ABSTRACT

Advertisement is a paid form of non-personal communication that is transmitted through mass media such as television, radio, newspapers, magazines, direct mail, vehicles and outdoor displays. It had some hidden power to create attraction among consumers towards a particular product and made some intention in the mind of consumers to buy a particular product. This study mainly focused on the buying behaviour of women, they had more interest in shopping and advertisements rather than men and influence of advertisement in their buying decisions. For this, 130 women consumers were purposefully selected and their responses were collected through structured questionnaires and also used different books, journals, websites etc. The study discovered that the advertisements attracted the women consumers and it affect positively in their buying decisions too.

Keywords: Advertisement; Mass Media; Buying Behaviour

INTRODUCTION

Almost every day we come across many advertisements several times. Whether we read a newspaper or magazine or listen to the radio or watch television or move on the roads or if we travel in trains and buses or we view film or go anywhere else, we shall come across some sort of advertisement. Advertisement is the dissemination of information concerning an idea, service or product to induce action in accordance with intent of advertiser. It covers all activities connected with the giving of publicity regarding goods and services and it also hold some power to motivate the consumer to buy a product. So the advertisement provides useful information to the buyer to arrive at rational buying decision with the support of some medias or channels.

Kinds of Advertisement Media

Advertisement media is the carrier or vehicle of advertising message. It is the means or ways or channels to convey the information and features of the particular product to the public. Almost any medium can be used for advertising, including wall paintings, billboards, street furniture components, printed brochures and cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popup, bus stop benches, human billboards and forehead advertising, magazines, newspapers, sides of buses, banners attached to or sides of airplanes in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, passageway of platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts etc. Some of the widely used advertisement media were discussed under.

Press advertising: Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. It is the most popular and widely used media and most economical also.
This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. A form of press advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service.

**Radio advertising:** Radio advertising is a form of advertising via the medium of radio. To create interest in listeners, these advertisements combine light music, quiz programme etc. It is the quickest medium as compared to newspapers and magazines and even suitable for illiterate people.

**Television advertising:** The television is generally considered the most effective mass-market advertising format. It has the combined impact of sight, sound, motion and colour and it gives the effect of both radio and cinema. A relatively new form of TV advertisement is the *informercial*, it is a thirty minute or longer advertisement likes a TV talk show than a sales pitch.

**Billboard advertising:** Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic, they can be also placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums.

**In-store advertising:** In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters, eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.

**Celebrity branding:** This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products.

**Online/Internet advertising:** Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. It appear while subscribers surfing online services or websites, which include banners, tickers, pop-ups, key words, portals, sponsorships and e-mails etc.

### Purpose of the Advertisement

Advertising is the medium of delivering the appropriate message to customers and potential customers. The advertising has many purposes including, to convince customers that the company's services or products are the best, improve the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, strengthen the sales people's individual messages, draw customers to the business, and to retain the existing customers. Customers are the key factor of every organization. Without the presence of customers, a company could not have the existence. So the marketer must have a clear understanding of his customers and their behaviour by giving the suitable products to satisfy their needs and wants.

### What Is Consumer Buying Behavior?

Buying Behavior is the decision processes and acts of people involved in buying and using products. Advertisements could have the capacity to change the consumers buying decisions by using attractive words and pictures with the support of visual media. When purchasing a particular product, the process of decision regarding particular product goes through the certain phases like problem recognition, information search, evaluation of alternatives, purchase decision and post purchase behaviour. The length of this decision process will vary in accordance with the level of involvement and the complexity of buying decision behaviour. Thus it is the buying behavior of the ultimate consumer. An
organization needs to analyze the buying behavior for understanding the buyer’s reactions towards a firms marketing strategy and they should satisfies their customers by analyzing what, where, when and how consumers buy.

**Consumer Buying Process**

Actual purchasing is only one stage of the process. But the complex decision goes through the six stages and it varying one customer to another in accordance with their attitude. All consumer decisions do not always include all the stages and not all decision processes lead to the purchase.

**Recognition of an unsatisfied need** – When the buyer recognizes a need, the buying process begins. It is the difference between the desired state and the actual condition. Need drives a person to do something for satisfying it.

**Information search** – After recognizing a need or want, consumers search for information about the various substitutes available to satisfy it. A successful information search leaves a buyer with possible alternatives. We can get more information about the products from friends and relatives, marketer dominated sources, comparison shopping and public sources etc.

