



NEAR EAST UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

**THE IMPACT OF ADVERTISEMENT ON CONSUMER'S BUYING
BEHAVIOR IN NAVI MUMBAI**

M.Sc. THESIS

SUNAINA THAKURI

Nicosia

January 2022

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January, 2022

Approval

We certify that we have read the thesis submitted by Sunaina Thakuri titled “**The Impact of Advertisement on Consumer’s Buying Behavior in Navi Mumbai**” and that in our combined opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Educational Sciences.

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Declaration

I hereby declare that all information, documents, analysis and results in this thesis have been collected and presented according to the academic rules and ethical guidelines of Institute of Graduate Studies, Near East University. I also declare that as required by these rules and conduct, I have fully cited and referenced information and data that are not original to this study.

Sunaina Thakuri

...../...../2022

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Sunaina Thakuri

Abstract

The Impact of Advertisement on Consumer's Buying Behavior in Navi Mumbai

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MA/PhD, Department of Business Administration

January, 2022

Organizations frequently invest in a number of platforms in order to influence consumer buying behavior (CBB). The impact of advertisements on CBB in Navi Mumbai was investigated in this study. The literature studies support the assertion that advertisements (ADV) and purchasing decisions influence to the company's overall sales. As a result, corporations must demonstrate their ability to employ ADV as a tool to persuade people to buy their products over those of competitors. Customers all throughout the world are affected by advertising methods. As a result, a better understanding is required, as well as consistency across various digital and print media and its consequences for CBB. The impact of ADV and its sub-dimensions Informative Adv. (INF), Persuasive Adv. (PUR), and Reminder Adv. (REM) on CBB is the focus of this study. Questionnaire was distributed to huddle data. A questionnaire was used to obtain the information. When sending the questionnaire to responders, the unknown population was considered. The information was gathered from 359 regular Navi Mumbai locals. The acquired data was analyzed using statistical tools including Cronbach alpha, skewers and kurtosis, linear regression, and Pearson correlation. The proposed theory was accepted on behalf of the outcome. In compared to the other sub-dimensions, the data show that Reminder Advertisement is the most successful in influencing the CBB. ADV has a statistically significant impact on the CBB. ADV must be effective; consumers must be targeted exclusively in order to learn about their purchasing patterns and behaviors when it comes to goods and services. Considering consumers' allegiance is heavily influenced by their emotions, more effort should be focused on emotional-related advertising.

Keywords: advertisement, informative, persuasive, reminder, consumer buying behavior, regression.

Abstract

The Impact of Advertisement on Consumer's Buying Behavior in Navi Mumbai

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Kuruluşlar, tüketici satın alım davranışını (CBB) etkilemek adına çeşitli platformlara sıklıkla yatırım yapar. Bu çalışmada, Navi Mumbai’de reklamların tüketici satın alım davranışı (CBB) üzerindeki etkileri araştırılmıştır. Literatür çalışmaları, reklamların (ADV) ve satın alım kararlarının şirketin genel satışlarını etkilediği iddiasını desteklemektedir. Sonuç olarak, şirketler rakiplerinin ürünleri yerine insanları kendi ürünlerini satın almaları için ikna etmek üzere reklamları kullanma kabiliyetlerini sergilemelidir. Dünyanın dört bir yanından müşteriler tanıtım yöntemlerinden etkilenmektedir. Sonuç itibarıyla, tüketici satın alım davranışı için daha iyi bir kavrayış yanı sıra, çeşitli dijital ve basılı medya ve bunların sonuçlarında istikrarlılık şarttır. Reklam’ın (ADV) ve alt boyutları Bilgi Verici Reklam (INF), İkna Edici Reklam (PUR), ve Hatırlatıcı Reklam (REM)’in tüketicinin satın alım davranışı üzerindeki etkisi bu çalışmanın odak noktasıdır. Veriler anket kullanılarak toplanmıştır. Anket katılımcılara gönderilirken, bilinmeyen bir nüfus göz önünde bulundurulmuştur. Bilgiler, düzenli olarak Navi Mumbai’de yaşayan 359 kişiden toplanmıştır. Toplanan veriler, Cronbach’ın alfası, skewers ve kurtosis, Pearson korelasyonu ve doğrusal regresyon gibi istatistiksel araçlar kullanılarak analiz edilmiştir. Bulgular, sunulan teoremin kabul edildiğini göstermektedir. Diğer alt boyutlara kıyasla, veriler Hatırlatıcı Reklam’ın tüketici satın alım davranışını (CBB) etkilemede en başarılı reklam türü olduğunu göstermektedir. Reklam (ADV), tüketici satın alım davranışı (CBB) üzerinde istatistiksel olarak önemli bir etkiye sahiptir. Reklam (ADV) etkileyici olmalıdır; söz konusu mallar ve hizmetler olduğu zaman, satın alma modelleri ve davranışları hakkında bilgi alabilmek için tüketiciler özellikle hedeflenmelidir. Tüketicilerin bağlılığı kendi duygularından oldukça etkilenmektedir, ve duygularla bağlantılı tanıtım üzerine daha fazla odaklanılmalıdır. Anahtar kelimeler: reklam, bilgi verici, ikna edici, hatırlatıcı, tüketici satın alım davranışı, regresyon.

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List of Abbreviations

ADV: Advertisement

INF: Informative

PER: Persuasive

REM: Reminder

CBB: Consumer Buying Behavior

CHAPTER I

Introduction

India is among the world's most vigorously developing economies while in comparison to others (Gupta, 2005), After China, India is the nation's fastest huge phenomenon and aims to be considered as one of the developed countries (Sethi, Datta, Wise, & Naidu, 1990). Throughout 1991, India's GDP has continuously risen approximately 6% each year (Grimes, 2007). With such a population of roughly billion people, India might be a lucrative market for American merchants that provide fair goods or services, and dedication (U.S. Department of Commerce, 2005). With this level of productivity, India will undoubtedly act as a major contributory in the blossoming of Asian and global market. (Banks & Natarajan, 1995).

Consumers are the people who buy and use the things they buy. As a result, customers will keep the assembly cycle rolling as well as performing a critical part in any nation's economy. As per data, countries who will have to face catastrophe if consumers do not have productive demands regarding items created by businesses. Consumers desire various commodities depending on their current interests and preferences. Consumers' purchasing decisions are influenced by their awareness of items. Underlying psychological factors can influence consumer's preference as well as taste and regarding a decent product purchase. Over time, one's taste and preferences for items change. As a result, advertisement play a critical role in determining consumer taste and preferences (Sharma, 2009).

Advertising has always been about promoting products and services to a wide range audience. To a consumer, advertising entails trying to raise awareness for product's attributions in different fields. Advertising influences the product accessibility towards people's desire, which can meet the advertiser's needs and leads to increased increments. As per Cohen, advertisement creates an endeavor towards innovative techniques to style mainstream in persuasive form of communication in realm of advertisement that promotes ideas plus goods as well as services in a way which maintains the consistency of goal of the advertisers, looking for the satisfaction of

the customers, along with the advancement of a social and economic welfare (Cohen, 1988).

As per precision of Cohen's, advertising serves three purposes: to increase business sales, to provide consumers with outstanding service, and, last, to ensure society's social and economic well-being. There is various way of advertising which includes television, radio, billboards, magazines, newspapers (Cohen, 1988)

Advertising has the potential to alter the attitude of individual behavior, lifestyle within the long term further because of the culture and tradition of the nations. The major goal of advertisers should be to connect with customers and influence its understanding, sentiments, and purchase habits. Adverts also generates advertising that elicit an emotional response from customers. Optimistic emotional appeals also include a famous product context as well as spur classification processing to productive groupings, the impacts, and similarity to this classification in recollection are interpreted towards the target itself in this way, they can categorize the far more current data in an extremely specific brand as well as coast correspondingly in their own memory. (Abideen Latif, 2011).

Because advertising involves influencing consumer decisions, it is among the most important challenges, and it causes problems in mainstream economic approaches. To properly appreciate what advertising is, various research studies have been conducted on the issue. In and of itself, advertising is a powerful instrument of communication, but when you add an image and a message to it, it becomes much more convincing. According to Aaker (2013), it is a powerful instrument which has the ability to influence people's minds and behaviors, which is why it is employed for a variety of objectives by corporations, non-profit organizations, and financial institutions. As noted by Meron (2017), it is concerned with the dissemination of knowledge about something like a concept, a business, or a commodity. There hasn't been a single definition of advertising that everyone agrees on.

Consumer behavior can be explained as the actions that consumers take in the process of purchasing, consuming, assessing, and using products or services which individuals believe will meet customer's requirements. Consumer behavior is the

study of where and how people allocate their resources available (duration, money, and energy) to usage activities. (Solomon, 1994).

Consumer behavior tries to character it by including their buying list, why they perish, in which store or product they spend, how often they go to shop, the frequency of utilizing the product, a way you assess it after acquisition also the influence in regards to such assessment, even the way customers get rid of the product. To put it another way, consumer behavior refers to how consumers acquire, use, and discard items, services, experiences, and ideas. (Loudon, 1988).

Advertising has a significant motivating effect on consumer purchase behavior. On things with inherent qualities, marketing is usually simpler. Attributes do not appear to be recognized at the point of purchase and must be learned whilst using the item. When a product has a strong chance of differentiating itself, it's best to promote that one on the products itself. (Schiffman, 1993).

As an outcome, a consumer won't acquire the product whose cost exceeds the increased satisfaction which he obtains due to the great ads. Quantity of the products is demanded by determining the buyer's happiness from spending lots of money on the products. Consumers who are rational would spend on such a product until the value of their benefits equals the cost. (Schiffman, 1993).

Consumers use a range of products depending on their location. So, each individual seems to have their own preferences and tastes. As a result, each consumer's perspective and choice differs from another. Local marketers have a greater comprehension of what local consumers need (region-wise). South Indian culinary choices, tastes, and preferences, for example, differ from those of North India. (Thomas, 2005).

Once the German siblings Rudi and Adi Dassler separated, the family - owned businesses Puma, the "Bebrüder Dassler Schuhfabrik," was established, it was then turned two different companies Adidas and Puma in 1948. Puma is known as big German multinational company that produces sportswear. The corporation was converted to a limited partner before the latter of the 1950s. It was also the first firm to adopt vulcanization manufacturing techniques, as well as the first to produce sports shoes with Velcro fastening. The company was listed public in 1986. Puma,

on the other hand, was unable to compete successfully with other brands such as Nike and Reebok. Then it decided on an essential restructure that would turn their company together into marketing-oriented corporation, with the primary goal of "diversifying the brand into an avalanche of fashion and lifestyle possibilities." (Mathure, 2016).

The Puma made its first appearance in Indian market in 2006, and the business has capitalized on its position by picking up the slack left by Reebok India's decision to really go dark in 2012 to comply with a fraud allegation. They saw that as a platform to deepen their connection with Rishabh Sports Station, Reebok's largest vendor. During several instances, parent company Adidas shut it down approximately 300 of Reebok's 900 outlets in order to restock and restore the brand. Which enabled Puma could seize the opportunity and fill the hole created after Reebok's exit from the market. By maximizing their potential, they were able to gain not only attention of the customers and share, but also the trust of Reebok's vendors. (Sambhavi Anand & Richa Maheshwari, 2015).

In contrast to other sportswear businesses in the market, they adapted the Indian market by decreasing their pricing structure. They worked on designing products for almost all of their items in the market as according regions, and as a result of their pricing structure, the brand has become clearly in a premium position. Because of their choice of the appropriate product mix while introducing their worldwide collection in India, on the popularity plank, the brand was also able to establish a strong connection with the younger consumer. (Devangshu Dutta, 2015).

McDonald's would not have left an indelible mark with in Indian market if it had forced to stick to its American product, which would include products with beef; additionally, McDonald's reoriented their product line as child-friendly and family-friendly, designed to cater to a typical Indian middleclass target, which takes great pride in their cultural environment and are very conscientious of childcare. Therefore, from such a perspective, Mc Donald's has done things differently when they saw that their old strategic approach was having a negative impact on their business, so they modified the product drastically to achieve the targets. As a result, this is one viable business strategy for reaching certain objectives in highly populated areas. (Dash, 2005).

As from standpoint of the globalization, we couldn't influence consumers' changing tastes and inclinations. Another example of international mobile phone companies' negligence of local tastes in the wake in regards to globalization is Nokia, which had found success with Nokia's soap-bar designed cell phones and stopped manufacturing the flip phones which users felt unpleasant to use. (Zaccai, 2005).

Statement of the Problem

Advertising has been a matter of discussion for generations, but it wasn't as prominent as it is now until the twentieth century. According to (Roberts, 1987), economists in the nineteenth century seem to have been preoccupied trying to develop the theory of competitive equilibrium, which assumes that there was complete knowledge within the market and therefore that consumers had a fast and hard demand of goods that were homogeneous in nature.

