



## **Impact of advertisement in the purchasing decision of samsung products**

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### **Abstract**

Advertising was introduced by Egyptians who used Papyrus for sales messages and wall posters, billboards, signboards and outdoor advertising as the most ancient form of advertising. The tradition of wall painting and wall chocking is found in the ancient culture of Greece and Romans and as well in India, which could be now seen in many parts of the world. Researchers found that Samsung had improved their ads in a truthful manner which increase the customer's faithfulness towards the brand and they were conscious in creating more entertain able concept in advertisement, which will attract so much people. Some time it may either affect the price or quality of the goods and services provided by the company. The advertisement should provide all details regarding the new products and new use, price, features, availability of an existing products. Celebrity endorsement will improve the standard of advertisement and it also increase the viewers of an advertisement. Other than advertisement, Samsung provides more after sales services it will encourage the brand loyalty of customers. It is evident that the customers give importance to advertisement to know about new trends, quality of the products and consumer loyalty.

**Keywords:** consumer loyalty, brand awareness, consumer perception, changing trends

### **1. Introduction**

Advertising is a form of communication which is used to persuade a specific group of people to take some new action. Advertising is considered as a major and important element for the economic growth of the marketers and different companies in competition. Advertising is usually a paid form of publicity by some sponsor and reached through various traditional media such as television, commercial radio advertisement, outdoor advertising, newspaper, magazine. E-mail or modern media such as blogs, websites and text messages.

### **Statement of problem**

Companies use various medium to convey their product message through advertisements mediums such as Television, internet, Newspaper, billboards, magazines, As organization spend heavy budget on their promotion strategy to convince customers and do not persuade their purchase intention due to its own effectiveness. Ultimately, customers do not pull towards add environment and unable to reduce emotional feelings essential to change their purchase intention. The present study examines issues relating to the consumer behaviour, brand loyalty, and impact and influence through advertisement

### **Relevance of the study**

Advertising is the attempt to influence the buying behaviour of customers or clients with a persuasive selling message about products and/or services. In business, the goal of advertising is to attract new customers by defining the target market and reaching out to them with an effective ad campaign. Advertising is a company encourages people to buy their products, services or ideas advertisement is considered as one element of marketing, which include design, creation, research and data mining. Advertising management is a planned managerial process designed to

oversee and control the various advertising activities involved in a program to communicate with a firm's target market and which is ultimately designed to influence the consumer's purchase decisions. Advertisement enables a business firm to expand their market to whole the world, Advertisement facilitates ass production to goods and increases the volume of sales, is greatly helpful in meeting the forces of competition prevalent in the market, Advertising is instrumental in increasing goodwill of the concern. It introduces the manufacturer and his product to the people and plays significant role in the introduction of a new product in the market. It stimulates the people to purchase the product. The main reason behind the purchase of Samsung products is its advertisement which urges the people to use the product. All these make the study relevant.

### **Scope of the study**

The study is based on the Impact of advertisement in purchasing decision among the consumers of the state Kerala. In the present situation all the businesses like hospital, hotels, etc are using advertisement to pull up their profit. Advertisement helps the consumers to know about all details regarding the product which they like to consume The variables covered were clubbed under two heads The first one related to the personal profile of the respondents and their socio-economic status. These included Age, Education and Profession of the respondent,. The second set of variables related to operational parameters of the respondents. These included consumer behaviour towards Samsung ads, brand loyalty towards Samsung and impact and influence of Samsung ads

