



## **AN ATTEMPT TO UNDERSTAND THE BUYING BEHAVIOUR OF CONSUMERS WITH REFERENCE TO ADVERTISING MESSAGES AND CONTENTS**

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### **Abstract**

The process of communication gratifies not only to survival needs of an individual but contributes to the all living and life of an individual. One of the major aspects of communication with respect to interpersonal communication is promotion of a product, service and their belonging. The process of communication done with the intent of promoting a product or service with a commercial intent is normally termed as advertisement. The use of advertisement is irrefutable but it is also to be accepted that in the present day context, technological innovations contribute to defining the advertisement to any context based on the demands of the audiences. . The advertisements are inevitably message that are crafted to influence the audiences and their decisions. This paper tends to understand the perception of the audience in the buying choices of Fast Moving Consumer Goods.

**Keywords:** Advertisement, New Media, Audience Research, Survey Method

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## **1. Introduction**

Communication is one of the rudimentary transactional process that happens within and with human beings. The process of communication gratifies not only to survival needs of an individual but contributes to the all living and life of an individual. One of the major aspects of communication with respect to interpersonal communication is promotion of a product, service and their belonging. The process of communication done with the intent of promoting a product or service with a commercial intent is normally termed as advertisement. The character of advertisements encompasses different strategies that are designed to reach and attract the attention of the varied group of audience. The objective of any advertisement is to promote the intention of purchasing the promoted product. In the context like our, the variation prevailing in the context is often characterised by the social, political, economic, cultural and ethic factors. It is also observed that the variation is often considered as significant factor in crafting the messages for advertisement. In crafting the messages, it is not merely the Unique Selling Proportion (USP) factor related that are highlighted but the perception of the audience about the products.

This paper tends to understand the perception of the audience in the buying choices of Fast Moving Consumer Goods. In the pursuit, the study attempted to understand the fundamental factors that tends to influence the choices of the consumers.

### **Advertising Messages and Contents**

The study included reviewing and understand relevant literature for the study. The perspective of the readings are categorised in three dimensions for a concise presentation.

#### **a. Advertisement as Marketing Strategy**

It is inevitable that advertisements are messages crafted as part of marketing strategy. Based on the reading by Bakshi G. in his study "Online advertising and its impact on consumer buying behaviour" (2013) it is noted that online advertisers have developed protocols to target specific audience willing to buy the product. The use of advertisement is irrefutable but it is also to be accepted that in the present day context, technological innovations contribute to defining the

advertisement to any context based on the demands of the audiences. The use of the internet and social media has changed customer actions and the ways in which companies perform their production. Based on the study by Yogesh Kumar Dwivedi in his article "Setting the future of digital and social media marketing research: Perspectives and research propositions"(2020) it is recognized that Social and digital marketing offers significant opportunities to organizations through lower costs, improved brand awareness and increased sales. However, significant challenges exist from negative electronic word-of-mouth as well as intrusive online brand presence.

#### **b. Advertisement as Messages of Persuasion**

It is observed by authors that online advertisement have significant impact on the consumers with respect to recalling the brand of the product. Moreover, it is observed that dynamic advertisements reach the audience more than the static advertisements. In the pinnacle of the television era, there are case studies which proves involving celebrities add to the brand values and increase points of persuasion with the audiences. Persuasive messages are more effective when they are reflecting the interests and concerns of the intended audience. Based on the research piece of writing "Personalized Persuasion: Tailoring Persuasive Appeals to Recipients' Personality Traits" (2012) it is suggested that adapting persuasive messages to the personality traits of the target audience can be an effective way of increasing the messages' impact, and highlight the potential value of personality-based communication strategies.

#### **c. Advertisement promoting quest for Gratification**

Advertisements often provide visual gratification for the audience. The motive of the advertisement and its messages proposes to gratify the desires created by the core the advertisement messages. Advertisements promote specific, loaded and justified information related to human life and living combined strategy to create desire to buy an object or product or service. From the study "Uses and gratifications of smart speakers: modelling the effectiveness of smart speaker advertising" (2020) by Heejun Lee and Chang-Hoan Cho, it is identified users' motives for using smart speakers from a 'uses and gratification' perspective and to examine the

relationship between these motives and the effectiveness of smart speaker advertising. This study has also identified four motives for using smart speakers that are virtual interaction for escaping from reality, informational learning, play and relaxation, and pursuit of practicability. These motives reception of the advertisement among the audience.

**Research Enquiry to Understand the Advertisement and Buying Behaviour**

Quantitative study was done to understand the Impact of Advertising on Consumer Purchase Decision with reference to Consumer in Chennai. Descriptive survey research design was used for the research study using Non-probability - Convenience Sampling. Samples were selected on the basis of accessibility of the samples. Sample Size was 108, it includes working men and women, housewives and students and sample unit comprises of

significantly influence attitudes towards smart speaker advertising and brands through the mediation of para social relationships.

