

The Impact of Advertisement on Consumer Buying Behavior in Electronic Industry

[Consumer Electronic Products]

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Abstract: The study examines the impact of advertisement on consumer buying behavior in electronic industry (consumer electronic products) within the metro cities of Maharashtra, India. Every company in India has a very aggressive attitude in advertising their products and services through effective promotional channel, this is because of huge competition which exists in the market. The want of advertising is vital for every company as it enables to promote their product and services and to influence the consumer buying decision. With the increase in technology, the companies are at a benefit to create more effective advertisement which has become extremely important for them to have a competitive advantage. This particular research was conducted on 150 male and female of all age types who use different brands of electronic products to check the influence of advertisements on their buying behavior while creating awareness and building the perceptions. Present research paper focuses on the impact of advertisement on consumer buying behavior under consumer electronic. This study adopted a survey research design. It involves assortment of knowledge from respondents through form to check hypotheses. This survey study was conducted on 7th December, 2019. A sample of 150 respondents from the cities of Mumbai and Pune was collected which were of various age groups. The study explores that a creative and well executed advertisement always has a great impact on the buying trends and the purchasing behavior of consumers in the electronic industry. At the same time the quality of product, price and brand also have a strong impact on the buying behavior of the consumer. Various different questions were asked to test the hypotheses and to obtain the best possible results.

Keywords: Advertising, Consumer, Consumer buying behavior, Consumer electronic products

1. INTRODUCTION:

Consumer electronics also referred to as Home Electronics, are electronic machines that we intend to use for every day purpose. Consumer Electronics include devices used for

- Entertainment – Television sets, DVD players, video games, remote control cars etc.
- Communication – Telephones, cell phones, laptops, etc.
- Work related - Desktop computers, printers, paper shredders, etc.

In the early 20th century the first major Consumer Electronic product was the Broadcast Receiver, later Televisions, Telephones came into the picture. In 2010 major Consumer Electronic Products based on digital technology largely merged with the computer industry was at a boom. The major reason behind the success of consumer electronic products are the efforts taken by the companies in the promotion and advertisement strategies to capture the market.

Advertisement is the main source of communication tool between the producer and the consumer. Advertisement is the subset of Promotion Mix and is one of the most important 4P's in the Marketing Mix which includes Product, Price, Place and Promotion. Advertising is a part of the Promotion Strategy which helps in creating product awareness in the market that eventually influences the consumers purchasing decision. Advertisement, sales promotion and public relation are mass communication tools undertaken by the marketers.

Advertising with the help of mass media influences audience, but not quite what television has, as television has mass reach and it is the strongest medium of advertising. Any company can position the brand of their product by investing in promotional activities so that it could benefit them to compete in a consumer market that is dominated through advertising. The main aim of an advertiser is to reach consumers and influence their awareness, thinking and buying decision. Advertising has the potential to contribute to brand choice of consumers and it also impacts on consumer behavior. Consumer behavior should be analyzed for effective advertising, to know why consumers behave in a particular way under certain circumstances. And conjointly to grasp the factors that influence client behavior, particularly the economic, social and psychological aspects.

1.2 HISTORY OF CONSUMER ELETRONICS:

The term consumer electronics includes a variety of products ranging from home theatre systems to cellular telephones to personal computers. As no one person can be identified as the founder of consumer electronic, Thomas Edison would be most deserving of the title. Edison invention of the electric typewriter in 1872 and the phonograph in 1877 suggested a new breed of business and entertainment devices.

1877

Phonograph was invented, but it is not considered the first consumer electronic product. It is the Radio that was invented in the early 1900's.

1899

Guglielmo Marconi, the inventor of radio initially marketed radio as a mechanical device, while radio was introduced to the public as a fully electrical device

1920

In the Twenties radio broadcasting became the premise of production of radio receivers. Television was shortly fictional, however remained insignificant within the client market till the Fifties

1950

Television was soon invented, but remained insignificant in the consumer market until the 1950s.

1957 and 1959

Surface passivation process developed at Bell in 1957, led to the planar process and planar transistor developed by Jean Hoerni in 1959.

1959

Invention of the MOSFET (metal-oxide-silicon field-effect transistor, or MOS transistor) by Mohamed Atalla and Dawon Kahng at Bell in 1959.

