

IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR:

A CASE STUDY IN LUNGLEI, MIZORAM



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Submitted by: VL Ramnghinglova

University Enrolment. No.: 2023BCOM036

Prepared under the guidance and supervision of:

R.Lalnunthara

**(Assistant Professor, Department of Commerce
Higher And Technical Institute, Mizoram)**

CERTIFICATE

This is to certify that the dissertation entitled “Impact of Advertisement on Consumer Behaviour” submitted to the Mizoram University for the award of the degree of Bachelor commerce, is a record of research work carried out by VL. Ramnghinglova under the supervision. He has fulfilled all the requirement laid down in the MZU regulation of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 4.5.2022

(R.LALNUNTHARA)

Place: Lunglei, Mizoram

Supervisor

DECLARATION

I, VL. Ramnghinglova, hereby declare that the subject matter of this dissertation is the record of work done by me, that the content of this dissertation did not form the basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date: 4.5.2022

(VL. RAMNGHINGLOVA)

Place: Lunglei, Mizoram

Student

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CHAPTER - 1

INTRODUCTION

1.1 Conceptual Framework

An advertisement (often shortened to advert or ad) is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales. Advertising is a marketing concept which aims to influence the buying behaviour of customers. Businesses use advertisement as a tool to promote their products and services. Advertisements form a perception of a product in consumer's mind.

Advertisements are a guaranteed method of reaching an audience. By creating an engaging ad, and spending enough to reach many users, advertisements can have an immediate impact on business. Advertisement plays an important role in business. Advertisements are used to introduce a business, establish a brand and position a company, product or service within the eyes of the purchaser against the other established competitive businesses.

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. Advertisement includes the name of the product or service, its features, and its benefits. Advertising is done to create likeness, attraction and influence buying behaviour in a positive way. Effective advertisement influences the attitude towards brand and finally leads to purchase intention.

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 creates curiosity and awareness to the consumer.

1.2 Literature Review

Some of the literature concerning the impact of advertisement on customer buying behaviour to highlight their findings.

Shetty et al. (2019) studied impact of advertisement on consumer buying behaviour. The study found that advertisement has significant impact on consumer buying behaviour. Most of the selection process involved in purchasing is based on emotions and reasoning. The study also revealed that 75% of the respondents most preferred advertisement media is television, 95.3% respondents think that advertisement influences their shopping trend and 72.5% of respondents are influenced to purchase the products by the interesting advertisements.

Pal and Pal (2019) examined the effect of advertisement on consumer behaviour. The research revealed that advertising is very useful to create the awareness among consumers but they are unsuccessful to build powerful perceptions in consumer's mind. It is also revealed that advertisement plays a very crucial role to promote businesses goods and services. Advertisement has a significant influence on consumer buying behaviour and consumer behaviour is significantly driven by discount and deals followed by price and product information.

Haider and Shakib (2018) studied the influences of advertisement on consumer buying behaviour. The study revealed that there is positive impact of all the variables on consumer buying behaviour. It is also revealed that consumers are more motivated to buy a product when they see an advertisement of it somewhere, they also feel safe to buy a product that they have seen advertisement of. Consumer develops a level of trustworthiness for a brand they have seen advertisement of and they were even noted to collect information of products from advertisement, get to know about the usage and benefits of product and then make a purchase decision based on that.

Awan et al. (2016) studied Effects of Advertisement on Consumer's Buying Behaviour with References to FMCGs in Southern Punjab-Pakistan. The study found that advertisements have significant impact on consumers' buying behaviour and their choices. It is also found that consumers are familiar with the promotional activities of electronic and print media etc, and the specific type of advertisement stimulate the consumer's buying habit so that buy the goods as soon as possible.

Sunderaraj (2018) examined the impact of advertisement on buying behaviour of consumers in Sivakasi. The study shows that there is no relationship between age of the respondents and level of impact of advertisement and there is no relationship between income and satisfaction with advertised product at the time of using. It is also found that advertisement only discloses the advertisement good features of the products and advertisement also help the consumers in better decision making.

