

Effects of Advertisement on Consumer Behaviour and Lifestyle

Abstract

As the markets grew larger and the number of customers increased, the importance of attracting them also grew. Increasing reliance was placed on advertising methods of informing about the availability of the products. These advertising methods were more economical in reaching large numbers of consumers.

Majority of the respondents reported that national type of advertisement effected the life style of the respondents and remaining informed that local type of advertisement effected the life style of the respondents.

Keywords: Advertisement, Behaviour, Lifestyle, Consumer

Introduction

It has been wrongly assumed that the advertising function is of recent origin. Evidences suggest that the Romans practiced advertising; hut the earliest indication of its use in this country dates hack to the middle Ages, when the use of the surname indicated a man's occupation. The next stage in the evolution of advertising was the use of signs as a visual expression of the trademan's function and a means of locating the source of goods. This method is still in common use. The seller in primitive times relied upon his loud voice to attract attention and inform conusmers of the availability of his services. If there were many competitors, he relied upon his own personal magnetism to attract attention to his merchandise. Often it became necessary for him to resort to persuasion to pinpoint the advantages of his products. Thus, the seller was doing the complete promotion job himself.

Development of retail stores, made the traders to be more concerned about attracting business. Informing customers of the availability of supplies was highly important. Some types of outside promotion were necessary. Signs on stores and in prominent places around the city and notices in printed matters were sometimes used.

When customers were finally attracted to the store and satisfied with the service at least once, they were still subjected to competitive influences; therefore, the merchant's signs and advertisement reminded customers of the continuing availability of his services. Sometimes traders would talk to present and former customers in the streets, or join social organizations in order to have continuing contacts with present and potential customers.

As the markets grew larger and the number of customers increased the importance of attracting them also grew. Increasing reliance was placed on advertising methods of informing about the availability of the products. These advertising methods were more economical in reaching large numbers of consumers. While these advertising methods were useful for informing and reminding and reminding, they could not do the whole promotional job. They were used only to reach each consumer personally. The merchant still used personal persuasion once the customers were attracted to his store.

The invention of hand increased the potentialities of advertising. B Shakespeare's times, poters had made their appearance, and assumed the function of fostering demand for equally unconventional and carried the headline 'lemon' beneath a photo of an apparently flawed volkswagen. The ad's copy explained that 'this volkswagen missed the boat. The chrome strip on the glove compartment is blemished and must he replaced... We pluck the lemons; you get the plums' In an era of hype and bombast, the volkswagen ads stood out because they admitted failure in a witty way and gave facts in a believable manner that underlined the car's strengths. This wit together with a conversational and believable style was a hallmark of the advertising created by Doyle Dane Bernhach and that style became highly influential.

Mamta Saraswat

Lecturer,
Deptt.of Home Science,
Institute of Home Science,
Agra

Asha Nagendra

Professor,
Deptt.of Management Studies,
Symbiosis International University,
Pune

The creative foundation established by Bernbach and others has been critical to the success of contemporary advertising. The introduction of the TV remote control and access to hundreds of cable channels mean that today advertising must interest and entertain consumers or else they will simply use the remote to change the channel. New digital devices even threaten to make it possible to edit out commercials. The development of interactive television, combining the functions of a computer with access to high speed transmission over cable lines or optical fibers, will likely enable consumers to select from a vast video library. Consumers will be able to determine not only when they watch something, but also to a greater extent than ever before, what they will watch something, but also to a greater extent than ever before what they will watch. Some industry observers believe that as consumers gain greater control over their viewing activities, they will find it easier to avoid advertising.

History of Advertisement

Archaeologists have found evidence of advertising dating back to the 3000s BC, among the Babylonians. One of the first known methods of advertising was the outdoor displays, usually an eye-catching sign painted on the wall of a building. Archaeologists have uncovered many such signs, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travelers to a tavern situated in another town.

In medieval times word of mouth praise of products gave rise to a simple but effective form of advertising, the use of so called town criers. The criers were citizens who read public notices aloud and were also employed by merchants to shout the praises of their wares. Later they became familiar figures on the streets of colonial American settlements. The town criers were forerunners of the modern announcer who lives radio and television commercials.

