

Impact Of Advertising On Consumer Buying Behaviour During Pandemic Period

Dr. Sweety Regina Mary S

Head & Asst Professor

Department of Commerce

Patrician College of Arts & Science

Chennai

Dr. Jansi Rani

Assistant Professor

Department of Commerce

Patrician College of Arts & Science

Chennai

ABSTRACT

This study examined the impact of advertising on consumer buying behaviour during the pandemic situation. Before the pandemic situation advertisement plays an important role in market. Spending on advertisement is an investment which builds up an intangible asset in the form of brand equity to the organization and most of the this organization shave an attitude in advertising their products and services through effective advertising medium like Banners ad, Pop-up Ad, Interstitial Ad, etc. and this have adverse effect on their output in terms of sales. But now the coronavirus has forced a rethink the pandemic has led to an immediate drop in advertising spending. The advertisers do not see the need of spending more of their budget in media advertisement to promote their products and services that have no audience. In many countries, governments have emerged as advertising buyers to promote public health messages or support journalism. As confinement measures were introduced around the world, out-of-home and cinema advertising shrank almost instantly; print advertising also fell. Hence the need for this study, to know the medium which places major role in consumer buying behaviour in this pandemic situation. It involves collection of data through primary and secondary data. Questionnaires were distributed to a sample of 100 respondents through Google form. The finding of the study indicates that television is most preferable and influential media for advertisement, it has always a great impact on the buying behaviours of the consumers and also complete information are given in these advertisement.

KEYWORDS: Advertising, Consumer Buying Behaviour

I INTRODUCTION

In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising plays an important role in interaction. It passes the message to the large groups of buyers and it assists them to make satisfactory purchase of goods and services. It interprets the product features in terms of customer wants and needs. They promote vigorously ordinary products, inferior products and even worthless products. Effective advertisement is actually the other form of persuasion and liking or disliking attitude of consumers towards a particular product. There are number of factors that contribute in advertising to change the consumer behaviour, like, likability, brand image, persuasiveness, celebrity endorsement, information about the product, utility etc.

The advertising programme is perhaps to increase support of the sales force, stimulate sales management, retain the loyalty of customers, and project the image of the product and to effectively communicate with customers. Choice of media of advertisement depends upon the type of audience. Media with wide circulation convey the message to a very large number of people while newspapers have a wide circulation among prospective buyers and the television widest viewing. Online advertisement has become a widely accepted medium of advertisement. These different kinds of advertisement should contain valuable information to buyers and it should tell only the truth and nothing else. The consumer should be aware of the pros and cons of the product and the process of advertising should not be deceptive or misleading.

II REVIEW OF LITERATURE

Dr. Yuvaraj Sambasivam and Eskinder Gizachew (2013), the study indicates as there is a positive and significant relationship between advertising media and brand preference, between reference group and brand preference, between features of advertisement and brand preference and also between contents of advertising message and brand preference. The finding also indicates that television is most preferable and influential media and also customers are interested to see advertisements which are done in their mother tongue.

C.L. Avadhani (2020), the researcher made an attempt to study the advertising flaws and the remedial measures with respect to Indian Laws in particular in healthcare sector. Suggestions are made with respect to healthcare laws which are now having their loop holes for the healthcare sector people to come over successfully from the clutches of laws and how to plug them and also some other suggestions that make the healthcare sector more responsible in their promotional campaign.

III OBJECTIVE OF THE STUDY

1. To investigate the influence of media on consumers buying behaviour
2. To identify the impact of advertising on consumer buying behaviour

IV METHODOLOGY

In conducting this research both primary and secondary data were used. But more emphasis is given for primary data since the research data are collected through questionnaires in Google form. The primary data were collected from sample respondents and secondary data were used for more authentications from books, articles, journals, internet and also different available sources. The sample size of the study was 100. Data collected were tabulated and analysed using percentage method and chi-square test.

V. FINDINGS OF THE STUDY

Table 1- Demographic profile of the consumers

Demographic variables		No.of Consumers	Percentage
Age	Less then 25 yrs	36	36
	26 - 35 yrs	32	32
	36 – 45 yrs	18	18
	Above 45 yrs	14	14
	Total	100	100
Gender	Male	62	62
	Female	38	38
	Total	100	100
Educational Qualification	Upto School level	27	27
	Under Graduate	25	25
	Post Graduate	42	42
	Others	6	6
	Total	100	100
Occupational status	Students	31	31
	Business	10	10
	Employee	46	46
	Homemaker	8	8
	Others	5	5
	Total	100	100
Monthly Family Income	Less than Rs.25000	13	13
	Rs.25001 - Rs.35000	26	26
	Rs.35001 - Rs.45000	42	42
	Above Rs.45001	11	11
	Total	100	100

Source: Primary data

Inference: Table 1 states the demographic profile of the Consumers who were selected for the study. Majority of 32 % of the Consumers belong to 26 to 35 years, 62 % of them are male, 42% of the Consumers have completed their post-graduation courses, 46% of them are employees of government and private sector, 65% of their monthly income are between Rs.35,001 – Rs.45,000.

