



ROLE OF ADVERTISING IN CONSUMER'S BUYING DECISION : A REVIEW OF LITERATURE

**Arun Kumar
Sharma**

Research Scholar, Shri Jagdish Prasad Jhabarmal Tibrewala University, Vidyanagari, Jhunjhunu, Rajasthan – 333001.

ABSTRACT Literature review is an account of what has been published in connection with this research. The main purpose is to gain knowledge and ideas based on the previous establishment and get to know what their strength and weakness are in order to further enhance and upgrade the integration. It identifies the work done by other authors. This paper describes explores various studies that are related with role of advertising in consumer's buying decision

KEYWORDS : Buyer-seller Dyad, Buyer's decision etc.

INTRODUCTION

A literature review is a text written by someone to consider the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Generally, a researcher conducts and surveys the related literature in order to review the present status of a particular research topic. From the survey of literature, a researcher is able to know the quantum of work already done on his research topic so far and also helps to know the areas which are not touched, or yet to be undertaken. The overview of literature at the national or an international level is to be researched with the help of research reports, articles, books and other materials. The major benefits of literature reviews are: firstly, helps the researcher in avoiding duplication of efforts on the same research topic. Secondly, helps the researcher in adopting methodologies used successfully by other researchers, writers and policy makers. Thirdly, suggests new approaches in planning, organizing the investigation of research topic. Fourthly, helps to narrow down the research problem more clearly and lastly, assists investigators to develop firm understandings of theoretical implications of proposed inquiries.

Review Of Literature

Cox Automotive (2016) A study commissioned by Cox Automotive showed that 88 percent of customers use the internet to shop for a car. This issue has also been addressed amply to seek answer through the present study. Yet in another study conducted by TVB and Futures Company, Jeep Study : How Car Ads affect consumer opinion (2016), Jeep is quoted to have aired a commercial that featured different people driving jeeps, singing along to a Cat Stevens song, etc. Evidently the ad was meant to send a unifying message to prospective customers. The same kind of advertising had already been done in India long before about Hyundai Santro Zing – small car that was driven by Shahrukh Khan to influence opinions of audience. Then currently, the car ads on television for Honda Civic, Honda City, Tata Tiago, Hyundai Verna, Jaguar XF & XE, Maruti Baleno, Mahindra Marrazo, Datsun, Mercedes Benz, Jeep, Skoda, Nissan, Land Rover, Porche, BMW, Audi, were following similar suit. These are just few for illustration sake here, but several other car manufacturers have been and would be doing that in India's automotive market. As summary note in study, it was concluded that, once the ad got a buyer's attention, they would be likely seekers of more information on website. At the time of execution of present study even potential market for used cars has been aimed at by 'Cars24', through television advertising. This aspect had to be incorporated for revisit through present research.

Mark Twain (2011) advertising effectiveness has been referred to objectives of all the businesses as aimed at making profits and merchandising the products at a remunerative price by increasing its sale. In general terms, otherwise too, price plays a pivotal role while customers evaluate decision to buy or not to buy a product. Objectives of effectiveness of advertising of cars might partly be influenced by the media which could cover a wider audience. This is invariably possible through media choice of advertisers of cars through television, print, and radio advertising. Ad copies sponsored by and displaying 'celebrity' association in car ads enhance popularization effect for specific products or brands. Advertising and sales promotion activities would eventually add to cost of marketing and sale of cars.

Howard Luck Gossage (2018) Advertising per se need not give result in a company or advertiser's aim to influence target market and

especially so, in prevailing competitive market for cars, in India. And, this fact directs a need for, time to time research, on advertising of products and in present study in case of cars, as to gather an insight into what would render value for money effectiveness of car advertisements, and hence futility or vain fullness should be assessed appropriately by research studies.

Samuel (2018) In a company's marketing mix decision, Promotion is an important element for stimulating sales through persuasive communication, and advertising has its own effect on sales besides what the other elements of promotional mix viz: publicity, personal selling and other sales promotional factors in the market. It is rather difficult for a company to estimate, as to what extent its advertising efforts and quantitative allocation of funds for advertising through variety of media would result in actual impact on customers and resultant sales. However, still advertising has to be carried out all through the life cycle of products and services. Not only that, marketing strategy during oligopolistic and competitive environment are two different and essential determinants of advertising decisions. As for Indian customers, there has been ample choice apart from what the different car manufacturing companies face as competition from others. So, on the one hand customers could exercise their free choice and will to go and buy any car of their preference, and on the other hand the manufacturers and marketers of cars would necessarily work out for niche targets in respective categories of cars. This was evidently noticed in contemporary advertising messages. Specific illustrative car advertisements were, therefore, exclusively taken up, and examined for understanding. The observations presented elsewhere in the study.