All marketers interact with their target markets via advertisements in today's competitive and changing market. The manner in which they communicate, and hence the content provided in their advertisements, is insufficiently robust and relevant to entice consumers. Marketing has no possibility of influencing consumers' purchasing behavior of their products or services if their information is merely too constrained or irrelevant (Mittal, & Pachauri, 2013).

Advertising has become one of the potential techniques for boosting the economic efficacy of monetary establishments. Advertising effectiveness refers to the accuracy of the article reported to existing but also prospective customers throughout an empowering at attempting to form an image, as well as knowledge and understanding of the products and achieving a real economic outcome, which is assessed following the initial transmission of the advertising message. (Shakho, & Panasenko, 2012).

Organizations who promote the most are often more willing to spend money on advertising in a year than they earn in net profits (McAllister and John, 2004). Executives who approve advertising expenditures virtually unanimously believe that advertising is a cost-effective marketing strategy when compared to other options. As a result, it is possible to conclude that the corporate community agrees on the use and effectiveness of advertising. Keeping this in mind, businesses are unsure whether

advertisements distributed through various channels for their clients would create additional cash.

However, assessing and comprehending the impact of any form of advertising approach on the financial outcome acquired, whether it be through advertising or other advertising schemes, is difficult.

The diminishing role generates issues in one's mind, which is the study's problem. The researcher's goal is to learn how and why Sportswear firms advertise their products, despite the fact that companies are aware of the rise in sales and products is due to different causes other than advertisements.

To fill in the gaps, this study would examine the impact of Puma's advertisement tactics on its customers' purchasing behavior. This research will also look into which advertising strategies influences their client's attitudes, the beliefs, emotions, and intentions of purchasing, when it comes to choosing business products.

Purpose of the Study

The overall purpose of the study would be to investigate the impact of advertising on customer purchasing behavior, with a focus on the Puma Sportswear Company.

The study's particular objective is to: -

- Identify the advertising mediums utilized to promote Puma.
- To establish out how advertisements affect purchasing decisions.
- To determine the impact of various adverts on consumer behavior.

Research Questions

The following research questions will lead the study:

1. Which advertising in the media is used to advertise the Puma sportswear?
2. What are the factors of advertisement used to influence consumers buying behavior?

3. How advertisement on quality products produces an impact on consumer's buying decision?

Significance of the study:

The findings of the study would help Sportswear industries, specifically Puma products, by assisting the company in better understanding the impact of advertisement at length of consumer buying behavior, different types of advertisements media which could be used for advertising sportswear apparels, and how advertisements affect consumer purchase behavior. In general, corporations may see their relationship and connect the dots suitably, building a bridge among business and customers, by measuring the efficacy of advertisements on customers' buying behavior. This research can potentially be utilized as a standing point for the future research in the field.

The research also aims to examine how advertising influences customer purchasing decisions. It would be extremely beneficial to the following stakeholders:

Companies: The study might aid businesses in identifying potential measurements or tactics for marketing their goods and services. It would be of significant interest and benefit to marketing professionals, as it would assist them in selling their product lines and generating appropriate profits for the organization.

Consumers: It will raise brand awareness and the ability to intuitively encourage them to buy a product.

Limitations

- a. The research's data was tainted by non-response bias and potentially other types of bias, resulting in a sampling that was imprecise of the population, owing to the participants' age distribution.

- b. The results may well not be directly generalizable to the general populace depending on the sample bias, but they are valuable for generating an approximation of the variations in prospective market.
- c. Because the research was based on a consumer survey, all of the information was self-reported by the participants. The drawback is that responders may not always answer questions in a way that is consistent with reality.
- d. The quantitative research method is not well suited to the development of more in-depth explanations for specific behaviors. Furthermore, it was not possible to address the research topic from all potential perspectives.
- e. Another limiting element was the limited amount of time available for data collection. The questionnaire responses were obtained in a short period of time, which led to non-response and restricted the size of the sample.
- f. The response inaccuracy cannot be eliminated in a study that examines a variety of characteristics and multiple variables.
- g. A prejudiced response could have resulted from the respondent's recent exposure to the media in any form.

With the utmost caution and highest amount of effort researcher, accepts the full responsibility for the limitations showed in this research work.

CHAPTER II

Literature Review

Advertisement: The most important part is selling goods for different age groups. Young children do not possess the same skepticism as adults do and are more likely to believe what they see in advertisements. (Wayne D Hoyer, 2008)

"Advertising is a set of techniques and methods whose purpose is to inform and persuade customers to purchase a product or service," opines Reynard (1974). Advertising, according to this definition, serves two primary functions. For starters, it is a component or source of information that alerts consumers that goods and services are available for purchase. Second, persuade customers to buy the product they are familiar with.

According to Bovee and Arens (1992), advertising is "a paid and often non-personal means of communicating information about a product, service, or idea of persuasive character." Organizations are identified in various media." This definition attempts to define advertising as a method of communicating with people via various forms of advertising, using information provided by the product owner.

Advertisement is also described as "a paid advertisement published in a newspaper, magazine, radio, or television station" by Samuel (1987). This could include general advice or information on new things coming to the store, as well as urging clients to purchase current items.

Four things can be gathered from all of the definitions given above:

- i. Information regarding a product, whether newly introduced or already existing, has arrived.
- ii. Advertised product owners who provide information pay for the information to be published.

iii. Information must be communicated through media.

iv. The intended audience (consumers) receives and responds to the information.

Advertisement influencing digital subcultures of youth, women, netizens. Creating awareness became a big deal in order to attract more customers, so the businesses started by putting up hoarders in the street about their products and giving advertisements for their products and services in the newspaper and pamphlets. (Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, 2017)

Advertisement can be positive or negative which determines the company's ethics. In today's market area often, companies invest a lot in advertising their products and services. And they do in each and every platform available whether it's digital marketing or traditional marketing. The company also makes full use of advertising because it reaches a large audience, lowering the expense of personal selling and delivery. (Dominick 2013) The advertisement gives a consumer advantage by specifying them towards their actual form of a product which saves their time. It also helps the consumer to know the ingredients, use, and price, brand of the particular product while shopping or choosing their product to purchase.

According to Kumar (2011), advertising and product promotion work together to control the company's image, which influences the customer's purchasing choice. In his study of the advertisement's impact on consumer buying behavior along with a focus on Nestle Limited Company in India, he discovered product quality, and price influence consumer purchases, but that in today's imperative world, customers are also quite calculative and aware of a company's plans.

Advertising as a Concept

The term advertising is simplified in 5 steps: sender, encode, messages, decode, and the recipient. There are various stages which is described in this process. The audiences are given a message that is formed and presented to them. Messages in advertising are more than simply that. It's a collection of product and company names. The sender initiates the advertising process, and the receiver completes it (Schramm, 1995).

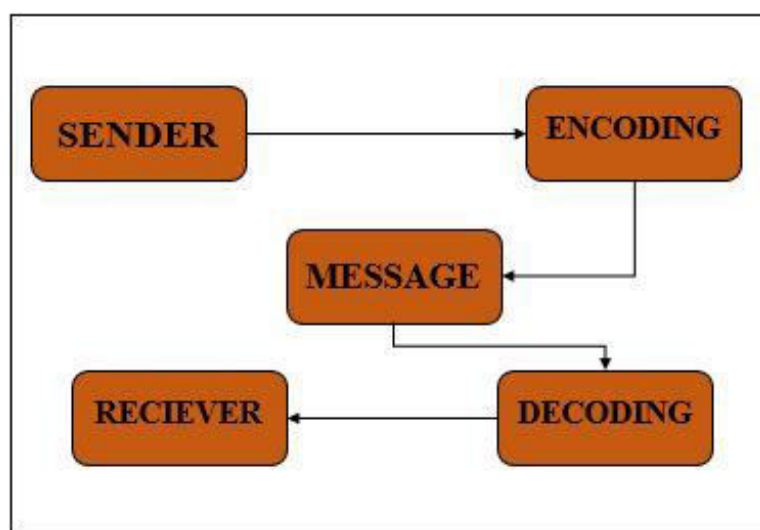


Figure 1: Elements in Advertising Process Model

Sender

As per (Czinkota and Ronkainen, 2008) an individual or organization that has to transmit a message and involves a combination of signs, graphics, sounds, or text to do so. On the sender's shoulders, the entire process is his or her responsibility. It is entirely up with you how you create your message and what information you provide to your target audience.

Encoding

According to Czinkota and Ronkainen, (2008) the figure shows that coding is an outline of symbolic arrangements that the recipient needs to understand. It is certainly an important step in developing the foundation of the message. Coding is a functional phase in which the sender of an ad message verifies the functionality of the code associated with the recipient of this special ad messages.

Message

The message is basically a complete encoding scheme. It is defined by (Bovee and Thill, 2002) as a notion that may transmit a message. The message is ready to be

transmitted to the public once it has been fully encoded. Message will then be presented to the audience via a combination of medium via a certain media or means.

Decoding

It's the process appertaining to deciphering messages that's being sent. This is the procedure for transforming a message into a concept (Bovee and Thill, 2002). It's also a vital phase in an advertisement that demonstrates how well the reader of a message perceives the message that has been conveyed. If feedback is tailored to the user's level of knowledge and understanding, it can be beneficial.

(Schramm, 1995) is defined as a symbolic style which is viewed as coding when it comes to a person or an enterprise as a source, the transmission is understood as a signal, the symbolic style is understood as a decode, and the individual or organization sends a message in seven consecutive phases. Explains the advertising process in. The recipient responds to the source as feedback and receives process distortion as noise.

According to Kotler and Keller, (2006) broadcasters need to be familiar with their viewers before composing a message. The audience may have different tastes or be homogeneous and it should be examined carefully. It is critical that all aspects work together. If message is not appropriate, it can increase the intensity of the noise and lead to ad failure.

Advertising Model

The figure below shows in this order the three phases that go through before the consumer decides to buy the product: the cognitive, emotional, and behavioral phases. Phases are described using four advertising models: The AIDA model, the effect hierarchical model, the technology acceptance model, and the needs hierarchy model are all examples of models.

Stage	AIDA Model	Hierarchy of the effects Model	Innovation-Adoption Model	Needs or Hierarchy Model
Cognitive-Stage	Attention ↓	Awareness ↓ Knowledge	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response
Affective-stage	Interest ↓ Desire ↓	Liking ↓ Preference ↓ Conviction	Interest ↓ Evaluation ↓	↓ Attitude ↓ Intention ↓
Behavior-stage	Action	↓ Purchase	Trial ↓ Adoption	Behavior

Figure 2: AIDA MODEL

The AIDA model was used in this study. According the AIDA (Attention-Interest-Desire-Action) model, consumers' purchasing decisions for a certain product begin after the product obtains a lot of attention (Schramn, 1995). Following this, interest in this product grows too, hoping that this product would meet the consumer's needs. Consumers then decided to take action consisting of purchasing the product. Advertising means a powerful way to promote your new product and remind you of changes to your old product, covering your imagination, creativity, concepts, ideas and innovations. Ads are just selling, but that requires spiritual creativity in the work

of art and beauty. Advertising seems to have been a contentious topic for decades, but it was mostly debated in the twentieth and twenty-first centuries, and whether advertising boosts or lowers prices is one of the most controversial topics.

Informative Advertisement

Boundless (2013), When a new product is being released, or when an existing product is being updated or relaunched, informative advertising is frequently employed. The goal is to generate initial interest in a product, organization, or a cause. It is utilized when any new product is introduced in market or when product which is already existing is modified or launched again.

Informative advertisement educates consumers and general public regarding a product, describes the process, gives pricing and product features, and raises brand and product recognition. The product's and company's images should be complementary and compatible. There should be enough information to persuade the customer to act in some way.

One of the reasonable advertising tactics is informational advertising. A product-oriented advertisement is an informational advertisement. It is more concerned with showcasing a product's features. This strategy assumes that customers know what they want and can connect the marketed product's features to their requirements and benefits. Ahmed Osman (2019).

Niazi and Hunjra (2012) states that advertisement plays a key role in communicating and convincing the audience for making a purchase decision in terms of product or service and send the information at hand to the viewers about it. The relationship between the INF Adv., which is one-off independent variables, and a dependent variable, CBB, is investigated during this study.

Persuasive Advertisement

Boundless (2013), Marketers employ persuasive advertising to enlarge consumption for an already existing product, service, or an organization. The objective is to persuade the target audience to switch brands, purchase their products, and become devoted consumers. The quality of the goods will decide the loyalty of customers or returning to the brand which was previously purchased.

When there are similar products on the market and companies are competing for market share, persuasive advertising becomes extremely competitive. In this case, the dominating product will set itself apart from the competition by offering benefits that are either superior to or actively contend with all those offered by competitors.

