



**Research Article**

**ADVERTISEMENTS OF ELECTRONIC PRODUCTS AND ITS IMPACT ON THE BUYING BEHAVIOUR OF CONSUMERS OF ALIGARH CITY**

**Uzma Rukhsar\***

Department of Commerce, Aligarh Muslim University, Aligarh (UP) India

**ARTICLE INFO**

**Article History:**

Received 11<sup>th</sup> April, 2018  
Received in revised form 4<sup>th</sup> May, 2018  
Accepted 23<sup>rd</sup> June, 2018  
Published online 28<sup>th</sup> July, 2018

**Key words:**

Advertisement, Learning, Attitude and Consumer Buying Behaviour.

**ABSTRACT**

India is having a big market and a wide range of electronic products of both local and global brands. These electronic brands are constantly upgrading their products in terms of quality and technology to meet the requirements of the consumer's. There exists a very stiff and tough competition among the companies operating in the Indian Electronic market. Moreover, these companies are spending huge amount of money on advertising their products for gaining new consumers and capturing the market. Advertisement is the important component of marketing as it affects the buying behaviour of individual as consumers. Therefore, the aim of the study is to find the impact of advertisement of electronic products on the buying behaviour of the consumers belonging to the Aligarh city. It was found that advertisement affected learning of consumers and also resulted in forming consumer's attitude. The result showed that consumers of Aligarh city were influenced by the advertisements as these advertisements of electronic products made an impact on their buying behaviour.

Copyright©2018 **Uzma Rukhsar**. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

**INTRODUCTION**

The Electronic Market in India has been growing sternly in the last few years. There exist many local as well as international brands for the consumers to opt from. All brands have been coming up with several new technologies and better quality electronic products in order to capture maximum market share and also have been using several promotional techniques to inform the consumers about the Electronic products these brands have been offering with Advertisements being one of the prominent component of promotion mix (Etzel *et al.*, 1997). The growth of electronic products in market is the main reason that consumers are being bombarded with the advertisements through which they gather information which helps them to make a better decision regarding the purchase of the electronic products available in market (Samar Fatima, 2015). Advertisement is a mass-communication tool for marketers which uses the same message for everyone in the audience. (Adeolu B. Ayanwale, Taiwo Alimi and Matthew A. Ayanbimipe 2005) where Morden (1991) is of the opinion that "advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it". The main objective of advertisements is to impact the buying behavior of consumers; however, the impact that marketers want to achieve about the brand keeps on changing frequently because of people's memories.

Memories about the brand incorporate those associations which are related to brand's name in consumer's mind. These brand cognitions influence consideration, evaluation, and finally purchases (Romaniuk & Sharp, 2004). Most companies perform consumer behavior analysis prior designing any strategy for Advertisements. The main goal for consumer behavior analysis is to ascertain the factors that influence consumer's behaviour in particular circumstances like in economics aspect, cultural aspect etc. (Ayanwale *et al.*, 2005). This paper focuses on the advertisements of Sony and Samsung's electronic products and various factors of consumer buying behaviour that have been influenced from the viewing of Advertisements. Consumer buying behavior is generally considered to be affected by some factors such as cultural and social factors. However, there are other factors as well which influence consumer buying behaviour such as psychological factors where learning and attitude of consumers motivate them to buy a certain product. Due to this fact, Electronic companies i.e. Sony and Samsung pay their full attention to influence the learning and attitude of consumers through their advertising appeal or strategy. The primary mission of advertisers is to identify the prospective customers and influence their learning, attitudes and buying behaviour. A lot of money is spent in the attempt of keeping the consumers interested in their products. To achieve the success, they need to understand what makes potential customers behave the way they do (Arens, 1996).

