

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Management**



**Diploma Thesis**

**Evaluation of The Impact of Advertisement on  
Consumer Behaviour**

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# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## DIPLOMA THESIS ASSIGNMENT

Bc. Tej Vipul Gajjar

Economics Policy and Administration  
Business Administration

Thesis title

**EVALUATION OF THE IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR**

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### Objectives of thesis

The aim of this thesis is to evaluate the impact of advertisement on consumer behaviour.

### Methodology

The first part of the thesis consist of the literature review in the field of marketing, marketing communication and the customer. The second, practical part of the thesis will be aimed at the evaluation of the own research within the customers of Samsung company. The research will be aimed mainly at the consumers buying behaviour and the influence of the advertisement.



**The proposed extent of the thesis**

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**Keywords**

Marketing, Marketing Communication, Consumer, Consumer Behaviour,

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## **Declaration**

I declare that I have worked on my master's thesis titled "Evaluation of The Impact of Advertisement on Consumer Behaviour" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 31.03.2022

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**Tej Gajjar**

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# Evaluation of The Impact of Advertisement on Consumer Behaviour

## Abstract

Advertisement is an important aspect of the building, creating and supporting brands. Advertisers communicate with the buyers (either the reader, viewers, listeners) to take actions for purchase regarding the products, information and services, etc. Samsung stays in the electronic market where the company used different mediums for advertising, copy to interactive videos, and evolved to take up the crucial feature in the marketplace. The impact of the advertisement on consumer buying behaviour is to inform and remind the potential customers of the buying decisions. Well, it is important for shaping up the aspirations and supporting the customers to take the consecutive products and services and take the brand decisions. Further, the study suggested the different models and ways to advertise the products and associate the customer with registering for a brand like Samsung. The company has a strong presence in the market and in the customer's mind regarding buying the same category products and services. Companies take advertisement as their primary activity, generating awareness for the brand while launching new products and services and facilitating brand recall. The focus of the study is on the impact of advertisement on consumer behaviour for Samsung in India.

**Keywords:** Advertisements, Market, Consumer Buying Behaviour, Samsung, India, Products, Services, Communication, Marketplace, Decision making

# Hodnocení vlivu reklamy na spotřebitelské chování

## Abstrakt

Reklama je důležitým aspektem budování, vytváření a podpory značek. Reklama komunikuje s kupujícími (ať už se čtenářem, divákem, posluchačem), aby podnikla kroky k nákupu týkající se produktů, informací a služeb atd. Samsung zůstává na elektronickém trhu, kde společnost používá různá média pro reklamu, kopírování do interaktivních videí a se vyvinul tak, aby převzal klíčovou funkci na trhu. Vliv reklamy na nákupní chování spotřebitelů má informovat a připomínat potenciálním zákazníkům nákupní rozhodnutí. No, je důležité pro utváření aspirací a podporu zákazníků při přijímání po sobě jdoucích produktů a služeb a přijímání rozhodnutí o značce. Dále studie navrhla různé modely a způsoby, jak propagovat produkty a spojit zákazníka s registrací pro značku, jako je Samsung. Společnost má silnou pozici na trhu a v myslích zákazníků, pokud jde o nákup výrobků a služeb stejné kategorie. Společnosti berou reklamu jako svou primární činnost, generují povědomí o značce a zároveň uvádějí na trh nové produkty a služby a umožňují si značku zapamatovat. Studie se zaměřuje na dopad reklamy na spotřebitelské chování společnosti Samsung v Indii.

**Klíčová slova:** Reklama, Trh, Nákupní chování spotřebitelů, Samsung, Indie, Produkty, Služby, Komunikace, Tržiště, Rozhodování

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## List of abbreviations

Ads-Advertisements

# 1 Introduction

Mass communication is popular around the globe through newspapers, magazines, advertising, the internet, music, films, videos, movies etc. All these are impactful media to communicate about the products and services. However, among these most popular and impactful mass communication media is Advertising, as it has a long-lasting effect on consumers' minds because of the wide exposure it possesses. As advertising is considered the main tool of communication, it is largely used by the producers. Advertising is a subset of the promotion mix and it is one of the 4ps in the marketing mix which involves product, price, place and promotion. Advertising is the main promotion strategy that strikes the consumer's mind when purchasing a product. Using mass media advertising influences its audience, but television has the widest reach, and it is considered the strongest advertising medium. Advertising enables to change a consumer's perception, impact their lifestyle, and be capable of changing the country's culture. The producer aims to reach maximum customers and spread awareness about the product or services. This can be done using advertising which can influence consumer behaviour. The producer motives to keep customers engaged in the product they offer, which is why they keep on investing huge amount on advertising and marketing activities. The producer also aims to understand consumers' perceptions and what influences their behaviour. Advertising is capable of changing brand preferences in consumer memory. Brand cognition is a process that consumer always perceives before purchasing a product. Brand cognition involves consideration, evaluation and final purchase. With the use of advertising, the consumer's brand cognition is influenced by the producers. However, it is also important to understand consumer behaviour in certain circumstances.

Consumer behaviour is impacted by social, economic, and physiological factors. These factors influence consumer behaviour and are crucial to understanding. Advertising also creates advertisements that emotionally attract the consumers. With the emotional context in the advertisement, the consumer feels more strongly connected with the brand. Some organisations do not consider much importance of advertising their products and services, but this has an adverse effect on their final output in product sales. While on the other hand, many organisations consider the advertising process an important factor in promoting sales. These organisations keep on following new and latest advertising channels, which helps

convey their message and brand promotion to the targeted audience. These channels include the internet, social media, billboards, magazines etc. As the advertisement influences the consumer buying behaviour, companies focus on investing huge and maximum amount on marketing and advertising activities.

Consumer behaviour study has become much easier since analytical tools and artificial intelligence have been introduced. Companies and producers measure the consumer buying behaviour and buying decisions based on their past purchases in a few seconds. Thus, with the use of technology, consumer buying behaviour could be analysed effectively. However, this study will show the impact of advertising on consumer buying behaviour. There are various consumer buying behaviour theories that help in ascertaining the aspects on which consumer perception can be assessed. Advertising is the main promotion strategy that strikes the consumer's mind when purchasing a product. Using mass media advertising influences its audience, but television has the widest reach, and it is considered the strongest advertising medium.

## **2 Objectives and Methodology**

### **2.0 Objectives**

This study is an attempt to assess the impact of advertising on consumer buying behaviour under which the Samsung case studies will be explored. The objectives of this study are-

- To identify the effect of advertising on consumer buying behaviour.
- To assess the impact on brand awareness by consumer buying behaviour.
- To ascertain the modes of advertising used by Samsung in India to influence consumer buying behaviour.
- To explore factors influencing consumer buying behaviour in India.

### **2.1 Methodology**

The study uses the methods to ascertain different influential factors of consumer buying behaviour and achieve the objectives of this research. As the research is a wide study of various aspects related to consumer buying behaviour, it is important to conduct qualitative and quantitative studies. Thus, the methodology used for quantitative study will be the primary method, and the qualitative study will be done using the secondary method. A quantitative study will involve a survey for which a questionnaire will be prepared. The questionnaire will include a set of 15 questions that will be used for the survey. This survey will be conducted in India and will distribute to 150 consumers in general. These consumers will be communicated with the survey copy over their email addresses. The survey will be designed with mixed questions by directly providing the options and giving them a Likert scale for 1-5.

In the qualitative study, the second method is focused where existing research, articles, and consumer behaviour studies are demonstrated in the literature review. This part provides a qualitative aspect of the study by demonstrating the facts and figures related to the study. These studies are relevant and show importance to the research. The research includes different study by researchers and authors which will improve relevancy to the topic. This will be theoretical part which will describe and attain the objectives of this study.

The methods used for this research are effective and relevant to the study. As the study validity and reliability will be depending on the collected information. The original source of information will be used and cited to provide reliability of the data. The mixed methodology helps in comparing the facts and concluding the results effectively.

## **3 Literature Review**

### **3.1 Communication Mix**

Communication mix involves the different tools which are used to communicate with the customers and potential customers. Communication mix tools are the medium to interact with the public about the product and services and promote for the higher sales. Communication mix is formed with the different tools and channels: marketing communication mix channels. The communication mix channels involve Advertising, Direct Marketing & Digital Marketing, Public Relations, Personal Selling and Sales Promotion.

#### **3.1.1 Advertising**

Advertising is a strategy that the producers use to attract or influence a group of consumers by interacting with the specific messages to convince them to make a decision, such as purchasing a new product. According to Szmigin and Piacentini (2018), Any communication that attempts to persuade individuals of an idea is considered advertising, until the individuals form the opinion required by the advertiser to reap a benefit or achieve a return. Ads are able to sell lifestyles, besides this. Additionally, advertisements offer images and lifestyle information along with goods and services. In an advertisement, contact times may be specified; for example, those who put leaflets in people's hands to announce a new store could contact that person once (Szmigin and Piacentini, 2018). Comparatively, another company advertises on the radio, on television, and on Facebook, and all these methods are intentionally designed to connect with you in more than one way until you are fully persuaded to make the decision the company wants and that will bring it profits. Szmigin and Piacentini (2018) provide that there are politicians who do everything possible to influence their constituents to vote in the elections in any way they can. Advertisements, including banners, seminars, debates, and rallies sponsored by an electoral candidate, are classified as advertising, even if they are not approved. Therefore, electoral campaigns or campaigns as referred to by marketers emerged. However, it's important to keep in mind that advertisements must be clear enough to be seen and have an impact on consumer purchasing behaviour as opposed to previously stored and processed information (Szmigin and Piacentini, 2018).

### **3.1.2 Importance of Advertising**

Advertisements are very important in the business environment, as they are one of the major media tactics used by various enterprises to connect with their target audience and customers. It is the goal of marketers to use advertisements to generate awareness of a product or a service among target audiences. As per Alalwan (2018) study, all of us use it every day, no matter whether we are manufacturers, traders, or consumers. For the client: advertising plays an extremely important role in consumers' lives, so it is very important that the public is aware that a product is available. Through advertisements, customers can find what they need and the right products. People can locate the products that are suitable for their needs if they are aware of the range of goods available. Businesses that manufacture products benefit from it since it contributes to sales growth. Jha et al. (2011) supported the lines with their study that it also helps producers or enterprises to identify and monitor their competitors' progress. In addition, whether a business decides to introduce or launch a new product on the market, advertising can improve its exposure and encourage consumers to come and try it (Alalwan, 2018). Furthermore, advertising is also considered a means of customer loyalty and indirectly improves credibility.

### **3.1.3 Impact of brand awareness on consumer buying behaviour**

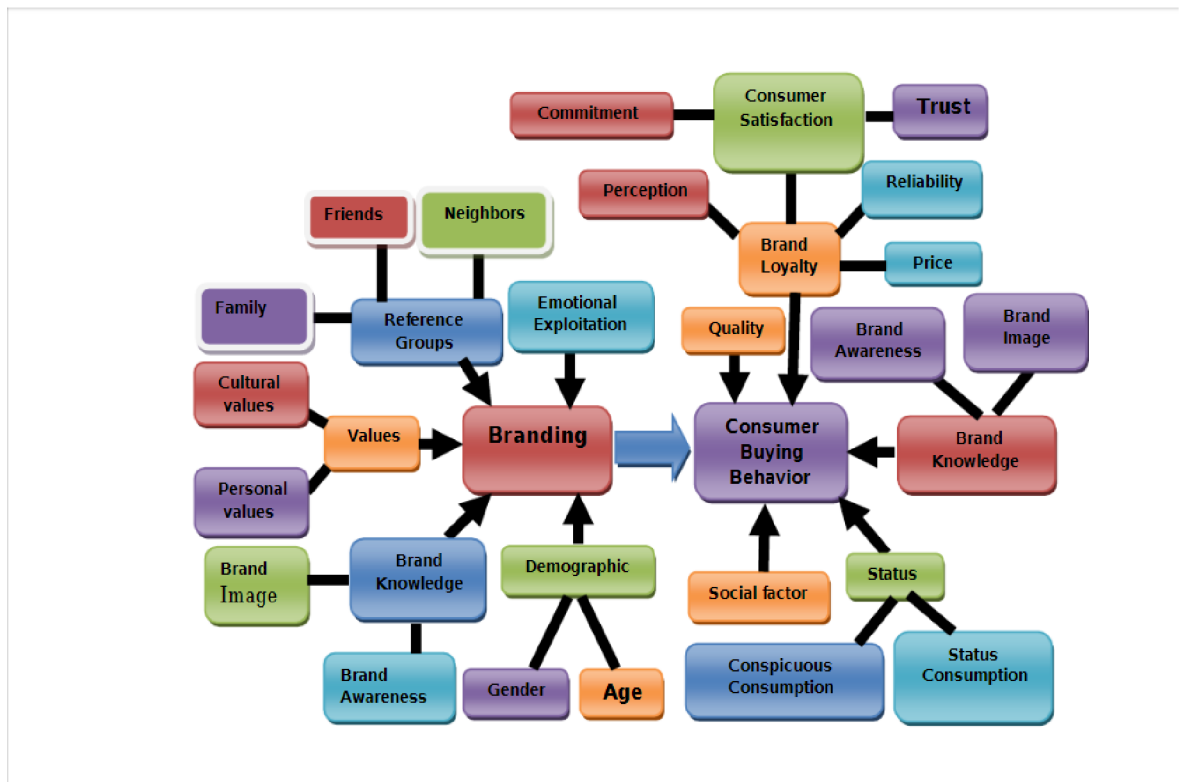
In the words of Martins et al. (2019), Brand awareness increasing the brand name of a company in the market among the customers. Brand awareness among the potential consumers enhances the impact of its influencing factors on the consumer to make a purchase decision. Branding plays an important role in determining a customer's purchasing behaviour across the world. Every customer makes a decision to purchase or not to purchase from a particular brand on the basis of their taste and preferences or experience (Martins et al. 2019). Brands use social media marketing techniques in the today's scenario to know what the customers are interested in. customers make a good relationship with a particular brand.

According to the study done by Ansari et al. (2019), while branded products possess high reliability non-branded are less reliable according to the customers. Branded products also include quality in the products, whereas non-branded products define the low or moderate quality of products. The consumer also finds branded products more comfortable than the non-branded products. While exchanging the products in brands is hassle-free, non-branded products are difficult to exchange. However, brands are more expensive than non-branded

products as per consumer behaviour. This defines consumer choice on large proportion as well. While the brands are expensive, they are also a status symbol which is becoming more popular among the consumers to impact their buying behaviour (Ansari et al. 2019).

Brand awareness among the customers is very much responsible for their buying behaviour as this may impact the decision making towards a particular product or brand. This shows that branding and its image is very important to be maintained by the companies. If the company's brand image is impressive, the customers are more inclined towards their products and services. The customer experiences deliver the image to a brand and awareness is increased by the customer interest towards a brand. Thus, it is important for a brand to provide a satisfactory experience to increase the customer's buying behaviour (Sarwar et al. 2014).

**Figure 1-Impact of branding on consumer buying behaviour**



Source- (Sarwar et al. 2014)



### **3.1.4 Types of Advertising**

The business must have information about the variety of advertising types it has. However, it depends on the company's objectives, business type, and budget. The business must also consider the target audience before selecting the type of advertising.