Although graphic forms of advertising appeared early in history, printed advertising made little headway until the invention of the movable type printing press by German printer Johannes Gutenberg about 1450. This invention made the mass distribution of posters and circulars possible. The first advertisement in English appeared in 1472 in the form of a handbill announcing a prayer book for sale. Two hundred years later, the first newspaper ad was published offering a reward for the return of 12 stolen horses. In the American colonies, the Boston News Letter, the first regularly published newspaper in America, began carrying ads in 1704, and about 25 years later Benjamin Franklin made ads more readable by using large headlines.

In the United States, the advertising profession began in Philadelphia Pennsylvania, in 1841 when Volney B. Palmer set up shop as an advertising agent, the forerunner of the advertising agency. Agents contracted with newspapers for large amounts of advertising space at discount rates and then resold the space to advertisers at a higher rate.

The ads themselves were created by the advertisers. In 1869 Francis Ayer bought out Palmer and founded N. W. Ayer & Son an agency that still exists today. Ayer transformed the standard agent practice by billing advertisers exactly what he paid to publishers plus an agreed upon commission. Soon Ayer was not only selling space but was also conducting market research and writing the advertising copy.

Advertising agencies initially focused on print. But the introduction of radio created a new opportunity and by the end of the 1920s advertising had established itself in radio to such an extent that advertisers were producing many of their own programs. The early 1930s ushered in dozens of radio dramatic series that were known as soap operas because they were sponsored by soap companies.

Television had been introduced in 1940, but because of the high cost of TV sets and the lack of programming, it was not immediately embraced. As the American economy soared in the 1950s, so did the sale of TV sets and the advertising that paid for the popular new shows. Soon TV far surpassed radio as an advertising medium.

Objectives

1. To Study the profile of the selected respondents.
2. To study the source of Advertisement.
3. To know the effect of advertisement on the life style of respondents.

Review of Literature

The review of literature increases the value of research by creating or imparting a critical and brief analysis of the research problem and an evaluation of related studies.

Related literature acts as a backbone for researcher. In fact, the researcher who undertakes a research project with systematic reviewing other studies and writing related problems, completes successfully the research.

Identification of the problem, development of a research design and determination of the size and scope of a problem all depend to great extent on the care and intensity with which a researcher has examined the literature related to the intended research.

In words of Goode, Barr and Scates 'The component physician must keep abreast of the latest discoveries in the field of medicine.... obviously, the careful research worker should become familiar with the location and use of research literature.'

In order to fit a particular study a broader, to be able to see its importance and to relate it to many other studies, it is essential to survey the literature relevant to the present one, made by other with this view in mind, efforts have been to collect some existing literature. This chapter deals with a critical review of important research findings relevant to the issues in the present study which have been presented below :

Advertising is one of the largest generators of revenue in the World economy. It generates employment directly and indirectly and influences a large section of people. An advertisement interest entices intrigues and entertains and creates life style. Handra Sekhar (2012) observed that:

1. Advertisement with moving image are more effective than advertisement with still image.
2. Information provided in the advertisement has more influence on consumer's life style.
3. Language used in the advertisement also play important role in increasing effectiveness of an advertisement.
4. Intensity of advertisement affects the life style of consumers towards the product and lead them for its purchase.

With the improvement of general living environment and living standard around the globe in recent years, people have attached more importance to health. Modern people live a life.

No matter people take health foods for prevention and cure of disease or for a healthier body, they have been very much affected by health foods in their daily life and dietary habits (LU and Hsu, 2006).

Due to the fast development of information, consumers lifestyles have changed drastically. Consumers lifestyles are closely associated with their behaviors (Huand, 1999). Therefore consumers lifestyles are focuses of enterprises. Thorough the research of consumers lifestyles, enterprises expect to get hold of their demands and develop products from their perspectives. Moreover, they can also forecast consumer behavioral models and product preferences to ultimately win more customers in their competitive markets (Hawkins, et. al. 1992). With the rise of consumer awareness, service quality has been extensively discussed and stressed in both the academic and commercial arenas. Because more importance has been attached to service quality, providing better service quality is now a basic element for enterprises to build a good relationship with their consumers. As enterprises seek to; enhance their competitiveness by providing better service quality, how to enhance service quality to attract or retain customers has become one of the most important issues.