\*Corresponding author: **Uzma Rukhsar**

Department of Commerce, Aligarh Muslim University,  
Aligarh (UP) India

## REVIEW OF LITERATURE

### *Advertisement & Consumer Buying Behaviour*

In the ancient time when there was mostly monopoly, customer was not given that much importance (Smith *et al*, 1983) but with the time many industries paced in the same sectors and also the LPG was introduced which allowed many international brands start their operation in India. That reform made the marketers value their customers. In the present era, Marketers focus on the needs and wants of their target customers and give most preference to their satisfaction from the products they are offering (Tirmizi *et al*, 2009). In order to understand that what a customer desire or expect from the product, the marketers need to understand their target audience thoroughly. It will help them to successfully fulfil the needs and wants of the consumers and avail consumer loyalty (Rawal, P 2013). Similarly, before designing any the strategy for the advertisement, the marketers should study their target audience completely (Abideen *et al*, 2011) as to which appeal is going to influence them the most or which social class they are targeting etc. (Saleem, Salman *et al*, 2010) were of the view that marketers should also understand the forthcoming assumption to serve their target consumers better. The first assumption was that the customers are rational in nature which implies that they choose the best product available in market. The second was that sometimes a consumer may behave impulsive and make irrational decisions in reciprocation of the advertisements or other promotional strategies. In the same way Emotions also can take on the customer sometimes (Greenely *et al*, 1997) and the last was that consumers are also problem solver- they look for the products which can solve their problem (Gupta, 2013)

### *Consumer's Learning, Attitude & Buying Behaviour*

Consumers' attitude can be considered as a result of their cultural environment. Many things are associated to evolve the behaviour of any individual (hye-Shin Kim, 2008). In the view of (Rai, 2013) consumer's attitude is totally influenced by its culture as there exist both national and international electronic brands in the market which most of the consumers recognise and also possess a particular attitude towards them based on their culture, life styles and surroundings. Advertisements also plays a vital role in affecting consumer's attitude and buying behaviour. they motivate a consumer through many ways either by leaving positive attitude or by building trust (Muehling *et al*, 1993). Positive attitude include that consumers are provided by what they were looking for in an advertisement (Muehling *et al*, 1988). "Purchase attitude can also be developed by product evaluation and brand recognition (Rai, 2013)".

Advertisements are the major source of providing learning about the products through many sources such as broadcasting media, print media and niche media etc. (Šalkovska, Jelena 2015). Advertisers not only use traditional ways of advertising their product but they also make full use of existing alternatives such as product placement. (Fill, C 2013) was of the view that advertisers try their best to reach out the information to their target customers in order to make consumers learn about their offers. Since learning plays a vital role in affecting the buying behaviour of consumers. The first and foremost stage of purchase decision is to gather information about the products or services, advertisements helps in giving maximum information to consumers about the

products which determines the purchase decision (Foxall, G. R. (1992).

Studies have found that consumers react and associate themselves to those brands and products to which they are attached emotionally (Zain *et al*, 2011). Emotional attachment leaves a large influence on the consumers and their buying behaviour.

"Advertisements helps in forming the attitude of the consumers through cognition. It's a perception of an Individual which is shaped from the information that is communicated through advertisements. These cognitions are observed by the individual through his senses, perception, attention, memory, reasoning, language, etc. best way of attracting the customers is to understand the psychological cognitive aspects of the consumers" (Sandra Jakštienė, 2008).

### *Domestic Electronic Market*

The electronic market in India has been growing rapidly with time and technology. The range of these products has been widening with a good pace. Both local and international brands are competing with each other at par in order to get the maximum market share by value as well as volume. A joint study undertaken by NEC Technologies and ASSOCHAM revealed that has a major population that particularly belongs to middle class section, the standard of living of this section has been improving through disposable income which is also increasing the demand for electronic products especially advanced TV's, mobile phones and computers. This surge in demand is huge which shows a positive outlook for the industry.

The demand for electronic products in India is expected to grow during 2017-2020 at a compound annual growth rate of 41% which is expected to reach \$400 billion by 2020. The domestic production which is currently growing at a CAGR of 27% may touch \$104 billion leaving a huge gap for import to the extent of \$300 billion, according to the joint study conducted by ASSOCHAM and NEC.

### *Problem Statement of the study*

In the attempt to occupy consumer's attention and maximum market share companies are spending huge amount of money on the advertisements. Advertisements have been proven as the successful vehicle in communicating with consumers, however there exist a confusion in marketers as to which factor in an advertisement would bring immediate response and influence the buying behaviour of consumers.

