

Consumer Perception on Advertisement of New Product

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Abstract

This study examines consumer perception of advertisements for new products, focusing on how marketing strategies, branding, and advertising influence consumer behavior. It highlights the role of brand image, price sensitivity, country of origin, and advertising effectiveness in shaping consumer choices. Key findings reveal that advertising impacts awareness, trust, and purchase decisions, but challenges such as ad fatigue, negative perception, and competition remain significant. The study further emphasizes the importance of emotional appeal and digital engagement in strengthening consumer-brand connections. Overall, effective advertisements must balance creativity with credibility to positively influence long-term consumer loyalty.

Introduction

Consumer perception plays a crucial role in influencing buying behavior. In modern markets, where competition and consumer awareness are high, advertising serves as a vital tool to build brand image and influence decisions. This project analyzes the dynamics of consumer perception in India, where globalization, lifestyle changes, and brand proliferation have reshaped purchasing patterns and attitudes.

Objectives of the Study

- To analyze the influence of brand image on consumer perception of product quality.
- To study the impact of durability and product features on consumer trust.
- To examine the role of price and country of origin in shaping perceptions.
- To evaluate how advertising strategies affect consumer buying behavior.

Definitions of the Concepts Used in the Study

Brand: A name, term, symbol, or design that identifies and differentiates a seller's goods or services.

Perceived Value: A consumer's overall assessment of a product's utility based on what is received versus what is given.

Brand Image: The set of associations and perceptions about a brand held in consumer memory.

Motive: A tendency to think and act to achieve a desired goal.

Perceived Quality: A customer's perception of a product's overall superiority compared to alternatives

CONSUMER PERCEPTION

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Regions Co-Chairs
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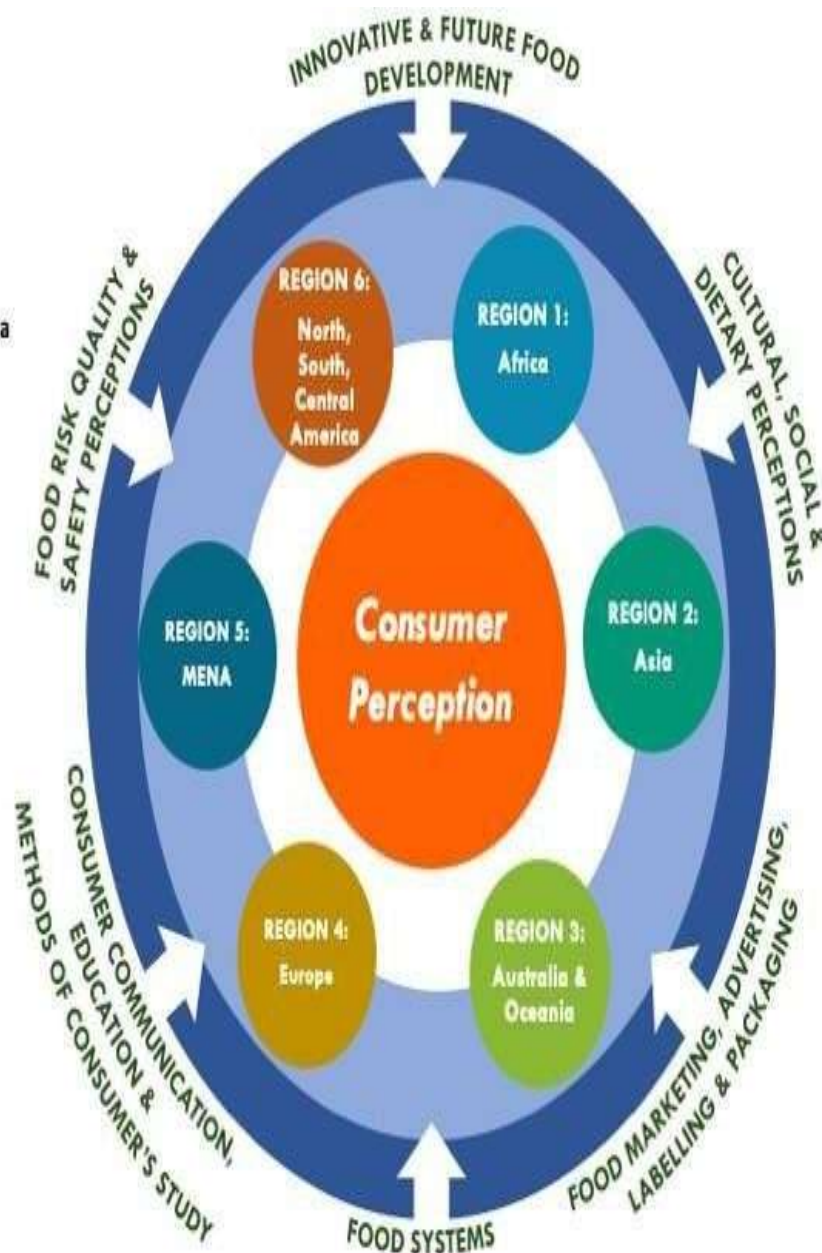
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4. Food Quality and Safety perception
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5. Consumer communication, education and methods of consumers' study
Cristina Popovici
6. Innovative and future food development