Sharma (2018) conducted the study of effect of advertisement on consumer behaviour. The study revealed that more the attractiveness of an advertisement, the more is the chance that the consumers will purchase them. It is also revealed that advertisements must not only look attractive but also informative, educational, and interesting and the advertisements must also be innovative and competitive against its challengers and repeated viewing of a particular product attracts consumers in purchasing the products.

Deshpande et al. (2019) studied the Impact of Advertisement on Consumer Buying Behaviour in Electronic Industry. The study revealed that the role of advertisements is important and influences the buying behaviour of consumers. It also revealed that a creative and well executed advertisement always has a great impact on the buying trends and the purchasing behaviour of consumers in the electronic industry and at the same time the quality of product, price and brand also have a strong impact on the buying behaviour of the consumer.

Bashir and Malik (2010) examined the study of Effects of Advertisement on Consumer Behaviour of University Students. The study found advertisement persuades the consumer to at least buy the product once in a lifetime. It also revealed that consumers considered advertisement as a reliable source of knowledge as compared to others, (friend, neighbours, reference group) opinions and advertisement can affect any income group, but expensive product and repetition of advertisement did not affect the purchasing attitude.

1.3 Statement of the Project

Advertising is a very important tool use to stimulate consumer buying behaviours by ways of getting them informed or remind them about a product but it must persuade them to purchase the products. As such, it becomes very important in marketing.

But inspire of the laudable impact of advertising in stimulating consumers buying behaviour, some of the organization often see advertising as an expensive venture and as such do not use most medium that would effectively create demand for their products. Hence the subject matter of this research becomes an empirical problem worthy of investigation.

1.4 Rationale of the project

Advertising is the best way to communicate to the customers. Advertising helps informs the customers about the brands available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited.

This research identifies the variables in advertising that influence purchasing motivations, product awareness, purchasing decisions, and product knowledge enhancement. It also investigates the connection between the impact of ads and consumer behaviour. It also assesses consumer perception of advertisements.

1.5 Objectives of the project

- (i) To study the impact of advertisement on consumer buying behaviour.
- (ii) To identify the most preferred advertisement media by the people.
- (iii) To know what types of advertisement attracts the customer most.
- (iv) To understand the power of persuasion in advertisement to buy a product.

1.6 Research Methodology

The study was conducted in Lunglei town, Mizoram. For the purpose of the study, 65 respondents (37-male and 28-female) were selected as sample by using convenient sampling method.

Primary data has been collected through structured questionnaire. The questionnaire was distributed by using Google forms. Secondary data were collected through different sources such as internet, journals, articles and books. MS Excel and percentage analysis are used to analyse and interpret the data.

1.7 Limitations of the project

- (1) The period of time given for this study is limited.
- (2) The sample size for the study is of around 65 respondents therefore, this method cannot be used to generalize the results.

1.8 Chapter Plan

Chapter 1: Introduction

Chapter 2: Analysis and Interpretation of Data

Chapter 3: Results and Discussion

Chapter 4: Conclusion and Suggestion

CHAPTER – 2

ANALYSIS AND INTERPRETATION OF DATA

This chapter contains the analysis and interpretation of data. It reveals the socio economic background of the respondents and the impact of advertisement on customer buying behaviour.

2.1 Gender of the respondents.

The total respondents for the survey are 65 among them, 36(55%) respondents are male and 29(45%) respondents are female.

Table 1: Gender of the respondents

Gender	Frequency
Male	36
Female	29
Total	65

Source: Field study

2.2 Age of the respondents.

The below table shows the age of the respondents. Out of the male respondents, 33.33% of the respondents are in the age group of 19 – 28 years, 25% of the respondents are below 18 years, 16.67% of the respondents are above 48 years, 13.89% of the respondents are 29 – 38 years and 11.11% of the respondents are 39 – 48 years.

