and consumer purchase behaviour, according to the research. Furthermore, brand awareness mediated the relationship between advertisement and brand loyalty and consumer purchasing behaviour to some extent.

Furthermore, the relationship between brand awareness, brand loyalty, and consumer buying behaviour is significantly modulated by perceived quality. This study has added to the literature and provided new insights into the practical consequences, as well as the survey's future roadmap, based on these findings.

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# 1 INTRODUCTION

## Advertisement

Advertising managers must grab consumers' attention with advertisements and sales promotions in a competitive market. Advertising consumes a significant portion of a marketing budget. Advertising through digital media outlets is growing increasingly popular.

The purpose of this study is to investigate the impact of various media advertisements on several stages of customer behaviour, such as awareness, interest, conviction, purchase, and post-purchase.

Some of the popular mediums for advertisement-

1. Television is the quickest mode of communications for receiving and transmitting multi-colored images and visuals that are regularly seen by people all over the world (Masui et al., 2020).
2. Social-Media: Marketers target their clients by publishing links on social media sites, which is the most widely used by customers (Zhou et al., 2021).
3. Magazines: According to Lee and Rim (2017), magazine advertisements have a significant impact on customer decision-making since the reader is interested in the magazine and has developed a relationship with it.
4. Billboards, posters, brochures, and banners are examples of outdoor advertising (Weismueller et al., 2020). Consumer expectations for information from various media, including newspapers, television, radio, magazines, and the Internet, are radically diverse. The qualities of various media, as well as their immediate and long-term effects on consumers, varies (Doyle & Saunders, 1990).

Advertising, according to Fennis and Stroebe (2020), is a promotional marketing approach used to attract people to a product or service. People prefer brands with which they have an emotional connection. You have complete freedom in selecting

the medium. Television, social media, publications, and outdoor advertisements are some of the platforms.

Television, for example, allows for high-definition audio and video content, which is more suited to product categories that require physical demonstration. Radio is an audio medium that is best suited to businesses that cater to local markets (Petersen, 2018). Berkowitz, Allaway, and D'Souza (2001) hypothesised that the impact of different media channels on consumers' memory changed with time. For example, television commercials have a large initial impact on consumers' recollections, but this effect fades with time. A magazine, on the other hand, has a low but long-lasting impact on consumers' recollections due to the fact that readers can read it at their leisure. Because of their wide reach, broadcast media such as television and radio are among the most popular in India (Farooq & Latif, 2011; Fill, 2009). Newspapers play a key role in India as an effective communication medium. This is due to the fact that it is present in almost every part of the country, from large cities to little towns. India is the world's largest newspaper market, with around 330 million daily newspaper circulations (Jayaraj). Advertisers continue to favour conventional media such as television and print (Statista). In India, television advertisements accounted for 44.7 percent of total advertising spending, while print ads accounted for 29.8 percent. Digital advertising expenditures grew at the third fastest rate of 15.5 percent (Pahwa). This is due to a significant increase in the number of Internet users as a result of Reliance JIO's disruptive entry into the Indian telecommunications market.

The Internet is a more appealing medium than print media because of its multiple levels of organisation. On the Internet, users have greater control over their viewing and content selection than they have while reading newspapers and magazines. The term 'internet' in this study refers to digital platforms such as Facebook, Twitter, Instagram, YouTube, and email, to mention a few (Ducoffe, 1996; Gilaninia, Taleghani, & Karimi, 2013; Mishra & Vashiath, 2017; Trivedi, 2017a). Given the varying influences of various media platforms, Opeodu and Gbadebo (2017) concluded that advertisements on various media platforms have a significant role in influencing customer decision. As a result, selecting the right media platform for advertising is critical for the marketing of products and services (Singh, 2012).



In comparison to other sources of information, advertisements are a widely acknowledged source of information among consumers, hence media mix considerations are critical for advertisers (Shrivastava, 2014).

### **1.1 Background of study**

In order to succeed, numerous firms investigate various choices.

There is no doubt that firms are seeking to differentiate themselves from one another, from traditional research and development to human training and the use of new technologies. Clearly, the organisations' responses to globalization's dangers and difficulties enable the propellers and people to work together to achieve their company objectives and long-term goals.

Business experts, on the other hand, consider the simple marketing tactic of advertising to be a beneficial strategy if the corporation wants to build and maintain consumer loyalty.

Advertising is becoming increasingly popular, and different studies have emphasised its relevance as a factor that might affect customer purchasing decisions.

A corporation will never be a market leader unless it spends a significant portion of its budget on marketing. Advertisement is a component of a company's promotion mix plan. Because, in order to be successful and a leader, a company must properly market its product in order to raise awareness and encourage customers to purchase. Television, print, radio, magazines, the internet, and other media can all be used to advertise.

With the use of advertising, we hope to raise awareness about the organization's goods. The value of organisation advertisement in any business's promotional plan cannot be overstated. The name of the product or service, as well as its qualities and benefits, are included in the advertisement.

Advertising is used to establish likeness, attraction, and to influence purchase behaviour in a good way. The attitude-towards-the-ads concept is a fascinating advertising theory that is often used to understand purchase behaviour. Consumer views of a brand and, as a result, purchase intent are influenced by effective advertising. The product purchase decision is, in theory, based on consumer purchasing behaviour. There are numerous alternatives available when it comes to advertising. Commercials on television are the most effective kind of advertising. Desktop web advertising and mobile advertising have acquired popularity in the modern world, alongside traditional types of advertising such as newspaper, radio, cinema, and magazines. The advertisement must, however, be designed and delivered in such a way that it piques the consumer's attention and enhances their awareness.

In order to be effective, an advertisement should include the following features:

1. It must have the ability to influence others. Advertisement must be able to persuade people to believe in what you offer or deliver.
2. It should be cost-effective, and advertising resources should be maximised.
3. Reach out to as many people as possible
4. It should be simple for individuals to remember.
5. It should be informative and able to hold the interest of the reader.

Advertisers use a range of strategies to effectively express commercial messages and induce a purchase decision. The hierarchy of effects model is a set of processes that includes attention, interest, desire, and purchase decision. It is commonly used to assess the efficacy of advertisements..

## **1.2 PURPOSE OF ADVERTISING**

Advertisers aim to increase the perceived value of their brands among consumers. With the obvious exceptions of political, public service, and charitable advertising, the bulk of advertisements are for brands. Brands provide consumers with a variety of options, as well as innovation, trust, and value. Most businesses' worth is determined by their brand assets rather than their tangible assets, which means that

business success is mostly determined by a company's brands' ability to produce a higher degree of consumer pleasure than rival brands (ISBA, 2004) Advertising is also used to develop and maintain product awareness in the minds of consumers. This is especially important for devices with a small life span. Consumers, being the creatures that they are, can alter their minds at any time. To maintain the market for such things, the product must be advertised continuously; otherwise, other producers may introduce a new product into the market and gain consumers' minds. Coca-Cola, for example, is a well-known product that continues to be advertised in order to maintain its market share. Advertising can help to build brand loyalty for specific product brands. Some customers are so loyal to certain brands that even if the product's price is higher than others on the market, it has no bearing on their devotion to that brand (Ayanwale et al., 2005). Advertising also contributes to the creation of interest and demand for things that would not have been purchased if they had not been advertised. As a result, the employment of compelling visuals is critical in generating consumer interest, which influences the consumer's buying behaviour toward that product at any given time.