#### **Native advertising**

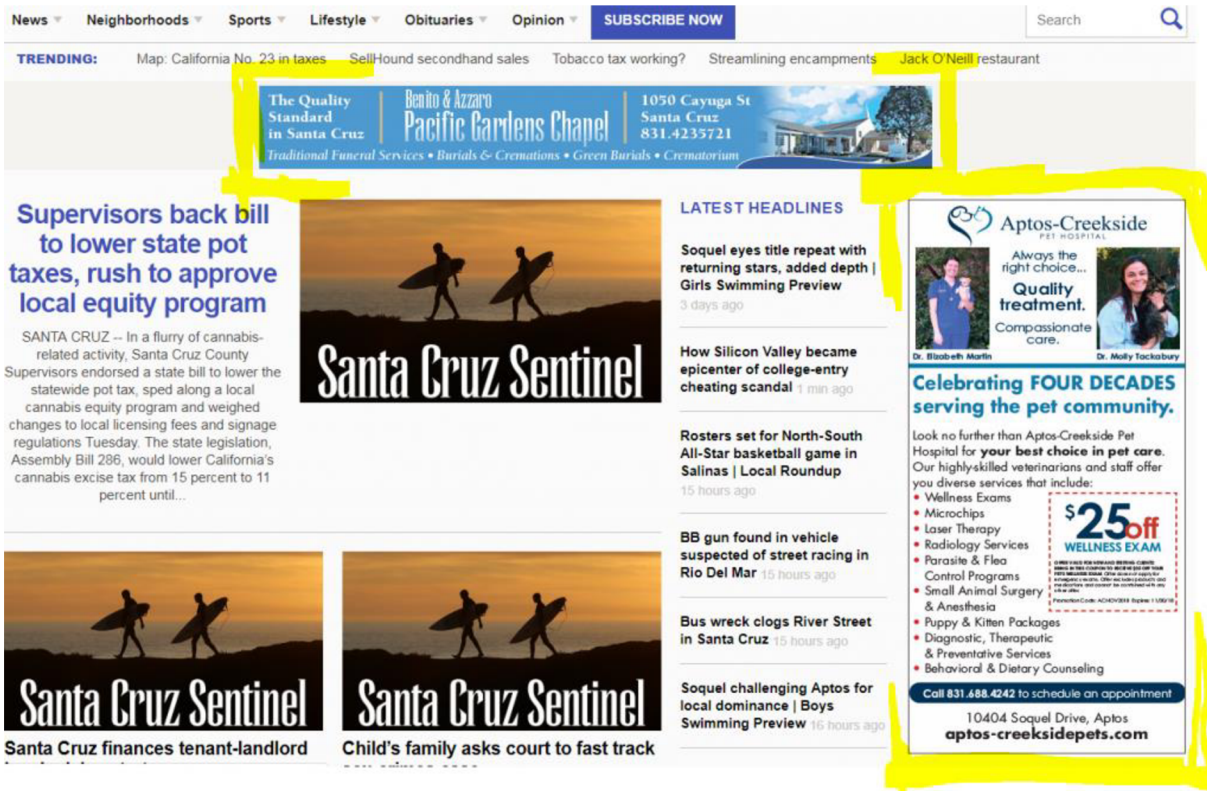
According to Teletov et al. (2019), Designed in a manner to allow recipients to avoid explicit advertising content, these advertisements simulate the template. Although this concept predates the internet, it has emerged through it as supported, promotional and partner content, with countless names allowing it to be differentiated from the main content. It may be that this type of advertisement aims to raise awareness of a particular product or service or to increase demand for them. In this type of advertising, customers are not required to take action and there may not be a link back to the advertiser's website. This sets these brilliant native advertisements apart from other advertisements since they conform to the normal flow of the page, making the advertisement text secondary to the message being shared (Teletov et al. 2019). Consumers would not be aware that native advertisements are present, and native advertisements aren't intrusive.

#### **Display Advertising**

Display advertising is the banner advertising where the message is conveyed using commercial text, logos, animations, videos, photographs, or other graphics. The display advertising is mainly to target the audience and create an effect. The banners and hoardings are generally used in display advertising, where the big buildings or towers are used to display the advertisement. It is an effective media as it catches the audience's attention because of huge displays, lighting, etc.

Moreover, display advertisements are also popping up notifications or side display ads on any website or web page. These are small banners for promotion and eye-catching phrases or promotional messages are shown on these ads. Click on these ads will direct the user to the main site or link where the advertisement and its promotion plays a role to attract the audience. For example, this figure shows how display advertising looks.

**Figure 2-Display Advertising**



Source- (Verticalrail, 2021)

**Print Advertising**

Print media is one of the effective ways of marketing a product or service. Print advertisements include posters and other printing advertisements used to communicate about the product or service. Printed posters etc can be seen outside the busses, stations, roadside etc. Apart from posters, flyers, brochures, business cards etc., could also be included in print advertising. Print advertising makes it more effective in communicating it with the population as there is no personal communication that needs to be made (Msallati, 2021). Just by looking at the printed advertisement, clear information about the product or service can be communicated.

**Broadcast Advertising**

Broadcast advertisements are those which are displayed or played on radio, T.V., and the internet. Radio, T.V. and the internet comes under the category of mass marketing, where the companies can communicate to the customers on a global level. The national and global audience can be targeted through broadcast advertising (Msallati, 2021).

### **3.1.5 Objectives of Advertising**

The main objectives of the advertisements are to make people aware, educate and convince about the products and services. Consequently, the consumer will be aware of the product daily and even learn what it is important to know about it. Advertising that informs the market of a new product's existence informs it of its features and explains how it operates is beneficial at the beginning of the product cycle. It helps inform the customer about the product and its industry and make people aware of its operations and price and product statistics. Overall, it motivates to raise awareness about the product and a brand. There should be enough detail to persuade the buyer to act quickly. In a competitive world, persuasive advertising is king. Persuasive advertisements serve a number of purposes, including establishing a competitive advantage, influencing the buyer to purchase a product, providing trust in the product, and facilitating communication with the dealer. The aim is to convince the customer to select a brand. Quality and consistency of the goods will be what determine whether consumers remain loyal to the brand after purchase or switch to the previous brand.

### **3.1.6 Direct Marketing & Digital Marketing**

#### **Paid search advertising**

Paid search advertisement, also known as pay per click advertising, is a digital marketing technique where the company pays for their advertisement shown on search engine results. The company pay according to the commitment done and per click (Akhmedovich et al. 2020).

Figure 3- Paid Advertising

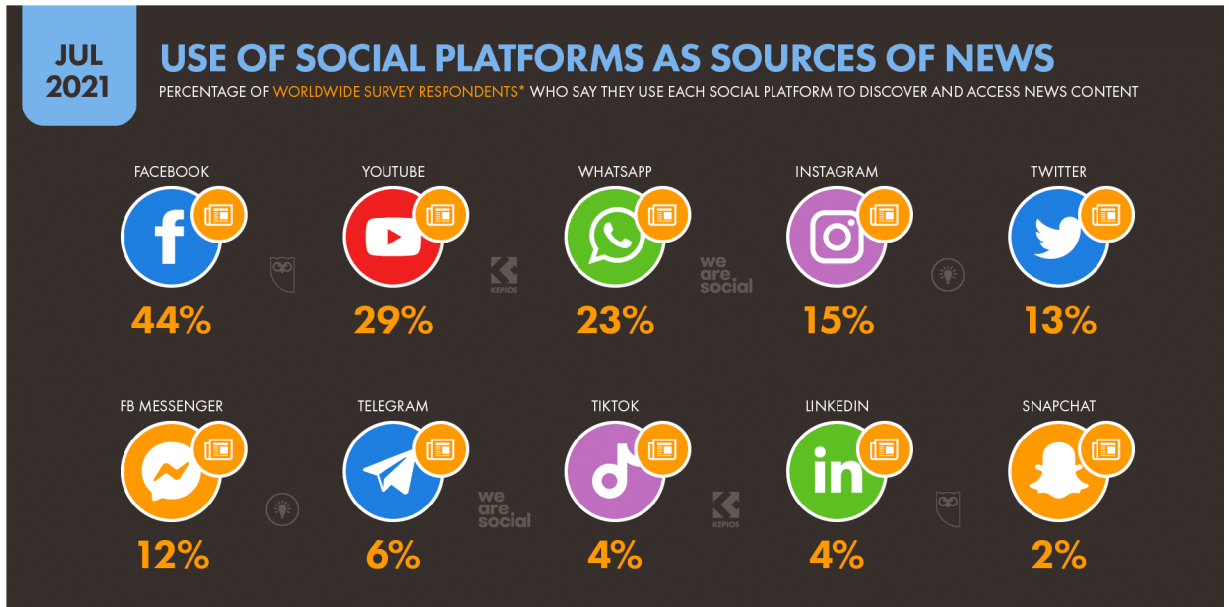


Source- (Tampa Bay Marketing, 2021)

### Social media advertising

Social media advertising is a digital marketing channel for paid ad campaigns to meet the target audiences. There are various platforms in social media marketing that marketers and advertisers could use to better reach the target consumer audiences. In this type of advertising, the goal is usually to increase brand awareness, increase social media followers, increase sales of a specific product over time, increase website visits, and increase online store traffic (Akhmedovich et al. 2020). But the crucial and most concerning area is to be careful about doing the ads on these platforms as the audience is not the same always. Every social media could have different group of people such as Facebook audience may be different from Twitter's audience.

**Figure 4-Use of social platforms as sources of news**



Source- (Wong, 2021)

### **3.1.7 Public Relations**

Public relation is a process of managing the image of a company or a brand among the public or an individual. Public relations companies emphasise on maintaining a positive image of a brand along with media requests and shareholders enquiries. There are different types of PR such as Media relations, Community relations, Crisis communications, Online and social media communications.

### **3.1.8 Personal Selling**

Personal selling is a face to face selling method which is most common where the salesman tries to convince a customer to purchase a product or a service. Personal selling determines the skills of a salesperson (Seubelt et al. 2022). This way of advertising is an effective method as people communicate their doubts and queries about the product or a service directly to the salesperson.

### **3.1.9 Sales Promotion**

Sales promotion is a marketing strategy where the promoters use the campaign or offers to enhance the customer interest and demand for the product. This technique is very common among the brands as they gain attraction of the customers on the expensive product by promoting them with an offer.

### **3.2 Understanding the consumer's behaviour**

In the words of Martinho et al. (2021), Reaffirming customer beliefs by focusing on peak moments, which are specific moments during the decision process that have the greatest influence and are most remembered by customers, can be a very effective strategy. The biggest moments occur most often when people encounter a product or service for the first time, when they reach the end of their consumer journey, or when they have another intense reaction.

The consumer will be aware of the product daily and even learn what it is important to know about it. Advertising that informs the market of a new product's existence, informs it of its features, and explains how it operates is beneficial at the beginning of the product cycle. It helps inform the customer about the product and its industry and make people aware of its operations and price and product statistics (Martinho et al. 2021). Overall, it motivates to raise awareness about the product and a brand. There should be enough detail to persuade the buyer to act quickly. In a competitive world, persuasive advertising is king. Persuasive advertisements serve a number of purposes, including establishing a competitive advantage, influencing the buyer to purchase a product, providing trust in the product, and facilitating communication with the dealer.

According to the study of Rondoni et al. (2020), throughout time, consumers have manifested interconnected processes and behaviours through choosing, buying, and using products, services, ideas, and experiences to satisfy their needs and desires. The customer experience is comprised of a wide range of behaviours a consumer engages in when selecting, buying, using, and disposing of products. The rapid alterations in lifestyles, tastes, and technological, educational, and industrial advances have led to an increasing interest in the study of consumer behaviour among commercial and industrial institutions. In particular, marketers need information, data, consumer statistics, their buying decisions, and behaviour

(Rondoni et al. 2020). Studies of consumer behaviour can reveal many benefits for commercial and industrial institutions, including Consumer behaviour informs strategic and planning processes in regard to how many and what kinds of goods and commodities should be produced based on the consumers' preferences, needs, tastes, motives, abilities, and preferences.

Consumer behaviour is useful for determining the components of the marketing mix as well as identifying potential marketing opportunities. The institution's consumer behaviour can help select the priority, embody the investment goals, and allocate resources to ensure that it continues to grow and expand while maintaining a good income stream (Bordogna et al. 2020).

### **3.2.1 Effect of emotional Advertising on consumer buying behaviour**

In the study by Kamran and Siddiqui (2019), Poels and Dewitt define emotional advertising as an advertising method that will be utilised to elicit an emotional reaction from customers. Consumers tend to perceive advertisements as rational and emotional (Kamran and Siddiqui, 2019). Various forms of emotions in advertising affect people differently. From the use of love in advertising to comedy, surprise, joy and happiness, all these emotions bring the consumers attention towards the product (Prabakaran, 2011). Emotional advertising is well known for making people happy or unhappy, which enables companies and brands to connect with the feelings of customers. The use of emotions appropriately helps the companies attain consumer purchasing behaviour and achieve effective communication.



**Figure 5-Emotional Samsung ad was most viewed of 2017 on YouTube**



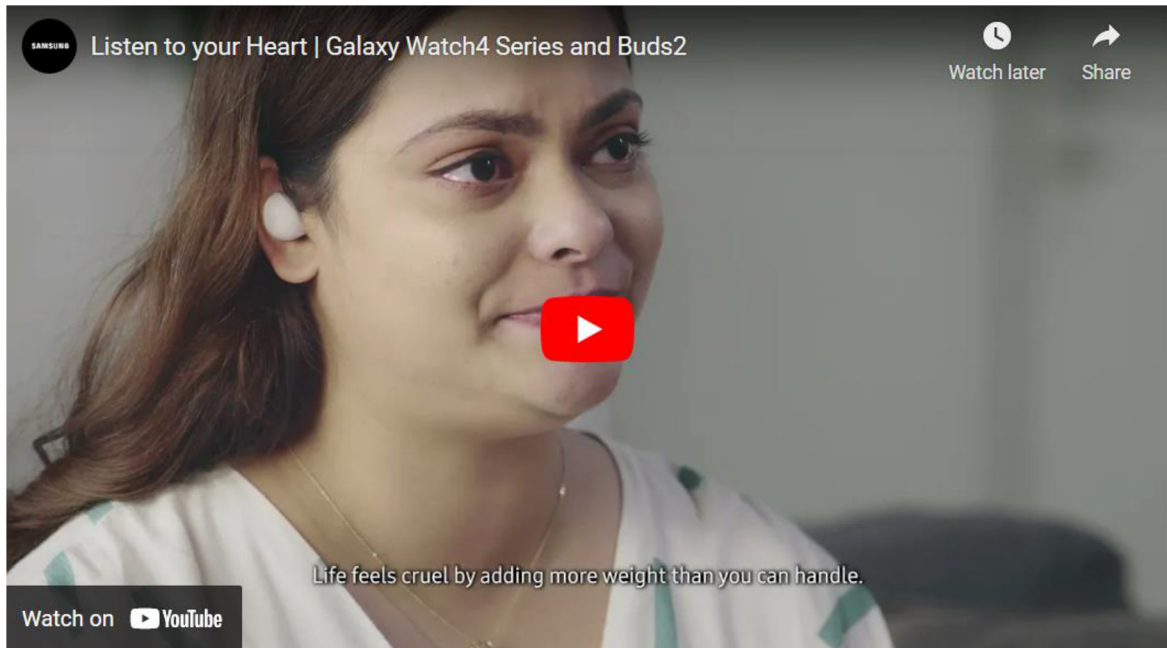
Source- (Stewart, 2017)

Since its release on 30 December 2016, the emotional ad has garnered more than 150 million views- 100 million in the first seven weeks alone. Considering that the top 10 most viewed ads garnered 539 million views together, this is impressive. In its latest ad film #SamsungService, Samsung has taken a bold step, and engages viewers, rather than consumers, in an emotional way for the first time (Stewart, 2017). In order to bring customer service to consumers' doorsteps in both urban and rural India, the major home appliance manufacturer has launched an advertising campaign. This concept was conceptualised based on our understanding of our customers and the requirement to continuously innovate, whether through product innovation or service enhancements. Described as a captivating narrative that explores visually challenged people's lives, the film presents a compelling narrative. Undaunted by rough terrain, Samsung's latest campaign shows a service engineer reaching a house in the hills to repair a T.V. The campaign's motto was to tell the consumers that 'Wherever you are, we'll take care of you'.

