

# A Study on the Effect of Advertisement on Consumer Behaviour of Lifestyle

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## ABSTRACT

Online shopping is one form of non-store patronage medium and the reason customers are moving towards online shopping is that they are getting several benefits from it. Further advertising is one of the largest generators of revenue in the world economy. It generates employment directly and indirectly and influences a large section of people. An advertisement interest entices intrigues and entertains and creates a lifestyle.

**Keywords-** Consumer behaviour, online shopping, revenue

Advertising agencies initially focused on print. But the introduction of radio created a new opportunity and by the end of the 1920s advertising had established itself in radio to such an extent that advertisers were producing many of their own programs. The early 1930s ushered in dozens of radio dramatic series that were known as soap operas because they were sponsored by soap companies.

### *Objectives*

1. To Study the profile of the selected respondents.
2. To study the source of the Advertisement.
3. To know the effect of advertisement on the lifestyle of respondents.

### *Review of Literature*

Related literature acts as a backbone for the researcher. In fact, the researcher who undertakes a research project by systematic reviewing other studies and writing-related problems completes successfully the research. Identification of the problem, development of a research design and determination of the size and scope of a problem all depend, to great extent on the care and intensity with which a researcher has examined the literature related to the intended research.

In order to fit a particular study a broader, to be able to see its importance and to relate it to many other studies, it is essential to survey the literature relevant to the present one, made by others with this view in mind, efforts have been to collect some existing literature.

This chapter deals with a critical review of important research findings relevant to the issues in the present study which have been presented as "Advertising is one of the largest generators of revenue in the world economy. It generates employment directly and indirectly and influences a large section of people. An advertisement interest entices intrigues and entertains and creates a lifestyle".

No matter whether people take healthy foods for the prevention and cure of disease or to form a healthier body, they have been very much affected by healthy foods in their daily life and dietary habits (LU and Hsu, 2006). Consumers' lifestyles are closely associated with their behaviours (Huand, 1999). Therefore, consumers' lifestyles are the focus of enterprises. Through the research of consumers' lifestyles, enterprises expect to get hold of their demands and develop products from their perspectives.

Kotler (2000, 2003) defined lifestyle as the way one lives his life, which is, in other words, how one presents himself in his interests, activities, and opinions.

## I. INTRODUCTION

The seller in primitive times relied upon his loud voice to attract attention and inform consumers of the availability of his services. If there were many competitors, he relied upon his own personal magnetism to attract attention to his merchandise. Often it became necessary for him to resort to persuasion to pinpoint the advantages of his products.

When customers were finally attracted to the store and satisfied with the service at least once, they were still subjected to competitive influences; therefore, the merchant's signs and advertisements reminded customers of the continuing availability of his services. Sometimes traders would talk to present and former customers in the streets, or join social organizations in order to have continuing contact with present and potential customers.

As the markets grew larger and the number of customers increased, the importance of attracting them also grew. Increasing reliance was placed on advertising methods of informing about the availability of the products. These advertising methods were more economical in reaching large numbers of consumers. While these advertising methods were useful for informing and reminding and reminding, they could not do the whole promotional job. They were used only to reach each consumer personally. The merchant still used personal persuasion once the customers were attracted to his store.

Although graphic forms of advertising appeared early in history, printed advertising made little headway until the invention of the movable type printing press by German printer Johannes Gutenberg about 1450.

Further Plummer (1974) has lifestyle, along with a been frequently applied to additional demographic variable measure Plummer mentioned that in the measurement of lifestyle, the consumer is viewed as a whole entity that cannot be presented with fragmented data, but the sub-dimensions of each dimension can be added deleted or modified according to research objectives.

Yeh (2008) thought that lifestyle is a behavioural model in the process of an individual or group socialization. Emmanuel H. Demby (2010) entitled "over the counter Life Style (1972). It was found very different attitudes about the number of money persons earn affected purchasing power. Further, it is stated that political and social activities relate to the lifestyle and individual self-concept; and what is lacking in a person's lifestyle or self-concept that would produce a desire to buy a product or participate in a given activity".