Despite numerous empirical investigations demonstrating that the perception of advertising as a powerful persuasive factor is mostly justified, these types of models have remained. Scholars later developed an alternate interpretation of advertising, claiming that it had a far weaker, less predictable, and uneven impact on consumers.

The major goal of the persuasive process in this scenario is to raise awareness and knowledge by presenting just adequate information. A different goal is the change of action, which is to get a given number of individuals to do something within a set time frame. In comparison to the last adjustment, this one is harder to implement. There is insufficient understanding of the message and receipt of information to cause a change of action: we must supply adequate information and effective reasons on which persons has been obliged to take a specific action. (ISBA 2000)

Reminder Advertising

Reminder ads don't just encourage repeated purchases through frequent reminder but also develops the peace of mind and beliefs of existing buyers as well as customers about the company and products the product of the company you made the right choice. When an advertiser makes a second ad, his goal is to first draw attention to the previous products, and to reminds customers of the first advertisement also. Customers must not forget the first advertisements due to which the companies must continuously put an effort to keep awareness. It helps to continuously update our customers' knowledge about offered products and its availability in the market. Most companies advertise for the purpose of market competition situation. (Kotler & Keller, 2013).

Boundless (2013), Reminder advertising boosts the value of previous promotional information. In order to remind existing consumers and attract new ones, the brand identity, client testimonials, public reaction, and sales methods are all reiterated. It's used to keep people interested in and informed of a well-known product that's

nearing the completion of its life cycle. Coca-Cola is a well-known brand that employs recall advertising.

Consumer Buying Behavior

The way people decide to spend precious resources (time, money, and effort) on usage commodities is known as consumer purchasing behavior. Whatever people are buying, when they acquire it, when and where they buy it, number of times they buy it, number of times they use it, how to review it after acquisition and the repercussions of such an evaluation in the prospective, and also how they trash it are all things to think about.

The main goal of consumer purchase behavior analysis, according to (Proctor et al, 2002), is to explain why people behave in various ways under various conditions. According to another author, it is critical for marketers to understand why and how people make purchasing decisions. Marketers can make better strategic marketing judgments with this knowledge.

Companies would foresee how the consumers will react towards the distinct information and environmental cues and adjust their marketing campaigns accordingly once they have a better understanding of their purchase behavior. Businesses who understand buyer behavior, without a question, have a significant competitive edge in the industry (Schiff man et al 2001).

The Buying Process in Its Different Stages

Before making the final choice to buy a product, consumers go through five processes. The purchasing process begins prior to the actual purchase and continues for a long time afterwards. The companies offering the products to their customers always should have in mind about the whole process of how they follow the buying process instead of only considering the purchase decision. Every buying takes the consumer through all five stages. Consumers, on the other hand, frequently skip or reverse a couple of the processes listed below when making repeated purchases. A lady looking to buy her top choice of toothpaste would detect the use and continue directly towards the purchase intention, skipping the data collection and analysis process. Nevertheless, the model illustrated in Figure 3 is employed because it illustrates all or most of the issues that develop when a person encounters a

complicated and challenging post-purchase stage (Tamboli, 2008; Kotler& Keller et al., 2012).

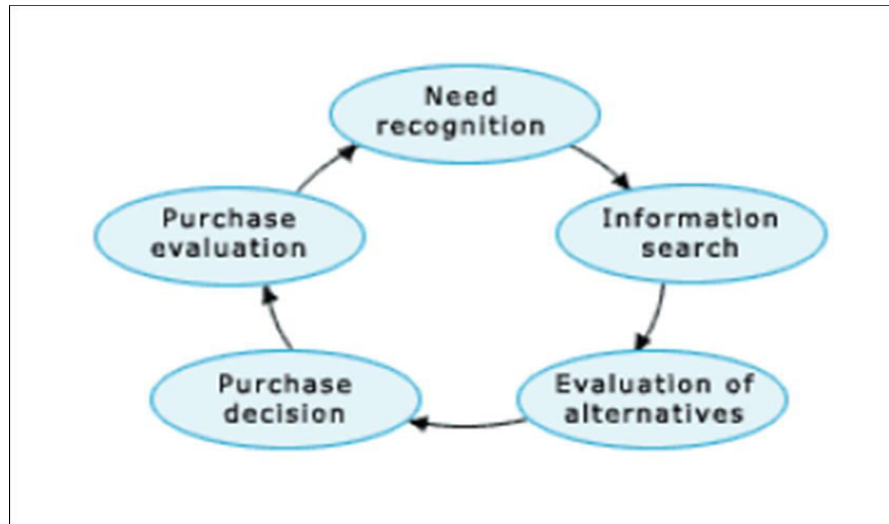


Figure 3: The Buying Process in Its Different Stages

Recognition of Need:

When people acknowledge an unsatisfied need, the purchasing process begins. Functional and psychological demands are the two sorts of needs. Functional needs are provided when customers are content with purchasing for or owning a product they want, customers' psychological demands are addressed when they are happy with the product they desire to buy or own. (Blackwell et al., 2011).

Hierarchy of needs theory, which outlines five need segments that are arranged in a sequential order through basic lower requirements to higher - order needs, is by far the most well-known technique to categorize need. The five necessities have been identified as physiologic, stability as well as security, societal, egos, and subconscious. Merchandise may fulfill all of these prerequisites, and it has grown increasingly significant (Zeithaml and Bitner, 2000).

Information search

The approach of making a purchase decision whereby the customer is encouraged to gather as much information as possible. The buyer may merely be paying more attention, or he or she may be actively seeking more information. A curious customer may not always seek more information. When a buyer has a pressing need and a suitable item exists nearby, they perhaps she is more inclined to purchase it straight immediately. Otherwise, the, the customer may recall a need, do the task, but rather take a glance for information concerning there is a need.

The data is available from different of sources for consumers. Personal factors (family, friends, neighbors, and companions), advertisement sources i.e., adverts, sales person, dealers, Internet sites, cover, and exhibit), publicly available information (press, consumer rating firms, and web searches), and also experience-based source are all examples of publicly available data (handling, examining, using the product). Regardless mostly on product and the buyer, the relative importance of different methods of information changes. In general, commercial sources (those controlled by marketers) deliver the most product information to consumers (Yakup & Jablonsk, 2012).

Evaluation of Alternatives

The third phase is pre-purchase evaluation, in which customers compare and contrast products and brands prior to actually making a purchasing decision. Customers pay a lot of attention to the aspects are often the most acceptable and suited at this point. Customers frequently judge a brand based on factors such as availability, appearance, quality, and pricing (Blackwell et al., 2011).

Consumers frequently use two types of information when evaluating potential options: a list of companies through whom they intend to choose the criteria they will use to appraise each product. Making a pick from a sample from across all potential brands is a human trait that aids in the decision-making process. (Schiffman and Kanuk, 2007).

When contemplating a certain purchasing decision, the invoked subset is the collection of options that instantly come to mind. When a customer wants to acquire services, he or she travels to a business that virtually invariably carries only one "brand." Consumers' criteria for evaluating different items that make up personal

evoked categories are associated with a wide variety of important product characteristics. (Schiffman and Kanuk, 2007).

Decision to Purchase

When considering a certain purchasing decision, the evocative set is the collection of options that instantly recall. When a customer wants to acquire services, he or she travels to a business that virtually invariably carries only one "brand." Consumers' criteria for evaluating different items that make up their invoked sets are generally described in respect of a product line characteristics (Schiffman and Kanuk, 2007).

Unexpected situational factors are the second consideration. A consumer's purchasing intention may be influenced by predicted revenue, pricing, and benefits of the products are all aspects to consider. Unanticipated circumstances, on the other hand, may alter the buying intention. For example, the economy could deteriorate, a close competitor could lower its price, or a buddy could express dissatisfaction with your favorite vehicle. As a result, preferences and even purchasing intents may not necessarily lead to a purchase decision (Schiffman & Kanuk, 2004).

Post-purchase evaluation

The decision for post-purchase evaluation is the final stage. A common consumer expresses their concerns after buying the product. These things are related to "cognitive dissonance," a phenomenon. A buyer might feel that yet another option would've been better after acquiring a product. In such situations, the customer is unlikely to repurchase (Tudor, 2008).

Purchaser decision-making procedures wherein buyers undertake supplementary actions following purchasing based on their level of satisfaction or dissatisfaction with it. Just after customer buys a product, the marketer's job isn't done. So, consumer has been delighted or dissatisfied after receiving the things, and will participate in post-purchase behavior that now the marketer is interested in. Consumer feels displeased if the product does not meet their expectations; satisfied if it meets their expectations; delighted if it exceeds their expectations. The bigger the difference between anticipation and performance, the more dissatisfied customers

are; this implies that, in order to keep customers happy, retailers should only guarantee whatever their respective brand actually deliver (Kotler& Keller, 2012).

For transparency, each stage has been shown as mutually contradictory. Despite the fact that no condition is ever totally completed, there is some convergence amongst each level. As a result, while all levels of need below the prominent level tend to compel action in some way, the lowest level of need, which is generally unfulfilled, is the driving factor, the prime motivating force within the individual (Schiffman et al 2001).

The Relationship Involving Advertising and Consumer Buying Decisions

Naveen Rai (2013) began studies on the Efficacy of Advertising on Consumer Actions and Attitudes to Regarding the Consumer Durable Goods throughout India with the aim of determining the impact of adverts on purchase behavior as well as establishing the impact of advertisement on consumer attitude formation.

Advertisements have an effect on consumer behavior and perceptions not only in India but around the world, according to the research. According to the survey, consumers of durable goods have their very own motivational sources, which include marketing, which motivate them to purchase durable products. When the focus is on quality and price, commercials have a major impact on customers. Advertisements that cover product evaluation and brand familiarity affect purchase attitudes and behavior.

According to M. Nick Hajli (2013), the findings reveal that the trust has a direct impact on purchasing intent. A site's perceived usefulness is also cited as a contributing element. The findings show whether web media, and digital factors sway trustworthiness as well as the propensity of making a purchase on social networking sites.

As per Ahmed and Ashfaq (2013) the impacts of a media advertisement towards the consumer buying behavior when it comes to beverage items in a study they did. According to the research authors, product quality influenced 41% of respondents, persuasiveness influenced 39%, and information which is provided via the advertisement influenced 20%. Therefore, it determined that advertising offer buyers with the information they need to make about the promoted goods, and that this

content has an impact around what customers order, when consumers buy, wherever they buy, and also how they consider purchasing are all factors to consider.

Further research by Abideen et al (2011) discovered that the most influential element is advertising that determines customer purchase behavior, especially when advertisements are designed to delight, arouse, and agitate the client. That's because such type of advertising seems to be surer to capture attention of the public, pique their curiosity, and persuade them to buy the promoted product.

As a result of the preceding debate, we formulate our first hypothesis, i.e.

H1: advertisement has a positive impact in consumer buying behavior

The Relationship Connecting Informative Content and Consumer Purchasing Behavior

Ackerberg (2001, 2003) examines whether advertising was generally informational or persuasive by using the debut of a new yogurt brand, as well as household statistics. He discovered that advertisements influenced yoghurt consumers through conveying more about item's attributes, and that it had a greater impact on new users than on those who had formerly consumed that item.

Advertisements, according to Dr. Prasanna Kumar (2012), are a potent kind of communication channels for conveying information to a broader and more diverse group of potential customers. He went on to say that advertisements should be kept to a minimum. Because purchasers frequently act on insufficient information, they unconsciously and each purchasing and non-purchase choice is a calculated risk.

As an outcome of above material, we've come up with our second hypothesis, i.e.

H2: Informative has a positive impact on Consumer's buying behavior

The Relationship amongst Persuasion Advertising and Customer's Purchase Decisions

ISBA (2004), Regardless of being disputed by other famous academics for the past three decades, this is the intuitive view that has become embedded in the collective mind. This viewpoint's proponents are always critical of advertising. They claim that precise consumer information - how, why, where, and also what consumers buy –

seems simply unnecessary since naïve buyers can be duped into leaving away their funds for products they don't want.

Persuasive communication (like advertisements) allows businesses to change people's opinions and so affect their behavior. According to Ajzen and Fishbein (2005), attitudes are multifaceted entities with cognitive, emotional, and conative components. Consumers has been guided via these three steps to their real behavior. The cognitive component involves becoming aware of and learning about the advertised information, the affective component involves determining whether or not one likes the advertised information, and the conative component involves determining whether or not one will intend to engage in the preferred behavior. In order to affect people's behavior, advertising should be developed in such a way that all three components of generating attitudes are addressed. Organizations should first enlighten readers about the advertised goods, then try to change their attitudes, and then persuade them to engage in the desired behavior.