2000

The rapid progress of the electronic industry during the late 20th to early 21st centuries was achieved by rapid MOSFET scaling (related to Dennard scaling and Moore's law), down to sub-micron levels and then Nano electronic in the early 21st century

1963

Integrated circuits (ICs) followed once makers designed circuits (usually for military purposes) on one substrate victimization electrical connections between circuits among the

1983

Affordable video game consoles and personal computers that regular middle-class families could buy.

2. OBJECTIVES OF THE STUDY:

- To present an overview of the Consumer Electronic Industry.
- To identify the motives behind the buying behavior of consumers.
- To examine the buying behavior of consumers with respect to electronic products.
- To conclude on the basis of findings of the study.

3. SIGNIFICANCE OF THE STUDY

The study would be of nice profit to the subsequent stakeholders

- **Companies/Organizations:** The study can help identify the possible measures/strategies to advertise their products and services. It would be of great interest and valuable to marketing managers and help them to sell their products/services and make reasonable profits to the company/organization.
- **Consumers:** It will create brand awareness to motivate the consumers to buy the product.

4. LIMITATIONS OF THE STUDY:

The purposive sampling technique was used for sampling. The sample size for the study is of around 150 respondents who are consumers of electronic products in the metropolis. As the total number of respondents is around 150 and not all parameters were considered therefore, this method cannot be used to generalize the results. In this sampling style, there's no probabilistic thanks to estimating the representativeness of the chosen samples.

5. LITERATURE REVIEW:

Advertising:

Advertising could be a set of promotion mix that is one of the 4 piece in the marketing mix comprising product, price, place and promotion. Advertising could be a promotional strategy utilized in making product awareness within the minds of shopper to require for decision making. It's a communication tool used by marketers. Advertising influences individual's attitudes behavior and lifestyle. It's one of the communication tools between the producer and therefore the user of product. For a company product to be a widely known brand, they have to invest in their promotional activities particularly advertising. Advertising as a promotional strategy provides a serious tool in making product awareness and condition the mind of a possible shopper to choose finally on what to shop for and what not to shop for.

Consumer buying Behavior:

Consumer buying Behavior is outlined because the mental, emotional and physical activates that people interact after choosing, getting mistreatment and casting off merchandise and services so as to satisfy wants and desires. It includes getting and different consumption connected activities of individuals participating in exchange method. Solomon, Bamossy, Askegaard and Hogg defined consumer behavior as the study of the process involved when people or groups choose, purchase, service, ideas or experiences to satisfy desires and needs. Consumers buying behavior is affected by economic factors such as income expenditure pattern, price of products, price of complementary products, substitute goods and elasticity of demand. It is also conjointly affected by psychological perceptions, attitudes and learning, consumer buying behavior is stricken by social and cultural factors that affects individuals buying decision however determines the type of product to shop for.

Entertainment:

Entertainment has been one among the first criteria for making an advertisement. Entertainment is employed as a tool to achieve attention of consumers. There's a lot of possibility of Advertisement interesting and fun ad to be remembered by customers instead of an uneventful one. Therefore, they are often same and that amuse the watchers that increase the effectiveness of advertising. That is why several corporations square measure investment heaps of cash to form advertisements that are humorous.

6. RESEARCH METHODOLOGY:

6.1 Data Collection:

Sample Method: In this research methodology, we used descriptive research designs. The sampling techniques is convenient sampling where the sample size of the data is with the age group of 15-55 years. The data was collected using survey about the impact of advertisement on the consumer buying behavior. Data was collected from randomly selected people who are probable consumers of consumer electronic products.

Primary data was collected through questionnaire which contained questions like- are you a frequent purchaser of consumer electronic product, how often do you purchase, does advertisement lay a role in buying decision etc. By this we can get to know the number of people bifurcated in gender and their purchase habits along with the amount of influence they become through advertisements.

Secondary data includes information from, data, blogs, magazines, articles. Etc.

