**Research Paper** | **Management**

# The Impact of Advertisement on Buying Behaviour of Women Consumer in Chennai City

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**ABSTRACT** The purpose of this research is to investigate the impact of advertising on advertising attitudes and buying behavior of women consumer's. This study is also focus on women consumer's purchase intention towards advertisement based on age levels, gender and education levels The primary data for the study was collected through well structured questionnaire The target population was women consumer's in the city of Chennai, 18 to 60 years old considered to be potential buyers of advertisement. The data was collected from 100 women consumer's in Chennai city only. The results show a positive attitude towards advertisement which highly influenced their purchase intention. Data collected was analysed using SPSS 17 version. Various statistical tools like mean, standard deviation, t test and factor analysis were employed. The major findings are: (1) advertising have a significantly positive influence on advertising attitudes, and advertising attitudes have a significantly positive influence on buying behavior of women consumers.

**KEYWORDS :**

## INTRODUCTION

With the growth of mass media and different forms and avenues of communication like radio, TV, newspapers, magazines, and of course the internet in the 20th century, advertising started becoming an important aspect for commercialization of products. In today's market the range of products and services is especially large, they are all impossible to remember or purchase. The principles of advertising are largely based on cognitive psychology and the psychological processes of attention, perception, association and memory to bring out the complete impact or uses of a product or 'brand'.The main goal of advertising a certain product or service is to attract the customer's attention and analyse the impact of advertising on the customer behaviour, which is determined by a number of cognitive, emotional and behavioural aspects.

An Indian women today has a greater sense of empowerment and economic freedom, which indicates that their consumption pattern has changed. A women makes her values keeping whole family in mind rather than her individual self. So *this study is focus on women consumer's purchase intention towards advertisement based on age levels, gender and education levels*

**LITERATURE REVIEW** Advertiser's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behavior. **Kotler (2003)** suggested that consumers' advertising attitudes stand for the cognitive evaluation, emotional feelings, and action orientation that represent long-lasting likes or dislikes towards a product brand or general feeling in an advertisement. Advertising is to create understanding, liking, and selection of product or services. The most influencing theory in marketing and advertising research is attitude-towards-the-ad. However, the attitude that is formed towards the ad help in influencing consumer's attitudes toward the brand until their purchase intent (Goldsmith & Lafferty, 2002).**)**. Advertisers believed those consumers were controlled by providing entertainment or information in advertising **(Krapp, 2008). Ademola (2009)** studied the effect of consumers' mood on advertising effectiveness. Advertising is a non-personal paid form where ideas, concepts, products or services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior (Ayanwale et al., 2005 and Bovee, et al. 1995).

## Research Objectives

The following research objectives are framed on the basis of gaps in the literature derived out of intensified reviews of the researchers.

1. To know women consumers attitude towards advertisement.
2. To examine how the advertisement influence the women consumers buying behavior and what extent.
3. To analyse the influence of demographic variables on women consumers buying behavior.

## RESEARCH METHODOLOGY

This study involves an examination of impact of advertisements on women consumers buying behavior and on their attitude towards advertisements". The primary data for the study was collected through well structured questionnaire from women in Chennai city. The sample size was 100. Data collected was analysed using SPSS 17 version. Various statistical tools like mean, standard deviation, t test and factor analysis were employed.

## Analysis and Discussion

This paper thoroughly analyses the sampling distribution of the raw data as well as to establish the influence of advertisement on the buyer behavior of women consumers. The description of sample unit is given as follows:

**Table . 1. Sample Description**

| Variables | Frequency | Percentage |
|---|---|---|
| Gender | | |
| Female | 100 | 100 |
| Age | | |
| Upto 18yrs | 7 | 7.0 |
| 19yrsto40yrs | 72 | 72.0 |
| 41yrsto60yrs | 16 | 16.0 |
| More than 60yrs | 5 | 5.0 |
| Education | | |
| Upto HSC | 11 | 11.0 |
| UG | 34 | 34.0 |
| PG | 30 | 30.0 |
| Professionals | 25 | 25.0 |
| Occupation | | |
| Govt.employees | 8 | 8.0 |
| Pvt. Sec. employee | 38 | 38.0 |
| Self employed | 17 | 17.0 |
| Professional | 9 | 9.0 |
| House maker | 12 | 12.0 |
| Student | 16 | 16.0 |
| Monthly Income | | |
| uptoRs.20,000 | 78 | 78.0 |
| Rs.20001 to Rs.30000 | 9 | 9.0 |
| Rs.30001 to Rs.40000 | 11 | 11.0 |
| Rs.40001 to Rs.50000 | | -- |
| More than Rs.50000 | 2 | 2.0 |
| Marital status | | |
| Married | 72 | 72.0 |
| Unmarried | 28 | 28.0 |

