



# Functional Area: Marketing Management – Advertising

**“A STUDY ON THE IMPACT OF ADVERTISING ON THE BUYING BEHAVIOUR OF YOUTH REFERENCE TO MALAPPURAM DISTRICT”**

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## Abstract

This study examines the influence of advertising on consumer buying behavior. Advertising plays a pivotal role in shaping consumers' perceptions, preferences, and purchasing decisions. Using a mixed-methods approach, this research explores the various dimensions of advertising's impact on the buying behavior of consumers across different age groups and demographics. The study investigates the effectiveness of various advertising mediums, including television, digital, print, and social media, in influencing consumer choices and preferences. Additionally, it analyzes the role of advertising content, emotional appeal, and brand loyalty in driving consumer purchasing decisions. The research is based on extensive surveys, focus group discussions, and data analysis. The findings provide valuable insights into the complex relationship between advertising and consumer behavior, offering implications for marketers and advertisers to better tailor their strategies to meet the evolving needs and preferences of today's consumers.

**Key Words: Impact of Advertisement, Buying behaviour**

## INTRODUCTION

Today advertisement plays an important role in persuading customers to purchase products and services. On the other hand, the expenses of advertisement in comparisons of other activities in most companies are very remarkable. In the present days every company wants to achieve the highest market share. For this purpose, every company use different ways to attract customers of different segments of the market and the best way to

become market leader. In this challenging environment a company should promote its products in such a way that more and more customers get interest in its products. In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets, and this management tool refers to the re-analysis and re-design of tasks and also processes inside and outside the organization. In their marketing process, businesses can select the best targeted advertising, by making use of science, expertise and experience regarding proper and suitable methods, in order to cause consumer tendency for online purchases.

Marketing is the performance of all activities necessary for ascertaining the needs and wants of markets, planning the product availability, effective transfer of ownership of products, providing for their physical distribution and facilitating the entire Marketing process. It is a shape within which price play making forces operated in which exchanges of titles play tent to be accomplished by the actual movement of goods affected.

## **STATEMENT OF PROBLEM**

In the present area marketers are focusing customer rule that is customer is their first preference. Customers realized the importance of brand while in their purchasing decisions and customer demographic characteristics have no significant relation and effect on brand awareness people prefer the brand products with higher price in motivated in advertising they are prepare the product for the influence of advertising and they analysis product. They know about the product for user of advertisement. The area people are to be prefer the product there on opinion / tell lone others. The situation advertisements are to be more influenced.

## **SCOPE OF THE STUDY**

The study focused on impact of advertising on the buying behavior of youth. The study is conducted in Nilambur taluk among different consumer, in order to propose further recommendation for better customer satisfaction the study help to gain knowledge about the different type of advertisement, factors influencing the consumer to prefer product on the base of advertisement, advantage and disadvantage of advertisement. There to be focused on 80 respondents.

## **OBJECTIVES OF THE STUDY**

1. To know the influence of brand awareness in consumer buying behavior
2. To study the impact of different advertisement tool on the buying behaviour of youth.
3. To study the factors which influence the buying behavior.

## IMPORTANCE OF THE STUDY

1. The study helps to analysis importance of advertisement
2. The study helps to find out the relationship between online media and advertisement
3. The study helps to find out the impact of advertisement on youth
4. The study help to understand weather the advertisement increase the sale of the business

## HYPOTHESIS

Ho: There is no significant relationship between gender and buying decision of customer

H1: There is significant relationship between gender and buying decision of customer

## RESEARCH METHODOLOGY

### ■ POPULATION

Population of the present study consumers of the Malappuram District.

### ■ SAMPLE SIZE

Sample size was fixed to eighty numbers.

### ■ SAMPLING METHOD

Convenient sampling method is used for collection of data

### □ SOURCE OF DATA

#### ■ Primary data: primary data are collected from customers of Nilambur taluk.

Collected from questionnaire

Secondary data: the secondary data is collected from books, magazine, journal and website

### ■ TOOLS FOR DATA COLLECTION

A well-structured questionnaire is used for collecting primary data

### □ TOOLS FOR ANALYSIS

The different kind of tool used for data analysis are

- Graphs
- diagram

- chart
- percentage method
- Chi square

## □ PERIOD OF THE STUDY

The study is conducted to the period of 21 days

## LIMITATIONS OF THE STUDY

1. The time research was short due to which many facts has been left untouched.
2. There are undertaken in research in Nilambur taluk only. But to do complete research is wide.
3. While collecting data some of the respondent are not willing fill the questionnaire, so the data are no relevant.

