

Impact of Advertising on Consumers' buying behavior through Persuasiveness, Brand Image, and Celebrity endorsement

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ABSTRACT

The present research paper is focusing on the impact of advertising on consumer's buying behaviors. Brand image, persuasiveness and celebrity endorsement in the advertising are the key factors, which raise the consumers' intentions towards the product and buying behaviors. The buying behavior is strongly influenced by image of the product which is build by the advertisers. The primary data of the study is collected through questionnaires and secondary data was collected through internet, journals and business magazines. This survey study was conducted in January, 2013. A sample of 120 respondents was taken, out of which 50 were in government or semi-government services, while 30 were taken from business class and the rest 40 were private employees. The study explores that a creative and well executed advertisement has always a great impact on the buying trends or purchasing behaviors of the consumers. At the same time quality of the product and price are also included with their strong impact on buying behavior of consumer. Likewise to some extent the celebrity endorsement also matters in the buying behavior. Therefore the study concludes that the positive impact of all these factors, on the buying behavior of the consumer proves the loyalty of consumer towards brand which helps in promotion of the advertised product and changes the buying behavior towards buying intentions.

Key Words: Advertising, brand image, persuasiveness, c

Introduction

Advertising is a form of communication which is used to persuade a specific group of people to take some new action. Advertising is considered as a major and important element for the economic growth of the marketers and different companies in competition (Ryans, 1996). Advertising is usually a paid form of publicity by some sponsor and reached through various traditional media such as television, commercial radio advertisement, outdoor advertising, newspaper, magazine mail or modern media such as blogs, websites and text messages. Furthermore the developments and technological advancements have turned advertising to a more pervasive and powerful in its impact and affect (Leiss et al., 1986).

Early advertisers assumed that advertising is very powerful what is said “gets through and strongly achieves the intended and persuasive objectives as “ the early bullet or “hypodermic needle” models of communication which has given rise to the earliest concept of communication effects, “who says what to whom through what medium with what effect” (Bryant and Zeeman 1944).

Advertising was introduced by Egyptians who used Papyrus for sales messages and wall posters, billboards, signboards and outdoor advertising as the most ancient form of advertising. The tradition of wall painting and wall chocking is found in the ancient culture of Greece and Romans and as well in India, which could be now seen in many, parts of the world as well (Kotler & Armstrong, 2008). Modern advertising is developed with the development of mass production in the late 19th and early 20th centuries. After the success of print advertising, the idea of radio advertising prevailed this was then followed by the television advertising. In the early 1950s the Du Mont Television Network initiated the trend of giving advertisements. With the advent of 21st century the online advertising has prevailed the world market and consumer community as well. Now the advertising has proved its effects and impact on consumers’ buying behaviors and marketers needs all over the world. After 1920, advertising became a source of guidance for consumers, which was considering not only a source of guidance for buying but also in the matters of social roles, improvement in dressing sense, style and development of taste of good foods (Bell, 1976; Marchand, 1985).

Consumers buying behavior has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness (Ajzen, 2002). Most of the time consumers buying behavior is influenced by liking or disliking of consumer towards the advertisement of the product, advertised (Smith et al., 2002). Likewise, Allen. Et al., (1992) argue that it is actually the emotional reaction which is developed after the advertising, for the product advertised, that influences the consumer behavior. In the words of Gorn, 1982, the consumer behavior towards a product is totally depending on advertising, without any assessment of the quality of the product. Furthermore, Controversies over the impact of advertising on the consumer’s buying trends and habits has always been present (George, 1989). Sometimes the advertisers over exaggerate about the product’s benefits in such a tactful manner that consumer goes psychologically under the pressure of advertising persuasiveness and intentionally decides to buy the advertised product (Smith et al., 2006). In the point of view of some people, now most of the consumers avoid the advertisement, because they consider the advertisement, just annoying and misleading (Bishop, 1997). Advertisements have been attacked

on psychological, sociological, aesthetic and political grounds. From the point of view of a common lay man, what is the purpose of advertising? Some critics even criticize and consider advertising very harmful to the collective behaviors of the society (Barbara, J. P 1997). But defenders of advertising always give a strong argument in its favor that basic aim of advertising is to sell the products, rather its effects on cultural values of the society (Gold, 1987).

