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Faculty of Economics and Management

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Diploma Thesis Appendix

Effects of Advertisement on the Consumer

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ABSTRACT

Advertisement is an integral part of our daily life it connects us with new products and services by using different media like newspaper, television, magazines, and hoardings. It is basically an effective method of marketing which encourages the consumers to purchase goods and services. Advertisement enhances the economic activity which improves the income of product. It also motivates the customers to consume more materials and improves the standard of living. This research work is mainly focus on to find out the role of advertisement on building the consumer perception and studies the impact on buying behavior. The consumer's behavior plays an effective role in the market and it depends on the brands and packaging of goods and products. The consumer behavior is an effective tool for marketing manager, and it is very complex phenomenon to understand the mutual advantage of buyers and marketers. In this Diploma Thesis the Primary Data has been collected by research work based on the feedback of the 100 persons and then their view is considered for the further descriptive analysis. After performing the analysis on the theoretical part of the thesis questionnaire, then it is used for data interpretation. The questionnaire result clearly shows that advertisements have positive impact on customers and it also change the perception towards the products. The outcomes in result and analysis chapter show the significant results based on respondent's views.

Keywords: advertisement, results, consumers, marketing, questionnaire, consumer behavior, perceptions, brands, data.

OBJECTIVES AND METHODOLOGY OF THESIS

2.1 Objectives

- **To identify the role of advertisement on building consumer perception**

Advertisement plays a vital role in making the perception and choice of the product from the similar range of products. Advertisement presents the product in the visual form with the detail of its features and advantages. The best content of the advertisement for product helps to increase the sales of the product. The advertisement related to the emotional side of the consumers affects the most of the consumer's mind.

- **To study the impact of consumer awareness and perception on buying behavior**

This goal of the study related to the impact of advertisement on consumer awareness and their perception related to that product. This goal also reveals the perception related to the product in different consumers. The perception of each consumer helps to find out their will to buy the product or not and it is different for each consumer.

2.2 Methodology

The Methodology part consist of two main divisions "The Literature Review" which is elaborated from secondary data available and by performing the careful review on it. This review is used to write the theoretical part of the diploma thesis.

To review the secondary data, we have used the following channels for collection of the data:

1. Internet Websites
2. Text Books
3. Articles
4. Journals
5. Some Group Discussions

The Primary Data has been collected by research work based on the feedback of the 100 persons and then their view is considered for the further descriptive analysis. After performing the analysis on the theoretical part of the thesis, a Questionnaire has been prepared for the persons to answer. The questionnaire method provides highly accurate data because interpretation of question is accurate. This Survey has been performed City: Chandigarh of Country: India and some persons have been approached via email, Face-To-Face and some by Facebook. It has been considered to send this questionnaire to only 100 persons as to collect quality data rather than quantity of data. The Questionnaire was provided to 50 males and 50 females of various age groups. Data collection process for this work took approximately two weeks. The questionnaire consists of two parts in which one part contains the basic information related question and second part contains the questions related to “Effects of Advertisement on the Consumer”. In the end, there is Descriptive analysis is basically a process in which summary of the data based on the description given by the respondents. In this analysis feedbacks of 50 respondents have been considered for the analysis of Effects of the Advertisement.

Questionnaire

1. Which Media helps you to come across with advertisements?

- a) Television Ad b) Newspaper ad
c) Exhibition d) Road Shows

2. Have you ever changed your perception towards a product because of its advertisement?

- a) Yes b) No c) Don't Remember

3. Have you ever purchase a product because of its advertisement?

- a) Yes b) No c) Sometimes

4. What things in advertisement changes your mind?

- a) Participating Celebrities

- b) Better product description
- c) Product offers
- d) Personal Experiences
- e) Other (Please Specify) _____

5. Do you think that advertisement affect's the consumer's behavior?

- a) Yes b) No c) Sometimes

6. Which concept or feeling is closely related with the ad?

- a) Achievement and success
- b) Caring for others
- c) Personal security
- d) Feeling Healthy
- e) Freedom to be one's self
- f) Living a comfortable life
- g) Making a better world
- h) Being accepted by others
- i) Other (Please Specify) _____

7. What are the impressions of advertisements on the consumers?

- a) Positive b) Negative c) Neutral
- d) Other (Please Specify) _____

8. Which promotional media is influencing you to buy the product?

- a) Television Ad b) Newspaper ad
- c) Exhibition c) Road Shows

d) Other (Please Specify) _____

9. Do you think the advertisement of a product makes Brand Image in Market?

a) Yes b) No c) Maybe

10. Do you consider that advertisements of the products make consumers believe in History/Story created by the Brands?

a) Yes b) No c) Maybe

d) Other (Please Specify) _____

11. Usage of famous Celebrities in advertisements helps companies to create Brand awareness more rather than normal actors?

a) Yes b) No c) Maybe

d) Other (Please Specify) _____

12. Do you consider that Brand associated with big superstars gain advantage in the market from their competitors?

a) Yes b) No c) Maybe

d) Other (Please Specify) _____

13. Does the negative publicity of any Brand Ambassador leads tarnish of image of the associated Brands?

a) Yes b) No c) Maybe

d) Other (Please Specify) _____

14. Do you buy products because of the Sportsmen or Film stars used in the advertisements?

a) Yes b) No c) Maybe

d) Other (Please Specify) _____

15. Gender

Male

Female

16. Age

a) Below 18 Years

b) 18 Years – 23 Years

c) 23 Years – 28 Years

d) 29 Years – 34 Years

e) 35 Years – 40 Years

f) 41 Years – 45 Years

g) 46 Years – 50 Years

17. Monthly Income

a) 10,000-20,000 b) 20,000-30,000

c) 30,000-40,000 d) Above 40,000

18. Education Level:

a) Phd b) Masters

c) Bachelor's d) High School/ Diploma

e) Secondary Education e) Others _____

19. Marital Status:

a) Single b) Married

c) Family



d) Divorced



CONCLUSION

The conclusion part is written after deep descriptive analysis of the results of the Questionnaire filled by the respondents. The questionnaire which was filled by 50 males and 50 females of various age groups and even various backgrounds such as education and monthly income.

Upon analyzing the results with the questionnaire, it was figured out that the role of advertisements in building consumer perception is very pivotal. Consumers are not only influenced towards but also get connected to the brand with the emotional and story mindset of the brands. Consumers not only get knowledge of the products via advertisements but also get deeply connected to them by usage of popular celebrities in them. In this modern era specially, the younger generation is very much connected to Sports or Film Celebrities and follows them on social media, and they consider the celebrities as their role models in life. Therefore, using the celebrities in advertisements influences perception of consumers in a positive way as people try to copy them in real life as well.

Moreover, these advertisements give a larger platform for brands to reach to huge populations in shorter span of time and in case there is Superstars or Sportsmen used in the advertisement then it provides advantage over the competitors. These celebrities become the Brand Ambassadors of these products and carry their image everywhere in the world. As per the study on the objective to find the impact of consumer awareness and perception on buying behavior, it was revealed that though the reach of products publicity is higher with usage of famous celebrities inside the advertisements, on the other side there is a huge drawback, in-case the image of the Brand Ambassador gets tarnished it can lead huge losses to the brand. This result was analyzed during the results of the questionnaire. One of the important aspects of buying behavior was also depicted in this questionnaire results which is, that consumers' mindset could be influenced towards products initially via means of celebrities or advertisements. But ultimately, the personal experience of the consumer towards products will motivate the buying behavior in future.

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