



“THE EFFECTS OF ADVERTISING ON CONSUMER BUYING BEHAVIOR: A SURVEY”

GIEHLITO CAMMAYO DULIN

ABSTRACT

This research was conducted to determine the impact of advertising on consumer buying behavior. A sample of one hundred fifty respondents were considered in the study taken from the different sectors of the community in Tuguegarao City.

The descriptive research design was used in the study. The questionnaire was the main instrument used to gather relevant data needed in the study and accompanied by personal interviews.

Results of the study revealed that among the key indicators affecting the consumer buying behavior, the respondents consider the importance of the product advertised, quality of the products advertised, usefulness of the product and the price of the product as the top 4 key indicators and endorsement by celebrities ranks last. Of the seven features of the product that affects the consumer buying behavior, the overall quality of the product is ranked no. 1 followed by personal satisfaction and economic value while familiarity and popularity of the product ranks last.

As to the respondents action on the first entry of a product in the market, the first to purchase the product is their first action taken while the early majority of the purchaser ranks last.

With regard to the common techniques used by the seller/advertiser to inform and influence consumers to make their buying decision, the respondents considered emotional appeal, promotional advertising, facts and statistics, bribe and unfinished ads as the top 5 sources of information and the least source considered is endorsements by celebrities.

KEYWORDS: Advertisement, behavior, consumer

INTRODUCTION

In the business world, advertising has become a necessity for everybody, be it the producers, traders or consumers. Advertising has become part of our daily living. It is a form of communication which simply means to make known to public, to inform, to attempt or persuade a specific group of people or consumers to arrive at a decision whether to buy or



not to buy products or services. It has been used as a great tool in raising, developing and molding our standards of living, lowering the unit cost of mass production of goods, dispersing information and introducing innovations to the public, and helping media corporations, businesses and other independent firms to succeed in the world market. Advertising is considered as a major and important element for the economic growth of the marketers and different companies in competition. (Ryans, 1996). As a promotional approach, it helps in generating product awareness in the minds of the possible consumers to do an eventual purchase decision. In many countries, advertising is treated as a large and important service in the industry (Katke, 2007).

The development of advertising can be traced back into the ancient times. Advertising was introduced by the Egyptians using Papyrus for sales messages and wall posters, billboards, signboards and outdoor advertising as the most ancient form of advertising. According to Kotler and Armstrong, the tradition of wall painting and wall chalking is found in the ancient culture of Greece and Rome as well as in India. At present, it is seen in many parts of the world. Advertisements have become one of the major sources of communication tool between the manufacturer and the user of the products. (Baligat, 2004)

Nowadays, one comes in numerable images and commercials for various products created purposely by commercial agencies. Almost everyone grows up in a world that is flooded with the different advertisements carried by various forms of mass media (Latif and Abideen, 2011). Of all marketing weapons, advertising is renowned for its long lasting impact as its exposure is much broader. Consumer behavior as defined by Irwin is the study of individuals, groups or organizations and the processes they use to select, secure, used and dispose of product or services or ideas to satisfy needs and the impact that these processes have on the consumer behavior and the society. Most of the time, the consumers buying behavior is influenced by liking or disliking of the consumers towards the advertisement of the product advertised. The advertisements, through all the mediums persuade audiences which may sway individuals' attitude, behavior, lifestyle, personality, and in the long run, even the culture of the country.

This research was designed to determine the effects of advertisement on consumer's buying behavior. Specifically it aims to answer the following:



1. To determine the key indicators affecting consumer buying behavior.
2. To determine the product features affecting the Consumer buying behavior
3. To determine the different advertising techniques affecting the consumer buying behavior.

METHODOLOGY

The descriptive method of research was used to describe and interpret the variables used in the study such the key indicators used by consumers in their buying behavior, the features of the product and the action of consumers on the first entry of the product in the market. The study was conducted in Tuguegarao City with one hundred five (105) respondents coming from the different sectors in the community using purposive sampling. The survey questionnaire was the research instrument utilized in the study which were personally distributed by the researcher. To supplement the information gathered, interview was also done by the researcher.

The data were tabulated, analyzed and interpreted using the descriptive statistics like frequency counts, rank, percentage and weighted mean.

RESULTS

Among the key indicators affecting the consumer buying behavior, the respondents consider the importance of the product advertised, quality of the products advertised, usefulness of the product and the price of the product as the top 4 key indicators and endorsement ranks last.

Of the seven features of the product that affects the consumer buying behavior, the overall quality of the product is ranked no. 1 followed by personal satisfaction and economic value while familiarity and popularity of the product ranks last.

On the respondents action to the first entry of a product in the market. The first to purchase the product is their first action taken while the early majority of the purchaser ranks last.

As to the common techniques used by the seller/advertiser to inform and influence consumers to make their buying decision, the respondents considered emotional appeal, promotional advertising, facts and statistics, bribe and unfinished ads as the top 5 source of information and the least source considered is endorsements by celebrities.



