



ROLE OF ADVERTISEMENT TO ENHANCE CONSUMER AWARENESS & BUYING DECISION

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ABSTRACT

Advertising finds its position in every organization and it is almost everywhere in our routine life. Advertising can be defined as another strategy as an approach towards competitive advantages. Various advertising concepts are in the stream of the media and papers but till there is a little evidence that advertising can significantly help the organization boosts its performance. Along with the expanding globalization and liberalization process has increased the number of consumer related issues. Consumer awareness has earned an important place in the economic agendas. Consumer awareness is incomplete without responsibilities and duties of consumers. Consumer awareness encourages critical thinking which helps consumers to become more efficient in the market place and it promotes self-confidence and liberty to take buying decision. Consumer awareness helps to distinguish between needs and wants and paying bills with saving money. It promotes planning and budgeting also. Advertising helps consumers to build awareness of the product such as brand name, its usefulness and best level of price. It provides the best information closely related to the product or service. Ultimately, advertising is a very helpful tool to educate consumers and also important part of marketing strategy.

KEYWORDS: Advertisement, Consumer, Buying Decision, Young Buyer.

INTRODUCTION

Advertisement is a source of information influencing the general public through visual or oral messages to buy products or services. A product or service is advertised to create awareness in the mind of potential buyers. Some of the commonly used media for advertising are T.V., radio, websites, newspapers, magazines, bill-boards and hoardings etc. Advertising plays a significant role in today's highly competitive market. Every day we are bombarded by messages in visual or audio form, coaxing us to buy a particular product or service. Whether it is a brand of soap, a computer, the latest model of a car or a service that transports you to exotic locations, message always is that of persuasion. It is the appeal and the grasp of advertising, which reaches out to people with the intent of influencing their acceptance or purchase of an idea, product or service. When we talk about middle class consumer then there are some myths and their realities are in front of us. The middle class or small consumers in India are generally ignorant and they are exploited by the manufacturers, traders and the

service providers in different ways. The middle class consumers are not only scattered but also diversified and heterogeneous. They are largely exploited in the rural markets due to lack of competition among the sellers. The middle class consumers have various problems like adulteration, short weighing and measuring, lack of safety and quality control in appliances and equipment, electrical and mechanical, unfair warranties and guarantees and unreasonable pricing.

Advertising helps companies to increase awareness of their competitors in the market and give solutions to do better for their products and services. Advertisement is the foundation for any company to launch or release a new product. Advertisement helps to create customer loyalty. Demand for a product or service is a result of advertising. Advertisement provides useful information to consumers about the products and their uses. They help them to develop better habits and improve their life style. For Example, advertisements remind viewers to brush their teeth twice daily, to use better and more suitable shampoos for their hair. Most of the advertisements maintain high standards, since a vast majority of products succeed in acquiring a favorable reputation which leads to general public acceptance as a direct result of effective advertising. Advertisements provide various kinds of information about the product, like price, availability, sources where it may be obtained from, brand name and sometimes even ingredients of the product. This saves time and effort of consumers. People those are unlettered and otherwise generally ignorant, see the advertisement and become aware of the various kinds of products. Then, they spend their money in a more appropriate and informed manner.

FUNCTIONS OF ADVERTISING

We can describe the functions of advertising as follows-

- **Economical function**

The nature of the economical function of advertising is first of all to stimulate sales and increase the volume of profits from the sale of a certain product for a certain unit of time. Advertising informs, creates the need for a product or service, and encourages people to purchase. The more people have responded for advertisement, it is better for the economy and the economic well-being of society.

- **Social function**

Advertising information has a significant impact on the formation of the consciousness of each individual. When advertising is addressed to consumers, besides the promotion of a product, it also helps to form ideological values of the society and at the end has an effect on the character of social relations and causes consumer instincts, encouraging people to improve their financial state. It improves the culture of consumption. Comparing different products and services, the consumer, in any case, tends to get really the best.

- **Marketing function**

Advertising is an important component of marketing. Advertising entirely connected to the tasks of marketing, whose final aim is the full satisfaction of customer needs concerning goods and services.