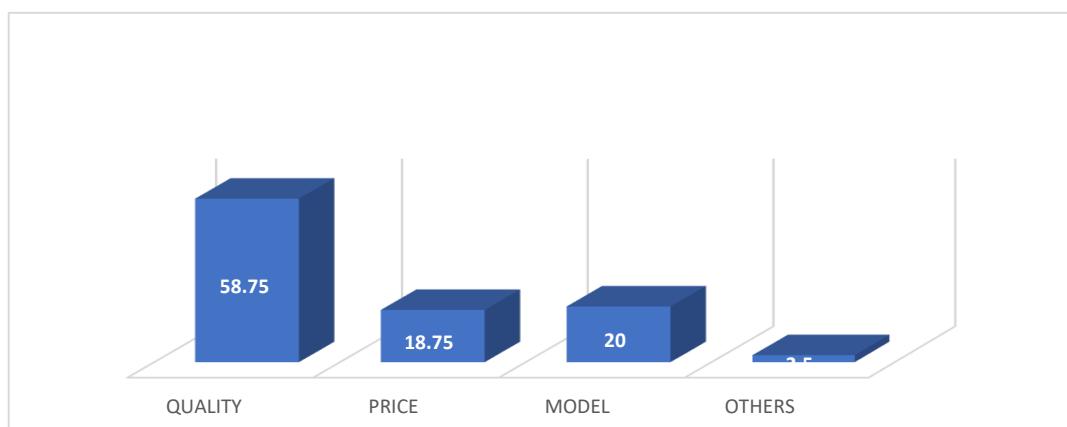
## Result and Discussion

### TABLE SHOWING FACTORS ARE INFLUENCE BUYING DECISION

PARAMETERS	NO OF RESPONDENT	PERCENTAGE
QUALITY	47	58.75
PRICE	15	18.75
MODEL	16	20
OTHERS	2	2.50
<b>Total</b>	<b>80</b>	<b>100</b>

Source of Data: Primary

## FIGURE SHOWING FACTORS ARE INFLUENCE BUYING DECISION



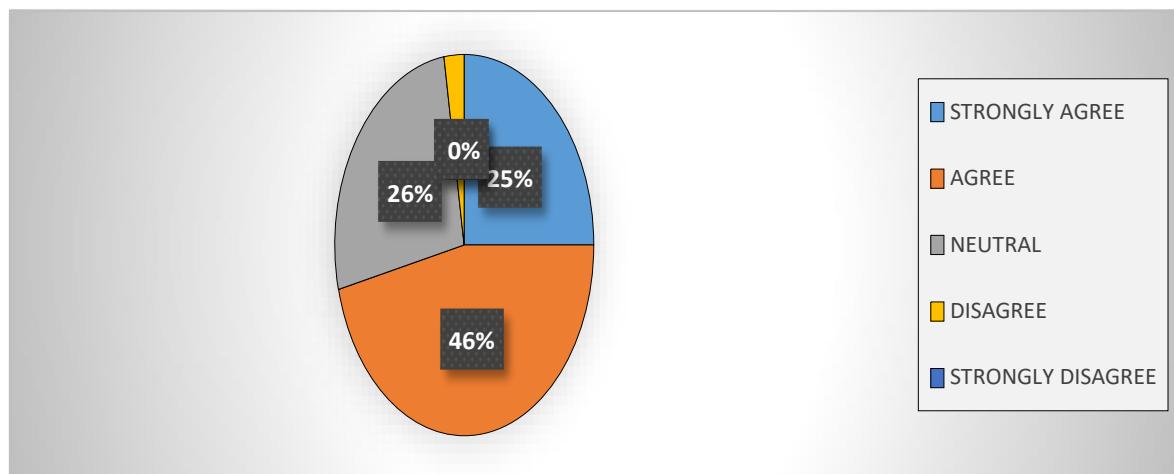
## INTERPRETATION

From the above table and figure showing 58.75% respondents prefer product on the basis of quality, 18.75% are price, 20% are model and 2.50% are other factors.

## TABLE SHOWING BRAND NAME ARE HIGHLY INFLUENCED PURCHASING DECISION

OPINION	NO OF RESPONDENT	PERCENTAGE
STRONGLY AGREE	20	25
AGREE	37	46.25
NEUTRAL	21	26.25
DISAGREE	2	2.50
STRONGLY DISAGREE	0	0
<b>TOTAL</b>	<b>80</b>	<b>100</b>

