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ABSTRACT

A modern human being lives in a world governed by different brands of goods and services consumption which literally become a religion of our time. This ideology is created through various promotional techniques designed to convince us that if we consume certain products, our life will be better, happier and more successful. Nowadays everyone is influenced by advertising and we do not even realize how it affects us. Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information or services etc. The purchase process is a decision – making process under risk. This paper investigates the relationship between independent variables which are emotional response with attitudinal and behavioral aspect of consumer buying behavior, by tapping the responses of 110 respondents. The basic objective of this research is to assess the influence of advertising through attitudinal buying behavior of consumer and analyze the influence of Advertising on buying behavior.

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INTRODUCTION

Advertising is a single component of the marketing process. It's the part that involves getting the word out concerning your business, product, or the services you are offering. Advertising and marketing are key elements in a company's success. One cannot be used without the other. Advertising works based on statistics. So there are definitely some people which are not reached by most ads. This essentially is charged with having a product or service and creating a need or a perceived desire of the consumer to buy it. The message is designed to create awareness that the product exists, how it will be of value to the consumer or make their lives easier because they have it and explain why they should buy it immediately.

This only equals one piece of the pie in the strategy. All of these elements must not only work independently but they also must work together towards the bigger goal. Advertising Conference underscored the fact consumers trust other consumers more than they do marketers for product information. In today's oversaturated, fragmented media landscape, word-of-mouth marketing remains a cost-effective part of many advertisers' marketing mix. It is a single aspect of marketing, which involves spreading the word about a business, product, or service offered to the public. Strategy is definitely a key part here, as there are many avenues to use. Advertising can serve for marketing well if it is suitable for the marketing strategy. It is a way to marketing the products or

service of a company. Advertising is one of the keys to a successful business.

Advertising, personal selling, publicity, and public relations form the components of the marketing communication or promotional mix. Integrated Marketing Communication (IMC) is the strategic use of the aforesaid components towards. Advertising is to "display" ones wares. It is entirely passive. It isn't what it used to be. Media has changed dramatically. Advertising builds brand awareness, which builds trust and credibility. Of course, that translates to more purchases.

Advertising and promotions managers may travel to meet with clients or representatives of communications media. At times, public relations managers travel to meet with special-interest groups or government officials. It reaches people through varied types of mass communication. In everyday life, people come into contact with many different kinds of advertising. Advertising trojans make clandestine connections to ad servers behind your back, consume precious network bandwidth and may compromise the security of your data. The latest versions of these "ad-viruses" operate in full stealth and are nearly impossible to detect without advanced knowledge of the system environment.

LITERATURE REVIEW

An article 'How to develop international advertising campaigns that work' published by Appelbaum and Halliburton (1993) has found some conclusions for Creative Advertising. The study

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was based on a content analysis of 218 TV commercials in which the main element in the development of an advertising strategy have been used to compare pre selected 'creative' TV commercials from France, Germany, UK and US to TV commercials that were broadcast across frontiers. The content analysis has enabled the identification of guidelines for the execution of international advertising strategies. It has led to the suggestion that 'creative' advertising is more concerned with image building.

The research by Lautman and Hsieh (1993) who studied four alternative creative tactics shown is that not all of the creative tactics were effective. One possible reason, according to the author, is that some of these techniques were 'too creative'. They required the consumer to expend mental effort drawing inferences and implications. They also necessitate consumers' close attention to a stimulus within a medium where typical viewing behavior is passive and little active information search and processing can be expected. Thus they concluded that what worked best were the techniques that were the most simple and direct.

In a study by Manrai et.al. (1992) the relationship between the elements of Creative Strategy in TV advertising, the resulting appeal and tone of the commercials were examined. Two major components of creative strategy were studied. 1) Message Content and 2) Message Execution. A total of 118 undergraduate business students were asked to evaluate one of the four types of commercial using a set of 13 scales that described selected items of creative strategy. The participants also completed questions relating to the Appeal and Tone of the commercial. The results indicated that message content discriminates rational commercials from emotional commercials, and message execution discriminates positive commercials from negative commercials. The findings suggest that emotional commercials have more message-content than rational commercials, and positive commercials have more executional elements than negative commercials.

Objectives of the Study

The study concentrates on the prime objective of finding out the influence of advertising on the purchasing behavior of the consumers.

Area of the study

The respondents for this study are selected in Chennai.

Research approach

Customer Survey and questionnaires method Survey method is used for collecting data from consumers of various goods at retail outlets. We requested all respondents to fill in the questionnaire, by self after explaining the various aspects mentioned in it. It contained both open and closed ended questions in a structured format very easy to understand on the first look.

Sampling Technique

Convenient sampling method is applied to select the respondents for the purpose of collecting data.

Sample Size

The Size of the sample taken in this study is 110.

Analysis and Interpretation

General Profile of the Respondents

Gender	Male		Female				
		54%	46%				
Age	15-25	25-35	35-45	45-55	>55		
	22%	19%	22%	16%	21%		
Preferred mode of receiving Advertising	Print	TV	Radio	Mobile Internet	All		
	15%	42%	10%	20%	10%		
Types of Advertisement.	Funny	Creative	Emotional	Inform.	Mean.	Simple	Inoffensive
	25%	18%	20%	10%	20%	4%	3%

Interpretation

From the above table, we infer that 54% of the total respondents are male and 46% are female. On further classification according to age group, we find that the respondents 22% are 15-25years old, 19% are of the age group 25-35, 22% of the age group 35-45,16% are of the age group 45-55 and 21% are above 55 years. From the responses collected TV (42%) and mobile (20%) are the major media that are carrying the Advertisements to the consumers which mostly affect their buying behavior. The respondents feel that advertisements must be Funny (25%), Emotional (20%) and Meaningful (20%).

Chi – Square Test

Is there a relation between AGE and Influence of Advertising On The Buyer Decision Making of the respondents.

AGE			
	Observed N	Expected N	Residual
1	24	22.0	2.0
2	23	22.0	1.0
3	21	22.0	-1.0
4	24	22.0	2.0
5	18	22.0	-4.0
Total	110		

Influence of Advertisement			
	Observed N	Expected N	Residual
1	44	35.7	8.3
2	30	35.7	-5.7
3	36	35.7	-1.7
Total	110		

Test Statistics		
	AGE	AD
Chi-Square	1.172	2.592
df	5	3
Asymp. Sig.	.882	.290

From the above calculation it was interrupted that there is significant relationship between AGE and Influence of Advertising On The Buyer Decision Making of the respondents.

CONCLUSION

Because buyers must act on the basis of incomplete information, they automatically and consciously incur a risk in every purchase and non-purchase decision. The size of the risk buyers perceive depends on the importance of the particular purchase and on the quantity of relevant information about the product category and the competing brands. A purchase decision can be considered as an optimization process through which buyers seek the product or the brand that will yield the greatest satisfaction. The choice process can be considered as the search for the most satisfying trade-off among brands that

possess desirable attributes at different levels. This view of the role of additional information in consumer purchase decision has implications for advertising. An advertisement reaching a potential buyer while the buyer is seeking information will have a greater impact, since the buyer is spared the time and effort needed to seek out this information himself and is less likely to turn to competing brand advertisements to obtain the additional information. In other words, buyers are generally more responsive to different brand advertisements while they are seeking information on these brands.

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