

**ADVERTISEMENT AND ITS EFFECT ON BUYING BEHAVIOUR OF
CONSUMERS IN JAFFNA SRI LANKA**

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ABSTRACT

In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets, and this management tool refers to the re-analysis and re-designs of tasks and also processes inside and outside the organization. Advertising industry is a social institution born to full fill the human needs to require and send information about availability of product, brand and service.

Of late, there has also been a widespread feeling that advertising is a form of communication, meant to exploit the consumers. Further it is often criticized as being generally profit oriented and business houses are label as marketing shared who are developing a perfecting technique to defraud customers through misleading advertisement. Data were collected from 125 respondents who were studied specialization of marketing management in Jaffna district to ensure the accuracy of results.

Objective of advertisement is to study the Impact of advertisement on buying behavior. It is found that there is no relationship between age of the respondents and level of impact of advertisement and there is no relationship between income and satisfaction with advertised product at the time of using.

KEYWORDS: *Advertising Industry, Consumers, Brand Loyalty, Buying Behavior.*

1. INTRODUCTION

Today advertisement plays an important role in persuading customers to purchase products and services. On the other hand, the expenses of advertisement in comparisons of other activities in most companies are very remarkable. In the present days every company wants to achieve the highest market share. For this purpose, every company use different ways to attract customers of different segments of the market and the best way to become market leader.

In this challenging environment a company should promote its products in such a way that more and more customers get interest in its products. In today's business world, marketing processes are based on the interaction between a business and the consumers.

Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets, and this management tool refers to the re-analysis and re-design of tasks and also processes inside and outside the organization. In their marketing process, businesses can select the best targeted

advertising, by making use of science, expertise and experience regarding proper and suitable methods, in order to cause consumer tendency for online purchases.

Marketing is the performance of all activities necessary for ascertaining the needs and wants of markets, planning the product availability, effective transfer of ownership of products, providing for their physical distribution and facilitating the entire marketing process. It is a shape within which price making forces operated in which exchanges of titles tend to be accomplished by the actual movement of goods affected.

1.1 IMPACT OF ADVERTISING

In every country, advertising has proved to be engine of progress, an essential input for economic change and vital aid for social usage. Advertising is an existing dynamic and truly challenging enterprise. It changes with changing markets, changing life styles, changing methods of distribution and changing pattern of consumption. Advertising is an institution performing essential social and economic facilities. Indeed, advertising is multidimensional and different segments of the society are indicted with their individual views.

Advertising industry is a social institution born to full fill the human needs to require and send information about availability of product, brand and service. Advertising does two jobs for business. One is the competitive job to make clear customer. And the equally important is the indispensable job of creating consumers. The derive to have a new product in the first place. Moreover, it is a creative art, a science, a business, an economic as well as social institution. Of late, there has also been a widespread feeling that advertising is a form of communication, meant to exploit the consumers. Further it is often criticized as being generally profit oriented and business houses are label as marketing shared who are developing a perfecting technique to defraud customers through misleading advertisement.

1.2 OBJECTIVES OF THE STUDY

The following are the objectives of the study

- •To study the demographic profile of consumers.
- •To study the Impact of advertisement on buying behavior.
- •To offer suggestions based on the study.

1.3 HYPOTHESES OF THE STUDY

- There is no significant relationship between age of the respondents and level of impact of advertisement.
- There is no significant relationship between age and satisfaction with advertised product at the time of using.
- There is no significant relationship between income of the respondent and satisfaction with advertised product at the time of using.
- There is no significant relationship between education level of the respondents and opinion about advertisement.
- There is no significant relationship between education level of the respondents and influence of attracting factors in advertisement.

- There is no significant relationship between gender of the respondent and influencing factors attracting factors in advertisement.

1.4 PERIOD OF THE STUDY

The period of study consists of four months from November 2023 to February 2024.

1.5 AREA OF THE STUDY

A study of this nature required the selection of a suitable place. Therefore, Jaffna was selected for the study since the researcher belongs to this area. Moreover, the advertisement has an impact among the people in Jaffna.

2. REVIEW OF LITERATURE

Awan et al. [1] explains the factors likewise necessity of advertisement, pleasure of advertisement, dominance of advertisement, brand recall advertisement, and stimulation of advertisement. These are very helpful in creating and shifting the consumer's buying behavior that is a very positive sign for the advertising and marketing companies. Our results also proved the model of the study which reveal that advertisements have significant impact on the consumers 'buying behavior and widen their choices. This study will definitely be proved helpful for the marketing and advertising companies to promote their products in the light of our empirical results.

