

A STUDY ON IMPACT OF ADVERTISING ON YOUTH SEGMENT'S OFFLINE BRAND PURCHASING DECISION

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Abstract

This study tries to identify the impact social media on the purchase of products from offline stores. Social media plays a vital role in today business environment for promotion of products among the youth . Advertising in social media is also considered as cost effective and effective and efficient for the wide spread customers over the geographical areas. This study focuses on the advertisements done on various platforms like fashion magazines, instore advertising, billboard advertising and television advertising and their impact on purchase intension among the youth. The analysis is done by SPSS Factor Analysis with sample size of 311 of youth segment of New Delhi NCR region. The Study uses dimension reduction tool to identify the impact of purchase decision. The results indicate that the customers look for products in stores seen online. It also reveals that the feedback on the blogs and the celebrity endorsement and television advertising also have impact on the purchase decision making by the young population. This study will be useful for the marketers considering the above media platforms for promotion of their products.

Key Words : Youth segment, modes of Advertising, Purchase Decision

Introduction

Online advertising means that the business is promoting their product and services through online platforms to reach vast customer base. The platform of social media is connecting people to create and share the content through Facebook, Twitter, Instagram. In today's business environment social media is widely used by the businesses for promotion of their products and services. Globally usage of internet is increasing rapidly . This facility is used by maximum of people for any search of information or for passing the time. Due to rapid evolving technology, the businesses are keen to sell their products online even if the customers are geographically scattered. This makes necessary for the retailers to understand the requirements and desires of their customers. The fast pace of penetration of digital economy has also increased the online consumers because of the extremely fast network connectivity and adoption of new technologies have open the doors of the businessmen to market their products and services online. (B.A. CHUKWU1, 2019)

The today's dynamic business environment demand for long- term relation between the retailers and the customer for the sustainability for the manufacturers. The media of this era impacts the need, want and desire of the customers towards the purchase of products. This leads the researchers to spend millions of dollars to find the aspects impact the decision making of the consumer (Mirabi et al., 2015)

Advertising has become one of the most important commercial activities in the modern competitive environment. To promote awareness regarding one's companies services and products, businesses invest a significant amount of their funds on creating and running ad campaigns for promotions. Businesses anticipate that buyers will buy their goods as a result of the ad campaigns, that convey information around a particular brand and its goods.((Long Yi, 2011))

In order for the consumers to make purchase decision , brand recognition must be raised in their minds. Advertising is a key method in this process. Marketers apply public relations, sales promotions as a tool for mass communication. Today the social media is evolving as the most effective and efficient form of advertising.((B.A. CHUKWU1, 2019)

The brand image is still an area of focus for some marketer's as it effects the curiosity of the buyers in their purchase decision for product or service. Despite the positive impact of brand image, some marketer's do not realise the image of brand in long-term viability. This makes vital to produce tangible evidences taking into consideration the importance of brand image in buying verdict.((Sulaiman Helmi , Sunda Ariana, 2022)

Literature Review

Author	Topic	Journal	Method(s) Applied	Findings
(Sharma & Romero, 2022)	Journal of Product & Brand Management	Brand implications of advertising products with their reflections	SEM	The results suggest that the presence of product reflections in advertising can lead to a decrease in brand trust, brand loyalty, and brand image
(Lang et al., 2022)	International Marketing Review	The role of advertising, distribution intensity and store image in achieving global brand loyalty in an emerging market	Structural Equation Modelling (SEM)	The results of the study showed that advertising efforts, distribution intensity, and store image had a significant effect on brand loyalty and its antecedents
(Hanaysha, 2021)	International Journal of Service Science, Management, Engineering, and Technology	Importance of Marketing Mix Elements in Determining Consumer Purchase Decision in the Retail Market	SPSS and then analysed by AMOS 18	the results of the study suggest that advertising, distribution intensity, price, and brand loyalty are all important factors that influence the purchase decision of consumers
(panelLes Dolega a, Francisco Rowe a, n.d.)(2021)	Journal of Retailing and Consumer Services	Going digital? The impact of social media marketing on retail website traffic, orders and sales	Multiple linear regression modelling	The products with higher complexity, cost and brand status are more likely to benefit from social media marketing than products with lower complexity, cost and brand status
(B.A. CHUKWU1, 2019)	International Journal of Arts and Commerce	The Impact of Advertising on Consumers Buying Behaviour	Multiple regression technique	The study concludes that the advertisement can be beneficial only when it is able to understand the purchasing habits and attitude towards goods

