



Research Paper

Effect of Advertisement on Consumer Behaviour in Darrang District of Assam with Special Reference To Pachim Mangaldai Block, Darrang.

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ABSTRACT

Advertisement is the backbone of marketing area. Advertising is the medium of communication that the name of product and how that product could sufficient benefit the consumers. The producer send the new product to the customers through the help of advertisement. So it is clarify that advertisement is the bridge between producer and customers. The study was examined by the effect of advertisement on consumer buying behaviour in Darrang District of Assam with special reference to pachim Mangaldai Development Block area. The sample for the study chosen was 80. The present investigation is being conducted to find out relationship between advertisement and consumer in term of it's effect.

KEY WORD: Advertisement, Lukewarm, Customer behaviour, communication

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I. INTRODUCTION

The study shows that the playing of advertising is a very important role in customer's life. To increase the sale, mainly is depend on advertisement of a product. From advertisement the customer can determine about the range of product and consumer comparing this products and select the desirable products after spending their valuable money. So, After advertising the consumers become very easy to buy the products.

we know that there are various types of customer like New customers, Impuls customers, Angry customers, Insistent customers, Loyal customers ,and their attitudes are different. Then their selection process are also different. Being an educational and dynamic principle, the prime objective of advertising is inform and educated customers about new products, their features and range.

Advertisement is always create a positive attitude of customer's mind. Customer enjoy the advertisement and they are happy .The advertisement has been gradually increased in the 20th century in global market.

II. REVIEW OF LITERATURE

Many studies have been examined that today recent year advertisement has been gradually increased in the business market. Businessman used modern advertisement technique and promote their product and service.

Many literatures are discussed about this topic. Such literatures are included the work of Ali Hassan(2015), Dr.D.Prasanna Kumar(2012) which provides an elaborate discussion effect of advertisement on consumer buying behaviour.

The work of Ali Hassan(2015)present a clear picture of this topic that the advertisement creates a strong relationship with customer. Two thing are two sides of one coin. Advertiser use different channels like T.V, Radio, Newspaper, internet and Banner etc to reach consumer different time. Anyone channels can neglect from the business, is it possible to run the global market?

Another work of Dr. D. Prasanna Kumar (2012) found that advertisement is the big element in the world market. It has a great influence on the buying behaviour of the consumer. Advertisement should be capable to fascinate customer's attention in the advertisement.

OBJECTIVES OF THE STUDY

The objectives of the present study are

1) To examine the consumer behaviour through effect of advertisement in Darrang Dist. Of Assam.

2) To promote the sale of goods and services, mainly depend on advertisement of a product.

STATEMENT OF THE PROBLEM

- 1) In case of a new product, the method fails to guide for deciding on advertising budget.
- 2) The method is followed only, but absence of competition, the method cannot be used.
- 3) A few villagers cannot give the answer properly through the interview method.

RESEARCH METHODOLOGY

SOURCE OF DATA: The present study is based on both primary and secondary resources of data. Primary data has been collected through the structure Questionnaire, Interview etc.

Secondary data was collected from Internet, Journals, Books etc

Population of the Study

To collect the data, the researcher select of Pachim Mangaldai Block, Darrang, including the two Goan panchayat are such as Aulochowka and Janaramchowka.

Source of Primary

1. Sample of the Study

The random sampling method was used in this case. The total sample collected were 80 (40—male, 40—female) covering all around of Pachim Mangaldai Block, Darrang, including two goan panchayat .

NAME OF GOAN PANCHAYAT	NUMBER OF RESPONDENTS
1. AULACHOWKA	20- Male
	20- Female
2. JANARAMCHOWKA	20- Male
	20- Female
TOTAL	80

2. Tools and procedure of data collection

Interview schedule is used as the tools of data collection, since some of the respondents are illiterate. This schedule has been considered as an appropriate tool for this study to get complete and reliable information.

3. Analysis and interpretation of Data

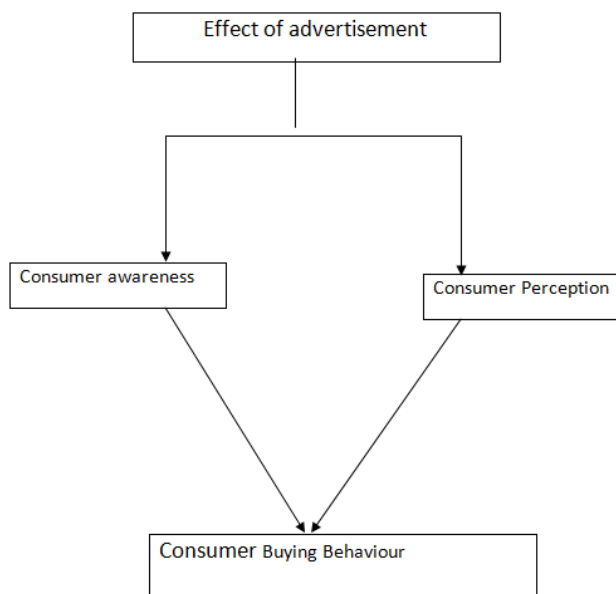
Simple statistical tools has been used to analysis and interpretation of primary data.