## **2 LITRATURE REVIEW**

The literature review is an important part of any research project since it provides the necessary information for the researcher to frame the research study on the chosen topic. The main goal of this is to examine past findings in order to identify research gaps in previous studies and to explain the research problem that we have chosen.

An advertising is a powerful instrument for changing people's minds and attracting them to a product (Shareef et al., 2019). Advertisement is a type of marketing communication that uses paid content to convince customers to continue or adopt a particular action (Cheah et al., 2019).

It is a non-personal technique of distributing information about a product supplied by a sponsor with the help of media, according to Sofi et al. (2018). Similarly, Ayanwale et al. (2005) stated that advertising is a paid, non-personal technique of publicising concepts, products or services, ideas, and information through media and influencing behaviour through identifiable promoters. According to Zhang X. et al. (2020), mass media plays a critical part in a company's communication and marketing objectives, and the target market is given the most information possible about the product. According to Rehman et al. (2017), the goal of advertising is popular all over the world. Most businesses spend a significant amount of money on advertising in order to attract customers to their products and services.

Such an advertisement, according to Lichtenthal et al. (2006), is a picture or written form that the spectator cannot ignore, and it is beneficial for various advertising media.

### **2.1 Exposure on a regular basis**

Advertising that is repeated enhances product exposure and thus client popularity (Cox and Cox, 2017). Researchers found that the repetition and selection of advertising strategies should be based on product classification, brand positioning, format, and advertising aims in prior studies (Green et al., 2008; Montoya and Horton, 2020).

Various affects of recurrent advertising and supporting advertising appeals on brand purchase intention for various product classes have been established in previous studies (Belanche et al., 2017; Wang et al., 2017). More exposure to advertising repetition develops a favourable customer mindset. As a result, it is more successful

to repeat announcements of well-known commodities rather than new ones (Yang, 2018). Repeated advertisements allow marketers to tell clients about products and acquaint

them with a brand, increasing the possibility that the products will be purchased indirectly. Customers benefit from repeated exposure to advertising since it helps them recall the brand's products and influences their purchasing decisions (Montoya et al., 2017). Consumer interaction with media, according to Calder Malthouse & Schaedel (2009), has a favourable impact on advertisement effectiveness. According to Mehta (2000), advertising success is determined by a variety of factors, including medium selection and consumer participation with the media. According to Nysveen and Breivik (2005), advertisement content and media quality have a major impact on commercial efficacy. According to Bishnoi and Sharma (2009), TV commercials have a greater impact on rural youths than on urban teenagers.

#### Celebrity Endorsement -

Advertisers also employ celebrity endorsements in their ads to influence customer perceptions (Gilal et al., 2020). Celebrities are people who are well-known in the public eye for reasons other than their endorsement of a certain business or product (Schimmelpfennig and Hunt, 2020). The use of celebrities by advertisers has a significant impact on consumer perceptions of advertising (Osei-Frimpong et al., 2019). People will only buy products if a well-known celebrity endorses them, regardless of whether or not they are familiar with them. A well-known celebrity's endorsement has a greater impact on purchasing intent than a lesser-known celebrity's endorsement (Yang, 2018). Celebrity endorsements have a positive effect on customers' purchasing inclinations, according to the experts who conducted the research mentioned above (Zhang X. et al., 2020).

#### Sexual Appeals -

The goal of marketers was to make the commercial more attractive and alluring in order to persuade clients to buy the product by instilling a mental image of it in their heads (Wirtz et al., 2017). As a result of the advertisement's sexual appeal, people are more likely to purchase the goods. When words alone aren't enough, sex appeal is frequently used in advertising to entice clients (Black and Morton, 2015).

Women's purchase decisions and self-esteem are more influenced by sexual appeal in advertising. By influencing customers' purchase decisions, sexually explicit advertising diminishes customers' desire for product knowledge while enhancing efficiency (Gong and Shurtliff, 2020). Customers of the opposite sex were drawn in by commercials displaying attractive models, which influenced their shopping decisions. Sexual themes are becoming more prevalent in image-based marketing, and cosmetic product advertising is an ideal site to examine the impact of these themes on consumer advertising attitudes.

## **2.2 Consumer buying behaviour**

Consumer behaviour is defined as making a purchasing decision based on available resources such as effort, money, and time (Chiang et al., 2016). Consumer behaviours, or the activities and processes that people engage in, help them choose and use services, products, ideas, and experiences. Consumer behaviour analysis, according to Li et al. (2021), is another method for examining the complexity of marketing operations. Sumi and Kabir (2018), on the other hand, highlighted that today's consumers are kept in the dark about when and what they want, resulting in interactive advertising. Consumer behaviour include both the consumption and purchase of goods and services. As a result, Anetoh et al. (2020) looked into seven processes of the consumer purchasing choice that need to be recognised: information search, pre-purchase, evaluation, purchase, consumption, post-consumption evaluation, and divestment. Scholars and marketers have analysed and studied consumer behaviour extensively in the past, and they continue to do so now. According to scholars, consumer behaviour has been the subject of many academics and researchers for a variety of reasons. One of the popular viewpoints is that consumer behaviour has evolved into a factor that has a direct impact on a company's overall performance (Kotler and Keller, 2012). Another viewpoint contends that understanding consumer behaviour has grown increasingly important, particularly in light of the global retail industry's severe competition (Lancaster et al 2002). Consumer buying behaviour is studied as part of marketing, and its major goal is to study how people, groups, or organisations pick, acquire, use, and dispose of items, as well as the elements that influence their purchasing decisions, such as previous

experience, taste, price, and branding (Kotler and Keller, 2012). One such research of client purchase or buying behaviour was undertaken by Acebron et al (2000). The purpose of the study was to see how previous experiences affected fresh food purchasing behaviour. In order to investigate the impact of habits and prior experience on client purchasing decisions, the researchers employed a structural equation model. Personal habits and previous experience have a direct impact on the consumer's buying decision when it comes to fresh food, according to their research. They also discovered that the product image has a big impact on a consumer's purchasing decision, and they suggested that the product image be improved on a regular basis to entice customers to buy.

