

**A STUDY ON THE INFLUENCE OF TRADITIONAL ADVERTISING ON  
CONSUMER'S PURCHASE DECISION WITH  
SPECIAL REFERENCE TO COIMBATORE CITY**

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**ABSTRACT**

Role of advertising in influencing consumers is very important role which results in consumers purchasing decision, but there are certain determinants of traditional advertising that makes influences an important predictor for impressing the consumers. This study involved on those determinants of traditional advertising that influence the consumers' purchase decision. This study found factors through literature reviews which had influencing variables. The data was collected using snowball sampling. These determinants were design elements, traditional advertising, broadcast, persuasive Power, information, consumer purchasing behaviour, creativity. This study may help the advertisers to understand the importance of these determinants and their impact on the consumer purchase decision. This study is expected to provide penetrates for marketers in selecting media platforms for promoting their products and services.

***Keywords:*** *Traditional advertising, Broadcast, Persuasive Power, Information, Consumer purchasing behaviour, Creativity.*

## **Introduction**

Advertising is considered to be one of the most effective sources for disperse the information to the marketers. The objective of traditional advertising is to study the Impact of advertisement on buying behaviour. Here it's considered consumer purchase decision as advertising effectiveness, which states that traversing those determinants which contribute to influencing the purchase decision of consumers. Advertising plays a crucial role in influencing consumer behaviour, as it has the possibilities to shape consumer perceptions, attitudes, and purchase decisions. this study contributes to the existing literature on the impact of advertising on consumer behaviour and provides valuable cognizance for practitioners and researchers alike. With the ever-increasing presence of advertisements in our daily lives, understanding the impact of advertising on consumer attitudes on purchasing has become a important area of researcher in marketing and consumer psychology. The primary objective of this study is to determine the relationship between advertising and consumer behaviour, centering on the various dimensions of consumer behaviour influenced by advertising strategies.

## **Objectives of the Study**

- To figure out the determinants which influences consumer purchasing behaviour through traditional advertising.
- To quantify the influence of those variables and to find out the most prevailing determinant's that changes purchasing decision
- To examine the significance of variables related to the design of the advertisements.

## **Literature Review**

Advertising has a profound impact on consumer behaviour by shaping consumer perceptions, attitudes, and purchase intentions. Through traditional advertising, marketers can influence how consumers perceive a product or brand, creating a favourable image and positioning in the minds of consumers (Aaker, 2021)<sup>1</sup>.

Focus on how consumers behave in response to advertisements is essential, especially the advertising media. Different media types have varied effects on consumers' buying behaviour. Advertisements aim to spark interest in the product and persuade consumers to buy it (Jindal et al., 2022)<sup>2</sup>.

The Elaboration Likelihood Model (Petty & Cacioppo) suggests that the persuasive impact of advertising depends on the individual's level of cognitive processing and involvement with the advertisement. On the other hand, the AIDA model (Attention, Interest, Desire, Action) posits that advertising creates awareness, captures attention, generates interest, stimulates desire, and ultimately leads to consumer action (Kotler & Keller, 2022)<sup>3</sup>.

### **Research Methodology**

This study is based on the age group of 18 to 30 years. This research considered the age group as a unit of analysis and the data had collected from the consumers who are in different places in Coimbatore city.

The sample size determined for this study is 150 consumers and by circulating the questionnaire electronically to the consumers using google form. Out of 125 questionnaires, its been validated and eliminated incomplete questionnaires. The study population consisted of 74 (49.3%) male respondents and 51 (34%) female respondents. The data was collected using the snowball sampling technique that is non-probability sampling. The questionnaires were structured using google form and the link was shared online with the consumers through e-mails, WhatsApp groups. The survey is designed based on validated scales used in prior research. Literature reviews were collected through different web sources such as Google Scholar, reserachgate.net, Sciencedirect.com, so on.,

### **HYPOTHESES OF THE STUDY**

**1. H0:** There is no significant relationship between gender of the respondents and impacting factors of traditional advertisements.

**H1:** There is significant relationship between gender of the respondents and impacting factors of traditional advertisements.

**2. H0:** There is no accessing variable in traditional advertisements that influencing the consumers' buying behaviour.

**H1:** There is an accessing variable in traditional advertisements that influencing the consumers' buying behaviour.

**3. H0:** Broadcast, Persuasive Power, Information variables significantly influence the awareness, interest, purchasing stage of consumer Behaviour.

**H1:** Broadcast, Persuasive Power, Information variables not significantly influence the awareness, interest, purchasing stage of consumer Behaviour.