There is a general point of view of many societal members, that advertising may have a negative, unintended or intended influence on consumers' buying trends (Burr and Burr 1977 and Verbeke, W. 1992). Actually advertising has a strong potential on changing our social values, as well our buying behaviors through influencing our cultural values (Schudson, 1984). Specifically, advertising may lead a consumer to prefer material objects over more morally and socially oriented alternatives; it may potentially increase conflict and lead to an unhappier and a more disappointed person of the society (Goldberg and Gom 1978). While the major aim of advertising is to give something new, creative and useful to get long term benefits of brand loyalty and image building of the product and company by establishing an emotional relationship and persuasion for buying that product. This is also a debatable issue that which kind of impact of advertising effects the beliefs and collective attitudes of the consumer with respect to the buying behavior (Barbara, J. 1997). In the modern times, it's really difficult to be successful in persuasion and to mould or effect the buying behavior of consumer in this era of tough competition (Robinson, 1997). With the success of advertising field, now it has been admitted as a universal factor that advertising plays a very influencing role in the consumers' behaviors (Beil & Bridgewater, 1990).

If the consumers could understand the intention of advertisements, then the potential effect of advertising may be reduced. As the impact of television advertising allows consumers to use the cognitive defenses, such as to produce counter arguments and reasons (Bruck, A, and Goldberg 1988). Likewise, the recognition of the false psychological impact of advertisements, allows them to avoid advertisements or break by zapping to some other channel, as it has always been shown that majority of viewers Zap at least as much during the advertising as they do during common programs (Heater & Greenberg 1985). For persuading and reaching to the consumer, advertising is considered the most effective and powerful source (Siropolis, 1997). Hence, whether or not impact of advertising on consumers buying trends is a very important issue to investigate, from the consumers or buyers point of view. Furthermore from the advertiser point of view as it will alter the impact and effectiveness of their advertisements. Likewise George (1989) stated that controversies over the effects of commercials have always been present. Advertising is accused of exploiting the feelings and building of personal anxieties, over emphasizing the material side of life and distortion of human and ethical values in children. At the same time, Aaker, Batra and Myers (1992) argued that advertising has negative impact on values and life Styles of society. While Bryant and Zelman (1994) stated that it is most probably safe to quote that early, advertisers were less concerned with Media choices and affects then they were with simply intending communication. Furthermore Kotwal et al. (2008) insists that television and advertising have proved a great combination together and are now considered as an essential part of modern world. Many research studies have proved that advertising play an important role in the introduction of a new product and help in the buying of a new product and further help in better choices of shopping of useful products. Majority of the viewers of television advertising say that advertising have always forces them to buy that particular product, about which they have watched in the advertisement. Due to the strong

impact of advertising, it is the moral duty of advertisers to practice the code of ethics, during the promotion of their products. The purpose of advertising should be the guidance of consumer rather than blackmailing and threatening by pushing forcefully to buy that product. Proper and effective advertising always help the companies and marketers to improve their brand image and increase their share in the market (Ninan, 2008). Effective advertising is actually the other name of persuasion and liking or disliking attitude of consumer towards some particular product or advertising (Mehta, 2000; Stone et al., 2000). There are a number of factors in advertising which contribute a lot in changing the consumers' buying behavior. Like likeability, brand image, persuasiveness, celebrity endorsement, information about the product, entertainment etc.

While according to Halley & Balldinger, (1991) entertainment and information about some product, which are given in advertising, are one of the main reasons of likeability of the product advertised. Entertainment actually helps in involvement of the viewer in the advertisement and product and it is obvious that if the advertiser could be able to create a positive image of the product through entertainment and information, it could get the involvement of the viewer or consumer, rapidly (Mackenzie & Lutz, 1989) which in result affect the consumers' buying behavior. Some consumers give importance to the quality of the product while some consumers are just persuaded by the proper communication techniques and some impactful factors. This likeability which is created by the advertisers, through information and entertainment and involvement of the viewer is later becomes a solid reason of buying intention of the consumer (Smith et al, 2006). The liking and disliking for the advertised product really matter regarding the impact of advertising because it further lead to persuasion and intention of the consumer to buy that advertised product. Rather quality and price of the advertised product also considers very important in consumers buying behavior. After likeability, another major factor is persuasiveness which could be brought in the advertising, through creativeness, brand image and to some extent through the celebrity endorsement as well. Brand personality or celebrity endorsement is also considered as the key element of effective advertising (Aaker, 1996). Therefore the most common way to build brand image through personality creation is actually the celebrity endorsement. Effective and ideal advertising is that which tries to produce the loyal customers, through the building of powerful brand image, strong persuasiveness and right celebrity endorsement in the advertisement. All these factors are the real contributors towards the impact of advertising on consumers buying behavior. Of course in the presence of all this some other factors like price and quality of the product also affects the consumers buying behavior to some extent.

