

A Study on Impact of Advertisement on Consumer Behaviour Among Teachers

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Abstract: Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. It is usually designed by an advertising agency for a sponsor or brand and made public by various media. Advertising is a way of communication to encourage an audience for making purchase decision about product or service and conveying information to viewers. The present research paper is focusing on the impact of advertising on consumer buying behaviour, and consumers are here teachers. Study is conducted in educational institutions. A sample of 300 respondents was taken for study and data is collected from them through questionnaire. This study focus on awareness of advertisement and impact of certain factors like brand image, price, quality, entertainment & celebrity endorsement on teachers. Study also reveal consumer satisfaction after purchasing advertised products.

Keywords: Advertising, Marketing Communication, Brand, Advertising agency.

1. Introduction

Advertising is a paid form of non-personal communication by an identified sponsor to persuade consumer through various media such as television, radio, newspaper, emails, websites etc. Advertising is a form of promotion like personal selling, sales promotion, publicity etc. Advertisement also creates awareness about product and general issues.

The major aim of advertising is to impact buying behaviour of consumers. Most of the time consumer buying behaviour depends on liking or disliking of consumers towards the advertisement of the product advertised. A good quality advertisement is likely to influence consumers to buy that product while a poor quality advertisement will do the opposite. In this research we study the impact of advertisements on teachers. We try to find out that actually teachers are aware about various products through advertisements or by any other mean and find out either they purchase the advertised product or not. Also study their priority factors while purchasing and their level of satisfaction after purchasing advertised products. Companies are now spend huge investment for making good advertisement because advertisement is now main tool for product promotion and also build company or brand image.

2. Types of Advertisement

A. Print Advertisement

- *Newspaper:* It is a printed advertisement that is published in newspaper. These are still effective.
- *Magazine:* These are printed ads in local or national magazines presents high quality images.
- *Directory:* Advertisements that appears in a specific types of directory like companies place ads in yellow page directory.
- *Outdoor:* Advertising done outdoor like billboards, business vehicles, banners, interiors and exteriors of buses.
- *Transit:* Advertisements placed in or on modes of public transportation like on the sides of buses, trains & taxis.

B. Media Advertisement

- *TV:* TV advertising is the sending of promotional message to program viewers.
- *Radio:* Advertiser pay commercial radio station for air time and in exchange radio station broadcast advertiser's commercial to its listening audience.
- *Online:* Advertising in which internet is used to deliver promotional message to consumers.
- *Direct Mail:* Advertising in which promotional message is sent through mail to current customers or other consumer.
- *Mobile:* Marketing message is sent through mobile devices like through SMS.

C. Territory Advertisement

- *Retail:* Retail advertising refers to advertising for retail business in connection of private business of branches.
- *Local:* Local merchants who own a single location in a single market or trade area engage in local advertising using local media to reach customers living & working near their establishments.
- *National:* National Advertising is any advertising that is placed by a company organisation or individual that operates on a national basis.
- *International:* International advertising entails dissemination of a commercial message to target audience in more than one country.

3. Review of Literature

- Maheshwari, Seth & Gupta (2016) in their article "An empirical approach to consumer buying behaviour in India Automobile Sector" has concluded that advertisement effectiveness positively influences consumer buying behaviour.
- Kumar & Raju (2013) in their paper "The Role of Advertising in Consumer Decision Making" have found that advertisements are able to change the consumer's opinion about a particular product.
- Khaniwali (2015) it is particularly important to study the subject of consumer buying behaviour as it facilitate firm to plan and execute superior business strategies.
- Smith et al. (2006) Most of the time consumers buying behaviour depends on liking or disliking of consumer towards the advertisement of product advertised.
- Khan, Siddiqu, Shah & Hunjra (2012) The major aim of advertising is to impact on buying behaviour, however this impact about brand is changed or strengthened frequency through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind.

4. Objective of the Study

- To study the impact of advertisement on consumer awareness.
- To study the impact of advertisement on consumer purchase decision.
- To study the level of satisfaction of consumer after purchasing advertised product.
- To know the factor to which priority is given by consumer while purchasing.

5. Scope of the Study

This study based on response given by the consumers in a specific area. In includes educational institute in some districts of Haryana.

6. Research Methodology

- *Research Design:* This study is descriptive nature & tells about the effect of advertisement on consumers. Survey method was used to study effects of advertisements on consumer behaviour.
- *Sampling Unit:* Sampling unit are here teachers.
- *Sample Size:* Sample size is 300.
- *Sample Technique:* Teachers were selected according to convenience from educational institutions. So convenient sampling technique is used.
- *Sample Design:* For this study questionnaire has prepared and also conducted interview of teachers.
- *Data Collection Source:* Primary data were collected through questionnaire and secondary data from magazines,

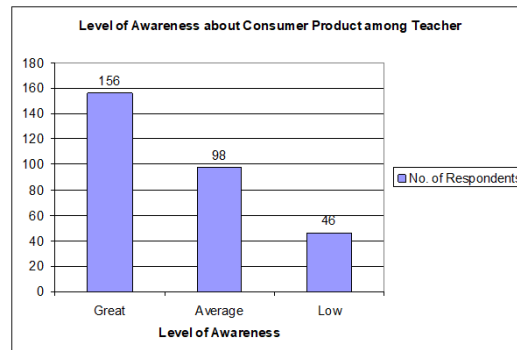
books, journals, websites etc.