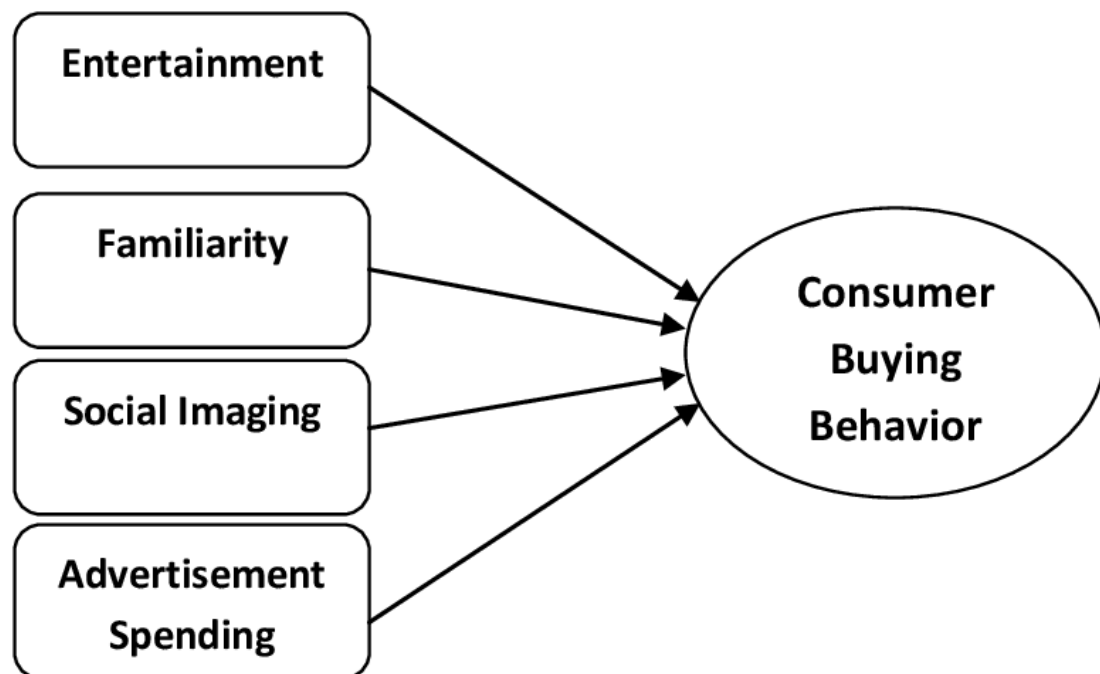


Fig: 2.1 Source: <https://www.semanticscholar.org/>

#### Brand Loyalty -

The term "brand loyalty" refers to a customer's attachment to a company (Coelho et al., 2018). The inclination to be loyal to a brand is known as brand loyalty, and it indicates a consumer's purchasing intent (Atulkar, 2020). A loyal consumer, according to Zhang X. et al. (2020), is defined as a basis for a price premium, a

barrier to entry, protection against harmful pricing accomplishment, and responding to competition. Brand loyalty is one of the most fundamental and important part of brand equity. Likewise, brand loyalty is the goal of brand management. If a firm wants to assess the strength and weaknesses of its customer loyalty, it might look at whether customers are recommending its product more than competitors (Coelho et al., 2019). Furthermore, it is the consumer's attitude toward brand preferences based on previous product shopping experiences that is totaled up (Bairrada et al., 2018). Furthermore, attitudinal loyalty is the degree of dispositional assurances for particular brand-related preferences, whereas behavioural loyalty is a consumer's recurrent purchasing intent (Diallo et al., 2020).

#### Brand Awareness -

Brand awareness is important in influencing consumer purchasing decisions because it provides three benefits: consideration, learning, and choice (Foroudi, 2019). According to Sürücü et al. (2019), brand awareness can be measured in terms of thickness and depth. Thickness indicates how quickly a brand name will come to mind when a buyer is considering acquiring a product. The term "depth" refers to how quickly a customer recognises or recalls a brand. If a product has both brand thickness and brand depth, brand awareness will be higher; customers will have thought of a certain product when they need to buy something (Romaniuk et al., 2017). Furthermore, the most important aspect is the brand name. The components of brand awareness are brand recognition and brand recall. Brand recall refers to a customer's capacity to recall a brand name precisely when they see a product, whereas brand recognition refers to a customer's ability to detect a brand anytime a brand sign is present (Cheung et al., 2019). The ability of a customer to recall or memorise a particular brands information is referred to as brand awareness. Any modification in buying behaviour attributable to a product or service's brand awareness is due to brand awareness.

#### Perceived Quality -

An entity capable of specific or indirect wishes possesses this property. It is the statement of the assured features of a product that cause joy or frustration among handlers. Konuk (2018) describes a product's quality in terms of performance,



strength, consistency, benefits, and technology. It is based on the opinions and experiences of customers. The strong relationship between product and service quality, corporate profitability, and customer satisfaction is explained by Wang et al. (2020). The evaluation of the client's benefits and strength is service product excellence. Many investigators' primary goal is to improve perceived quality (Chi et al., 2020). Perceived quality, according to Pooya et al. (2020), describes the buyer's individual quality judgements about a brand's overall fineness or advantage. The perceived quality of a product or service is a key factor in determining consumer preferences and attitudes, and it's also a key factor in establishing affective commitment.

### **2.3 Advertising and consumer behaviour – A theoretical explanation**

An advertiser's primary purpose is to reach out to potential customers and influence their attitudes, awareness, and purchasing behaviour. Advertisers invest a significant amount of money in order to keep customers engaged in their products. To succeed, they must first comprehend why potential customers act the way they do (Ayanwale et al 2005) According to Proctor et al (1982), the primary goal of consumer behaviour analysis is to explain why people behave in certain ways in various situations. Its purpose is to uncover the factors that influence consumer behaviour, particularly the economic, social, and psychological factors, in order to find the best marketing mix for management. In economic theory, selling prices, completed sales, and consumer income have all been investigated; similarly, advertising expenditure is frequently linked to sales. In their research on food and drink, Ayanwale et al (2005) found that advertising and quality are the most important variables in a product's success. This means that price and other variables don't seem to matter to consumers as long as the product's quality is maintained and the brand is promoted by intensive advertising that reminds and persuades customers to keep buying. The outcomes of the survey also suggested that various types of advertising were the most common source of customer awareness. Many different media, both electronic and print, are utilised in advertising. However, because television is the most powerful and effective medium, most people prefer it. This means that when compared to any other medium utilised for the same goal, television as a medium for advertising a

product has a greater impact on customers (Ayanwale et al 2005). There has been debate over whether advertising's primary purpose is to inform or to persuade. Advertising, according to Gaibraith (1969), only impacts and persuades consumers to make purchases when they are unsure of what they want. He argued that the fact that wants can be synthesised by advertising, quickened by salesmanship, and modified by discrete advertiser manipulations suggests that the wants aren't particularly urgent. Nonetheless, there are some advertising themes that are extremely powerful and have the ability to change brand loyalty attitudes. According to White (1969), the persuasive factor in advertising, which is the most significant influence of advertising, appears to be felt in the domain of brand perception by consumers. As a result, brand image is the primary organisational notion that leads the consumer to perceive a consistent pattern of stimulus. Images, according to Birdwell (1968), are "formalised perceptions dwelling consciously or unconsciously in the minds of persons about specific subjects."

### **3 Methodology**

The purpose of this research is to explore how advertising effects consumer purchasing behaviour and brand loyalty, taking into account the role of brand awareness as well as the moderating effect of perceived quality. This is a research project that is both quantitative and descriptive. Deductive reasoning was applied in this examination because the study's foundations are tied to past publications. Similarly, this study used a cross-sectional strategy to obtain data from respondents. A questionnaire survey technique was employed to get online feedback of client responses using the purposive sample technique.

### **3.1 Procedure for Data Collection**

Google Form were used in this study to create an online questionnaire. To collect responses, the questionnaire's website was shared on several social media networks such as Instagram and whatsapp. The number of responses to the questionnaire reached 93.

### **3.2 Discussion**

This research aims to determine how advertising affects consumer purchasing behaviour and brand loyalty. According to the findings of the study, advertising strongly predicted customer behavior, whereas brand loyalty mediated it and perceived quality mitigated the relationship.. Advertisement and brand awareness both have a significant impact on purchasing behaviour, according to one study. Similarly, Foroudi (2019) has proven that big marketing campaigns of organisations, such as commercials, create brand recognition. The current study also confirms that commercials are strongly linked to brand awareness. Furthermore, this research has found that brand awareness is strongly linked to customer purchasing behaviour. Consumers create diversity in their purchase patterns due to significant brand awareness, according to Romaniuk et al. (2017). Several previous research studies, however, have shown that brand awareness attracts people to a product or service and increases the number of potential customers (Kim et al., 2019; Shanahan et al., 2019). In this light, the findings of this study suggest that commercials impact the purchasing behaviour of cosmetics customers.