Source of Data: Primary

**FIGURE 4.13****FIGURE SHOWING BRAND NAME ARE HIGHLY INFLUENCED****INTERPRETATION**

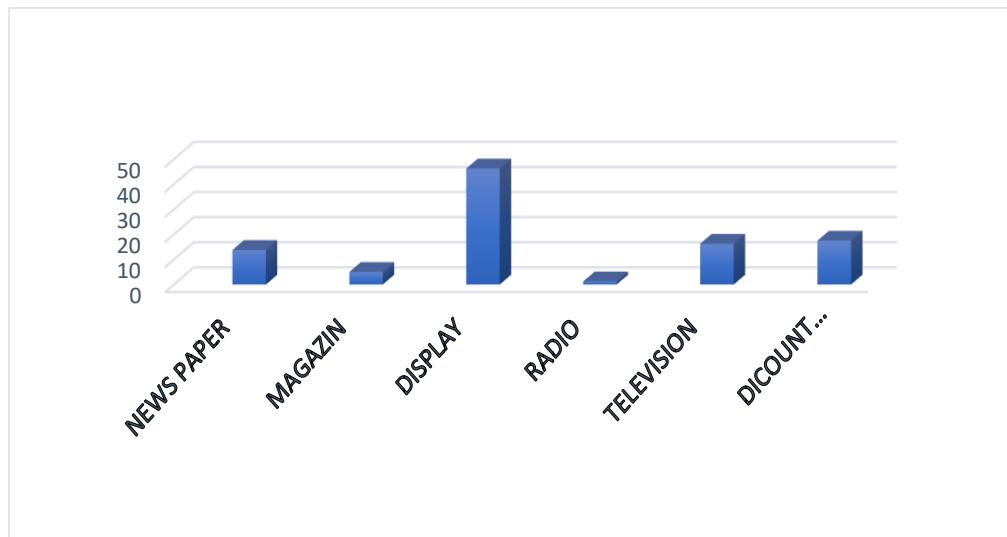
From the above table and figure showing large number of consumers agree brand name are highly influenced their purchase decision.

**TABLE SHOWING MODES OF ADVERTISEMENTS ON PURCHASING DECISION**

MODES OF ADVERTISEMENTS	NO OF RESPONDENT	PERCENTAGE
NEWS PAPER	11	13.75
MAGAZIN	4	5.00
DISPLAY	37	46.25
RADIO	1	1.25
TELEVISION	13	16.25
DICOUNT MESSAGE ON MOBILE	14	17.50
<b>Total</b>	<b>80</b>	<b>100</b>

Source of data: Primary

## FIGURE SHOWING MODES OF ADVERTISEMENTS ON PURCHASING DECISION



### INTERPRETATION

From the above table and figure showing different mode of advertising on you purchasing decision 13.75% respondents are news paper , 5% are magazine , 46.25% are display, 1.25% are radio , 16.25% are television and 17.50% are discount message on mobile.

## GENDER AND BUYING DECISION OF CUSTOMER

H0: There is no significant relationship between gender and buying decision of customer.

H1: There is significant relationship between gender and buying decision of customer .

### TABLE SHOWING GENDER AND BUYING DECISION OF CUSTOMER

BUYING DECISION OF CUSTOMER	GENDER		TOTAL
	MALE	FEMALE	
QUALITY	32	15	47
PRICE	10	5	15
MODEL	14	2	16
OTHER	1	1	2
<b>TOTAL</b>	<b>57</b>	<b>23</b>	<b>80</b>

Source primary data

### TABLE SHOWING CALCULATION OF CHI-SQUARE TEST

Observed value (O)	expected value (E )	(O-E )	(O-E )^2	(O-E )^2/E
32	33.48	-1.49	2.2201	0.0663
15	13.51	1.49	2.2201	0.1643
10	10.68	-0.68	0.4726	0.0472
5	4.31	0.68	0.4726	0.0945
14	11.4	2.6	6.76	0.4828
2	4.6	-2.6	6.76	3.38
1	1.425	-0.425	0.18	0.1806
1	0.575	0.425	0.18	0.1806
<b>X^2</b>				<b>4.5963</b>

$$\text{Degree of freedom} = (r-1)(c-1)$$

$$=(4-1)(2-1)$$

$$=3*1$$

$$=3$$

Level of significance = 0.05

Table value = 7.815

Calculated value = 4.5963

### INTERPRETATION

The calculated value (4.596) is less than the table value (7.815) so, null hypothesis is accepted. Hence, it is concluded that, " there is no significant relationship between gender and buying decision of customer".

### FINDINGS

- Brand name are more influenced purchasing decision
- Consumers purchasing decision are more influenced display board
- more people are agree to advertisement are influenced her buying decision
- Advertisement has positively impacted branding
- There is no significant relationship between gender and buying decision of customer

## SUGGESTIONS

- To provide more effective advertisement
- Responds want better quality brand product
- To introduce the relevant and interesting advertisement
- To find out the advance method of advertising
- To provide good information in their ads.

## CONCLUSION

The responses and results indicate clearly that advertising has a significant level of influence in the consumer's decision to purchase. However, this is not absolute. Advertising may serve as a platform to inform or remind consumers of the existence of a product but the purchase decision needs more than that. After purchase, the buyer begins evaluating the product to ascertain the price, brand, quality and offers. Advertisement is a path of consumers to know the product and pass information about the product. in the present situation most people are to be seen the advertisement and they are to buy more in online shopping that are more influencing advertisement and brand, quality, offer. Advertisement are to provided more accurate information about the product that leads a large number of consumers.

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