Sathya and Indirajith [2] conveys that the consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. With growth in disposable incomes, the demand for high-end products such as television, washing machine, refrigerator, and air conditioners has increased considerably. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Increasing in demand for consumer durable in the market the fall in prices as Indian consumers are continue to attach a high degree of importance to value for money.

Kumar and Gupta [3] concluded that all marketing starts with the consumer. So consumer is very important to a marketer. Consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking or disliking of the customers. The study of the consumer preference not only focuses on how and why consumers make buying decision, but also focuses on how and why consumers make choice of the goods they buy and their evaluation of these goods after use.

Kalaiselvi and Muruganandam [4] consumption trends differ from similar income households in urban areas to rural areas significantly. Before the liberalization of Indian economy, in Indian white goods markets, reputed companies like Godrej, Videocon, Kelvinator, BPL, Voltas and Allwyn had the major market share. After liberalization, many foreign players like Whirlpool, LG, Sony, Samsung, IFB, and Aiwa had entered into the market. This opening created a dramatic change in the white goods market.

Fatima and Lodhi [5] revealed that Advertisement helps the company to create the awareness in their customers and ingredients the advertisements shape the perception of the customers either in the positive or in a negative way. People can perceive the quality of the products by gathering the information which they usually get through advertisements.

The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision. Study critically evaluates these factors which shape the buying behavior and provides the deep insights towards the role of advertisements shaping the consumer behavior.

Johar [6] explained that the character, behavior and attitude of consumer are the important dimensions in the decision-making process. All the purchases made by a consumer follow a certain decision-making process. A consumer is one who does some physical activities and deliberates to take decisions concerning purchase and to dispose of on to evaluate products and services. Purchase decision process which is characterized as more complex in its nature, has been subject to research often, only recently.

Hemanth Kumar [7] defines marketing personnel are constantly analyzing the patterns of buying behavior and purchase decisions to predict the future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy.

Adithya [8] concluded that the usage of new tools and techniques brought about revolutionary changes in the production of goods. The most important thing is to forecast where customers are moving and to be in front of them. The current scenario shows many developments and changes taking place around us with all the industries and firms within each industry trying to keep pace with the changes and diverse needs of the people.

Sonkusare [9] defined consumer is one who consumes the goods and services product. The aim of marketing is to meet and satisfy target customers' needs and wants. The modern marketing concept makes customers the center stage of organization efforts. The focus, within the marketing concepts is to reach target and largest customers, sets the ball rolling for analyzing each of the conditions of the target market. Television advertising is a very effective tool of communicating message to its target audience as it has the ability to combine visual and audio communication and thus this makes advertisements an important medium to make people aware of any products.

Harfoushi and et al. [10] said that Internet is becoming a new way to shop different products or services online. Although, it is a desire situation for everyone to touch the products that he/she wants to buy. However, Internet is playing a wider role in making the shopping more easily as it is never before. The web makes shopping much easier, and nowadays shopping is not more than away from a click. A latest term is introduced that is known as "Online Shopping". Consumers can directly shop product or services from the sellers without any interaction of intermediate parties. Just like other direct marketing channels such as television and catalogs, Internet is also becoming a significant marketing channel. The Internet supports two-way communications between consumer and merchant.

The web provides interactive shopping channel, which is not bounded by time and geographical condition.

Sindhya [11] concluded that while advertisements often include information that cross cut all personality profiles, some consumers ignore some of this information and rely primarily on advertising claims and on personal experience in forming judgments about advertised products. On the other hand, some consumers defer decisions until the advertising claims have some credibility behind them before making product purchase decisions.

Lahoti and Jacob [12] revealed that the success of a brand in the Indian rural market is as unpredictable as rain. It has always been difficult to gauge the rural market. Many brands, which should have been successful, have failed miserably. More often than not, people attribute rural

market success to luck. To understand the rural market dynamics, it became necessary to study the behavior of the rural population hence the study is undertaken.

Lamarreand et al. [13] inferred that innovative businesses that have successfully integrated e-commerce in their marketing activities now see mobile marketing as the next exciting opportunity that will enable them to reach their consumers through a new communication channel.

