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Impact of Advertisement on Consumer's Buying Behaviour with References to FMCGs in Jabalpur City (M.P): Literature Review

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Abstract- The key objectives of advertisement are to raise awareness and promoting products. The objective of this Paper is to find out Impact of Advertisement on Consumer's Buying Behaviour with References to FMCGs in Jabalpur City (M.P). By using 5 point Likert scale total of 430 persons agreed to participate and 400 responses were found satisfactory for further analysis. Questionnaires having 18 questions were distributed in Jabalpur (M.P.). Data was analyzed by using different statistical techniques such as Descriptive statistic, Factor Analysis, and Reliability analysis. Results of our study are robust because the evidence shows that advertisements have significant impact on consumers' buying behavior and their choices. From the above discussion we have drawn the conclusion that advertisement can change the behavior of the consumer's. Factors likewise Need of advertisement, Happiness of advertisement, Control of advertisement, Recall of Brand advertisement, and Feeling of advertisement. These are very helpful in creating and shifting the consumer's buying behavior that is a very positive sign for the advertising and marketing companies.

Index Terms- Advertising Effectiveness, Consumer Buying Behavior, FMCG Products, Promotion

I. INTRODUCTION

Advertising impacted people from all economic levels, but repeated viewings of high-end products did not change consumers' preferences to make purchases [1]. A consumer represents "an individual who buys products or services to his individual or his family's personal use". Advertising is, from the perspective of communication, the art of getting an idea from one man's head into another. Advertising is communication that offers usually useful, insights so that the consumer responds promptly or stores for afterward reference, use, and application [2]. The main objectives of advertising are to inform, raise attention, and ultimately influence customer buying behaviour [16].

Marketing techniques in the modern business environment are cantered on interactions between a company and its customers. Businesses can employ science, expertise, and experience in appropriate and relevant approaches to pick the most effective targeted advertising in their marketing process, hence inducing consumer purchase behaviour [5]. Nobody can avoid the enormous effect of mass media in today's world, which includes, television, advertisements, movies, billboards, music, magazines, movies, and the internet, among other things. In simple terms, advertisement is an element of the promotional mix that involves all 4p's of the marketing mix (Price, Product, Place, and Promotion) [6]. Advertisers keep looking for new possibilities for connecting with consumers. Traditional media such as print or television media shifted to emerging media like the Internet, where consumers might be aimed more precisely [7].

II. LITERATURE REVIEW

Wright et al. (1971)
According to Wright et al., definitions of advertisements make it clear that cultural shifts have also affected how people view advertising. Nevertheless, despite all of these modifications, advertising has remained a powerful institution that has shaped our lives since the dawn of time.

Jugneheimer et al. (1980)
Jugneheimer et al. state that increasing sales effectiveness and lowering selling costs can be achieved through advertising. Even though he can't be present to give the massage in person, the advertiser wants to make sure that he, his business, and his product are mentioned in the advertisement and that he is benefiting from it. Additionally, the advertisement needs to be distributed by billboards, magazines, television, radio, newspapers, or some other kind of mass media. For the time or space, he uses for the advertisement, the advertiser is required to reimburse the owner of the media.

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Wilmshurst (1985)
According to Wilmshurst the "hierarchy of effects" approach implies that alterations in an individual's perception of a product and their inclination to purchase it may be correlated inadvertently. According to advertising models, any persuasive message must lead its audience through a succession of stages, each of which depends on the success of the preceding one, for it to be effective.

Wilkie (1994)
"The emotional, mental, and physical activities that people engage in when purchasing, selecting, using, and disposal of services and products to satisfy requirements and wishes" is how Wilkie (1994) described consumer behavior.

Loudon & Bitta (1994)
According to Loudon & Bitta, buyers may be broadly classified into two groups: organizations and consumers. Both categories of purchasers follow a comparable procedure to identify the goods or services that best suit their requirements and address their difficulties. Numerous elements impact the results of a particular purchasing choice.

Wells et al. (1995)
According to Wells et al., a large number of advertisers attempt to reach a wide variety of audiences and customer types, which makes advertising complicated. To cater to all kinds of customers, there are numerous forms of advertising as well. Advertising is a broad and diverse sector, with many different sorts of advertising. All of these types of advertising require unique, creative messaging that are executed with precision and strategy.

Russell et al. (1996)
Russell et al., states that advertising is perceived by some as both the creator and the mirror of culture. Advertisements represent the past and present through their words and visuals, even as they create new sounds and symbols that influence our future.

Etzel et al. (1997)
According to Etzel et al., marketers have access to public relations, sales promotion, and advertising as mass communication techniques. In exchange for the benefit of contacting a large number of individuals at a cheaper cost per person, mass communication technologies give up the advantage of personal selling—the ability to customize a message for each prospect.

Shahid (1999)
Shahid recommends following six core objectives of advertising campaigns securing attention, arousing interest, developing and maintaining that interest, creating desire, inciting action, and creating goodwill have been widely accepted by researchers.

Wells et al. (2000)
Wells et al., recommend crucial factor to take into account is media selection, which comes after determining an appropriate approach and advertising goals. The media serves as the means of communication distribution. magazines, Newspapers, radio, direct mail, television, mail order, outdoor displays, and transportation are a few crucial advertising mediums.

David (2001)
David States advertisement has changed its form from the town criers of medieval times to the internet and electronic advertisement of the 20th century.

Kaur and Kaur (2002)
Kaur and Kaur, examined adolescent fashion awareness in both rural and urban areas. Three villages and three localities in the Punjabi metropolis of Ludhiana were the sites of the study. 100 teenagers from rural and 100 from metropolitan areas made up the sample, which was purposefully chosen using the interview schedule approach. They found that among respondents who were both urban and rural, television was the most significant source of information about fashion awareness, with friends ranking second in importance.