HYPOTHESIS

H₀: There is no significant effect of advertisement on consumer buying behaviour.

H₁: There is significant effect of advertisement on consumer behaviour.

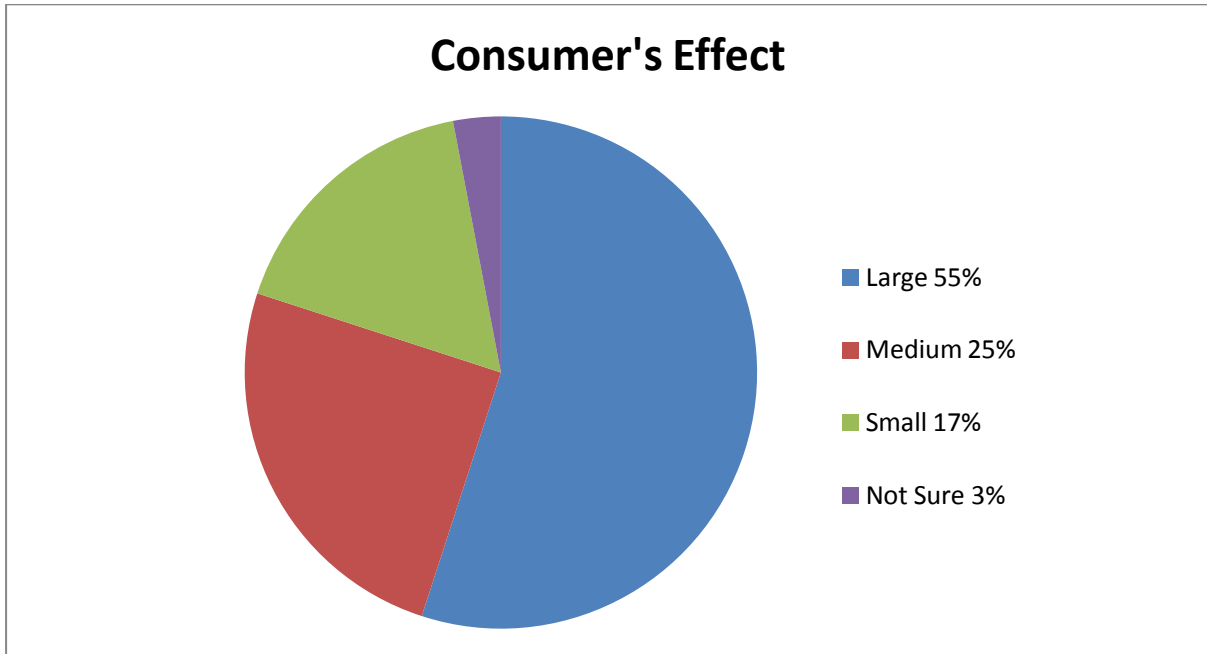
RESEARCH MODEL:



III. DATA ANALYSIS AND INTERPRETATION

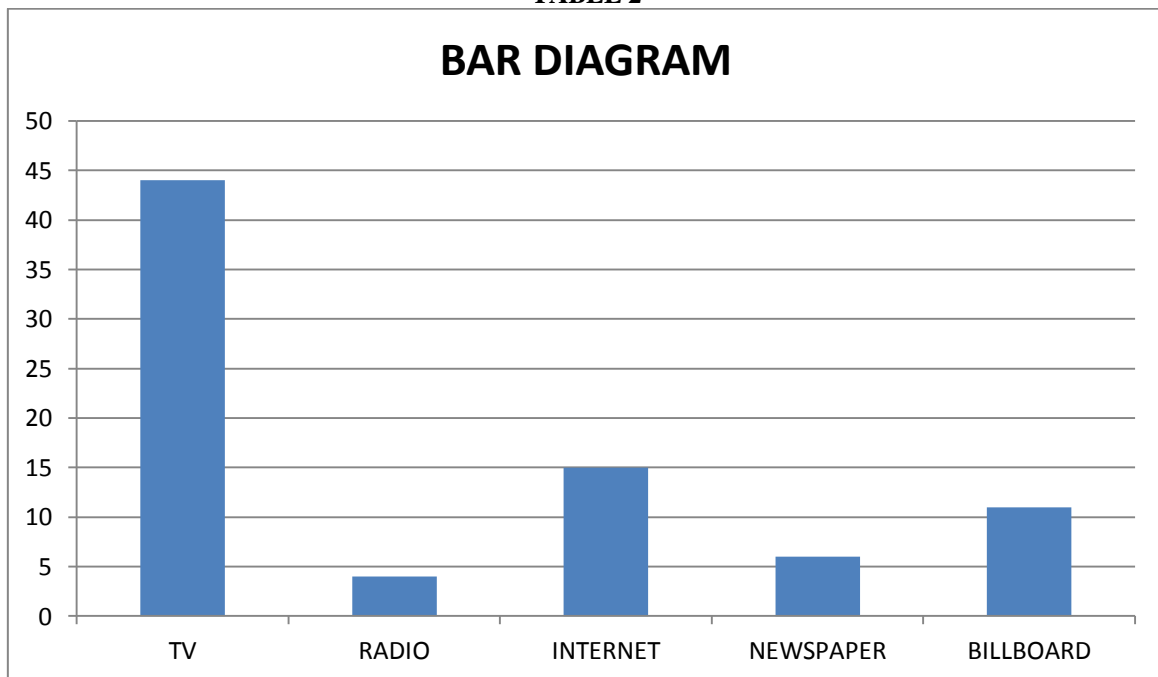
i) Using advertisement try to reach targeted and potential consumers. All business try to reach the maximum targeted audience as well.