Consumer perception on advertisement of new project has both advantages and disadvantages

Advantages :

Positive perception: A positive perception of a brand can lead to customer loyalty and help a brand stand out in a competitive market.

Awareness: Advertising can help create awareness of a new product.

Quality perception: The information conveyed through advertising can help consumers perceive the quality of a product.

Disadvantages :

Negative perception: A negative perception of a brand can harm its reputation and bottom line.

Negative feedback: Negative comments or reviews can spread quickly on social media and damage a company's reputation.

Review Of Literature

Several studies highlight the role of advertising in shaping consumer behavior. Researchers such as Blei et al. (2003): LDA model used to analyze online reviews; identifies product factors influencing purchase decisions.

Burghate (2004): Advertising agencies play a vital role in projecting company image and managing campaigns.

Patnaik & Patnaik (2005): Indian markets transformed by mass media penetration and consumer preference for value.

Rajaguru & Matanda (2006): Store and product attributes (except price) positively affect customer loyalty.

Texprocil (2007): India must monitor raw material, labor, and power costs to stay competitive in textiles.

Awng Di (2008): Thai consumers prefer superstores for quality, variety, and environment over family-run shops.

Srivastava (2009): Multicultural approaches improve advertising effectiveness in diverse markets.

Ramakrishnan (2010): Private label success depends on consumer brand loyalty and willingness to try new brands.

Sharma & Singh (2011): Advertising expanded rapidly with new channels, creating challenges for marketers.

Samudhrarakumar et al. (2012): Organized retail is growing; middle-class consumers increasingly prefer large stores.

Rashmi (2013): Hair care market growth shows quality and testimonials drive consumer buying.

Christopher (2014): Branded jewelry gains preference due to consumer awareness and changing buying behavior.

Berlo et al. (2015): Credibility in ads depends on safety, expertise, and dynamism.

Singhal (2016): Social media creates trustworthy networks for consumer engagement.

Gopisetti & Linganna (2017): Television, quality, and loyalty strongly influence personal care product purchases.

Vanniarajan & Kubendran (2018): Urban and high-income consumers favor branded goods more than rural consumers.

Zalzal & Dewi (2019): Brand image, packaging, and price affect female students' attitudes toward Wardah cosmetics.

Brown et al. (2020): Emotional advertising appeals positively impact consumer purchase decisions.

Nasir et al. (2021): Informativeness is a crucial factor in social media advertising effectiveness.

Cvirka et al. (2022): Advertising attractiveness stimulates positive consumer attitudes and purchase decisions.

Research Methodology

The present study on Consumer Perception of Advertisements for New Products adopts a descriptive and analytical research design. The methodology has been framed to systematically analyze consumer attitudes, perceptions, and responses towards advertisements that influence their purchasing decisions.

