

International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

Available online at: www.ijarcsms.com

Impact of Advertisement on Shopping Decision and Satisfaction of Consumers with Respect of Advertisement

Manju

M.Com, NET
India.

Abstract: Advertisement is widely used for communicating and promoting of organizations' product or services. The main objectives of the research are to analyze the role of advertisement in purchasing behavior and satisfaction of consumers in respect of advertisement. For this purpose research used primary data collected through questionnaire method from 100 respondents of the Rohtak district of Haryana state. Research applied χ^2 for analysis of satisfaction level of researcher. The research found that most of the respondents are take shopping decision with influence of advertisement. The research also found that respondents are overall from advertisement.

Keywords: Advertisement, Shopping, Satisfaction.

I. INTRODUCTION

Today is the era of competition. Without advertisement and sales promotion no business will survive in this business environment. But advertisement is affected from various factors like timing of advertisement, cost, and content of the advertisement etc. Advertisement create new customer and helpful in increasing sales as well as profits of the businesses. The main objectives behind advertisement to inform about the company's product or services, communicate with customers and increased the market share by attain the new customer groups. Advertisement creates brand preferences and brand choices. If advertisement is not generate brand preference among potential customers, result would be waste of money and time. If advertisement creates new customer group and brand preferences, result would create more and more revenue for businesses. Brand preferences refers to select a brand from different brands. When a company creates various promotion efforts it generated an image of brand into mind of the customers. So advertisement expenses are positively correlated with brand preferences of the businesses. Brand preferences generate new customer groups and increase the revenue of the businesses.

II. RESEARCH METHODOLOGY

Objectives of the research:

1. To analyze the role of advertisement to purchasing behavior of the consumers
2. To study the satisfaction level of consumers in respect of information furnished from advertisement.

Hypothesis of the research:

Ho: There is no satisfaction of the consumers from the advertisement.

Ho: There is no impact of advertisement on shopping decision of the consumers.

Research design:

For present study, research design is descriptive as well as analytical in nature

Sampling Technique and sampling unit of the research

The sampling unit of the research is consumers of Rohtak district of Haryana state. For present research data collected from 100 respondents by using non-probability convenience sampling.

Data types and collection of Data:

The research based on primary data and data collected through questionnaire method.

Scope of research:

The research based on Rohtak district of Haryana state, so scope of the research is Rohtak district of Haryana state.

Techniques for data analysis:

For data analysis various descriptive statistics, tabulation, chi-square are applied with the help of Statistical Packages for Social Sciences (SPSS).

III. ANALYSIS AND INTERPRETATION**Table 1: Age Group of the sample**

S.NO	AGE	No. of respondents
1	Below 20	21
2	21-40	48
3	40-50	19
4	Above 50	12
	Total	100

Table 1 shows that out of 100 respondents 21 are below 20, 48 students belongs to age group 21-40, 19 students are belongs to age group of 40-50 and 12 respondents are belongs to age group of above 50 years old.

Table 2: Educational qualification

S.NO	Educational Qualification	No. of respondents
1	Up to 10 th	09
2	12 th	48
3	graduation	33
4	Post-Graduation	10
	Total	

Table shows that out of 100 respondents 9 qualified up to 10th, 48 are belongs qualified 12th, 33 respondents are graduated and 10 respondents qualified post-graduation.

Table 3: Sources of income

S.NO	Sources of income	No. of respondents
1	Salaried	54
2	Self Employed	18
3	Professional	28
	Total	100

Table shows that out of 100 respondents 54 are salaried person, 18 are self-employed and 28 are related to some profession.

Table 4: Determinants of shopping

S.NO	Determinants	No. of respondents
1	Family decision	19
2	Advertisement	58
3	own decision	17

4	Friends and co-workers	16
	Total	100

Table no 4 shows the factors affecting purchasing decision of the sample respondents in respect of shopping. Table shows that out of 100 respondents 19 respondents' decision in respect of shopping are based on family. 17 respondents accept that they take own decision in respect of shopping. 16 are agreed with that friends and co-workers influenced shopping decision of the respondents. 58 respondents are accept that in influence of advertisement they take their shopping decision. So research finds that with influence of advertisement shopping decision are affected.

Table 5: Mode of Advertisement

S.NO	Mode of Advertisement	No. of respondents
1	Social Media	43
2	Magazines	09
3	News paper	29
4	Wall post	19
	Total	100

This table shows source of advertisement which affect shopping decision, research finds that out of 100 respondents ,43 seen the advertisement on social media, 9 seen in magazines ,29 in newspaper and 9 on the wall post. After analysis it is found that most of the respondents are affected from social media followed by newspapers. So role of social media in advertisement increased in present scenario and affect the shopping decision of the consumers.