Amutha and Sulthana [14] said that the attitude of people in Chennai city has become changed due to various reasons such as updated technology, improved status and influence of reference group. Advertisement is nothing but an important sales promotion strategy. From the findings of the study among lower income groups: Price was a major consideration and in middle income group, brand reputation was one of the most important influencing factors.

Zeb and Ashib [15] concluded that the influence of brand on consumer buying behaviour is a very vigorous subject performance of and is of great importance in Coimbatore. Fashion industry includes clothing, footwear and other accessories like cosmetics and even furnishing. The focus of this research is on clothing segment. In terms of spending on clothing, age is a stronger determinant of women's budget than their socio-economic status.

Owolabiand et al. [16] defined that the impact of advertising on the sales of insurance products in Sub-Saharan Africa. Advertising is a marketing strategy commonly employed by company operating in a competitive environment. No other promotional tool offers such a large audience advertising. The cost of reaching people through advertising is very reasonable. In addition, advertising can also be valuable as a means of familiarizing buyers with the products or reminding them of its existence, thus, it is a worthwhile activity and should be made a core aspect of the company's marketing program. It can be said to be agreed that there was a positive correlation between advertising expenditure and sales of insurance products which implies that an increase in the advertisement of the products lead to an increase in sales.

Tatt [17] inferred that shopping itself is a form of self-expression. People define themselves through their shopping. A brand is a name term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitions. A brand faction is to create awareness, reputation, and prominence and so on in the market place. Brand creates value for both the consumer and the firm. Consumers brand associations are a key element in brand equity formation and management.

Abayia and Khoshtinat [18] explained that the impact of advertising for attracting the consumer, when the individual's mind is engaged with the considered product, positively affects his/her tendency to search for information, therefore the first thing the individual does is web browsing. Thus, the companies that sell online products are recommended to design marketing strategies which, at the broad level of the virtual world of information, provide the data related to the product for the consumer.

Halfordand et al. [19] defined that a substantial body of research indicates that the prevalence of obesity in childhood is increasing. The classic externality theory of obesity postulates that the obese are more influenced by external stimuli than are the lean. The effect of TV viewing on weight gain seems to be, at least in part, due to a lack of physical activity rather than the act of viewing itself. However, TV may not just promote sedentary behaviour. There is evidence that it also stimulates food intake. TV viewing is associated with overconsumption in girls, specifically of snack foods.

3. METHODOLOGY

In the present study, primary data was collected through questionnaire from one twenty-five Jaffna University students and technical college students in Jaffna, the data collected was analyzed through statistical tools for fulfillment of the objective of the study.

3.1 SOURCES OF DATA

- Primary Data
- Secondary Data

3.2 PRIMARY DATA

The primary data is collected by preparing a questionnaire. A well framed questionnaire is used for collection of data.

3.3 SECONDARY DATA

Secondary data relevant to the study is gathered from published sources such as standard text books, magazines and internets.

3.4 SAMPLE DESIGN

A convenient sampling was adopted to identify the sample respondents from a total population. Total of one twenty-five respondents were selected as sample from persons who were studied in specialization of marketing management to collect accurate and true information. Further researcher meets university students directly and explained the research problem and got their consent for responding to the questionnaire to ensure the accuracy of the same.

3.5 TOOLS AND TECHNIQUES

The following tools and techniques has been applied by the researcher to analysis the primary data

Simple % analysis

Chi-Square test

Weighted Arithmetic Mean

3.6 PROFILE OF THE RESPONDENTS

The Table.1 shows the socio-economic profile of the respondents.

TABLE.1. SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

Profile Variable	Particulars	No of Respondents	%
Gender	Male	73	58.4
	Female	52	41.6
Age	18 - 21	63	50.4
	22 - 25	49	39.2
	Above 25	13	10.4
Marital Status	Married	6	4.8
	Un married	119	95.2
Nature of Residing Area	Rural	66	52.8
	Urban	59	47.2
Educational Qualification	Under graduate	81	64.8
	Post Graduate	31	24.8
	M.Phil	4	3.2
	PHD	5	4.0
	Others	4	3.2
Monthly Family Income	Below 10,000	20	16.0
	10,001 – 15,000	29	23.2
	15,001 – 20,000	29	23.2
	20,001 – 25,000	20	16.0
	Above 25,000	27	21.6

3.7 LEVEL OF IMPACT OF ADVERTISEMENT

Impact of advertisement is an important one in buying behavior here the table defines the level of impact of advertisement.

