

# A Study on Lasting Effect of Advertisements

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## Abstract

The study aims to investigate and evaluate the effect of advertisements on the consumers and till what time the effect lasts in terms of Ad recognition, Ad recall and final purchases. It also takes into account the effect of advertisement on the buying behaviour of consumers. Survey was conducted through questionnaires on a sample of 100 individuals consisting of Males, Females and Children (10 years and above). The study reveals that the children are more influenced by the advertisement but do not have a lasting effect. However, the males seemed to be more loyal to a particular brand and have a lasting effect in terms of purchases, than the females.

**Keywords:** Consumer Behavior, Cognition of The Brand, Ad Recall, Ad Recognition, Brand Awareness, Buying Behaviour of Consumers, Lasting Effect of Advertisements.

## Introduction

Today each and every one of us have an exposure to different mass media tools like television, advertising, films, videos, billboards, magazines, movies, music, newspaper, and internet. Amongst all these tools advertisements have the long lasting effect on viewer's mind because of its exposure. It is a means of communication with the users of a product or service and a subset of promotion mix. As a promotional strategy, advertisements serve as a major tool in creating product awareness in the mind of potential customer while making purchases. Advertisements through all mediums persuade audiences and television is one of the strongest medium because of its mass reach. It has the influence on individual's attitude, behaviour, lifestyle and it also impacts the culture of the country. Advertisements provide array of options to the consumers. It helps the companies to control its brand image.

Advertising has always been there even in ancient times, though people may not be aware of it. Societies used symbols and pictorials to attract their consumers. Over centuries, these elements were used for promotion of products. In the early ages, these were handmade and were produced at limited scale for promotions. Later on, this phenomenon gained strength more intensively for promotional purposes. Today's modern environment, advertisements have become one of the major sources of communicational tool between the manufacturer and the user of the products.

The major aim of advertising is to impact the buying behaviour of customers; however, this impact about brand is changed or strengthens frequently in people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognition influence consideration, evaluation, and finally purchases. The principal aim of consumer behaviour analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behaviour, especially the

## Anthology : The Research

economic, social and psychological aspects. When young people choose advertising information and characters as their role models, they may not only identify with them but also intend to copy them in terms of how they dress and what they are going to buy.

Exposure to advertisements leads to cognition of the brand, which in turn leads to attitudes, which in the end leads to behaviour. In the market there is surplus of all kinds of products and services and all of these have very close substitutes thus, it is very difficult to differentiate on the basis of attributes only. Differentiations based on functional attributes, which are shown in advertisement, are never long lasting as the competitors could copy the same. Therefore, the marketers give the concept of brand image. Like by creating the character of the caring mother, the marketer injects emotion into the consumer's learning. Doing so advertiser creates those types of advertisements, which carry emotional bond with consumer. Therefore, consumers are more likely to associate with advertisements of those brands, which have Emotional values and messages. Consumers are not only at first confused and disordered in mind, but they also try to categorize the brand association with their existing memory, when thousands of products are faced by them, and they might reposition memories to outline a brand image and perception / concept toward new products. They can categorize latest information into particular brand or product group label and store them accordingly. This procedure is not only associated to consumer's familiarity and information, but also attachment and preference of brand.

### Study Duration

Duration of the study is between 2010 to 2014.

### Objectives of the Study

The major objective of this study is to observe and determine effect of advertisements on the consumers, their preferences and loyalty towards the advertised product. Moreover, this study will focus on the following objectives:

1. To study the effect of advertisements on the consumers.
2. Till what time the effect of advertisements last.
3. To evaluate the role of advertisements in buying behaviour of customers.

### Review of Literature

Numerous studies have examined the lasting effect of advertising in the past decade. The common

Measures of advertising effectiveness include ad recall, ad recognition, brand awareness, clicks or click through rate, attitude towards the ad and the brand, and purchase consideration. Of these common measures, attitudes toward the ad, clicks on ad, and ability to recall ad are more important. The effectiveness of these three measures can help in predicting purchase decision.

As a promotional strategy, advertising provides a major tool in creating product awareness and Condition the mind of a potential consumer to take final purchase decision. As advertiser's primary mission is to reach potential customers and influence their awareness, attitudes and buying behaviour.

A new study presented at the Advertising Research Foundation Audience Measurement Conference in New York today suggests the long-term effect of ads may even be stronger than long believed.

A quarter century ago, researchers examined ads for more than 40 packaged-goods brands in test markets for the so-called "How Advertising Works" study. They found the long-term sales lift from advertising was on average double what occurred in the early weeks.

That "two-times" multiplier has since become engrained in marketing-analytics. It is widely used to help justify ad spending as marketers doubled what their marketing-mix models found to be short-term effects of ads to estimate the long-term effects.

### Concepts and Hypothesis

Considering the objectives of the study, it is hypothesised as:

**H0**

There is no relationship between advertisement and consumer buying behaviour

**H1**

There is a relationship between advertisement and consumer buying behaviour

**H0**

Advertisement have lasting effect on the consumers

**H1**

Advertisement do not have lasting effect on the consumers

**H0**

Advertisement play a role in purchase decisions

**H1**

Advertisement have no role in purchase decision

### Methodology

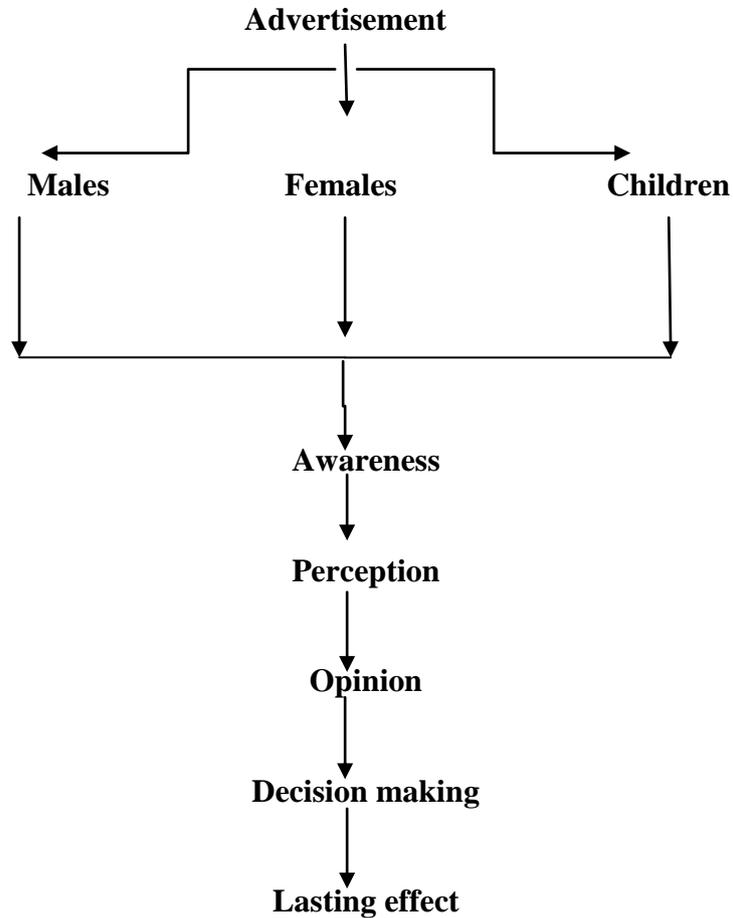
### Research Design

The study is based on both primary data and secondary data. The primary data was

### Anthology : The Research

collected through structured questionnaire for which samples of 100 respondents (males: 40, females: 40, children: 20 age group 10 and above) were selected for this study. The **Research Model**

collected samples using convenient sampling method was validated and took it for further analysis. Secondary data is also been collected from database sites and articles.



Questions asked	Males			Females			Children		
	Yes	No	Some times	Yes	No	Some times	Yes	No	Some times
1. Are you interested in watching ads?	12	20	8	9	20	11	16	3	1
2. Do you think ads convey some message?	5	15	20	7	19	14	9	9	2
4. Are ads believable?	11	13	16	15	10	15	12	3	5
5. Do you benefit from the ads?	8	17	15	14	12	14	8	10	2
Questions asked	Males			Females			Children		
	Yes	No	Some times	Yes	No	Some times	Yes	No	Someti mes
6. Do ads affect your opinion?	8	15	17	14	13	13	15	2	3
7. Do you make repeated purchases because of ads?	15	12	13	10	18	12	10	6	4
8. Do you watch the same ad repeatedly?	11	19	10	5	22	13	15	1	4
9. Do you desire the products which is advertised?	17	8	15	18	12	10	16	1	3

**How long do you remember the ads?**

	Few days	3-6months	Forever	Till I watch another ad of same product
Males	4	17	5	14
Females	9	16	3	12
Children	4	7	2	7

**How long do the ads affect your opinion and purchase decision?**

	Few days	3-6months	Forever	Till a better ad and product comes in the market
Males	11	10	5	14
Females	9	9	4	18
Children	3	2	0	15

**Findings**

As per the data collected it is clear that advertisement attracts mostly the children and also influences their buying behaviour to a large extent. They are easily convincible by the ads and also can be easily distracted if new products come in the market this can be said because out of 20, most of the children are interested in watching ads and also buying the product after watching an ad, moreover, they easily forget the product and ad once a new ad or product comes into the market. Children respond to the upbeat messages in advertising less critically than

adults. Thus, they tend to receive ad messages with little scepticism. Males on the other hand seem to be more loyal to a product compared to Females as 15 out of 40 males agreed that they make repeated purchase because of an ad and only 10 out of 40 females agreed on making repeated purchases.

It can be also seen that more females than males desire a particular product after watching the ad. Also, they do not have a lasting effect of the ads on them as most females tend to forget the ads within 3 to 6 months or until a new ad comes thus, the ads do not have a

## Anthology : The Research

lasting effect on the females as much as it has on males.

### Conclusion

Long-term effect isn't only about people remembering the ad but also about the ad persuading them to try a product for the first time, then continuing to buy it until an ad or deal from a rival product or just a desire for variety makes them stop. The research found that while long-term effectiveness metrics vary by brand and ad campaign, factors like purchase cycle, frequency of purchase and weekly spend are among the critical elements that drive long-term effectiveness.

In short, Advertisements influences brand purchase through short-term effects determined by direct

Increases in penetration and buy rate. Advertisements also influences brand purchase through long-term effects determined by indirect increases of future purchases through trial and increases in loyalty and brand equity. Consumers today have many more options for researching, understanding, and selecting brands, because of unlimited digital access to information and a plethora of choices. These choices surely must challenge a brand's ability to maintain and build brand loyalty. Having the ability to track and measure the impact of advertising on long-term purchases provides

insights into how large these changes are and among which customers they are taking place.

### Suggestions

It is said that advertising often helps increase the revenue that a business generates. The effects of advertisement, however, are much more complicated than simply telling someone why they should buy particular good or service. Advertising is closely tied to psychology, and good marketing campaigns will engage the viewer on multiple levels. Instead of trying to make a single sale, advertising often forms a long-term relationship between the consumer and brand this is what a marketer should aim at.

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