Kotler (2000, 2003) defined lifestyle as the way one lives his life, which is, in other words, how one presents himself in his interests activities, and opinions.

Plummer (1974) have been frequently applied to measure Lifestyle, along with an additional demographic variable. Plummer mentioned that in the measurement of lifestyle, consumer is viewed as a whole entity that cannot be presented with fragmented data, but the sub dimensions of each dimension can be added deleted or modified according to research objectives.

Yeh (2008) thought that lifestyle is a behavioral model in the process of individual or group socialization.

Emanuel H. Demby (2010) entitled "over the counter Life Style" (1972) It was found very different attitudes about the amount of money persons earn which affected purchasing power.

Stated that political and social activities relate to the life style and individual self concept; and (3) what is lacking in a person's life style or self concept that would produce a desire to buy a product or participate in a given activity".

The importance of attitudes in influencing behavior has been indicated by a variety of studies. A consumer behavior study found that "attempts at persuasion contradicting an individual's predisposition toward a given topic usually will be selectively perceived (Engel, 1972).

Practices of the group to which families belong any dominate the life style so much that a subculture persists. A cult of simplicity may resist the material aspects of living of the society at large. Families' main from a commune to achieve their social ideals through cooperation in production and consumption. In striving to find patterns that better fulfill their ideals, alternate styles to the main theme of the American way of life are experienced. Strains of ethnic group behavior are observed in individuals adding to variation in life styles.

Size of income and price of goods at a given time influence life styles as illustrated by the city Worker's Budgets compiled by the Department of Labor.

Education is a dominant force as it is a means by which life styles are passed on from person to person or newly constructed for the individual. Education not only increases awareness of alternative styles of life, but provides means for changing one's style. A change in what is satisfactory frequently occurs with increased education.

Individual differences account for variations in styles of similar income groups or groups with similar value systems, Age stage of family life cycle, sex physical and mental characteristics, abilities, vitality interests, and the specific knowledge which experiences and the interpretation of their meaning have brought, develop unique styles.

There are other factors such as war, unemployment, geographical conditions and natural forces, political arrangements, government provisions and technological developments that directly influence life styles.

Hitoshi Okada The results of an on-line questionnaire filled out by 1,111 Japanese on-line consumers pointed out that a consumer whose lifestyle is more price-oriented will perceive fewer tasks to Internet shopping. Consumers who are more net oriented will perceive more compatibility in purchasing through Internet shopping than less net oriented ones. The findings revealed a contradiction to finding of prior studies purporting that having a high innovative or high net oriented lifestyle does not make Japanese consumers purchase through the Internet.

Methodology

Research methodology is defined as a way to systematically solve the research problem. Advanced learners dictionary of current English lays down the meaning as "A careful investigation or inquiry specially through reach for new facts in any branch of knowledge".

The primary purpose of this chapter is to describe the methodology employed. It has been analyzed distinctly under the following headings

1. Selection of Locale
2. Selection of Sample
3. Research Tool

4. Procedure of Data Collection

5. Statistical Analysis

Selection of Locale

Agra city was purposively selected as the locale for the present investigation as the investigator is familiar with the location.

Selection of Sample

Sampling is the most important phase in any research. It is also known as the foundation of research project. According to Gupta (2002), "A sample is the part of the universe, which we select for the purpose of investigation, the sample should exhibit the characteristics of the universe that it should be micros (small universe)".

Agra district was selected purposely in the first stage as it was convenient to the researcher. Agra city is divided into rural and urban area. Urban area was selected again purposely in the second stage as it was the need of the study. Agra city is divided into eighty wards, out of which one ward namely Khandari ward selected randomly in the third stage. Khandari ward consists of 37 mohallas.

Out of these mohallas, two mohallas namely - Nirbhay Nagar and Dev Nagar were selected randomly in the fourth stage. Each selected mohallah cosisted of 120 - 135 houses. Out of these house 25 respondents from each mohalla were selected randomly in the fifth stage. Thus, 50 respondents aged 15 to 30 years of both sex were the unit of information for the present study.

