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Exploring the Influence of Emotional Response in Advertising on Consumer Buying Behavior

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Abstract: Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information, or services etc., This paper investigates the relationship between independent variables which are environmental response and emotional response with attitudinal and behavioural aspect of consumer buying behaviour, by tapping the responses of 100 respondent Pausing telecommunication services from Delhi, (cities of India). The major findings of the study demonstrate an overall normal association between the variables burin depth analysis found that emotional response of consumer purchase behaviour is the variable that results into strong association with the consumer buying behaviour. It is true that people purchase those brands with which they are emotionally attached. Theories of attention, information processing, attitude formation, and decision making all have relevance to understanding how advertising affects consumers. Another important application of psychological principals is to develop an understanding of consumer needs so that products can be developed, designed, and communicated in a manner that reflects the relevant and important needs of consumers. This study reports new evidences in the field of consumer buying behaviour of consumers pertaining to the local markets of these cities of India. Through this study contributes by evaluating the advertisements already available and assess the impact it has had on the customers, and based on this necessary recommendations can be provided.

1. Introduction

Almost every one grows up in the world which is flooded with the mass media e.g: television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and internet (Latif & Abideen, 2011). Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader (Katke, 2007). Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serve as a major tool increasing product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country (Latif and Abideen, 2011). Telecommunication technology enables business and industry to grow at a faster pace while simultaneously contributing to the economic development and at the same time telecommunication infrastructure can be reliable indicator of economic development. Cellular phone industry has been one of the profitable businesses in Asian business (Roberts, 1998). E.g. In 2001, China's cell phone market grew into 130 million users, exceeding the U.S.'s market for the first time (Robertson, 2001). Moreover, in 2004, Chinese cell phone users' population reached 335 million (25% of the total Chinese population), 65 million more than 2003 (Statistics of CMII, 2005). Advanced Micro Devices, Inc. (AMD) listed China as its top priority in the SWOT analysis. The country's growing population and huge demand potential have always been an attraction for many high-tech multinational companies.

2. Literature Review

Advertising, sales promotion and public relations are mass-communication tools available to marketers. As its name suggests, mass communication uses the same message for everyone in an audience. Today, definitions of advertising abound. We might define it as communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process (Arens, 1996). Dunn et al. (1978) viewed advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular

audience. Modern (1991) is of the opinion that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it.

Technology advancement had not given us new products and services, but they had changed the meaning of many words. With increase in mass media, advertising effectiveness, as more traditional mass media, had reduced. Now advertiser is looking for new and presumably less cluttered media. The current age of digital media had given consumer choices to opt in and opt out of marketing messages and advertising. Consumers are getting more control of what they want and when they want. All these things are moving toward the interactive marketing (Newell & Merier, 2007; Kondo & Nakahara, 2007).

As a promotional strategy, advertising provides a major tool in creating product awareness and condition the mind of a potential consumer to take final purchase decision. As advertiser's primary mission is to reach potential customers and influence their awareness, attitudes and buying behavior (Ayanwale et al., 2005 and A dealer et al., 2003). Ayanwale et al (2005) conducted research on advertisement of Bourn vita, he found as advertising has a major influence on consumers' likeness for Bourn vita food drink. Similar researches have already been conducted for the quality of Bourn vita.

A dealer et al. (2003) conducted study on online compact discs (CDs) shopping behavior of consumer through emotional advertising. Advertising is a non-personal and paid form where ideas, concepts, products or services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior. Television advertising is form of advertising in which goods, services, organization, ideas, etc, are promoted via the medium of television. Through television, advertisers can reach a wide variety of consumer.

Advertisement:

The evolution of advertisement dates back into the ancient times. Societies used symbols, and pictorial signs to attract their product users. Over centuries, these elements were used for promotion of products. In the early ages, these were handmade and were produced at limited scale for promotions. Later on, this phenomenon used and gained strength more intensively for promotional purposes. Today's modern environment, advertisements have become one of the major sources of communicational tool between the manufacturer and the user of the products.

A company cannot make dream to be a well known brand until they invests in their promotional activities, for which consumer market have been dominating through advertisements (Hussainy et al., 2008). As the primary mission of advertiser is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individual's interest in their products. They need to understand what makes potential customers behave the way they would like.

The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently in people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognition influence consideration, evaluation, and finally purchases (Romaniuk and Sharp, 2003). The principal aim of consumer behavior analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behavior, especially the economic, social and psychological aspects (Ayanwale et al., 2005).

1. India Mobile Sector

Like many countries of the world, mobile sector had grown tremendously in India. Cellular Mobile density, which was 3.29% in 2004, had now risen to 64.8% until April 2011. Telecom revenues had risen from Rs. 116,827 million in 2003-04 to Rs. 357,712 million until 2009-10. Foreign Direct Investment (FDI) which was 207.1 US\$ million in 2003-04 raised to 374 US \$ million in 2009-10 (pta.gov.pk, 2008). These indicators suggest that Pakistan is an emerging market of mobile users. This had huge potential growth for the marketers. High mobile enmity results in more mobile marketing (Chowdhury et al., 2006).

New Delhi: 1 billion subscribers:

That's a dream like situation for the telecom players in the country, where by a majority of the public will have a mobile phone connection at their disposal. But there is also a practical problem associated with this situation. All phone numbers, especially beginning with 98 and 99 will run out by next year, as the billion subscriber base in not very far from becoming a reality. According to TOI sources, TRAI (Telecom Regulatory Authority of India) had presented a set of technical alternatives, but DoT is taking its time. It is known to be looking into international standards of mobile handset numbering, before going ahead with anything concrete. Till the issue is clarified, us consumers will best be advised to get connections early, anyone knows by when we just might run out of them.

India's telecom subscriber base sees decline in Oct 2012

After a steady period of growth, India's telecom subscriber base registered a 2.5 million decline, at the month of October 2012. According to figures released by TRAI, the subscriber base now stands at 935.18 million, as against 937.70 million at the end of the month of September 2012. "The number of telephone subscribers in India decreased to 935.18 million at the end of October, 2012 from 937.70 million at the end of September 2012, thereby registering a monthly growth rate of - 0.27%," said the Telecom Regulatory Authority of India (TRAI), in a statement. TRAI also stated that the decline was mostly due to the "large scale disconnection by some of the service providers".

3. Conclusion

The results of this research study clearly indicate that there exists a weak association between environment all response with the consumer buying behavior including the attitudinal as well as behavioral aspects of the consumers buying behavior. Emotional response on the other hand established strong association with the consumer buying behavior. Therefore, it is established through this research that consumers purchase products in the areas of Islamabad, Rawalpindi and Lahore by emotional response, rather than environmental response. The environmental response of the purchasing associates these buyers with unplanned or impulse buying but in this research consumer purchase those products from which consumer are emotionally attached. In addition, these attachments are created through advertisement as audio, video and text form, which appeals him or her.

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