As a result of the above, we formulate our third hypothesis, i.e.

H3: Persuasive has a positive impact on Consumer's buying behavior.

The relationship amongst Reminder advertisement and consumers buying behavior

Sharafutdinova, (2008), in emerging marketing, did a study on customer buying decisions on mobile phones, utilizing Russian consumers as a case study According to the study, pricing, brand association, and brand awareness influence consumer purchasing decisions on smart phones. Customers are more likely to acquire a smartphone manufacturer that they've used, according to the survey.

According to the report, the country of origin of mobile phones has a major impact on Russian mobile phone customers. The results of the study demonstrated a considerable preference for smart phones from Europe (Sweden, Finland, and Hungary) are preferred over smart phones from the United States or Asia.

According to Chen He & Tobias J. Klein (2020) in their study advertising is as reminder: The Dutch State Lottery evident from the found that because of the limited attention of the seller, buyers who intend to buy a product may forget to do so. As a

result, they may value being reminded by a commercial. These phenomena may be significant in a variety of marketplaces, but it is sometimes difficult to assess. As a result, advertising can be used to provide reminders. This is especially effective when potential clients haven't contacted a supplier or seller in the past or haven't signed up for reminders.

From the above information, we develop our last hypothesis i.e.

H4: Reminder has a positive impact on Consumer's buying behavior.

Based on material reviewed, we might infer that advertising has a good effect on consumer purchases and has a favorable influence on company sales. We discovered that the majority of research in the field used various econometric approaches to determine the impacts of advertising on company sales. Little can be stated about econometric analytical work completed on the consumer side.

Because the majority of the data in this study came from outside India, there is a void in the regional empirical literature assessment on the impact of advertising on athletic goods consumer purchasing behavior. The goal of this research is to fill that void by employing Puma Sportswear products as a case study in Navi Mumbai.

Hypothesis.

H1: Consumer's buying behavior is positively influenced by Advertisement.

H2: Informative has a positive impact on Consumer's buying behavior.

H3: Persuasive has a positive impact on Consumer's buying behavior.

H4: Reminder has a positive impact on Consumer's buying behavior.

Conceptual Framework

That being the case, this research deals with this gap by providing a conceptual model (Figure 4) to approve confirmation and empirical proof to link the connection between advertisement and its effect on customers buying behavior and to view which factors of advertisement that affect the consumer's buying behavior. Advertisement represents by (Informative, Persuasive and Reminder) as independent and the dependent variable is represented by consumer's buying behavior.

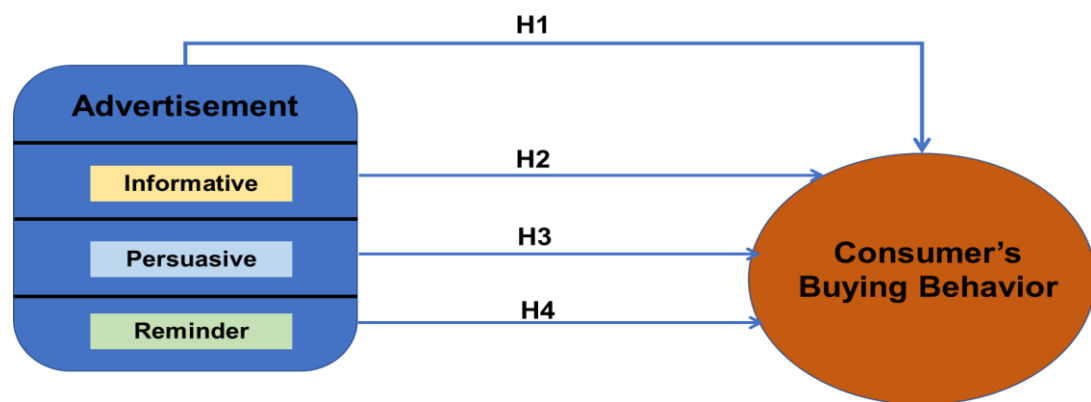


Figure 4: Research Model

CHAPTER III

Methodology

Research Design

Conducting research helps the researchers in arranging how conduct the study in a way that the desired results are obtained, hence increasing the chances of collecting data that is relevant to the real world (Burns & Grove, 2001). The study involves the use of statistical data obtained from documentary evidence via a questionnaire. The study's method has been a cross-sectional field surveying. Both the variables of the study were measured simultaneously moment in the cross-sectional field survey. To achieve the cognitive approach, this study has been used combination exploratory and descriptive designs. According to Kothari (2004), descriptive research is a setting or context in which data is collected without modifying the work atmosphere. The researcher, on the other-hand, has been explored effects of advertising media on product selection using an explanatory design. Finally, this research used a hybrid strategy.

Sampling and Sample

The Sample size is determined after statistical precision, logistical problems, and resource endowments is considered, according to Alreck & Settle (2005). Representatives of the population are randomly selected samples of the populace. According to the Malhotra Peterson (2006), there isn't one, precise method for determining sample size, which leads to a multitude of inadequacies in sample size determination. The more accurate the data obtained by a study, the larger the sample size. The researcher has been employed a non-probability sampling strategy, especially a convenient sample methodology where the clients who are available at a certain time and location.

It can be employed because convenience sampling is type of sampling in which all available primary data in regard to this study is selected for the research without any further criterion. To put it another way, this sampling strategy entails gathering people wherever they can be found, which is usually wherever is most convenient.

Sample size

The overall population of citizens in Navi Mumbai is 1,245,488 according to the statistical report of the Indian Census for the period 2011-2021.

The questionnaire was used between October 2021 and December 2021, after authorization received from Near East University's ethics committee. A questionnaire was circulated via social media to various individuals, including the researcher's family, friends, and relatives, and so on. When all the responses were received, they were one by one entered into database and analyzed using the SPSS v 26. The study population was comprised of Navi Mumbai residents.

The Yamane (1985) method was pursued to establish optimal sample size for research study due to the size of population involved in study and the probable barriers in time, expense, and non-responses. Table 1 also provides the Yamane (1985) table, which has been used to determine the appropriate sampling frame from a population based on the level of certainty and the interval or error margin required for the sample size.

Table 1 demonstrates that for a population of 100,000 or more, the sample would be 400 for an accuracy level of 5%, and a level of confidence 100%. Furthermore, this study has been employing a convenience-sampling approach that has been collect data from members of the public who seem to be willing to participate.

In India, Puma owns 365 outlets, and in the last three years, the company has doubled the number of stores it has. Puma operates eight stores in Mumbai and three in Navi Mumbai, where our research has been conducted.

Table 1: $\pm 1\%$, $\pm 3\%$, $\pm 5\%$ and $\pm 10\%$ Confidence Level Sample Size

Size of Population	Sample Size (n)			
	Confidence Interval			
	0.10	0.03	0.01	0.05
500a		222	476	145
600a		240	566	152
700a		255	654	158
800a		267	741	163
900a		322	826	166
1,000a		286	909	169
2,000	96	714	1,667	333
3,000	97	811	2,308	353
4,000	98	870	2,857	364
5,000	98	909	3,333	370
6,000	98	938	3,750	375
7,000	99	959	4,118	378
8,000	99	976	4,444	381
9,000	99	989	4,737	383
10,000	99	1,000	5,000	385
15,000	99	1,034	6,000	390
20,000	100	1,053	6,667	392
25,000	100	1,064	7,143	394
50,000	100	1,087	8,333	397
100,000	100	1,099	9,091	398
<100,000	100	1,111	9,100	400

a = The assumption of a normal population transition is weak (Yamane, 1967). A sample of the entire population must be taken.

Data Collection and procedures

The data acquired from primary sources via questionnaire has been used to analyze the study. To fulfill the aims and to answer research questions, the researcher has been relied on data collected primarily. The primary data has been obtained from the small number of the product users, while secondary data has been gathered through published journals, corporate reports, and websites. The study has been used questionnaires as a quantifiable data collection method to include a bigger target group due to the danger of no response and quality.

The human resource management scale, which comprises six items, was used to create the questionnaire (Laith, 2019) on a five-point Likert scale, the questions are

arranged as follows: Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

The research is based on a quantitative model. The questionnaire is divided into two sections with a total of 35 questions: demographic information, advertising: informative, persuasive, and reminder, and consumer purchasing behavior.

Demographic Information

The study has been looked at some of the demographic data listed in Part 1 of the questionnaire. Gender, age, educational level, income level, employment position, and marital status were all questions asked of the respondents. The demographic questions are divided into six sections (items 1–6).

Advertisement

The effects on advertisement utilized in the research was founded by Eden Getachew (2018). Scale contains 10 questions in the classic 5-Point Likert Scale format, varying from 1 (Strongly Disagree) to 5 (Strongly Agree). There were 10 elements on this scale (items 7–16). Informative, Persuasive, and Reminder where the three sub-dimensions in which advertisements were split. 0.7 must be the least Cronbach's alpha, according to Hair, Black, Babin, and Anderson (2014), to achieve reliability and be regarded acceptable research. "An eye-catching commercial encourages customers to buy sports apparels," for example. As a result, the ADV's Cronbach's alpha values and variables in this study are trustworthy. This scale was measured with ten questions (items 7–16) and had 0.761Cronbach's alpha value.

Informative

Informative Advertisement roles used for the study was developed by Asnake Meshesha (2018) and Dr. Prasanna (2019). Citizens has been given questionnaires and has been asked to fill them out. The data has been assessed using the similar Likert scale stretching 5 to 1, where the 5 represents strong disagreement and 1 representing strong agreement. One example is that "there is usually true information behind spectacular advertising." 0.735 with a Cronbach's alpha value of, this scale was tested using six items (items 17–22).

Persuasive

Moshood Omojarabi created the Persuasive Advertisement scale that was employed in this study (2014). This scale has three measures (items 23–25) that match the format of a traditional alike scale for above variables, having a vary of 1 to 5. (Strongly Disagree - Strongly Agree). Advertisement stimulates a desire to acquire athletic products or any other things" is one of the sample items. 0.770 being a Cronbach's alpha value of, scale was measured in three item (items 23-25).

Reminder

The (4) elements on the Reminder Scale were created by (Eden 2018). The information has been gathered and analyzed using a five-point scale used throughout, with either accepting without any problem or not accepting. The scale has been measured via 4 items (items 26-29). Some of the sample item is “Ads constantly remind me of how to live a better lifestyle” 0.750 being a Cronbach's alpha value.

Consumer Buying Behavior

The CBB scale's (6) elements were created by (Srungaram, 2012). A five-point Likert scale was used to collect and analyze the data, with 5 reflecting strong agreement and 1 reflecting strong disagreement. "I am satisfied after purchasing the advertised product." is an example of a CBB item. This scale was evaluated using six items (items 30–35) and a Cronbach's alpha value of 0.752.

Table 2: The Cronbach’s Alpha for Research Variables

Data Analysis and Procedures

Variable Name	Items	Cronbach’s alpha
Advertisement	10	0.761
Informative Advertisement	6	0.735
Persuasive Advertisement	3	0.770
Reminder Advertisement	4	0.750
Consumer Buying Behavior	6	0.752
Total	29	0.793

Editing, coding, categorizing, and tabulating the acquired data are all steps in the data analysis process (Kothari, 2004). The researcher used quantitative analysis of the data approaches in the investigation.

Quantitative statistics collected is analyzed employing Statistical Packages for Social Scientists for data analysis (SPSS).

Following the collection of data, the following processes were utilized to analyze the data using SPSS v.26: Cronbach's alpha coefficient was used to examine the scale's reliability and questionnaire's validity. Cronbach's alpha values larger than 0.70, according to Sekaran and Bougie (2016), show strong and positive correlation in the variables examined and enhance dependability. Correlation analysis, from the other hand, demonstrates how variables are linked in a positive way. The correlation coefficient scale is summarized in Table 3 below.

Table 3: Scale of Coefficient Correlation

Scale for Correlation	Descriptions
± 0.90 to ± 1.00	Very high positive or negative correlation
± 0.70 to ± 0.89	High positive or negative correlation
± 0.69 to ± 0.50	Moderate positive or negative correlation
± 0.49 to ± 0.30	Low positive or negative correlation
± 0.29 to ± 0.00	Negligible correlation

After that, Regression Analysis was used to see how well the independent variable explains the dependent variable. Quantitative analysis can give us with the answers we're looking for.

Ethical considerations

This study was carried out with the ethical implications in mind at every stage of the research process. Before gathering data, the research questionnaire was approved by the Near East University Ethics Committee.

Respondents were informed of the study's purpose and advantages throughout the questionnaire distribution. As well as their complete power to withhold or refuse participating.

Subjects were informed that all answers would remain confidential and that their identities would not have been revealed. Each research participant had the privacy rights and integrity in their care, and also no personal harm was done to them. All information given to the researcher has been kept completely confidential. All contributions, cooperation, and information-gathering sources has been appreciated.