Research Tool

Keeping in view, the nature of the problem under investigation and the kind of information required for the study, the questionnaire method was used for collecting the data.

Construction of Research Tool

A self-structured questionnaire was prepared after carefully studying the related literature and after consulting the supervisor. The questionnaire schedule consisted of two sections.

Section 'A' consisted of general information of the selected respondents

Section 'B' contained the questions related to know the effect of advertisement on consumer behaviour

Procedure of Data Collection

Questionnaire method was used to collect the relevant information. All the selected respondents were contacted individually by the researcher. They were interviewed with the help of self-structured questionnaire and the required information was recorded.

Statistical Analysis

The collected data were coded, tabulated and analyzed using percentage and chi-square test. The chi-square test was used to know the relationship between two attributes. After using the statistical test, the observation was drawn and concluded the findings.

Results and Discussion

In the present study 50 respondents were selected through multistage stratified random sampling technique from Agra district. The data is collected, tabulated and statistically tested according to the objectives of the study.

To accomplish all the findings in the present study, the investigator has interpreted the objective wise results and discussed in the light of the studies conducted previously by other researchers.

Objectives

1. To Study the profile of the selected respondents.
2. To study the source of Advertisement.
3. To know the effect of advertisement on the life style of respondents.

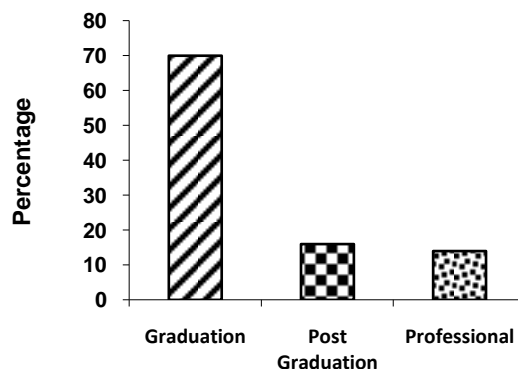
To Study the Profile of the Selected Respondents

Table 4.1.1 : Distribution of Respondents According to Education

Education	Respondents	
	No.	%
Graduate	35	70.0
Post Graduate	8	16.0
Professional	7	14.0
Total	50	100.0

Above table 4.1.1 indicates the distribution of respondents according to education. Out of 50 respondents, majority of them (70.0%) were graduate followed by 16.0% post graduate and minimum (14.0%) were professional.

Distribution of Respondents According to Education



Education - Fig. 1

Table-4.1.2: Distribution of Respondents According to Occupation

Occupation	Respondents	
	No.	%
Student	25	50.0
Service	22	44.0
Business	3	6.0
Total	50	100.0

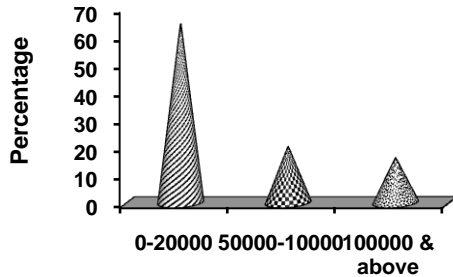
Above table 4.1.2 reveals the distribution of respondents according to occupation. Out of 50 respondents, majority of them (50.0%) were students, followed by 44.0% in service and minimum (6.0%) were in business.

Table-4.1.3: Distribution of Respondents According to Family Monthly Income

Family Monthly Income in Rs.	Respondents	
	No.	%
0 – 50000	32	64.0
50000 – 100000	10	20.0
100000 and above	8	16.0
Total	50	100.0

Above table 4.1.3 highlights the distribution of respondents according to family monthly income. Out of 50 respondents, majority of them (64.0%) were belonging to family having monthly income of Rs. 0 – 50000, followed by 20.0% having 50000 – 100000 and the minimum (16.0%) were belonging to family having monthly of Rs. 100000 and above.

