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The Role Of Advertisement In Buying Behaviour

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ABSTRACT

The successful promotion of a product requires that at a minimum, a positive commonly used source of communication to convey the message to the ultimate customers. Media can reach very large number of potential buyers globally. Media plays important role in the competitive world. It helps to speed the message about the product and thus promote its sale. It facilitates creation of a non-personal link between advertiser and the receiver of the message. Needs and motivation are the starting points of buying behavior. For a purchase to take place, buyers must experience sufficiently positive attitudes toward the product and services and consciously felt needs. Hence, Advertisement plays a vital role in the marketing of goods and services in recent days. Every family rich, middle, poor, educated and uneducated have to make decision relating to their purchase. Advertisement and buying behavior are the two pillars of modern marketing. Advertisement comes from marketer's side. When both are linked the selling takes place. Advertisement influences purchase decision in many ways. The aim of this study is to analyse the impact of advertisement on consumer behavior in buying decision process.

Keywords : Dust, Action (Hamilton's Principle of Least Action), Constraints.

Introduction

The business firms use several media of advertisement to sell their products. They include newspapers, magazines, radio, television, cinema halls, hoardings, window displays, etc. Advertisement is a form of communication intended to persuade an audience (viewers, leaders or listeners) to purchase or take some action upon products, ideas or services. It includes the name of a product or service and how that product or service could benefit the consumers to persuade a target market to purchase or to consume that particular brand those are usually paid for or identified through sponsor and viewed via various media. The intent behind advertising is to persuade consumers to purchase and repurchase the product over and over again, but does the consumer respond to all communications sent by the advertisers? The human brain has a limited processing capacity and consumers have the tendency to process the most useful and appealing information first. Advertisers use different types of appeals and demonstrations to attract and retain customers. The aim of this study is the differential influence various advertising appeals create on consumer purchase decision.

Objective of the study

The objective of this paper is conceptual study of the role of advertisement on buying behavior of consumers.

Methodology

This study made as descriptive type, it attempts to describe systematically about the role of advertisement on buying behavior of consumers.

Consumers purchase decision process

Behind the visible act of making a purchase lies a decision process that must be investigated. The purchase decision process is the stages a buyer passes through in making choices about which products and services to buy:

Five Stages of Consumer Behavior

1. Problem recognition,
2. Information search,

3. Alternative evaluation,
4. Purchase decision, and
5. Post-purchase behavior.

1. Problem Recognition: Perceiving a Need

Perceiving a Need of a particular product and service.

2. Information Search: Seeking Value

The information search stage clarifies the options open to the consumer and may involve two steps of information search internal search scanning one's memory to recall previous experiences with products or brands and External search when past experience or knowledge is insufficient The primary sources of external information are:

- v Personal sources, such as friends and family.
- v Public sources, including various product-rating organizations such as Consumer Reports.
- v Marketer-dominated sources, such as advertising, company websites, and salespeople.

3. Alternative Evaluation: Assessing Value

The information search clarifies the problem for the consumer by

- v Suggesting criteria to use for the purchase.
- v Yielding brand names that might meet the criteria.
- v Developing consumer value perception.

4. Purchase Decision: Buying Value

Three possibilities from whom to buy which depends on such considerations were Terms of sale, past experience buying from the seller and Return policy. And attracted buyers are willing to buy the products.

5. Post purchase Behavior: Value in Consumption or Use

After buying a product, the consumer compares it with expectations and is either satisfied or dissatisfied.

- v Satisfaction or dissatisfaction affects
- v Consumer value perceptions
- v Consumer communications
- v Repeat-purchase behavior.

Many firms work to produce positive post purchase communications among consumers and contribute to relationship building between sellers and buyers. The feelings of post purchase psychological tension or anxiety a consumer often experiences. Firms often use ads or follow-up calls from salespeople in this post purchase stage to try to convince buyers that they made the right decision.

Psychological influence on consumer behavior

Concepts such as motivation and personality; perception; learning; values, beliefs and attitudes; and lifestyle are useful for interpreting buying processes and directing marketing efforts.

Motivation

Motivation is the energizing force that causes behavior that satisfies a need. Once basic physiological needs are met, people seek to satisfy learned needs.

Personality

A person's consistent behavior or responses to recurring situations. Personality characteristics are often revealed in a person's self-concept, which is the way people see themselves and the way they believe others see them.

Perception

The process by which an individual uses information to create a meaningful picture of the world by Perception is important because people selectively perceive what they want and it affects how people see risks in a purchase.

Learning

Those behaviors that result from Repeated experience, Thinking, Behavioral Learning and Cognitive learning

Values, Beliefs, and Attitudes

Values-personally or socially preferable modes of conduct or states of existence that are enduring. Beliefs-consumer's subjective perception of how well a product or brand performs on different attributes. Attitude -A learned predisposition to respond to an object or class of objects in a consistently favorable or unfavorable way. Shaped by our values and beliefs, which are learned.

Lifestyle

Lifestyle is a mode of living that is identified by activities, interests, opinions etc. The analysis of consumer lifestyle helps to segment and target consumers for new and existing products.

Socio cultural influence on consumer behavior

Socio cultural influences evolve from formal and informal relationships with other people. Influences Include Personal influence, Reference groups, family, Social class, Culture and Subculture.