### **Objectives of study**

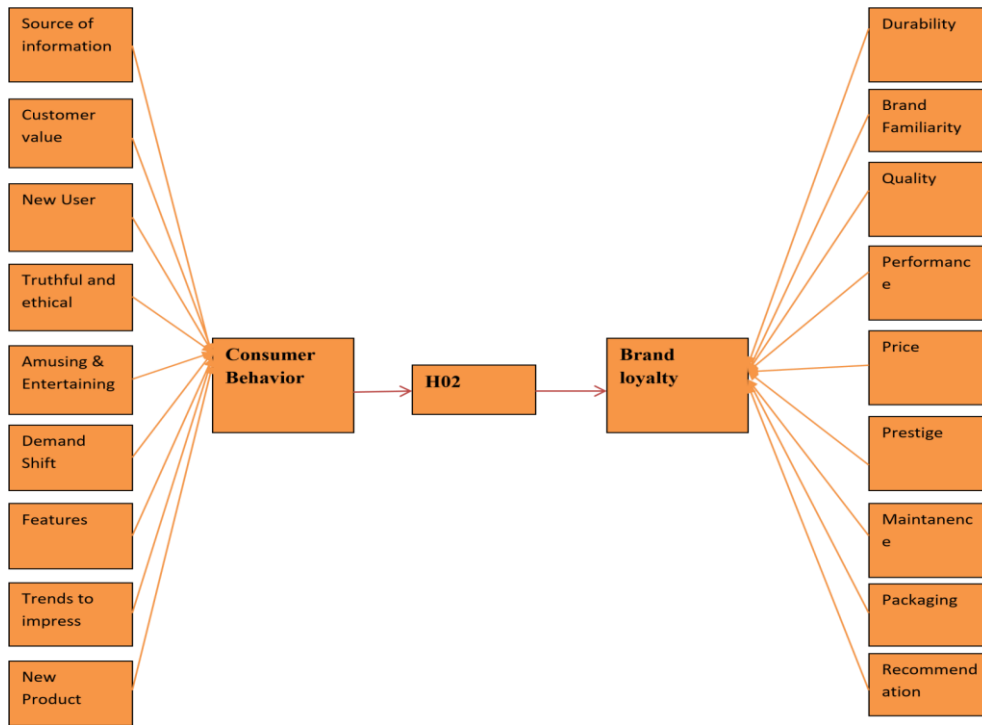
- The main objectives of the study are as follows:
- To analyse the consumer behaviour towards advertisement of Samsung

- To find various factors affecting the consumer buying behaviour other than advertisement of Samsung product
- To study the impact and influence of advertisement on purchasing decision of a Samsung user

**Hypothesis Formulated**

The hypothesis formulated for the study is as follows:

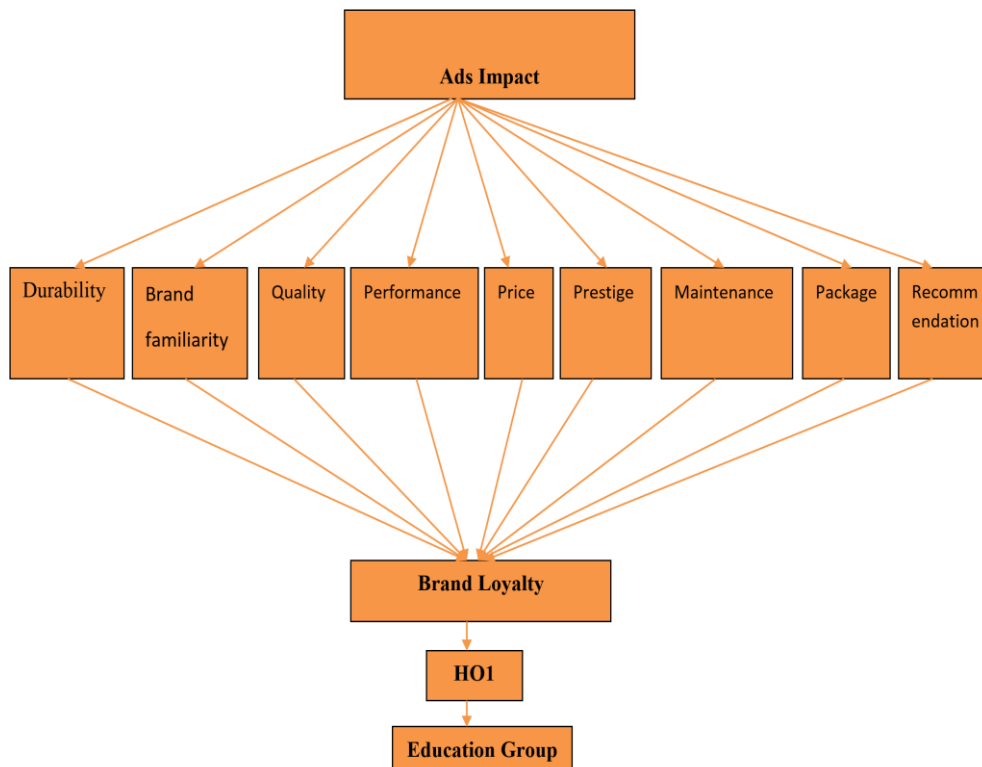
**Ho1:** There is no significant difference between Consumer behaviour and Brand Loyalty.



