

AN ANALYTICAL STUDY ON IMPACT OF ADVERTISEMENT AND MEDIA ON BUYING BEHAVIOUR OF CONSUMER

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Abstract:

Indian garment industry has played an exclusive role in Indian economy. The garment industry is the largest employer after agriculture and its significance in India's economy is known for its involvement to industrial production and export earnings. The study is aimed at analysing the effect of media on buying behaviour of consumer. Apart from findings the branding effect on consumer buying behaviour the objective of the study is to have an detailed knowledge of what actually the branding and consumer behaviour is? The sample has been collected from customers visiting the local shops as well as branded franchise stores. It is concluded that, there are lot of similarities in the buying decisions made by cloth consumers from local shops as well as branded franchise shops. Both the categories of buyers are influenced by the advertisements. Both conventional as well as new age advertisement techniques positively affect the buying decision of consumers of branded clothes.

Keywords: Media, Advertisement, Consumer Buying Behaviour, Readymade Garments, etc.

Introduction:

Marketing is the transfer of information from marketers to customers which aims to generate in an exchange of value which gives the marketers and its stakeholders higher returns. (Kotler & Keller 2006). A successful marketing plan can result in more Consumers find the marketers and that in turn leads to revenue growth for the company. But marketing is costly, a successful marketing plan should result in the cost of manufacturing and the marketing are covered, and generate a profit beyond that. (Johnson, Scholes, & Whittington 2008) Key features behind a successful marketing mix are the four Ps: Product, Place, Promotion and Price. The marketer must have a clear strategy which is in line with the marketing mix to reach the chosen segment group. (Kotler, Armstrong, Wong & Saunders 2008)

Brand today are a status symbol. Customers all over the world now prefer brands. The objective of this study is analysing the effect of media on consumer buying behaviour. All the study has been conducted with reference to garment industry in India. Marketers in garments industry are competing with each other to raise their profit share and among these firms; branded clothing &

accessories has shifted the conservative style & interest of people. Brand study always have remained the key consideration of the marketer' s because of its significance and undeviating relationship with consumers.

Growth and Contribution of Readymade Garment industry in Economy:

Indian garment industry has played a exclusive role in Indian economy. The garment industry is the largest employer after agriculture and its significance in India' s economy is known for its involvement to industrial production and export earnings. The garments and apparel industry is one of the principal segments of the Indian economy and the largest source of foreign exchange earnings for our nation. India' s share of global exports of textiles and apparel increased from 2.8 percent in 2008 to 6.3% in 2011. Readymade garments industry is the forerunner of overall growth of the economy as it plays a key role due to its contribution in the industrial output, foreign exchange earnings and employment generation. The industry contributes for approximately 4% to the GDP. The sector being highly labour intensive gives direct employment to nearly thirty million citizens and is the second highest employer in the nation. Readymade garments sector is one of the few sector of India which is self-reliant and whole in the highest value added products-garments. Consequently, the expansion and progress of this industry has a noteworthy bearing on the overall development of the economy

Literature Review:

Branding and advertising is synonymous with product advertising and is commonly seen in traditional mass media, including TV, radio, magazine, and newspaper. Brand building advertisements be inclined to be product/service- (or retailer-) slanting with the purpose to establish a positive image and creating demand for a product or service that show the way to eventual purchase (Barrow, 1990; Rosenberg, 1995). The communication route is typically one-to-many and is calculated to reach a large number of people by using a tactic of " intrusion" aimed at capturing the attention of users. Directional advertising is designed to help potential buyers locate interesting information (Fernandez, 1995). The communication route is typically one-to-one and it is assumed that a potential buyer brings him or herself to ads. Promotions in this case is catering to customers' needs. There is modest research on " directional media" such as Yellow Pages, catalogues, newspaper classifieds, movie listings, directories and industrial guides while there is substantial research on advertising placed in traditional mass media. Advertisements in digital media differ from those in traditional mass media. For example, ads in digital media are placed in goal-oriented and highly organized settings (Fernandez, 2000) that allow consumers to gather and process information at a preferred pace.

Brackett and Carr (2001) supplementary validate Ducoffe' s model and expand the model to include trustworthiness and consumer demographics. Trustworthiness is shown to be directly related to both advertising value and attitude towards advertising. Demographic variables such as college major, age, and gender are shown to effect only attitudes towards advertising.

Objective of the Study: The objective of the present study are:

- To analyze awareness about the brand
- To study the influence of advertisement on consumer purchase behavior.
- To study the choice of the customer in branded or non-branded clothes.

Research Methodology:

Research methodology is a way to systematically solve the research problem. It is understood as a science of studying how research is done scientifically. It involves logical reasoning and has various steps that are generally adopted in research.

Data Collection:

Secondary data was gathered through books, journals, newspapers. Internet has been extensively used to seek data from the websites of various retails stores, Make in India, Industry profile and marketing research forums. National and International Journals regarding Brand Management, Brand Equity, Marketing Management and Consumer Behavior were used for this research.

Conclusion:

It is concluded that, there are lot of similarities in the buying decisions made by cloth consumers from local shops as well as branded franchise shops. Both the categories of buyers are influenced by the advertisements. Both conventional as well as new age advertisement techniques positively affect the buying decision of consumers of branded clothes.

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