Practices of the group to which families belong dominate the lifestyle so much that a subculture persists. A cult of simplicity may resist the material aspects of living of the society at large. Families may form a commune to achieve their social ideals through cooperation in production and consumption. In striving to find patterns that better fulfil their ideals, alternate styles to the main them of the American way of life are experienced. Strains of ethnic group behaviour are observed in individuals adding to variation in lifestyles.

## II. METHODOLOGY

### (1) Selection of Locale:

Agra city was purposively selected as the locale for the present investigation as the investigator is familiar with the location.

### (2) Selection of Sample:

Agra district was selected purposely in the first stage as it was convenient to the researcher. Agra city is divided into a rural and urban areas. The urban area was selected again purposely in the second stage as it was the need of the study. Agra city is divided into eighty wards, out of which one ward namely the Khandari ward selected randomly in the third stage. Khandari ward consists of 37 mohallas.

Out of these mohallas, two mohallas namely Nirbhay Nagar and Dev Nagar were selected randomly in the fourth stage. Each selected mohalla consisted of 120 - 135 houses. Out of these houses, 25 respondents from each mohalla were selected randomly in the fifth stage. Thus, 50 respondents aged 15 to 30 years of both sexes were the unit of information for the present study.

**Research Tool:** Keeping in view, the nature of the problem under investigation and the kind of information required for the study, the questionnaire method was used for collecting the data.

### (3) Construction of Research Tool:

A self-structured questionnaire was prepared after carefully studying the related literature and after

consulting the supervisor. The questionnaire schedule consisted of two sections.

Section 'A' consisted of general information of respondents the selected.

Section 'B' contained the questions related to knowing the effect of advertisement on consumer behaviour.

### (4) Procedure of Data Collection:

The questionnaire method was used to collect the relevant information. All the selected respondents were contacted individually by the researcher. They were interviewed with the help of a self-structured questionnaire and the required information was recorded.

### (5) Statistical Analysis:

The collected data were coded, tabulated and analyzed using percentage and chi-square test. The chi-square test was used to know the relationship between two attributes. After using the statistical test, the observation was drawn and concluded the findings.

## III. RESULTS AND DISCUSSION

In the present study, 50 respondents were selected through a multistage stratified random sampling technique from the Agra district. The data is collected, tabulated and statistically tested according to the objectives of the study.

To accomplish all the findings in the present study, the investigator has interpreted the objective wise results and discussed them in the light of the studies conducted previously by other researchers.

### 1. To study the profile of the selected respondents:

**Table 1: Distribution of respondents according to occupation.**

Occupation	Respondents	
	No.	%
Student	25	50.0
Service	25	44.0
Business	3	6.0
Total	50	100.0

Table 1 reveals the distribution of respondents according to occupation: Out of 50 respondents, the majority of them (50.0%) were students, followed by 44.0% in service and a minimum (6.0%) were in business.

**Table 2: Distribution of respondents according to family monthly income.**

Family Monthly Income in Rs.	Respondents	
	No.	%
0 – 50000	32	64.0
50000 – 100000	10	20.0
100000 and above	8	16.0
Total	50	100.0

Table 2 highlights the distribution of respondents according to family monthly income. Out of 50 respondents, the majority of them (64.0%) were belonging to families having a monthly income of Rs. 0-50,000, followed by 20.0% having 50,000-1,00,000 and the minimum (16.0%) were belonging to a family having a monthly of Rs. 1,00,000 and above.

**2. To study the source of Advertisement:**

**Table 3: Distribution of respondents according to the source of media.**

Source of Media	Respondents	
	No.	%
Internet	24	48.0
Television	13	26.0
Newspaper	13	26.0
Magazine	0	0.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

Table 2.1 reveals the distribution of respondents according to the source of media.

