



## Impact of Media Advertising on Consumer Buying Behaviour

Dr. Vinod Kumar

Associate Professor

Commerce Govt. College, Bhiwani

### Abstract

Media advertising is one of the effective tool to influence the buying behaviour of consumers. There are many types of media advertising such as television, internet, radio, etc. prevailing in the Market. It depends on the company's choice for which source of advertising they use. This paper investigates the Impact of media advertising on consumer buying behaviour. For this purpose the research had been conducted with the help of both primary and secondary database. In primary source the data is collected by the researchers own observations at different media sources. And the Secondary data is collected with the help of comprehensive literature available in the form of secondary data i.e. Magazines, Journals, e-journals, Websites, Books, and Newspapers etc. After conducting a deep review of collected data findings are presented to understand the new dimensions emerging in telecom sector.

**Keywords:** Media Advertising, Online Advertising, Television Advertising, and Consumer

### Introduction

Media advertising plays a vital role in the promotion of each and every product or services of the companies. As we all know that advertising is the only way to communicate the information of the product to the end user. This is the best way to generate awareness of the product or brand in the market. Now as far as current scenario is concern the technology increasing dramatically. Everyone has television, internet, mobile phones, radio, etc. The large amount of generation busy in online technology. Accordingly the companies also change their promotion style and they start to advertise their products and services through media. Television advertising, Online advertising, Radio advertising, Mobile device advertising, etc. are the main examples or main

sources of media advertisement. Urban as well as in rural area, peoples used to watch television very frequently. Online advertising is the latest method of media advertising as well. We all know that the new generation is completely indulged in using internet and their websites. Mobile device advertising starts from when the smart phones launched in the market. As the mobile phone became a new mass medium so it follows mobile advertising. Nowadays each and every smartphone is connected with internet so it is very easy to publicise our products and services through internet in mobile phones. More advanced mobile advertisement include banner ads, coupons, discounts, Multimedia Messaging Service picture and video messages, and various engagement marketing campaigns.

### **Types of Media Advertising:**

#### **Television Advertising**

Television advertising is one of the main advertising which offers the benefit of reaching large numbers of consumers. Television is one of the old source of media advertising which runs successfully till now. Television captures large number of consumers because as far as current scenario is concerned television is available in each and every house. There is only one drawback in television advertising, that the viewers are unable to give their feedback on it. A part from this Television advertisement runs successfully.

#### **Online Advertising**

The fastest growing media advertisement for advertising is Internet. Compared to any other source of media advertising, online advertising grows very fast. As far as current scenario is concern the large amount of population is busy in using internet and their websites. People with different age group are using internet very frequently, so the companies can easily target the different age group customers according to their products and services.

### **Types of Online Advertising:**

- Floating ad
- Expanding ads
- Wallpaper ads
- Trick Banner
- Pop-up
- Pop-under

### **Mobile Device Advertising**

As far as current scenario is concerned everyone is very habitual of cellphones. Handheld devices, such as cellphones, smartphones, portable computers and other wireless devices, collectively comes under the mobile device market. These devices are connected with internet. And through this, advertisements can also be shown in the cellphones. This is one of the main platform for media advertising. And mobile advertising is the best way to capture large amount of customers.

### **Consumer Behaviour**

According to Walters & Paul, “Consumer Behaviour is the process whereby individuals decides what, when, where, how and from whom to purchase goods & services”

Consumer behaviour is the study of individuals, groups, or organizations that how they react or behave in different situations. Buying is one of the action of any individual when they are going to purchase something. The process they use to select and choose any products and services are known as buying behaviour of that individual. Consumer buying behaviour is one of the process of decision making of any buyer both individually and in groups such as how emotions affect buying behaviour. Consumer buying behaviour is changes according to different conditions such as demographically, culturally, traditionally, climatically, etc.

### **Factors that affect Consumer Buying Behavior:**

- Purchasing motive of Consumer.
- Purchasing roles of Consumer.
- Perception of Consumer.
- Attitude of Consumer.
- Psychological behavior of Consumer.

### **Objectives of the Study**

1. To study the factor which influence the buying behaviour of consumer by media advertising.
2. To study the impact of different advertisement tool on the buying behaviour of consumers.
3. To conduct a deep review of literature by which emerging factors can be identified for further research in same field.

### **Review of Literature**

- **Dr. Payal Upadhyay and Mr. Jayesh Joshi (March, 2014)** said in their study that in Kota city advertisements telecasted on television mostly focuses on male branded apparels, due to this there is low selling of female apparels. There should be equally advertisement is necessary. As far as literate people is concern they are completely aware about the brands but if we talking about less educated people, they are not aware about the brands. That's why complete promotion and advertisement is necessary in these untapped areas by which each and every consumer can know about the branded products and the company's sale automatically increase.
- **Harshini C.S. (2015)** found that the Social media is changes the tradition of peoples rapidly. People are increasingly using social media to search for information instead of other media such as television, magazines, radio. So the Companies, need to create effective online advertising strategies because internet is now the best platform to capture large number of consumers. Therefore online advertisement plays an important role in current scenario.