TABLE.2. LEVEL OF IMPACT OF ADVERTISEMENT

Level of impact of advertisement	No of respondents	%
Highly Influencing	65	52.0
Moderate Influencing	48	38.4
Not Influencing	12	9.6
Total	125	100.0

Source: Primary Data

The Table.2 conveys that 52.0% respondents are highly influenced by impact of advertisement, 38.4% respondents are having moderate influenced, and 9.6% respondents are not influenced. It conveys that 52.0% of the respondents are having highly influencing by impact of advertisement.

3.8 INFLUENCING REASON

Some advertisement factors are influencing the purchase decision. So, the researcher has collected the data about the Influencing reason.

TABLE.3. INFLUENCING REASON

Influencing Reason	No of Respondents	%
Multimedia Presentation	33	26.4
Attractiveness	30	24.0
Informativeness	24	19.2
Brand Ambassadors	22	17.6
Others	16	12.8
Total	125	100.00

Source: Primary Data

The above table shows that out of 125 respondents 26.4% respondents are influenced by multimedia presentation, 24.0% respondents are influenced by attractiveness, 19.2% respondents are influenced by Informativeness, 17.6% respondents are influenced by brand ambassadors, and the remaining 12.8% respondents were influenced by other reasons. 26.4% respondents are influenced by multimedia presentation.

3.9 SATISFACTION OF ADVERTISED PRODUCT AT ITS USAGE

Satisfaction is most important in every aspect. So, the researcher has collected the data about the satisfaction. Here the Table.4 defines that the satisfaction of users.

TABLE.4. SATISFIED WITH ADVERTISED PRODUCT AT TIME OF USING

Satisfied with advertised Products	No of Respondents	%
Yes	76	60.8
No	49	39.2
Total	125	100.0

Source: Primary Data

The Table.4. Shows that 60.8% respondents are satisfied with the advertised product at the time of using, 39.2% respondents are not satisfied with advertised product at the time of using. It explains that 60.8% respondents are satisfied with the advertised product at the time of using.

3.10 INFLUENCE OF ADVERTISEMENTS OVER BUYING BEHAVIOUR

Advertisement has the power to influence the consumer buying behavior. So the researcher has collected the data about the advertisement influencing level.

TABLE.5. INFLUENCE OF ADVERTISEMENTS OVER BUYING BEHAVIOR

Influence of Advertisements over buying behavior	No of Respondents	%
Large	36	28.8
Medium	73	58.4
Small	16	12.8
Total	125	100.0

Source: Primary Data

The Table.5 explains that 28.8% respondents are said that advertisement has large influence on

buying behavior, 58.4% respondents are said that advertisement has Medium influence on buying behavior and 12.8% respondents are said that advertisement has Small influence on buying behavior. It is conveyed that 58.4% respondents are having medium buying behavior.

3.11 LEVEL OF SATISFACTION

Level of satisfaction will differ from person to person. The below table explains the ranking towards level of satisfaction of respondents by using weighted average method. The researcher has assigned the following ranking proposal.

- Agree (A) - 5 Marks
- Strongly Agree (SA) - 4 Marks
- No Opinion (NO) - 3 Marks
- Disagree (D) - 2 Marks
- Strongly Disagree (SDA) - 1 Mark

TABLE.6. LEVEL OF SATISFACTION

Details	A	SA	NO	DA	SDA	Total	Mean Score
Aware about product availability	80	19	13	11	2	539	4.31
Knowledge about brand loyalty	50	34	31	7	3	496	3.97
Aware about quality products	54	35	25	6	5	502	4.02
Easy to understand the product feature	64	28	16	14	3	511	4.09
Knowledge about price discrimination	49	42	23	7	4	500	4.00

Source: Primary Data

TABLE.7. FACTORS INFLUENCING SATISFACTION LEVEL

Details	Mean Scores	Rank
Aware about product availability	4.31	1
Knowledge about brand loyalty	3.97	5
Aware about quality products	4.02	3
Easy to understand the product feature	4.09	2
Knowledge about price discrimination	4.00	4
Knowledge about product offers or gifts	3.94	6
Easy to compare with competitive product	3.92	7
Aware about sales network	3.68	9
Gaining more knowledge about the product	3.86	8

Source: Primary Data

From the Table.7 the aware about product availability got First rank. Easy to understand the product feature got second rank. Aware about quality products got third rank. Knowledge about price discrimination got fourth rank. Knowledge about brand loyalty got fifth rank. Knowledge about product offers or gifts got sixth rank. Easy to compare with competitive product got seventh rank. Gaining more knowledge about the product got eighth rank. Aware about sales network got ninth rank.