CHAPTER IV

Findings and Discussion

Descriptive Statistics

Aforementioned, section of this chapter presents and analyses the data collected through a questionnaire on how advertisements impact the consumer's purchasing decisions. The primary content of the paper is covered in this section. Various methods are use in order to reach the objective of this study by testing the hypothesis, the collected data through the questionnaire. Descriptive statistics are mostly used to evaluate demographic factors and for testing hypothesis for acceptance or rejection through applying sophisticated statistical methods i.e., correlation, regression analysis and ANOVA using SPSS 26.0 software package which has been show how product advertising influences customers' purchasing decisions. To examine the influence of the advertisements on consumer purchasing behavior inferential and descriptive statistics is used.

Table 4: The Questionnaire's Distribution among the Sample of Research

	No.	Ratio
Questionnaires Distributed	400	100%
Recovered Questionnaires	316	75.77%

A total of 359 questionnaires were retrieved from the 400 given to the respondents, accounting for an 89.75 %. Of the questionnaires distributed, 41 (10.25%) of respondents failed to submit the questionnaire, while 43 (10.75%) submitted incomplete copies of the questionnaires. Uncollected and incomplete questionnaires were not considered due to the need to increase the sample's generalizability for the entire population, as the findings would be inappropriate.

Table 5: The Questionnaire Paragraphs' Degree of Approval

Likert-Scale	Classification	Description
1	1 – 1.79	Strongly Disagree
2	1.8 – 2.59	Disagree
3	2.6 – 3.39	Neutral
4	3.4 – 4.19	Agree
5	4.2 – 5	Strongly Agree

According to Idek et al. (2014), the results is satisfied when the mean average of the section falls approximately to 1 and 1.79, 1.8 and 2.59, 2.6 and 3.39, 3.4 and 4.19 and 4.2 and 5 the consent for the sections strongly disagree, disagree, neutral, agree and strongly agree respectively.

Advertisement

Table 6. shows the scores mean of the Advertisement and its subreddit items. The respondents' mean Advertisement item subreddit ratings range from 2.99 to 4.01. Their standard deviation, on the other hand, showed that the items does not have a large variation from the average mean. The score means of advertisement, informative, persuasive, and reminder are 3.43, 3.42, 3.63 and 3.56 respectively. As a result, the respondents' mean Advertisement (overall) and each of the dimensions were befalls higher than 3.00 mid-point score. These findings imply that the respondents are agreeing to the statement that Advertisement does contribute towards the behavior of consumers buying behavior.

Table 6: The mean scores of the Advertisement its sub dimension and Consumer Buying Behavior

No.	Codes	Items	Means	STD	Degree of Approval
7.	ADV1	Word of mouth information recommendations is always reliable when it comes to picking products.	3.60	1.118	Agree

8.	ADV2	To choose a product to purchase, relying on Television information is better option.	2.99	1.184	Neutral
9.	ADV3	Advertisements as print media like newspapers and magazines to select a product is trustable	3.20	1.066	Neutral
10.	ADV4	Online advertisements in social media to select and obtain a product is much reliable You purchase a new sportswear	3.28	1.099	Neutral
11.	ADV5	product that is only available for a limited period, as advertised.	3.14	1.076	Neutral
12.	ADV6	Advertisement is necessary to attract the consumers. Advertisement arouses interest	4.01	1.164	Agree
13.	ADV7	to consumers to purchase any sportswear or other products. Great advertising is the artistic	3.63	1.095	Agree
14.	ADV8	expression of a detailed understanding of the market's requirements. The advertisement provides a	3.69	1.185	Agree
15.	ADV9	realistic picture of the product. An eye-catching advertisement	3.16	1.106	Neutral
16.	ADV10	encourages customers to buy sports apparels.	3.69	1.129	Agree
	ADV		3.439	1.12	
	Mean				Agree
	Score				

Informative

Table 7 shows the mean values for the INF elements. The mean INF item scores among respondents ranged from 3.16 to 3.61. In the meantime, its standard deviation highlighted that the items did not differ considerably from the average mean. As a result, the average INF (general) score of the respondents was 3.42. These findings imply that the respondent is agreeing to the statement that Informative Advertisement does contribute towards the behavior of consumers purchase decision.

Table 7: The mean score of INF items

No	Codes	Items	Means	STD	Degree of Approval
17.	INF1	Customers benefit from advertisements because they provide vital information on products and services.	3.39	1.109	Neutral
18.	INF2	The advertisement message for sportswear products is simple to understand as result it helps to decide to buy product.	3.47	1.034	Agree
19.	INF3	Advertisement when shows details like product benefits, quality of the product and ingredients used it usually influences to buy a product.	3.60	1.089	Agree
20.	INF4	I only buy from a business that gives me clear information about the products, regardless of how pricy they are. I only buy a sportswear item	3.61	1.143	Agree
21.	INF5	that arrives with a discount, as described by the brand	3.34	1.122	Neutral

		during their advertisements.			
22.	INF6	There is always real information behind impressive advertisements.	3.16	1.200	Neutral
	INF		3.42	1.116	Agree
	Mean				
	Score				

Persuasive

Average PER scores are shown in Table 8. Respondents' average PER scores ranged from 3.43 to 3.79. Similarly, the standard deviation showed that the elements did not deviate significantly from the mean. As a result, the average PER (comprehensive) score of the respondents was 3.63. This data suggests that persuasive advertising influences consumer buying behavior and they are satisfied.

Table 8: The mean score of PER items

No.	Code	Items	Means	STD	Degree of Approval
23.	PER1	The facts in the advertisement persuade me of many product features.	3.43	1.001	Agree
24.	PER2	Advertisement creates a desire to buy sportswear product or any other products.	3.68	1.056	Agree
25.	PER3	Effective advertisements persuade consumer to buy products	3.79	1.036	Agree

PER	3.63	1.031	Agree
Mean			
Score			

Reminder

Average REM scores are shown in Table 9. Respondents' average REM scores ranged from 3.28 to 3.80. Concurrently, the standard deviation showed that elements did not deviate significantly from the mean. As a result, the average REM (comprehensive) score of the respondents was 3.56 which shows that the respondents are agreeing. This data suggests that Reminder advertising influences consumer buying behavior.

Table 9: The mean score of REM items

No	Code	Items	Means	STD	Degree of Approval
26.	REM 1	More times the consumer sees an advertisement, the more likely the consumer is to purchase a product.	3.61	1.104	Agree
27.	REM 2	Some advertisements are unforgettable due to which I am more likely to acquire the product.	3.56	1.109	Agree
28.	REM 3	Ads constantly remind me of how to live a better lifestyle.	3.28	1.243	Neutral
29	REM 4	Some advertisements are so powerful that they stay in my mind for a long time.	3.80	1.023	Agree
	REM		3.56	1.119	

Mean
Score

Agree

Consumer Buying Behavior

The mean scores for the CBB items are shown in Table 10. The respondents' CBB items mean scores range from 3.28 to 3.60. Their standard deviation, on the other hand, revealed that the items have a significant divergence from the average mean. As a result, the respondents' average CBB (overall) score was 3.43. These results show that the advertisement, in all of its dimensions, do have an impact on consumers because of the results indicates that they are satisfied.

Table 10: The mean score of CBB items

No	Codes	Items	Means	STD	Degree of Approval
30.	CBB1	I believe in advertising since it aids in the gathering of information.	3.60	1.092	Agree
31.	CBB2	I purchase products after watching their advertisement.	3.28	1.128	Neutral
32.	CBB3	Good Advertisement pushes me to buy products.	3.52	1.070	Agree
33.	CBB4	After purchasing the advertised product, I am satisfied.	3.25	1.074	Neutral
34.	CBB5	Brands name and influence of model's endorsement makes me buy their product.	3.43	1.123	Agree
35.	CBB6	I only buy high end grade products, since high quality	3.55	1.081	Agree

indicates good quality.

CBB	3.43	1.094	Agree
Mean			
Score			

Analysis of Respondents' Demographic Profiles

The six demographic parameters of respondents collected in this study were sex, ages, level of education, marital status, employment status, and economic status. To begin, male and female genders were categorized into two. Second, age was separated into seven categories: under 25, 25–29, 30–34, 40–44, 45–49, and over 50 years. Thirdly, educational attainment was classified into four categories: high school, undergraduate, master's degree, and doctoral degree.

The fourth factor was marital status, which was divided into three groups: single, married, and divorced. Fifth, individuals were classified into four groups: full-time, part-time, unemployed, and self-employed. Sixth, income was divided into five categories: less than Rs. 30, 31-50,000, 51-70,000, 71-90, and more than 91,000.

Gender of Respondents

Table 11: Gender Distribution of Data

Genders	Frequency	Percentage
Male	196	62.0%
Female	120	38.0%
Total	316	100.0%

The data is divided between male and female respondents in Table 11. The former has a higher percentage than the latter. Males made up 62 percent of the participants in this survey (196 respondents), while females made up 38 percent (120

respondents). Considering females were reluctant to engage in the study, the proportion of female responders is marginally lower than the male peers.

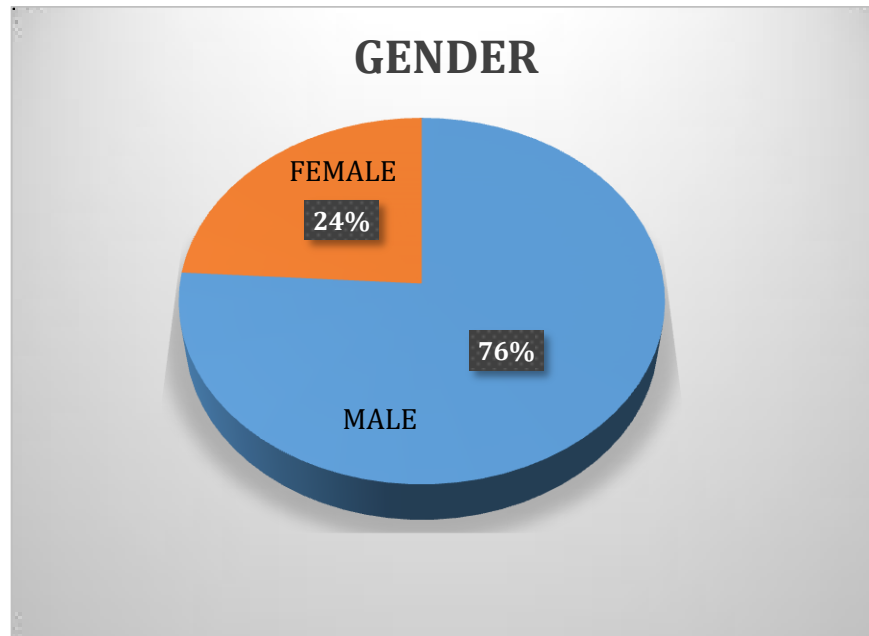


Figure 5: Graph Representation by Gender

Age Wise Frequency Distribution

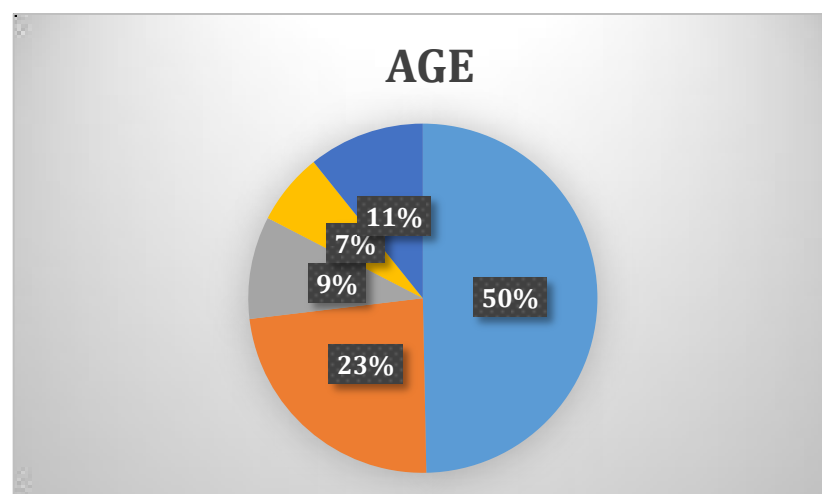


Figure 6: Graph Representation by Age

Respondents in the Navi Mumbai data were of ages ranging in a proportion as indicated in Table 12. Respondents under the age of 25 have the highest representation, accounting for 44.3 percent of the total. Between the ages of 25 and 29, 28.5 percent of respondents were aged 25 to 29, 12.7 percent were aged 30 to 34, 7.3 percent were aged 35 to 39, 1.3 percent were aged 45 to 49, and 1.3 percent were aged above 50.