**Fig 1**

**Hypothesised Model**

**Ho2:** There is no significant difference in the opinion among educational groups regarding the brand loyalty of Samsung products



Source: compiled by researchers

**Fig 2**

### Research Methodology

The study is descriptive and analytical in nature and has adopted the following methodology.

### Sample design

The population of study consisted of the Samsung's product users among the residents of Kattappana Municipality. Data were collected from the customers who using any Samsung Products. 50 beneficiaries were identified as sampling size. Convenient sampling was used as sampling technique.

### Source of Data

The data required for the study were collected from both primary and secondary sources. Primary data was collected from customers who using any Samsung product. The questionnaire elicited information relating to profile of the respondents, their current status, type of product they are using, Consumer behaviour towards Samsung ads, Brand Loyalty Secondary data for the study is collected from various publications, books, published research articles, journals and websites.

### Tools for Collection and Analysis

The tools used for collecting primary data were structured questionnaire for respondents who using Samsung products. All data were tabulated to facilitate interpretation. The hypothesis was tested using tools like One Way Anova, Chi-Square Test Analysis were undertaken to determine whether there was a significant difference in the variables identified.

### Review of Literature

Deepa Ingaval (2013) <sup>[1]</sup> In her research work "An impact of advertisement on purchase decision of youth with reference with consumable goods", she concluded that youth got the information about a different product mainly from television and newspaper advertisements. Majority of the respondents when influenced by visual media. Advertisement remind them to purchase the product and these is a significant relationship between an exposure to the media and recall of the advertisement at the time of purchase. Shumaila Ahmed (2013) <sup>[2]</sup> In her research "Impact of advertisement on consumers buying behavior through persuasiveness, brand image and celebrity endorsement", She concluded that, for the image building of the product and make better market share the advertiser should have to keep the following things in mind. First of all the advertisement should be based on variety and reality. These should be more emphasis on quality rather than glamour and price and the advertisement conveys direct information about the product rather than show the fashion and style of the model therefore it should always have to present base facts about the product which will increase brand image Samar Samreen (2012) In her research work "impact of advertisement on buying behaviour of the consumers: study of cosmetic industry in Larachi city". They concluded that there are two behaviour of the people, but these two factors are not solely reason to change the behaviour of the consumer rather they can contribute in changing behaviour of the consumers. The study tells that advertisement are useful in coating the awareness among the consumers. TVCs and billboards are widely used by the different marketing department of the cosmetic company which are targeting above the line through these medium. In the end they concluded that cosmetic companies should use attractive and informative

content to create the awareness in the consumers and they should not reply on the advertisement for changing the perception of the consumers. Davina madhavi and vanisha (2012): In their research work "Analyzing the impact of advertising in the soft drink market of Mauritius: The case study of Coca-Cola". They concluded that, the research study revealed the positive relationship b/w advertising influence and consumption level. The study also reveals the major segments of the population are developing strong preference towards Pepsi ads. The study also showed the wrong perception Mauritians have towards Coca Cola advertising. To overtake this situation Coca-Cola have to capture those segments preferring Pepsi ads and reposition itself. John Adelalun (2019) <sup>[5]</sup>. In his research work "Analysing of the effect of advertising on sales and profitability of company" The study revealed there is a significant relationship b/w marketing expenses and profitability of the firm. And the study revealed there is a significant relationship between turnover & marketing expenses of the firm there is a significant relationship b/w inventory and profitability of the firm. And he recommended that, the advertising and personal department should maintain an effective medium of advertising in consideration of cost and quality, there should be a proper advertising mechanism that will foster the reputation of the company as well as the products. Organization should ensure that ways of determining the profit generated via effective marketing. Lok Wei Rhong (2010) <sup>[6]</sup> In her research work "Examining the impact of online advertisement on purchase intentions", He concluded that ventures of advertising do generate a significant influence on attitude towards the brand as well as purchase intention. This finding implies that advertiser can intelligently use these features to boost sales or to increase brand equity. Based on their findings, the picture feature in online ads has the strongest influence in forming a favourable attitude towards brand and purchase intention. Sindya v (2013) <sup>[7]</sup> In her research work "a study on the influence and impact of advertising to consumer purchase motive among students & teachers". She concluded that, the study reveals that the level of advertisement is comparatively better than expected among the students and teachers. Many of them are active listeners of the media for gathering information regarding the new products, trend in the market and make a comparison with the products of other firms. Vikram, Yogita (2011) <sup>[8]</sup> In their research work "a study on the impact of advertising on purchase of two-wheeler by women in Panipat city". They concluded that, the advertisement has a great impact on the purchase desire of the two-wheeler. After the data analysed they found that minimum amount of respondent is affected by the advertisement and word of mouth by other people. Syed Kazim (2015) <sup>[10]</sup> In his research work "Impact of advertisement towards customers purchase decision: A study with reference to cosmetic products". He concluded that, there is a strong relationship between the cosmetic advertisement and customer purchase decision. The study also revealed that advertisement influence the customer towards their cosmetic brand selection. Lacita Mishra (2011) <sup>[11]</sup> In her research work "Impact of advertising and sales promotion of CocaCola in India". She concluded that, Coca-Cola is the company where ads has been given a lot of importance and the company also spends a good amount of money on the ad and sales promotion method. The ad