According to Sofi et al. (2018), advertising significantly predicts consumer purchase behaviour, with the relationship being stronger when the commercial actively

produces good consequences. In the same way, this study established the role of brand awareness in mediating the relationship between advertising and customer purchasing behaviour. It suggests that when the frequency of advertisements grows, so does consumer purchasing behaviour, and that this increase becomes more substantial when brand association plays a role. This study, on the other hand, confirmed the mediation effect of brand awareness between the connection of advertisement and brand loyalty. Customers become more loyal to a brand when brand awareness is effective, according to prior study (Sasmita and Mohd Suki, 2015). As a result of the advertisement, buyers become more loyal and engage in positive purchasing behaviour, according to this study.

In this study, perceived quality was also discovered to regulate the relationship between brand awareness, brand loyalty, and consumer purchasing behaviour.

According to previous research (Akrouf and Nagy, 2018; Garca-Fernández et al., 2018), perceived quality attracts new customers from the market, resulting in increased company growth. The findings of this study, on the other hand, reveal that perceived quality can be influenced, which has been statistically validated. As a result, it is claimed that brand awareness encourages consumer loyalty and purchasing habits, and that when perceived quality is delivered, brand awareness predicts customer purchasing behaviour and loyalty considerably.

## **4 ANALYSIS, DISCUSSIONS AND RECOMMENDATIONS**

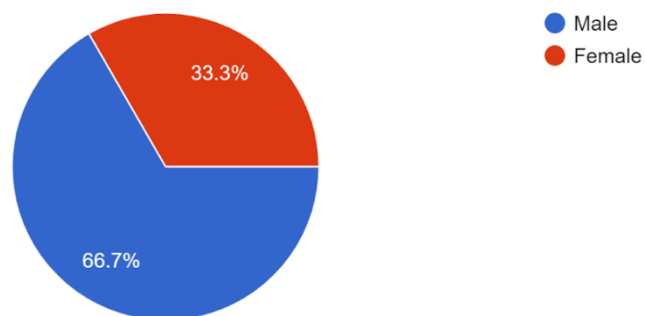
## Data Analysis

### Demographics

The questionnaire was sent to the respondents via Instagram & WhatsApp. It was filled by people in Delhi of different age groups, gender, and occupation. Those factors will be analysed in this section.

#### Question 1

Gender  
93 responses

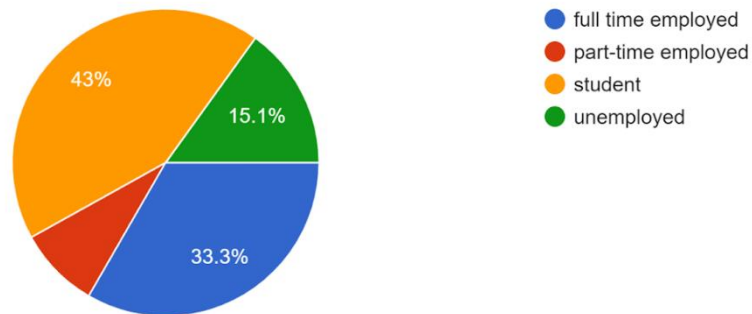


The results of a survey in which people were asked about their gender. It can be seen that 66.7% respondents are male, whereas 33.3% of the respondents who have filled the survey are female.

#### Question 2

### Employment status

93 responses

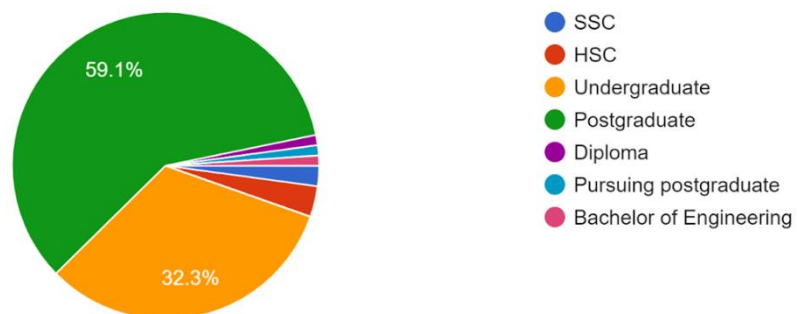


43% of the respondents were Students, 33.33% of the respondents were employees, 15.1% of the respondents were unemployed, remaining 8.57% of the respondents were.

### Question 3

### Highest level of Education

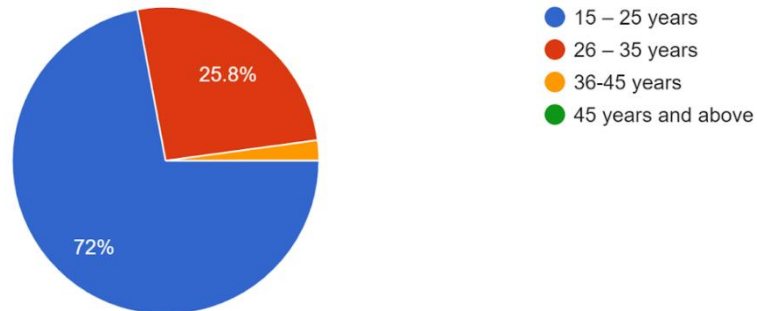
93 responses



59% of the respondents were postgraduate.  
32.3% of the respondents were undergraduate.  
3.2 % of the respondents were currently in or passed HSC.  
2.2% of the respondents were currently in or passed SSC.  
1.1% of the respondents had done diploma

#### Question 4

Age  
93 responses



72% of the respondents are between the age group of 15-25 years.

25.8% of the respondents are between the age group of 26-35 years.

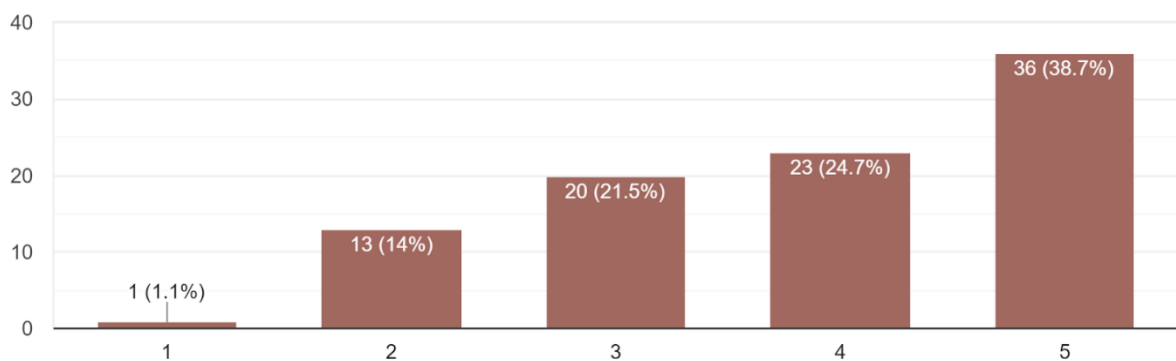
2.2% of the respondents are between 36-45 years age group.

None of the respondents was between the 45 years and above age group.

#### Question 5

Is advertisement necessary to attract the consumers?