The Galaxy Note 7 smartphone that Samsung recalled was a product that had gone global due to a manufacturing defect. Though the product being advertised in this film is Samsung's T.V. - and the after-sales service thereof - we couldn't help but think that this was the company's effort at damage control (Stewart, 2017).



**Figure 6-Samsung S.G. makes hearts skip a beat with an emotional twist in new spot**



Source-(Chevi, 2021)

Instead of its usual product-focused advertisements, Samsung showcased the Galaxy Watch4 and Galaxy Buds2 using an emotional approach. The team worked with Cheil Singapore to bring in individuals for testing and to record their heart rates while listening to various genres of music. During the third to fourth piece of music, Samsung requested the individuals listen to a voice-recorded personal message shared by someone they are close to, who has wanted to say something for a long time (Chevi, 2021).

### **3.3 Importance of consumer behaviour**

As per the study of Auf et al. (2018), Consumer behaviour study is an effective way to understand the desire and need of consumers. With the changing lifestyles, consumers demand and wants changes towards the conveniences. As the consumers seek convenience, the demand for existing products and services decreases and move towards easier to use or convenient products. This is just an example to show the importance of studying consumer behaviour. however, consumer behaviour study helps in lot many ways to the companies in maximising sales and profits (Auf et al. 2018). In every industry, the study of consumer

behaviour mostly benefits the providers in the same manner. While the study is about understanding the impact of advertisement on consumer behaviour, it is necessary to learn about the importance of consumer behaviour.

Marketing management involves this study to plan the marketing strategies based on the consumer behaviour theories and studies. The marketing strategies are based on the consumer behaviour study so as to deliver a satisfactory service or product to the customers. The consumer behaviour study provides a better understanding of customer desires and enables companies and their research department to think innovatively (Auf et al. 2018).

In the words of Erdem (2021), to design production policies, it is necessary to understand consumer behaviour. All the production processes are done, taking into consideration the consumer preferences. This helps in offering success to the product in the market. The business aims to enhance the production and sales of a product which can be achieved by winning the trust of the customers by offering them what they desire. The consumer behaviour helps to know the effect of price on buying. As soon as the production process completes, it allows the companies to understand the pricing strategy and divide the categories to decide the product's price (Erdem, 2021). Consumer behaviour also helps exploit market opportunities as the new and innovative product brings the highest chances to reevaluate in the market.

Consumer behaviour is also important as it helps in designing the marketing mix. The marketing mix includes product, price, place and promotion. The consumer behaviour helps in deciding all these factors where product should be valuable, price should be moderate, place of distribution should be intensive and promotional processes should be appropriate. Implementing strategies related to segmentation, targeting, and positioning also needs to be considered in marketing any product or service (Chen et al. 2021). Consumer behaviour plays an important role in providing the clear specification for these strategies as consumers taste and preferences are commonly considered in any process.

Further, Erdem (2021) provided that continuous change in consumer preferences and taste defined by consumer behaviour helps companies understand the changing demands and preferences. Consumer behaviour benefits companies in understanding the consumer perspective and desires for the future. The utmost important role played by consumer behaviour study is to deliver customer satisfaction. It is important to deliver customer

satisfaction, which exceeds customer expectations. Customer satisfaction is based on various aspects related to price, quality, and after purchase (Erdem, 2021).

However, the above importance of consumer behaviour determines the help that consumer behaviour studies can provide to the companies. In the future, it can enhance the chances of consumer behaviour with the satisfaction of consumers with a product or service and their purchasing power. Hariharan and Sanmuganathan (2021) studied that marketing management involves this study to plan the marketing strategies based on the consumer behaviour theories and studies. The marketing strategies are based on the consumer behaviour study so as to deliver a satisfactory service or product to the customers. The consumer behaviour study provides a better understanding of customer desires and enables companies and their research department to think innovatively (Hariharan and Sanmuganathan, 2021).

Consumer behaviour induces sales and provides a customer analysis to the companies and helps assess the competition analysis. The competition in the market can be analysed and understood with the consumer behaviour study. With this competition analysis, the effectiveness of competition decreases, and it boosts the companies to work more diligently and effectively towards achieving a goal (Kumar, 2021). The competition products and services could be analysed through consumer behaviour, and the business's better use is provided.

### **3.4 Consumer Behaviour models**

Consumer Behaviour has a variety of concepts which is understood in a different manner. It is difficult for any marketing team in an organisation to consider a standard concept to understand consumer behaviour. To understand Consumer Behaviour organisations, consider various models so as to plan further activities in the marketing plan for the product or services. The consumer behaviour models are developed focusing on various aspects of a consumer taste and preferences and changing lifestyle needs.

Consumer behaviour models have been categorised under two segments. The first segment is traditional models that involve the economic, learning, psychological, and sociological models.

The second segment is Contemporary models, including the Howard Sheth model of buying behaviour, the Nicosia model, the Engel Kollat Blackwell model, and Engel, Blackwell and Miniard (EBM) model.

### **Economic Model**

This model indicates that with the consumer's limited purchasing power and affordability, they allot their expenses towards different products at a given price to achieve optimum utility from a product.

Bases for economic model are price effect, substitution effect, income effect. However, this model does not explain how the consumer behaves. This model is incomplete and does not carry broad perspective.

### **Learning Model**

Marketers can use this model to connect products with strong drivers and cues, increasing consumer acceptance and loyalty. For marketers, it becomes easy with this model to understand how the consumer tends to respond in a particular situation with changing marketing situations and how they have responded previously in such situations.

### **Psychological Model**

This model is based on understanding a personality of a consumer with the work of psychologists. Sigmund Freud. A. developed this model. To him human behaviour is the outcome of id, superego, ego. This model is focused to understand a personality of a consumer and states that complex and deep motives of a consumer drives their intention to purchase. This helps the marketers to understand the customer needs and motive of purchasing a product.

### **The Sociological Model**

This model indicates, that being a part of a society, a consumer turns to become the part of growth and development. The society and people upgrading their life and making new buying decisions could influence a person to change his or her buying decisions. Consumer decisions are based on social interactions as per this model.

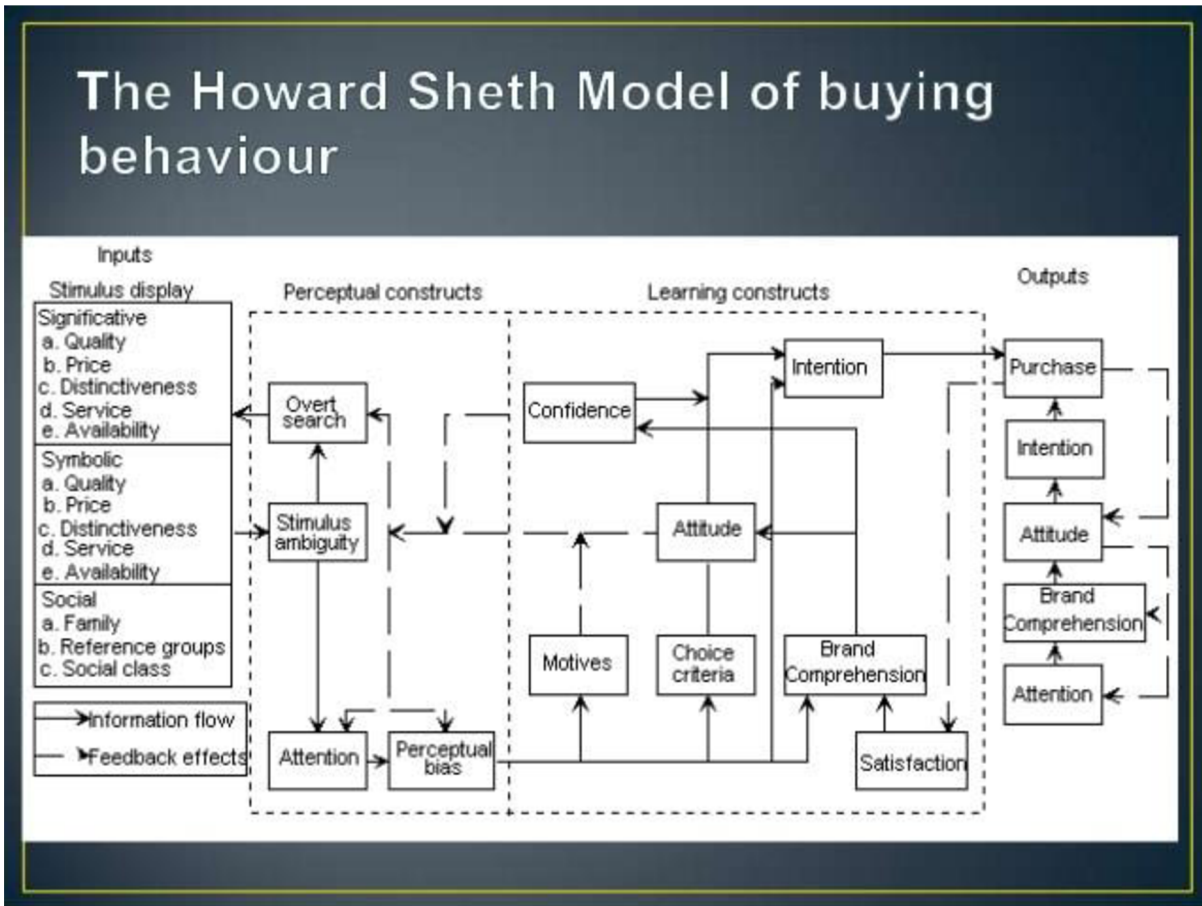
The marketers can take advantage of a segmentation process to determine the common behaviors of a particular class or group of customers and try to influence their buying behaviour.

### **The Howard Sheth Model of buying behaviour**

This model shows the rational brand behaviour which is based on the limited abilities and inefficient information to the consumer about a purchase (Reddipalli, 2020). This model determines three levels of decision-making extensive problem solving, limited problem solving, and routinised response behaviour.

As the buyer moves from extensive to routinised problem solving behaviour, the model borrows concepts from learning theory to explain brand choice behavior. Understanding consumer behavior through the model helps identify the variables that influence it. In this model four components are involved which are input variables, output variables, hypothetical constructs and exogenous variables.

Figure 7-The Howard Sheth Model of buying behaviour



Source- (Vikram, 2013)

### The Nicosia Model

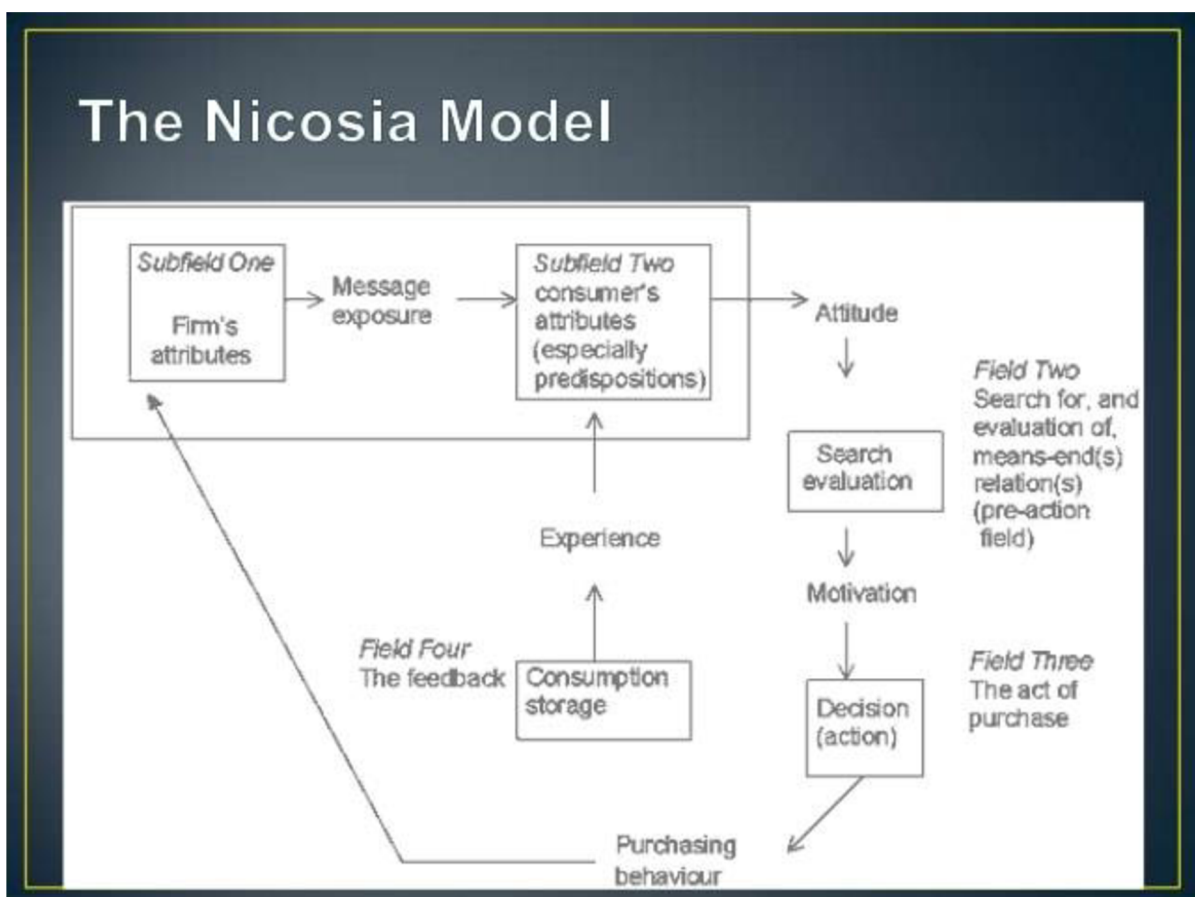
According to Panwar et al. (2019), this model assesses the buying behaviour by linking organisation and its prospective customer. It analyses human being as a system with stimuli as the Input to the system and the human behaviour as an output of the system.

The model suggests that the first's message influences the consumer's predisposition towards the product or services. The consumer attitude depends on the certain situations for a product. This may result that the consumer will search for the product or assessing the product by its characteristics or features. If the consumer is satisfied with the assessment than the consumer will positively buy a product and if not, then there will be reverse consumer behaviour towards a product (Panwar et al. 2019).

The Nicosia model explains four basic areas-

1. The consumer behaviour and the firm's attributes. The consumer behaviour will match with the company's advertisement for a product.
2. It refers to searching and evaluating the advertised product by the consumer, as well as determining whether other alternatives are also available.
3. It shows how the consumer buys a product by making a choice.
4. It is related to the uses of the purchased items. In addition, it may relate to a feedback system for organizations to receive feedback regarding sales results.