Table 6: Satisfaction Level in respect of Advertisement

Factors	Satisfaction Level			Total
	High	Moderate	Low	
Content	45	25	30	100
Time	55	35	10	100
Communication	40	40	20	100
Brand knowledge	70	25	5	100
Total	210	125	65	N=400

Table shows satisfaction level of the consumers in respect of advertisement. Satisfaction of consumers are analysis on the basis of four factors i.e. content, time, communication an brand knowledge.45 respondents are highly satisfied with content of advertisement and 25 are moderately satisfied and 30 are either not satisfied or low satisfied. 55 respondents are highly satisfied with time consumed for advertisement and 35 are moderately satisfied and 10 are either not satisfied or low satisfied. 40 respondents are highly satisfied with communication with product as well company from advertisement and 40 are moderately satisfied and 20 are either not satisfied or low satisfied. 70 respondents are highly satisfied with brand knowledge from advertisement and 25 are moderately satisfied and 5 are either not satisfied or low satisfied.

After that researcher applied χ^2 for the analysis of overall satisfaction from the advertisement. The results are following:

Table 7: Table showing satisfaction level by using χ^2 -test

O	E	(O-E)	(O-E) ²	(O-E) ² /E
45	52.5	-7.5	56.25	1.07
55	52.5	2.5	6.25	0.11
40	52.5	-12.5	156.25	2.97
70	52.5	17.5	306.25	5.83
25	31.25	-6.25	39.06	1.24
35	31.25	3.75	14.06	0.44
40	31.25	8.75	76.56	2.44
25	31.25	-6.25	39.06	1.24
30	16.25	13.75	189.06	11.63
10	16.25	-6.25	39.06	2.40
20	16.25	4.25	18.06	1.11
5	16.25	-11.25	126.56	7.78
				X² =37.19

Critical value of $X^2_{.05}$ at degree of freedom 6 is 12.592.

The calculated value of X^2 is 37.19 which are greater than critical value of X^2 which is 12.592. So null hypothesis is rejected. So research concludes that from the advertisement consumers are satisfied.

IV. CONCLUSION

The research concluded that shopping decision of the respondents is highly affected from advertisement. Most of the respondents are agreed with that they take shopping decision with influence in advertisement. Social media is widely used for the purpose of advertisement and newspaper also used for advertisement. The research also finds that satisfaction of respondents in respect of advertisement content, communication, time and brand knowledge. Respondents are overall satisfied in respect of advertisement.

References

1. Ahmed, S. & Ashfaq, A. (2013). Impact of advertising on consumer buying behaviour through persuasiveness, brand image and celebrity endorsement. *Global Media Journal*, 6(2).
2. Ballester, E.D., Navarro, A. & Sicilia, M. (2012). Revitalising brands through communication messages: The role of brand familiarity. *European Journal of Marketing*, 46(1/2), 31-51.
3. Barsalou, L.W. (1985). Ideals, central tendency and frequency of instantiation. *Journal of Experimental Psychology: Learning, Memory and Cognition*, 11, 629-654.
4. Britton, A.M. (2012). The beauty industry's influence on women in society. Honors theses and capstones, University of New Hampshire Scholars' Repository.
5. Burns, K.S. (2003). Attitude toward the online advertising format: A reexamination of the attitude toward the ad model in an online advertising context. Unpublished doctoral dissertation, University of Florida, Gainesville, FL.
6. Chang, C. (2006). Beating the new blues: mood repair through exposure to advertising. *Journal of Communication*, 56, 198-217.
7. George, D. & Mallery, P. (2003). *SPSS for Windows step by step: A simple guide and reference*. Allyn & Bacon, Boston.
8. Gorn, G.J. (1982). The effects of music in advertising on choice behaviour: A classical conditioning approach. *Journal of Marketing*, 46, 94-101.
9. Green, A. (1992). Male/female behavioural differences in an advertising sales environment. *Industrial and Commercial Training*, 24(4), 32-49.
10. Gulas, C.S. & Weinberg, M.G. (2006). *Humour in advertising: A comprehensive analysis*, M.E. Sharpe, NY.
11. Ha, Y.H., John, J., Janda, S. & Muthaly, S. (2011). The effects of advertising spending on brand loyalty in services. *European Journal of Marketing*, 45(4), 673-691.
12. Hemamalini, K.S., & Kurup, S.K. (2014). Effectiveness of television advertisement on purchase intention. *International Journal of Innovative Research in Science, Engineering and Technology*, 3(2).