Research Design

The study uses a descriptive research design to understand consumer perception and behavior patterns. This approach is suitable as it provides insights into how advertisements impact awareness, trust, and buying decisions.

Data Collection Methods

- **Primary Data:** Structured questionnaires were distributed among respondents to collect first-hand information regarding their perception of advertisements. The questionnaire included both closed-ended and Likert-scale questions to measure brand image, perceived value, advertisement effectiveness, and purchase intention.
- **Secondary Data:** Literature reviews, journals, online databases, and published reports were referred to for theoretical background and to support primary findings.

Sampling Technique and Size

A simple random sampling method was adopted to avoid bias and ensure representation. The study considered **300 respondents** equally divided between urban and rural areas to capture variations in consumer perception. Respondents were selected across different age groups, genders, occupations, and income levels to ensure diversity.

Tools for Analysis

The data collected was analyzed using percentages, averages, and cross-tabulations. Statistical methods such as chi-square tests and correlation analysis were applied to examine relationships between consumer demographics and their perception of advertisements.

Scope of the Study

The study is limited to consumer perception of advertisements for selected branded products in Andhra Pradesh. It focuses on key variables such as brand image, price sensitivity, product quality, and advertisement appeal.

Demographic And Socioeconomic Profile Of Consumers

This chapter provides the detailed analysis of demographic profile and socio economic profile of sample respondents, i.e., buyers of select television brands in three select districts of Andhra Pradesh State. The socio-economic profile of the urban and rural consumer is highly essential to study the urban and rural consumer behaviour since the needs and motives; demographics and culture; beliefs and values; social class; influence groups; reference groups; opinion leadership and personality traits are the important factors influencing the urban and rural consumer behaviour. In the present study, the included profile variables are age, occupation, level of education, and family size, number of earning members, personal income, family income, monthly expenditure, and monthly savings. Socio-economic characteristics of urban and rural consumers play a crucial role in their behavior towards consumption. The status of respondents in the family, in terms of gender wise, age wise, marital status, back ground, education, qualification, occupation, family size, income, expenditure, savings, investments may influence their consumption patterns. Therefore, it is worthwhile to present the socio-economic profile of the select respondents before proceeding to analyses of the objectives.

Analyses On The Area/Region Wise Classification Of Sample Respondents

Table show the gender wise classification of sample respondents.

Area/region of sample respondents

S.no	Region	Frequency	Percentage
1	Urban	150	50.0
2	Rural	150	50.0
	Total	300	100.0

From the results, it is to interpret that from both urban and rural regions and equal proportion of 50 % of sample respondents i.e., 150 each from are considered for the same study.

DISTRIBUTION OF SAMPLE RESPONDENTS OF GENDER

Men and women tend to have different ON THE BASIS attitudinal and behavioural orientations, based partly on genetic makeup and partly on socialization practices. Women tend to be more communal-minded and men to be more self-expressive and goal directed. They should be taken into consideration in aiming campaigns at men or women. Gender wise classifications of the respondents are presented in table

S.no	Gender	Frequency	Percent
1	Male	174	58.00
2	Female	126	42.00
	Total	300	100.0

The table reveals that out of 300 respondents maximum of 174 (58.00 percent) of them are male and remaining 126 (42.00 percent) of the male female. The day time when interview made, the women folk found engaged in their work.

Age Wise Classification Of Sample Respondents

One of the major factors influencing buying practices is the age of the consumers. Interests and preferences on products often vary with age of the consumers. As an individual grow there arises a need for newer products. Children today are becoming an influential power in marketing.

The youth market is important to marketers not only because it is lucrative, but also because many consumption patterns held throughout life are developed during this period. Different age groups present different marketing challenges and opportunities. Because of age-motivational differences marketers have found age to be a particularly useful demographic variable for market segmentation. Therefore it is worth knowing the age group of the respondents.