Out of the female respondents, 31.03% of the respondents are 19 – 28 years, 27.59% of the respondents are 29 – 38 years, 24.14% of the respondents are 39 – 48 years, 10.34% of the respondents are above 48 years and 6.90% of the respondents are below 18 years.

Table 2: Age of the respondents

Gender	Below 18	19 – 28 years	29 – 38 years	39 – 48 years	Above 48	Total
Male	9 (25.00)	12 (33.33)	5 (13.89)	4 (11.11)	6 (16.67)	36 (55.38)
Female	2 (6.90)	9 (31.03)	8 (27.59)	7 (24.14)	3 (10.34)	29 (44.62)
Total	11 (16.92)	21 (32.31)	13 (20.00)	11 (16.92)	9 (13.85)	65

Source: Field study

Out of the total respondents, 32.31% of the respondents belong to 19 – 28 years, 20% of the respondents belong to 29 – 38 years, the two of the years between below 18 and 39 – 48 years have the same percentage of 16.92% and 13.85% of the respondents belong to above 48 years.

2.3 Marital Status of the respondents.

Table 3 indicates the marital status of the respondents. Out of the male respondents, 66.67% of the respondents are single and 33.33% of the respondents are married.

Out of the female respondents, 51.72% of the respondents are single and 48.28% of the respondents are married.

Table 3: Marital Status of the respondents

Gender	Single	Married	Total
Male	24 (66.67)	12 (33.33)	36 (55.38)
Female	15 (51.72)	14 (48.28)	29 (44.62)
Total	39 (60.00)	26 (40.00)	65

Source: Field study

Out of the 65 respondents, 60% of the respondents are single and 40% of the respondents are married.

2.4 Educational qualification of the respondents.

Table 4 shows the educational qualification of the respondents. Out of the male respondents, 38.89% of the respondents are HSSLC, the two of the educational qualification between HSLC and below and Graduate/Diploma have the same percentage of 25% and 11.11% of the respondents are post graduate.

Out of the female respondents, 44.83% of the respondents are HSSLC and the two of the educational qualification between HSLC and below and Graduate/Diploma have the same percentage of 27.59%.

Table 4: Educational qualification of the respondents

Gender	HSLC and below	HSSLC	Graduate/Diploma	Post graduate	Others	Total
Male	9 (25.00)	14 (38.89)	9 (25.00)	4 (11.11)	0	36 (55.38)
Female	8 (27.59)	13 (44.83)	8 (27.59)	0	0	29 (44.62)
Total	17 (26.15)	27 (41.54)	17 (26.15)	4 (6.15)	0	65

Source: Field study

Out of the total respondents, 41.54% of the respondents are HSSLC, the two of the educational qualification between HSLC and below and Graduate/Diploma have the same percentage of 26.15% and 6.15% of the respondents are Post Graduate and there are no respondents who choose others.

2.5 Monthly family income of the respondents.

Table 5 provide the information about the monthly family income of the respondents. Out of the male respondents, 47.22% of the respondents' monthly family income are 10001 – 50000, followed by 25% of the respondents' monthly family income are 50001 – 100000, followed by 16.66% of the respondents' monthly family income are 100001 – 150000 and the two monthly family income of below 10000 and above 150000 have the same percentage of 5.56%.

Out of the female respondents, the two monthly family income of 10001 – 50000 and 50001 – 100000 have the same percentage of 41.38%, followed by 10.34% of the respondents' monthly family income are 100001 – 150000 and 6.90% of the respondents' monthly family income are below 10000.