From the above table it is found that, the sample unit consist of **72%** women in the age group **19 – 40** and followed by **16%** in the age group **41-60; 34%** women educated at UG level and **30%** women educated at PG level; **38%** women are private sector employees and **17%** women are self employed;**78%** women monthly income are upto **Rs.20,000**and **11%** women monthly income are **Rs.30001 to**

**Rs.40,000;72%** women are married and **28%** women are unmarried.The researcher ascertained the opinion of women consumer's towards attitude and buyer behavior in terms of advertisement and its effectiveness. The researcher obtained the response in **Likert's five point scale** which ranges from strongly agree to strongly disagree. Therefore in this juncture the parametric **'t' test** is applied and the following results are obtained for both attitude as well as buyer behavior.

**Table 2. Parametric 't' value**

| Variable | N | Mean | Sd | Se | 't' value | significance |
|---|---|---|---|---|---|---|
| ATTITUDE TOWARDS ADVERTISEMENT | | | | | | |
| Is consistent with company image | 100 | 4.1800 | .89194 | .08919 | 13.230 | .000 |
| Is creative/interesting | 100 | 4.0500 | .77035 | .07703 | 13.630 | .000 |
| Is informative | 100 | 4.0100 | .82260 | .08226 | 12.278 | .000 |
| Is memorable | 100 | 3.7000 | 1.05887 | .10589 | 6.611 | .000 |
| Is original | 100 | 3.3200 | 1.17103 | .11710 | 2.733 | .007 |
| Is influential | 100 | 3.6200 | .88512 | .08851 | 7.005 | .000 |
| Is relevant to me | 100 | 3.2300 | 1.14464 | .11446 | 2.009 | .047 |
| Is believable | 100 | 3.2900 | 1.20851 | .12085 | 2.400 | .018 |
| BUYING BEHAVIOR | | | | | | |
| I like advertisements | 100 | 4.0300 | .98939 | .09894 | 10.410 | .000 |
| I often want products seen in advertisement | 100 | 3.5300 | 1.14111 | .11411 | 4.645 | .000 |
| No doubt, advertisement increases the frequency of purchase | 100 | 4.0400 | .95261 | .09526 | 10.917 | .000 |
| I feel that exposure to advertisement has enhanced my involvement in purchasing | 100 | 3.4800 | 1.13244 | .11324 | 4.239 | .000 |
| I mostly purchase products shown in advertisement | 100 | 3.3400 | 1.40144 | .14014 | 2.426 | .017 |
| I feel advertisement make the purchase of the products easier. | 100 | 3.8200 | .93614 | .09361 | 8.759 | .000 |
| Due to advertisement exposure I have started experimenting new products. | 100 | 3.1700 | 1.11966 | .11197 | 1.518 | .132 |
| I am engage in the process of buying advertised products. | 100 | 2.8300 | 1.26375 | .12638 | -1.345 | .182 |
| I feel my demand for products purchase is influenced by advertisement | 100 | 3.2300 | 1.14464 | .11446 | 2.009 | .047 |
| I feel good when I watch the advertisement of the products I am already using | 100 | 3.8300 | 1.06415 | .10642 | 7.800 | .000 |
| Advertisement help me to find the best products | 100 | 3.7600 | 1.19020 | .11902 | 6.386 | .000 |
| Advertisement induce me to buy products for enjoyment even though I do not require them. | 100 | 2.9400 | 1.21289 | .12129 | -.495 | .622 |
| Due to advertisement exposure, my family members collectively decide products to be purchased. | 100 | 3.3700 | 1.15168 | .11517 | 3.213 | .002 |
| Quality of product is as good as expected from advertisement | 100 | 2.8300 | 1.43587 | .14359 | -1.184 | .239 |

From the above table, it is found that the mean value of eight attitudes ranges from 3.23 to 4.18 and the standard deviation ranges from .77035 to 1.17103. A similar kind of variation is also found in the standard error with minimum value .07703 to .12085. The **'t'** values are all **positive** in nature and significant at **5%** level. Therefore it will be concluded that women consumer's strongly agree for that the advertisements are consistent with company image, creative/interesting and informative. It is also found that the women consumer's moderately agree that the advertisements are highly influential and memorable, original , relevant to product as well as believable. I like advertisements. It is also found that women consumer's like advertisement and strongly agree to say that advertisements increase the frequency of purchase. They moderately agree their purchasing products often seen in the advertisements, advertisement enhancing their purchase involvement and highly influential in purchasing the product. They also moderately agree that advertisements make the purchase of product easier and expose to have experience with new products. They moderately agree that they feel good when the products of usage are shown in the advertisement and collectively make the family members to purchase the product. They disagree that the women consumer's involved in buying advertised product and purchase as an enjoyment and products posess the quality as expected from advertisement.After exploring the statement pertaining to the attitude towards advertisement and buyer behavior, it is very important to reduce their respective variables in to pre dominant factor. These idea in this research paper would reduce the variables into meaningful factors that can be further used in the analysis. The factor analysis is applied in this context and the following results are obtained for attitude factors.