DISCUSSIONS

Table 1 shows that among the key indicators affecting the consumers' buying behavior the importance of the product advertised to the consumer ranks number 1. This indicates that consumers' consider the answer to their needs and wants in arriving at a buying decision.. Marketers says that business people should always consider the needs of consumers in order that products would be saleable to them. It can be gleaned from the table that the least consideration affecting their buying decision is the entertainment provided by the advertisers/sellers. It is furthered seen that the consumers are witty in coming up with a buying decision. The priority considerations are the importance of the product, quality of the product , usefulness of the product and the price of the product.

Table 1. Respondents' responses on the key indicators affecting consumers' buying behavior.

Key Indicators	Frequency	Rank
Quality of the product advertised	109	2
Price of the product advertised	87	4
Entertainment provided by the sellers/advertisers	13	8
Persuasion by the advertisers, friends and relatives	26	6
Brand image on the product	55	5
Presence of celebrity endorsement	16	7
Usefulness of the product	104	3
Importance of the product	119	1

The table shows that the number one product feature that affects the consumer's buying behavior is the overall quality of the product followed by personal satisfaction and economic value. The last product features considered is the popularity and familiarity of the product. This implies that the consumers are intelligent as they consider the values or benefits they get from the product in their buying decisions. As stated by Kotler and Keller, consumers are better educated and informed than ever and they have the tools to verify companies' claims and seek out alternatives.



Table 2. Respondents responses on the features of the product affecting consumers' buying behavior

Features	Frequency	Rank
Overall Quality	119	1
Economic Value	80	3
Personal Satisfaction	96	2
Innovation	30	7
Popularity	36	5.5
Familiarity	36	5.5
Practicality	69	4

With regards to the respondents' action on a products first entry in the market, the table shows that the first to purchase ranks number 1. This implies that consumers have different reactions. Some are excited to a new product thus they are the first to purchase in the market. Others would prefer to be the late majority of purchaser. These are the consumers who wants to get feedback from the users before buying the product. The least action taken by the consumer is the early majority of purchaser. This implies that consumers do observation as to those who tried the product before trying the product. This action is strengthened by the saying to try ,to see is to believe. This also shows that some consumers are hesitant to try new products hence, their decisions are based on past purchases and feedback of other consumers.

Table 3. Respondents' action on a products first entry in the market

Actions	Frequency	Rank
First to purchase	32	1
Early majority of purchaser	16	5
The great majority of purchaser	26	3
Late majority of purchaser	31	2
Last to purchase the product	25	4

Based on the advertising techniques used to inform and influence the consumers' buying decisions, it appears that emotional appeal ranks first and endorsements ranks last. This shows that people buy the products because they need the products. Such emotional needs



may include the need for security, the need for getting acceptance, the need to become attractive or for a change. Consumers may also be influenced by their emotional appeal under fear like fear of accident, fear of getting sick or fear of death. As gleaned on the table it shows that different customers get information from various advertising techniques. However, many makes use of emotional appeal, promotional advertising like buying products from trade fairs, free samples are distributed and tasted and are convinced to buy more. Others consider the facts and statistics provided by the advertisers like citing many physicians using the products . Among the advertising techniques, endorsement ranks last. This shows that people are not easily convince because of the presence of celebrity in making buying decisions.

Table 4. Respondents responses on the common advertising techniques used by advertisers to inform and influence the consumers' buying behavior

Advertising Techniques	Frequency	Rank
Emotional Appeal	120	1
Promotional Advertising	118	2
Bandwagon	103	7
Facts and Statistics	109	3
Unfinished Ads	106	5
Weasel words	103	7
Endorsements	76	11
Complementing the customers	86	10
Ideal Family and Ideal Kids	97	8
Patriotic Advertisement	103	7
Bribe	108	4
Questioning the Customers	88	9

CONCLUSIONS

1. The number 1 key indicator affecting the consumer buying behavior is the importance of the product advertised to the consumers and the least is entertainment provided by the sellers/advertisers.



2. The overall quality of the product ranks first as the feature of the products affecting the consumers' buying behavior and the last is popularity and familiarity of the product.
3. Among the different actions taken by respondents on the first entry of the product in the market, the first to purchase ranks first and the early majority of purchaser ranks last.
4. The top 5 advertising techniques considered by the respondents as a source of information and influence in their consumer buying behavior are emotional appeal , promotional advertising, facts and statistics, bribe and unfinished ads. The use of endorsements by celebrities is least advertising technique considered by the consumers.

RECOMMENDATIONS

1. The consumers should continue using the different information in their decision-making with regard to the products and services they buy.
2. A copy of the research should be disseminated to the producers and businessmen in order to respond to the needs of the consumers thus creating customer satisfaction and value as well an increase in the revenues of the sellers.
3. Consumers should always keep track on product/service advertisements to be well informed about the products they are buying.

REFERENCES:

- Ahmed Shumaila and Ashfaq, Ayesha. Impact of Advertising on Consumers' Buying behavior through Persuasiveness, Brand Image, and Celebrity Endorsement
- Hassan, Ali. Effects of TV Advertisement on Consumer Buying Behaviour: A comparative Study of Rural-Urban and Male-Female Consumers.
- Kotler, Philip, Keller, Kevin. Marketing Management, 14th Century
- Miranda, Gregorio. Basic Marketing
- Zain-UI-Abideen. Effective Advertising and Its Influence on Consumer Buying Behaviour