

INFLUENCE OF ADVERTISING MEDIA ON BUYING PATTERN OF ON-LINE CUSTOMERS: AN EMPIRICAL STUDY

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Abstract

With the success of the internet, people in today's society are now experiencing information overload when it comes to advertisements. The growth is parked by increase in on-line population, time spent on-line and the increasing amount of people adopting Internet commerce. This paper attempts to examine the influence of media of advertising on on-line buyer behavior. Sampling technique was employed. Sample of 100 respondents were asked to fill up the structured questionnaire. Data collection comprises of both primary data and secondary data. Chi square method is used to test the hypothesis and to analyze the influence of media on on-line customers. The findings of the research reflect that majority of the respondents accepted the fact that the media of advertising does help them in the selection of types of products easily, reduction in search time.

Keywords: Media, Advertisement, Consumer behavior, Internet, E-commerce

INTRODUCTION

Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product ,price, place and promotion. As a promotional strategy, advertising serve as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising due to its mass reach, can influence not only the individual's attitude, behavior, life-style, exposure and in the long run even the culture of the country.

Since the explosion of internet, web companies have invested an abundant of money into advertising however online advertising is growing significantly. Increasingly innovative types of advertising are coming into existence as the web matures. Advertising is the technique used to bring products, services, opinions or causes to the public notice for the purpose of persuading the public to respond in a certain way towards what is advertised?.Thus, the objective of advertisement is to change the attitude ,beliefs and decisions in favour of a product or service advertised besides providing the information and knowledge. In order that advertisement is effective it must be based on the knowledge of the public and skilled use of media.

The impact of advertisement depends ultimately on the various factors besides consumer satisfaction which are: a) Rate at which new messages enter the social system through advertisement of various manufacturers. b) The persuasive influence. c) The % of targeted group affected the advertisement.

The response of advertisement is to change the planned behavior and the growth in the sales independent upon change in belief about a product when the change in belief is in favour of the product. The major aim of advertising is to impact on buying behavior ,however this impact about brand is changed o strengthened frequently in people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind .

Consumer behavior analysis helps to determine the direction that consumer behavior is likely to make and to give preferred trends in product development and attributes of alternative communicated method. Consumer behavior analysis views the consumer as another variable in the marketing sequence, a variable that cannot be controlled and that will interpret the product or service not only in terms of physical characteristics but in the context of this image according to the social and psychological makeup of that individual consumer.

LITERATURE REVIEW

Relating with buying behavior, consumers usually have endless demand to fulfill their needs and satisfaction to obtain something new or better as every individual has their own behavior, attitude and thought while choosing products, services and making purchase decision.

Consequently, there is large body of literature, which has examined consumers buying behavior and the studies have reported that many factor would influence consumer behavior whether buy or not to buy a product.

Advertising is an important part of a business model because it combines both creative and practical skills. East (2003) argues that advertising is the most interesting of all the business fields. Advertisement gives life to the products and they are supposed to make the product more appealing to the customers.

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 consumer and to build up knowledge about it. Technology advancement had not given us new products and services but they had changed the meaning of many words. With the increase in mass media, advertising effectiveness ,as more traditional mass media had reduced. Now advertiser is looking for new and presumably less cluttered media. The current age of digital media had given consumer choices to opt in and opt out of marketing messages and advertising. Consumers are getting more control of what and when they want. All these things are moving toward the interactive marketing (Newell & Merier, 2007; Kondo & Nakahara, 2007)

With the high amount of information on the internet, advertisers have to do something that will increase stimulus in memory. Li and Bukovac noted that stimulating visual image on a calm background would be considered distinctive and such distinctive images are theoretically presumed to develop unique memory traces making them easier to locate in memory (Yoo et al.; 2000).

Over a number of years in the past many models and constructs have been discussed in the marketing and advertising literature, each having the objective to trying to understand the processes used by consumers to make a brand or product evaluations when they are exposed to advertisements (Muehling et al.;1993). These woks have investigated relationships among cognitive responses directed towards the brand, advertisement ,brand attitudes, and finally purchase intentions and behavior. A review of the literature states that involving attitude towards advertisement influence brand attitude and supports the advertisement-band attitude relationship across different media and product types (Muehling et al,1988).

OBJECTIVES OF THE STUDY

The research is conducted with a view to study the influence of Advertising on the buying behavior of on-line consumers in India. The investigation may help and support to academic research also to understand the influence of various media available on buying behavior and also to study its relationship with other consumer parameters

RESEARCH HYPOTHESES

H01 : There is no relationship between Influence of Media of Advertising and Profession of respondents.

H02 : There is no relationship between Influence of Media of Advertising and types of products purchased on-line.

H03 : There is no relationship between Influence of media of Advertising and reduction of search time through Internet.

H04 : There is no relationship between Influence of Media of Advertising and Building of brand image by companies on Internet.

H05 : There is no relationship between Influence of Media of Advertising and Elimination of intermediaries through E-Marketing.

