

# A Micro Level Study on the Impact of Advertisement on Consumer Behaviour in Kerala

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## Abstract

*The main aim of any business is to produce goods and services for sales and profit maximization. Businesses need to have adequate sales in order to cover all the cost and to get abnormal profit. For generating greater sales, business needs to market their product, price, place and promotion. Promotion is one of the factors that pressure sales advertising comes under the promotional mix. It is believed that through good support, businesses can generate greater sales by influencing consumer buying decision.*

*Advertising plays an essential role in the modern society. Without advertising, an average consumer would not get product and market connected information. Advertising is a device of communication in market. It communicates all significant information about a product, its features and benefits to the targeted consumers. Without advertising, communication with customers is not possible. It is through advertising; customers are well informed about the special offers, price discounts, and gift vouchers of a product. Advertising is a means of informing as well as influencing people to purchase products and services through visual or oral message.*

**Keywords:** Advertisement, influence, consumer behaviour

## Introduction

Advertisement is a first and foremost type of communication which is used to persuade its audience to take up some form of action or to continue doing so. Most normally advertising has intended to drive consumer behavior in a marketable aspect, however political and ideological message are also commonly advertised. It is related to a mass communication which reaches to a large group of consumers. It is a commercial communication because it assures the advertiser a long business life with profitable sales. And also the communication is speedy, permitting an advertiser to speak to millions of buyers in few hours. Advertising is an audio or visual form of marketing message that to promote or sell a product, services or ideas.

## Research Problem

Advertising is very much useful for market communication. It provides details to consumers and gives confidence them to obtain more. Manufacturers can expand their sales as a result of higher market demand created as a result of the advertisement. Advertising helps the introduction of new products.

Through advertising, information about new products can be given to the potential buyers. This facilitates the sale of new products in the market. On the basis of these market details, it is very important to find out the influence of advertisement on consumers, especially on women and children.

### Objectives

1. To analyze the influence of advertisement on consumer buying behavior.
2. To analyze that attitude of children and ladies towards advertisement

### Materials and Methods

The study is an analytical one. The various sources of information for the study include both primary and secondary data. Primary data has been collected through the questionnaire. The sample of primary data has been selected from Kurichy Gramapanchayath. The questionnaires were circulated among 50 respondents of the selected area.

### Results and Discussions

This study is conducted on the basis of primary and secondary data. The results and conclusions are explained below.

**Table 1 Monthly Expenditure on Shopping**

Sl.No	Monthly expenditure on shopping	No. of persons	%
1	Below 5000	22	44
2	5000 – 10000	9	18
3	10000 – 20000	12	24
4	Above 20000	7	14
	Total	50	100

**Source:** Primary data

Among the total number of samples, 44% of respondents spent an amount below 5000 for their monthly expenditure for shopping. 18% of respondents spent an amount between 5000 – 10000 rps. 24% of respondents belonging to 10000 – 20000 rps. Only 14% of persons spend above 20,000 rps to meet their needs.

**Table 2 Influence of Advertisements**

Sl.No	Influence	No. of Persons	No of %
1	High	13	26%
2	Less	37	74%
	Total	50	100%

**Source:** Primary data

Here 26% of samples where highly influence by advertisement. At the same time the 74% of people where not much highly influenced by these advertisement.

**Table 3 Types of Commodities**

Sl.No	Type of Commodities	No. of Persons	%
1	Others	26	52%
2	Cosmetics	3	6%
3	Textiles	11	22%
4	Branded food	5	10%
5	Electronics	5	10%
	Total	50	100

**Source:** Primary data

The above table shows that 52% of respondents purchased commodities other than cosmetics, textiles, branded foods, electronics on the basis of advertisement. 22% of respondents purchased Textiles on the basis of advertisement. 6% of respondents were purchased cosmetics on the basis of advertisement.

**Table 4 Influence of Brand Name on Purchasing Decision**

Sl.No	Influence of brand Name	No. of Persons	%
1	Yes	32	64%
2	No	18	36%
	Total	50	100

**Source:** Primary data

The above table shows that 64% of respondents consider brand name while they purchase commodities other than cosmetics, textiles, branded

foods, electronics on the basis of advertisement. 36 % of respondents are not concerned about brand names.

