

# SENSIBILITY OF THE CONSUMERs ON ADVERTISEMENT

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## ABSTRACT

**Purpose:** The purpose of this paper is to analyze the attitude of consumers towards advertisement.

**Value:** The paper contributes to research through improving the understanding relating to the advertisements through different media's and consumers attitude towards those advertisement.

**Findings:** The paper reveals that there is positive relationship between customer's attitudes and advertisement. So, advertisement must be made according to the needs and wants of the consumers.

**Keywords:** Advertisement, Senses, Regular Shopper, Media, Relationship

**Paper Type:** Review Paper

## INTRODUCTION

In today's digital India there are different sources of media but internet is playing a vital role for effective implementation of government welfare schemes. Government is doing all the system online we can now shop online, all bank transactions can be done online. Government is promoting internet media as the fastest, easiest and simpler way of doing the work from home. About all these things government aware us by advertising the schemes through newspaper, radio, television and last but the best cell phones. Advertisement is an effective and powerful medium of communication. Where from CEOs, managers of big organizations to rickshaw puller everyone is using the android phones it become easy to aware the consumers about the product with proper information regarding that product. There are different types of advertisement like: Product oriented advertising

Contextual advertising

Direct Mail advertising

Public Service advertising

These types of advertising create awareness among the people with detailed information about the product and differentiate their products from rival companies. All of us are using different different applications for shopping; these applications provide us detailed information about the products and give us a lot of choices for one single product which helps us to explore the market at worldwide level. In such a way, modern media helps us in different manners by increasing children's knowledge, provide latest news in a very short time, educate people through digital videos, audios, text format, brings out hidden talents, helps in understanding each other throughout the world.

## LITERATURE REVIEW

Dr. A.Beldad, Dr. J. Van Hoof talks about brands, companies and product experiences every day. In this researcher there is 247 students participated from Radbound University .The quantitative research is taken place with the help of questionnaire. Author said that the information we get can be from

known or unknown sources. In some kind of services we have to rely on the people's opinion because we get the experience after using those services. Author concluded that known sources shows positive reviews which leads to high buying intention. When negative word of mouth is spread among friends it gives bad impact on the buying intentions of the customer.

Ahasanul Haque, Khaliq Ahmed and Syeada Irfath Jahan purpose is to analyze the obedience with regards to Islamic law by the existing advertising practices in Malaysia. The research is done with the help of interview in 30 branches and 40 different advertisements were assessed. After interviewed people in different 30 branches they concluded that customers are unaware of the Islamic banks products in which Shariah helps in promoting and aware about these banks and offerings which improves banks effectiveness. The main contribution is to improve the understanding the main issues which affects the advertising practices in Islamic societies.

Ramaswamy Nandagopal, Huong Ha, Rengasamy Natarajan Balamurugan considered the impact of mobile advertisement on the consumers in combalore city [India]. The survey conducted on 189 valid responses in coimbatore city. According to author mobile banking is the best means which helps in direct interaction with consumers. In India mobile market is the fastest growing market due to the more middle- income consumers and impact of mobile advertising is great on the way business is done. Mobile marketing helps in marketing activities which helps in the fast speed communication with potential customers and regardless the geographical location. Researchers concluded with the results that there exists a positive relationship between the consumer attributes and there behavioral intentions, as the respondents attitudes are not only correlated with technology but also with the cultural variables.

Teng-Kai Fan, Chia-Hui Chang addresses about the contextual advertising in this paper. Researcher experimented by using a real advertisements and actual blog pages both. Here, the main aim is to check the sentiments of the consumers on the contextual advertising when such advertisements show on their web pages according to their user's website pertaining. By this survey the effective results shows a positive correlation with those advertisements which are given on the blog pages.

Camilla Cretti, Prof. Dr. Olivier Furrer analysed the direct influence of a factors on social network advertising. This research completed with the help of questionnaire answered by total 124 people, out of which 62 are females and 59 are males with the average age of 30 years. Researcher divided 124 people in two groups: - those who have interest in online community and those who don't have but results come out to that everyone like the online community. There are 117 profiles out of 124 people on face book. Researcher with the help of data wants to determine the relation between one of the factors and the attitudes towards publicity on social networks. Study shows the results that the reaction of customers is as important as the publicity process, because the main purpose is to reach that publicity effectively and timely to the consumers.

Colin Campbell, Leyand F. Pitt, Michael Parent and Pierre R. Berthon focused upon the consumer conversations for the different different advertisements. Researcher used traditional research method with the help of the leximancer software; this software helps in the content analysis. Here, they examine the comments posted on the ads web page by the consumers and find out the meaning among the great deal of consumer response. They perform study on the four different ads and by copy paste data from you tube to leximancer finds out that which advertisement is rated more, get more stars, are in the favorite list of the consumers. This is very important for managers to know about the consumer's feelings and emotions about the consumer generated advertisements.

Ann E. Schlosser, Sharon Shavitt and Alaina Kanfer talk about the attitude towards the internet advertising. Author compared the internet advertisements with general advertisement and its implications for traditional marketing models and practices. Researcher conducted national sample of over participants through questionnaire. Many objectives is to analyze the attitudes of the consumer towards internet advertising, with the comparison of internet advertising with the sample perceptions of advertising in general and at which under which dimensions they underlie and up to what degree they contribute to the internet advertising attitudes. The results comes out to no majority opinion of interest advertising, where as some found internet advertisement to be more information and trustworthy that the general advertisement. Even the attitude and perception is different of both internet advertising and general advertising but the structure is almost same.

Harinderpal Singh looks at the advertising and promotional strategies adopted by retailers and their effectiveness through this paper. Researcher done primary study with the help of the questionnaire filled by the customers and owners of retail outlets. The main objective is to study the impact of advertisement and to check the obstacles in promotion schemes. With the help of questionnaire results comes that consumers rely on the advertisement must be designed properly and according to the lifestyles of the customers. Best media source is to be selected according to the target group because advertisement and promotional schemes attract more and more quality customers.

## RESEARCH METHODOLOGY

### Objective of the study:

- To study the attitude of the consumers on advertisement.
- Impact of the advertisements on consumers.
- How much advertisements contribute to the business.

## SOURCES OF DATA

**Secondary Data:** [www.google.com](http://www.google.com)/ Research papers

[www.google.com](http://www.google.com)

Books have also been used.

## CONCLUSION

Regular shopper most likely act upon the information provided to them through advertisement and take its purchase decision on the basis of it, regards which we can say that there is a positive relation of the advertisement and consumers which gave growth to the business. But we have to take care about the lifestyle and needs of the consumers while making the advertisement. Adoption of new technology timely is also required because of changed circumstances and tastes and preferences of our customers. In the end we concluded by giving the results that to get fruitful results we have to take care of consumers emotions, feelings and attitudes while making advertisement. Advertisement and consumer preferences are positively correlated with each other which gives extravagant growth to the business.

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