**Evaluation of Alternatives** – Buyer compare the alternative products or brands in terms of their attributes such as price, quality, durability etc. So he should have the clear cut idea about the features of the particular product which he wants or does not want.

**Purchase decision** - It is the selection of particular product from the alternatives by considering package, store, method of purchase etc. Purchase decision can be one of three, namely no buying, buying later and buying now.

**Post-Purchase Behaviour** – It refers to the behaviour of a consumer after purchasing a product. It is the outcome regarding the product it may be satisfaction or dissatisfaction. If the customer satisfied with the product, he would regularly buy the brand and develop a loyalty and also recommend the brand to others. If he dissatisfied with the product, he may stop buying more products of that brand. This negative feeling which arises after purchase causing inner tension is known as cognitive dissonance.

**Types of Consumer Buying Behavior**

Consumer buying behaviour is determined by considering the level of involvement in purchase decision. Buyer’s level of involvement determines why he/she is motivated to seek information about a certain products and brands but virtually ignores others.

**Complex Buying Behavior** - Consumers go through complex buying behaviour when they are highly involved in a purchase and aware of significant differences among brands. Here consumers go through a rational or logical thinking process to collect as much information as possible about the available brands. Behaviour exhibited while purchasing a car is an example of complex buying behaviour.

**Dissonance reduces buying behaviour** - Sometimes consumers are highly involved in purchases but see little differences in the brands. After the purchases they feel that the product does not perform to their expectations. They may think about alternative brand which has forgone in the brand selection process.

**Variety seeking buying behaviour**- Here consumers have a lot of brand options to choose. At the same time there are significant brand differences and the unit price of the product is low. Consumers exhibit variety seeking behaviour in the products like soap, detergents, tooth paste etc.

**Habitual buying behaviour** – Consumers buy their products on regular basis without any conscious planning. So the consumer involvement is low, so gathering product knowledge is not important. Consumers show habitual behaviour in case of products like salt, matches etc.
Factors Influencing the Buying Behaviour of Consumers

Consumer’s buying behaviour and the resulting purchase decision are strongly influenced by cultural, social, personal and psychological characteristics. An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing mixes to appeal to the target customer. Other people often influence a consumer’s purchase decision. The marketer needs to know which people are involved in the buying decision and what role each person plays. These factors cause consumers to develop product and brand preferences also. Although many of these factors cannot be directly controlled by marketers, understanding of their impact is essential as marketing mix strategies can be developed to appeal to the preferences of the target market.

**Cultural factors:** Cultural factors include a consumer’s culture, subculture and social class. These factors are often inherent in our values and decision processes.

**Social factors:** Social factors include groups (reference groups, aspiration groups and member groups), family, roles and status. This explains the outside influences of others on our purchase decisions either directly or indirectly.

**Personal factors:** Personal factors include such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self-concept. This may explain why our preferences often change as our ‘situation’ changes. Demographic Factors like sex, race, age etc. will also influence the buying decision of consumer. Young people purchase things for different reasons than older people and there is a difference between male and female shoppers in the supermarket.

**Psychological factors:** Psychological factors affecting our purchase decision include motivation (Maslow’s hierarchy of needs), perception, learning, beliefs and attitudes. Marketers should have the capacity to identify the satisfaction level of each and every consumer for developing the marketing mix suitable to them.

**STATEMENT OF THE PROBLEM**

A consumer is a person who buys or uses the product. The habit of purchase influenced by certain factors like personal, social, cultural and psychological etc. But rather than the factors the consumers buying always hidden by some motivation or need to by a product. An advertisement plays an important role for giving such motivation to buy a particular product rather than its substitute products. The advertisement effect which may be oral, written or visual brought an intention to buy in the mind of consumers. More than the men women have more interest in shopping. Therefore the study focused on the women consumers and how the advertisements affect their buying habit.

**REVIEW OF LITERATURE**

T. Ravikumar (2012), attempted to study the impact of visual media advertisements on women consumers buying behaviour in Chennai city. It is found that women consumers attitude towards visual media advertisements and women consumers buying behavior are directly related with each other. Advertising value is closely related with women consumer’s attitude towards visual media advertisements.