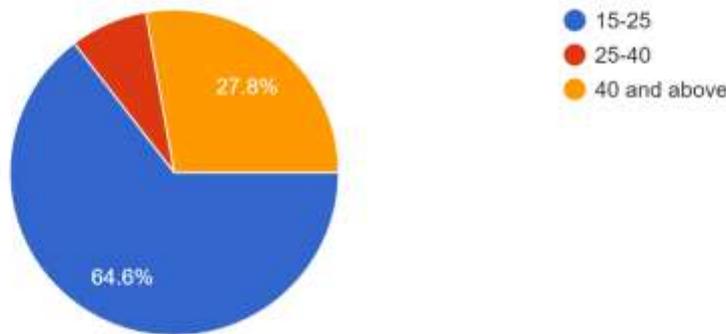
6.2 Sample Size: A survey of consumers of Pune and Mumbai was taken and the number of respondents were around 150.

7.Data Analysis

Q1

Age

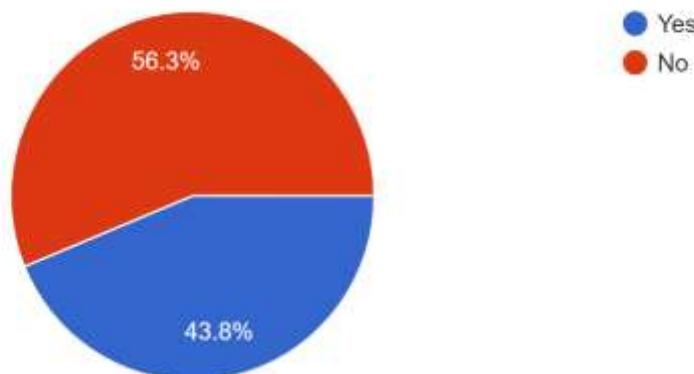
144 responses



Q2

Are you a frequent purchaser of Electronic Products?

144 responses



Q3

How often do you purchase?

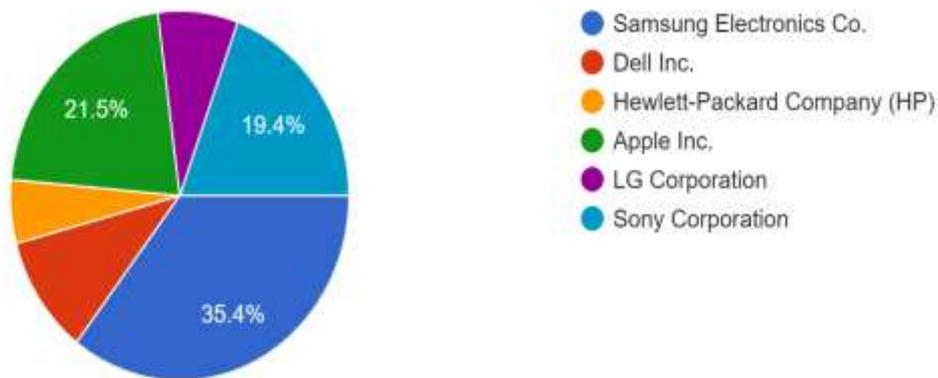
The most common answers were

- Once a year
- Once in 6 months
- When needed
- Rarely
- Frequently

Q4

Which electronic brand do you prefer?

144 responses

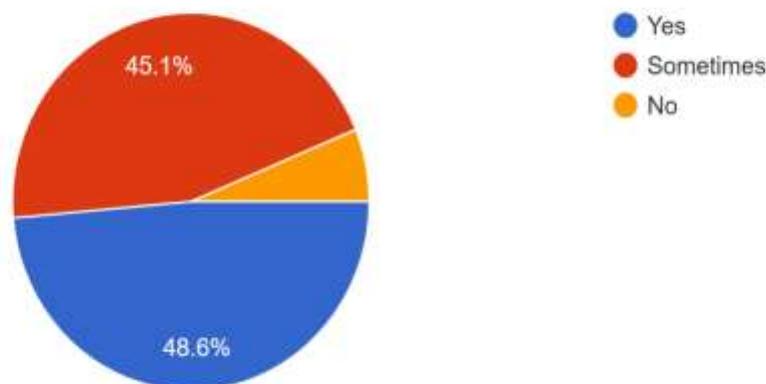


Q5



Do you pay attention to online advertising while buying?