Based on the reviewed literature and readings, the research intends to understand the

individual customers. The age limit was minimum 15 years up to 65 years. The data was mainly collected among the people from different parts of Chennai city, both primary and secondary information have been collected for the purpose of research. The study is based on quantitative data analysis. Primary data required for the research, has been collected through questionnaires. Apart from the primary data collected through the questionnaire, there were four main aspects related to subject that was enquired. The schema of aspects enquired are presented below,

Aspects to understand Advertisements as Marketing Strategy. The scale of measurement used was 5 point Likert scale with the 5 response options are 1, Disagree, 2. Slightly Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree.	Reponses analysed and presented as Table 1.
Aspects to understand Advertisements as Messages of Persuasion. The scale of measurement used was 5 point Likert scale with the 5 response options are 1, Disagree, 2. Slightly Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree.	Reponses analysed and presented as Table 2
Aspects to understand Advertisements promoting quest for Gratification. The scale of measurement used was 5 point Likert scale with the 5 response options are 1, Disagree, 2. Slightly Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree.	Reponses analysed and presented as Table 3
Aspects to understand Advertisements and Decision to Purchase. The scale of measurement used was 5 point Likert scale with the 5 response options are 1, Disagree, 2. Slightly Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree.	Reponses analysed and presented as Table 4

Responses about Understanding Advertisements as Marketing Strategy									
S. No	Aspect Enquired		D	SD	N	A	SA	Mean	Total
1	Advertisements are Information about sales and product	Response	24	10	06	56	12	3.20	108
		Percentage	22.2	9.2	5.5	51.9	11.2		100
2	Advertisements Informs Quality of the product	Response	14	30	4	45	15	3.15	108
		Percentage	12	28.8	3.7	41.7	13.8		100

3	Advertisement updates about product and service	Response	10	30	4	47	17	3.28	108
		Percentage	9.2	27.9	3.7	43.5	15.7		100
4	Advertisement features about the brand	Response	5	25	11	57	10	3.38	108
		Percentage	4.7	23.1	10.1	52.8	9.3		100

Table 1

The respondents were quite aware that advertisements are messages crafted as part of marketing. It is quite obvious that the responses of the audience have slightly crossed the median value. It can be inferred that the audiences are aware of the fact that the

advertisements are messages of marketing approach. It is also implied that while the audience heed to the advertisements it is not certain the information about the products are not garnered from the messages.

Responses about Advertisement as Messages of Persuasion									
S. No	Aspect Enquired		D	SD	N	A	SA	Mean	Total
1	Advertisement in making better choices	Response	23	22	5	50	8	2.98	108
		Percentage	21.3	20.4	4.6	46.3	7.4		100
2	Advertisement creates positive response towards product	Response	18	20	5	20	45	3.5	108
		Percentage	16.7	18.5	4.6	18.5	4.7		100
3	Advertisement promote new product	Response	12	8	8	21	59	3.99	108
		Percentage	11.1	7.4	7.4	19.4	54.7		100
4	Advertisement alters negative thought about product	Response	17	13	12	56	10	3.26	108
		Percentage	15.7	12	11.1	51.9	9.3		100

Table 2

In continuation to the earlier reading that advertisement as market oriented message. This segment of enquiry was intended to probe about the persuasiveness or influence of the message. It can be inferred through the results that significant of the respondents agree that

the advertisements persuade them into the decision of purchasing. In relation with the earlier segment of enquiry, it is implied that audience with the awareness that advertisements are part of marketing they are influenced by the messages.

Responses about Advertisements promoting quest for Gratification									
S. No	Aspect Enquired		D	SD	N	A	SA	Mean	Total
1	Advertisement reflects the feeling of trustworthiness	Response	25	15	09	49	10	3.03	108
		Percentage	23.1	13.9	8.3	45.4	9.3		100
2	Dependence on celebrity for fashion	Response	20	12	08	56	12	3.25	108
		Percentage	18.5	11.1	7.4	51.9	11.1		100
3	Celebrity endorsement increases the credibility of the product	Response	15	11	57	10	15	2.99	108
		Percentage	13.8	10.2	52.8	9.3	13.9		100

Table 3

Most of the advertisement crafted plot involving celebrities and characters portrayed living an ideal life which most of the people yearn. The message are intended to promote the quest to purchase the product or avail a

service to attain the gratification in our life and living. In this regard, the respondents were ambiguous about the aspect of advertisement promoting the quest for gratification.

Advertisements and Decision to Purchase									
S. No	Aspects Enquired		D	SD	N	A	SA	Mean	Total
1	Purchase based on individual decision	Response	17	13	10	56	12	3.30	108
		Percentage	15.7	12	9.3	51.9	11.1		100
2	Purchase based on convenience	Response	18	20	2	58	10	3.20	108
		Percentage	16.7	18.5	1.8	53.7	9.3		100
3	Purchase for Social identity	Response	12	18	5	70	3	3.31	108
		Percentage	11.1	16.7	4.6	64.8	2.8		100
4	Purchase to improve self esteem	Response	20	14	6	10	58	3.66	108
		Percentage	18.5	13	5.5	9.3	53.7		100
5	Purchase based on emotional appeal	Response	15	23	3	57	10	3.22	108
		Percentage	13.9	21.3	2.8	52.8	9.3		100

Table 4

The crux of the enquiry was this segment to ascertain the reception of the message in relation with the purchasing. It is observed that advertisements as messages of marketing and persuasion have slight influence of the recipients but it does have a slight inclination of the individual's decision to purchase.

## 2. Conclusion

The attempt to understand the process of Communication with respect to human beings is rather complex. The complexity is related to the reality of the human reasoning, thinking and decision making. The advertisements are inevitably message that are crafted to influence the audiences and their decisions. The results indicate that the messages reach people and permeating minds to be converted to decision making action remains seems ambiguous.

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