93 responses

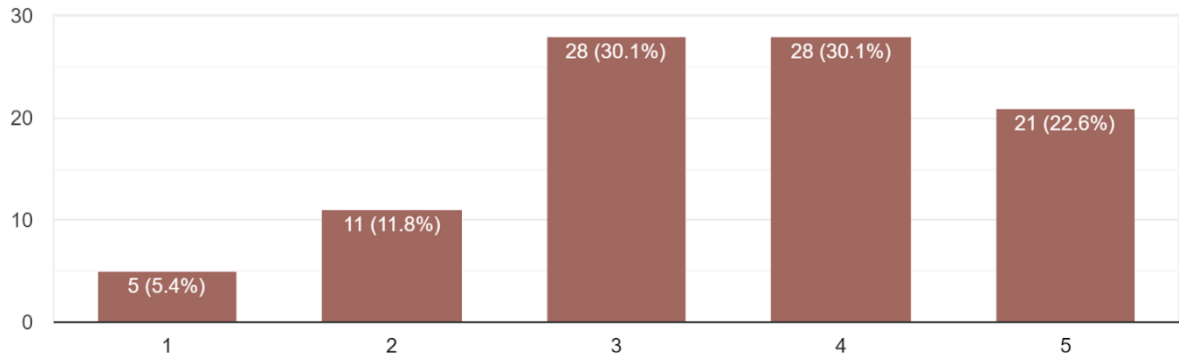


38.7% of respondents strongly agree that advertising is vital to attract customers, whereas 24.7 percent of respondents agree with the question in some way. On the other hand, 21.5 percent of respondents are undecided about the subject, while 14 percent disagree that advertising is required to attract customers.

## Question 6

Is print advertisement (Newspaper etc) necessary?

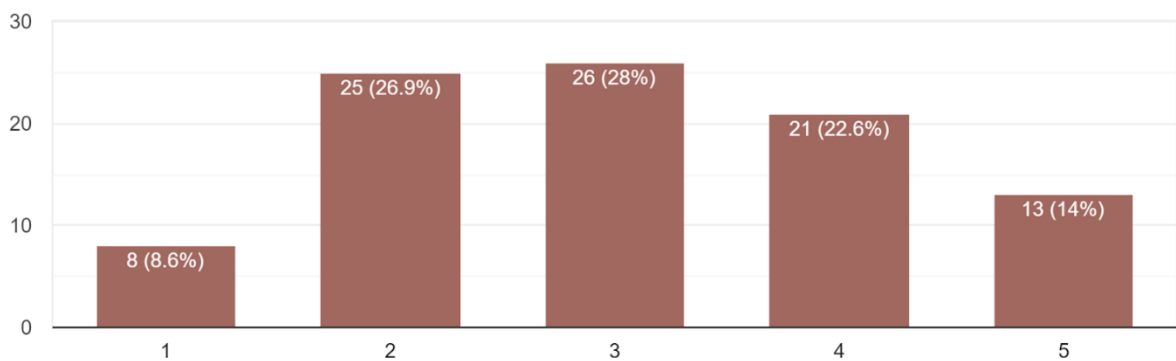
93 responses



Only 17% of respondents disagreed with the issue, while an equal amount of respondents were neutral and believed that print advertising is vital. The preceding question was strongly agreed with by 22% of the respondents.

Does the outdoor/street advertising relevance to Your daily life?

93 responses



## Question 7

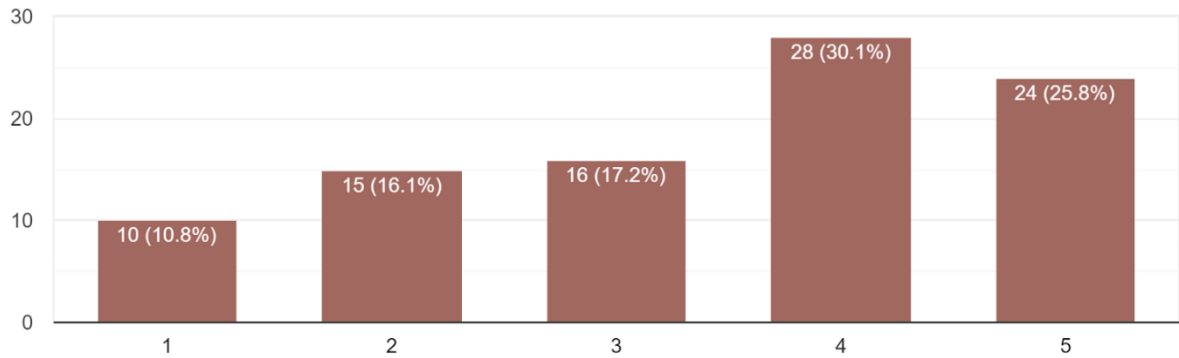
respondents were distributed with the question majority (28%) of the respondents were neutral about this question whereas 27% of the respondents disagreed. A combined percentage of 36.6% of the respondents agreed with the question.



### Question 8

In this competition market, any product can't survive without advertisement?

93 responses

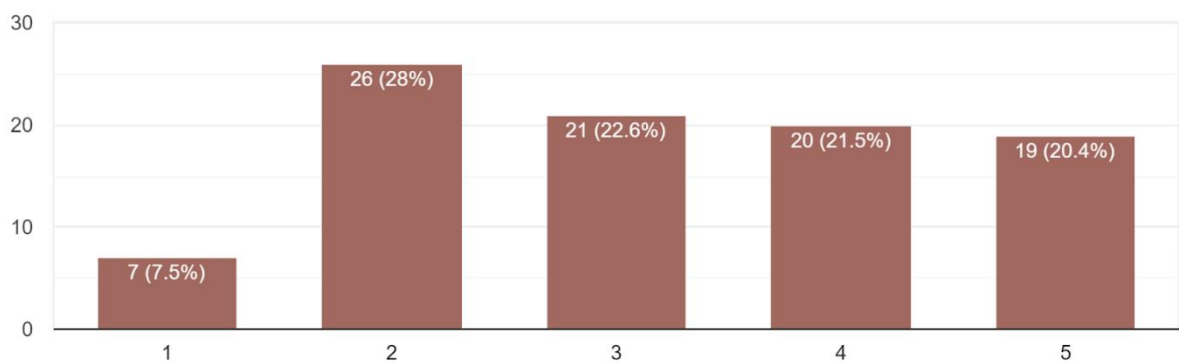


As we can see from the image more than 50% of the respondents agreed that in this competitive market any product cannot survive without advertisement. 27% disagreed and 17% were neutral about the question.

### Question 9

Do You ONLY buy the goods when you feel its necessary/needed?

93 responses

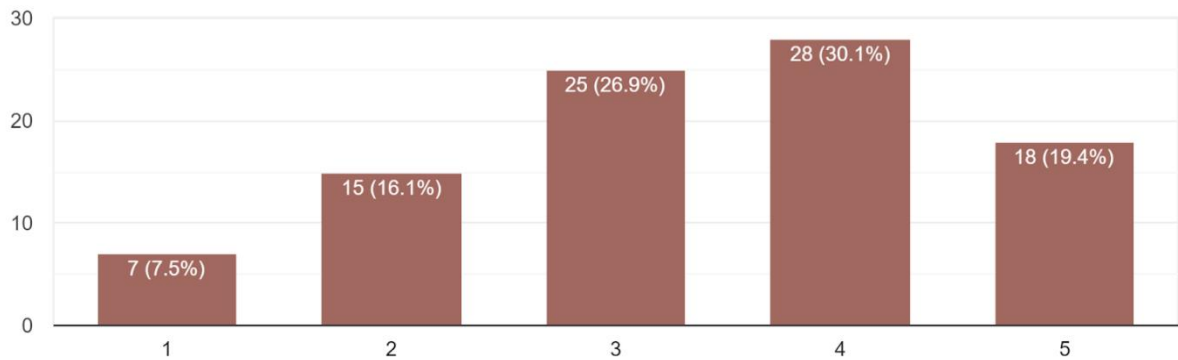


40% of the respondents felt that they only buy goods when they feel that they are necessary. 22% of the respondents were neutral about the question and 36% of the respondents disagreed.