An attempt is made to understand the age group of sample respondents. As observed, the age group is one of the influencing factors in buying decision making process.

S.no	Age	Urban	Rural	Total
1	Below 20 years	7	6	13
2	20 – 30	48	40	88
3	30 – 40	49	49	98
4	40 – 50	24	36	60
5	More than 50	21	16	37
6	Unspecified	1	3	4
	Total	150	150	300

From the comparison of results, It is to interpret that from 'below20 years' age group, majority of the male from urban and the proportion is very low. From 20-30 years age group urban representation is high than the rural. From 30-40 years age group, highest representation of sample respondents is made for urban and rural regions. For 40-50 years age group, majority of the sample respondents are chosen from rural region. And finally for the age group of more than 50 years, majority of them have been selected from urban region. Overall the study clearly shows that majority of the age for the person studying between 30 to 40 years group.

Understanding the Impact of Advertising on Consumer Behavior



Marital Status Of Sample Respondents

The married rural consumers tend to save and invest more than unmarried respondents. The information relating to the distribution of respondents according to Marital Status is presented in the table

S.no	Marital Status	Urban	Rural	Total
1	Married	103	104	207
2	Unmarried	47	46	93
	Total	150	150	300

From the results, it is clear that majority of the sample respondents from both urban and rural region were found married and there presentation of unmarried is almost equal for both urban and rural regions.

Findings from the Research

The study reveals several insights into consumer perception:

1. Growing awareness of product benefits through advertisements.
2. Price sensitivity and high initial costs remain major concerns.
3. Consumers prefer trusted brands, certified providers, and positive reviews.
4. Government incentives and promotional offers influence adoption.
5. Installation or usage complexity can discourage buyers.

Overall, consumer perception of advertisements for new products depends on awareness, trust, perceived value, and brand reputation. Effective ads clearly highlight unique benefits, quality, and ease of use, while strategies like discounts, free trials, and social media campaigns encourage adoption. A well-executed advertisement ultimately builds trust, generates interest, and positively shapes purchasing decisions.

Suggestions

To improve consumer perception of advertisements for new products, companies should:

1. Build awareness through clear and educational messaging.
2. Leverage social proof such as testimonials and reviews to build trust.
3. Ensure transparent pricing and promotional offers to address cost concerns.
4. Use influencer and expert endorsements to enhance credibility.
5. Incorporate emotional appeal and storytelling to connect with audiences.
6. Strengthen digital presence through SEO, social media ads, and engaging content.

These strategies together help create trust, increase visibility, and encourage adoption.

Limitations

Advertisements for new products face several challenges:

1. Advertising overload and ad fatigue reduce effectiveness.
2. Exaggerated claims may harm credibility.
3. Intense market competition limits visibility.

4. Short consumer attention spans demand concise, engaging ads.
5. Negative word-of-mouth from early adopters can damage reputation.

Overall, while advertisements can shape awareness and trust, their effectiveness is limited by credibility issues, competition, and consumer behavior patterns.

Conclusion

The study on Consumer Perception of Advertisements for New Products highlights that advertising plays a vital role in shaping consumer awareness, trust, and purchase intentions. Consumers are highly influenced by brand image, perceived value, product quality, and recommendations from peers or influencers. However, factors such as price sensitivity, skepticism toward exaggerated claims, and advertising overload continue to pose challenges.

Findings suggest that effective advertisements must balance creativity with credibility by presenting clear, honest, and relatable messages. Emotional appeal, storytelling, and digital strategies such as social media campaigns and influencer collaborations enhance engagement and brand visibility. At the same time, transparency in pricing and providing product experiences like demos or free trials can reduce hesitation and encourage adoption.

Ultimately, consumer perception is a complex process shaped by both rational evaluations and emotional responses. Advertisements that combine trust, authenticity, and innovation not only create immediate awareness but also foster long-term loyalty. For businesses, the key lies in developing advertisements that resonate with consumer values, adapt to changing preferences, and build lasting relationships in a highly competitive marketplace.