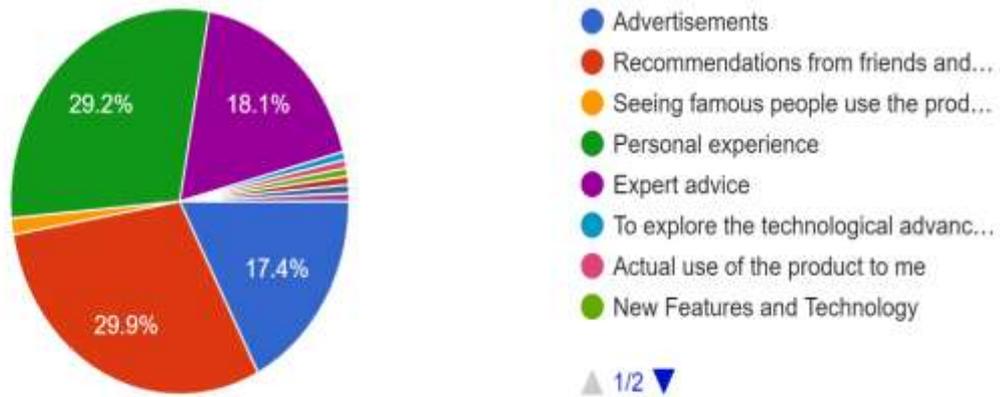
144 responses



Q6

What influences you the most to try a new product or service?

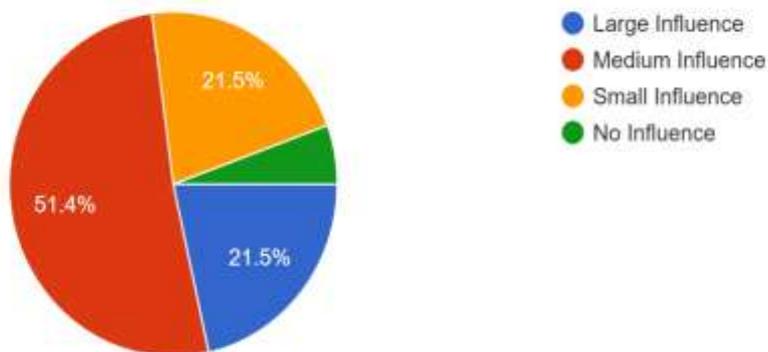
144 responses



Q7

How much influence do you feel advertisements have over your buying behavior?

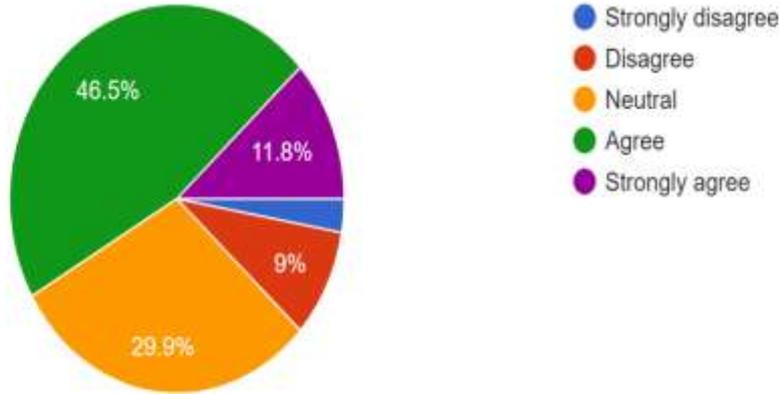
144 responses



Q8

Advertising is beneficial to consumers because it provides important information about goods and services