### *Objectives of the study*

1. To identify the impact of advertisements on consumer's learning.
2. To identify the role of advertisements in building consumer's attitude.
3. To study the impact of consumer's learning and attitude on buying behavior.

### *Conceptual framework of the study*

#### *Hypotheses of the study*

H01: Advertisement does not have any impact on the Learning of the consumers.

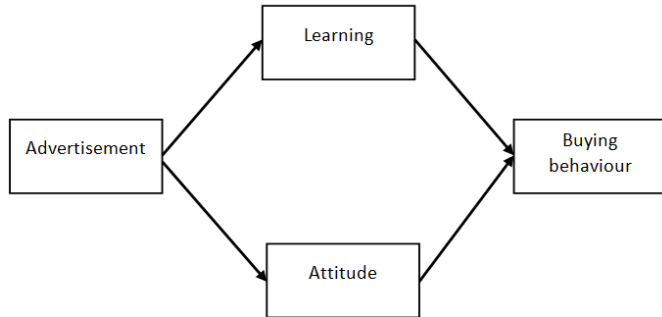
H02: Advertisement does not have any impact on the Attitude of the consumers.

H03: Learning and Attitude do not have any impact on the buying behavior of consumers.

Where Advertisement (ADV) is an independent variable and Learning (LRR), Attitude (ATT) and Consumer Buying behaviour (CBB) are dependent variables.

**Research Model of the study**

Following is the research model of the study -



**RESEARCH METHODOLOGY**

**Questionnaire design**

For the purpose of the study self-administered questionnaire was prepared along with demographic profile of the respondents which incorporate Age, Gender, Income and Occupation of the respondents. The questionnaire also includes four major latent variables, each having 5 measured variables under them. The questionnaire consists of 20 indicators based on 5 point Likert scale where “1” is serving as strongly disagree and “5” is serving as strongly agree.

**Sample Size**

In total 300 questionnaires were distributed out of which 273 were returned so the response rate was 91%. Out of these 23 questionnaires were either incomplete or improperly filled hence, rejected. To sum up 83.3% (250) questionnaire were accepted and analysed.

**Area of the Study**

The survey was conducted to gather the primary data from the respondents of Aligarh city.

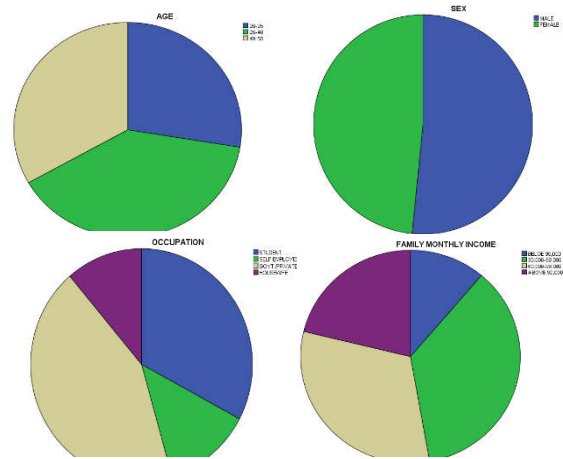
**Statistical Tools and Analysis**

SPSS 20 was used to analyze the various factors and dependability of the variables.

**Sample characteristics**

Below are the pie charts showing the results of the characteristics of respondents with respect to their age, sex, Family monthly income and occupation.

The sample consisted of slightly more male respondents as their percentage was 51.6% (129) whereas the number of females were 48.4%(112). The different age group of respondents are as follows: (20- 25) and (25-40) were having the number of respondents as 27.6% (69) and 39.2% (98) respectively. Lastly, (40-55) age group was having number of respondents as 33.2% i.e. 83 respondents. In terms of occupation 32.8% (82) of the respondents were students, 12.8% (32) were self-employed, 43.52% (108) were govt. and private employees and only 11.2% (28) were housewife’s.