H06 : There is no relationship between Influence of Media of Advertising and status of respondents

RESEARCH METHODOLOGY

Research Design

A descriptive research design was adopted. The study area was confined to Western Uttar Pradesh, India. A convenient sample (non –probability sampling method) of 100 consumers was taken up for the current study in which the respondents were asked to fill up the structured questionnaire.

Data Collection

Data collection comprises of both primary data and secondary data. . Primary data was collected by self-developed structured questionnaire. The questionnaires were distributed among the respondents personally. The data was collected in a period of 32 days and then the data was fed into SPSS for analysis and evaluation.

Data Analysis Approach

In order to find out whether there is any significant association between two attributes, Chi-square test is applied. The testing of hypothesis developed earlier revealed the following results.

RESEARCH FINDINGS AND DISCUSSION

Table 1. Percentage Distribution of Sample according to the influence of media of Advertising and status of respondent

Media	Students	House-Wives	Professionals	Business Man	Total
Television/Radio	_____	50.0(10)	_____	50.0(10)	100.0(20)
Internet	50.0(10)	_____	50.0(10)	_____	100.0(20)
Magazines/Newspaper	_____	_____	100.0(10)	_____	100.0(10)
All of the above	_____	20.0(10)	80.0(40)	_____	100.0(50)
Total	10.0(10)	20.0(20)	60.0(60)	10.0(10)	100.0(100)

Chi-square = 113.33333***, df = 9, Contingency Co-efficient = .72887

The calculated value of Chi-Square test ie. 133.33 is more than table value at 9df at 5% level of significance ie. -16.9. Hence Ho1 is rejected.

From table 1, it is evident that when influence of media of advertising and status of respondents are associated the results indicates that 50% of the respondents who were influenced by television advertisements were housewives and 50% of the respondents in the same category were business people whereas 50% of the respondents who were influenced by Internet advertising were students whereas 50% of the respondents were professionals in the same category.

Similarly, 100% of the respondents influenced by magazine advertisement were professionals while 20% of the respondents influenced by all the mentioned categories were housewives and 80% of the respondents in the same category were professionals.

Table 2. Percentage Distribution of Sample according to the influence of media of Advertising and Profession of Respondents

Media	Computer Professional	Engineer	Working with Industries	Non-Professional	Total
Television/Radio	_____	_____	_____	100.0(20)	100.0(20)
Internet	_____	50.0(10)	_____	50.0(10)	100.0(20)
Magazines/Newspaper	_____	_____	100.0(10)	_____	100.0(10)
All of the above 100.0(50)	80.0(40)	_____	20.0(10)	_____	
Total	40.0(40)	10.0(10)	20.0(20)	30.0(30)	100.0(100)

Chi-square = 173.33333***, df = 9, Contingency Co-efficient = .79633

The calculated value of Chi-Square test ie. 173.33 is more than table value at 9df at 5% level of significance ie. 16.9. Hence Ho2 is rejected.

It is evident that when influence of media of advertising and profession of respondents were associated. The results indicates that 100% of the respondents who were influenced by television advertisement were non-professional/non working class however 50% of the respondents who were influenced by Internet advertisement were engineers and 50% of the respondents were non-professionals in the same category. Whereas 100% of the respondents who were influenced by magazine advertisement were those working with industries while 80% of the respondents who were influenced by all of the mentioned media of advertisement were computer professionals and 20% of the respondents in the same category were those working with industries.

Table 3. Percentage Distribution of Sample according to the influence of media of Advertising and Types of Product Purchased through Internet

Media	Education	Banking	Tourism & Hospitality	Home Appliance	Entertainment	All of the above	Total
Television/Radio		50.0(10)		50.0(10)			100.0(20)
Internet	50.0(10)				50.0(10)		100.0(20)
Magazines/Newspaper			100.0(10)				100.0(10)
All of the above		20.0(10)	20.0(10)	20.0(10)		40.0(20)	100.0(50)
Total	10.0(10)	20.0(20)	20.0(20)	20.0(20)	10.0(10)	20.0(20)	100.0(100)

Chi-square = 170.00000***, df = 15, Contingency Co-efficient = .79349

The calculated value of Chi-Square test ie. 170.00 is more than table value at 15 df at 5% level of significance is 25. Hence Ho3 is rejected.

It is evident from table 3 that when influence of Media of Advertising and types of product purchased through Internet are associated, the results indicate that 50% of the respondents who were influenced by television advertising have purchased banking products over internet whereas 50% of the respondents in the same category have purchased home appliances. 50% of the respondents who were influenced by internet advertisement have purchased educational products whereas 50% of the respondents in the same category purchased entertainment products through internet while 100% of the respondents who were influenced by magazine advertisement have purchased tourism and hospitality products through internet. Similarly, 20% of the respondents each who were influenced by all the mentioned advertisement media have purchased banking, tourism and home appliances through internet respectively while 40% of the respondents in the same category have purchased all the types of the respondents through internet.

