

## **A STUDY ON ROLE OF ADVERTISING MEDIA ON CONSUMER BUYING BEHAVIOR AT EUREKA FORBES LIMITED, BANGALORE**

**Author-**

**Ms. S Shabreen Taj**

USN- 1VA21BA041

Department of Management Studies, Sai Vidya Institute of Technology, Bangalore-64.

**Co- Author-**

Dr. Naveen G Associate Professor,

Department of Management Studies, Sai Vidya Institute of Technology, Bangalore-64

### **ABSTRACT**

Effective advertising is crucial in influencing customer buying behaviour in today's fiercely competitive corporate environment. This study's focus is on Eureka Forbes Limited, a well-known pioneer in the water filtration and home appliance industries, with the intention of examining how advertising mediums affect consumer purchase decisions. This study looks at a variety of advertising media channels, including television, print, internet, and social media, to identify the preferences and trends that influence customer decisions.

### **INTRODUCTION**

Understanding customer purchasing behaviour is essential for any organization looking to acquire a competitive edge in the fast-paced and fiercely competitive business world of today. Numerous variables affect consumer purchase decisions, with advertising having a key role in influencing perceptions, preferences, and decisions. Using the setting of Eureka Forbes Limited as its focal point, this study explores the complex interaction between advertising media and customer purchasing behaviour.

### **Factors influencing role of advertising media on consumer buying behaviour.**

1. Target audience demographics
2. Message relevance and content
3. Frequency and exposure
4. Consumer trust and credibility

## **Impotence of role of advertising media on consumer buying behaviour**

1.           Information Dissemination: Advertising mediums are used as a means of providing consumers with crucial information about goods or services. Businesses may convey information about product features, benefits, price, and availability through a variety of media channels, including television, radio, print, internet, and social media. Consumers are more equipped to make educated choices thanks to this knowledge, which ultimately affects their purchasing behaviour.
2.           Building Brand Awareness: Advertising mediums are essential for doing this. Consumers are more likely to identify and remember a brand when they are consistently exposed to it through various media channels. Consumers may eventually develop greater preference and trust while making purchases as a result of this understanding.
3.           Perceptions and Attitudes: Consumers' perceptions and attitudes about a brand or product can be influenced by advertising media. Businesses may influence how consumers view a product or service and how they feel about it by carefully crafting messaging and pictures that evoke favourable feelings, beliefs, or lifestyles.
4.           Influence on purchasing Intentions: Consumers' purchasing intentions can be affected by persuasive advertising. Customers are more likely to acquire an intention to buy the offered goods or service when they are exposed to appealing commercials that speak to their wants and aspirations. The media that are utilized to distribute these adverts are extremely important in spreading persuasive messages.
5.           Reach and targeting: The levels of reach and targeting offered by various advertising channels differ. For instance, radio and television advertisements can reach a wide while social media and digital advertising may be precisely tailored to demographics and interests. Maximizing the influence on consumer purchasing behaviour requires an understanding of which media channels reach the appropriate audience.
6.           customer Interaction and Engagement: In particular, social media and digital advertising promote increased customer interaction and engagement. Businesses may interact with customers in two directions, react to their questions, and even gather feedback via social media platforms. Through the development of trust and loyalty, this engagement develops a sense of connection and has the power to change customer behaviour.

## LITERATURE REVIEW

1.                investigated the effect advertising has on client decision making and brand identification. It was established based on the statistics that advertising Kotwal had et al. (2008) evaluated the effect of television commercials on adolescent females' shopping behaviour. According to The findings show advertising was important in aiding the induction of a new product into the family while also helping in making better purchase decisions. It was also discovered that.

TV advertising had a stronger effect on commodity purchases such as food, stationery, personal care products, and toiletries.

1.        Jatin and his colleagues (2008) investigated the psychological impact of advertisement on consumer behaviour. The study found that advertisements in magazines and brochures influenced the client's attention, which is unity of the consumer's cognitive psychological attributes. Thus, Advertising makes a mental imprint on the customer and has a cognitive influence on them.

2.        In the investigation of marketing and consumer behaviour, Delorme et al. (2009) explored advertising scepticism in next of kin to prescription drug information seeking behaviour. Customers are less dubious of prescription pharmaceutical advertising their they are about general advertising, according to their research. They also argue that prescription pharmaceutical direct-to-consumer advertising (DTCA) is mostly unpopular among consumers.

