

## IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOR: A CASE OF COCA-COLA

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### ABSTRACT

The advertising industry is very important to business. Advertisements are used to introduce a firm, establish a brand, and position a business, a product, or a service in the buyer's mind in comparison to other well-known, competitive companies. Investigating how commercials impact consumers' purchase decisions is the study's aim. The study's sample, 100 individuals, was chosen. A thorough questionnaire was devised to evaluate the influence of the coca cola commercials on customer buying behavior.

### KEYWORDS

Advertising industry, coca cola commercials, customer buying behavior.

### INTRODUCTION

Advertising is not a science but an art. Some advertisers claim that their advertising efforts are wasted since their effectiveness cannot be quantified using a mathematical or empirical method, however every advertiser is very interested in measuring or evaluating their advertising's effectiveness.

Effective advertising primarily aims to prevent expensive errors, to forecast the relative effectiveness of different advertising methods and to boost their effectiveness. Even if it incurs some additional expense for the marketer, feedback is always useful in gauging the success of advertisements.

The goal is usually to draw attention to certain products or services, to generate demand to encourage purchasing, and generally to connect the man who has something to offer with the man who has the money or the desire to buy.

Various authorities have provided definitions of advertising. Some of the definitions cited include: Advertising is any paid type of non-personal paid presentation of ideas, commodities, or services by a named sponsor, according to the American Marketing Association.

Advertising, one of the interaction's components, aims to pique consumers' attention and convince them to purchase a particular good by altering or improving their attitudes on a cognitive, emotional, or behavioral level.

## LITERATURE REVIEW

1. **Bishnoi and Sharma (2009)** studied show how television advertising affected teenagers' purchasing decisions in relation to their upbringing. The findings show that teens in rural regions like television advertising and are more susceptible to its impact than their urban counterparts. The engagement of customers in product selection and purchasing has increased because to television advertising. The study found that male teenagers are more likely than female teenagers to be influenced by TV commercials when making purchasing decisions.
2. **Ahmed and Ashfaq (2013)** who used the product's quality and price, persuasiveness, brand image, and celebrity endorsement as main elements in their study on how advertising affects customer buying behavior. According to the study, celebrity endorsement, brand image, and persuasiveness are the three most crucial components of advertising that, when used effectively, have the power to change customers' purchasing decisions.
3. **Malik et al. (2013)** conducted a study to investigate the influence of brand image and advertising on consumer purchasing behavior in Gujranwala City. The findings show that advertising significantly affects consumer buying behavior and has a considerable positive influence, especially among adolescent customers. Additionally, they discovered that an interactive commercial is more successful at grabbing customers' attention. Therefore, it has a greater influence on consumer choice
4. **Furaji et al. (2013)** conducted a study to find out how advertising affects both men and women's purchasing decisions in Basra City, Southern Iraq. The study's results showed the following: Depending on age, level of wealth, and education, advertising attractiveness has a considerable impact on male and female consumers' decisions and choices when buying electrical home equipment.
5. **Kumar and Raju (2013)** on how advertising affects how consumers make decisions. According to the study, advertisements have the power to influence consumers' perceptions of a product, and they are most effective when they reach prospective customers who are actively looking for information.
6. **Rai (2013)** intended to evaluate how advertising affects consumer behavior and attitude, specifically with regard to consumer durables. The study found that different types of advertising have an impact on consumers' attitudes towards and behaviors around the purchase of durable goods.

## RESEARCH OBJECTIVES

Impact Of Advertising On Consumer Buying Behavior: A Case Of Coca-Cola

## RESEARCH DESIGN

In this study, descriptive research was used. In descriptive research, data that characterize occurrences are gathered, organized, tabulated, illustrated, and described. It frequently makes use of visual tools, such as graphs and charts, to help marketers about the impact of Advertisements.

### Sample Unit:

For this research project, samples were collected from Mahendergarh and Rewari city.

### Sample Size:

The sample size targeted for this research project is 100.

### Sampling Method:

Basically, convenience sampling, a form of non-probability sampling, was used in this project as part of the research

### Sample Media:

A structured questionnaire is used to contact the respondents.

### Tools used for Analysis:

With the aid of several tools, including tabulation and figures, the data was analyzed.

## TYPES OF DATA COLLECTION

For purpose of data collection, the following sources were used

### Primary data:

The primary data will be collected through a set of self-designed questionnaires filled by the sample population.

### Secondary data:

The secondary data will be collected from: -

Books.

Journal and magazines.

Newspaper.

Website.

## Data Analysis and Interpretation

Q1. Through which source of advertisement did you know about above dealers/distributors?