**Table 5 Dependency on Advertisement to Buy Commodity**

Sl.No	Dependency on adds to buy commodity	No. of Persons	%
1	Low	13	26%
2	Moderate	30	60%
3	High	7	14%
	Total	50	100

**Source:** primary Data

The above table shows that 26% of respondents do not depend on advertisement while they purchase commodities and 14% of respondents were highly depend on advertisement. 60 % of respondents have moderate dependency.

**Table 6 Importance of Advertisement**

SL. No	Importance of Advertisement	No. of Persons	%
1	Yes	28	56%
2	No	22	44%
	Total	50	100%

**Source:** primary Data

The above table shows that 56% of respondents say advertisements are important. 44% of respondents do not consider advertisement as important.

**Table 7 Consumers and Advertised Products**

Sl.No	Do you buy only Advertised Products	No. of Persons	%
1	Yes	29	58
2	No	21	42
	Total	50	100

**Source:** Primary data

58% of respondents say they do buy only advertised products. 42% respondents say they do not buy only advertised products

**Table 8 Influence of Media**

Sl.No	Media Influence	No of Persons	%
1	TV	32	64%
2	Paper	6	12%
3	Words of mouth	12	24%
	Total	50	100

**Source:** Primary data

64% of respondents say TV as the most influenced media while 12% of respondents consider paper influence them much.

**Table 9 Helpfulness of Advertisement**

Sl.No	Advertisement is helpful or not	No. of Persons	%
1	No	13	26%
2	Moderate	25	50%
3	Yes	12	24%
	Total	50	100%

**Source:** Primary data

The above table shows that 50% of respondents have moderate opinion about advertisement is helpful or not. 26% of respondents says advertisements do not help them while they purchase commodities at the same time 24% of respondents say advertisements were helpful to them.

**Table 10 Children's Attitude towards Advertisement**

Sl.No	Do Children watch Advertisements	No. of Persons	%
1	Yes	40	80%
2	No	10	20%
	Total	50	100%

**Source:** Primary data

Here 80% of our respondents say their children watch advertisement. 20% of respondents says that their children do not watch these advertisements. Around 56% of respondent's Kids were influenced by this advertisement .At the same time 44% of respondents says that their kids were not influenced by these advertisement and also 58% of respondents

says that their child compelled them to buy the advertised products. At the same time 42% of respondents denied this.

**Table 11 Satisfaction with Advertised Products**

Sl.No	Satisfied with the advertised products	No. of Respondents	%
1	Yes	27	54%
2	No	23	46%
	Total	50	100%

**Source:** Primary data

The above table shows that 54% of respondents were satisfied with the advertised products . 46% of respondents were not much satisfied with the advertised products.

**Table 12 Consumer Approach against Advertised Company**

Sl.No	Approach against Advertisement company	No. of Respondents	%
1	Yes	3	6%
2	No	47	94%
	Total	50	100%

**Source:** Primary data

The above table shows that 94% of respondents were not approach against any advertisement company and 6% of respondents approach against advertisement companies because of problems related to their quality.

**Table 13 Women and Advertisement**

Sl.No	Watch Advertisement	No. of Respondents	%
1	Yes	25	100%
2	No	0	
	Total	25	100%

**Source:** Primary data

The above table shows that 100% of females are watching advertisements. 72% of respondents say that they were influenced by advertisements while 28% of respondents were not much influenced by advertisements. The respondents opined that 48% of females purchased cosmetics on the basis of

advertisement and 40% of respondents purchased textiles on the basis of advertisements. A small portion of respondents buy branded foods on the basis of advertisements ie 12%. The above table shows that 72% of females were satisfied with advertised products.28% of respondents were not satisfied with the advertised products

## Conclusions

The study tells us that consumer behaviour is influenced by advertisement. The result of this study shows that when the consumer is exposed to advertisements of the similar type of products, they easily switch over from one brand to another. So advertisements can easily switch over from one brand than banners or newspapers. The consumers are mostly like the media advertisement.

The consumers of durable products have their motivational sources which are advertisements and study revealed that advertisement motivates them to materialize the purchase of durables. Purchase attitude and behaviour is influenced by the variety of advertisements which cover product evaluation and brand recognition. Finally, consumer behaviour will attract to those products which are easily available and has more quality rather than quantity. Income is a major factor in which bases people buy low price products brands of various commodities

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