Table 5: Monthly family income

Gender	Below 10000	10001 - 50000	50001 - 100000	100001 - 150000	Above 150000	Total
Male	2 (5.56)	17 (47.22)	9 (25.00)	6 (16.66)	2 (5.56)	36 (55.38)
Female	2 (6.90)	12 (41.38)	12 (41.38)	3 (10.34)	0	29 (44.62)
Total	4 (6.15)	29 (44.62)	21 (32.30)	9 (13.85)	2 (3.08)	65

Source: Field study

Out of the total respondents, 44.62% of the respondents' monthly family income are 10001- 50000, followed by 32.30% of the respondents' monthly family income are 50001 – 100000, followed by 13.85% of the respondents' monthly family income are 100001 – 150000, followed by 6.15% of the respondents' monthly family income are below 10000 and 3.08% of the respondents' monthly family income are above 150000.

2.6 Influence of advertisements on the respondents.

Table 6 indicates the influence of advertisements on the respondents. Among the male respondents, 69.44% of the respondents have medium influence, 16.67% of the respondents were not sure about the influence of the advertisement on their buying behaviour, 8.33% of the respondents have small influence and the remaining 5.56% of the respondents have large influence.

Table 6: Influence of advertisements on the respondents

Gender	Large influence	Medium influence	Small influence	Not sure	Total
Male	2 (5.56)	25 (69.44)	3 (8.33)	6 (16.67)	36 (55.38)
Female	4 (13.79)	18 (62.07)	2 (6.90)	5 (17.24)	29 (44.62)
Total	6 (9.23)	43 (66.15)	5 (7.69)	11 (16.93)	65

Out of the total respondents, 66.15% of the respondents have medium influence, 16.93% of the respondents were not sure about the influence of advertisement on their buying behaviour, 9.23% of the respondents have large influence and the remaining 7.69% of the respondents have small influence.

2.7 Advertisement as a tool to provide information.

Table 7 shows the opinion of the respondents about advertisement as a tool to provide information. Out of the male respondents, 94.44% of the respondents agrees and 5.56% of the respondents disagrees.

Out of the female respondents, 93.10% of the respondents agrees and 6.90% of the respondents disagrees.

Table 7 Advertisement as a tool to provide information

Gender	I Agree	I Disagree	Total
Male	34 (94.44)	2 (5.56)	36 (55.38)
Female	27 (93.10)	2 (6.90)	29 (44.62)
Total	61 (93.85)	4 (6.15)	65

Source: Field study

Out of the total respondents, 93.85% of the respondents agrees and 6.15% of the respondents disagrees for the statement that “Advertising is beneficial to consumers because it provides important information about goods and services.”

2.8 Contents/Kinds of the Advertisement look by the respondents

Table 8 indicates contents/kinds of advertisement look by the respondents. Among the male respondents, 50% of the respondents looks for product information, 30.56% of the respondents looks for discount and deals, 13.88% of the respondents chooses a brand they are familiar with and the two ads of price information and celebrities and famous people have the same percentage of 2.78%.

Among the female respondents, 37.93% of the respondents chooses a brand they are familiar with, the two ads of product information and discount and deals have the same percentage of 24.14% and the two ads of price information and celebrities and famous people have the same percentage of 6.90%.

Table 8: Contents/Kinds of Advertisement look by the respondents

Gender	A brand that I am familiar with	Product information	Price information	Discount and deals	Celebrities and famous people	Total
Male	5 (13.88)	18 (50.00)	1 (2.78)	11 (30.56)	1 (2.78)	36 (55.38)
Female	11 (37.93)	7 (24.14)	2 (6.90)	7 (24.14)	2 (6.90)	29 (44.62)
Total	16 (24.61)	25 (38.46)	3 (4.62)	18 (27.69)	3 (4.62)	65

Source: Field study

Out of the total respondents, 38.46% of the respondents looks for product information, 27.69% of the respondents looks for discount and deals, 24.61% of the respondents chooses a brand that they are familiar with and the two ads of price information and celebrities and famous people have the same percentage of 4.62%

2.9 Advertisement a cause of Unnecessary Purchases

Table 9 shows the opinion of the respondents about advertisement a cause of Unnecessary Purchases. Out of the male respondents, 44.44% of the respondents agrees, 27.78% of the respondents are neutral, 19.44% of the respondents disagrees, 5.56% of the respondents strongly agrees and 2.78% of the respondents strongly disagrees.