## Question 10

Is advertisement a source of entertainment?

93 responses

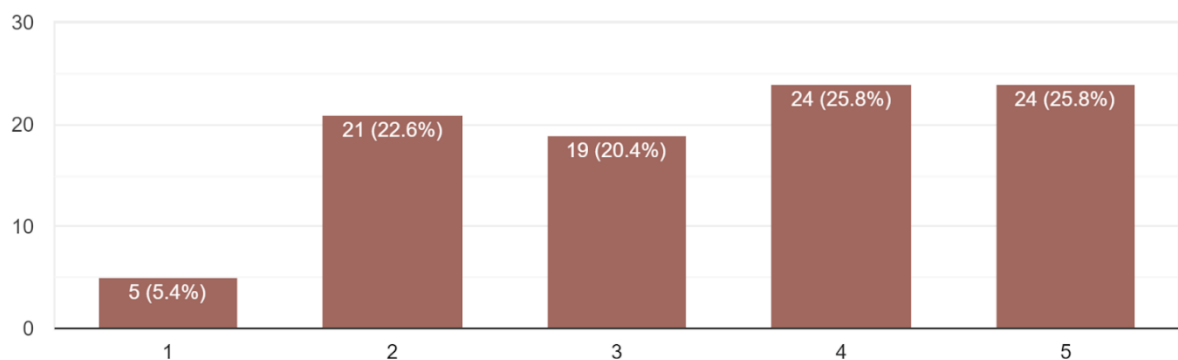


When asked if advertisements are a source of amusement, most people say yes. It was accepted by 50% of respondents, but 23.6 percent of respondents disagreed. The question elicited a neutral response from 26.9% of respondents.

## Question 11

Do You think that television commercials have vast coverage than anything else?

93 responses

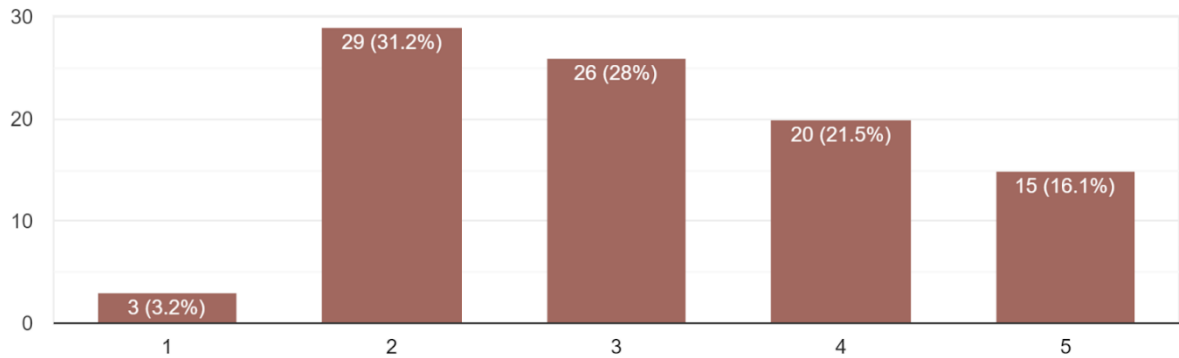


There was almost an equal distribution of respondents who agreed to the answer of this question which was around 25% with only 5.6% of the respondents strongly disagreeing with the question and 22.6% disagreed. 20.4% of the respondents were neutral to this question.

## Question 12

Is advertisement always an influence & dominate You?

93 responses

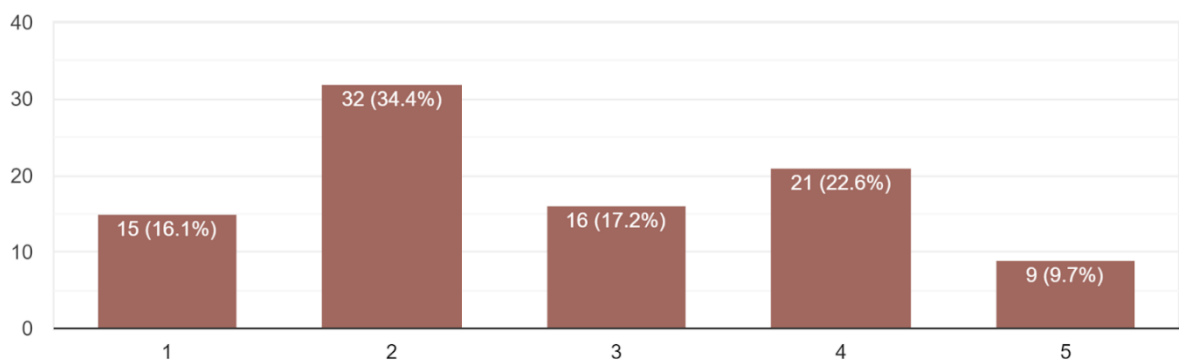


3% of the respondents strongly disagreed with this question. We can see a decreasing trend with the people agreeing to this question with the highest of people disagreeing with the question.

## Question 13

Does celebrity endorsement influence your buying behaviour?

93 responses

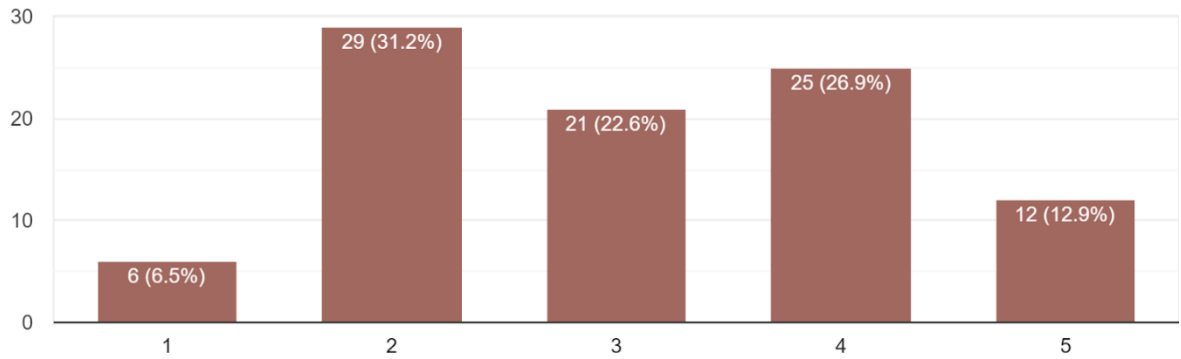


As can be seen in this graph, respondents' responses to this question are highly diverse. 34.4 percent of respondents disagreed, with another 16.1 percent strongly disagreeing, for a total of 50 percent disagreeing that celebrity endorsement influences their purchasing decisions.

### Question 14

Do You like to buy the goods for dominance & increase the standard of living in society?

