A STUDY ON ROLE OF ADVERTISEMENT CAMPAIGNS ON CUSTOMER BUYING DECISION: A CASE STUDY ON FALCON FIBRE FACTORY PVT LTD, BANGALORE

Abstract

This Study is very important, as it tells the roles of advertisements campaigns in customer buying decision. It suggests various advertising campaign techniques to attract More Buyers. It also helps the customers to get information regarding The Products of the company. By this study consumer can evaluate the alternative by seeing the advertisements. By this study one can come to know how the advertised products are serving consumer's problems. Consumers in buying stage are confused because of the many choices they see and comparing them to reach the best choice is not an easy task. Advertisers target consumers through the informational advertisement to create a shortcut road to specific products. It also States the Probability of role of Advertisement Campaigns on customer buying decision. The main scope of The Study is Confined to determine the role of advertisement campaigns which affects the Buying Decision Process of the consumer to buy the products from Falcons fibre Pvt ltd. And consider the samples collections form those consumers who buy the products from the Falcons fibre Pvt ltd based on advertisement campaigns. This research is focused on understanding the roles of advertisement campaigns on customer Buying Process. When a person is willing to buy any product, one Can Have n number of Alternative Products in the market, but he or she may not Be having the information regarding the products. So, it is very complicated to decide which product to buy among various alternatives which are available in the market. Hence this study is going to conclude the role of the advertisements on buying decisions.
Key words: Decision making, Advertisement, Buying Decision

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INTRODUCTION

Advertising is a marketing tactic involving paying for space to promote a product, service, or cause. The actual promotional messages are called advertisements, or ads for short. The goal of advertising is to reach people most likely to Be willing to a Pay for A company's products or services and entice them to buy. Advertisements helps us to find Ideal Customers for our product in the market.

The vast expansion of business in the nineteenth century was accompanied by the growth of an advertising industry; it was during that century that advertising agencies were founded, particularly in the United States. The original agencies were essentially traders for newspaper advertising space. However, by the early twentieth century, agencies were involved in the creation of the

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advertising message itself, including copy and artwork, and by the 1920s, agencies that could plan and execute complete advertising campaigns, from initial research to copy preparation to placement in various media, had emerged.

REVIEW OF LITERATURE:

Mandan, Hossein & Furuzandeh, 2013: The authors in the study made an effort to tell that One of the key factors for developing an advertisement has been entertainment. Customers' attention is gained through the use of entertainment. Consumers are more likely to recall a fascinating and entertaining advertisement than a boring one. As a result, it is possible to assert that entertainment improves the efficiency of advertising. That is why many businesses spend a significant amount of money on humorous advertisements.

Chang, 2006. Duncan & Nelson, 1985: Duncan and Nelson hypothesized that entertainment in advertising leads to customer satisfaction, and they conducted a study to see how entertainment in advertising influences customers. They looked at 157 answers to adverts and discovered that engaging ads can influence consumers. It has the ability to persuade customers to accept and consume a product. Chang looked at engaging advertising and their impact on consumer happiness as well as their behavioral intentions in a similar way. He discovered that entertaining advertising can positively boost consumer pleasure, therefore influencing consumer buying behavior, based on his research of 152 participants.

Macinnis and Park 1991: In order to evaluate the influence of familiar songs in advertising and customer behavior, Macinnis and Park conducted a study with consumers. Consumers expressed happiness for products with known songs in their research, and a substantial association between the level of familiarity of the songs in the advertising and their amiability was established.

Alba & Hutchison 1987, Johnson and Russo 1984: Alba and Hutchison defined familiarity as the quantity of product- or service-related experiences a consumer has accumulated. Direct and indirect experiences such as exposure to commercials, contacts with salespeople, word of mouth contact, trial, and consumption are all examples of connected experiences. Johnson and Russo considered familiarity to be the same as knowing. Experience, according to Johnson and Russo, contributes to familiarity. A review of the literature reveals that familiarity, experience, and knowledge are all interwoven. According to the writers, brand familiarity is defined as the sum of customers' linked encounters with a brand.

NEED FOR THE STUDY:

The need of This Study is very important, as it tells the roles of advertisements campaigns in customer buying decision. It suggests various advertising campaign techniques to attract More Buyers. It also helps the customers to get information regarding The Products of the company. By this study consumer can evaluate the alternative by seeing the advertisements. By this study one can come to know how the advertised products are serving consumer's problems. Consumers in buying stage are confused because of the many choices they see and comparing them to reach the best choice is not an easy task. Advertisers target consumers through the informational advertisement to create a shortcut road to specific products. It also States the Probability of role of Advertisement Campaigns on customer buying decision.

OBJECTIVES:

- To Study the Impact of advertisement campaigns on Consumer purchase decision with the company.

- To analyse the advertisement role in purchase decision

- To Analyse the perception of consumers about advertisement campaigns

- To Study the dependency of Customer Buying decisions on advertisement campaigns

SCOPE OF THE STUDY:

The main scope of The Study is Confined to determine the role of advertisement campaigns which affects the Buying Decision Process of the consumer to buy the products from Falcons fibre Pvt ltd. And consider the samples collections form those consumers who buy the products from the Falcons fibre Pvt ltd based on advertisement campaigns.

RESEARCH METHODOLOGY:

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. The following methods used in this study which carries to the Conclusion of This Study are as follows:

.   Collection of data

.   Testing the data

.   Analysing the data

.   Writing interpretation

HYPOTHESIS:

H0: customer buying decision at Falcon's fiber Pvt ltd is dependent on advertisement campaigns.