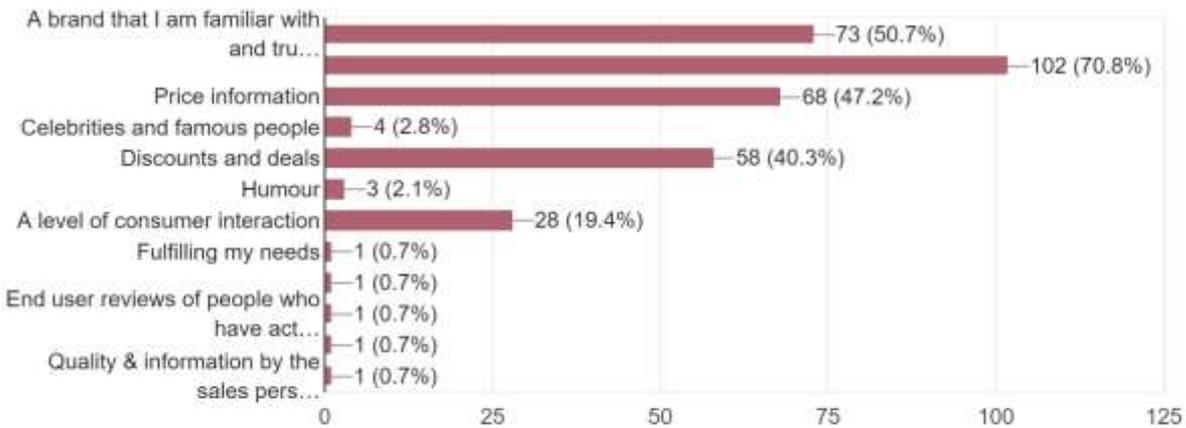
144 responses



Q9

What do you look out for in an advertisement?

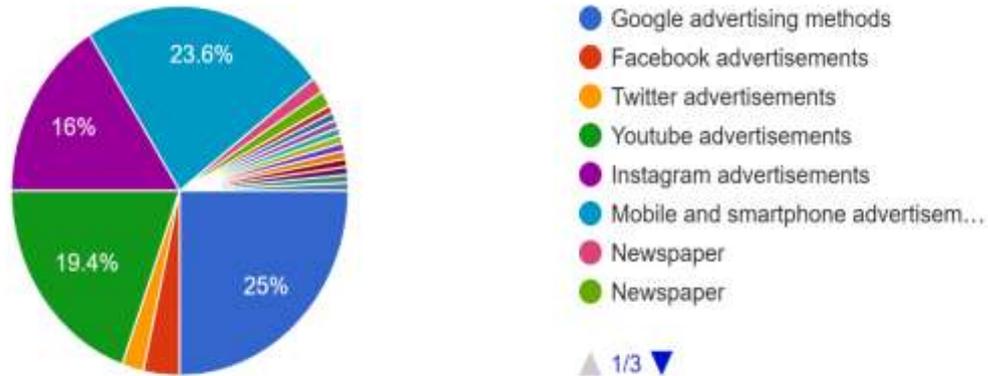
144 responses



Q10

Which methods of online advertising are most influential on your buying behavior?

144 responses



8. FINDINGS

In the survey conducted above, the findings were as follows

- Out of 144 respondents, 54.9% were males and 45.1% were females.
- The age group was from 15-0 and it was seen that 64.6% that is the majority of people were from the age group of 15-25 years. Rest were from 25-60 years.
- 56.3% people were frequent purchasers of consumer electronic products.
- Most of the people purchased consumer electronics once in one or two years and rest of them rarely purchased.
- Out of all the brands of consumer electronics mentioned in the survey the most preferred brand was Samsung followed by Apple and Sony.
- 48.6% people said that they paid attention to online advertising while purchasing and rest of them paid attention sometimes.
- Out of 144 people surveyed, 29.9% people said that recommendations from friends influenced them to purchase a new product and 17.4% people said that Advertisements influenced the to purchase a new product. It can have said that, out of 144 people around 30 people were influenced by advertisements while purchasing a new product.
- Most of the people said that advertisements have medium influence on the buying behavior of the consumers.
- Advertising is one of the most important tool to make consumers aware of a new product and it does influence their buying decision and this was agreed by majority of the people.
- 102 people out of 144 said that they look for product information in an advertisement and then later on look at other factors.
- Google advertisements followed by smartphone advertisements and social media are the factor that mostly influence people for buying products via advertisements.

9. RESEARCH IMPLICATIONS:

The nature of the study is cross sectional which involves data collected from people of various age groups and then the conclusion is drawn about the study considering all the factors and differences. Both primary and secondary data are used in the research paper. Factors affecting consumer behavior when studied can help to understand consumer buying behavior. Studying these factors will also be helpful in designing various strategies to understand the impact of advertisements on consumer buying behavior.

10. CONCLUSION:

The present era has witnessed a revolutionary change in the trend of advertising. The role of advertisements is important and influences the buying behavior of consumers. This research was a study on impact of advertisements on consumer buying behavior with respect to consumer electronic Based on the analysis it can be concluded that advertisements have a significant impact on the consumer buying behavior. This study can be helpful for advertisers in the consumer electronic sector to understand what triggers a consumer's intention to purchase. It can also determine which element in advertising is most affecting and which has a comparatively lower impact.

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