**Table 3. Factors of women consumer attitude**

| Kaiser-Meyer-Olkin Measure ofsampling Adequecy | .641 | Extraction | Individual variance | Cumulative variance |
|---|---|---|---|---|
| Bartlett's Test of Sphericity Approx . Chi-Square | 110.923 | ATT1 .781 | 25.620 | 25.620 |
| Siginificance | .000 | ATT2 .763 | 18.188 | 43.808 |
| | | ATT3 .358 | 16.387 | 60.195 |
| | | ATT4 .797 | | |
| | | ATT5 .577 | | |
| | | ATT6 .370 | | |

| | | | | |
|---|---|---|---|---|
| | | ATT7 .570 | | |
| | | ATT8 .601 | | |

From above table it is found that, **KMO** measure of sampling adequacy .641, **Bartlett's** test of sphericity with approximate chi-square value 110.923 are statistically significant at 5% level. It indicates the variable reduction is more appropriate with extraction values ranging from .358 to .797. This implies the eight variables exhibit the variance ranging from 35.8% to 79.7% which is statistically significant at 5% level to ascertain the No. of factors extracted. It is found that three factors are extracted with individual variances 25.620%, 18.188% and 16.387%. The total variance explained by these eight variables is found to be 60.195% which is statically significant for the extraction of factors. The individual factor extraction is found from rotated component matrix. The first factor consist of five variables believable (.763), original (.739), informative (.585), relevant to me (.549). influential (.428). Therefore this factor is identified as "**ATTENTION ANCHORS**". The second factor consist of two variables creative/interesting (.817), memorable(.778). Therefore this factor is identified as " **RETENTION INFLUENCE**"

**Similarly the factors of buyer behavior is identified in the following table.**
**Table 4. Factors of women buying behavior**

| Kaiser-Meyer-Olkin Measure ofsampling Adequecy | .810 | Extraction | Individual variance | Cumulative variance |
|---|---|---|---|---|
| Bartlett's Test of Sphericity Approx . Chi-Square | 483.538 | BB1 .678 | 23.909 | 23.909 |
| Siginificance | .000 | BB2 .601 | 18.972 | 42.881 |
| | | BB3 .461 | 14.790 | 57.671 |
| | | BB4 ..597 | | |
| | | BB5 .527 | | |
| | | BB6 .527 | | |
| | | BB7 .590 | | |
| | | BB8 .562 | | |
| | | BB9 .662 | | |
| | | BB10 .641 | | |
| | | BB11 .714 | | |
| | | BB12 .516 BB13 .472 | | |
| | | BB14 . 526 | | |

From the table it is found that KMO measure of sampling adequacy .810, Bartiett's test of sphericity with approximate chi-square value 483.538 are statistically significant at 5% level. The individual factor extraction is found from rotated component matrix.The first factor consist of seven variables, involvement in purchasing (.739), engage in the process of buying (.727), quality of product is as good as expected from advt (.712), I often want products seen in advertisement (.710), Ad help me to find the best products (.658), I mostly purchase products shown in advertisement (.637), demand for the products is influenced by advertisement (.630). Therefore this factor is identified as " **PURCHASED TRANSFORMATION**".

**Findings**
• From the research it is found that, the advertisement is consistency with company image, creative/ interesting, memorable as well as original. Hence it is highly influence the women consumer's to buy the product, making purchase involvement and make the purchase of the products easier.
• It has also been found that the advertisements are very creative and innovative hence it attracts the consumers makes them cherish it and thus it plays a major role in the buying pattern of women consumer's.
• The study reveals that the women consumer's purchasing pattern is highly influenced by the advertisements as the respondents have indicated that the advertisement increases their involvement in purchasing and they prefer to buy the products they have seen in the advertisement. Hence the advertisement play a crucial part in transforming the attention and retention in to actual purchase.

**Conclusion**
The advertisement create more impact on buying behavior of women. It changes women consumer awareness, product preference, product knowledge and brand recall. The researcher also identified, the advertisement is used as one of the influencing factor to retain the women consumer's and also create impetus to transform the purchase decisions in to purchase materialization.