**Figure 8-The Nicosia Model**



Source- (Vikram, 2013)

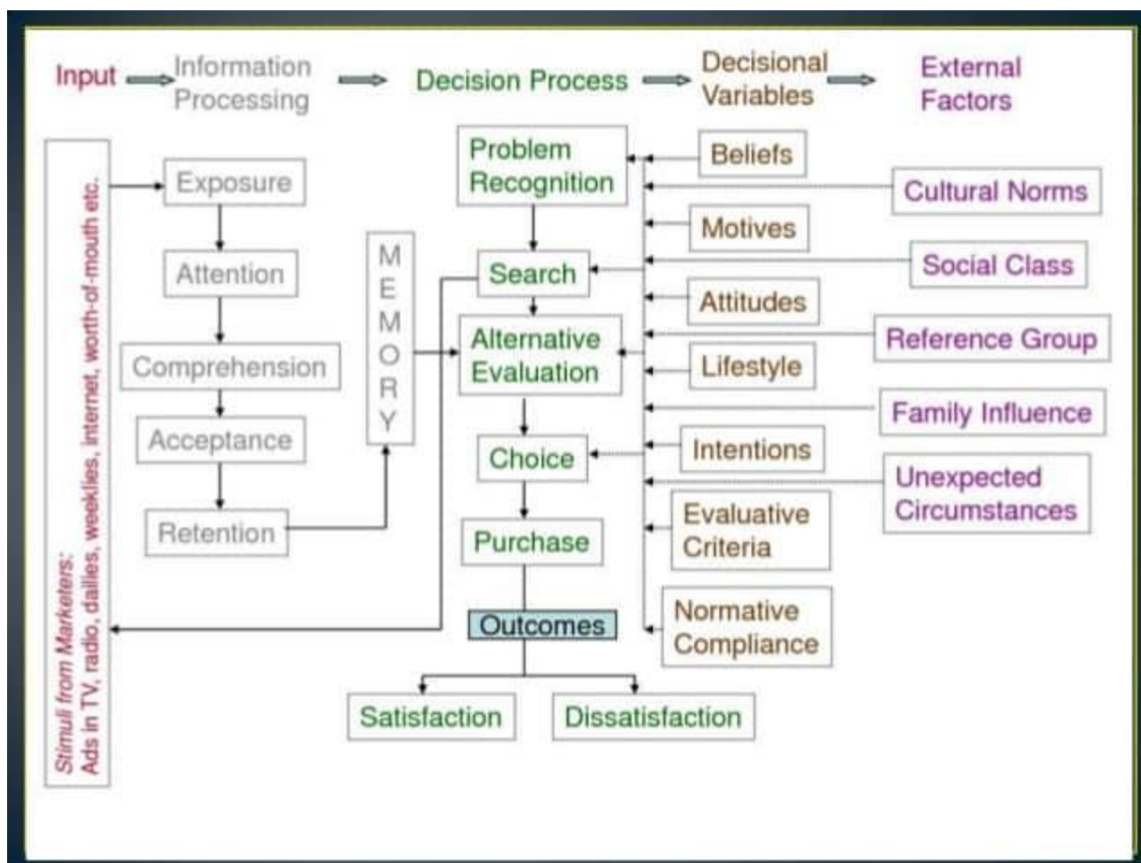
**The Engel Kollat Blackwell (E.K.B.) Model**

Srivastava et al. (2021) explain that this model talks about consumer behaviour as a decision-making process which involves five steps or activities that will ensure consumer purchase decision.

The five steps involved in the decision process, includes problem recognition, information search, alternative evaluation, choice, and outcome (Srivastava et al. 2021).

The other related variables including in this model are information input, information processing, product-brand evaluation, general motivating influences, and internationalised environment influences.

**Figure 9- The E.K.B. model**



Source- (Vikram, 2013)



The model is understood by a consumer easily and is generally adopted by the consumers. It is easy to understand and flexible. This model is designed keeping in mind that the consumer might not always follow all the step. In case of repeat purchases, the consumer may skip some of the steps.

### **Engel, Blackwell and Miniard (EBM) Model**

Wang et al. (2021) informs that it is similar in some things with Howard-Sheth Model. The EBM model is focused to explain the decision-making process, collecting inputs from information process, and influencing factors.

This model is explained using four sections which are Input, information processing, decision process and variables influencing decision process.

EBM model is more flexible than Howard-Sheth Model. Furthermore, the model considers both positive and negative purchase outcomes as well as human processes such as memory and information processing.

## **3.5 The impact of advertising on Individuals**

The marketers use various media to manipulate or influence consumer behaviour. Every media platform provides a different and unique way of engaging the customers. With the change in the advertising and media world and the introduction of digitalisation, customer preferences have been changed. This has resulted in the effective research of the consumer's behaviour and their change in preferences media platform to adopt by the marketers.

Consumers are highly affected by advertising in making the decision to purchase a product or service. There are two types of factors influencing the consumer's behaviour when they take a decision to purchase a product. The factors include internal and external influences.

### **3.5.1 Impact on Children**

According to the study by Backholer et al. (2021), Advertising is a multi-million-dollar project that greatly influences children. Kids are literally assaulted from morning to night. The ad Industry is focused to make the children target all the time wherever they go so they want a product. Children under 12 already spend a whopping \$ 28 billion a year. Teenagers

spend \$ 100 billion. Children also influence another \$ 249 billion spent by their parents (Backholer et al. 2021).

There are unhealthy ads that kids are filled with advertising for junk food and fast foods. Kids see one food commercial every five minutes during Saturday morning cartoons, most of them for foods high in fat, sugar and calories. There is a need to protect children from advertising.

Further provided by Backholer et al. (2021) informs that while the advertisement can educate and make the children think insightful, these ads can impact children's decisions and sometimes personality. The advertisement can make children to motivated and encourage them to achieve higher goals, pursue a career or to make healthier choices, but this advertisement may have some negative impact on the children's minds (Backholer et al. 2021). Some promotions are designed in a way to mock the other product, which gives children inferiority and superiority feeling as they start to compare themselves with others.

### **3.5.2 Impact on Adolescents**

In the words of Parrado-González and León-Jariego (2020), Advertisements of cigarettes and alcohol has a significant impact on the behaviour of children and adolescents. According to the various research done, advertisements like these have a negative impact on children and adolescents. Controlling these ads has become a challenging task because of their product advertisement via the internet and social media.

Advertisements are also responsible for the behaviour of children driven towards underage drinking habits. Watching alcohol advertisements has increased the chances of alcohol consumption among teens. These issues have brought teens in a serious issue of unconsciousness, fighting, absenteeism from school, aggressive behaviour etc. Through such advertisements, teens are encouraged to purchase a product they are not supposed to consume (Parrado-González and León-Jariego, 2020).

However, many studies have shared that adolescent also understand the impact of harmful products on their health and wellness and decide not to be convinced by the advertisements. Teens may have a strong understanding on the advertisements and product's likes and dislikes.

### **3.5.3 Impact on Adults**

In Djohari et al. (2019), Consumer choice of purchasing is highly based on advertisements. Watching these advertisements almost all the time on social media and the internet has been very profitable to the companies and producers of products. It is unquestionably effective at attracting customers psychologically and visually and culturally. Adults are more concerned about the products they use, which marketers show on their screen based on their searching (Djohari et al. 2019). These are an effective way of advertising products as consumers are more likely to purchase the product when it is most needed. In terms of clothing, automobiles, perfumes and mobile phones, it is very convincing for the adults as they continuously look for such things to include in their shopping priorities.

### **3.6 Importance of Creativity in Advertising**

According to Choi et al. (2018), creativity simplifies and improves the idea and makes it more interesting. Innovation and creativity are the two most effective processes which bring importance to creating creative advertising. With the use of these aspects, the advertising can be made more interesting and impactful. The creativity process comes with the idea of bringing something unique to the customers.

Choi et al. (2018) further inform that as the world is fastest changing and many continuous changes in customer taste and preferences demand for unique, fresh and innovative. The producer or company starts with a creative advertisement to achieve these aspects. Customers' attention towards the products and services offered need creativity and innovation in the advertisement. Customers are more interested in unique and different experiences than traditional and common ones. Thus, there are many more to the importance of creativity in advertising (Choi et al. 2018).

**Figure 10- A project to prevent deaths on Argentina's narrow roads**



Source- (Richards, 2015)

In the study by Richards (2015), she explained that creativity comes in many ways and advertisements have different shapes and content. The advertisement of Samsung on the Argentina roads can be seen in the above image. This is a part of an advertisement for Samsung big screens where the narrow two-lane road can be dangerous for the people driving as huge trucks and heavy vehicles cover the lane very much. The overtaking can be dangerous. Samsung brought vehicles with screens at the back of heavy vehicles, showing the followers' view of the front road to save them from wrong overtaking. This is an innovative, concerned and creative way to promote and advertise a product by Samsung (Richards, 2015). While this creativity connected people in many ways, an emotional relationship can be made by thanking Samsung.

Creativity is equal to personalisation. It is more convenient in every manner to have a personalised experience for a customer. If the connection with an individual consumer can be made in the advertisement, it leads to personalisation and attracts customers more towards the Ads. Creativity teamwork towards achieving personalisation by bringing the characteristics of regular and daily life needs so that consumers can relate and it adds the personalisation factor.

Creativity is equal to brand recognition. This is understood as the above-mentioned importance that creativity leads to brand recognition as the customers relate with the advertisement. The companies and creative teamwork towards making an advertisement are more relatable to the customers to remember and recognise the brand (Richards, 2015). The brand recognition or awareness comes when the customers remember the advertisement because of its uniqueness, the experience provided and ability to resonate.

As per the provided information by Ivanov (2018), creativity is equal to storytelling. Storytelling is one of the ways which can relate with the customers emotionally. It is very important to make a crucial address to the emotional impact of the customers. The connection with the advertisement is necessary to bring an emotional context to the Ads. This can be done with interesting, relevant and relatable storytelling. Creating a connection of a brand with the customers is an utmost priority of the creative team.

Creativity is equal to engagement. Not every ad can get engagement because it is more likely that the consumers exposed to the advertisement are engaged to the Ads. Thus, creativity in the advertisement brings customers' attention, and with more and more attention comes engagement to the advertisement (Ivanov, 2018).

## 4. Practical Part

### 4.1 Study Case: Samsung India

Samsung is a South Korean multinational electronics corporation that offers products related to lifestyle use such as Smartphones, computers, industrial electronics, household appliances, etc. The company deals in various products and is one of the most popular among the western and Asian countries. The company is one of the world's topmost electronics companies.

Samsung India is one of the leading companies in android smartphones, electronics and appliances. The company is offering great deals on the products and providing effective service to its customers in India, that it has become one of the most trusted brands across the nations. While the consumers acknowledge the company, it has been actively advertising to remain in the competition effectively for many years. The company's advertising campaigns and influencing factors are useful for estimating consumer buying behaviour and attracting their decision to purchase a particular product.

**Figure 11- 5 Reasons Why You Should Choose Samsung Electronics Brand.**



Source-( Zit Electronics, 2021)

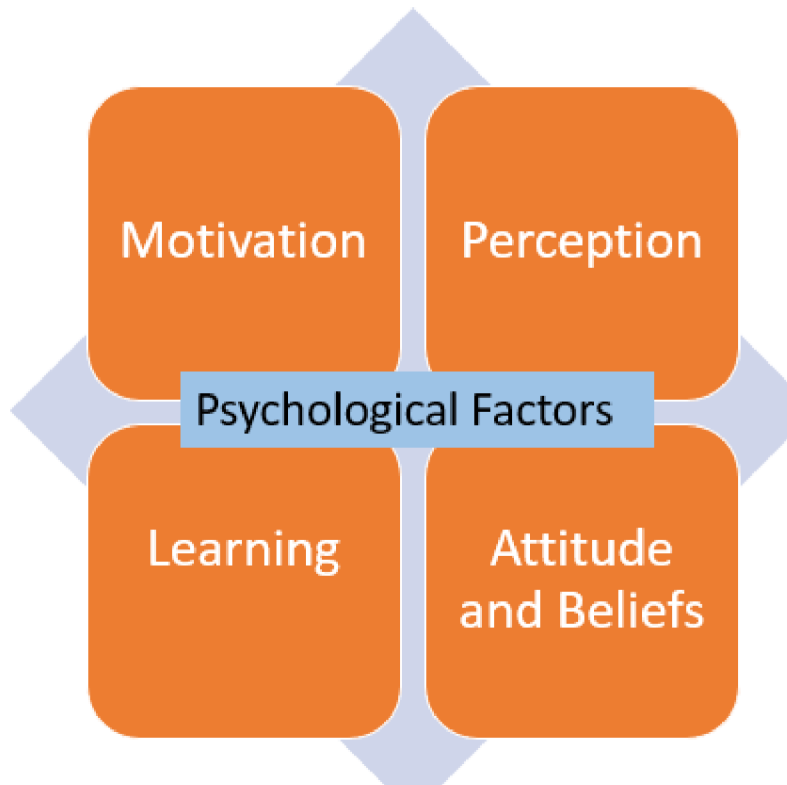
#### 4.1.1 Factors affecting consumer buying behaviour in India

Consumer behaviour is influenced by various factors. The marketer assesses and determines the factors that affect consumer buying behaviour to influence consumer decisions. The five major factors influencing consumer buying behaviour are psychological, social, cultural, personal, and economic factors.

**Psychological factors-** Human psychology is the major factor of consumer behaviour. It is difficult to measure this factor, but it strongly influences consumer purchasing decisions. However, some of the major psychological factors are motivation, perception, Learning and Attitude and beliefs (Dhiman et al. 2018).

**Motivation-** Motivation to buy a product is an important factor in influencing consumers' decisions. The consumer focuses on the basic needs to be completed with purchasing a product, and the needs motivate a consumer to buy a product or a service. Thus, motivation to purchase a product is an essential psychological factor (Clotrack, 2021). Samsung India is also focused on delivering the basic needs to a consumer by offering the essential electronics and appliances that make life easy for the consumers. Advertising by the company is designed to influence consumers to adopt for a product and services that achieve their basic needs.

**Figure 12- Psychological factors**



Source- (Cloomrack, 2021)

Perception- Another important factor is perception, where consumers make an image of a product or service by collecting information. According to Dhiman et al. (2018), the product image depends on the advertisement, promotions and customer reviews which influence the consumer impression about a product. Hence this process influences the consumer purchasing decision. Samsung India understands these factors and to maintain an image of the company among the customer's perception, it focuses on quality and service of a company being effective. The advertisement by the company is also based on the factor to present the genuine information about a product to be offered.

Learning- Learning about a product helps the consumer in making a decision whether the product is feasible and useful for them. Thus, the learning factor plays a role in understanding consumer decision-making and influences the consumer buying decision (Dhiman et al. 2018). This factor informs the companies and brands to advertise their products to provide



knowledge and usefulness to the consumer so they can learn its uses better and decide to purchase it.

Attitude and beliefs- Attitude and beliefs towards a product influence the buying decision strongly. Thus, marketers try hard to understand consumer attitudes so as to offer the product in a manner that can influence the buying decision.

**Social Factors-** Social factors influence the consumer purchasing decision as human is surrounded by society which involves various influencing people who accept certain things in a certain way, such as family, reference groups, friends and status (Chaudhary and Bisai, 2018). Thus, the consumer makes a decision of purchasing a product on the basis of these factors as well.

**Cultural Factors-** Cultural factors strongly influence the behaviour of consumers. Cultural factors involve basic needs, values, wants and preferences, perceptions, behaviours, and beliefs that come from observation and experience. Hence these factors affect the consumer decision making towards buying a product or service which is best suitable to their values and culture.

**Personal Factors-** Personal factors are the most influencing factors, including age, income, occupation, and lifestyle. The consumer buys according to the age, income etc. These factors determine the affordability of a consumer for a particular product. The age determines that certain product is of no use (Chaudhary and Bisai, 2018). The lifestyle change of a person will influence their decision of buying things which were not the part of their lifestyle before. Thus, Samsung India has been considering the personal factors of the individuals and bringing the products and their promotional ads to attract the consumer on their demographic factors.

**Economic Factors-** Economic factors are depending on the market conditions, savings, income level etc. thus, these factors affect the consumers decision a lot. For example, due to coronavirus, consumers have been restricted at homes, which affected their purchasing decision and delayed buying a new product. However, economic factors are mostly inclusive of income and expenses (Chaudhary and Bisai, 2018).