Tellis (2004)
Tellis recommends four categories into which the advertising's theoretical formulations can be placed. The pressure-response theories, active learning theories, low-involvement theories, and dissonance reduction theories are these four theoretical subcategories.

Monle and Johnson (2005)
Monle and Johnson state that "An advertisement is a paid, impersonal communication that is sent to a target audience via mass media, including television, radio, newspapers, direct mail, magazines, outdoor displays, or mass-transit vehicles, about an organization and its products or services." The companies' primary goals are to turn a profit and successfully market their products. Thus, TV advertising is a practical method that businesses typically use to attempt and influence customers' choices to generate demand for goods or services.

Ayanwale et al. (2005)
According to Ayanwale et al., Women's eating habits and preferences can be greatly influenced by television advertising. The value of advertising has increased significantly in the last few years.

Ademola (2009)
Ademola studied the effect of consumers' mood on advertising effectiveness. In essence, the study was an experiment in which a subject design was used. When compared to subjects in the induced negative mood group, the results showed that subjects in the induced positive mood

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group had a more upbeat attitude and a greater propensity to try promoted products.

Jennifer et al. (2009)
Jennifer et al., investigated how food advertising over television influences people's eating habits.

When youngsters watched cartoons that had food advertisements for other products and/or snacks, he discovered that they consumed 45% greater after watching food advertising.

Ahmetoglu et al. (2010)
Ahmetoglu et al., conclude that advertisements can encourage readers, listeners, and viewers to purchase goods or services by using their persuasive power and motivational technique.

Abideen and Saleem (2011)
Abideen and Saleem say that advertisements have a favorable impact on the behavior of consumers in Lahore, Pakistan's second-biggest city, regardless of their age. The way advertisements flow affects the consumer's purchasing choice.

Rasool et al. (2012)
Rasool et al. emphasized that brand advertisements are essential for encouraging consumers to purchase the same brands since they improve a company's performance and reputation in the marketplace.

Malik et al. (2013)
Malik et al. stated that online promotional advertising is becoming more and more commonplace. That attracts the intellectual society these days.

Chakrabortty et al. (2013)
Chakrabortty, et al. recommend product promotion is highly successful in influencing and guiding consumers to switch from one brand to another while they are traveling by a tangential path.

Awan and Arif (2015)
Awan and Arif stress that Customers are drawn in by celebrity endorsements in media advertisements.

Wan and Nayyar Abbas (2015)
Wan and Nayyar Abbas emphasize that various media tactics can be employed to induce demographic impulse purchase behavior.

Awan and Hassan (2015)
A novel method of launching goods and services and drawing in new clients is SMS marketing. To draw in informed consumers, Awan & Shahid studied green marketing techniques and concluded that they worked.

Awan and Nawaz (2015)
Awan and Nawaz researched Pakistan's expanding fast food market leads to the conclusion that media advertisements are essential to drawing attention to fresh, high-quality food products. They claimed that rather than wasting time cooking, the media is the one encouraging people to buy fast food to save time.

Aziz Ahmed Chaudhry et al. (2017)
Aziz Ahmed Chaudhry concluded that print advertisements play a key role in raising customers' awareness of a brand's image. Print advertisements are used to influence consumer purchasing decisions, which are both directly and indirectly related to an organization's worth, value, and sales.

Vinaya Kumar CM and Mehrotra S (2018)
According to Vinaya Kumar CM and Mehrotra S the effects of print and online advertising on young people's purchasing decisions. Because print media has a high degree of credibility and persuasiveness, advertisers should develop a marketing mix that incorporates both online and print media.

Sandeep Yadav & Dr. Deepmala Singh (2020)
Sandeep Yadav & Dr. Deepmala Singh concludes that the amount of time spent on online advertising and its influence have a big impact on what customers buy.

K. M. Sindhushree (2021)
According to K. M. Sindhushree, one means of communication between sellers and buyers is advertising. The primary focus of this study is the impact of electronic advertising on consumer purchasing behavior, specifically in the Chikmagalore district.

Aditya Yadav (2022)
Aditya Yadav States that in the modern era, the advertising sector has witnessed a dramatic development. The results show that advertisements have a big impact on consumers' purchase decisions.

Ummay Salma Khanam (2022)
According to Ummay Salma Khanam, consumer awareness (AWR), conviction (CON), interest (INT), and purchasing behavior (PUR) are all statistically significantly impacted by advertising in print, broadcast, and online media.

Vinod Bhatt and Dr. Manish Kant Jain (2023)
According to Vinod Bhatt and Dr. Manish Kant Jain, the purpose of this study was to look into and assess the factors affecting how consumers view advertising on social media.

According to the study's outcomes, new media commercials have the biggest impact on consumers' purchasing decisions when compared to other considerations.

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Dr. Amit Kumar Upadhyay (2024)
Dr. Amit Kumar Upadhyay concludes that research indicates a significant change in how advertising influences consumer behavior in the digital age. To remain flexible and efficient, organizations must comprehend how consumers are interacting with social media, video content, and integrated initiatives.

III. CONCLUSION

The study shows that advertising on the behavior of consumer plays an important role in selling products. From the above discussion we have drawn the conclusion that advertisement can change the behavior of the consumer's. Factors likewise Need of advertisement, Happiness of advertisement, Control of advertisement, Recall of Brand advertisement, and Feeling of advertisement. These are very helpful in creating and shifting the consumer's buying behavior that is a very positive sign for the advertising and marketing companies. Our results also proved the model of the study which reveal that advertisements have significant impact on the consumers 'buying behavior and widen their choices. This study will definitely be proved helpful for the marketing and advertising companies to promote their products in the light of our empirical results. It will enable to focus huge consumer markets of Jabalpur (M.P.).

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