Distribution of Respondents According to Age



Family Monthly Income in Rs. - Fig. 2

4.2 To Study Source of Advertisement

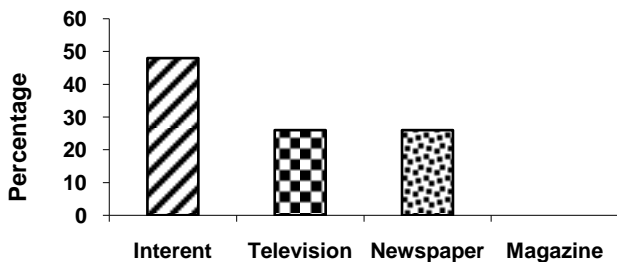
Table 4.2.1: Distribution of Respondents According to Source of Media

Source of Media	Respondents	
	No.	%
Internet	24	48.0
Television	13	26.0
Newspaper	13	26.0
Magazine	0	0.0
Total	50	100.0

Above table 4.2.1 reveals the distribution of respondents according to source of media.

Out of 50 respondents, majority of them (48.0%) were having internet as a source of media and remaining (26.0%) each were having television and news paper respectively. None of the respondents use magazine as a source of media.

Distribution of Respondents According to Source of Media



Source of Media- Fig. 3

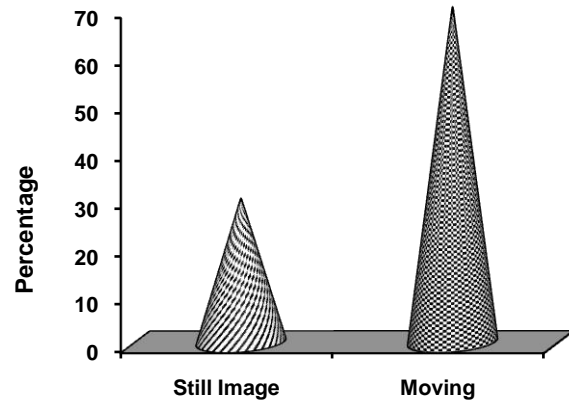
Table 4.2.2 : Distribution of Respondents According to Liking of Advertisement

Liking of Advertisement	Respondents	
	No.	%
Still Image	15	30.0
Moving Image	35	70.0
Total	50	100.0

Above table 4.2.2 shows the distribution of respondents according to type of advertisement. Out of 50 respondents, majority of them (70.0%) liked to

see moving image and remaining (30.0%) liked to see still image. Handra Sekhar (2012) observed that advertisement with moving image are more effective than advertisement with still image.

Distribution of Respondents According to Liking to Advertisement



Liking of Advertisement- Fig. 4

Table 4.2.3 : Distribution of Respondents According to using Advertisement as a Source

Advertisement as a Source	Respondents	
	No.	%
Information	25	50.0
Entertainment	25	50.0
Total	50	100.0

Above table 4.2.3 reveals the distribution of respondents according to type of information uses. Out of 50 respondents, majority of them (50.0%) used information for entertainment and the remaining (50.0%) used media for information.

4.3 To know the Effect of Advertisement on the Life Style of Respondents

Table 4.3.1 Influence of Advertisement on Life Style of Respondents

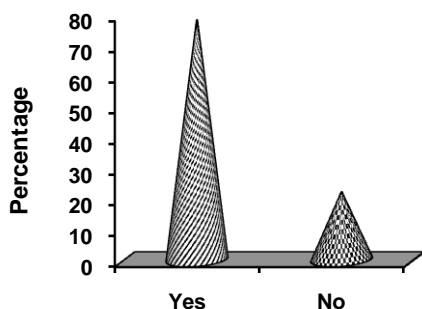
Influence of Advertisement on Life Style	Respondents	
	No.	%
Yes	39	78.0
No	11	22.0
Total	50	100.0

$\chi^2 = 8.507, df = 1, p > 0.05$

Influence of advertisement on life style was recorded and depicted in the above table 4.3.1. out of 50 respondents, majority of them (78.0%) reported that advertisement effects the life style and the remaining (22.0%) informed that advertisement did not effect the style. Significant association was observed between advertisement and the lifestyle of

the respondents $\chi^2 = 8.507, df = 1, p > 0.05$. Handra Sekhar (2012) observed that information provided in the advertisement has more influence on consumer's life style.