Surinder Kr. Miglani (2011), examined the buying behavior of Indian women & their values for the market. Previously, the Indian women concentrated on purchases that based on family needs and wants. But now she regularly moving to malls for shopping & take her decision herself, she has full freedom to buy & make bargaining and also takes interest in advertisement on TV, magazines & newspaper for discount offers & new schemes on the commodity. The study concluded that the Indian Women, with her increasing financial power, has a greater discretionary income and utilizes it to satisfy their wants. Thus it is high time that the marketers and manufacturers realize, understand and recognize women as a well-paid consumer segment and start rising concepts and create products that are women centric, which pick high growth potential.
Dinu, G & Dinu, L (2012), highlight the importance of advertising on consumer behavior. The study show that advertising on the behavior of buying and consume plays an important role in selling products. Also most of consumers are interested in brand products and they were also influenced by online advertisement. It is found that temporary price discounts take up an important place in buying decision and sponsorship has a negative effect on buyers. Many consumers go at fairs and exhibitions attracted by the new products by the producer's prices or the diversified supply.

Dr. Sriparna Guha (2012) identified the changing perception and comparison of buying behaviour for working and non-working women in Urban India. It suggests that women due to their multiple roles influence their own and of their family members’ buying behaviour. The study also reveals that working women are price, quality and brand conscious and highly influenced by the others in shopping than non-working married women.

Ghulam Shabbir Khan Niazi et al. (2012) examined the relationship between environmental response and emotional response with buying behavior. It shows that consumer purchase those brands from which they are emotionally attached. The results of this study show that there is positive relationship of emotional response with consumer buying behavior and no relationship between environmental response and consumer buying behavior. Therefore, it is concluded that consumers purchase products by emotional response, rather than environmental response.

Geeta Sonkusare (2013) study the impact of television advertising and on women consumers buying behavior and evaluated in the context of household decision making but in this research paper the purpose is to study on different factors which influenced on buying behavior, their satisfaction with advertising strategies in FMCG products, their monthly expenditure etc. Though the different media spread awareness but television advertising plays a vital role in buying behavior of women consumers

OBJECTIVES

1. To study the influence of advertisement on the purchasing behaviour of the women.
2. To understand factors affecting the buying behaviour of women.
3. To highlight the importance of advertisement on consumer behaviour.

METHODOLOGY

The universe of this study consist of women consumers in the Malappuram district of Kerala state and the sample 130 women were purposefully selected. The responses of 130 women were collected by using structured questionnaire and the secondary sources like books, publications, journals, websites etc also used.

DATA ANALYSIS AND DISCUSSION

Women consumers were the focused group of this study and their responses collected by using questionnaires. The main results of the study were discussed in this secession.

<table>
<thead>
<tr>
<th>Media</th>
<th>No: of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press media</td>
<td>26</td>
<td>20</td>
</tr>
<tr>
<td>Television</td>
<td>54</td>
<td>42</td>
</tr>
<tr>
<td>Radio</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Outside Board and Banners</td>
<td>16</td>
<td>12</td>
</tr>
<tr>
<td>Indoor display</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>Online ads</td>
<td>14</td>
<td>11</td>
</tr>
</tbody>
</table>
Inference: It is shown from the table that the advertisement should have the positive impact on women’s buying behaviour. Among the lot of medias, advertisement through television covered 42% of the respondent’s opinion, a major influence rather than the others.

Table 2. Factors affecting the Buying behaviour of women

<table>
<thead>
<tr>
<th>Factors</th>
<th>No :of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural</td>
<td>16</td>
<td>12</td>
</tr>
<tr>
<td>Social</td>
<td>53</td>
<td>41</td>
</tr>
<tr>
<td>Personal</td>
<td>34</td>
<td>26</td>
</tr>
<tr>
<td>Psychological</td>
<td>27</td>
<td>21</td>
</tr>
</tbody>
</table>

Inference: The study reveals that the 41% of the consumers affected by the social factors. So the women buying behaviour always depend on the decisions of the family members or near ones, which may be directly or indirectly.

CONCLUSION

It is concluded that the advertisement provides information about products or services in a persuasive manner. It motivates the consumer to buy a particular product by giving all the necessary information required by the consumer. The study revealed that the women consumers most depend on the television advertisement which is suitable for illiterate women too. So advertisement plays vital role in the development process by creating the demand for consumer goods and raising the standard of living of the people. So women customers are strong brand influencers with effect of advertisement and use of social media.
REFERENCES


