

Impact of Advertisement

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Abstract

Advertising is a form of communication with its sole aim to satisfy an audience or observer to purchase a product or take some action over the information or services circulated or we can say Advertising is the non-personal communication of the information usually paid for and convince in nature about products, services or ideas by identified sponsors through the various media There is not a world yet where a company has gone on to become a well known brand without having to invest on promotional propaganda. Advertisements serve as a major tool in creating product awareness in the mind of prospective customers. Their primary mission is to reach potential customers and impact their awareness, attitudes and buying behavior. Companies spend a lot of money on advertising strategies and strive to keep their customer's interest over the product.

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Introduction

Advertising is a way of communication to inspire an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and significant element for the economic growth of the marketers and businesses. Advertising is generally a paid form of submission or encouragement by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, external advertising or modern media such as blogs, websites and text messages. Marketers have always reorganize to changing business demands when it comes to creating new advertisements. The use of advertisements has significantly increased in 20th century as industrialization expanded the supply of manufactured products. In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly fast technological changes and also the marketing changes in today's competitive markets, and this management tool refers to the re-analysis and re-designs of tasks and also processes inside and outside the organization. Advertising is a social component to full fill the human needs to require and send information about availability of product, brand and service. Of late, there has also been a general feeling that advertising is a form of communication, meant to exploit the consumers. Further it is often criticized as being generally profit oriented and business houses are label as marketing shared who are developing a perfecting technique to cheat customers through misleading advertisement.

Advertisement plays an important role in influence customers to purchase products and services. On the other hand, the expenses of advertisement in comparisons of other activities in most companies are very wonderful. In the present days every company wants to achieve the highest market share. For this purpose, every company use different ways to attract customers of different part of the market and the best way to become market leader. In this challenging environment a company should promote its products in such a way that more and more customers get interest in its products.

In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly fast technological changes and also the marketing changes in today's competitive markets, and this management tool refers to the review and re-design of tasks and also processes inside and outside the organization. In their marketing process, businesses can select the best targeted

advertising, by making use of science, knowledge and experience regarding proper and suitable methods, in order to cause consumer tendency for online purchases. Marketing is the performance of all activities necessary for ascertaining the needs and wants of markets, planning the product availability, effective transfer of ownership of products, providing for their physical distribution and facilitating the entire marketing process. It is a shape within which price making forces operated in which exchanges of titles tend to be accomplished by the actual movement of goods affected.

In every country, advertising has proved to be engine of progress, an essential input for economic change and important aid for social usage. Advertising is an existing effective and truly challenging enterprise. It changes with changing markets, changing life styles, changing methods of distribution and changing pattern of consumption. Advertising is an institution performing necessary social and economic facilities. Indeed, advertising is several aspect and different segments of the society are indicted with their individual views.

Advertising is a social way to full fill the human needs to require and send information about availability of product, brand and service. Advertising does two jobs for business. One is the competitive job to make clear customer. And the equally important is the compulsory job of creating consumers. Moreover, it is a creative art, a science, a business, an economic as well as social. Of late, there has also been a universal feeling that advertising is a form of communication, meant to exploit the consumers. Further it is often criticized as being generally profit oriented and business houses are label as marketing shared who are developing a perfecting technique to defraud customers through misleading advertisement.

Advertisements have been used for many years to effect the buying behaviors of the consumers. Advertisements are helpful in creating the awareness and attention among the customers of advertisements are very useful in creating the awareness among the people but they are failed to build strong conception in the mind of consumers. Both of these variables such as consumer awareness and consumer taste will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

Mostly products are directly related with the fashion and interest as consumers have the deep insight about their looks and the fashion trending at specific time. Person's need to look good and be acceptable in the society highly influences the people to buy the products. . Consumer buying behavior is mostly affected by some factors which include culture, family and brand image. On the other hand brand awareness also helps the customer to buy a certain product. Due to this fact, mostly

companies focus on advertising the products. This report also put light on other factors which can also effect the buying behavior of the consumers such as life styles, purchasing power, technology, traditional culture and income. Advertisers spend much amount of investment while advertising their product so they keep their focus on these factors so that they can impact on consumer mind with advertisements.