- **Geeta Sonkusare (2013)** found that Television advertising is one of the main source advertising to interact with target audience. This is an effective way to give information about the product with audio and video both. Hence Television advertising is an important medium to make people aware about any product. In this study they found that impact of television advertisement on the consumer buying behaviour than other source of media advertising.
- **Ali Hassan (2015)** examined in their study that Television (TV) advertising is considered as one of the most effective medium to influence the purchase decision of consumers. In their study they found that rural peoples like the TV advertisements more than urban peoples. It was also examined that both residents think good when they look the advertisement of that product which they are by using or having.
- **Muhammad Aqsa and Dwi Kartini (2015)** found that the continuous development of technology increases the internet users dramatically. The internet is operated by the gadgets like PC, laptop, mobile phones, tablets and other media. So to capture this large strength of consumers online advertising is very compulsory. The study also found that although online advertising is effective but it can only be targeted to those only who used the internet continuously.
- **Dr. P. Sadhasivam and A.Nithya Priya (2015)** found in their study that there is a rapid growth in new communication technologies. Mass media and social media has been influencing the individual level of thinking, feeling and acting towards the various issues. In this study the researchers also found that television advertising and online advertising both plays an important role for the expansion of any product and services.

## Research Methodology

An exploratory research has been conducted with the both primary and secondary database. For the primary source, data is collected by the researcher own observations at different media sources. And the Secondary data is collected with the help of comprehensive literature available in the form of secondary data i.e. Magazines, Journals, e-journals, Websites, Books, and Newspapers etc. has been taken. The Opinion and views of the Media Professionals and experts on the subject were also obtained through personal interactions and telephonic interview.

## Research Findings

- A company should know about its target audience according to their age, gender, lifestyle, literacy etc. and also their tastes, likes and dislikes, preferences, expectations, needs and demands.
- Company should focus on a single benefit because in communicating several things in a single advertisement, the viewers will be confused.
- One of the main points is to select a right and proper website.
- Advertisements must be relevant for the targeted consumers otherwise they ignore the ads.
- Size of the advertisement should be very carefully defined which is neither too lengthy nor short.
- Advertisements must be informative and effective by which viewers easily know about the products and their specifications.

## Conclusion

To succeed in the Market, Companies will need to focus and concentrate on the presentation of their Products. The Current Scenario says that the buying behaviour of consumers is changing rapidly like never before, so the companies should take care of the interest and taste of the buyers. One of the main things in media advertising is, that all the advertisements are displaying for all viewers. Therefore many advertisements are irrelevant for many viewers. There must be a proper planning and strategies have to be used to capture the mind-set of the viewers or consumers. Business organizations are rapidly changing their domain and strategy to take

benefit of this emerging global order. So it is compulsory to change their presentation style which attracts more and more viewers. At last I want to say that Advertisements are the only effective means to communicate the consumers so it is an important duty for all the companies to display proper and efficient advertisements which meets the needs and interests of the viewers and consumers.

### Suggestions

- The companies should create an effective advertising pattern to reach up to even a single consumer.
- Enhance the services which fulfils the needs of Consumers.
- Consumer's preference, choice, and taste should capture time to time.
- Proper marketing research should be conducted in this direction.
- And very important, companies should create an informative advertisements amongst the customers about the product and services.
- Improve and enhance consumer convenience.

### References

- (1) Dr. Upadhyay Payal and Mr. Joshi Jayesh (March 2014) "*Impact of Advertising on Buying Behaviour of Youth in Kota City with Special Reference to Branded Outfits*" International Journal of Managerial Studies and Research (IJMSR)
- (2) Harshini, C.S. (2015) "*Influence of social media aids on Consumer's purchase intention*" International Journal of Current Engineering and Scientific Research (IJCESR)
- (3) Sonkusare Geeta (March, 2013) – "*Impact of television advertising on buying behaviour of women consumers' [With special reference to FMCG Products] Chandrapur city*" International Journal of Business and Management Invention
- (4) Hassan Ali (2015) "*Effects of TV Advertisement on Consumer Buying Behaviour: A Comparative Study of Rural-Urban and Male-Female Consumers*" International Journal of Innovation and Applied Studies.
- (5) Muhammad Aqsa and Dwi Kartini, (2015) "*Impact Of Online Advertising On Consumer*



*Attitudes And Interests Buy Online (Survey On Students Of Internet Users In Makassar)”*  
International Journal of Scientific & Technology Research.

(6) Dr. Sadhasivam, P. and Nithya Priya, A. (2015) – “*A Literature Review on the Impact of Television Advertising Vs. Online Advertisement among Consumers”*

International Journal of Advance Research in Computer Science and Management Studies.