- **Communicating function**

Advertising is also one of the specific forms of communication. It is designed to perform an appropriate communicating function, linking together advertisers and consumer audience by the means of information channels. (Kotler, 2002)

The Purpose of Advertisement is to inform, persuade and remind new buyers as well as consumers. Informative Advertisement creates awareness of brands, products, services, and ideas. It announces new products and programs and can educate people about the attributes and benefits of new or established products. Persuasive advertisement tries to convince customers that a company's services or products are the best and it works to alter perceptions

and enhance the image of a company or product. The goal is to influence buyers to take action and switch brands, try a new product or remain loyal to a current brand. Reminder advertising reminds people about the need for a product or service or the features and benefits, it will provide when they purchase promptly. When we think of advertisement, often product-focused advertisements are top of mind that promotes an organization's goods or services. Institutional advertising goes beyond products to promote organizations, issues, places, events, and political figures. Public service announcements are a category of institutional advertising, focused on social-welfare issues such as drunken driving, drug use, and practicing a healthy lifestyle. Public service announcements are usually sponsored by non-profit organizations and government agencies with a vested interest in the causes they promote.

CONSUMER

A consumer is a person or a group of people, intends to order or uses purchased goods, products or services for personal, social or family needs. Consumer is never directly related to any entrepreneurial or business activities. This term is most commonly used for a person who buys products and services for his personal use. An individual who buys goods or services for his personal use or as per his family need and not for manufacturing or resale is called a consumer. A consumer is one who is the decision-maker whether or not to buy an item at the store or someone who is influenced by advertisement and marketing. Everybody who consumes goods is a consumer. Sometimes middle class or small consumers get exploited in the market. They respond the advertisements and purchase goods. Generally advertisements don't give information that consumers need to know or desire to know about a product. In recent years, behaviour of the rural consumers has changed. A few decades ago rural consumers would invariably be silent, easily victims able persons who would uncomplainingly and unquestioningly purchase the goods from any place but the time has changed now. Today's consumer is the choice empowered consumer who decides the fate of the product with increase in earnings. Thus, the manufactures endeavor continuously to understand the complex consumer behaviour better and respond by offering better goods and services as desired by them.

CONSUMER AWARENESS

Basically, Consumer awareness refers to the combination of the knowledge of the product being purchased by him in terms of its quality. Consumer should be fully familiar about the product, is it good for health or not, whether the product is free of creating any environmental hazard or not etc. Consumer awareness has become a vital necessity in modern time. Consumer awareness should aim at spreading information about consumer rights, responsibilities which helps to develop the skills to make decisions for buying products and services. It develops the ability to make the right choice between available alternatives keeping in mind ecological and economic considerations. Consumer awareness programme should include participatory lectures, experience and product testing, good valuation and demonstration activities. In our country, the majority of buyers and consumers are unaware of their rights and laws made to protect their rights. There is need to educate and to aware them about the market products and also about the protection available to them under the Government law. Although Government has taken various steps to aware consumers about their rights to make them fight for their rights and also passed various acts to protect consumers.

ADVERTISING AFFECTS CONSUMER AWARENESS

Advertising helps to make consumers aware of goods and aims to fix preference for that product over its competitors in market. If advertising succeeds in those tasks, the buyer will choose the advertised goods when they make their next purchase. However, developing awareness and preference through advertising is a cumulative process. A single campaign only raises awareness for a short period so it is very much important to allocate the budget for

advertising over a period of time to sustain high levels of awareness and use in marketing. When consumers make choices between different articles, goods or brands, two conditions apply, according to C.R. Clark of the Institute of Applied Economics, writing in the journal "Quantitative Marketing and Economics." The product must form part of a consumer's set of choices and the consumer must prefer one product over all others in the set of choices. If market strategy indicates that a buyer or consumer is aware of products X Y and Z and we supply product A, we must make consumers aware of our product so that it becomes part of their choices.

Consumer awareness increases or decreases over period of time, depending on the weight and frequency of advertising, according to David W. Olson in an article for "Advances in Consumer Research." Frequent advertising can build the level of awareness from recognition of some elements of a product through to detailed understanding of the nature of the product and its benefits. Levels of consumer awareness and preference can decline if we do not continue to advertise or if competitors increase their weight of advertising compared to us. We can make consumers aware of our product through advertising. Successful enterprises, production unit or companies aim to establish strong relationships with buyers and consumers, so they can retain those buyers as long-term customers and maximize profitable opportunities. Therefore, the first task for a communication strategy is to make consumers aware of their company and their products. When consumers are buying, they make decisions based on the information they have about an available article or a product.