Out of the female respondents, 44.83% of the respondents agrees, 41.38% of the respondents are neutral, 10.34% of the respondents disagrees and 3.45% of the respondents strongly agrees.

Table 9: Advertisement a cause of Unnecessary Purchases.

Gender	Strongly disagree	Disagree	Neutral	Strongly agree	Agree	Total
Male	1 (2.78)	7 (19.44)	10 (27.78)	2 (5.56)	16 (44.44)	36 (55.38)
Female	0	3 (10.34)	12 (41.38)	1 (3.45)	13 (44.83)	29 (44.62)
Total	1 (1.54)	10 (15.38)	22 (33.85)	3 (4.62)	29 (44.62)	65

Source: Field study

Out of the total respondents, 44.62% of the respondents agrees, 33.85% of the respondents are neutral, 15.38% of the respondents disagrees, 4.62% of the respondents strongly agrees and 1.54% of the respondents strongly disagrees.

2.10 Mere Exposure effect as a clever strategy in advertising.

Table 10 shows the opinion of the respondents about mere exposure effect as a clever strategy in advertising. Out of the male respondents, 47.22% of the respondents agrees, 27.78% of the respondents disagrees and 25% of the respondents were not sure.

Out of the female respondents, 51.73% of the respondents agrees, 37.93% of the respondents were not sure and 10.34% of the respondents disagrees.

Table 10: Mere Exposure effect as a clever strategy in advertising.

Gender	Agree	Disagree	Not sure	Total
Male	17 (47.22)	10 (27.78)	9 (25.00)	36 (55.38)
Female	15 (51.73)	3 (10.34)	11 (37.93)	29 (44.62)
Total	32 (49.23)	13 (20.00)	20 (30.77)	65

Source: Field study

Out of the total respondents, 49.23% of the respondents agrees with the statement, 30.77% of the respondents were not sure with the statement and 20% of the respondents disagrees with the statement.

2.11 Mode of receiving advertisement.

Table 11 provides the mode of receiving advertisement that the respondents are preferred. Out of the male respondents, 44.44% of the respondents chosen social media, 36.11% of the respondents chosen all options, 11.11% of the respondents chosen television and 8.33% of the respondents chosen print media.

Out of the female respondents, 34.48% of the respondents chosen all options, 31.03% of the respondents chosen social media, 24.14% of the respondents chosen television and 10.34% of the respondents chosen print media.

Table 11: Mode of receiving advertisement

Gender	Television	Print media	Social media	Email	All of the above	Total
Male	4 (11.11)	3 (8.33)	16 (44.44)	0	13 (36.11)	36 (55.38)
Female	7 (24.14)	3 (10.34)	9 (31.03)	0	10 (34.48)	29 (44.62)
Total	11 (16.92)	6 (9.23)	25 (38.46)	0	23 (35.38)	65

Source: Field study

Out of the total respondents, 38.46% of the respondents chosen social media, 35.38% of the respondents chosen all options, 16.92% of the respondents chosen television, 9.23% of the respondents chosen print media and none of the respondents chosen email as preferred mode of receiving advertisements.

2.12 Factor influencing the purchase of product.

Table 12 provide the information about factor influencing the purchase of product. Out of the male respondents, 47.22% of the respondents are influenced by their curiosity about the product, 22.22% of the respondents are influenced to purchase the products by the interesting advertisement, 22.22% of the respondents are influenced by suggestions about the products by other people and 8.33% of the respondents are influenced by the low price of the products.

Out of the female respondents, 27.59% of the respondents are influenced to purchase the products by the interesting advertisement, 24.14% of the respondents are influenced by the low price of the products, 24.14% of the respondents are influenced by suggestions about the products by other people, 20.69% of the respondents are influenced by their curiosity about the product and 3.45% of the respondents are influenced by others.