3.12 CHI-SQUARE TEST

Chi square test is applied in Statistics to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution. Therefore, it is a measure to study the divergence of actual and expected frequencies. Hypothesis I: There is no significant relationship between age of the respondents and level of impact of advertisement.

Table.8. Relationship between age of the respondent and level of impact of advertisement - Result of Cross Table

	Level of impact of advertisement			Total
	Highly influencing	Moderate influencing	Not influencing	
18-21	29 23.2%	29 23.2%	5 4.0%	63 50.4%
22-25	26 20.8%	16 12.8%	7 5.6%	49 39.2%
Above 25	10 8.0%	3 2.4%	0 .0%	13 10.4%
Total	65 52.0%	48 38.4%	12 9.6%	125 100.0%

Source: Computed Primary Data

Table.9. Relationship between age of the respondents and level of impact of advertisement - Chi-square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.717	4	.152
Likelihood Ratio	7.744	4	.101
Fisher's Exact Test	5.811		
Linear-by-Linear Association	2.105 ^b	1	.147
N of Valid Cases	125		

^b The standardized statistic is -1.451

From the Table.9 it is found that the p-value (0.152) is greater than the Pearson's chi-square value at 5% level. Hence the null hypothesis is accepted. So, it is concluded that there is no relationship between age of the respondents and level of impact of advertisement.

Hypothesis II: There is no significant relationship between age and satisfaction with advertised product at the time of using.

Table.10. Relationship between age and satisfaction with advertised product at the time of usage

Age of the respondents	Satisfied with advertised product at the time of using		Total
	Yes	No	
18-21	38	25	63
	30.4%	20.0%	50.4%
22-25	29	20	49
	23.2%	16.0%	39.2%
Above 25	9	4	13
	7.2%	3.2%	10.4%
Total	76	49	125
	60.8%	39.2%	100.0%

Source: Computed Primary Data

Table.11. Relationship between age and satisfaction with advertised product at the time of usage

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.448	2	.799
Likelihood Ratio	.460	2	.795
Fisher's Exact Test	.427		
Linear-by-Linear Association	.146 ^b	1	.703
N of Valid Cases	125		

The standardized statistic is -.382

From Table.11, it is found that p-value (0.799) is greater than Pearson's chi-square value at 5% level. Hence the null hypothesis is accepted. So, it is concluded that there is not relationship between age and satisfaction with advertised product at the time of using.

Hypothesis III: There is no significant relationship between income of the respondent and satisfaction with advertised product at the time of using.

Table.12. Relationship between income of the respondent and satisfaction with advertised product at the time of using - Result of Cross Table.

Monthly income of a family	Satisfied with advertised product		Total
	Yes	No	
Below 10000	15	5	20
	12.0%	4.0%	16.0%
10001 - 15000	15	14	29
	12.0%	11.2%	23.2%
15001 - 20000	18	11	29
	14.4%	8.8%	23.2%
20001 - 25000	9	11	20
	7.2%	8.8%	16.0%
Above 25000	19	8	27
	15.2%	6.4%	21.6%
Count	76	49	125
Total	60.8%	39.2%	100.0%

Source: Computed Primary Data

Table.13. Relationship between income of the respondent and satisfaction with advertised product at the time of using - Chi square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.846	4	.211
Likelihood Ratio	5.910	4	.206
Fisher's Exact Test	5.725		
Linear-by-Linear Association	.019 ^b	1	.890
N of Valid Cases	125		

^b The standardized statistic is .138

From the above chi-square analysis, it is found that p-value (0.211) is greater than Pearson's chi-square value at 5% level. Hence the null hypothesis is accepted. So, it is concluded that there is no relationship between income and satisfaction with advertised product at the time of using.

Hypothesis IV: "There is no significant relationship between education level of the respondents and opinion about advertisement".