Consumer exploitation is a world-wide phenomenon to which India is no exception. Producers and Traders, being more organized and having better knowledge of the market take advantage of the consumer's ignorance, exploit them in violation of all rules, regulations, statutes and their own moral and social obligations. Almost all Multi-national companies are introducing new products and services and present them in different manners due to this marketing for the consumer is becoming more complex particularly in rural sector where a big segment of the population is residing. In India the condition of consumer is really very bad in rural sector. They are very poor, unemployed and illiterate. They are not conscious of their rights, responsibilities and the existing machinery and institutional arrangements of their grievances. Every consumer has a right to reject any product rendered by any manufacturer in the market and tell them to produce goods of their choice and as per need. They have not knowledge to distinguish between the real and the deceptive, the pure and adulterated. Therefore, they compromise with adulterated foods, short weights and measure, spurious and hazardous drugs, exorbitant price, endemic shortages leading to black marketing and profiteering, unfulfilled manufacture guarantees and a host of other ills. Consumer is a person who purchases products or hires or avails any service for a consideration which wholly or partly or may have been paid later. Consumers are the largest economic group in every country but in most countries, most of the consumers are unorganized. Hence, they are voiceless. Their condition is vulnerable. They are victims of cunning business persons. In a free market like India, it is said that 'Consumer is always king.' Consumers are supposed to direct and control all the economic activities but in real life, it is not so. They are often deprived of their rights and do not get value for money. Indian consumers for years have been victims of poor quality of goods and services, deceptive advertising, adulteration of food items such as vegetable oil, ghee, turmeric powder, spice etc., use of fractional weights and measures, overcharging of goods and services an countless other unfair practices of the business persons. This highlights the need for consumer welfare and awareness. Consumer awareness is making the consumer aware of his or her rights. Usually, advertisements increase consumer awareness, as well as word of mouth, a comment from someone if we know about a product or service. We need it so we will not be misled by producers, it explains if what we buy is worth to our money and not harmful to us.

ADVERTISEMENTS INFLUENCE YOUNG BUYER'S BUYING DECISION

Advertisement is a part of marketing strategy. It's as a most powerful tactic as well as tool of marketing. It aims at encouraging and convincing the consumers to buy and recommend the product, thereby increasing the sale. Nowadays advertisements are highly targeted and specialized. It depends upon the need, taste and requirements of the targeted consumers. Nowadays buyers are guided by the message given through the advertisements. Young buyers are the fastest changing group of society and through advertisements products get easy and quick among the buyers. They are adopting new methods to fit them in the new and changing life style. Middle class and rural buyers are the soft and main target of the advertisers as they are more attracted to the new things available in the market. Moreover modern buyer is sufficiently educated and highly aware about new supply of more useful things, they have important and decisive role in selecting and buying the goods. In other words they have the tendency to show off, quick change and dominance. Accordingly, young buyers come up into a race to wear the branded clothes, buy new luxury gazettes, by means of advertisement. Generally modern rural young buyers feel attraction to buy the unrequired products and services, that they don't have need.

Indian modern young people are like an empty vessel. The Promotion of product and advertisement fill that empty space through their goods. In this manner youth have become the slaves of products through advertisements. Today's young buyers are the future master citizens of our country. The future of the nation and economy depends upon the consumer behaviour of young buyer. The positive advertisement creates a very positive and favorable environment for the economy as well as for the nation but it creates an additional financial burden on most of the families. Once children and families are habitual to any product, the company gets a permanent and regular buyer of their products and they have become consumer of the advertisement for life.

The period and activities of young buyers are very important taking in consideration the immediate and long term impact. As villages play a very important role in development of Indian economy and nation building. Advertisements have done a lot to improve the buyer of rural areas also. Today if the young buyer of villages need anything they can purchase it easily due to the messages given by advertisements. Due to this advertisement policy of companies everything and information has become very much close to the purchaser. Now the young buyer is highly energetic, well informed and far prepared to meet the challenges than their previous generation.

CONCLUSION

Basically, advertising provides information regarding new products to buyers. Buyers use new and latest products then their standard of living get a boost. Sometimes advertising is helpful in providing employment and increasing income of the people. We have a positive effect on our living standard. Advertising is a strategy and a source of information that influence the general people through visual, oral or written messages to purchase goods and services. A product is advertised to create awareness in the vision of potential buyers. Advertisement removes every type of confusion of consumers and makes them capable to take the right buying decision. Although every advertisement is not real, fruitful and informative, it may be only to promote sales but if buyer sets his/her mind to analyze as per their own behalf according their need and budget, advertisement may be much useful to finalize and purchase the product and service.

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