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Advertising: A Fusion Process between Consumer and Product

Arijit Adhikary^{a*}

^a8/22 Naskar Para Lane Dhakuria, Kolkata, West Bengal

Abstract

The study of consumer behavior explains how individuals make decision to spend the resources (time, money etc) available to them for purchasing an item for consumption. Many questions arise in the mind of the consumers before buying a product. It may be personal or product related. During the decision making process the consumer passes through five stages. The stages are (Need recognition → Information search → Evaluation of Alternatives → Purchase decision → Post purchase Evaluation). Consumers search for information before buying any product or service. According to the decision making process consumers evaluate the alternatives available to him before purchasing the product. Advertising plays an important role during the phase of information search. A company in the market always looks for the prospective client to sell their goods or service they are offering in the market. Advertising serves the company as a medium of communication. The marketers can penetrate the untapped market. The number of prospects increases so as the revenue collection for the company.

This empirical research paper tries to find out the effect of advertisement in the decision making process among the consumers.

The objectives of the study are-

1. Advertising influences the consumer decision making process.
2. Kind of product that consumers purchase on the basis of advertising information.
3. Previous knowledge about the product is more important than advertising or not.
4. Factors other than advertising influences the decision making process.

Research is been dependent on primary data. Data has been collected from Kolkata metropolitan only. A closed questionnaire has been developed to collect the primary data. Data was collected from college students and office employees by the process of snowball sampling. By their reference data was collected from their colleagues and relatives also. Numbers of respondents were

180.

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* Corresponding author.

E-mail address: arijitadhikary89@gmail.com

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1. Introduction

The manner in which a consumer makes purchases has long been an interest to marketing researchers and practitioners. Learning is the process by which experience leads to a change in knowledge, attitude and/or behavior and learning begins from a consumer's development of favorable or unfavorable attitudes towards a company and its products. Advertising plays an important part in the learning process among the consumers. Therefore consumers may change their buying behavior through learning and one source of learning is advertising which can affect the consumers purchase behavior. Estes (1954), Bush and Mosteller (1955) proposed the stochastic learning model, and showed how it could depict consumers purchase behavior. Kuehn (1962) presented facts that a buyer's behavior was a learning behavior. Erdem and Keane (1996) studied the effects of past consumption knowledge and advertising exposure on consumer uncertainty about brand choice and indicated that learning is an important factor to influence purchasing behavior. Due to the existence of advertising the marketing field is extensively competitive. If product quality meets the expected quality or is even better, then the customer is more likely to repurchase the product; otherwise, he may abandon it. If a consumer discards this brand of product permanently, he or she is a departure. Consumers may also become unsatisfied due to changes in their habits, age, income, etc. So the advertising is build keeping in mind the nature and habit of the consumer or the end user. A consumer's departure is not merely determined by the duration of his usage. Major determinants are past experience and purchase behavior. Advertising can influence the purchase behavior of a consumer not the experience that a consumer gets after using the product. It solely depends on the quality of the product. Shaw and Clarke (1999) clearly recognize the role of information, literature, advertising and labelling for the formation of attitudes and behavior.

2. Literature Review

2.1. Advertising as Knowledge Base Function

Advertising campaign by the companies generally motivates the consumers to purchase. Dan Horsky and Leonard S. Simon (1984) explained the effects on profitability occur when a firm advertises greatly when the product is introduced and decreases advertising as the product moves through its life cycle and interpersonal

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