programs have been carried out in a considerable frequent manner. Also the management are concerned about the awareness of the customers regarding the product and deals with the overall management of advertising campaigned by the management and from the side of the company to aware the customers in a better manner. Amandeep, Seema (2017)<sup>[13]</sup> In their research work “The impact of advertising on consumer purchase decision with reference to consumer durable goods in Oman”. They concluded that ads attractiveness, ads recall, attitude towards floor ads, ads persuasiveness and purchase intention are the different factors making up advertisement effectiveness. And it has been observed that they make a significant contribution to the purchase decision of durable goods. Yaty sulaiman (2014)<sup>[14]</sup> in his research work “The impact of advertising on consumer’s buying behavior among undergraduate students in university Utara Malaysia”. He concluded that, the quality of the product advertises, price of the product advertises and brand image of the product advertises are found to be the most influential factors on consumer buying behaviour. However, the finding show celebrity endorsement doesn’t give any impact to consumers buying behaviour. D. Prasanna, K. Venkateswara (2013)<sup>[15]</sup>: In their research “The role of advertising in consumer decision making”. They concluded that, advertisement will be able to change the opinion about the product and the customers are likely to watch more of the ads which affect their opinion, Advertisement will easily convince the customer for the product, it is considered as the strong means of communication media to convey the intended message to the targeted group of customers. A perfect ad should not be large nor be short. Rama Mohan Rao (2009)<sup>[17]</sup>: In his research work “impact of advertisement on consumer decision making process”. He concluded that, companies use advertisement to inform, persuade or remind the consumers about the product offer by them. Thus, the measurement of impact of advertisement is of vital significance to the companies. The customers are satisfied with the quality of advertisement also, But the consumers express their serious concern on exploitation of women in advertisement. The marketers need to realize the positive as well as negative impact of advertisement in individual and society. Kunle Azeez (2017)<sup>[18]</sup>: In his research work “influence of social media advertisement on purchase decision of Under.

**Descriptive Analysis**  
**Reliability Analysis**

**Table 1:** Cronbach’s Co-efficient Alpha CB, BL and II

SI No	Factors (Constructs)	Item Acronym	Number of items	Cranach’s Alpha
1	Consumer Behavior	CB	9	0.721
2	Brand Loyalty	BL	9	0.741
3	Impact and influence	II	8	0.734

Source: Researchers’ Calculation.

A reliability test was carried out using Cronbach’s Alpha, which measures the internal consistency of research constructs and the result is exhibited in the Table No 4.7. The Alpha values for all the three factors are above 0.70, the threshold suggested by Nunnally (1978). Thus, it can be concluded that the scale has internal consistency and reliability. In other words, the items that are used in it measures what are intended to measure