3.        Bishnoi scientists Sharma (2009) investigated the effect of television ads on adolescent purchasing habits as it reports to their current housing context. The data indicates that youth in rural areas like and are more susceptible to being influenced by television commercials than those in urban areas. TV advertising have increased customer engagement in product selection and purchasing. The research Male adolescent spending habits is more influenced by TV advertising than female adolescent shopping behaviour. Also, had a look at the study done by

4.        Zain-Ulf-Abideen as Saleem (2011) investigated how advertising influences customer buying behaviour using two distinct variables: emotional and physical reaction. The major findings of the read demonstrate that there is minimum link between environmental reaction and consumer purchasing habits, while there is a considerable relationship of emotional response to consumer purchasing behaviour. According to the research, people acquire

belongings with which they have an emotional connection, which is aided by advertising. Haque along the other researchers (2011) to investigate the impact of advertising on

Customers at eating places in the Klang Valley area of Malaysia Area judged that internet ads had the most influence on them. Print ads affected consumers the least, followed by commercial advertisements. Pontianak (2011) did comparison research on the impact of radio and digital marketing on customer purchasing behaviour. According to the study's findings, television advertising outperforms online advertising. As a result, television advertising was revealed to have a bigger impact on client purchase choices than web advertisements.

5. Dinu and Dinu (2012) conducted research on the influence of marketing on customer purchasing behaviours in Resita, Romania. According to the study, advertising impacts client buying behaviour, particularly on the internet, and it is significant in product sales.

6. Priyanka (2012) studied the influence of internet advertising on customer behaviour in Lucknow, India. Despite internet advertising, the study revealed Customers are dissatisfied even though it is instructive.

8. Gharibi and her colleagues (2012) assessed the influence of advertising in Tehran's metropolitan area using the attention need desire activation (AIDA) model.

4. Olenik (2012) explored how advertising influences Nigerian consumer choices for cellular services and businesses. According to the study, advertising influences customers' decisions and preferences for a specific vendor over another.

Behati et al. (2012) evaluated the impact and effectiveness of promotional appeal on customer purchase behaviour. The primary conclusions of the study are that promotional appeals have no significant confident influence on customers' purchasing intentions and that physiological advertising influences are additional vital than logical advertising appeals.

Malik and colleagues (2013) investigated the impact of image of the brand and advertisement on customer purchase behaviour in Gujranwala City. behaviour They also observed that an interactive advert is more effective in attracting customers' attention. As a result, it wields more power over customer decisions.

14. Faraja and colleagues (2013) investigated how advertising influences purchasing decisions. In Basra, southern Iraq, men, and women decide. The study's findings indicated that advertising attraction has significant influence on male and female customers' choices and decisions when purchasing electrical home equipment. regardless of age, money, or education.

15. Prasad and Ramesh (2013) investigate the influence of advertising on customer decisions. According to

research, advertising can alter buyers' perceptions toward a product. Advertising that reaches an interested consumer who is still looking for information will have a greater impact on that client.

16. Rai (2013) investigated the effect of advertising on customer behaviour and attitudes, focusing on consumer durables. Rendering to the research, the purchase Conferring to the findings, the variety of ads affect the purchasing mindset and conduct of customers of durable goods.

17. Vivianite and Metalogician (2013) studied the impact of eye-catching advertising on customer purchase behaviour. The study discovered that favourable Customers' purchase behaviour was positively influenced by their attitudes regarding startling advertising, and vice versa.

Micheni et al. (2013) explored the psychological buying behaviour of regular Kenyan telecommunications business customers in reaction to television advertising. According to the study, several visual representations utilized in television ads, such as colour, lighting, musical instruments advertising, etc animation, have a substantial influence on consumers. Customers' psychological purchasing habits. Furthermore,

## RESEARCH GAP

The literature on the role of advertising media in influencing consumer buying behavior is limited, particularly in the context of the rapidly evolving media landscape. Existing research has mainly focused on the effectiveness of advertising campaigns, neglecting the nuanced relationships between different media types and consumer demographics. Cross-media advertising strategies and their synergistic effects on consumer buying behavior are also underexplored. The long-term effects of exposure to different advertising media are also lacking. Addressing these research gaps will help advertisers and marketers make informed decisions about their media strategies and better understand how different media can influence consumer buying behavior in today's competitive marketplace.

## RESEARCH DESIGN

In this study, a descriptive inquiry plan is used. It consists of several types of surveys including actual questions. This inquiry used a descriptive research design. The main purpose of the repeating experiment is to find numerous ways for depositing data that are listed in the present condition of the art in the detailed

depiction of the discovery. When a data keeping function is specified in a research challenge, the research study design process begins.

**To be specific, two sources of information are used:**

1. Primary source
2. Secondary source

### **SOURCE OF PRIMARY DATA COLLECTION**

Primary data the latter gathers first data on research undertaken by one investigation or by those conducting the study (researcher). A questionnaire survey might be used to collect this information.

### **SOURCE OF SECONDARY DATA COLLECTION**

Secondary data: one the other conjunction, must be obtained and validated by others prior to statistical analysis. Secondary data is acquired from the budget and statement of income in the annual report, as well as accounting and finance information, manuals, notebooks, and other material.

### **RESPONDENT PROFILE:**

Employees were chosen as the study's sample size. The approach of convenience sampling was adopted. in this investigation.