**DATA ANALYSIS**

**Table 1: Age of the Respondents**

S.No	Variables	Category	Frequency	Percentage
1	Age	Below 20 Years	87	58.0%
2	Age	25-30 Years	63	42.0%

Source: Primary Data

This table shows that majority of the consumers in this study are below 18-20 years of age and 75% of the consumers belong to 25-30 years of age.

**HYPOTHESIS**

**1. H0:** There is no significant relationship between gender of the respondents and impacting factors of traditional advertisement.

**H1:** There is significant relationship between gender of the respondents and impacting factors of traditional advertisement.

**Table 2: Age of the Respondents and Impacting Factors – Cross Table**

S.No	Gender	Agree	Disagree	Total	Percentage
1	Male	32	42	74	59.2% <sup>s</sup>
2	Female	35	16	51	41.0%

With this table applying chi-square that explains that the p-value (0.174) is greater than the Pearson`s chi-square level at 5% level. Hence the null hypothesis is accepted. It is concluded that there is no significant association between gender of the respondents and impacting factors of traditional advertisement.

**2. H0:** There is no accessing variable in traditional advertisements that influencing the consumers` buying behaviour.

**H1:** There is an accessing variable in traditional advertisements that influencing the consumers` buying behaviour.

**Table 3: Accessing Variable that Influencing the Consumers Buying Behavior**

<b>Average Chi-Square tests</b>			
	<b>Value</b>	<b>df</b>	<b>Asymp. Sig.(2 sided)</b>
Pearson Chi-Square	6.717	4	.152
Likelihood Ratio	7.744	4	.101
Linear-by-Linear Association	2.105b	1	.147

It is found that the p-value (0.152) is greater than the Pearson`s chi-square value at 5% level. Hence the null hypothesis is accepted. So, it is concluded that there is no relationship between age of the respondents and level of impact of advertisement.

3. **H0:** Broadcast, Persuasive Power, Information variables significantly influence the awareness, interest, purchasing stage of consumer Behaviour.

**H1:** Broadcast, Persuasive Power, Information variables not significantly influence the awareness, interest, purchasing stage of consumer Behaviour.

**Table 4: Accessing Variable that Influencing the Determinants**

<b>Hypothesis</b>		<b>Significance</b>	<b>Result</b>
H0	Broadcast, Persuasive Power, Information variables significantly influence the awareness, interest, purchasing stage of consumer Behaviour.	.039	Accepted.

H1	Broadcast, Persuasive Power, Information variables not significantly influence the awareness, interest, purchasing stage of consumer Behaviour.	.016	Accepted.
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The test showed a statistically significant influence of variables on the consumer behavior stages except the post-purchase stage. The p-values for the stages of this study are .039, .016 all of which are less than .05. Hence, the null hypothesis is thus rejected, which means that there is a significant influence of different advertising determinants on the Awareness, persuasive power, information, and Purchasing stages of the Consumer Behaviour.

### **FINDINGS**

- This table shows that majority of the consumers in this study are below 18-20 years of age and 75% of the consumers belong to 25-30 years of age.
- This study shows that there is no significant relationship between age and level of impact it indicates that impact of advertisements. Hence it is suggested that one good variable is enough to influence consumers in their age group.
- There is no significant relationship between gender and impacting factor of traditional advertisements.
- It is found that advertisement only discloses the advertisement good features such as creativity, information, attraction and since the product is not physically available the advertisement can also affect consumers buying decisions.

### **SUGGESTIONS**

The exploration let out a positive correlation between advertising exposure, consumer attitudes, and purchase intentions, foreground the persuasive power of advertising in shaping consumer purchasing behaviour and influencing their decision-making process.

Advertisers should focus on designing impressive advertising campaigns that productively communicate the unique features and benefits of their products or brands and also needed further exploration to examine individual differences and related factors that moderate the impact of

traditional advertising on consumer behaviour. Factors such as personal preferences, prior experiences, and demographic characteristics may influence the extent to which consumers are influenced by advertising messages. Understanding the fine distinction can help advertising areas strategies to target audiences for the products.

## **CONCLUSION**

In conclusion, the research findings highlight the influential power of advertising in framing consumer behaviour with the positive correlation between advertising exposure, consumer attitudes, and purchase intentions emphasizes the importance of effective advertising strategies in influencing consumer perceptions and decision-making. Advertisers and marketers can leverage these suggestions to develop effective advertising campaigns that pulse with consumers and drive their purchase decisions. Further research is needed to inspect individual differences, contextual factors, and the long-term effects of advertising on consumer perception, authorise a better understanding of the complex dynamics between advertising and consumer decision-making while purchase. To conclude, this study come up with existing literature on the impact of advertising on consumer behaviour and provides valuable perception for exponents and researchers alike.

## **REFERENCES**

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