#### 4.1.2 Advertising used by Samsung in India to influence consumer buying behaviour

Consumer's most favourite is offers and discount deal. Samsung India focuses on delivering consumer satisfaction on discounted deals and exciting offers during festivals and occasions. Samsung influencing techniques involve attracting limited period offer and discount deals to celebrate with the customers (Samsung Newsroom India, 2018). Through internet marketing, digital marketing, and television, the company influences customers' choice and pushes the buying decision during the festival times at lower or discounted rates.

Indian consumers believe in purchasing a product on the big day or special day to make the better start of a special occasion or day. Thus, these offers attract the consumers a lot during the festive times and bring higher sales for the consumer products in Samsung (Samsung Newsroom India, 2018).

Figure 13- Samsung Corporate privilege program

**SAMSUNG**

**CORPORATE CARNIVAL**  
— 23<sup>RD</sup>-31<sup>ST</sup> JANUARY —  
Celebrate with exclusive deals for corporate employees

Explore Now

- UP TO 25% Discount
- CASHIFY.in Best Value Exchange Offer\*
- MobiKwik 30% Additional Supercash up to ₹4,000
- No Cost EMI with leading Credit Cards and Bajaj Finserv
- Free 3rd Party Accidental & Liquid damage Insurance

Source- (Samsung Newsroom India, 2018)

Unique advertising is also a part of Samsung India advertising campaigns. While the company launches a new product, they aim to attract customers towards the product features and uniqueness. Thus, Samsung has always been keenly focused on presenting the new product uniquely. The attractive advertisement brings the customers' attention towards the new features in a product, and they tend to decide to purchase it or not (Samsung Newsroom, 2017).

**Figure 14-Samsung Brand Campaign**



Source- (Samsung Newsroom, 2017)

Creative and futuristic approach of an Advertisement is also an interesting part of Samsung's promotions. The company focus on introducing a new product with a creative advertising which develops an interest of the consumers in their products (Samsung Newsroom, 2017). The creative use of A.I. and technology by Samsung has been appreciated over the period of time.

Figure 15- Samsung Solves the Creative Challenge



Source- (Samsung Newsroom South Africa, 2018)

## 5. Analysis and Findings

The study is going to discuss about the analysis part with the help of questionnaire and respondents. The survey was sent 150 people where we got the respondents 118 in which some of them males and rest are the females. The analysis part will ask 15 different questions related to impact of advertisement on consumer buying behaviour and according to the response, it will be pouched on its result.

- **Question 1: Please select your gender**

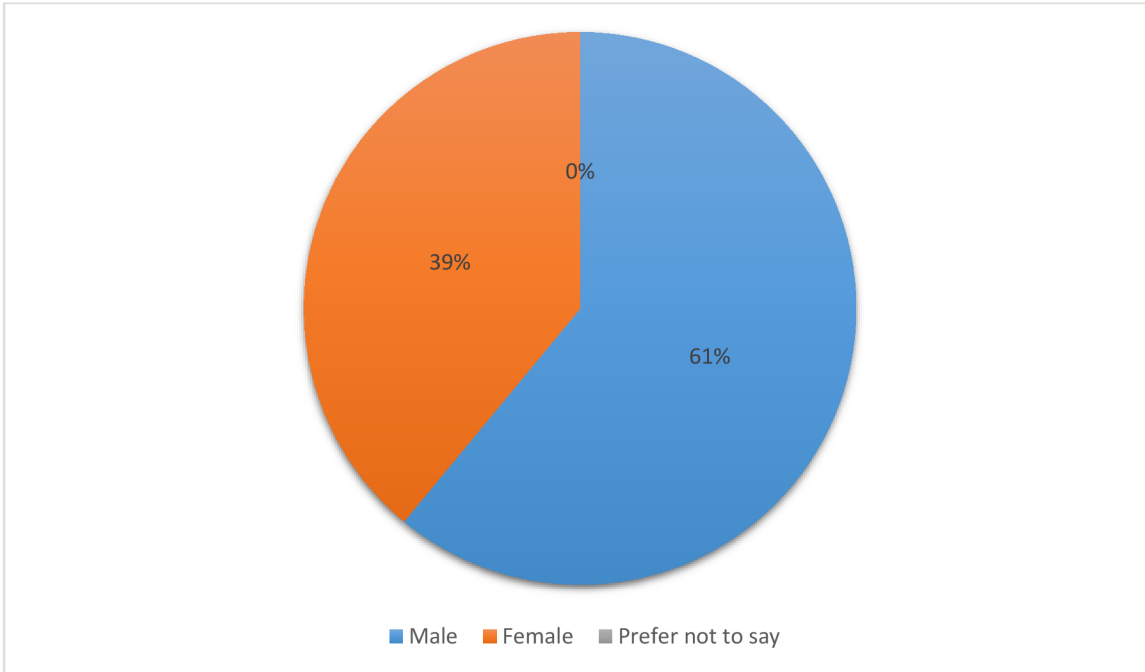
Analysis can be drawn from the above graph regarding the percentage of people that filled in the questionnaire. So, there were 61% of males and 39% of females that came forward in filling the questionnaire on the topic of assessing the impact of advertisements on consumer behaviour specifically in the context of Samsung in India.

**Table 1-showing the respondent's gender.**

<b>OPTIONS</b>	<b>RESPONSES</b>	<b>PERCENTAGE</b>
Male	72	61%
Female	46	39%
<b>Prefer not to say</b>	-	-

(Source: made by the researcher)

**Figure 16-Please select your gender**



- **Question 2: Select your age group**

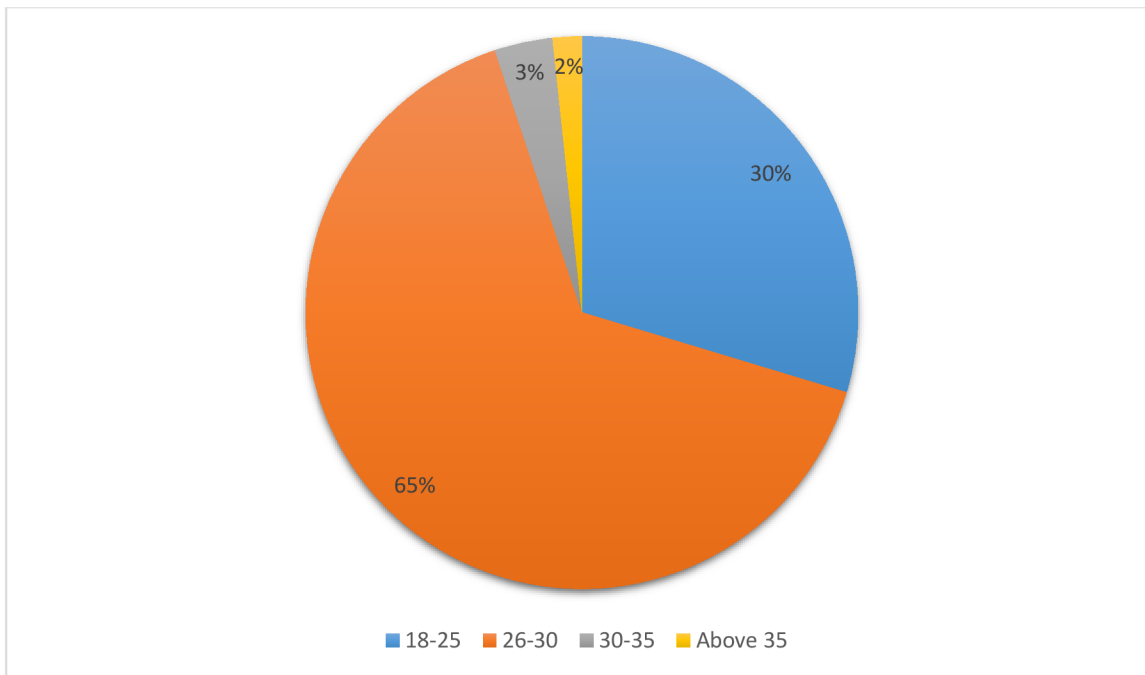
It can be deduced from the above table that most of the respondents that is 65.3% that filled in the questionnaire belong to the age bracket of 26 to 30 years. Moreover, 29.7% of respondents belong to the age category of 18 to 25 years and 3.4% of respondents belong to the age category of 30 to 35 years. The rest 1.7% of respondents were from the above 35 years category.

**Table 2-Showing percentage frequency of the respondent's age**

<b>OPTIONS</b>	<b>RESPONSES</b>	<b>PERCENTAGE</b>
18-25	35	29.7%
26-30	77	65.3%
30-35	4	3.4%
Above 35	2	1.7%

(Source: made by the researcher)

**Figure 17-Showing percentage frequency of the respondent's age**



- **Question 3: What is your marital status?**

It can be analysed from the above table that out of the total 67.8% of respondents were married and the remaining 32.2% of respondents were from the unmarried group. This helped in knowing the marital status of the respondents which had an impact on their behaviour in context with ads of Samsung in India.

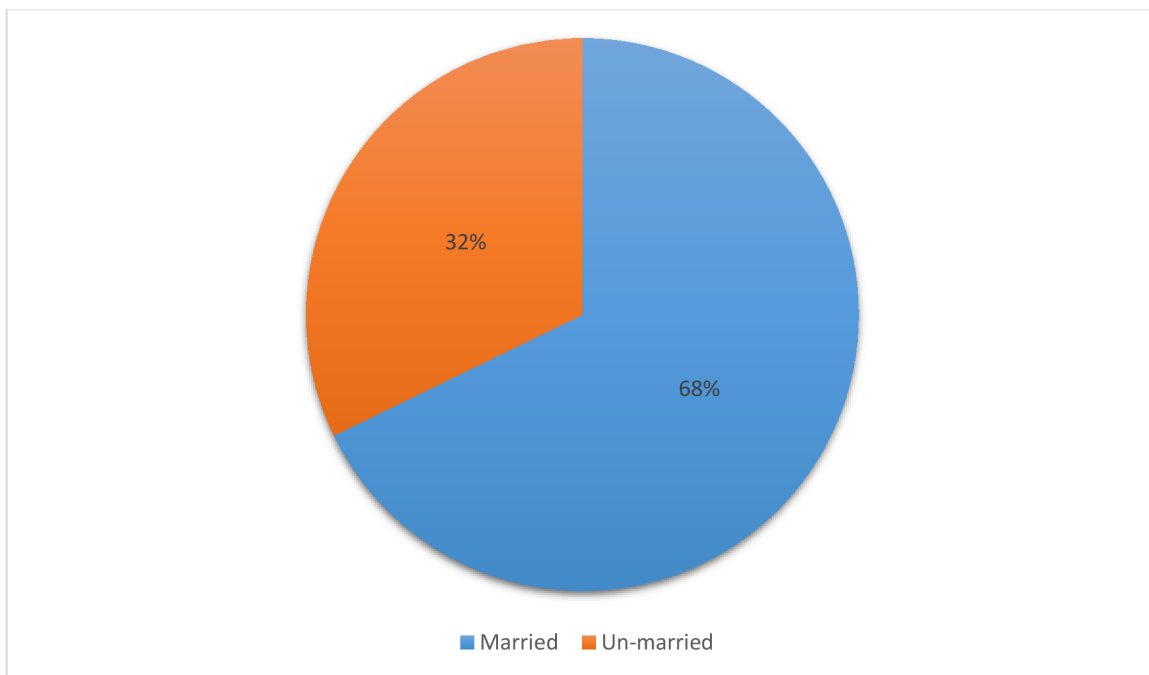
**Table 3-Showing percentage frequency of respondents Marital Status**

OPTIONS	RESPONSES	PERCENTAGE
Married	80	67.8%
Un-married	38	32.2%

(Source: made by the researcher)



**Figure 18-Marital status**



- **Question 4: What is your highest qualification?**

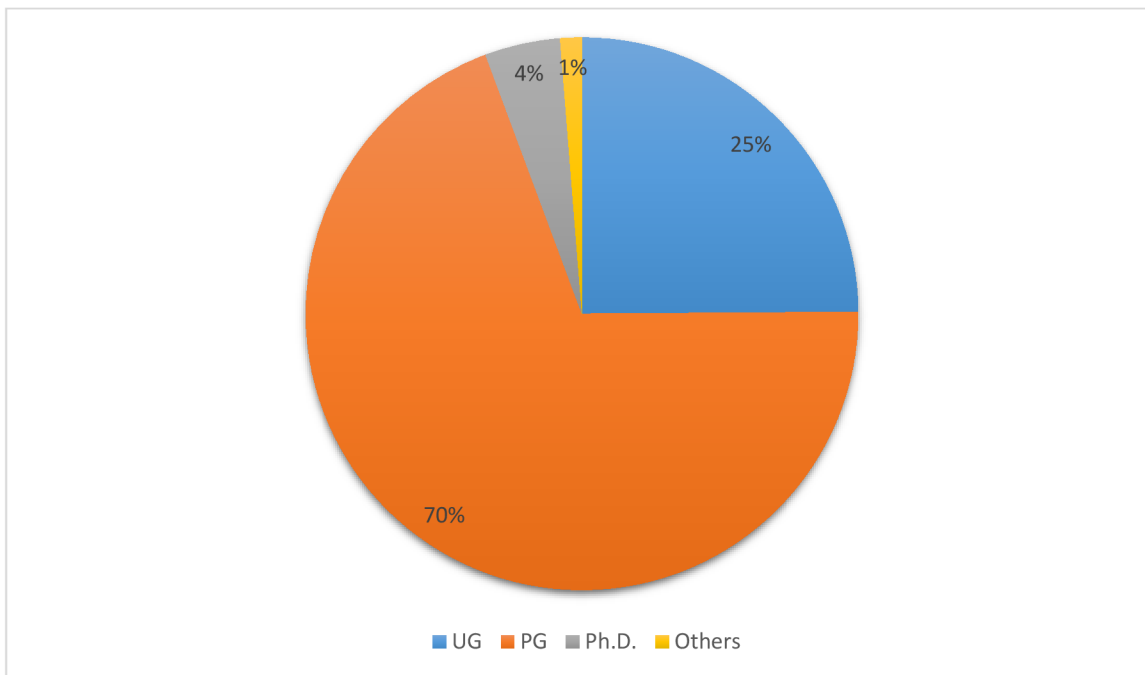
It is evident from the above graph that the respondents that were taken into consideration primarily (66.1%) completed their PG degree. Moving forward, the highest qualification for 23.7% of respondents was the degree of under graduation. The remaining 4.2% and 5.9% of respondents' highest qualifications were Ph.D. and some other degree respectively.