As majority of respondents were govt. and private employees therefore 36.0% (90) were having their family monthly income between 30,000-60,000 INR and only 11.2% (28) of the respondents were having income less than or equal to 30,000 INR. 31.6% (79) of the respondents were falling in monthly income category of 60,000-90,000 INR whereas 21.2% (53) of the respondents were having family monthly income above 90,000 INR.

In conclusion it can be stated that majority of the respondents were middle aged govt. and private employees who mostly belonged to middle-class society.

**Hypotheses Testing**

**Hypothesis 1**

**H01:** Advertisement does not have any impact on the learning of the consumers.

Hypotheses 1<sup>st</sup> consist of Advertisement (ADV) as an independent variable and Learning (LRR) as a dependent variable. The hypotheses aim to analyze the impact of advertisement on consumer’s learning since advertisements are the major source of information which enhances a consumer’s learning about the product.

Descriptive Statistics			
	Mean	Std. Deviation	N
ADV	3.9453	.61306	250
LRR	3.8467	.70382	250

Correlations			
		ADV	LRR
ADV	Pearson Correlation	1	.421**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	93.586	45.238
	Covariance	.376	.182
	N	250	250
LRR	Pearson Correlation	.421**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	45.238	123.344
	Covariance	.182	.495
	N	250	250

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The hypotheses were analysed by applying correlation test through SPSS 20 on the sample size of 250 respondents. The results of the correlation show that advertisement (ADV) have its impact on learning (LRR) as the sig (2-tailed) value stands at 0.00 which is less than 0.05. Therefore, **H01** i.e. Advertisement does not have any impact on Learning of the consumers stands **REJECTED** as Pearson correlation value

shows us that both variables have positive relationship with each other

**Hypotheses 02**

**H02:** Advertisement does not have any impact on the Attitude of the consumers.

The second hypotheses aim at analysing that whether advertisements (ADV) possess any impact on the attitude (ATT) of consumers.

Descriptive Statistics			
	Mean	Std. Deviation	N
ADV	3.9453	.61306	250
ATT	3.5008	.79279	250

Correlations			
		ADV	ATT
ADV	Pearson Correlation	1	.352**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	93.586	42.578
	Covariance	.376	.171
ATT	N	250	250
	Pearson Correlation	.352**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	42.578	156.500
	Covariance	.171	.629
	N	250	250

\*\* Correlation is significant at the 0.01 level (2-tailed).

The aforementioned table shows that a positive correlation exists between advertisements and the attitude of the consumers as the sig (2-tailed) value was found to be as 0.00 which is less than 0.05 (0.00<0.05) with Pearson correlation value as .352. Hence, the null hypothesis H02 (Advertisement does not have any impact on the Attitude of the consumers) is **NOT ACCEPTED**.

**Hypotheses 03**

**H03:** Learning and Attitude do not have any impact on the buying behavior of consumers.

The objective of the hypotheses three is to find out that whether leaning (LRR) and attitude (ATT) of consumers keep any impact on the buying behaviour of consumers (CBB). The present study incorporates the responses of 250 respondents of Aligarh city.

Descriptive Statistics			
	Mean	Std. Deviation	N
BBB	4.1220	.61655	250
LRR	3.8467	.70382	250
ATT	3.5008	.79279	250

The table above shows the mean and standard deviation based on the responses of 250 respondents. The table demonstrates that the mean of two variables i.e. attitude (ATT) and learning (LRR) are 3.5008 and 3.8467 respectively, indicating that most of the people agreed or given responses in favour of learning and attitude having relation with each other but their responses were having variation in terms of buying behaviour as the mean of buying behaviour (CBB) was 4.1220.

Correlations				
		BBB	LRR	ATT
Pearson Correlation	BBB	1.000	.333	.306
	LRR	.333	1.000	.373
	ATT	.306	.373	1.000
Sig. (1-tailed)	BBB	.	.000	.000

	LRR	.000	.	.000
	ATT	.000	.000	.
	BBB	.250	.250	.250
N	LRR	250	250	250
	ATT	250	250	250

The table above represents Pearson correlation values for each variable which assists in evaluating the impact of one variable on the other. For instance, the value of learning (LRR) i.e. 1 is causing an increase in the buying behaviour by 0.333 and the value of attitude (ATT) i.e. 1 is causing an increase in the buying behaviour by .306. the table also demonstrates the sig (2-tailed) values for each variable which is indicating a positive correlation among the variables as all values are significant at 0.00 which is less than 0.05 (0.00<0.05).