Table 2- Advertising Media which influence the buying behavior of a Consumer

Advertising Media	Frequency		Percentage
	Male	Female	
Radio	6	5	11
Television	19	13	32
Online	26	11	37
Newspaper	7	4	11
Magazine	4	5	9

Total	62	38	100
--------------	-----------	-----------	------------

Source: Primary data

Inference:Table 2 shows the media which influence the buying behavior of a consumer. As it is indicated clearly that majority 37% of them buy the product though the influence of online advertisement.

Table 3- The extent of information given in an advertisement

Information	Frequency		Percentage
	Male	Female	
Complete Information	38	21	59
Partial Information	24	17	41
Total	62	38	100

Source: Primary data

Inference:Table 3 illustrates that the majority 59 % of the respondents agree that an advertisement provide relevant information is complete in terms of price, usage, after usage effects of the product or service advertised.

Table 4- Advertising helps consumer about variety of goods available in the market

Awareness about goods availability	Frequency		Percentage
	Male	Female	
Strongly disagree	4	3	7
Somewhat disagree	3	5	8
Neutral	13	8	21
Somewhat agree	24	12	36
Strongly agree	18	10	28
Total	62	38	100

Source: Primary data

Inference:Table 4 shows that 36% of the total respondents somewhat agree to that advertisement helps in making a consumer aware of variety of goods available in the market.

Table 5- Gender of the consumer and number of purchase made based on an advertisement

In order to find the relationship between the gender of the consumers and number off purchase made based on an advertisement, a chi-square test was used and the result of the test is shown in the table 5.

H0: There is no significant relationship between the gender of the consumers and number of purchase made based on an advertisement

Table 5 - Gender of the Consumers and number of purchase made based on an advertisement

Demographic	Calculated χ^2 Value	Table Value	D.F	Remarks
-------------	---------------------------	-------------	-----	---------

Gender	2.727	5.991	2	Significant @ 5% Level
--------	-------	-------	---	------------------------

Source : Computed from Primary Data

It is clear from the above table 5 that the calculated chi-square value (2.727) is less than the table value (5.991) and the result is not significant at 5 per cent level. Hence, the hypothesis “There is significant relationship between gender of the consumers and number of purchase made based on an advertisement” it not good. Thus, the null hypothesis is accepted.

VI CONCLUSION

The COVID-19 pandemic has brought unprecedented challenges to the world and led to a new normal lifestyle. To contain the spread of the virus, most countries declared a lockdown, resulting in unemployment, uncertainties and economic recession. Countries started thinking about producing goods and services indigenously and reducing excessive dependency on other countries. India is not an exception and started promoting the production and purchase of Indian-made goods and services. . Before pandemic TV advertisement reached the people more faster than any other advertisement but now the TV viewing has moved to other distribution platforms, notably Over-the-top (OTT) providers. As a result, many of the largest media companies have increased investment in their OTT services in recent years; this trend appears set to continue, with coronavirus accelerating consumers’ growing preference for D2C content. The technology companies, with analytics and ad auction technologies, have a head start about how to do this compared with other players in the industry. Indeed, the expectation is that digital advertising will continue to grow in the future. The findings of this analysis shows that majority of the customers agree that an advertisement provide complete information of the product advertised. The online advertisement like Google and facebook has high degree of influence on customers brand preference as compared to other media and there is relationship between gender of the consumers and number of purchase made based on an advertisement.

References:

[1] **C.L. Avadhani (2020)**, “Healthcare Advertisement (Promotion) – Ethical and Legal Issues – Applicability of Indian Laws – An Analysis” , Asian Journal of Multidimensional Research, Vol 9, Issue 2, pp 30 -55.

[2] **Dr.YuvarajSambasivam and EskinderGizachew (2013)**,”Impact Of Advertisement On Consumers Brand Preference”, International Journal of Marketing and Management Research, Vol 4, Issue 7, pp 1 -16.

[3] **VaibhavMisra (2013)**, “The study of impact of Television Advertisements on Rural Consumers in Purchasing FMCG products”, International Journal of Marketing and Management Research, Vol 4, Issue 5, pp 1-10.

[4] **Kotler. P and Armstrong G (2008)**, Principles of Marketing, Prentice Hall, 12 edition.