Langhome Clemens(2015) Power of advertising should be determined by its ability to influence buyer behavior. Vance Packard charged that, "many of us are being influenced and manipulated far more than we realize, in the patterns of our daily lives". He believed that the scientific probing into subconscious motives has given advertising agencies unprecedented skill in moulding buyer thought processes and purchasing decisions.

Raymond A. Bauer (2017) expressed that few people really observe out of the thousands, they are expected to. He pointed out to the immunity developed by so many advertisements around, that people are exposed to. It was pointed out that advertising was only one of the several influences on a person's behavior and probably far less important – because it was thought to be self – serving – than such influences. Present study incorporated that view and attempted respondent views on usefulness (Boon) and futility (Bane) of car advertising.

Amiya Basu (2019) Association for Consumers Research, an agency made an effort on behalf of its clients which consisted of message development and creative execution. The message determines the effectiveness of the ad; and execution, its efficiency. Lauranne Buchanan an Amiya Basu, defined the problem and stated that, ideally, and advertisement would be evaluated as a message and as a medium. By message, it is meant that the content or substance of advertising communication, in other words, "what is communicated", and by medium, it is meant that the execution or presentation of the message, that is, "How the – message was communicated". The message is the heart of advertising effectiveness. The research study as on impact of advertising of cars on buyer's decision process and evaluation had been

construed upon same fabric of thought, with latent objective as of understanding whether at the end of game, the customers, buyers and consumers considered car advertising a bane or boon.

Firoz (2017) If the information conveyed in the advertisement is not credible, and if it is not relevant to the consumer's decision process, the advertisement has little hope of effectively persuading the consumer to follow his directives. To the extent that the information conveyed is relevant and important to the consumer's choice process, the ads ability to influence consumer behavior increases, such information can be conveyed either directly through product claims or indirectly through visual images or sensory cues. (In this context, the study included queries for what media has been preferred, indirectly for an assessment of visual effectiveness of car ads seen or read in newspapers, or viewed on television, and heard from radio and other medium).

Vaishnav Rahul (2018) emphasis that few car ads might offend ad viewers just for they do not agree or ethically do not approve the content or presentation of the ad. Human nature directs people to see what individuals like to see, and not what an advertiser wished them to see in the advertisement, which is one reason that might always affect the car buyers' decision process. This fact, therefore, also influenced respondents' choice as observed from the study.

Fazal Devra(2014) media ownership tends to earn more by allocating time and duration to serve their own purpose of revenue and profit maximization. The researchers (Ibid) concluded as: Copy played significant role in influencing the consumer decision process. It is not what an ad exhibits; instead important is what viewers like in an ad.

Wells et al. (2013) advertising effectiveness to a great extent is dependent on product trial, pictorial and verbal components of an ad, competitors advertising strategies, and length of an ad. According to Wells (2013) advertising effect of ads work on two levels. First they should satisfy consumer's objectives by engaging them and delivering a relevant message. Second, the ads must achieve the advertiser's objectives. This view has been addressed through questionnaire for opinion survey.

Raghav (2010) According to the author's study, creativity and execution must work in concert for an ad to be truly effective, as has also been mentioned by Lauranne Buchanan and Amiya Basu.

Kunal (Sinha), Sandeep N. (Sahdeo) and Abhayaranjan (Shrivastava) (2016), studied effects of digital advertising and marketing on consumers attributes in Automobiles sector, wrote about changing behavior of consumers as a result of influence created by and easily available information online. They observed that consumer is shifting from the "push" to "pull" world of commercial messaging, and added that digital advertising provides consumers a scope for comparing various attributes, features and factors in products, easily with its competitors. They mentioned about the fast changing scenario in automobile designing and technology, and use of electronic media in advertising the products.

Maheshwari, Seth & Gupta (2016) in their article "An empirical approach to consumer buying behavior in Indian Automobile sector" has concluded that advertisement effectiveness positively influences consumer buying behavior. Kumar & Raju (2013) in their paper "The role of Advertising in consumer decision making" have found that, advertisements are able to change the consumers opinion about a particular product. Advertising has always been known to be one of the key factors that affect consumer's decision making process.

CONCLUSIONS

Consumer buying behavior has always been given so much importance and space in the literature study of impact of consumers buying behavior depends on linking of consumer towards the advertisement of the product advertised. A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite.

REFERENCES:

- [1] Kothari, C.R. (2014) Research Methodology (Methods And Techniques), New Age International Publishers, New Delhi
- [2] Alex, K. & Malar, M.M.S., 2017. A study on advertising strategy of Fast Moving Consumer Goods (FMCG) sector in India - with special reference to Trichy district. International Journal of Research - Granthaalayah, 5(7), pp.631-38.
- [3] Morcillo, M.G., 2018. Advertising Antiquity. Introduction. thersites. Journal for

- Transcultural Presences and Diachronic Identities from Antiquity to Date, 6.
- [5] Sonkusare, G., 2013. Impact of television advertising on buying behavior of women consumers' International Journal of Business and Management Invention, 2(3), pp.31-38.