Table 12: Factor influencing the purchase of product.

Gender	The advertising was interesting	Curious about the product	The price was low for the product	Suggested by other people about the product	Others	Total
Male	8 (22.22)	17 (47.22)	3 (8.33)	8 (22.22)	0	36 (55.38)
Female	8 (27.59)	6 (20.69)	7 (24.14)	7 (24.14)	1 (3.45)	29 (44.62)
Total	16 (24.62)	23 (35.38)	10 (15.38)	15 (23.08)	1 (1.54)	65

Source: Field study

Out of the total respondents, 35.38% of the respondents are influenced by their curiosity about the product, 24.62% of the respondents are influenced to purchase the products by the interesting advertisements, 23.08% of the respondents are influenced by suggestions about the products by other people, 15.38% of the respondents are influenced by the low price of the products, 1.54% of the respondents are influenced by others.

2.13 View towards most remembered aspect of advertisement.

Table 13 shows the view towards most remembered aspect of advertisement. Out of male respondents, 50% of the respondents mostly remember the punch line, 2.22% of the respondents remember the slogan, 13.89% of the respondents remember the celebrities, 11.11% of the respondents remember the theme and 2.78% of the respondents remember the color.

Out of female respondents, 31.04% of the respondents mostly remember the slogan, 31.04% of the respondents remember the punch line, 13.79% of the respondents remember the theme, 13.79% of the respondents remember the celebrities and 10.34% of the respondents remember the color.

Table 13: View towards most remembered aspect of advertisement.

Gender	Color	Slogan	Theme	Punch line	Celebrity	Total
Male	1 (2.78)	8 (22.22)	4 (11.11)	18 (50.00)	5 (13.89)	36 (55.38)
Female	3 (10.34)	9 (31.04)	4 (13.79)	9 (31.04)	4 (13.79)	29 (44.62)
Total	4 (6.15)	17 (26.15)	8 (12.31)	27 (41.54)	9 (13.85)	65

Out of the total respondents 41.54% of the respondents mostly remember the punch line of the advertisement, 26.15% of the respondents remember the slogan of the advertisements most of the times, 13.85% of the respondents most remembered aspect of advertisement is the celebrities in the advertisement, 12.31% of the respondents remember the theme of the advertisement and the remaining 6.15% of the respondents remember the colors used in the advertisements.

2.14 View of respondents on convincing power of advertisements towards purchasing of new product.

Table 14 indicates the view of respondents on convincing power of advertisements towards purchasing of new products. Out of the male respondents, 50% of the respondents agrees, 22.22% of the respondents are neutral, 22.22% of the respondents strongly agrees and 5.56% of the respondents disagrees.

Out of the female respondents, 48.28% of the respondents agrees, 31.03% of the respondents are neutral, 13.79% of the respondents strongly agrees and 6.90% of the respondents disagrees.

Table 14: View of respondents on convincing power of advertisements towards purchasing of new products.

Gender	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Male	0	2 (5.56)	8 (22.22)	18 (50.00)	8 (22.22)	36 (55.38)
Female	0	2 (6.90)	9 (31.03)	14 (48.28)	4 (13.79)	29 (44.62)
Total	0	4 (6.15)	17 (26.15)	32 (49.23)	12 (18.46)	65

Source: Field study

Out of the total respondents, 49.23% of the respondents agrees that advertisements convince them to purchase a new product, 26.15% of the respondents are neutral about the above statement, 18.46% of the respondents strongly agrees that advertisements convince them to purchase the product, 6.15% of the respondents disagrees with the above statement and no respondents strongly disagree to the above statement.

2.15 Satisfaction of advertised product at its usage.

Table 15 shows the satisfaction of the respondents of the advertised product at its usage. Out of the male respondents, 44.44% of the respondents are satisfied, 38.89% of the respondents are somewhat satisfied and 16.67% of the respondents are not satisfied with the advertised product at the time of using.