- *Statistical Tools:* In this research statistical tools are also used like tables, diagram etc.

7. Results and Discussions

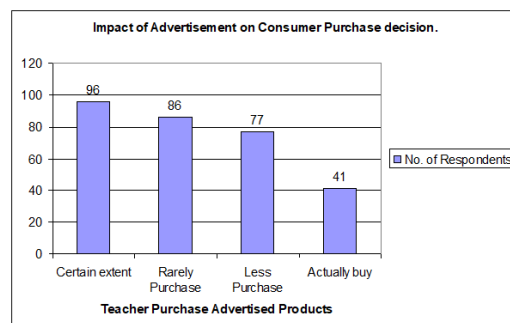
A. Level of awareness about consumer product among teacher

S. No.	Level of Awareness	No. of Respondents	% (percentage)
1.	Great	156	52%
2.	Average	98	32.67%
3.	Low	46	15.33%
	Total	300	100.00%

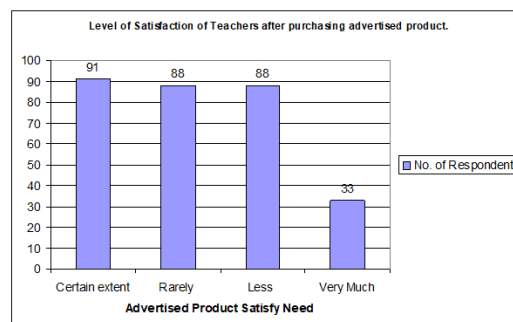


B. Impact of advertisement on consumer purchase decision

S. No.	Teacher Purchase Advertised Products	No. of Respondents	% (percentage)
1.	Certain extent	96	32%
2.	Rarely Purchase	86	28.67%
3.	Less Purchase	77	25.67%
4.	Actually buy	41	13.66%
	Total	300	100.00%



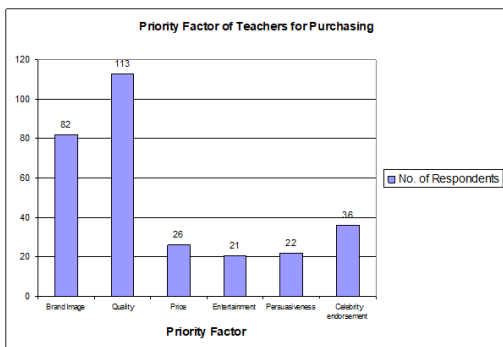
C. Level of satisfaction of teachers after purchasing advertised product



S. No.	Advertised Product Satisfy Need	No. of Respondents	% (percentage)
1.	Certain extent	91	30.33%
2.	Rarely	88	29.33%
3.	Less	88	29.34%
4.	Very Much	33	11.00%
	Total	300	100.00%

D. Priority factor of teachers for purchasing

S. No.	Priority Factor	No. of Respondents	% (percentage)
1.	Brand Image	82	27.33%
2.	Quality	113	37.67%
3.	Price	26	8.67%
4.	Entertainment	21	7.00%
5.	Persuasiveness	22	7.33%
6.	Celebrity endorsement	36	12.00%
	Total	300	100.00%



8. Findings

- Most of the teachers are aware about the consumer product as percentage is 52% has great level of awareness.
- Study reveals that 32% respondents purchase advertised product to certain extent, 28.67% rarely purchase, 25.67% less purchase and only 13.66% actually buy advertised product. So less number of teachers actually buy advertised product.
- 30.33% among the respondents says that advertised product satisfy their need to certain extent, 29.33% says that these products satisfy their need rarely, and 29.34% says that in very less cases these products satisfy their need and only 11% respondents are satisfy by purchasing advertised products, so satisfaction level is less.
- When consumer buy products they give first priority to quality as percentage is 37.67%, second to brand image, third celebrity endorsement, fourth price, fifth persuasiveness and sixth entertainment.

9. Limitations of the Study

This study was conducted in limited area so it does not represent the whole population. The second limitation was brand chosen for this research were limited and third was limited sample size.

10. Further Scope of the Study

Further research can be undertaken by considering other brands and other districts and states for the study.

11. Conclusion

In this research we study the impact of advertisement on consumer behaviour and consumers are here teachers. This study reveals that most of the teachers are aware about the consumer products but very less purchase the advertised products because of less satisfaction after purchasing advertised products. Because advertisements are not based on reality. There should be more emphasis on glamour rather than quality and consumer give priority to quality that is why they less purchase advertised products furthermore excess of advertisements make them ineffective and drama in advertisements also fade up the consumers and they hate that products. So we conclude that quality and brand image are the main factor that consumer prefer so companies should focus on quality in their advertisements and show reality in advertisements to make better brand & image and show advertisements less number of times. Companies should make advertisements attractive but real. If they do this than their advertisements effects consumer behaviour and change their mind.

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