Table 12: Distribution Sample for Age

Age	Frequency	Percentage
Less than 25	140	44.3%
25-29	90	28.5%
30-34	40	12.7%
35-39	23	7.3%
40-44	15	4.7%
45-49	4	1.3%
50 years and more	4	1.3%
Total	316	100.0%

Education Wise Frequency Distribution

Table 13: Sample Distribution by Education Level

Education Level	Frequency	Percent
Higher Secondary School	64	20.3%
Bachelors	127	40.2%
Masters	101	32.0%
Ph.D.	24	7.6%
Total	316	100.0%

Table 13 represents how respondents' educational levels were classified into four categories. In Navi Mumbai, the largest percent of respondents with a Bachelor's degree is 40.2%, and the percentage of respondents with a Master's degree was 32.0%, following up with the citizens whose education level was High School were 20.3% and the Ph.D. the higher degree is 7.6%.

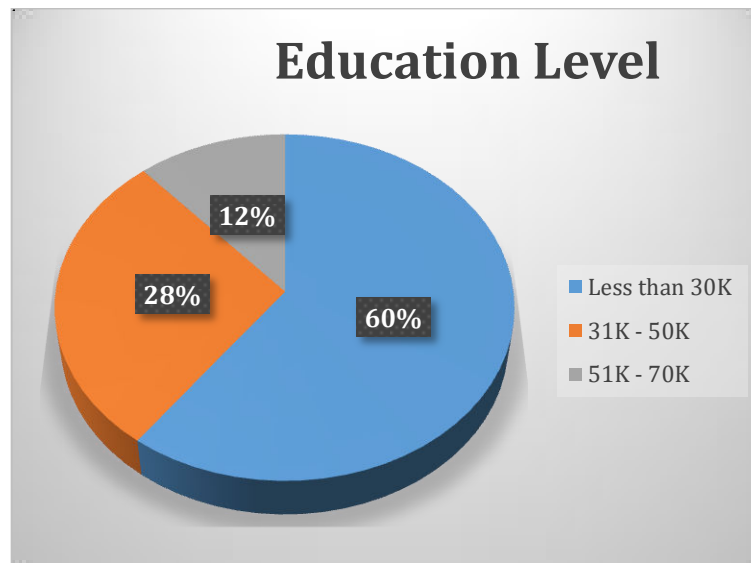


Figure 7: Graph Representation by Education Level

Marital Status

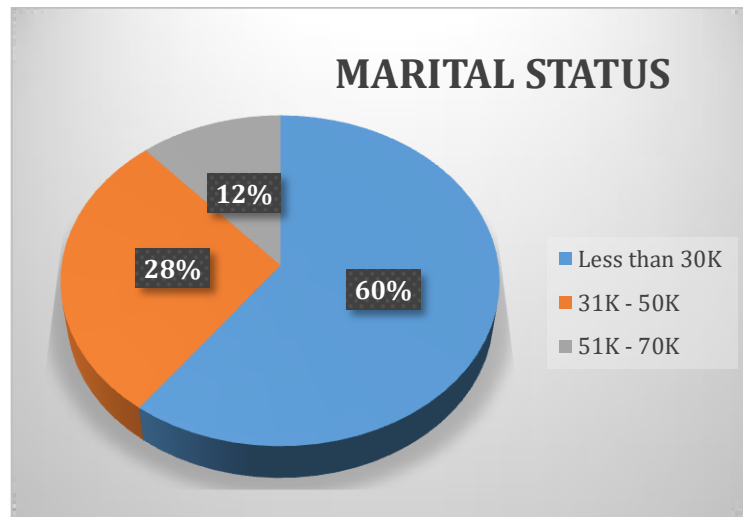


Figure 8: Graph Representation by Marital Status

The marital status of the respondents is shown in Table 14. The data depicts the selected option for their marital status inquiry and shows that 73.4% of citizens are unmarried, 20.3% are married, and 6.3% percent are divorced.

Table 14: Sample Distribution by Marital Status

Marital Status	Frequency	Percent
Unmarried	232	73.4%
Married	64	20.3%
Divorced	20	6.3%
Total	316	100.0%

Employment Status

Table 15: Employment Status Distribution Sample

Employment status	Frequency	Percent
Full-time	118	37.3%
Part-time	41	13.0%

Employment status	Frequency	Percent
Full-time	118	37.3%
Part-time	41	13.0%
Unemployed	88	27.8%
Self employed	69	21.8%
Total	316	100.0%

The respondents' employment status was divided into four categories: Fulltime, part time, unemployed, and self-employed. Majority of the full-time and unemployed responders were 37.3 % and 27.8 %, respectively, according to the statistics collected. Self-employed people made up 21.8 %, while part-time workers made up 13.0 %. Overall distribution sample of the employment status is summarized in Table 15.

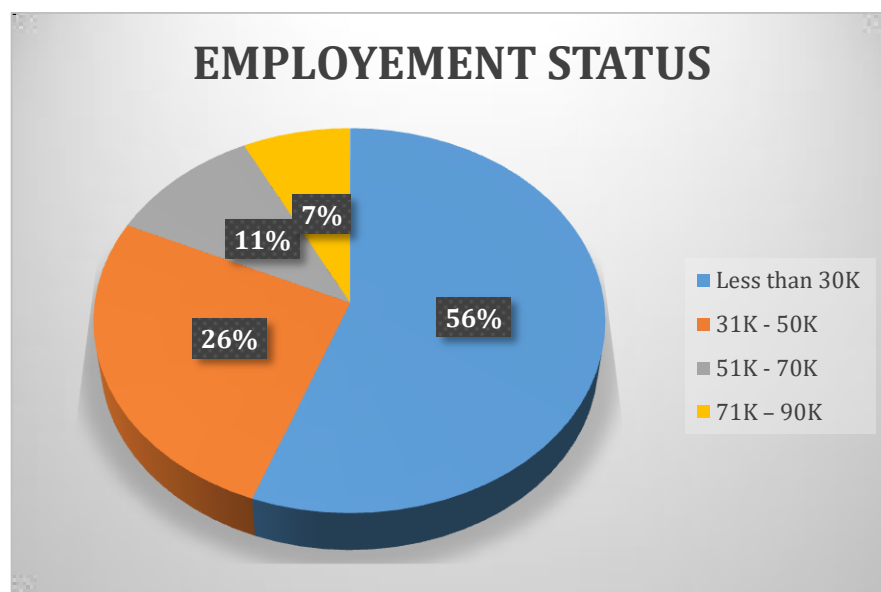


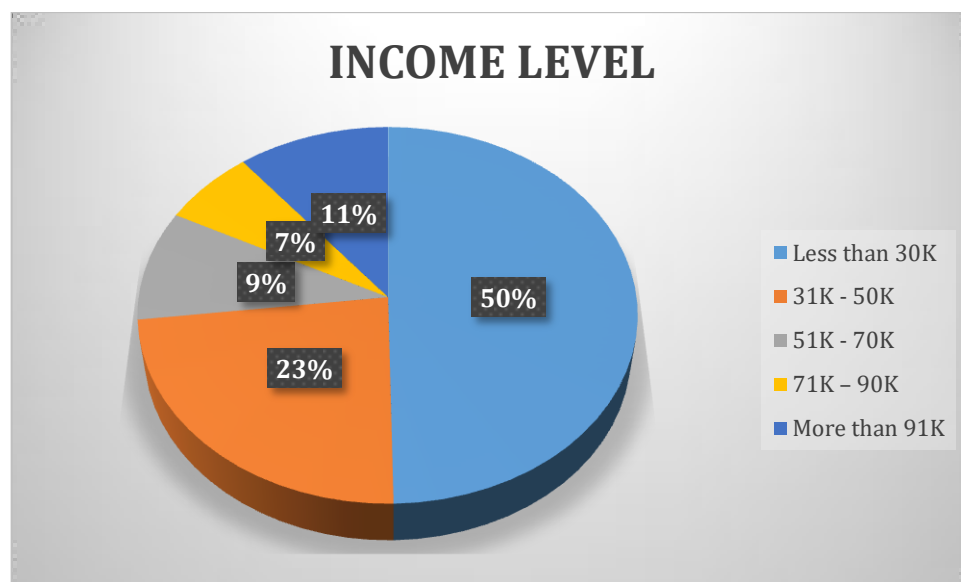
Figure 9: Graph Representation by Employment Status

Income of the Respondents

Table 16: Sample Distribution by Income

Income Level	Frequency	Percentage
Less than 30K	157	49.7%
31K - 50K	74	23.4%
51K - 70K	30	9.5%
71K – 90K	21	6.6%
More than 91K	34	10.8%
Total	316	100.0%

As demonstrated in Table 16, the larger part of consumers with 157 (49.7%) responses has a monthly income of less than 30,000. It can also be noted that the next highest paid responder had a basic income of 31K-50K, with 74 (23.4%) having a basic salary of 31K-50K. A basic wage of 51K-70K is held by 30 (9.5%) of respondents. On the other side, a smaller percentage of respondents (6.6%) reported an annual income of 71K-90K. In contrast, 34 (10.8 %) earns more than 91K. This demonstrates the product's ability to be purchased by customers.

**Figure 10:** Graph Representation by Income Level

Correlation Analysis

The study's hypothesis focused on establishing a link between advertisement and consumer purchasing behavior, as well as the perception of the customer's impact on advertisements selection products and the impact of the quality of the product advertised. The use of two-tailed Pearson analysis was investigated between these association factors. Correlation coefficients were calculated as a consequence, indicating the strength and direction of the linear link. Their p-value indicated how likely this link was to be significant. According to MacEachron (1982), a coefficient of correlation represents statistically the direction and magnitude of the correlation between two factors. The correlation coefficients vary from +1.0 to -1.0.

The coefficient sign shows whether the relation is negative or positive. The magnitude relation of the numerical component is described by the coefficient. The link is stronger if the number is higher. A correlation value of 0 indicates no correlation or relationship among variables, a frail correlation between variables is suggests when the outcome is 0.1 to 0.3, a moderate correlation is shown when the result is 0.4 to 0.7, a finding of 0.7 and 0.9 means that there is a strong correlation between variables, the perfect correlation is indicated when the result is 1, according to Dancey and Reidy (2004). A result, this study aids in determining the direction, significance, and existence of bivariate correlations among the variables investigated. The size and directions of the correlation coefficient are shown in the table below.

Table 17: Correlation in between Research Variables

	ADV	INF	PER	REM	CBB
Advertisement	1				
Informative	.589**	1			
Persuasive	.438**	.449**	1		
Reminder	.331**	.452**	.416**	1	
Consumer Buying Behavior	.383**	.442**	.336**	.576**	1
**. Correlation is significant at 0.01 level (2-tailed)					

*N=316

Evans (1996), the degree of linearity of the data under research is examined using bivariate person correlations analysis in table 18. This metric was created by Karl Pearson to determine the degree of intensity between the research variables. The variables have a very weak association, with correlation values ranging from 0.00 to 0.19. The variables have a weak association, with correlation values ranging from 0.20 to 0.39 indicating this. The moderate association between the variables is indicated by correlation coefficients ranging from 0.40 to 0.59. Correlation values between the variables range from 0.60 to 0.79, indicating a strong link. Correlation scores ranging from 0.80 to 1.0 indicate that the variables have a very strong association

A weak association exists between ADV and CBB ($p = 0.01$, $R = 0.383$). The relationship between INF and CBB ($p = 0.01$, $R = 0.442$) is regarded as moderate. The connection between PER and CBB is minimal ($p = 0.01$, $R = 0.336$). Furthermore, the association between REM and CBB ($p = 0.01$, $R = 0.576$) is regarded as a significant moderately correlation.

Hypothesis Testing

To evaluate the research hypotheses, the researchers employed linear regression with SPSS v26, which is software designed to assist researchers in testing the associations when there is a mediator or moderator between variables (Hayes, 2018). There are four key hypotheses in this study:

1. The relationship between Consumer Buying Behavior and Advertisement.
H1: The positive impact of advertisement on consumers buying behavior.
2. The relationship between Consumer Buying Behavior and Informative.
H2: The positive aspect of the informative impact on consumer's buying behavior.
3. The relationship between Consumer Buying Behavior and Persuasive.
H3: The positive aspect of persuasive impact on consumer's buying behavior.
4. The relationship between Reminder and Consumer Buying Behavior.
H4: Reminder has a positive impact on consumer's buying behavior.

The Relationship between Consumer Buying Behavior and Advertisement.