Graduates in three Nigerian university”. He concluded that, the fact that the purchasing decision of young people, who are major targets for most brands are not significantly influenced by ads on social media platforms despite their very active engagements on these platforms should be of interest to discerning advertisers. Thus it may be concluded that advertisers need to re strategize and offer more to their prospective consumers in order to have an appreciable roll from advertising on social media platform. Dinu L (2012)<sup>[19]</sup>: In his research work “The impact of advertisement on consumer behavior in the Resita city population”. He concluded that, advertising on the behavior of buying and consume plays an important role in selling products. Consumer behaviour and advertising are dynamics fields. Advertisement from the earlier period used modes and techniques were primarily informative. Adinarayana Rao (2011)<sup>[20]</sup>: In his research work “Impact of advertisements on consumer decision making”. He concluded that companies use advertisements to inform persuade or remind about the products offered by them. In his study the majority of the respondents voiced against the misuse of advertisement in influence the consumers and negative impact of advertisement on individual and society. Tashrif, Shadman (2017)<sup>[21]</sup>: In their research work “A study on the influences of advertisement on consumer buying behaviour”. They concluded that, for the research they analysed fur independent variable like entertainment in advertisement, familiarity of advertisement, social imaging in advertisement and ads spending based on this study they concluded ads have significant impact in buying decision. The study helpful for marketers what bigger a consumer’s intention to purchase.

**Research gap**

All the above study points out to the fact that advertisement on purchasing decision plays a vital role in the economy, the above literature is clubbed under 3 heads

1. Impact of advertisement
2. Buying Behaviour
3. Effect of ads on sale

The review of literature points out several issues pertaining to buying decision of consumer. The present study is an attempt to identify different factors affecting buying decision of a consumer.

**Behavior towards Samsung ads**

Mean is highest for BT8 (2.52) and lowest for BT1 (1.42). Mean scores shows that most of the respondents believe that they learn about trends to impress others through advertisement. SD is high for BT8 (1.47) and lowest for BT1 (.730). Mode for BT8 and BT1 are 1 respectively. It is evident that the customers give importance to advertisement to know about new trends

**Table 2:** Behavior towards Samsung ads

No	Particulars	Item Acronym	Mean	Mode	SD
1	Advertisement is valuable source of information	BT1	1.4200	1.00	.73095
2	Promotes customer value in society	BT2	2.0200	1.00	1.15157
3	It is essential for the new use of an existing goods	BT3	1.9200	1.00	1.04667
4	Samsung advertisement is truthful and ethical	BT4	2.0000	1.00	1.10657
5	Amusing and entertaining	BT5	2.1000	1.00	1.18235
6	Essential for a demand shift of product	BT6	2.0200	1.00	1.09712
7	Feature	BT7	1.6400	1.00	.77618
8	Trends to impress	BT8	2.5200	1.00	1.47413
9	To know about new products and services	BT9	1.6400	1.00	1.02539

Source: Primary Data

**Hypothesis tested**

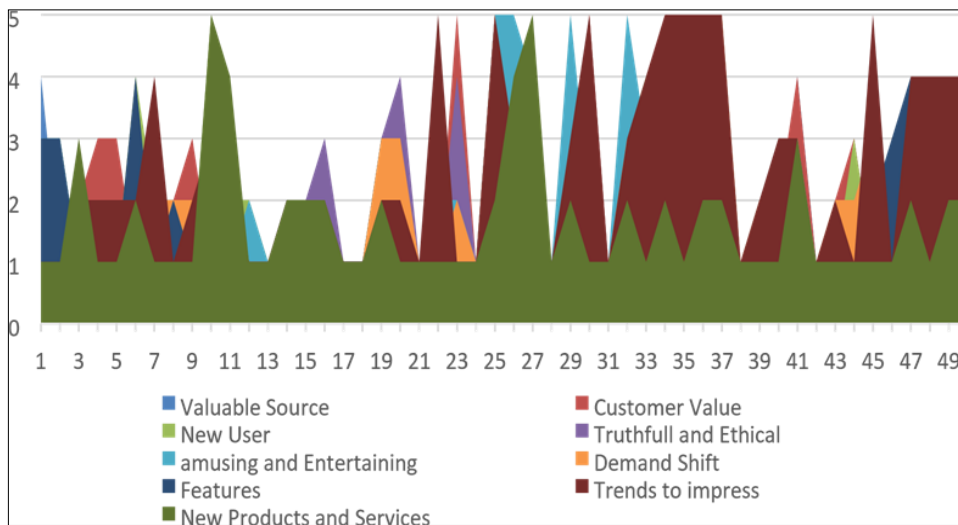
The hypothesis tested for the study is as follows:

**Table 3:** One way Annova

Educational Group	N	Mean	SD	F Value	P Value
High School	12	1.9000	.5110	1.607	.189
Higher secondary	4	2.0000	.2200		
Degree	27	2.0700	.1000		
Post-graduation	5	2.1700	.2200		
Others	2	1.1600	.1660		

Since P value is greater than 0.05 we reject the null hypothesis. The null hypothesis is rejected at 5 % level of significance. Hence it is concluded that there is significant difference between

The opinions among educational groups regarding the Impact of advertisement. Based on mean score it is clear that there is significant relationship between educational group and consumer behaviour



**Fig 3:** Graphical Representation of Consumer behavior

Above figure shows the graphical representation of various aspects of consumer behavior towards the impact of advertisement of Samsung. Most of the respondent strongly agree with the aspects like advertisement increases their learning about the trends to impress others and advertisement helps them to know about new products. Whereas other factors like valuable information and advertisement is truthful and ethical were neutral.

**Brand loyalty of samsung products**

Mean is highest for BL3 (3.00) and lowest for BL8 (1.42). Mean scores shows that most of the respondents have brand loyalty because of the quality of the product. SD is high for BT3 (1.484) and lowest for BT4(.784). Mode for BT8 and

BT1 are 1 respectively. It is evident that the customers give importance to Quality of the product

**Table 4:** Brand loyalty of Samsung products

No	Particulars	Item	Mean	Mode	SD
1	Durability	BL1	1.5400	1	.88548
2	Brand familiarity	BL2	1.9400	1	1.11410
3	Quality	BL3	3.0000	5	1.48461
4	Performance of the product	BL4	1.5800	1	.78480
5	Price	BL5	1.8200	1	1.04374
6	Prestige	BL6	2.3000	2	1.18235
7	Maintenance facility	BL7	1.9600	1	1.12413
8	Packing	BL8	1.4600	1	.78792
9	Recommendation	BL9	2.5000	1	1.35902

Source: Primary data

**Hypothesis tested**

**Table 5: Chi-square**

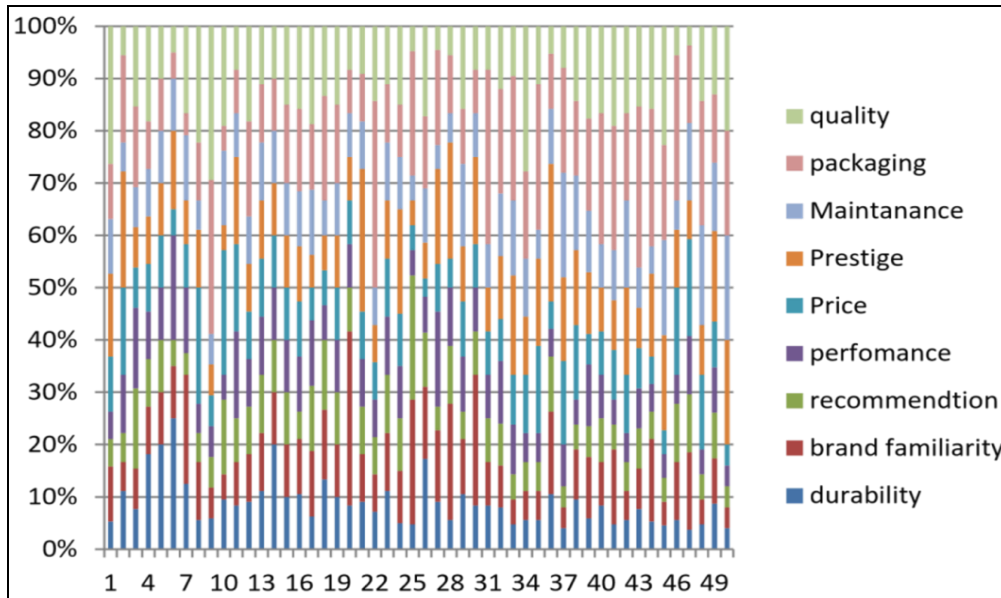
Variable	Chi square value	DF	P value
Consumer behaviour towards Samsung advertisement and brand loyalty	277.91	306	.022

Since P value is less than 0.1 we accept null hypothesis. The null hypothesis is accepted at 1 % level of significance.