**Table 4-Showing the frequency of the respondents Qualification status**

OPTIONS	RESPONSES	PERCENTAGE
UG	28	23.7%
PG	78	66.1%
Ph.D.	5	4.2%
Others	7	5.9%

(Source: made by the researcher)

**Figure 19-Highest qualification**



**• Question 5: What is your occupation?**

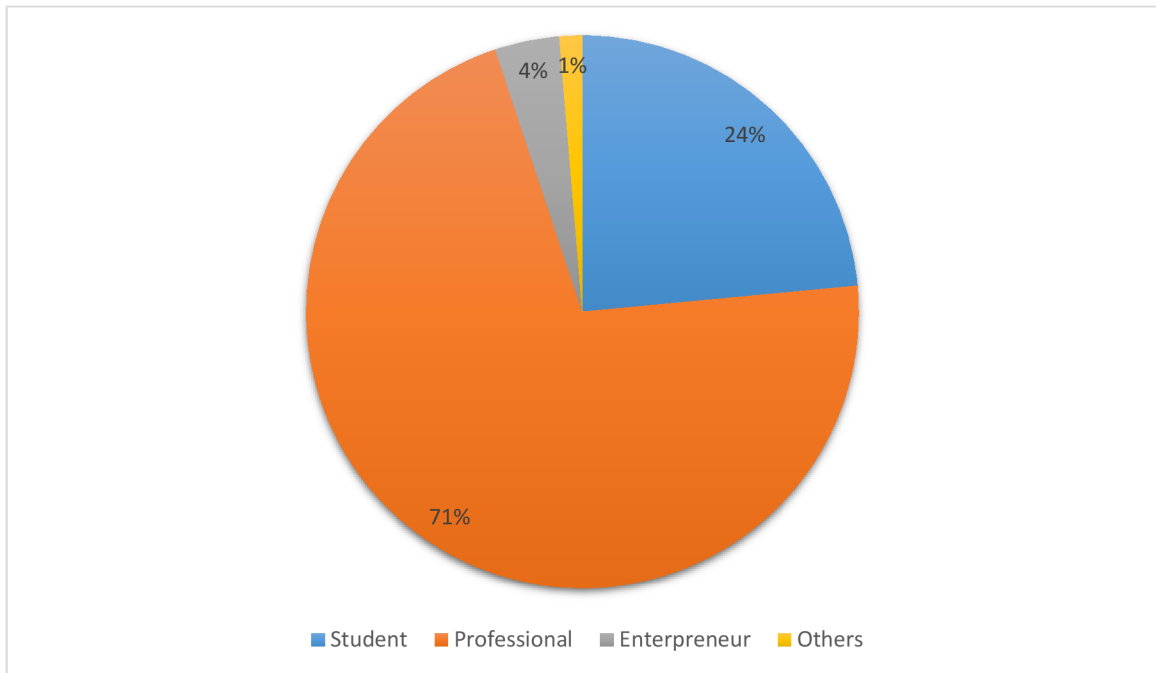
The above analysis assisted in understanding the fact that most of the respondents that is 64.4% were professional by their occupation. Further, 21.2% were students that filled in the questionnaire, and 11% of respondents' occupation was not listed. The remaining 3.4% of the respondents were entrepreneurs by their occupation.

**Table 5-Showing the frequency of the respondents Occupation status**

OPTIONS	RESPONSES	PERCENTAGE
Student	25	21.2%
Professional	76	64.4%
Entrepreneur	4	3.4%
Others	13	11%

(Source: made by the researcher)

**Figure 20-Occupation**



- **Question 6: When you are buying a product, what factors of advertisements affect your buying decision?**

When the respondents were asked about the fact while buying a product what factors of advertisements affected their buying decisions & for those various options were listed such as quality, service, the experience of people, reliability of brand, cost of the product, and the overall company from which the respondents had to choose based on very lightly, lightly, neutral, unlikely and very unlikely. For understanding this effectively a table has been constructed above by which it can be concluded that in context with the aspect of quality out of 118 respondents hundred believed that quality would affect their buying decision very lightly, 16 respondents felt likely it would affect, 2 respondents Felt neutral about this and none of them focused on unlikely or very unlikely. Moving on, in the case of service 23 respondents belong to the category of very lightly, 88 respondents felt it likely, 5 were neutral about it and the rest ticked the options of unlikely and very unlikely.

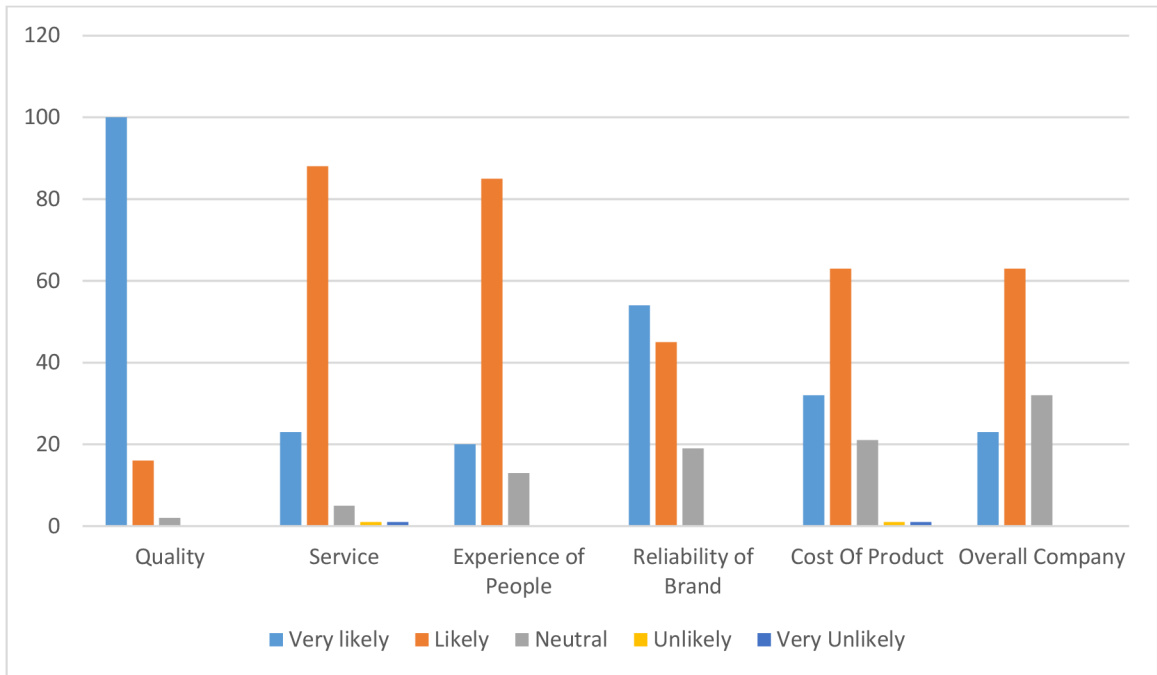
So, like this, all the aspects have been scrutinized effectively and segregated into the table for better understanding.

**Table 6- Showing the responses on the factors affecting the buying decision of the respondents while buying a product**

OPTIONS	RESPONSES				
	Very Likely	Likely	Neutral	Unlikely	Very Unlikely
Quality	100	16	2	-	-
Service	23	88	5	1	1
Experience of people	20	85	13	-	-
Reliability of brand	54	45	19	-	-
Cost of the product	32	63	21	1	1
Overall company	23	63	32	-	-

(Source: made by the researcher)

**Figure 21-When you are buying a product, what factors of advertisements affect your buying decision**



- Question7: What do you think about the recent advertising practices of Samsung to compete in the market with rivals like Apple, Xiaomi, LG, Sony, etc.? Rate on a scale of 1-5**

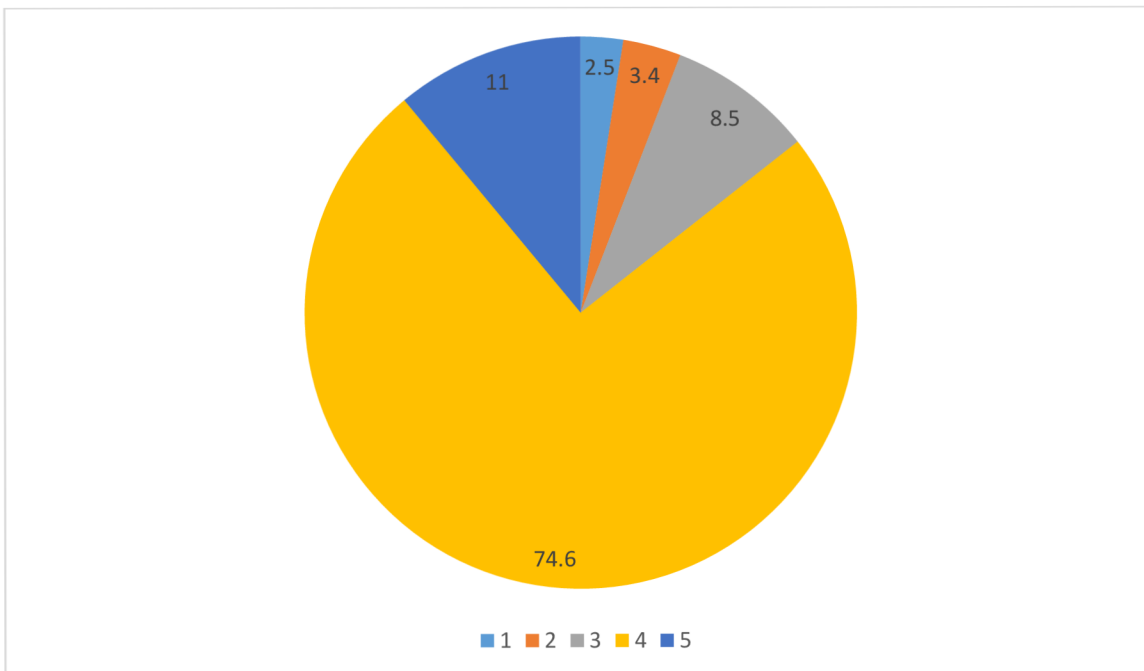
It is visibly evident from the above analysis that a major chunk of the respondents that is 74.6% out of the total rated the recent advertising practices of Samsung in competition with its rivals on a scale of four. Further 11% of respondents rated Samsung's advertising practices a number five, 8.5% of respondents rated it three on a scale of 1 to 5. The remaining 3.4% and 2.5% of respondents rated the advertisement two and one respectively on the scale.

**Table 7- Showing the percentage frequency of the respondents for choosing the samsung advertisement practices with its rivalry companies**

OPTIONS	RESPONSES	PERCENTAGE
1	3	2.5%
2	4	3.4%
3	10	8.5%
4	88	74.6%
5	13	11%

(Source: made by the researcher)

**Figure 22-What do you think about the recent advertising practices of Samsung to compete in the market with rivals like Apple, Xiaomi, LG, Sony, etc.? Rate on a scale of 1-5**



- **Question 8: Which factor influences your purchasing behaviour while buying an electronic item i.e., a phone?**

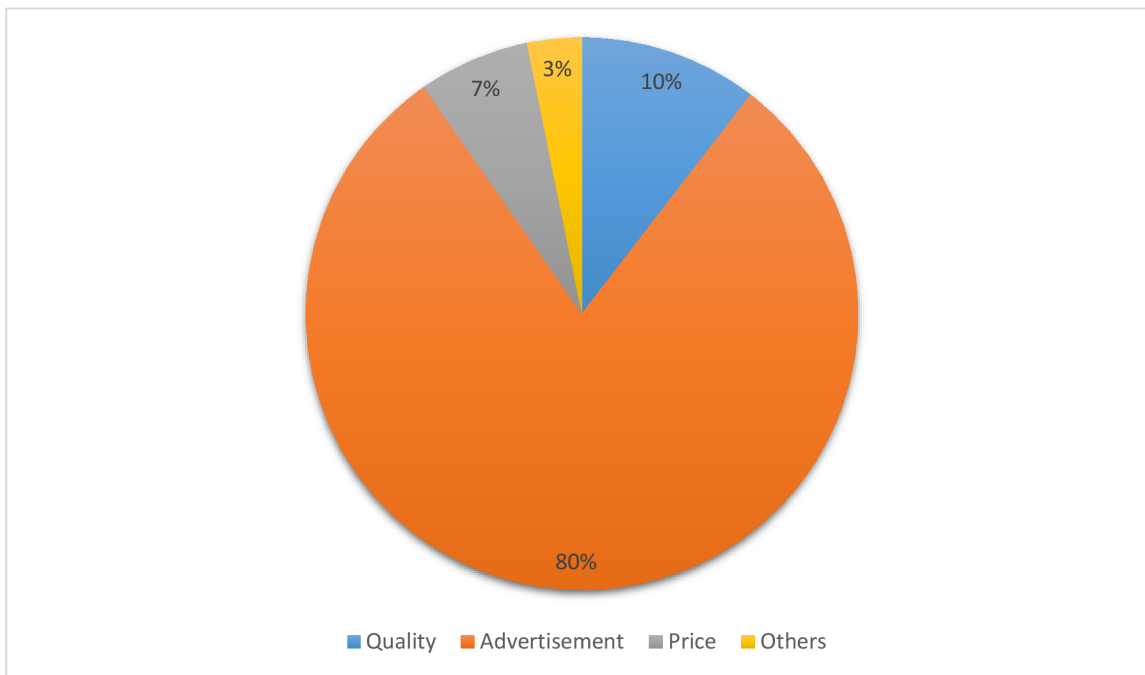
When the respondents were questioned about the factor that influenced their purchasing behaviour while buying an electronic item that as a phone it was concluded that most of them that is 62.7% respondents felt that advertisement had a major influence on their purchasing behaviour. Moving forward, 29.7% of respondents believed that quality acted as a major influence factor and 5.1% of respondents felt the same about pricing. The remaining 2.5% of the respondents had other factors that influenced their overall purchasing behaviour for buying electronic items like a phone.

**Table 8-Showing the percentage frequency of the respondents for choosing the factors influencing their buying behaviour while buying the phone**

<b>OPTIONS</b>	<b>RESPONSES</b>	<b>PERCENTAGE</b>
Quality	35	29.7%
Advertisement	74	62.7%
Price	6	5.1%
Others	3	2.5%

(Source: made by the researcher)

**Figure 23-Which factor influences your purchasing behaviour while buying an electronic item i.e., a phone**



- **Question 9: What is the main reason for advertising that influences you most while purchasing a product from Samsung?**

The analysis can be drawn from the above question posed to the respondents regarding the main reason for advertising that majorly influenced them while purchasing a product from Samsung 77.1% of respondents believed that informative Ness was the main reason for advertising that influenced them the most. Additionally, 8.5% of respondents chose attractiveness as their main reason and 5.9% of respondents chose brand ambassadors and multimedia presentations as their main reason for advertising that influenced them the most while purchasing a product from Samsung. The rest 2.5% of respondents did not mention their prime reason and chose the option of others instead.