### **TOOLS FOR ANALYSIS**

The data collected is analyzed with the following tools.

- A. Simple random technique
- B. Charts
- C. Tables

### **STATISTICAL TOOL:**

1. Basic percentage analysis
2. Chi-square Analysis

## RESEARCH OBJECTIVES

1. Investigate how Stages for public media have changed consumer purchasing habits.
2. To find the factors that motivate customers to make purchases on social networking platforms.
3. Determine the most extensively used social networking platform network among clients.
4. Determine the furthestmost commonly cast-off social media network among clients.

## DATA ANALYSIS RELIABILITY ANALYSIS

### Summary of Case Processing

Cases	Valid	426	99.3
	Excluded <sup>a</sup>	3	.7
	Total	429	100.0

### Reliability Statistics

Cronbach's Alpha	N of Items
.810	36

### Interpretation:

According to an Alpha score of 0.810, items on the rating scale tend to be reasonably reliable and consistent in measuring the same construct. For most research projects, Cronbach's Alpha scores above 0.70 are considered adequate, while values of 0.80 are considered highly good.

Correlations									
Q4			Q9	Q13	Q18	Q22	Q28	Q39	Q40
Q4	Pearson Correlation	1	.527**	.615**	.615**	.630**	.577**	.501**	.513**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200
Q9	Pearson Correlation	.527**	1	.588**	.532**	.533**	.516**	.485**	.446**

Q13	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200
	Pearson Correlation	.615**	.588**	1	.622**	.589**	.524**	.543**	.527**
Q18	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200
	Pearson Correlation	.615**	.532**	.622**	1	.745**	.653**	.564**	.587**

## CORRELATION

Q22	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200
	Pearson Correlation	.630**	.533**	.589**	.745**	1	.600**	.523**	.539**
Q28	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	200	200	200	200	200	200	200	200
	Pearson Correlation	.577**	.516**	.524**	.653**	.600**	1	.531**	.545**
Q39	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	200	200	200	200	200	200	200	200
	Pearson Correlation	.501**	.485**	.543**	.564**	.523**	.531**	1	.565**



Q40	Pearson Correlation	.513**	.446**	.527**	.587**	.539**	.545**	.565**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	200	200	200	200	200	200	200	200

### DATA INTERPRETATION:

The correlation coefficients demonstrate a highly favorable association between the respondents' opinions of various aspects of Chandrika Soap's advertising. This suggests that those who rate advertising more favorably in a particular discipline are more prone to do so in related ones as well. Strong correlations imply that consumers' perceptions of Chandrika Soap advertisements are often constant across several variables, which supports the company's consistent messaging and advertising strategy.

### CHI-SQUARE ANALYSIS

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.375 <sup>a</sup>	5	.795
Likelihood Ratio	2.368	5	.796
Linear-by-Linear Association	.069	1	.793
N of Valid Cases	200		

### DATA INTERPRETATION:

There is no statistically significant relationship between the factors in the survey answers connected to Chandrika Soap's commercials, according to the chi-square tests and their p-values. However, it is important to interpret the results cautiously and consider the limits of the chi-square test in this situation given the relatively low predicted numbers in certain cells.

### FINDINGS

- Most customers are satisfied with Chandrika soap's goods, and consumers believe in the product's quality.
- When considering the promotional activities performed by Chandrika soap, consumers are drawn to the brand by discounts.
- Most of them select Chandrika soap due to its high quality, and most responders have heard of it.

- Buyers are persuaded by Chandrika soap advertising and promotion, and commercials are the main method of contacting them.
- Additionally, buyers are pleased with the pricing and the similarity of the company's products to those in the advertisements.

### **SUGGESTIONS:**

- The business needs to improve its distribution network.
- Retailers should be allowed a large margin, and instead of only running ads, the company should focus on other promotional efforts.
- Chandrika soap should lower the cost of its pricier goods.
- The services need to be enhanced.
- Customers should receive more perks.
- Paintbrushes and rollers should be distributed as a set.
- emphasis should be placed on making dust-proof paints widely accessible and the network in remote areas must be enhanced.

### **CONCLUSION:**

in accordance with study's findings, advertising and promotion are likely to possess a big influence on how well an organization performs. Any campaign used by an organization to encourage more usage, experimentation, or advertising of a good or service is known as advertising and promotion.

One of the main components of the communication mix that practically all businesses utilize to increase profitability is advertising and promotion. Numerous studies demonstrate the beneficial effects of this instrument on organizational profitability, while others dispute its potential or lack thereof as a long-term organizational weapon.

At every step of a product's life cycle, advertising and promotion are crucial, but the early and growing stages are when they are most crucial. As a result, the beneficial effects of marketing and advertising on corporate efficiency have boosted organizations' advertising, volume, and profits in terms of consumer product purchases, which will eventually result in greater sales profitability.

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