Out of 50 respondents, the majority of them (48.0%) were having the internet as a source of media and the remaining (26.0%) each were having television and newspaper respectively. None of the respondents use the magazine as a source of media.

**To know the effect of advertisement on the lifestyle of respondents:**

**Table 4: Influence of advertisement on the lifestyle of respondents.**

Influence of Advertisement on Life Style	Respondents	
	No.	%
Yes	39	78.0
No	11	22.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

$\chi^2 = 8.507, df = 1, p < 0.05$

The influence of advertisement on lifestyle was recorded and depicted in the above table 3.1. Out of 50 respondents, the majority of them (78.0%) reported that advertising affects the lifestyle and the remaining (22.0%) informed that advertisement did not affect the lifestyle. A significant association was observed between advertisement and the lifestyle of the respondents ( $\chi^2 = 8.507, df = 1, p < 0.05$ ).

**Table 5: Influence of Celebrity in advertisement on lifestyle of respondents**

Influence of Celebrity on Lifestyle	Respondents	
	No.	%
Yes	24	48.0
No	26	52.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

$\chi^2 = 0.040, df = 1, p < 0.05$

The influence of celebrity in advertisements on the lifestyle of respondents was recorded and presented in the above table 3.2. Out of 50 respondents, the majority of them (52.0%) reported that celebrities in advertisements did not influence the lifestyle of the respondents and the remaining (48.0%) informed that celebrities in advertisements influenced the lifestyle of the respondents. A significant association was not observed between the involvement of celebrities in advertisements and the lifestyle of respondents ( $\chi^2 = 0.040, df = 1, p > 0.05$ ).

**Table 6: Influence of social issues used in an advertisement on life style of respondents**

Influence of Social Issue on Consumer Behaviour	Respondents	
	No.	%
Yes	31	62.0
No	19	38.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

$\chi^2 = 1.161, df = 1, p < 0.05$

Above table 3.3 indicates the influence of social issues used in advertisements on the lifestyle of respondents. Out of 50 respondents, the majority of them (62.0%) reported that social issues in advertisements affected the lifestyle of the respondents and the remaining (38.0%) informed that social issues in advertisements did not affect the lifestyle of respondents. A significant association was not observed between the social issue in advertisement and the lifestyle of the respondents ( $\chi^2 = 0.040, df = 1, p > 0.05$ ).

**Table 7: Advertisement helps in changing the lifestyle of the respondents**

Advertisement Helps	Respondents	
	No.	%
Yes	33	66.0
No	17	34.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

$\chi^2 = 2.627, df = 1, p < 0.05$

Table 7 shows the advertisement helps in changing the lifestyle of the respondents. Out of 50 respondents, the majority of them (66.0%) reported that the advertisement affected the change in lifestyle of the respondents and the remaining (34.0%) informed that advertisement did not affect the change in lifestyle of the respondents. A significant association was not observed between the advertisement helping with change in the lifestyle of the respondents ( $\chi^2 = 2.627, df = 1, p > 0.05$ ).

**IV. CONCLUSION**

The majority of the respondents (82.0%) reported that the national type of advertisement affected

the lifestyle of the respondents and the remaining (18.0%) informed that the local type of advertisement affected the lifestyle of the respondents. A significant association was observed between the type of advertisement with the lifestyle of the respondents.

### **LIMITATIONS OF THE STUDY**

1. The study was conducted only on fifty respondents of the Agra district hence the findings of the study cannot be generalized to other districts of Uttar Pradesh.
2. Due to time limitations data for the study has been collected only through a questionnaire.

### **SUGGESTIONS FOR FURTHER STUDY**

A few suggestions are given below in this connection.

1. A similar study may be conducted on the area of different districts of Uttar Pradesh and states of India on a large sample.
2. Other methods of investigating can be used for such type of study.

3. A comparative study may also be conducted between respondents belonging to different socio-economic groups.

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