Advertisement Influence factors on buying decision process

What emerges is an interesting consumer landscape that marketers can no longer ignore or view as marginal by responding with purely tactical, short-term strategies to ensure a presence in the most popular new channels. Instead, the new multi-media consumer requires a revolution of business models where the customer is at the center and the new channels are seen as a strategic asset. The following are the factors influencing on purchase decision.

Personal Interaction

Discussing multi-channel consumers in generic terms is no longer sufficient. In order to dig more deeply into buying behaviors, consumers into distinct segments to reveal more accurate results are as follows

v Excluded

Loyal to brands and retailers and mostly buy products they already know. Traditional family values are important. Televi-

sion plays a huge role in their daily lives. They worry about the future and have little predisposition toward new experiences.

v Indifferent

Detached from the purchase process as well as from other aspects of day-to-day life, these consumers are largely sedentary, with little interest in leisure time. Lacking confidence with technology, they attribute little importance to the culture as a factor for affirmation. They are weakly attracted to the new experiences.

v Traditional but Engaged

Buyers are social and interact with both companies and other consumers (word-of-mouth) in the purchase process, but engage primarily through traditional channels as they are not adept with new technologies.

v Open Minded

Strongly open to innovation, they know the new technologies, but are prevalently individualistic and self-sufficient. Relaxed and unworried about the future, they are attracted by new things, but remain loyal to certain brands.

v Reloaded

Powerfully attracted by the new, they connect with companies and other consumers through a multiplicity of channels. Highly influential, they tend to trigger viral phenomena through the Internet. They have little brand loyalty and show a strong propensity for private labels. Reloaded customers have a positive outlook on life and find advertising entertaining, but they are critical of television.

Involved and Engaged

The principle distinguishing feature of the Reloaded consumer is the degree of involvement in the purchasing process and the propensity to approach the company personally, either to suggest improvements to the offering or to become actively engaged in value creation processes like product development, marketing, communication and customer support. Open-minded consumers, meanwhile, are multi-channel with respect to the number of devices they own and their use of media, but their value profile is strongly focused on self-actualization and individualism even in their rapport with retailers.

Appealing Advertising

The rise in overall goodwill on the part of consumers towards advertising in almost all media in both traditional and more innovative channels. The fastest growing approval ratings for communication and advertising go to social networks, whether for more specific and less invasive forms such as company pages, profiles, groups and the more conventional forms such as advertising banners. Among traditional media, there is a marked rise in approval of radio advertising which is on par with the medium's broad revitalization trend over the past several years and the importance of radio to advertising budgets. Additionally, the dynamics of radio allow listeners to use a multitude of devices such as television, the Internet and mobile phones to hear content.

Informed Purchasing

When it comes to purchasing decisions, while more and more people say they inform themselves before they go to the store, once inside, they still want to learn more or receive reassurance on their choice. For example, when purchasing the products the consumers already know about the products, but they want further information once in the store. At the same time, the media continues to play an increasingly important role as a source of information to support purchases.

The impact of advertisement on purchase decision

Advertisement created the awareness and use of the products and makes the purchase decision Advertisement is a symbolic embodiment of all the information connected to the product and serves to create associations and expectations around it. And also includes a logo, fonts, color schemes, symbols, and sound, which may be developed to represent implicit values,

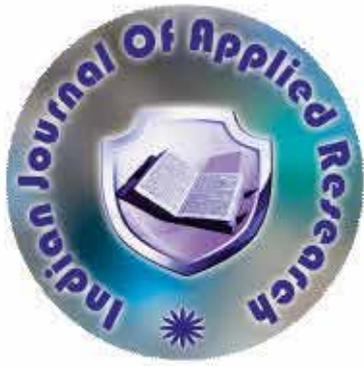
ideas, and even personality. Marketers engaged in media seek to develop or align the expectations and creating the impression with a product or service has certain qualities or characteristics that make it special or unique. When advertising builds up to a point where a critical mass of positive sentiment in the marketplace, it is said to have achieved the goal. Many things that were considered as luxuries till about ten years ago have become necessities for most people today. Consumers give the first preference to attractive advertisement. So, they think product they explain to others the speciality of the product. Advertising affects consumer preference and tastes, changes product attributes, and differentiates the product from competitive offers. Consumers can compare competitive offers easily and competitive rivalry increase. Efficient firms remain and as the inefficient leave, new entrants appear, the effect on concentration is ambiguous. Advertising makes entry possible for new brands because it can communicate product attributes to consumers. The advertisement tells about the product advantage, extra using concepts and guarantee of the product.

Conclusion

The study concludes that the competitive advertising technology provides opportunity on one hand and threats on the other hand to both the consumer and the producer. It is become quite important to improving core products with value addition to enrich customer satisfaction more in the similar price range. Not only quality improvements but improvements in after sales service can development replacement demand. Media is seen as the whole business from the point of view of its final results, that is, from the customer's point of view. Producers are implementing the business through the advertisement then by the satisfaction they recommend to others. It can increase the probability of a purchase by the consumers and the consumer expectations are more clearly defined and understood by the consumer. At present the advertisement effectiveness seen from the point of view of its final users or the consumers.

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