Hypothesis H1 asserts that ADV has a beneficial impact on CBB. Table 18 shows that now the route estimations between ADV and CBB were substantial ($F(1,314) = 53,889$, $p < 0.05$, $R^2 = 0.146$) based on linear regression analysis. According to the model coefficient ($T(314) = 7.341$, $\beta = 0.383$, $p < 0.05$), ADV were likewise significantly positive to CBB ($T(314) = 7.341$, $p < 0.05$, $\beta = 0.383$). If zero falls between the upper and the lower boundaries of the 95 percent interval confidence the hypothesis is rejected. The hypothesis is accepted it falls outside the interval. Table 18 shows that zero does not fall in between 95 % of confidence interval's bottom and upper bounds (LLCI= 0.346, ULCI= 0.600), showing that the effect of ADV on CBB is not zero. As a result, hypothesis H1 is now considered valid.

Table 18: Regression Analysis of ADV and CBB

Model Summary							
Model	R	R Square	Change Statistics				
			R Square Change	F	df	df2	Sig. F Change
1	0.383a	0.146	0.146	53.889	1	314	.000
a. Predictors: (Constant), ADV							
ANOVA ^a							
Model		Sum of Squares	df	Mean Square	F		Sig.
	Regression	20.366	1	20.366	53.889		
1	Residual	118.666	314	0.378			.000b
	Total	139.032	315				
a. Dependent Variable: CBB							
b. Predictors: (Constant), ADV							
Coefficients							
	Unstandardized	Standardized	t	Sig.	95.0% Confidence		

Model	Coefficients		Coefficients	Interval for B	
	B	Std. Error	Beta	Lower Bound	Upper Bound
1	(Constant)	1.812 0.224		8.0 .000 1.371	2.254
	ADV	0.473 0.064	0.383	7.3 .000 0.346	0.600

a. Dependent Variable: CBB

The Relationship Between Informative and Consumer Buying Behavior.

INF has a favorable effect on CBB, according to Hypothesis 2. Table 19 shows that the route estimations between INF and CBB were significant ($F(1,314) = 76.361$, $p = 0.05$, $R^2 = 0.196$) based on the linear regression analysis. INF were also significant and statistical to CBB ($T(314) = 8.378$, $p = 0.05$, $\beta = 0.442$). According to the model coefficient ($T(314) = 7.341$, $\beta = 0.442$, $p = 0.05$). The hypothesis is rejected if the confidence interval is 95 % and if zero falls between the high- and low borders of the confidence interval. The hypothesis is accepted when zero falls outside of the interval. Table 19 demonstrates that zero does not lie within the bottom and upper boundaries of the 95 percent confidence interval ($LLCI = 0.357$, $ULCI = 0.564$), indicating that the influence of INF on CBB is not zero.

As a result, hypothesis H2 is now considered to be true.

Table 19: Regression Analysis of INF and CBB

Model Summary							
Model	R	R Square	Change Statistics				
			R Square Change	F	df1	df2	Sig. F Change
1	0.442 ^a	0.196	0.196	76.361	1	31	.000

a. Predictors: (Constant), INF

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	27.197	1	27.197	76.361	
1	Residual	111.835	314	0.356		.000 ^b
	Total	139.032	315			

a. Dependent Variable: CBB

b. Predictors: (Constant), INF

Coefficients

Model		Unstandardized		Standardized	t	Sig.	95.0% Confidence	
		Coefficients					Interval for B	
		B	Std.	Beta			Lower	Upper
			Error				Bound	Bound
1	(Constant)	1.860	0.184		10.121	.000	1.499	2.222
	INF	0.460	0.053	0.442	8.378	.000	0.357	0.564

a. Dependent Variable: CBB

The Relationship Between Persuasive and Consumer Buying Behavior.

Hypothesis 3 asserts that PER has a beneficial impact on CBB Table 20 shows that the route estimations between PER and CBB were significant ($F(1,314) = 76.361$, $p < 0.05$, $R^2 = 0.196$) based on the linear regression analysis. According to the model coefficient ($T(314) = 7.341$, $\beta = 0.442$, $p < 0.05$), PER were likewise positively valuable to CBB ($T(314) = 8.378$, $\beta = 0.442$, $p < 0.05$). Table 20 shows that zero does not lie between the 95 percent confidence interval's bottom and upper bounds ($LLCI = 0.357$, $ULCI = 0.564$), showing that now the effect of PER on CBB is not zero.

As a result, hypothesis H3 has been accepted.

Table 20: Regression Analysis of PER and CBB

Model Summary							
Model R	R Square	Change Statistics					
		R Square Change	F Change	df1	df2	Sig.	F Change
1	0.336 ^a	0.113	0.196	39.844	1	314	.000

a. Predictors: (Constant), PER

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	15.656	1	15.656	39.844	
1	Residual	123.376	314	0.393		.000 ^b
	Total	139.032	315			

a. Dependent Variable: CBB

b. Predictors: (Constant), PER

Coefficients

		Unstandardized		Standardized	t	Sig.	95.0% Confidence	
		Coefficients		Coefficients			Interval for B	
Model		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.330	0.179		13.007	.000	1.978	2.683
	PER	0.305	0.048	0.336	6.312	.000	0.210	0.400

a. Dependent Variable: CBB

The Relationship between Reminder and Consumer Buying Behavior.

Hypothesis 4 asserts that REM has a beneficial impact on CBB. Table 21 shows that the route estimations between REM and CBB were significant ($F(1,314) = 76.361$, $p < 0.05$, $R^2 = 0.196$) based on the linear regression analysis. And according to regression coefficient ($T(314) = 7.341$, $\beta = 0.442$, $p < 0.05$), REM were likewise significant and positive to CBB ($T(314) = 8.378$, $\beta = 0.442$, $p < 0.05$). Table 21 shows that zero does not fall between the 95 % confidence interval's bottom and upper bounds (LLCI= 0.357, ULCI= 0.564), showing that the effect of REM on CBB.

As a result, hypothesis H4 has been accepted.

Table 21: Regression Analysis of REM and CBB

Model Summary							
Model R	R Square	Change Statistics					
		R Square Change	F Change	df1	df2	Sig. F Change	
1	0.576 ^a	0.332	0.332	155.290	1	313	.000
a. Predictors: (Constant), REM							
ANOVA ^a							
Model		Sum of Squares	df	Mean Square	F		Sig.
	Regression	46.000	1	46.000	155.290		
1	Residual	92.717	313	0.296			.000 ^b
	Total	138.717	314				
a. Dependent Variable: CBB							
b. Predictors: (Constant), REM							
Coefficients							
		Unstandardized	Standardized	t	Sig.	95.0% Confidence	
		Coefficients	Coefficients			Interval for B	
Model		B	Std. Error	Beta		Lower	Upper
						Bound	Bound
1	(Constant)	1.666	0.145		11.461	.000	1.380 1.953
	REM	0.497	0.040	0.576	12.462	.000	0.419 0.564
a. Dependent Variable: CBB							

Overview of Hypothesis Testing

Table 22: Overview of Hypothesis Testing

Linkage	R^2	P	β	$LLCI$	$ULCI$	Hypotheses Acceptance
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H1	CBB	→	ADV	0.146	0.000	0.383	0.346	0.600	Accepted
H2	CBB		INF	0.196	0.000	0.442	0.357	0.564	Accepted
H3	CBB	→	PER	0.113	0.000	0.336	0.124	0.2633	Accepted
							2		
H4	CBB		REM	0.332	0.000	0.576	0.419	0.564	Accepted

Standardized Beta Coefficient

A standardized beta coefficient examines the amount of each independent variable's contribution on the dependent variable Freedman (2009).

The larger the influence, the higher the absolute value of the beta coefficient. The effect of CBB on ADV had been ($s = 0.383$), the effect of CBB on INF had been ($s = 0.442$), the effect of CBB on PER had been ($s = 0.336$), and the effect of CBB on REM had been ($s = 0.576$), as shown in Table 22. This suggests that INF and REM had the greatest impact on CBB of all the ADV dimensions.

CHAPTER V

Discussion

There has been lots of research and study conducted about the Advertisement and its impact on consumers purchasing behavior, but every research study has its own uniqueness to provide at the end of its study. As per this study it aimed at subjecting issue by reviewing the literature and by analyzing the collected data by the researcher to focus on the citizens of one selected area to be able to generalize the consumers wants and needs from the marketer and how different advertising techniques provides an influential role.

The study examines the relationship between ADV, and its sub-dimensions such as INF, PER, and REM to CBB determining in one area's customers buying behavior who are from Navi Mumbai.

The results proclaim that the relationship between ADV and CBB is 14.6% according to this it indicates that the ADV have a very weak link between them. The reason of this can be that the company's strategies of advertising their products and services is not efficient towards their target market. Most of the respondents do believe that an eye-catching advertisement attracts them to buy a product or any sports apparel. Therefore, considering this it is similar to the previous study of some researchers such as Mustafa, Sukran and Olgun (2014). Implying the results obtain from this study, it can be proposed that the companies must revise their marketing strategies by using marketing promotional mix techniques, training employees to the extent that they can understand the realms of modern advertisements and cost-effectively approach customers. With training, they can acquire the skill to communicate to modern customers in internet's language which is a paradigm shift in the realm of advertisement which has been help to gain superiority in the market. Prabakaran (2012) also agrees that if the company focuses on their promotional strategies with the media advertisements more often, they do make a consequential impact on the customer buying behavior.

The relationship between INF and CBB is at 44.2% thus rendering the impact to be moderate. The study reveals us that INF Adv. does count to be more effective method of connecting with customers of Navi Mumbai and impact on their decision on the product purchase, it's implied that the INF Adv. is not as pertinent as it should be but among the other variables it has the second-highest impact on the Navi Mumbaikars. Kakkad (2016), Sama (2019), also consents to the idea that informative advertisement does have the significant impacts on the purchase decision According to the literature and respondent, they agree that mentioning information on the product as well as providing information in the form of advertising helps them to select, even the product is pricey. To keep sales consistent the company needs to remind the customers, need to purchase the product or services in the form of informative advertisements. Aneeza (2009), media commentators serve as the informational agent, transforming advertising into a trustworthy source. All of these factors, including optimistic attitude, key phrase, and source of information, reached the conclusion that advertisements had a good impact on consumers.

According to the findings, the link between PER and CBB is 34.0%, making it very low. This indicates that PER should focus on advertisers working in a competitive environment, so knowing customers' demands, media preferences, and personal conduct standards is essential. Advertisement in a persuasive form has been aim to create positive psychology towards the product and it has been create a desire in the minds of consumers to purchase it. With consistent persuasive advertisement, there is always a possibility that product desire has been turn into consumers want in future. According to many researchers the audiences are mostly attentive towards the message that they exposed too (Tellis, 2004; Hansen & Gronholdt, 1987; Gullen, Thompson & Johnson, 1987; Calder & Sternthal, 1980). Coca cola, for example uses the eliciting mimicry as a potent tool in the consumers world. As their campaign "taste the Feeling" commercial which was played all across the globe in every household where the ad was starting with group of friends buying coke and popcorns while going to the theatre, singing joyously while eating their popcorn and drinking coke. The ad model was used to influence the customers mental state of indulging themselves in the same behavior which is mirroring and depicting not only the purchase but also the emotions. It is a one of the techniques which nowadays most of the companies are using to advertise Monkey See – Monkey Do (Johnson & Ghuman

2020). It's also claimed that to be more persuasive and powerful, the specific brand advertisements possessed all of the elements of a great advertisement, namely strategy, innovative, and effective (Wells et al., 2000). Close and Ham, (2016), also agrees that if persuasive communication is added to the strategy of the companies to attract the consumers, they have the potential to develop brand awareness and loyalty towards the firm. It may be concluded that important persuasive advertisement constituents such as Branded Product, Reputation, Celebrity Endorsement, and Deals are essential components of an advertisement.

The result shows that the relationship between REM and CBB 58% thus rendering it to be moderate which indicates us that advertising is effective and has a long-term impact on customer purchases. Tariqul (2003), rejects that the idea that Reminder Adv. has more effective relationship with the purchase decision as he believes that the customers usually buy the products after having the proper knowledge and information about the product, and the customers don't generally buy the product based upon their emotion. Advertisements increase the cost of the product and it's always expensive and there is a possibility that if company increases the budget of advertising they'll surely go in loss. As per our finding, firms must have a sustainably balanced budget for the advertisements. Robinson and Chamberlin (1933), agrees that the loyalty of the buyers to a specific brand depend on the induce advertisement. Ray (1973) proposed the think-feel-do model, which stated that customers approach a buying situation via a sequence of responses rather than being persuaded by advertising repetition. Increased repetitions of a commercial should not be expected to result in ongoing positive change among consumers. Message wear out happens at some point. Because of viewer boredom, the increased cognitive and activity response and the lack of attention that is less favourable in substance than the message, the positive benefits of repetition are diminished. Previous studies have revealed similar results (Munch & Swasy, 1988, Cacioppo, Petty & Quintanar, 1982, Calder & Sternthal, 1980, Miller, 1976). It could be reasoned that if a company broadcasts reasonable amount of commercial repetition over time it appears to have a positive effect on attitudes.