This research also put the light on the buying behavior of customers. Image of the brands and buying behaviors usually change from person to person. So it is important to find out the consumer behavior changes. Advertisement helps the company to create the awareness in their customers and constituent the advertisements shape the perception of the customers either in the positive or in a negative way. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision. As companies are spending large amount of investment on the advertisement because they want to keep their product at the top of the customer's mind. Advertisement has proven to be a successful tool for the communication but companies are still in the confusion that what kind of aspect should be there and how do these advertisements will help to change the consumer buying behavior. In the present era, marketers are focusing customer rule that is customer is their first preference. To keep deep eye on customers the primary responsibility to the organization is to gain the knowledge about the customers. In this way marketers will be successful in fulfilling the needs and wants of the customers and seek the better opportunities in the market. Researchers find out that marketers need to understand these four things in order to serve their customers better. Firstly marketers must know that customers make rational decisions so they can get the best product available in the market. Secondly customers also make irrational decisions and they are very emotional and can be attracted towards the promotional activities. In the same way impulsive association also put an influence on the mind of customers. In the last customers also buy as a problem solver, they seek the products which can solve their problem.

Advertising bridges the gap between companies and consumers, providing a platform for brands to introduce new products. It also has an impact over the consumers' decision making. How

1.Cultural Factors — Brands take into account the cultural factors implicit to each market and situation. This makes them easy to adapt their marketing strategy to these factors. This will play a role in managing the perception, habits, behavior and

expectations of consumers.

2.Social Classes — Advertisers target consumers from different social classes, specifically offering products that are suitable to their price range. A person from lower class is more minded to the price of the product whereas the person from higher class is more attracted to elements such as quality, innovation, features, or even the “social benefit” that he can obtain from the product.

3.Trends — Due to social pressure, consumers are compelled to follow the trend and buy the product which is widely popular. This also prompts the release of an updated product or become a source for innovation. For example, Facebook has become a popular cultural trend, making it a must-have, especially among young generations.

4.Social Factors — This is one of the factors that affect consumer behavior significantly. They fall into three categories: reference groups, family and social roles and status.

(a)Reference Groups and Membership Groups— Membership groups are generally related to their social origin, age, residence, work, hobbies, etc. whereas reference groups are those individuals who at some point provide comparison in relation to behavior, lifestyle, desires or consumer habits.

(b)Family — Family is the most influencing factor for an individual as they develop attitudes and opinions on various subjects. It will also have an impact on the consumer habits, image of brands and the product an individual may buy.

(c)Social Role and Status — It extremely affects the consumer behavior and his purchasing decisions; applies mainly for the products that are visible to other people. Among the factors of influence on consumer behavior through advertisement, psychological factors can be divided into groups — motivation, perception, belief.

(i)Motivation— It is what will drive a consumer to develop the desire to purchase. The need becomes pressing enough for the consumer to want to satisfy himself by purchasing the product. Brands constantly reinforce a need in the consumer’s mind so that he develops a purchasing need and motivation.

(ii)Perception — Advertisements are able to take attention between consumers that in turn increases their perception and build a belief towards the brand and its product. If the perception and belief is positive, the consumer will certainly accept the product.

There are external, internal and marketing influences also in play to affect the consumer purchase decision making. Marketing influence or advertising act as both, internal and external influences to consumer behavior in purchase. The fast changing environment in all the business empire is forcing companies as well as

advertising to strengthen their marketing operations to establish and continue with customer connectivity.

Role of advertisement is to carry message to the far distances. It is also use to target the separate mass audience. The role of advertising on sales volume is very important. It is proved to be very essential tool in increase the sales of brand. Disclosure to advertisements in consumers leads to cognition such as memory of the ad, and the brand leading to attitudes such as product liking and an impulse to purchase it. Using emotion as a tool in an advertisement is a huge bonus as such ads are associated with more by the consumers. In today's dynamic world, consumerism explain the way of equating personal happiness while purchasing material possessions and consumption in excess of one's need. Advertisement is directly linked with the sales of the products Through advertisements customer behavior shaped and they motivate to buy such products. Researchers found that repetition in the advertisement hit the mind of the customers which also help them to remember that product and purchase repeatedly.

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