Table 4. Percentage Distribution of Sample according to the influence of media of Advertising and Reduction in Search Time through Internet

Media	Yes	Can't Say	Total
Television/Radio	50.0(10)	50.0(10)	100.0(20)
Internet	100.0(20)	_____	100.0(20)
Magazines/Newspaper	100.0(10)	_____	100.0(10)
All of the above	100.0(50)	_____	100.0(50)
Total	90.0(90)	10.0(10)	100.0(100)

Chi-square = 44344444***,df = 3, Contingency Co-efficient = .55470

The calculated value of Chi-Square test ie. 44.44 is more than table value at 3 df at 5% level of significance ie. 7.81 . Hence Ho4 is rejected

When the influence of media of advertisement and reduction in search time through internet are being associated, the results indicates that 50% of the respondents who were influenced by television advertisement were of the opinion that internet buying has helped them in reducing the search time over traditional mode whereas 50% of the respondents in the same category could not comment upon on this parameter. However, 100% of the respondents who were influenced by internet, magazine and all mentioned category of advertisement media respectively were also of the opinion that internet buying has helped them in reducing the search time

Table 5. Percentage Distribution of Sample according to the influence of media of Advertising and Internet helping companies in building brand image

Media	Yes	Can't Say	Total
Television/Radio	50.0(10)	50.0(10)	100.0(20)
Internet	50.0(10)	50.0(10)	100.0(20)
Magazines/Newspaper	_____	100.0(10)	100.0(10)
All of the above	100.0(50)	_____	100.0(50)
Total	70.0(70)	30.0(30)	100.0(100)

Chi-square = 52.38095***, df = 3, Contingency Co-efficient = .58630

The calculated value of Chi-Square test ie. 52.38 is more than table value at 3 df at 5% level of significance ie. 7.81 . Hence Ho5 is rejected.

From table no 5, it is evident that when influence of media of advertising and building brand image through Internet is being associated the results proves that 50% of the respondents who were influenced by television advertisement were of the opinion that Internet has helped the companies in building their brand image as compared to traditional mode whereas 50% of the respondents in the same category could not comment upon this parameter.

However 50% of the respondents who were influenced by internet advertisement were also of the opinion that Internet has helped companies to build their brand image whereas 50% respondents in this category could not comment on this parameter. While 100% of the respondents who were influenced by all of the mentioned advertisement media are of the opinion that Internet has helped the companies in building their brand image as compared to traditional mode

Table 6. Percentage Distribution of Sample according to the influence of media of Advertising and their views of elimination of intermediaries through E-Marketing

Media	Yes	Can't Say	Total
Television/Radio	50.0(10)	50.0(10)	100.0(20)
Internet	50.0(10)	50.0(10)	100.0(20)
Magazines/Newspaper	_____	100.0(10)	100.0(10)
All of the above	100.0(50)	_____	100.0(50)
Total	70.0(70)	30.0(30)	100.0(100)

Chi-square = 52.38095***,df = 3, Contingency Co-efficient = .58630

The calculated value of Chi-Square test ie. 52.38 is more than table value at 3 df at 5% level of significance ie. 7.81 . Hence Ho6 is rejected

From the table it is evident that when influence of media of advertising and eliminating of intermediaries through internet are being associated, the results indicates that 50% of the respondents who were influenced by television advertisement were of the opinion that internet has helped them in eliminating the intermediaries and thereby directly connecting them with the seller while 50% of the respondents in the same category could not comment upon .Similarly 50% of the respondents influenced by Internet advertisement are of the opinion that Internet has helped in eliminating the intermediaries while 50% of the respondents in this category could not comment upon on this parameter.

While 100% of the respondents who were influenced by magazine advertisement could not comment upon the parameter that Internet has helped them in eliminating the intermediaries whereas 100% of the respondents who were influenced by all helped in eliminating the intermediaries and thus connecting them to the seller directly.

CONCLUSION

The study examined how the various media of advertising influences the various parameters of on-line consumers and its impact. The results from the data analysis considered the six proposed hypotheses have answered the key research questions. The study suggests that the majority of the respondents ie 80% were professionals who have been influenced by all the types of media. Further, the study indicates that 100% of the respondents who were either housewives or non working class are influenced greatly by television advertisement and majority of the respondents have purchased either educational product or entertainment product through internet while almost all the respondents believe that as a result of influence of various media, internet has tremendously reduced the search time. This study provides many opportunities for the future research. It is likely that web advertising will favorably influence purchasing products. It is clear that more variables are needed to understand buying on internet fully and the impact of media of advertisement.

SCOPE FOR FURTHER RESEARCH

This research opens the way for in-depth studies on some of the other critical parameters determining scope to study influence of media advertising on buying on-line customers and provides many opportunities for the future research. It is likely that web advertising will favorably influence purchasing products and the buying on-line in India will tremendously increase. It is clear that more variables are needed to understand buying on internet fully and the impact of advertisement media.

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