93 responses

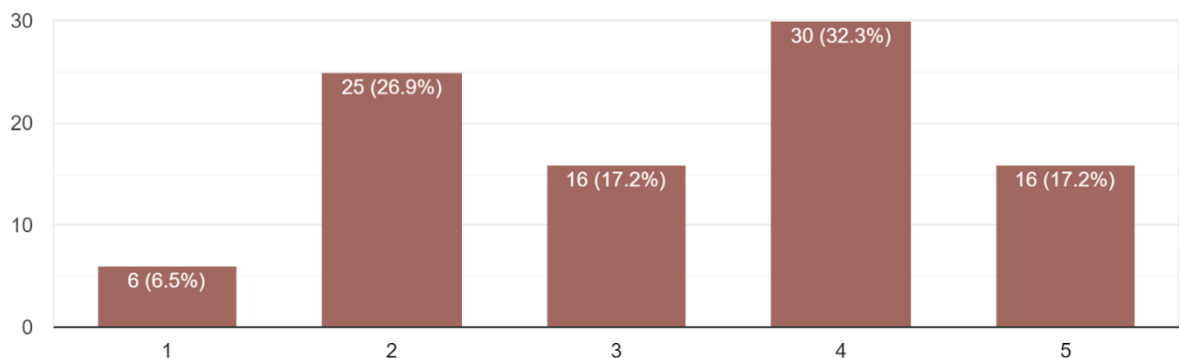


The majority of respondents disagreed that people acquire items to gain social dominance and raise their level of living. On the other hand, 26.9% of those polled agreed with this statement. This question elicited a neutral response from 22.6 percent of respondents.

### Question 15

Does advertisement convince You to buy the same brands?

93 responses

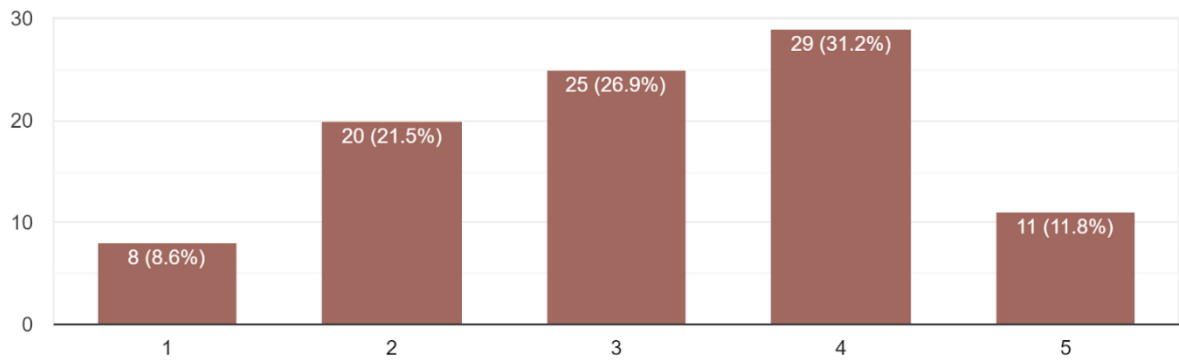


A majority of 32% of the respondents agreed that advertisement convince them to buy the same brand. An equal percentage of 17.2 % both strongly agreed and were neutral to this question. 27% of the respondents disagreed to this question.

### Question 16

Does your participation in purchasing influenced by friends & family?

93 responses

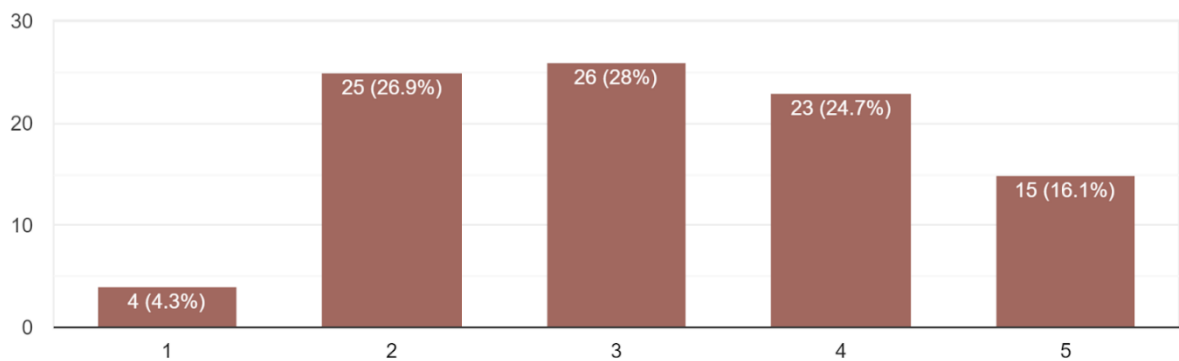


A majority of 31% said that friends and family affect their purchase decisions. This question elicited a neutral response from 27% of respondents. 21.5 percent of those polled disagreed with this statement.

### Question 17

Does advertisement stimulate or encourage You to purchase the products?

93 responses

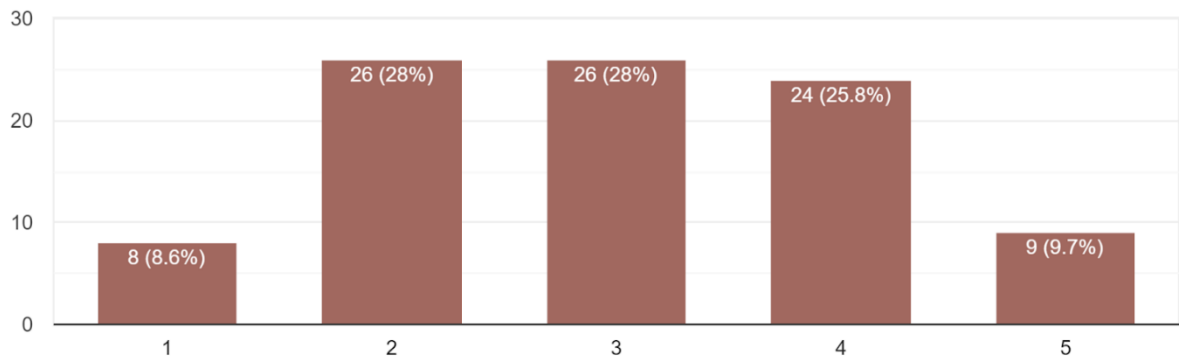


As shown in the graph, 28% of respondents were undecided on this subject. Twenty-four percent agreed, while twenty-seven percent disagreed. The question was strongly agreed with by 16 percent of respondents and strongly disagreed upon by 4% of respondents.

### Question 18

Does advertisement always influence Your buying habits?

93 responses

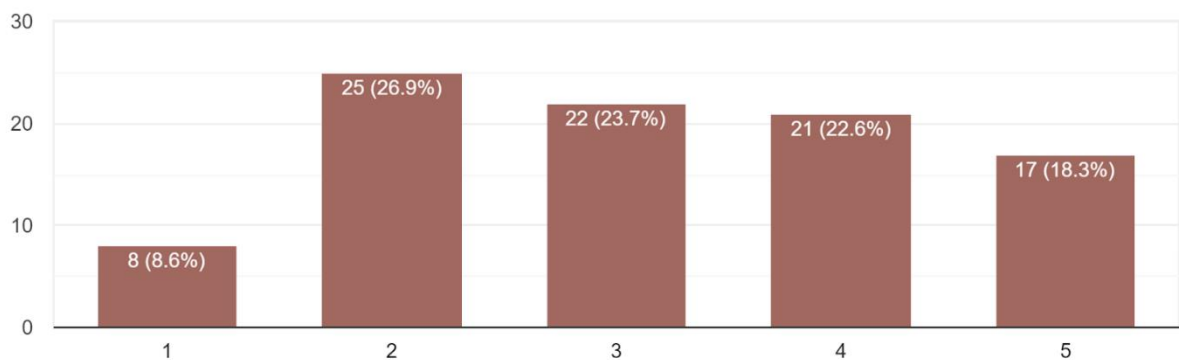


28 % of the respondents both disagreed and were neutral with this question. 25% agreed with this question. 9% of the respondents strongly disagreed and strongly agreed with this question.