Hence it is concluded that there is no significant relationship between consumer behaviour and brand loyalty

**Graphical representation of brand loyalty**

Below Figure shows the graphical representation of various aspects of Brand loyalty towards the product of Samsung. Most of the respondent strongly agree with the aspects like quality of the product increases their brand loyalty toward Samsung. Whereas other factors like price and performance are neutral



**Fig 4: Brand Loyalty**

**Impact and influence of samsung advertisement**

Mean is highest for II5 (2.38) and lowest for II2 (1.78). Mean scores shows that most of the respondents believe that Consumer loyalty can be furnish through standard

advertisement. SD is high for II5 (1.19) and lowest for II2 (.763). Mode for II5 and II2 are 2 respectively. It is evident that the customer believe that consumer loyalty can be furnish through standard advertisement

**Table 6: Impact and influence of Samsung advertisement**

Sl. No	Particulars	Item Acronym	Mean	Mode	SD
1	Your buying decision based on the influence of advertisement	II1	1.7800	1	.9100
2	The information you got from advertisement affect your purchasing decision	II2	1.7800	2	.7637
3	You came to know about Samsung products through its ads	II3	1.6000	1	.85714
4	Samsung ad is much better than other ads of similar products and services	II4	2.2800	3	1.0698
5	Consumer loyalty can be furnish through standard advertisement	II5	2.3800	2	1.1935
6	Samsung can survive market through standard advertisement	II6	2.2000	1	1.1248
7	You are convinced for buying Samsung products by seeing it ads	II7	2.0600	2	1.0956
8	You are regularly watching Samsung ads	II8	2.2800	1	1.1255

Source: Primary data

**Graphical representation of impact and influence**

Below Figure shows the graphical representation of various aspects of Impact and Influence of Samsung advertisement Most of the respondent strongly agree with the aspects like

advertisement increases Consumer loyalty and most of the respondent are regularly watching Samsung ads. Whereas other factors like advertisement help them to know about new products and service are neutral.

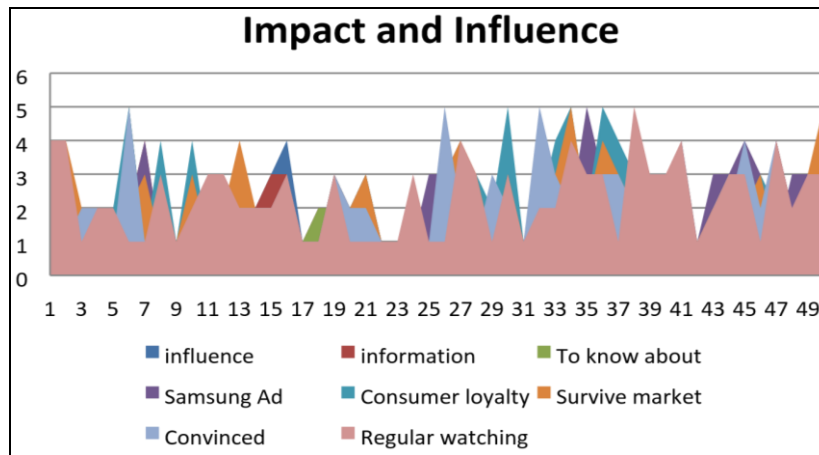


Fig 5: Impact and Influence

### Conclusion

According to William Stanton “Advertising consist of all activities involved in presenting to a nonpersonal, oral or visual, openly sponsored identified message regarding to product, service or idea. The message, called advertisement is disseminated through one or more medium and paid for by the identified person.” In the modern world Advertisement plays a vital role in purchasing decision of every consumer. It increased the sales, competition and demand for a product. Advertisement also facilitate a manufacture to access the global market as well advertisement have the ability to reach the information regarding new products to a large number of peoples. As we know there is traditional Adverting Strategy as well modern advertising strategy, modern advertising or also known as online advertising is more efficient as compared to traditional one. Through this project work we are analysed the consumer behaviour towards Samsung advertisement, Consumer’s brand loyalty towards Samsung products and the impact and influence of Samsung products. And we concluded with Samsung ad enable the customer to learn about new trends to impress others and quality of the Samsung products increase the customer’s brand loyalty. It is analysed that the customer is convinced to buy Samsung products by watching its advertisement. Here we are collected the data’s from different age category. And we done chi square tests, While analysing that facts we are concluded that there post-graduation category have more opinion about Samsung ads rather than other groups it is also concluded that it is there is no significant relationship between consumer behaviour and brand loyalty

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