CHAPTER VI

Conclusion and Recommendations

Conclusion

Investigating the impact of advertising on consumer's buying behavior in Navi Mumbai is the main purpose of this study. There were three main research questions proposed to investigate the impact. Customers of sportswear products prefer quality of products over price, according to the results of this study. This indicates how people value quality items and are prepared to pay a premium for them. Quality products give customers with the required enjoyment that can be derived from acquiring any product, whether it is sportswear or not. The advertising model AIDA, which were used in the empirical literature assessment, is consistent with these findings.

The intact objective of this research was attained; the overall objective of the research was to explore the impact of advertisement on Consumer's Buying Behavior in Navi Mumbai. All the sub-dimensions of Advertisement like Informative, Persuasive and Reminder did have a significant impact on CBB. The impact of Advertisement has been in the peak considering the social behavior of customer while making a purchase decision.

The correlation analysis, used to investigate relation in between the dependent variable and the independent variables, revealed that variables were not substantially associated in the matrix of coefficients of correlation. Because the components were not thoroughly studied, the degree of correlation between them was disappointingly low.

The quantitative result shows that most of our consumers from Navi Mumbai focuses on those products whose Advertisement provides most information and provides good quality products. The companies as they are purposely making innovative ideas to advertise the product also keeps in mind to provide as much as information, they

could which would lead customers to decide to buy their products instead of buying from their rivals.

The study which the researcher conducted generated four main hypothesis which while conducting the regression analysis evidently proved us that the hypothesis generated for testing was accepted overall. Which in turns point us towards the fact that the independent variables such as INF, PER and REM have a positive relationship towards CBB.

The study also find that the impact of advertisement deeply influences the youth as they are spending most of their time in relation to digital platform. Also, people with high income tends to prefer to consume branded items or products. This leads us to conclude that Advertisement itself has the largest contribution who has impact on purchase decision of our respondents.

Recommendations

As the coefficient correlation was low the companies can focus on making their product totally market driven. The organizational tactics and marketing programs should be inline. The market structure of the sportswear companies in Navi Mumbai are competitive due to large youth target in the market. Therefore, it gives a drive to carry out more intensive and extensive market research and also due to many competitors PUMA needs to focus on innovative offers and services so that customers connect to the brand and be a part of stimulated demand.

As youth are more focused on the celebrities and that should be the main target of the marketers to attract the customer who intend to draw the success map for the organizations the firms should focus on selecting the right celebrity for their endorsements.

Enterprises should implement appropriate marketing programs.

For efficient acceptance of sports items within the market place, marketing activities should be well-formulated and implemented by the firms. Because any product adoption could only be productive after a thorough situation analysis and the development of appropriate marketing initiatives based on the effective usage and management of promotion mix ingredients. As a result, the marketing mix

components must be successfully handled by the company which has been increase customers' adoption and acceptance of PUMA sporting products which may improve the sales as a result of this (Kotler, 2012). Management must improve effective promotional programs since marketing mix aspects impact the successes and failures of every business program in this competitive environment.

At PUMA, all commercial transactions should be based on the marketplace and driven by the customer.

Customer relationship management (CRM) is a method of managing an organization through communicating with marketing, sales, and other departments with the primary purpose of ensuring clients satisfaction. The employment of technology in the interaction process can help with this (Kotler, 2007). With increased rivalry in India's sports business and technological advancements in India and Asia, innovation, the best workers, and good Customer Relationship Management are critical.

This implies a requirement for greater promotions, which can be met first by evaluating customers desires (target market) and identifying which Organizational items should be produced to ensure customer satisfaction market and increase Puma's share of the market. As part of an effective marketing research, Puma must adhere to a marketing concept of "the client is the Monarchy" (Kotler, 2012).

Furthermore, consumer buying behavior needs to be assessed in order for PUMA products to be adopted effectively.

Even though product attributes, ingredients, quantity, quality, product price, ad designs, product customer reviews, product placement, brand names, and merchandise appearance all seem to be important factors in consumer buying behavior for Puma product lines, it's critical for companies to start looking into what inspires people to buy sports gear by having to look at some other factors like prior encounters, income, and celebratory factors. Puma's endeavors in Navi Mumbai must be bolstered if the company is to evolve into a growing company that can benefit from the accomplishments of developed countries in terms of relationships among effective advertising strategies and buyer purchasing behavior. Establishing a long-

term plan for staff development in business intelligence development approaches can help with this.

The Company should also Use Local Languages during the advertisement of the product

The company currently advertises its products using either English or Hindi Language. As India holds vast number of culture and with various people speaking hundreds of different languages. They should also focus designing few advertisements in the local language to strengthen the connection of people and the brand.

Advertising, according to the researcher, has a significant impact on customer purchasing behavior since it captures their interest, stimulates their interest, creates a desire for the items, and finally persuades individuals to buy a product. These results are consistent with the AIDA advertising model that was employed in the research.

RESEARCH IMPLICATIONS

Managerial Implications

Companies should use ways to promote their products, which should have product information in the contemporary language, and start a trend using influencers on social media regarding their product's promotions. Advertising should always have an ethical intention to create a desire for the product. Consumer's perceptions of the ad that the company has been show should be assessed with time, as companies must speculate many elements such as informativeness, entertainment, beneficial for the economy, and value corruption which influence consumer's decision to purchase a product. Business should build aesthetically appealing commercial to wow their target groups and direct them in ethical accord in the social media context, where competition is intensifying. Online purchasing is one of the most sustainable ways of purchasing nay kind of products. Businesses should utilize social media to influence consumers to make purchasing decisions. They should regulate their advertising strategies by enhancing their research and customer bonding skills. Every day, online purchasing gets more popular, and buyers continue to place a premium on trustworthiness. As a result, business should be cautious when it comes to the credibility and persuasiveness of their marketing.

Theoretical Implications

Due to the number of the advertising message in the digital revolution era the consumers are overwhelmed with the advertising message. As a result, managers must devise a media mix strategy that has been cut through the clutter and deliver the desired impact. The media used to display advertising should be carefully chosen to guarantee that the advertiser's objectives are met. Many studies have been conducted to determine the impact of commercials on consumer purchasing behavior. However, only a few studies have taken into account the five stages of customer purchasing behavior. This is the research's one-of-a-kind addition to theory. Furthermore, this study reveals that newspaper advertisements have an impact on all five stages of CBB. Another notable addition made by this study is the finding that magazines and celebrity endorsements are essential sources of media threat influence consumer purchasing behavior.

Practical Implications

For marketing managers, advertising expenses are enormous. According to new Government of India restrictions, commercial has been allowed for only 12 minutes of time per hour on TV commercial transmission. As a result, the price of television commercials has increased dramatically (Trivedi, 2017). In 2016, Patanjali ran 1.14 million adverts across many television channels. The three-year success of Patanjali highlights the significance of media options and advertising tactics (Laghate, 2017). This study advises advertisers on how to use various media to meet their promotional objectives of raising awareness, building a trend, establishing product trust, and influencing purchasing behavior.

Due to the limited breadth and time constraints of this study, a variety of hypotheses on the subject were investigated, but in a broad sense to provide readers with a comprehensive picture. As a result, if more research is possible, an in-depth survey should be done to address the study objective. Even though some of the concepts are provided and generated to assist firms in making the transition from traditional marketing to a new marketing attitude, they to be used more properly if additional

study could be conducted for them. Findings and conclusions could be formed without ambiguity in that scenario.

Despite the fact that the study could show that commercials have an impact on customers' purchasing decisions, it has a poor statistical correlation. It was not possible to do proper quantification. Future research on the subject could aim to build quantitative techniques that are appropriate for the study. Even though many things are impossible to quantify, making a try is well worth it.

Future Recommendations for further study:

The participants in this study were residents of Navi Mumbai. To acquire proper results, future researchers can use the same strategy and aim to cover one entire state. The influence of ads, including its other three sub-dimensions, INF, PER, and REM, were used to assess CBB in this study. Similar studies might be done on other features of CBB, such as their complicated, habitual, and variety-seeking behaviors, to name a few. Future academics can examine each of the digital channels, such as Facebook, Twitter, and Google, and recommend the most successful channel for influencing customers.

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Appendices

Appendix A

QUESTIONNAIRE

NEAR EAST UNIVERSITY

FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

BUSINESS ADMINISTRATION DEPARTMENT

The goal of this survey is just to wrap up the study's research project, The Impact of Advertisement on Consumer Buying Behavior in Navi Mumbai. Kindly please complete the following questionnaire to help us conduct the research. All data has been saved totally confidential and utilized for scientific research.

Thank you so much for your assistance.

Sunaina Thakuri

Please mark the appropriate answer with a (✓) next to it.

1. Gender

Male ☐

Female ☐

2. Age

Less than 25 ☐

From 25 – 29 ☐

From 30 – 34 ☐

From 35 – 39 ☐

From 40 – 44 ☐

From 45 – 49 ☐

More than 50s ☐

3. Educational level

Higher Secondary School ☐

Bachelors ☐

Masters ☐

Ph.D. ☐

4. Marital Status

Unmarried ☐

Married ☐

Divorce ☐

5. Current Employment Status

- Full- Time ☐
- Part- Time ☐
- Unemployed ☐
- Self employed ☐

6. Income level

- Less than 30K ☐
- 31K - 50K ☐
- 51K - 70K ☐
- 71K – 90K ☐
- More than 91K ☐

Please mark the appropriate answer with a (✓) next to it.

#	Items	Strongly Disagree 1	Disagree 2	Neither agree/no r disagree 3	Agree 4	Strongly Agree 5
	ADVERTISEMENT					
7	Word of mouth information recommendations is always reliable when it comes to picking products.					
8	To choose a product to purchase, relying on					

	Television information is better option.					
9	Advertisements as print media like newspapers and magazines to select a product is trustable					
10	Online advertisements in social media to select and obtain a product is much reliable					
11	You purchase a new sportswear product that is only available for a limited period, as advertised.					
12	Advertisement is necessary to attract the consumers.					
13	Advertisement arouses interest to consumers to purchase any sportswear or other products.					
14	Great advertising is the artistic expression of a detailed understanding of the market's requirements.					
15	The advertisement provides a realistic picture of the product.					
16	An eye-catching advertisement encourages customers to buy sports apparels.					

	INFORMATIVE					
17	Customers benefit from advertisements because they provide vital information on products and services.					
18	The advertisement message for sportswear products is simple to understand as result it helps to decide to buy product.					
19	Advertisement when shows details like product benefits, quality of the product and ingredients used it usually influences to buy a product					
20	I only buy from a business that gives me clear information about the products, regardless of how pricy they are.					
21	I only buy a sportswear item that arrives with a discount, as described by the brand during their advertisements.					
22	There is always real information behind impressive advertisements.					
	PERSUASIVENESS					
23	The facts in the advertisement persuade me					

	of many product features.					
24	Advertisement creates a desire to buy sportswear product or any other products.					
25	Effective advertisements persuade consumer to buy products					
	REMINDER					
26	More the times a consumer sees an advertisement, the more likely the consumer is to purchase a product.					
27	Some advertisements are unforgettable due to which I am more likely to acquire the product.					
28	Ads constantly remind me of how to live a better lifestyle.					
29	Some advertisements are so powerful that they stay in my mind for a long time.					
	CONSUMER BUYING BEHAVIOUR					
30	I believe in advertising since it aids in the gathering of information.					
31	I Purchase products after watching their advertisement					
32	Good Advertisement					

	pushes me to buy products					
33	After purchasing the advertised product, I am satisfied.					
34	Brands name and influence of model's endorsement makes me buy their product.					
35	I only buy high – grade products, since high quality indicates good quality.					

Plagiarism Report

THE IMPACT OF ADVERTISEMENT ON CONSUMER'S BUYING BEHAVIOR IN NAVI MUMBAI

by Sunaina Thakuri 20196139

Submission date: 19-Jan-2022 12:39PM (UTC+0200)

Submission ID: 1744071479

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THE IMPACT OF ADVERTISEMENT ON CONSUMER'S BUYING BEHAVIOR IN NAVI MUMBAI

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ETHICS COMMITTEE APPROVAL



BİLİMSEL ARAŞTIRMALAR ETİK KURULU

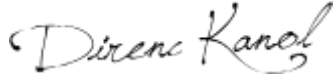
07.10.2021

Dear Sunaina Thakuri

Your application titled **“The Impact of Advertisement on Consumer’s Buying Behavior in Navi Mumbai”** with the application number NEU/SS/2021/1100 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

A handwritten signature in black ink, reading "Direnç Kanol". The signature is written in a cursive style with a large, stylized 'D' and a long, flowing tail.

Note: If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.