Influence of Advertisement on Life Style of the Respondents



Age in Years- Fig. 5

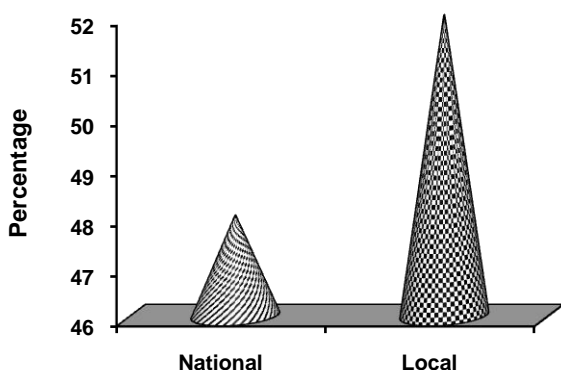
Table 4.3.2 Influence of Celebrity in Advertisement on Life Style of Respondents

Influence of Celebrity on Life Style	Respondents	
	No.	%
Yes	24	48.0
No	26	52.0
Total	50	100.0

$\chi^2 = 0.040, df = 1, p > 0.05$

Influence of celebrity in advertisement on life style of respondents was recorded and presented in the above table 4.3.2. Out of 50 respondents, majority of them (52.0%) reported that celebrity in advertisement did not influence the life style of the respondents and remaining (48.0%) informed that celebrity in advertisement influenced the lifestyle of the respondents. Significant association was not observed between the involvement of celebrity in advertisement with life style of respondents $\chi^2 = 0.040, df = 1, p > 0.05$.

Distribution of Respondents According to Type of Advertisement Used



Type of Advertisement Used- Fig. 6

Table 4.3.3 Influence of Social Issue Used in Advertisement on Life Style of Respondents

Influence of Social Issue on Consumer Behavior	Respondents	
	No.	%
Yes	31	62.0
No	19	38.0
Total	50	100.0

$\chi^2 = 1.161, df = 1, p > 0.05$

Above table 4.3.3 indicates the influence of social issue used in advertisement on life style of respondents. Out of 50 respondents, majority of them (62.0%) reported that social issue in advertisement effected the lifestyle of the respondents and remaining (38.0%) informed that social issue in advertisement did not effect the life style of respondents. Significant association was not observed between the social issue in advertisement with life style of the respondents ($\chi^2 = 0.040, df = 1, p > 0.05$). Handra Sekhar (2012) observed that social issue included in advertisement effect the life style of high age group people.

Table 4.3.4 Advertisement Helps in Changing the Life Style of the Respondents

Advertisement Helps	Respondents	
	No.	%
Yes	33	66.0
No	17	34.00
Total	50	100.0

$\chi^2 = 2.627, df = 1, p > 0.05$

Above table 4.3.4 shows the advertisement helps in changing the life style of the respondents. Out of 50 respondents, majority of them (66.0%) reported that the advertisement effect the change in life style of the respondents and the remaining (34.0%) informed that advertisement did not effect the change in life style of the respondents. Significant association was not observed between the advertisement help with change in the life style of the

respondents ($\chi^2 = 2.627, df = 1, p > 0.05$). Huand, (1999) stated due to the fast development of information, consumer lifestyles have changed drastically. Consumers lifestyles are closely with their behaviours.

Conclusion

This chapter focuses on the summarization of the findings obtained to achieve the various objectives of the study and an attempt has been made for drawing out the conclusions from the observations of the present study.

The study was conducted to know the effect of advertisement on consumer behaviour of purchase in Agra district with the following objectives :

Objectives

1. To Study the profile of the selected respondents.
2. To study the source of Advertisement.
3. To know the effect of advertisement on the life style of respondents.

To Study the Profile of the Selected Respondents

1. Out of 50 respondents, the percentage of male and female were 50.0 each respectively.
2. Majority of the respondents (44.0%) were of 20-25 years, followed by 34.0% of 25-30 years and minimum (22.0%) were of 15-20 years.
3. Most of the respondents (70.0%) were graduate followed by 16.0% post graduate and minimum (14.0%) were professionals.
4. Majority (50.0%) of the respondents were students, followed by 44.0% in service and minimum (6.0%) were in business.