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.386 <sup>a</sup>	.149	.142	.57094	.149	21.687	2	247	.000	1.894

a. Predictors: (Constant), ATT, LRR  
b. Dependent Variable: BBB

**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	14.139	2	7.069	21.687	.000 <sup>b</sup>
1 Residual	80.515	247	.326		
Total	94.654	249			

a. Dependent Variable: BBB  
b. Predictors: (Constant), ATT, LRR

The aforesaid table exhibits that the probability value of the model on the basis of ANOVA is less than 0.05 suggesting that the model is fit for inference. Thus, the null hypothesis **H03:** Learning and Attitude do not have any impact on the buying behavior of consumers is **REJECTED**. The results of the Anova table indicates that learning and attitude have their impact on the buying behavior of consumers.

The table that demonstrates the model summary of the study exhibits the value of R and R square as .386 and .149 respectively, which indicates that a relationship between dependent (Consumer buying behaviour (CBB) and independent variable (learning (LRR) and attitude (ATT) exists but it's not much strong as the R value is very far from +1. Whereas the value of the R square is also quite far from its required range. Hence, it can be concluded from the results that despite of having a low impact a positive relationship exists between learning and attitude with respect to the buying behaviour of consumers.

From the literature review above it was found that learning and attitude are two main drivers in affecting the buying behaviour of consumers with respect to the advertisements of electronic products. In electronic market consumers take steps after gathering required information from their peers and friends about the products as electronic products demand huge investment of money. Other than that there are many other factors which are taken into consideration before making the purchase such as brand consciousness, social class effect, good experiences, suitability and loyalty with the brand. All of these factors are applicable when consumers possess enough learning about the brand or the product and have a positive attitude towards them. Advertisements are used in creating this cognition in the mind of consumers but besides advertisements

social circle, peers, friends and family also greatly affect the buying behaviour of the consumers.

## CONCLUSION AND SUGGESTION

The study was conducted in the pursuit of finding the impact of advertisements of electronic products on consumer buying behaviour. The primary data that was gathered from the structured questionnaire from 250 respondents was analysed using correlation and regression analysis on SPSS 20. The results of the study indicated that learning and attitude of the consumers were having a high positive correlation with each other which was suggesting that the advertisements of electronic products were successful in creating awareness and forming the attitude of the consumers. The results were also showing a positive relation of learning and attitude with respect to the buying behaviour of consumers but the impact was quite low as there existed many other factor which are taken into consideration when consumers make purchases regarding the electronic products since electronic products i) demand huge amount of investment, ii) are a long term commitment and iii) are risk involved as may harm the users if not handled properly. Therefore, the buying behaviour of consumers are not completely affected by the advertisements social circle, peers, friends and family also greatly affect the buying behaviour of the consumers.

Lastly, it can be suggested that electronic companies should use attractive and informative content in their advertisements to affect the buying behaviour of consumers and also should incorporate different kind of appeals, the various appeals include emotional appeal, humorous appeal, celebrity appeal etc. These brands should not completely rely on advertisements merely, rather they should adopt the whole promotion mix quite wisely which include sales promotions, trade fairs etc. to influence the buying behaviour of consumers altogether.