TABLE NAME	NO. OF RESPONSE	PERCENTAGE%
News papers	32	32%
TV Ads	28	28%
Sales person	28	28%
Hoarding's	12	12%
Total	100	100%

Table 1

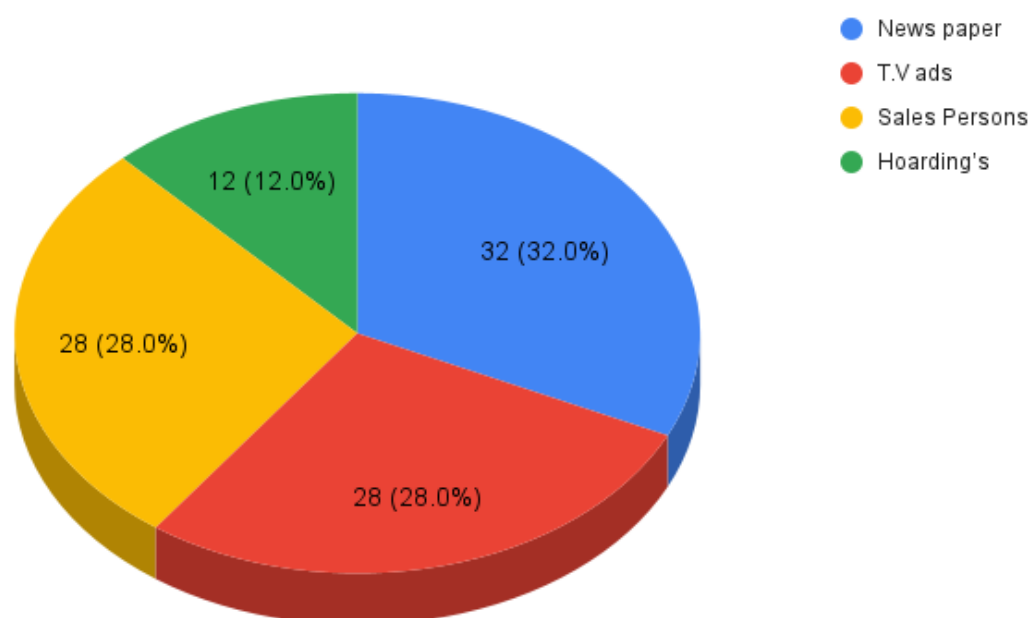


Figure 1

## INTERPRETATION

32 respondents claim to be acquainted with the dealers and distributors via the newspaper.

28 respondents claim to be familiar with the dealers or distributors due to TV advertisements.

28 respondents claim to be acquainted with the distributors and dealers through the salesperson.

12 respondents claim to have knowledge of the distributors and dealers through the hoardings.

Q2. Which sources of advertisement according to you would be more effective in M/garh & Rewari city for sale of Coca Cola?

TABLE NAME	NO. OF RESPONSE	PERCENTAGE%
Road Show	12	12%
Newspaper	36	36%
TV Ad	23	23%
Hoarding's	14	14%
Sales persons	15	15%
Total	100	100%

Table 2

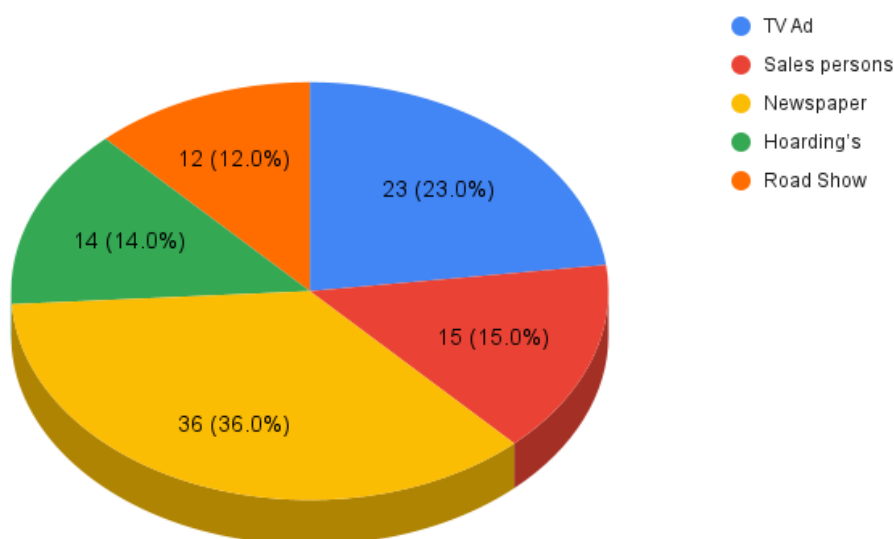


Figure 2

## INTERPRETATION

For the sale of Coca-Cola, 12 respondents believe that road shows in M/garh and Rewari would be more successful.

Newspaper, according to 36 respondents, would be more efficient.

TV advertisements would be more effective, according to 23 respondents.

15 respondents believe salespeople would be more productive.

Hording's, according to 14 respondents, would be more efficient

## CONCLUSION

84% of those surveyed agreed that advertisements for Coca-Cola cool drinks raise consumer awareness of companies and encourage product consumption.

Famous people, according to 73% of respondents, are essential for Coca-Cola cool drink advertisements

In M/garh and Rewari, 63% of respondents claimed they are aware of other Coca-Cola dealers/distributors  
Paying closer attention to the advertisement's design will help it sell more cold drinks.

It needs to be attractive for people to be drawn to the advertisement.

Because indoor media only reaches a larger audience, Coca-Cola can also promote in local newspapers and television channels.

Regular time should be used for the advertisement.

The majority of customers might learn about Coca-Cola from the newspaper. Therefore, the company should place a strong emphasis on this form of advertising to raise awareness.

In order for advertisements to be effective, they need feature celebrities and contain exciting action.

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