- Majority of the respondents (64.0%) were belonging to family having monthly income of Rs. 0-50,000, followed by 20.0% having 50,000 - 1,00,000 and the minimum (16.0%) were belonging to family having monthly of Rs. 1,00,000 and above.

To Study the Source of Advertisement

- Out of 50 respondents, 48.0% were having internet as a source of media and remaining (26.0%) each were having television and news paper respectively.
- Out of 50 respondents, 70.0% liked to see moving image and 30.0% liked to see still image.
- 50.0% each used media for entertainment and information respectively.

To know the Effect of Advertisement on the Life Style of Respondents

- Majority of the respondents (78.0%) reported that advertising effects the life style and the remaining (22.0%) informed that advertisement did not effect the life style. Significant association was observed between advertisement and the lifestyle of the respondents.
- Majority of the respondents (72.0%) reported that language used in advertisement effect the life style and the remaining (28.0%) informed that language used in advertisement did not effect the life style. Significant association was observed between the language used in advertisement with life style of respondents.
- Out of 50 respondents, majority (52.0%) reported that celebrity in advertisement did not influence the life style of the respondents and remaining (48.0%) informed that celebrity in advertisement influenced the lifestyle of the respondents.
- Most of the respondents (62.0%) reported that social issue in advertisement effected the lifestyle of the respondents and remaining (38.0%) informed that social issue in advertisement did not effect the life style of respondents.
- Majority of the respondents (66.0%) reported that the advertisement effected the change in life style of the respondents and the remaining (34.0%) informed that advertisement did not effect the change in life style of the respondents.
- Majority of the respondents (82.0%) reported that national type of advertisement effected the life style of the respondents and remaining (18.0%) informed that local type of advertisement effected the life style of the respondents. Significant association was observed between the type of advertisement with the life style of the respondents.

Limitations of the Study

- The study was conducted only on fifty respondents of Agra district hence the findings of the study cannot be generalized to other districts of Uttar Pradesh.
- Due to time limitation data for the study has been collected only through questionnaire.

Suggestions for Further Study

A few suggestions are given below in this connection.

- A similar study may be conducted on the area of different districts of Uttar Pradesh and states of India on a large sample.
- Other methods of investigating can be used for such type of study.
- A comparative study may also be conducted between respondents belonging to different socio-economic groups.

References

- Aaron Ahuvia; Barbara Carroll, Yi Yang (2006) : Consumer culture Theory And Lifestyle Segmentation Innovative Marketing, Vol. 2 (4), 33-35.
- Chandra Sekhar, B.V.N.G. (2012) : Consumer buying behaviour and brand loyalty in rural markets, Journal of Business and Management, Vol. 1 (2), 50-67.
- EU S, Hsu R.S. (2006) : Current situations and prospects of health foods. Taiwan Food News Monthly - A Special Edition on 2006 Taipei International Food Fair.
- Hawkins, D.I., Best, R.J., Coney. K.A. (1992): Consumer behavior: Implications for marketing strategy. 5th ed. Irwin New York.
- Hitoshi Okada (2007): How Consumer Lifestyles Affect Purchasing Behavior: Evidence from Internet Shopping in Japan. Journal of Entrepreneurship Research, Vol.2, No.2, 63-78.
- Huang, S.M. (1999): Lifestyle, consumption attitude and consumption behavior a profile analysis of the generation cohort in Taiwan Master thesis, Graduate school of Management. Yuan Ze University.
- Kotler, P. (2000): Marketing Management, 10th ed. Prentice-Hall New Jersey.
- Plummer, J.T. (1974): The concept and application of lifestyle segmentation J. Market, 38 (1), 33-37.
- Susan H.E. Tai and Jackie L.M. Tam. (1997) : A Lifestyle Analysis of Female Consumers in Greater China Psychology & Marketing Vol. 14(3), 287-307.
- Yeh TM Yang CC, Lin WT (2007) : Service quality and ERP Implementation a conceptual and empirical study of semiconductor related industries in Taiwan Comp. In Ind., 58, 844-854.