H1: customer buying decision at Falcon's fiber Pvt ltd is independent of advertisement campaigns.

RESULTS AND DISCUSSIONS

LOGISTIC REGRESSION USING R:

Logistic regression in R programming is a classification algorithm used to find the probability of event success and event failure. Logistic regression is used when the dependent variable is binary (true/false, yes/no) in nature. Logic function is used as a link function in a binomial distribution. Logistic regression is also known as binomial logistic regression. It is based on sigmoid function where output is probability and input can be from negative infinity to positive infinity.

Logistic regression is also called as generalized linear model. It is used in classification technique to predict a qualitative response, value of y Ranges from 0 To 1 and represented in the equation, odds=p/(1-p).

P is probability of characteristics of interest. The odds ratio Can Be defined as the probability of success comparing the probability of failure. It is the key representation of logistic regression co efficient and it can take values in between 0 and infinity. Odds ratio is 1 when the probability of success is equal to probability of failure. Odds ratio is 0.5 when the probability of failure is twice the probability of success. Log(odds)=log(p/1-p), Since We Have taken dependent variables to work, we Need to Choose a link function that is best suited for the distribution.

Logit (P)= log (P/1-P) =b0+b1*1+b2*2+b3*3+………+bn*n

It is logit functioning above equation, the parenthesis is chosen to maximize the likelihood of observing the sample values rather than minimizing the sum of squared errors. the logit is also called as log of odds.

THE DATASET:

Responses collected from 100 customers of Falcons fibers company Pvt ltd to a set of questions to determine whether the buying decision of the customers depends of the advertisement campaigns held by the company or not.

HYPOTHESIS CALCULATIONS:

H0: customer buying decision at falcon's fiber Pvt ltd is dependent on advertisement campaigns.

H1: customer buying decision at falcon's fiber Pvt ltd is independent of advertisement campaigns.

Initial step of performing the logistic regression, is to load the data to R software.

CODES FOR ANALYSIS:

dat<-Untitled_form_Responses_2_

summary(dat)

dat$thirteen1<-as. factor(dat$thirteen)

dat$nine1<-as. factor (dat$nine)

dat$ten1<-as. factor (dat$ten)

str(dat)

summary(dat)

logistics<-glm(thirteen1~nine1+ten1,data = dat,family = "binomial")

summary(logistics)

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Call:
glm(formula = thirteen1 ~ nine1 + ten1, family = "binomial",
    data = dat)

Deviance Residuals:
     Min           1Q       Median           3Q          Max
 -0.66805     0.00003     0.00003      0.00003      1.79412

Coefficients:
                         Estimate  Std. Error  z value  Pr(>|z|)
(Intercept)             -1.386e+00  1.097e+04   0.000     1.000
nine1Disagree            2.295e+01  1.707e+04   0.001     0.999
nine1Neutral             3.718e-08  1.198e+04   0.000     1.000
nine1Strongly agree      3.040e-08  1.097e+04   0.000     1.000
nine1Strongly disagree   2.295e+01  2.400e+04   0.001     0.999
ten1Disagree             2.295e+01  1.407e+04   0.002     0.999
ten1Neutral              2.295e+01  6.537e+03   0.004     0.997
ten1Strongly agree       5.536e-09  1.770e+04   0.000     1.000
ten1Strongly disagree    2.295e+01  1.815e+04   0.001     0.999

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 73.385  on 99  degrees of freedom
Residual deviance: 15.012  on 91  degrees of freedom
AIC: 33.012

Number of Fisher Scoring iterations: 20
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INFERENCE:

As we can see in the input value of P is greater than 0.05, so reject H0 I.e., null hypothesis and accept H1i.e, alternate hypothesis.

CONCLUSION:

Thus, to conclude from the hypothesis testing, customer buying decision at falcon's fiber Pvt ltd is independent of advertisement campaigns since the value of P>0.05.

FINDINGS OF THE STUDY

- Now a day's people are getting awareness about the fiber products which is helping falcons fiber to grow more in terms of sales.
- When it is compared to concrete products and fiber products, fiber products are more user friendly.
- Fiber products are cost effective and have long life when compare to any other.
- Majority of the Customers Are from high income background.
- Consumers buying decisions mostly depends on price and quality factor.

- Majority of the respondents buying decision does not depend on advertisement campaigns.
- Customers believes word of mouth, experiences rather than the advertisements.
- Majority of The Customer's buying decision Does Not purely depend on the advertisement campaigns.
- Falcons fibers social media advertisement campaigns are effective but They Are not the prime reasons to attract the people to be their customers.
- By looking at the responses we can say their advertisement campaigns are creating the perceptions in the Minds of the people but not up to the mark because the responses are more towards neutral side.
- There is no Significant Relationship between advertisement campaigns and the buying behavior from the customers' end.

CONCLUSION

When it comes to the process of buying, customer refers multiple factors before going for purchasing of Particular Product or before receiving the services. Some of The Factors which are considerable before making a buying decision are brand, quality, advertisements, price, level of Service, Quantity for the money they have paid, by reference that may also Be Word of mouth, availability, alternatives etc. All these factors have their contributions while making the buying decision. Among them one of the factors is advertisement campaigns, they are the Series of Events Conducted by the company's end to Educate the people or consumers about their products and mainly to attract them towards their product or service. As per our studies On the Topic of impact on advertisement campaigns on The Customer buying decision, advertisements campaigns play a significant role to educate the people about the product and to create a perception in The Minds of the customers. But as Per the study on the company called Falcons fiber factory Pvt ltd, their customers buying decisions were not completely dependent on the advertisement campaigns.

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