TABLE 1:



ii) PREFERRED MEDIA

TABLE 2



Medium----->

Here Table 2 indicates that out of 80 sample No-44 of people like TV, No -4 of people like Radio, No-15 of people like Internet, No-6 of people like Newspaper, No-11 of people like Billboard.

iii) RESPONDENT PROFILE:

TABLE 3:

Gender	Number of Respondents	Percentage
Male	40	50%
Female	40	50%
Total	80	100%

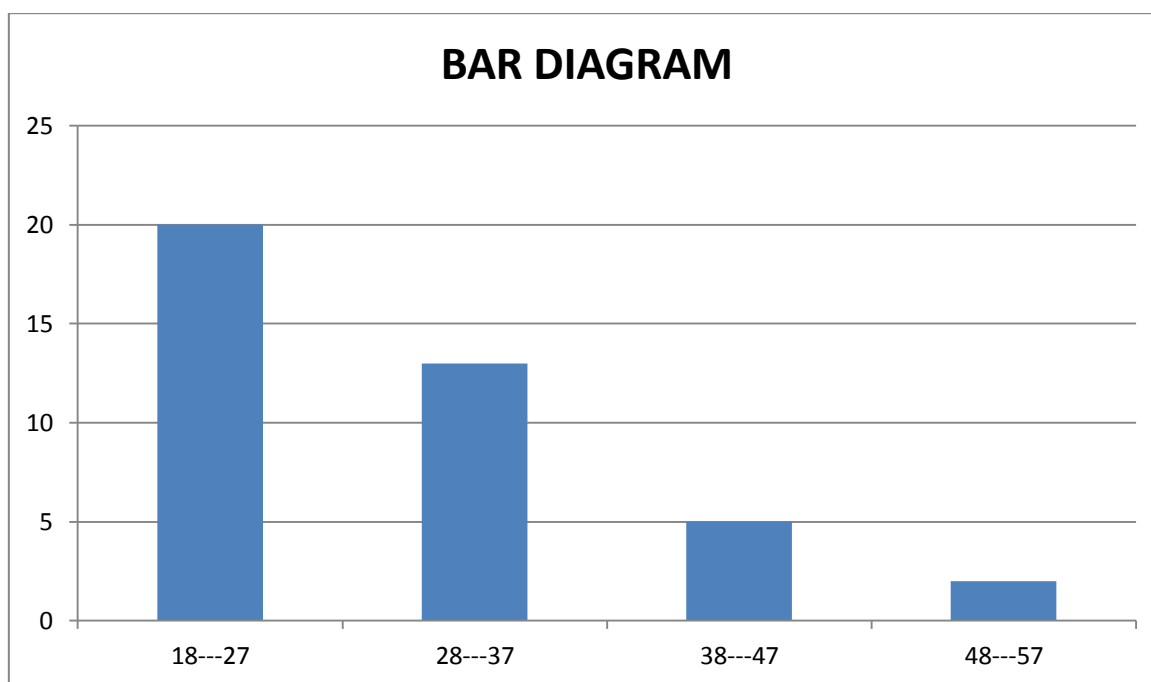
iv)Goan Panchayat Respondent Profile.