## References

- Abideen, Zain-Ul-, and Salman Saleem. (2011) "Effective advertising and its influence on consumer buying behavior." *European Journal of Business and Management* Vol 3, No.3: 55-65.
- Adeolu B. Ayanwale, Taiwo Alimi and Matthew A. Ayanbimipe (2005), "The Influence of Advertising on Consumer Brand Preference", *J. Soc. Sci.*, 10(1): Pp- 09 Advertising. *Journal of Marketing Research*, 1, 257-267.
- Arens, Williams F. 1996. Contemporary Advertising. USA: Richard D. Irwin, A. Times Mirror Higher Education Group Inc. Company.
- Ayanwale, A. B., Alimi, T. & Ayanbimipe, M. A. (2005). The Influence of Advertising on Consumer Brand Behavior in Local Markets European. *Journal of Scientific Research*, 28 (4), 522-532.
- Etzel, M.J., B. J. Walker and W. J. Stanton. 1997. Marketing. USA: Irwin/Mc-Graw Hill.
- Fill, C (2013). "Advertising strategy, creativity and medial 216–240.
- Foxall, G. R. (1992): The Behavioral Perspective Model of Purchase and Consumption: From Consumer Theory to Marketing Practice. *Journal of the Academy of Marketing Science* 29 189–198.
- Greenely, G, and G. Foxall. (1997) "Consumer's Emotional Response to Service Environments, working paper no. RP9717, Aston Business School, Aston University, Brimingham, UK."
- Gupta, S. a. (2013). Impact of Promotional Activities on Consumer Buying Behavior: A Study of Cosmetic Industry. *International Journal of Commerce, Business and Management* (IJCBM), ISSN: 2319–2828 Vol. 2, No.6
- hye-Shin Kim, j. j. (2008). The effects of facial image and cosmetic usage on perceptions of brand personality. *journal of fashion marketing and management*.
- J. Advert (2000) "Considerations across message-involvement levels" pp. 23-34
- Morden A.R. 1991. Elements of Marketing. London: D.P. Publication Ltd.
- Muehling DD, McCann M (1993). "Attitude towards the ad: a review", *J. Curr. Iss. Res. Advert.*, 17: 25-58.
- Muehling, D.D., Lacznik, R.N. (1988). "Advertising's immediate and delayed influence on brand attitude: Preference. *Journal of Social Science*, 10(1), 9-16
- Rai, N. (2013). Impact of advertising on consumer behaviour and attitude with reference to consumer durables. *International journal of management research and business strategy* ISSN 2319-345X Vol. 2, No. 2.
- Rawal, P. (2013). AIDA Marketing Communication Model: Stimulating a purchase decision in the minds of the consumers through a linear progression of steps. *IRC's International Journal of Multidisciplinary Research in Social & Management Sciences*, 1(1), 37-44.
- Romaniuk, J. & Sharp, B. (2004). Conceptualizing & Measuring Brand Salience. *Marketing Theory Articles*, 4(4), 327-342.
- Saleem, Salman., Abideen, Zain Ul., & Latif, Abdul (2010). Few Determinants of Compulsive Buying of Youth in Pakistan. *European Journal of Social Sciences*, Volume 17, Number 4, pp. 521-535.
- Šalkovska, Jelena (2015). "Cosmetics brand equity formation in awareness of latvian consumer.". Cosmetics brand equity formation in awareness of latvian consumer
- Samar Fatima, Samreen Lodhi (2015), "Impact of Advertisement on Buying Behaviours of the consumers: Study of Cosmetic Industry in Karachi City", *International Journal of Management Sciences and Business Research*, Vol-4, Issue 10, Pp-125 <http://www.ijmsbr.com>
- Sandra Jakštienė, D. S. (2008). The Psychological Impact of Advertising on the Customer Behaviour. *Communications of the IBIMA*
- Smith, R. E., & Swinyard W. R. (1983). Attitude- Behavior Consistency: The Impact of Product Trial versus
- Tirmizi, M. A., Rehman, K. U., & Saif M. I. (2009). An Empirical Study of Consumer Impulse Buying
- Zain-Ul-Abideen and Salman Saleem (2011), "Effective Advertising and its influence on Consumer Buying Behaviour", *European Journal of Business Management*, Vol. 3, No. 3, pp-55-65.

## Websites

- <https://timesofindia.indiatimes.com/topic/NEC-Technologies> accessed on 26/06/2018
- <https://timesofindia.indiatimes.com/business/india-business/indian-electronics-market-expected-to-reach-400-billion-by-2020-study/articleshow/59108734.cms> accessed on 26/06/2018

\*\*\*\*\*