### Question 19

Does advertisement motivate you, to shift from one brand to another brand?

93 responses

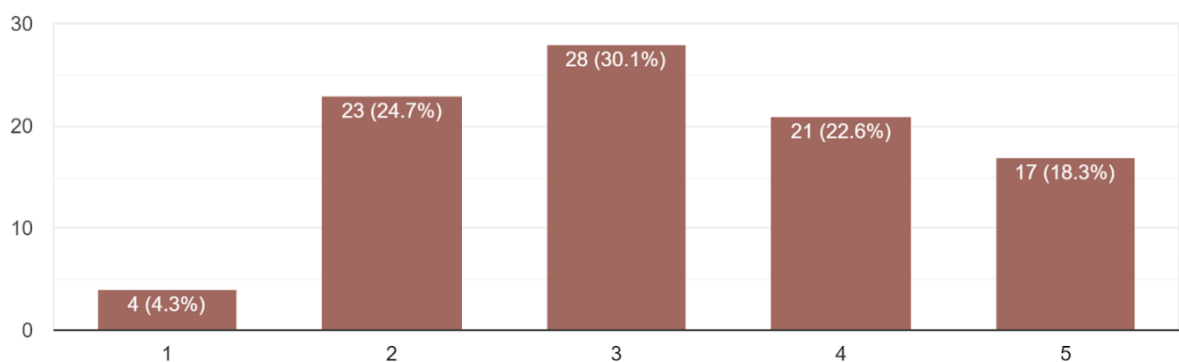


A total combined of 'agree' and 'strongly agree' which is 40% agreed that advertisement motivates them to switch from one brand to another. 23% of the respondents were neutral about this question and a total of 35% of the respondents disagreed with this question.

### Question 20

Does repeated exposure to a brands advertisement create a positive image about the brand?

93 responses



30% of the respondents were neutral about whether or not repeated exposure to a brand create a positive image about the brand. A total of 40% agreed that repeated exposure to a brand create a positive image about the brand and a total of 30% disagreed with the question.

## **4.1 Findings & Suggestions**

Over 55% of the respondents agreed that advertisement is necessary for advertisement and 50% of the respondents agree that print media is necessary for advertisement.

35% of the respondents disagreed that outdoor advertisement has relevance to their life. So advertisers can try to make more relevant so that people can relate with their brand and create a sense of brand recall.

50% of the respondents believe that advertisement is absolutely necessary for a company to survive in this extremely competitive market.

35.5% of the respondents buy goods even when they don't need it, cause can be attractive advertisement which create a sense of need in the minds of the viewer.

50% of the respondents believe that advertisement are a source of entertainment for them and other 27% are neutral to it. Advertisers should try to make more engaging advertisements.

52% of the respondents believe television commercial have vast coverage than anything else so advertisers should keep on focusing their attention on television ads as on other medium such as internet people are more likely to skip ads.

40% of the respondents disagree that celebrity endorsement influence their buying behaviour although if advertisement is good it can convince more than 50 % of the respondents to buy the same brand.

A good advertisement can convince almost 40% of the respondents to switch from one brand to another. Repeated exposure to a brands advertisement created a positive image about the brand according to 40% of the respondents.

Consumers are eager to switch brands, hence it is essential that promotional programmes be presented frequently. One good advertising is said to be enough to impact consumers.



## **4.2 Future Direction and Limitations**

The conclusions of the study can be applied to the entire cosmetics sector, albeit it does have some limits, as do all studies. One constraint, for example, was the responses to the questions, which were based on a Likert-type scale. Some people do not respond thoughtfully, while others want to respond thoughtfully. It suggests the respondent's reaction was influenced by the presentation. Future study might be conducted in sectors such as telecommunications, banking, and textiles to provide a cross-sector investigation of consumer purchasing behaviour and its impact on performance, with data obtained utilizing a mixed methodology. It's possible that the outcome will alter if you use this method. The sample size should be raised in the future. Consumer behaviour in terms of perceived quality and brand awareness can be evaluated using a variety of promotional tactics.

## **Conclusion**

The current period has seen a major shift in marketing trends. Online marketing saves us time and money, and it also allows us to choose from a wide range of products. Because the product is not available for physical inspection, ads are the only means of influencing and attracting customers. Advertisement plays a crucial influence in influencing consumer purchasing decisions. Advertising should be real, accurate, and suit consumers' informational demands. Companies should employ appealing and informative material to raise customer awareness, rather than relying on advertisements to change people's perceptions. Instead, they could use new methods of sales promotion or other mediums to change people's perceptions. It will be simple for any corporation to affect consumer buying behaviour by raising awareness and generating a strong perception in their customers' minds.

## APPENDIX

1. Name
2. Gender
  - Male
  - Female
3. Employment status
  - full time employed
  - part-time employed
  - student
  - unemployed
4. Highest level of Education
5. Age
  - 15 – 25 years
  - 26 – 35 years
  - 36-45 years
  - 45 years and above
6. Is advertisement necessary to attract the consumers?
  - Totally disagree
  - Disagree
  - Neutral
  - Agree
  - Totally agree
7. Is print advertisement (Newspaper etc) necessary?
  - Totally disagree
  - Disagree
  - Neutral
  - Agree
  - Totally agree

8. Does the outdoor/street advertising relevance to Your daily life?

- Totally disagree
- Disagree
- Neutral
- Agree
- Totally agree

9. In this competition market, any product can't survive without advertisement?

- Totally disagree
- Disagree
- Neutral
- Agree
- Totally agree

10. Do You ONLY buy the goods when you feel its necessary/needed?

- Totally disagree
- Disagree
- Neutral
- Agree
- Totally agree

11. Is advertisement a source of entertainment?

- Totally disagree
- Disagree
- Neutral
- Agree
- Totally agree

12. Do You think that television commercials have vast coverage than anything else?

- Totally disagree
- Disagree

- Neutral
- Agree
- Totally agree

13. Is advertisement always an influence & dominate You?

- Totally disagree
- Disagree
- Neutral
- Agree
- Totally agree

14. Does celebrity endorsement influence your buying behaviour?

- Totally disagree
- Disagree
- Neutral
- Agree
- Totally agree

15. Do You like to buy the goods for dominance & increase the standard of living in society?

- Totally disagree
- Disagree
- Neutral
- Agree
- Totally agree

16. Does advertisement convince You to buy the same brands?

- Totally disagree
- Disagree
- Neutral
- Agree
- Totally agree

17. Does your participation in purchasing influenced by friends & family?

- Totally disagree
- Disagree
- Neutral
- Agree
- Totally agree

18. Does advertisement stimulate or encourage You to purchase the products?

- Totally disagree
- Disagree
- Neutral
- Agree
- Totally agree

19. Does advertisement always influence Your buying habits?

- Totally disagree
- Disagree
- Neutral
- Agree
- Totally agree

20. Does advertisement motivate you, to shift from one brand to another brand?

- Totally disagree
- Disagree
- Neutral
- Agree
- Totally agree

21. Does repeated exposure to a brands advertisement create a positive image about the brand?

- Totally disagree
- Disagree
- Neutral
- Agree
- Totally agree

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