Table.14. Relationship between education level of the respondents and opinion about advertisement - Result of Cross Table4

Educational Status	Level of Satisfaction			Total
	Disagree	No Opinion	Agree	
UG	17	53	11	81
	13.6%	42.4%	8.8%	64.8%
PG	4	20	7	31
	3.2%	16.0%	5.6%	24.8%
M.Phil	0	3	1	4
	.0%	2.4%	.8%	3.2%
Ph.D	2	1	2	5
	1.6%	.8%	1.6%	4.0%
Others	0	4	0	4
	.0%	3.2%	.0%	3.2%
Total	23	81	21	125
	18.4%	64.8%	16.8%	100.0%

Source: Computed Primary Data

Table.15. Relationship between education level of the respondents and opinion about advertisement - Chi-square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.477	8	.304
Likelihood Ratio	11.315	8	.184
Fisher's Exact Test	8.672		
Linear-by-Linear Association	.904 ^b	1	.342
N of Valid Cases	125		

^b The standardized statistic is .951

The Table.15 explains that the p-value (0.304) is greater than the Pearson's chi-square value at 5% level. Hence the null hypothesis is accepted. It is conveyed that there is no significant association between education level and opinion about advertisement.

Hypothesis V: "There is no significant relationship between education level of the respondents and influence of attracting factors in advertisement".

The Table.17 defines that the p-value (0.299) is greater than the Pearson's chi-square value at 5% level. Hence the null hypothesis is accepted. It is inferred that there is no significant association between education level of the respondents and influence of attracting factors in advertisement.

Hypothesis VI: There is no significant relationship between gender of the respondent and influence of attracting factors in advertisement.

Table.16. Relationship between education level of the respondents and influence of attracting factors in advertisement Result of Cross Table

Educational Status	Attractiveness			Total
	Disagree	No Opinion	Agree	
UG	21 16.8%	43 34.4%	17 13.6%	81 64.8%
PG	2 1.6%	22 17.6%	7 5.6%	31 24.8%
M.Phil	1 .8%	3 2.4%	0 .0%	4 3.2%
Ph.D	0 .0%	3 2.4%	2 1.6%	5 4.0%
Others	1 .8%	3 2.4%	0 .0%	4 3.2%
Total	25 20.0%	74 59.2%	26 20.8%	125 100.0%

Source: Computed Primary Data

Table.17. Relationship between education level of the respondents and influence of attracting factors in advertisement – Chi square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.541	8	.299
Likelihood Ratio	12.860	8	.117
Fisher's Exact Test	9.163		
Linear-by-Linear Association	.410 ^b	1	.522
N of Valid Cases	125		

^b The standardized statistic is .641

Table.18. Relationship between gender of the respondents and influence of attracting factors in advertisement - Result of Cross Table

Gender	Attractiveness			Total
	Disagree	No Opinion	Agree	
Male	12 9.6%	42 33.6%	19 15.2%	73 58.4%
Female	13 10.4%	32 25.6%	7 5.6%	52 41.6%
Total	25 20.0%	74 59.2%	26 20.8%	125 100.0%

Source: Computed Primary Data

Table.19. Relationship between gender of the respondents and influence of attracting factors in advertisement - Chi-square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.501 ^a	2	.174
Likelihood Ratio	3.605	2	.165
Fisher's Exact Test	3.480		
Linear-by-Linear Association	3.296 ^b	1	.069
N of Valid Cases	125		

b The standardized statistic is -1.816

The Table.19 explains that the p-value (0.174) is greater than the Pearson's chi-square level at 5% level. Hence the null hypothesis is accepted. It is concluded that there is no significant association between gender of the respondent and influence of attracting factors in advertisement.

4. SUGGESTIONS

Findings show that there is no significant relationship between age and level of impact it indicates that impact of advertisements remains same at the different age level of the students. Hence it is suggested that one good advertisement is enough to influence consumers in their age group.

- It is found that advertisement only discloses the advertisement good features of the products and since the product is not physically available the advertisement can also give some drawbacks of the products. It will help the consumer is better decision making.
- It is suggested that promotional schemes should be often given, as consumers are ready to move on to other brands.
- More product information should be given in the website regarding the product. Since physical feel of the product is not available.

5. CONCLUSION

The present era witnesses the revolutionary change in the trend of marketing. Online marketing is the source which saves us time and cost and another reason is availability of variety of products. Since the product is not available for physical verifications only advertisements are a source to influence and it influences and attract the consumers. The role of advertisement is important in influencing the buying behavior of the consumers. The advertising should be genuine, correct and serve the informational needs of the consumers. The companies should use attractive and informative content to create the awareness in the consumers and they should not rely on the advertisement for changing the perception of the consumers instead they should use new ways of sales promotion or other mediums for changing the perception of the people. It will be easy for any company to change the buying behavior of consumer by creating awareness and building strong perception in the mind of their customers.

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