



## A Study Of Advt To Know Impact Of Advertisement On Consumer Behavior

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### ABSTRACT:

Consumer behavior plays a great role in fulfilling marketing endeavours. Every marketing manager must have a knowledge of consumers and their behavior. Through advertisement consumer become aware about the product but in Indian context, emotional impact is prominent. In this reference, a research is conducted to test the emotional impact on consumers. So here advertisement in which emotional appeal is made are selected.

Emotion is a feeling of a person which he can, understand and co-relate. Emotion is a state of psychological arousal an expression or display of distinctive somatic and autonomic responses.

Emotional Appeal: This relates to the customers' social and/or psychological needs for purchasing a product or services. Emotional appeal is so effective because consumers' motives for purchase decisions are emotional. Many advertisement believe an emotional appeal to work better at selling brands that do not differ markedly from competing brands. There are two subsets of emotional appeal i.e. the personal and the social. These are made up of:

**Personal-** Safety, fear, love, humor.

**Social-** Recognition, Status, Respect, Recognition.

**Emotion-** Emotion is such an important factor in establishing a firm memory of an advertisement and predisposing consumers to buy a brand. The way consumers think and act is triggered and shaped by their initial emotional response to events, and that includes advertising.

### Factors marketers should consider:

- a) Language: Honorific (showing respect/honour) or pejorative (tending to make or become worse) to generate emotional appeal.
- b) Psychological facts: To understand the consumers psychology is very difficult. Marketers have to understand the psychology so that they can make proper advertisement which can touch consumers easily.
- c) Situation: Which situation touch or affects the consumers emotion is very important. Marketers should focus on situation to be made.
- d) Proper message to the consumer Whatever message marketer wants to display it should be clear and easily understandable. Consumer should get exact message what marketer wants to say. Consumer should be able to correlate the advertisement with their life.

### Hypothesis

Emotional appeal impact on consumer behaviour if it is done in proper manner through advertisement and make up consumer mind to think about the product.

### Methodology

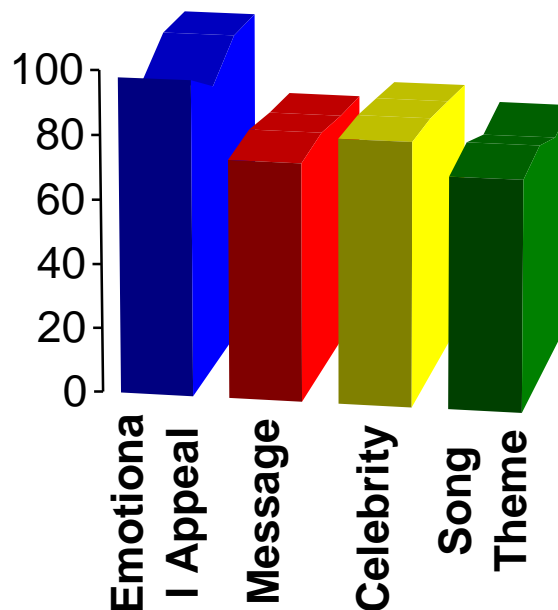
- Analysis of advertisement in which emotional appeal is made and those are really touching
- Survey of advertisements
- Collection of primary data
- Survey of limited sample size 150
- Random survey of viewers
- Analysis of data collected
- Main focus on four parameters of ads namely Emotional, song or theme, message and celebrity
- Common things which viewers appeal while watching the advertisement.

### Advertisement referred

- LIC – Personal
- Surf excel- Personal
- Maruti service centre- Personal (happiness, long affection, safety).

- Spark-Personal
- BMW-Social
- Idea
- Vodaphone
- Indian Airlines
- Mahindra XUV 500
- Moov
- Indiabulls
- SBI
- Babubhai Jagjivandas Making marriage memorable
- Indian Railways Your safty:our concern
- Waman Hari Pethe :soneri shananche sobati

#### Analysis:



#### Questionnaire

- 1) Do you watch advertisement carefully? Yes/No
- 2) Are advertisements good enough for purchasing any product? Yes/No
- 3) Does advertisement affect your buying decision? Yes/No
- 4) Do you discuss your family member (including your kids) about advertisement. Yes/No
- 4) Which factor appeal you most?
  - a) emotional appeal
  - b) message of advertisement
  - c) celebrity endorsement
  - d) song or theme
- 5) Justify your answer.
- 6) Advertisement having emotional appeal will be viewed frequently with interest Do you agree?
- 7) Name the product totally you have purchased under influence of emotional appeal made in advertisement.
- 8) Which kind of advt you remember for long time?
- 9) Does emotional ads stay in memory of viewer as compared to celebrity ads?
- 10) Does emotional ads easily link to viewer's life and so it becomes more effective?
- 11) Which ads you recall easily? Touching ads or action based ads?
- 12) Does any song or theme based ads tempt you to purchase a product?
- 13) Four parameters of advt mentioned above are important but according to your opinion arrange them in ascending order which affects most in purchasing behavior.

**Conclusion**

Most of the advertising nowadays based on emotional appeal rather than rational appeal is none effective and force customer to think about the product as it touches so it can remain in memory for longer time. it helps in brand building of product.

Through our sample out of 100 more than 95% viewers agree that due to emotional appeal they remember the advt for longer time and offcourse it affects on their purchasing behaviour positively. so marketer should focus on emotional appeal in advertisement so as to survive and growth of business.

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