Out of the female respondents, 62.07% of the respondents are satisfied, 27.59% of the respondents are somewhat satisfied and 10.34% of the respondents are not satisfied with advertised product at the time of using.

Table 15: Satisfaction of advertised product at its usage.

Gender	Satisfied	Somewhat satisfied	Not satisfied	Total
Male	16 (44.44)	14 (38.89)	6 (16.67)	36 (55.38)
Female	18 (62.07)	8 (27.59)	3 (10.34)	29 (44.62)
Total	34 (52.30)	22 (33.85)	9 (13.85)	65

Source: Field study

Out of the total respondents, 52.30% of the respondents are satisfied with the advertised product at the time of using, 33.85% of the respondents are somewhat satisfied with the advertised product at the time of using and the remaining 13.85% of the respondents are not satisfied with advertised product at the time of using.

CHAPTER 3

RESULTS AND DISCUSSION

This chapter contains the results and discussion of the data. The following are the main findings of the present study.

- The total respondents for the survey are 65 among them, 36(55%) respondents are male and 29(45%) respondents are female.
- 32.31% of the respondents belong to 19 – 28 years, 20% of the respondents belong to 29 – 38 years, the two of the years between below 18 and 39 – 48 years have the same percentage of 16.92% and 13.85% of the respondents belong to above 48 years.
- 41.54% of the respondents are HSSLC, the two of the educational qualification between HSLC and below and Graduate/Diploma have the same percentage of 26.15% and 6.15% of the respondents are Post Graduate.
- 44.62% respondents' monthly family income are 10001- 50000, 32.30% respondents' monthly family income are 50001 – 100000, 13.85% respondents' monthly family income are 100001 – 150000, 6.15% respondents' monthly family income are below 10000 and 3.08% respondents' monthly family income are above 150000.
- 66.15% respondents have medium influence, 16.93% respondents were not sure about the influence of advertisement on their buying behaviour, 9.23% respondents have large influence and the remaining 7.69% respondents have small influence.
- 93.85% of the respondents agrees and 6.15% of the respondents disagrees for the statement that “Advertising is beneficial to consumers because it provides important information about goods and services.”
- 38.46% respondents look for product information, 27.69% respondents look for discount and deals, 24.61% respondents choose a brand that they are familiar with and the two ads of price information and celebrities and famous people have the same percentage of 4.62%
- 44.62% agrees, 33.85% of the respondents are neutral, 15.38% respondents disagree, 4.62% respondents strongly agrees and 1.54% respondents strongly disagrees for the statement that “Advertisement a cause of Unnecessary Purchases”.

- 49.23% respondents agree, 30.77% respondents were not sure and 20% respondents disagrees for the statement that “The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product”.
- 38.46% respondents chosen social media, 35.38% respondents chosen all options, 16.92% respondents chosen television, 9.23% respondents chosen print media and none of the respondents chosen email as preferred mode of receiving advertisements.
- 35.38% respondents are influenced by their curiosity about the product, 24.62% respondents are influenced by the interesting advertisements, 23.08% respondents are influenced by suggestions about the products by other people, 15.38% respondents are influenced by the low price of the products, 1.54% of the respondents are influenced by others.
- 41.54% respondents mostly remember the punch line of the advertisement, 26.15% respondents remember the slogan, 13.85% respondents remember the celebrities, 12.31% respondents remember the theme and 6.15% of the respondents remember the colors used in the advertisements.
- 49.23% respondents agrees that advertisements convince them to purchase a new product, 26.15% respondents are neutral, 18.46% respondents strongly agrees and 6.15% respondents disagrees.
- 52.30% respondents are satisfied with the advertised product at the time of using, 33.85% respondents are somewhat satisfied and the remaining 13.85% respondents are not satisfied with advertised product at the time of using.