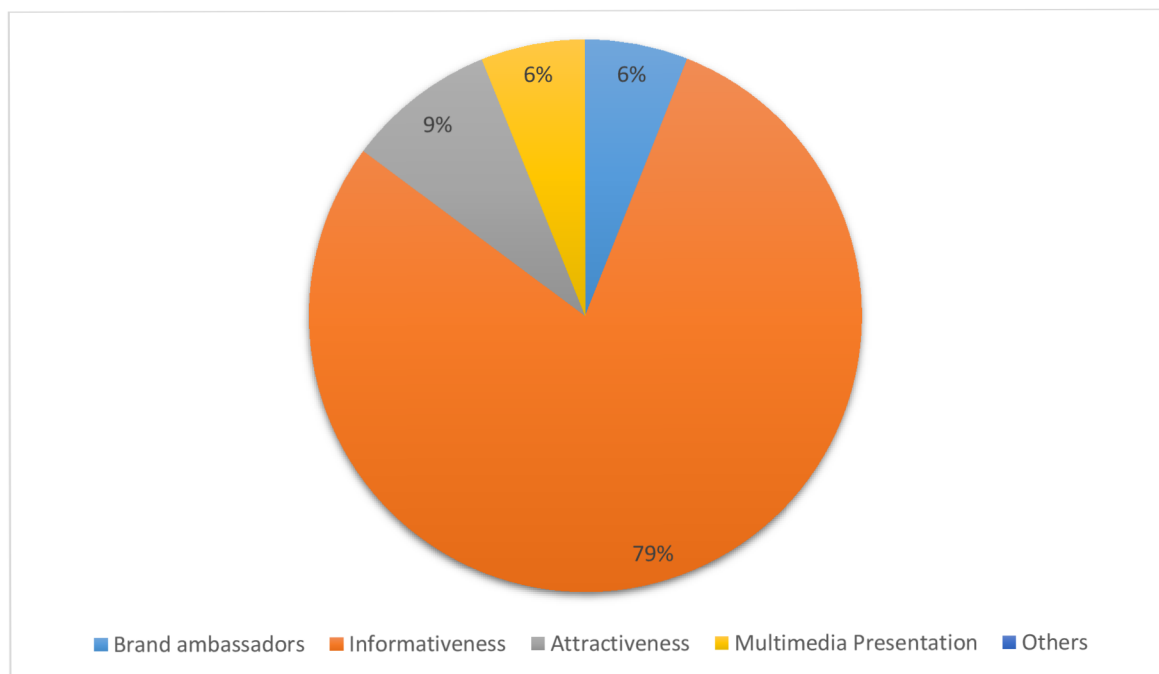


**Table 9-Showing the percentage frequency of the respondents for choosing the reason of influence of advertising while buying the product**

<b>OPTIONS</b>	<b>RESPONSES</b>	<b>PERCENTAGE</b>
Brand ambassadors	7	5.9%
Informativeness	91	77.1%
Attractiveness	10	8.5%
Multimedia presentation	7	5.9%
Others	3	2.5%

(Source: made by the researcher)

**Figure 24-What is the main reason for advertising that influences you most while purchasing a product from Samsung**



- **Question 10: Do you think, the current strategy of Samsung is fitted to change the consumer's purchasing behaviour?**

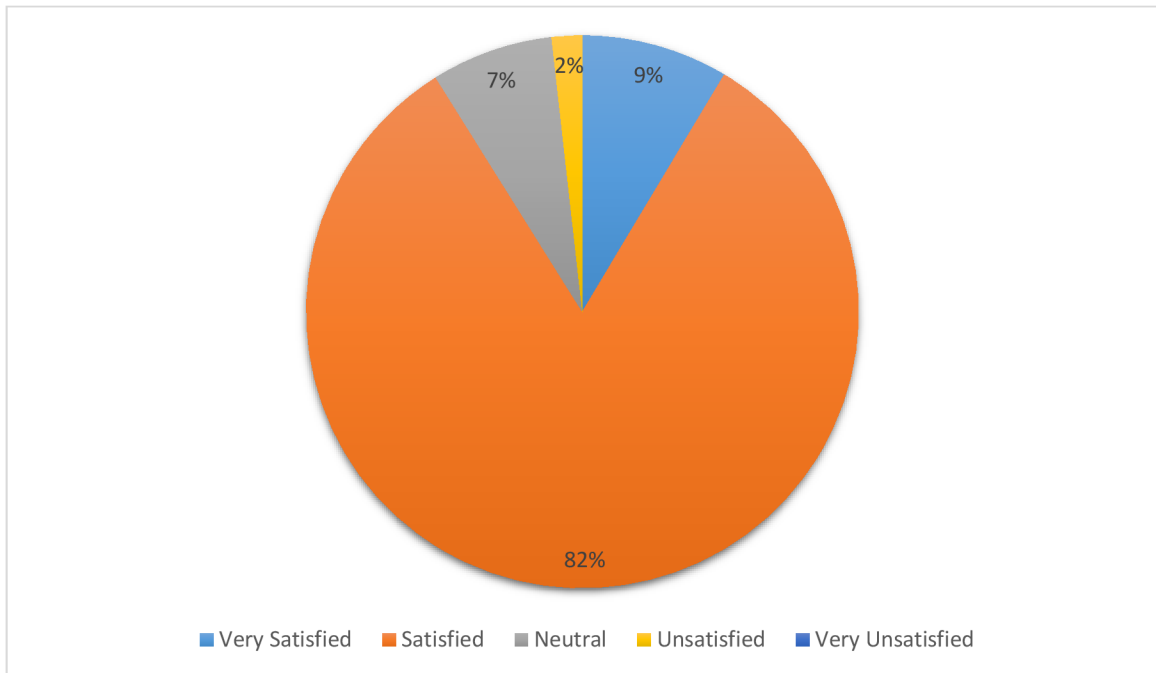
It is visibly evident from the above question regarding respondents' thoughts on the current strategy of Samsung and its suitability to change the consumers purchasing behaviour that a major chunk of the respondents that is 78.8% of them were quite satisfied with their current strategy. 12.7% of the respondents were very much satisfied with the current strategy adopted by Samsung, 6.8% respondents were neutral about it and the remaining 1.7% of respondents were quite unsatisfied with the current strategy of Samsung and its suitability for the purchasing behaviour of Samsung's customers.

**Table 10- Showing the percentage frequency for current strategy of Samsung is fitted to change the buying behaviour of consumer**

<b>OPTIONS</b>	<b>RESPONSES</b>	<b>PERCENTAGE</b>
Very Satisfied	15	12.7%
Satisfied	93	78.8%
Neutral	8	6.8%
Unsatisfied	2	1.7%
Very Unsatisfied	-	-

(Source: made by the researcher)

**Figure 25-The current strategy of Samsung is fitted to change the consumer's purchasing behaviour**



- **Question 11: Which advertising media do you prefer the most when making a purchasing decision on the phone?**

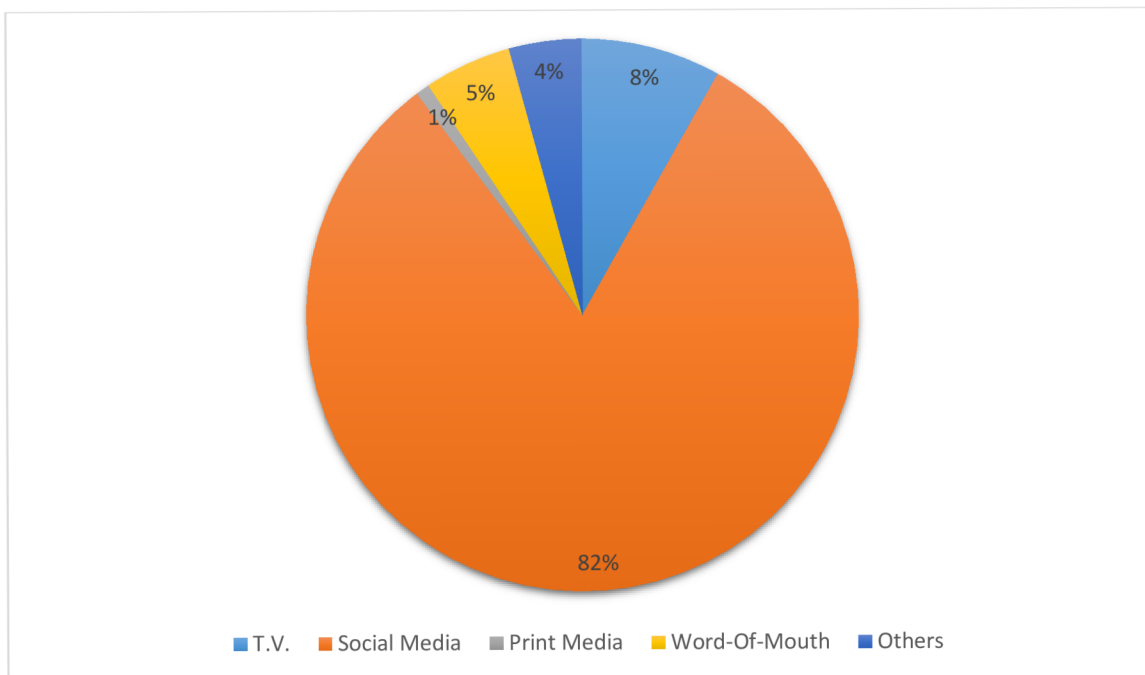
It can be deduced from the above analysis regarding the advertising media that respondents preferred the most while making a purchase decision of the phone that 81.4% of respondents believed that social media is their most preferred advertising media. 8.5% of respondents and 5.1% of respondents preferred television and word of mouth respectively as their most preferred advertisement media when making a purchase decision of a phone. The rest 4.2% and 0.8% of respondents did not convey their preferred media and chose print media as their preferred advertising media respectively.

**Table 11- Showing the percentage frequency for choosing the advertising media preference when making the buying decision on phone**

OPTIONS	RESPONSES	PERCENTAGE
T.V.	10	8.5%
Social media	96	81.4%
Print media	1	0.8%
Word of mouth	6	5.1%
Others	5	4.2%

(Source: made by researcher)

**Figure 26-Which advertising media do you prefer the most when making a purchasing decision on the phone**



- **Question 12: Do you find any effect of emotional advertising on consumer buying behaviour?**

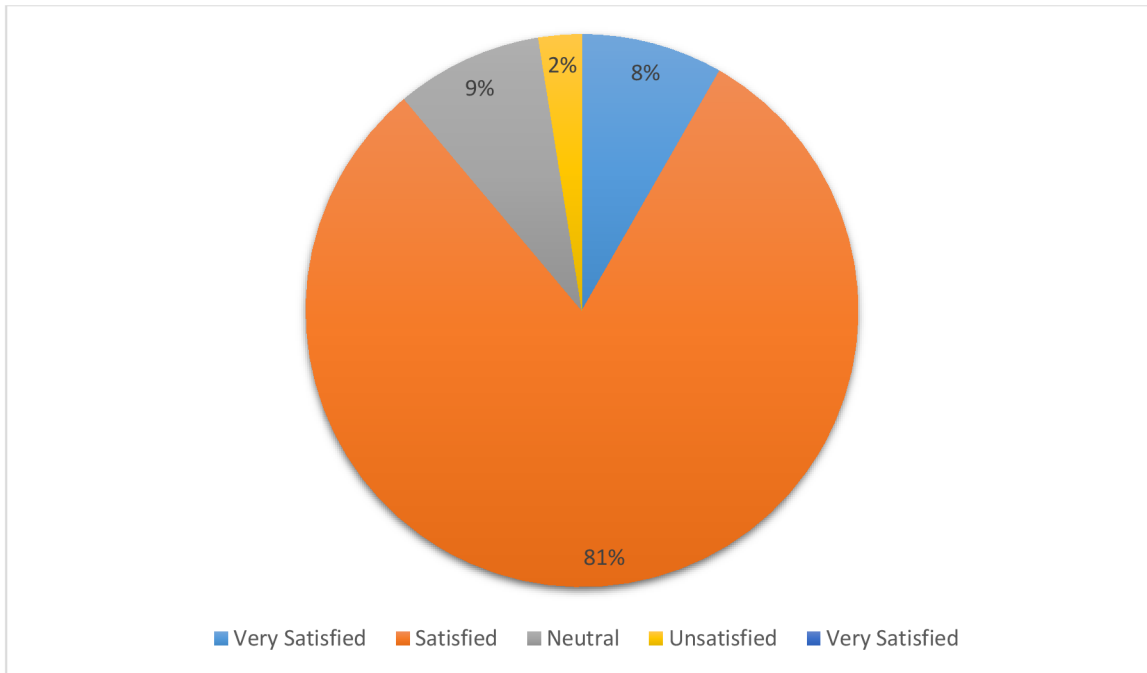
When the respondents were, posed a question regarding the effect of emotional advertising on the overall consumer buying behaviour that 79.7% of respondents believed that they were satisfied with emotional advertising, 9.3% respondents were very satisfied and 8.5% were neutral about it. The remaining 2.5% of respondents were unsatisfied with the statement posed to them in the above question

**Table 12- Showing the percentage frequency of the effect of emotional advertising on buying behaviour**

<b>OPTIONS</b>	<b>RESPONSES</b>	<b>PERCENTAGE</b>
Very Satisfied	11	9.3%
Satisfied	94	79.7%
Neutral	10	8.5%
Unsatisfied	3	2.5%
Very Unsatisfied	-	-

(Source: made by researcher)

**Figure 27-effect of emotional advertising on consumer buying behaviour**



- **Question 13: According to a customer's point of view, what should be the main purpose of advertising for companies like Samsung?**

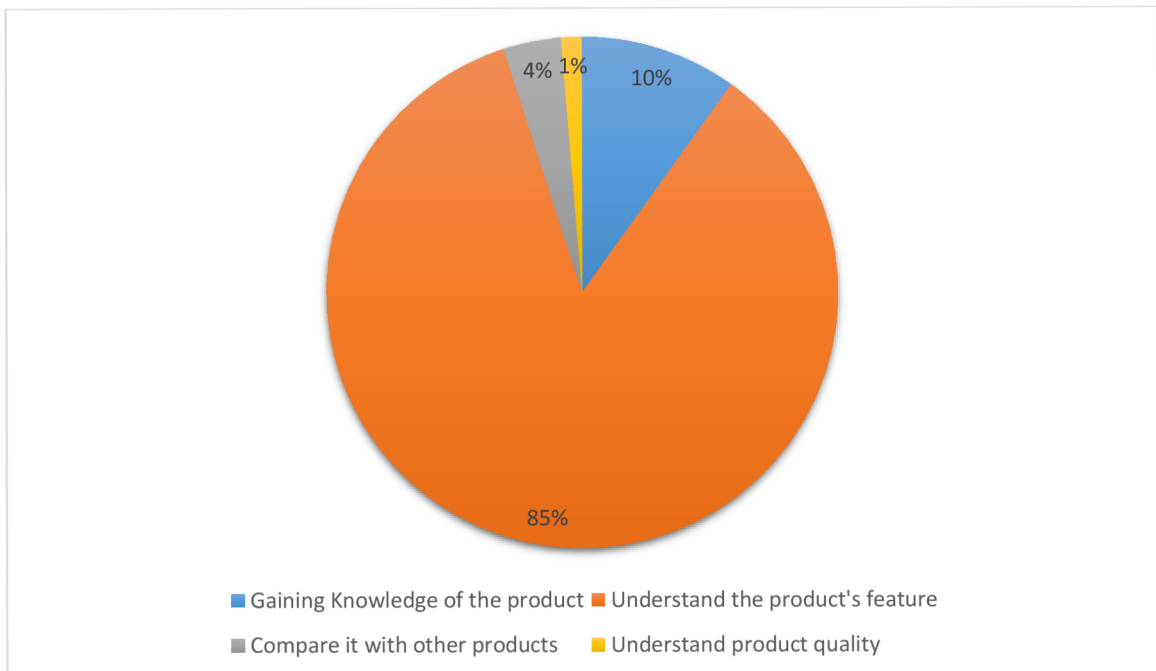
An analysis can be drawn from the above question asked about the respondents regarding the customer point of view in context with the main purpose of advertising for companies such as Samsung that majority of the respondents that is 79.7% believed understanding products feature should be the main purpose of advertising for organizations like Samsung. 9.3% of respondents believed gaining knowledge of the product is the main purpose of advertising and 7.6% of respondents believed understanding product quality must be the main purpose of presenting an ad. Then the remaining 3.4% of respondents felt that the main purpose of advertising should be a comparison with other products available in the market

**Table 13- Showing the percentage frequency of the main purpose of advertising on the basis of customer view point**

OPTIONS	RESPONSES	PERCENTAGE
Gaining knowledge of the product	11	9.3%
Understand the product's features	94	79.7%
Compare it with other products	4	3.4%
Understand product quality	9	7.6%

(Source: made by researcher)

**Figure 28-what should be the main purpose of advertising for companies like Samsung**



**Question:14 What type of impact do the adverts Samsung generally make on your perception?**

It can be interpreted from the above table regarding the type of impact the adverts of Samsung usually have on the perception of customers for which 91.5% of respondents believed the impact is positive, 6.8% respondents believe the impact is neutral and the rest 1.7% of the respondents believe that the impact of adverts are negative in context with their perception