TABLE 4

Name of Goan Ponchayat	Number of Respondents
Aulachowka	20 Male
	20 Female
Janaramchowka	20 male
	20 Female

a)Data Analysis of Aulachowka Goan Panchayat

Age of Respondents	Number of Respondents	Percentage
18---27	20	50%
28---37	13	32.5%
38---47	05	12.5%
48---57	02	5.0%
Total	40	100%

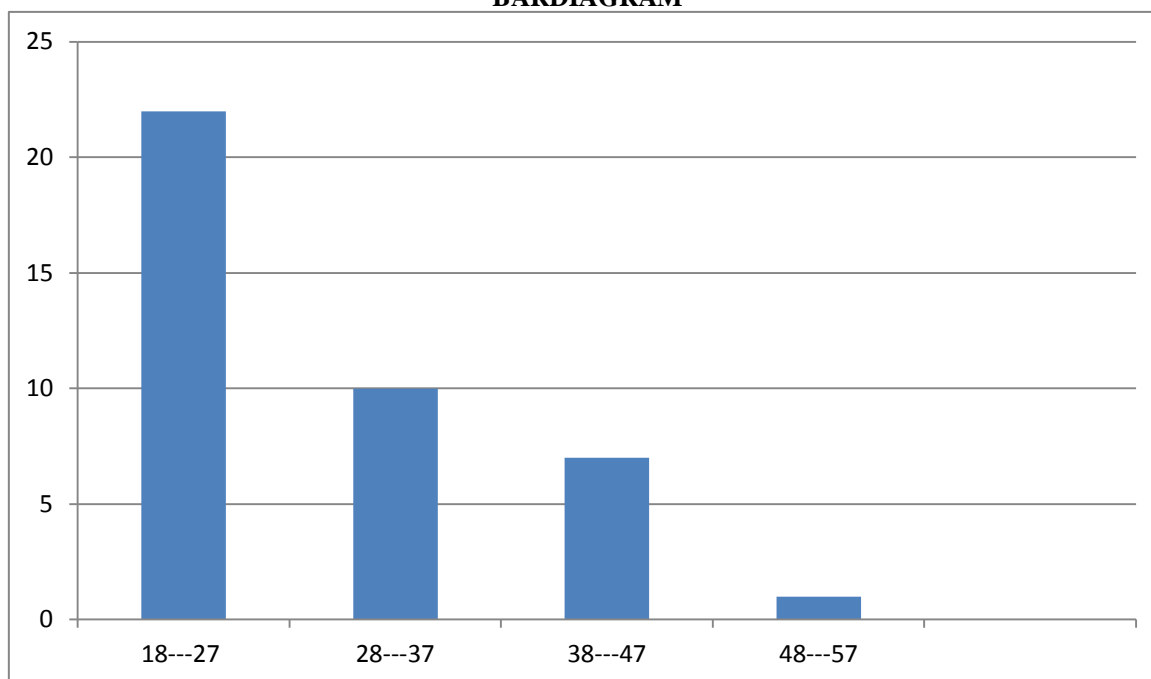


Age of Respondents----->

b) Data Analysis of Janaramchowka Goan Panchayat

Age of Respondents	Number of Respondents	Percentage
18---27	22	55%
28---37	10	25%
38---47	07	17.5%
48---57	01	2.5%
Total	40	100%

BARDIAGRAM



Age Respondents----->

V)View of Respondent on convincing power of advertisement towards purchasing of new product.

Opinion	Frequency	Percentage
Strongly	40	50%
Agree	16	20%
Neutral	18	22.5%
Disagree	06	07.5%
Strongly disagree	00	00%

OVER VIEW OF EFFECT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR:

How and why advertising effect consumer behaviour:

Advertising is the main medium to aware the goods. Some of the people don't go outside ,they are only main media to purchase that product through the advertisement. Good advertisement increases sales and brand awareness. One more thing is that advertising always help the customer ,to find the best products for themselves, like their family.

From the advertisement, the customer can be determined about range of products and comparing with different products. Finally the consumer, can select the desirable product after spending their valuable money. So advertising is essential for the customers.

Example of advertisement effects on consumer behaviours:

Every organisation or rather brand invest a lot of capital to which is spent on making advertisement. Getting an iconic celebrities like Amitabh Bachchan, Govinda and Salman Khan to speak about a product of like "NAVROTHNA HAIR OIL". In this advertisements, people are very happy. Smiling, Dancing, spending time or these type of memorable advertisement help to the customer's create a positive association with the brand. But how much do these advertisement's brand preferable to customers ?

FINDING OF THE STUDY:

From the observation and analysis, the under mentioned findings are derived.

I) From that study the researcher found that 80% of the consumer believe that advertisements provide true information about goods and services.

II) The trend of e-commerce has been increased gradually in recent year. So advertisements, now a-days, preferred mode is mobile and internet.

IV. CONCLUSION:

This study was based on effect of advertisements on consumer buying behaviour. It was found that the playing of advertisements is major role to promote the sales goods and service in the global market.

The consumer behaviour is significantly driven by discount and deals followed by price and product information. This topic is presented a wide range of scope on advertisements.

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