The primary data of the study is collected through questionnaires and secondary data was collected through internet, journals and business magazines. This survey study was conducted in January, 2013. A sample of 120 respondents was taken, out of which 50 were in government or semi-government services, while 30 were taken from business class and the rest 40 were private employees. On the basis of annual income, 21 respondents earn 9600 US dollar, 51 have 3500-5000 US dollar annually and the rest have below this annually. Based on the review of the literature, some key indicators have been selected for the study of impact of advertising on consumers' buying behavior.

- Quality of the product advertised
- Price of the product advertised
- Persuasiveness, information and entertainment

- Brand Image in advertising
- Celebrity endorsement

Findings and Analysis

After assessing, organizing, tabulation and interpreting data, the conclusions will be drawn. About 21% of the total respondents propose that they give second priority to the appeal of quality, 19% to persuasiveness and 15% to element of entertainment and information, while about 17% of the total respondent's have third priority to the appeal of celebrity endorsement, 14% to the price and 12 % to prize schemes. About 54 % of the total respondents are of opinion that prize scheme have impact on the sale of the products to some extent , 24% say very much , 16 % say its impact is rare and only 6% are of the view that its effect is lesser.

About 40 % of the total respondents urged that they purchase advertised goods to a certain extent, 31 % say it's rare, 20 % says less and only 9% of the total respondents are of the view that they actually buy the product after watching the advertisements very much. About 40 % of the total respondents say that the advertised products satisfied the need to some extent, 23% say rare, 15 % are of the opinion of less, 14 % are of the view that not at all and only 8 % say that it satisfy the need very much.

About 47% of the total respondents are of the view that they change the channel if the advertised products had not satisfied them, 18 % react in the form, to inform other with their dissatisfaction and 12 % annoyed at manufacturing organizations, 8 % switch off the TV and only 4% give different reason. About 66% of the total respondents are of the opinion that when they decide to purchase any thing they give first priority to quality, 23% to the price of the product and 8 % to celebrity in the product advertised.

About 50 % of the total respondents give second priority to the price, 20% to quality and 11% to celebrity and prize scheme. About 41% of the total respondents give third priority to prize schemes when they decide to purchase anything, 34% to celebrities and 15 % to price. About 65 % of the total respondents say that they watch TV at night, 18% at evening and 8% at morning &after noon.

About 32% of the total respondents say that the appeal of quality impresses them more, 19% say health and 18 % say celebrities in the advertising. About 76% of the total respondents are of the view that children impress with media advertisements and only 24 % say no. About 44% of the total respondents say that children show their desire to buy product very much which they see in advertising, 36 % say they desire some time and 17 % say they desire to buy goods to some extent. About 36% of the total respondents are of the opinion that some time they fulfill their children's desire of advertised product, 28% say to some extent and 19 % view rare to fulfill their children' s desire for advertised product.

About 56 % of the total respondents are of the opinion that significant fraction of people cannot be able to watch the advertisements due to pre-occupation of their jobs and working schedule. As 23% say that children usually busy in that time in their home work. About 48%of the total respondents are of the view that children usually are busy in outdoor games, 35 % say woman are also usually busy in households during most of the time and 15 % say that significant fraction of people cannot be able to watch the advertising due to pre-occupation.

Conclusion

For the image building of the product and better market share the advertiser should have to keep the following things in mind. First of all the advertisements should be based on variety and reality. There should be more emphasis on quality rather than glamour and price. While to make an advertisement effective it should be telecasted only 3 or 4 times in a day, otherwise it creates boredom. The advertisers should have to keep this thing in mind that an advertisement conveys direct information about the product rather than to show the fashion and style of the model therefore it should always have to present bare facts about the product rather than glamour and exaggeration. At the same time, the advertisers should also have to tell the price of product for the sake of consumer's convenience. Furthermore, excess of advertisements in the prime time makes them ineffective and consumers do not remain interested in the information about the particular product. Only primetime is not best for all advertisements as well during the drama scenes the advertisement should not be telecasted because sometimes it creates rage and hate in the viewers mind and heart for that particular product, which is advertised. The quality of advertisements should be attractive and good because it keeps great impression on the consumers mind. It is also an important factor that more prize schemes do not constrained the consumers to purchase the goods until the quality is not good. Likewise, celebrities leave great impression especially in the mind of their fans and status conscious viewers or consumers therefore celebrities should have to be careful, while working in some particular advertisement. Likewise there should be no sensationalism in the advertisement rather it should be simple but attractive. After a detailed and comprehensive study, the researcher has explored that factors of persuasiveness, brand image and celebrity endorsement are the most important contributing key elements in advertising which if properly designed and utilized, then could change the consumers' buying behavior to purchasing intentions.

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