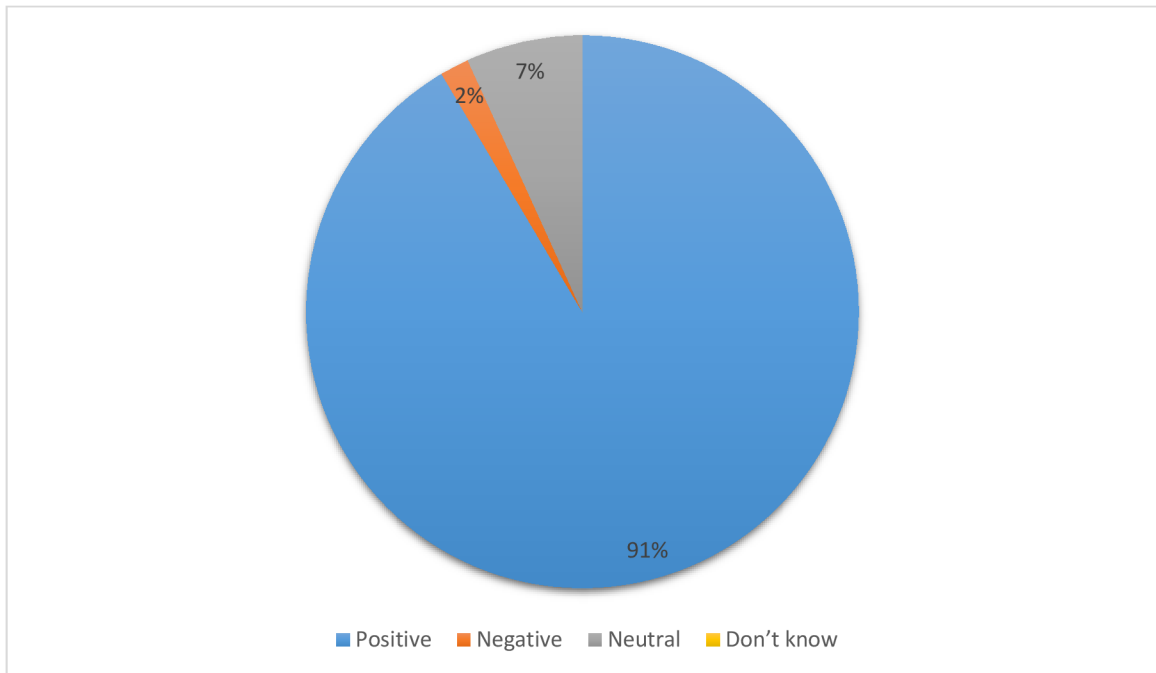
**Table 14- Showing the percentage frequency of the impact of advertisements do to make on your perception for Samsung**

<b>OPTIONS</b>	<b>RESPONSES</b>	<b>PERCENTAGE</b>
Positive	108	91.5%
Negative	2	1.7%
Neutral	8	6.8%
Don't know	-	-

(Source: made by the researcher)



**Figure 29- What type of impact do the adverts Samsung generally make on your perception**



- **Question 15: Please provide your feedback rating on the mentioned link of advertisement by Samsung ran in India, on a scale of 1-5. Advertisement link: <https://news.samsung.com/in/samsung-launches-galaxy-f41-in-india-the-fullon-smartphone-for-young-shoppers-this-festive-season>**

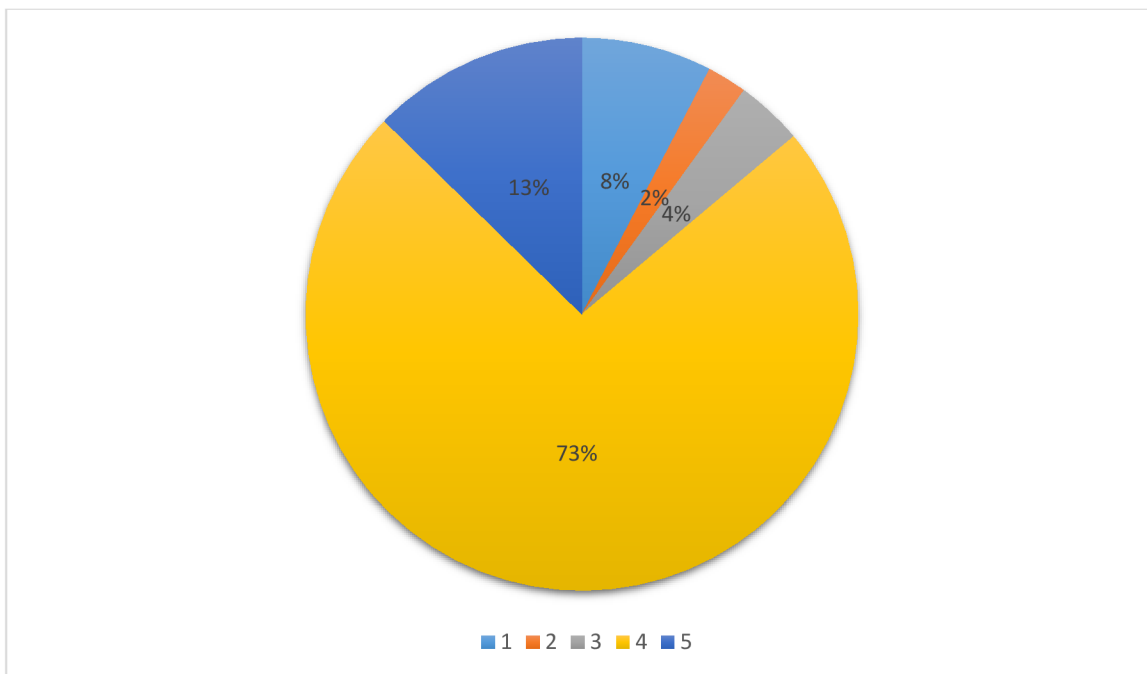
It can be deduced from the above table regarding the feedback rating of Samsung on the mentioned link that on a scale of 1 to 5 majority of the respondents that is 78.8% out of the total considered it at a point of 4 on the scale. Then 13.6% of respondents considered it on a point of 5 on the scale, 4.2% of respondents considered it on a point of 3 on the scale and 2.5% of the respondents considered it on a number 2. The remaining 0.8% of respondents provided their feedback by rating it 1 on the scale.

**Table 15- Showing the percentage frequency for getting the feedback after watching the advertisement**

OPTIONS	RESPONSES	PERCENTAGE
1	1	0.8%
2	3	2.5%
3	5	4.2%
4	93	78.8%
5	16	13.6%

(Source: made by the researcher)

**Figure 30-Provide the feedback rating on the mentioned link of advertisement by Samsung ran in India, on a scale of 1-5**



After the completion of survey and findings of the respondents, it is found that advertisements affect the buying decision of the consumers in terms of quality, reliability, cost, etc. Also, it is stated in the survey that advertisement still has its own importance as

compared with the factors like quality, pricing. Well, there are many reasons which helped in advertising the products in which attractiveness and informativeness positioned on top rather than multimedia presentation. The era is changed, people now more aware about the social media and found it most suitable platform to connect with millions of people through information and by emotional advertisement.

### **Recommendations**

The advertising industry is more saturated than it has ever been. If people are terrified of what you're producing, it doesn't matter how fresh or distinctive your product is. Because of this, they may see that Samsung's marketing is slanted in favour of their products. Samsung do all in their power to demonstrate that their products are good fit for their requirements as long as they believe it is. Samsung's advertising may be improved if they adopted the following concepts:

- Utilise social media marketing

Social media marketing is one of the most effective strategies to get to know your consumers. Customers communicate with businesses via social media. On these sites, they anticipate speedy responses to their issues and concerns. Because 52% of customers want a response from your company within 30 minutes or less after contacting you via Facebook or Twitter. Customers can also utilise social media to express their opinions about your company. As a result, you may utilise social media to solicit consumer feedback and highlight the positive aspects of their experiences. Samsung may urge their fans to leave a review on social media in a variety of ways.

- Utilise paid marketing platforms

Samsung can enlist the assistance of people who charge for marketing services. Customers that are interested in their company may discover through pay-per-click (PPC) advertisements. This is where they might look for Samsung. These are advertisements that appear at the top of search engine results pages for a fee (SERPs). Pay-per-click (PPC) advertising may be a terrific approach to reach out to people who are seeking for work. Many of these advertisements appear when individuals search for certain terms or phrases. Samsung must utilise certain terms in their ad text to attract the ideal folks.

- Personalisation

It is critical to make consumers feel good about your business since customer satisfaction keeps them coming back. Many people like to be treated as individuals rather than just

another consumer. Make their email marketing content one-of-a-kind to provide their consumers a one-of-a-kind experience.

Every day, the people who read their emails receive a large number of emails from a variety of firms. They don't have time to read emails that aren't necessary or beneficial because of their hectic schedules. Make your emails personal and make them seem like they're a part of something if Samsung want people to open and click on them.

- Demand based marketing

Marketing that is based on the desires of the public. People use the internet to gain a lot of information all the time. Then Samsung have the opportunity to provide relevant information to their audience and direct them to your website. They may begin by offering their consumers what they require if they want to discover how to make them pleased.

Make use of content marketing to get the word out about their material and show how vital it is. Samsung may assist individuals with their difficulties by creating content. When creating something, they'll need to employ a variety of forms.

## **6. Conclusion**

Organisations communicate with their customers to generate sales, maintain public relations, and use advertisements to judge consumer behaviour and trade. This study supported the statement that advertisement is the key approach in an electronic corporation that deals with several products and can provide relevant products and services for their customers. The competition increases with time in the Indian automobile industry, which invested resources in the products and services to fulfil customer satisfaction and capture market sales as a promotion tool and maximising the market share. Advertisement is a way of communication that help to target the individuals to get the reap in return, also helps to get the information of related products along with the goods and services. Advertising also prompts the consumers with least enquiries as the optimistic role to purchase the products and initiative to understand the relationship of advertising and consumer with some special reference. Thus, to evaluate the impact of advertising in engaging customers regarding their product values, recommend some information about their products and encourage them to repurchase their companies' products through advertising. Hence, the objective effect of advertising is fulfilled here.

During the research it has been analysed that advertising effects the consumer buying behaviour in certain ways. The study helped in achieving the objective of identifying the effect of advertising on consumer buying behaviour. In their study, he included that consumer is aware of product daily, but advertising helps the entire market with new products' existence, their features, and explains how it operates from beginning to end. The impact of brand awareness in the study has been detailed with the help of research done which studied that consumer are influenced by their purchasing decision and meet their basic requirements as social, ecological, and pricing, which influence their purchasing nature. Further, it enhances the brand awareness about the products and services which gives detail to act instantly, and as the market is so competitive, there are many purposes which comprise competitive advantage, impact the buyer, product vision, and facilitate the communication. Hence, the impact on brand awareness by consumer buying behaviour is fulfilled here. Also, it was found in the that emotional advertising can be used as eliciting the emotional factors from customers. Not only Samsung, but the best companies in the world make efforts to perceive advertisements in two ways i.e., rational and emotional. Emotional factors appeal to the promotional tactics which inspire the customers through emotions among the

consumers. Hence, the objective factors which influence consumer buying behaviour in India is fulfilled here. Also, it assesses to motivate viewers to tell the story from starting, which helps the customer connect with the product and companies that resonate with the audience. Also, it enables the companies and brands to connect with it feelings of customers and support the companies to reach consumer purchasing behaviour and achieve effective communication.

Consumer behaviour stands with two pillars one is desire and the second is needs. The lifestyle is changing, demand and needs as per the conveniences regarding their existing products and services, making it easy for both customers and companies. In every industry, the impact of advertisement on consumer behaviour is affected by the curiosity of the customers. Also, consumer behaviour understands the production procedure from starting and offering product success in the market. Well, the business has the aim to increase the production capacity with their sales figures, win the trust of the customers, determine their needs, and work on an effective buying system. With the use of modes of advertising were analysed and modes of advertising used by Samsung was ascertain. The study narrated that mobile advertising is an emerging platform that helps to promote over social media, and it exceeds 50% follow up their purchasing behaviour, their intention for the products and services.

Social media users use the informativeness, entertainment of the advertising value which is one big factor for purchase intention. Thus, social media help companies to understand the needs and consumer behaviour enabling them to identify the market opportunities, innovative products and enhance the chances of highest to re-evaluate the market position. Advertisement used the companies to promote their products in the wider market and influence the consumer buying behaviour and at the same time inform their consumers about the product features, advantages, pricing, quality, product testimonials, product name, colours, etc. Hence, the mode of advertising used by Samsung in India to influence consumer buying behaviour is fulfilled here.

Consumer buying behaviour models were discussed in detail to understand the factors affecting consumer buying behaviour. Influencing factors have been identified and discussed in this research. Further, consumer behaviour has several concepts which help the marketing team to understand it. Well, there are models like economic, learning, sociological, and other contemporary models of Howard, the Nicosia model, the Engel Kollat Blackwell model, and so on mentioned above. The models are the theoretical framework that works on the why

and how customers make their purchasing decision. Well, the goal of consumer behaviour is to predict the roadmap of customer decisions until their conversion, support at every stage of their buying journey.

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## 8. Appendices

[https://docs.google.com/forms/d/e/1FAIpQLSfSKXNt\\_CZ8uiMYBxbEaJMp27rmZWjpZD9zgmwVaTxh6kY1RQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfSKXNt_CZ8uiMYBxbEaJMp27rmZWjpZD9zgmwVaTxh6kY1RQ/viewform?usp=sf_link)

### QUESTIONNAIRE

1. Please select your gender
  - a. Male
  - b. Female
  - c. Prefer not to answer
  
2. Select your age group
  - a. 18-25
  - b. 26-30
  - c. 30-35
  - d. Above 35
  
3. What is your marital status?
  - a. Married
  - b. Unmarried
  
4. What is your highest qualification?
  - a. UG
  - b. PG
  - c. Ph.D
  - d. Others
  
5. What is your occupation?
  - a. Student
  - b. Professional
  - c. Entrepreneur
  - d. others

6. How the advertising impact your buying behaviour if you are already planning to buy a same or similar product?

	Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied
Purchase					
Service					
Overall company					

7. What do you think about the recent advertising practices of Samsung to compete in the market with rivals like Apple, Xiaomi, LG, Sony etc.? Rate on the scale of 1-5

1----5

8. Which factor influences your purchasing behavior while buying an electronic item i.e. phone?

- a. Quality
- b. Advertisements
- c. Price
- d. Income
- e. Other

9. What is the main reason for advertising that influences you most while purchasing a product from Samsung?

- a. Brand ambassadors
- b. Informativeness
- c. Attractiveness
- d. Multimedia presentation
- e. Others

10. Do you think, the current strategy of Samsung is fitted to change the consumer's purchasing behavior?

	Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied
Your response					

11. Which advertising media do you prefer the most while making a purchasing decision of phone?

- a. T.V.
- b. Social media
- c. Print media
- d. Word of mouth
- e. Others

12. Do you find any effect of emotional advertising on consumer buying behavior?

	Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied
Your response					

13. According to a customer point of view, what should be the main purpose of advertising for companies like Samsung?

- a. Gaining knowledge of the product
- b. Understand product's features
- c. Compare it with other products
- d. Understand product quality

14. What type of impact does the adverts of Samsung generally make on your perception?

- a. Positive
- b. Negative
- c. Neutral
- d. Don't know

15. Please provide your feedback rating on the mentioned link of advertisement by Samsung ran in India, on the scale of 1-5

Advertisement link: <https://news.samsung.com/in/samsung-launches-galaxy-f41-in-india-the-fullon-smartphone-for-young-shoppers-this-festive-season>