CHAPTER 4

CONCLUSION AND SUGGESTIONS

This chapter contains suggestions and conclusion.

4.1 Suggestions

- (1) Most of the respondents look for product information and discount and deals of the product in the advertisement. Hence, the study suggested that the companies should provide more information about product and give clear information about the discount and deals of the product in the advertisement so as to increase the sales volume in the market.
- (2) Social media and television are the most preferred mode of receiving advertisement. Therefore, it is recommended that the companies should put their advertisement more on social media and television in order to get more customers.
- (3) It is found out that most of the respondents agree that advertisement convinces them to purchase the new products. In order to attract customers on the new products, the companies should promote the new products in the advertisement.
- (4) Punch line and slogan are the remembered aspect of advertisement. Hence, the study suggested that for an advertisement to be more effective, the companies should be more creative in making the punch line and the slogan.

4.2 Conclusion

Advertisement acts as a motivator in purchasing of products or services of the particular business. Advertisements are one of the important tools used by businesses to promote or to deliver the information about their products or services. The purpose of this research was to study the impact of advertisement on consumer buying behaviour. Based on the analysis it can be concluded that advertisement has significant impact on consumer buying behaviour. Most of the respondents look for product information and discount and deals. The most preferred mode of receiving advertisement is social media followed by television. Most of the respondents are influenced to purchase the products by their curiosity about the product. Most of the respondents are satisfied with the advertised product at the time of using.

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**APPENDIX 1: QUESTIONNAIRE
(ENGLISH)**

1. Gender of the respondents:

(i) Male ()

(ii) Female ()

2. Age of the respondents:

(i) Below 18 years ()

(ii) 19 – 28 years ()

(iii) 29 – 38 years ()

(iv) 39 – 48 years ()

(v) Above 48 ()

3. Marital Status:

(i) Single ()

(ii) Married ()

4. Educational Qualification:

(i) HSLC and Below ()

(ii) HSSLC ()

(iii) Graduate/Diploma ()

(iv) Post Graduate ()

(v) Others ()

5.Monthly family income of the respondents:

(i)Below 10,000 ()

(ii)10,001 – 50,000 ()

(iii)50,001 – 1,00,000 ()

(iv)1,00,001 – 1,50,000 ()

(v)Above 1,50,000 ()

6.How much influence do you feel advertisements have over your buying behavior?

(i)Large influence ()

(ii)Medium influence ()

(iii)Small influence ()

(iv)Not sure ()

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

(i)I Agree ()

(ii)I Disagree ()

8.What do you look out for in an advertisement?

(i)A brand that I am familiar with ()

(ii)Product information ()

(iii)Price information ()

(iv)Discounts and deals ()

(v)Celebrities and famous people ()

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

(i) Strongly Disagree ()

(ii) Disagree ()

(iii) Neutral ()

(iii) Agree ()

(iv) Strongly Agree ()

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

(i) Agree ()

(ii) Disagree ()

(iii) Not sure ()

11. Preferred mode of receiving advertisement.

(i) Television ()

(ii) Print Media ()

(iii) Social Media ()

(iv) Email ()

(v) All of the above ()

12. Factor influencing the purchase of product.

(i) The advertising was interesting ()

(ii) Curious about the product ()

(iii) The price was low for the product ()

(iv) Suggested by other people about the product ()

(v)Others ()

13.Which is the most remembered aspect of advertisement?

(i)Color ()

(ii)Slogan ()

(iii)Theme ()

(iv)Punch line ()

(v)Celebrity ()

14.Advertisements convinces consumers in purchasing of new products.

(i)Strongly Disagree ()

(ii)Disagree ()

(iii)Neutral ()

(iv)Agree ()

(v)Strongly Agree ()

15.Are you satisfied with advertised products at the time of using?

(i)Satisfied ()

(ii)Somewhat satisfied ()

(iii)Not satisfied ()