				and services.
(Atulkar, 2019)	Measuring the Effects of Retail Functional Strategies on the Growth of Organized Retail Environments	Journal of Marketing Vistas	Confirmatory factor analysis in Smart PLS 2.0 and linear regression	The results of the study indicate that customers are more likely to patronize retail stores that offer quality products, competitive prices, and excellent services
(Mainardes et al., n.d.) (2019)	The International Review of Retail, Distribution and Consumer Research	Effect of the use of social media in trust, loyalty, and purchase intention in physical stores	Structural Equation Modelling (SEM)	Social media has enabled stores to build trust and loyalty with their customers, which is a key factor in driving purchase intention
(Anatoli Colicev 1,* , Ashwin Malshe 2, n.d.) (2018)	Social Media and Customer-Based Brand Equity: An Empirical Investigation in Retail Industry	Administrative Sciences MDPI	Panel vector autoregression	The findings suggest that owned social media can be beneficial for general retailers in terms of building brand equity for customers, but it can be detrimental for specialty retailers dealing in hedonic and high involvement products
(Sethna et al., n.d.) (2017)	International Journal of Electronic Marketing and Retailing	Influence of user generated content in online shopping: impact of gender on purchase behaviour, trust, and intention to purchase	Multiple linear regression modelling	The results indicate that the gender does not impact the user related content in purchase frequency of products

(Kumar et al., n.d.) (2016)	Journal of Advertising	Conceptualizing the Evolution and Future of Advertising	SEM	Understanding customer needs, preferences, and behaviours is essential for creating effective advertising campaigns. Companies must consider customer demographics, psychographics, and buying habits when creating an advertising strategy.
(Mirabi et al., 2015)	A Study of Factors Affecting on Customers Purchase Intention	Journal of Multidisciplinary Engineering Science and Technology	confirmatory factor analysis and multiple regression analysis	This suggests that customers are more likely to be influenced by product quality, brand advertising and name when making purchase decisions
(Luo & de Jong, 2012)	Journal of the Academy of Marketing Science	Does advertising spending really work? The intermediate role of analysts in the impact of advertising on firm value	Regression	Advertising spending can have a positive effect on a firm's value, as it can help to increase brand recognition, customer loyalty, and sales

Objective of the study

The objective of the study is to identify the impact of advertising media platforms affecting the purchase decision of youth segment for a brand. The objective of the study is to:

- a) To identify the effect of advertising on purchase of brand offline.
- b) To determine the effect of celebrity endorsement in buying
- c) To identify the relationship of feedback on fashion blogs and the buying behaviour
- d) To determine the effect of television advertisements on the purchase of a brand.

Statement of Hypothesis

The following null hypothesis is formulated to guide the study:

Ho1 ,I do not Prefer to try products seen in advertisement when visit store

Ho2 ,Celebrity endorsed product does not affect my decision of purchase

Ho3, I Prefer do not the brand having positive feedback in fashion blogs.

Ho4 Tv commercials do not boost sales

Data Suitability

Kaiser-Meyer-Olkin (KMO) is a measure of sampling adequacy used in factor analysis. It is a statistic that measures the proportion of variance among all the observed variables that can be traced to the underlying factors. The KMO statistic ranges from 0 to 1, with values closer to 1 indicating that the data is suitable for factor analysis. .

Bartlett's test of sphericity is a statistical test used to determine whether or not a correlation matrix is an identity matrix. It is used to test the null hypothesis that the correlation matrix is an identity matrix, meaning that all of the variables are independent of each other. If the test is significant, then the null hypothesis is rejected and the correlation matrix is not an identity matrix.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.628
Approx. Chi-Square	154.840
Bartlett's Test of Sphericity	df
	45
	Sig.
	.000

As can be seen from the table the value of KMO test is 0.805 meaning that sampling adequacy is excellent. On basis of the results of Bartlett test the level of significance (0.000) is less than the selected significance level of 0.05. This means that for the present study, the null hypothesis is rejected and the observed correlation is not an identity matrix.

Rotated Component Matrix

The rotated components matrix on loadings is the most important components of PCA. It contains correlation between each of the variables and estimated components.

Rotated Component Matrix^a

	Component			
	1	2	3	4
I follow the social media pages of the brands which I liked.	.710			
When I go inside the brand store, I try the products and combinations which I have seen at the advertisements.	.671			
I cannot easily find the products/combinations, which I	.516			

have seen at the advertisements, in the store.			
If the brands are preferred by famous people, my shopping from that brand is affected positively.	.756		
Brand advertisements at the billboards increase the product sales.	.723		
I shop from brands which are mentioned positively at the fashion blogs.		.784	
Advertisements at the fashion magazines increase the product sales.		.727	
Television advertisements increase the product sales.			.768
Prefer a distinct logo over the products.			.711

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Rotation also helps in reducing the multicollinearity among the variables. It is observed that the correlation between the variables is reduced after rotation. This helps in reducing the redundancy of the variables and makes the interpretation of the analysis easier. Rotated Component 1 is evidenced high correlation having factor loading from (.710,.671&.516)

- ✓ I follow the social media pages of the brands which I liked.
- ✓ When I go inside the brand store, I try the products and combinations which I have seen at the advertisements.
- ✓ I cannot easily find the products/combinations, which I have seen at the advertisements, in the store.

Rotated component 2 is having high correlation having factor loading from (.768,.711)

- ✓ If the brands are preferred by famous people, my shopping from that brand is affected positively.
- ✓ Brand advertisements at the billboards increase the product sales.

Rotated component 3 is having high correlation having factor loading from (.756,.723)

- ✓ I shop from brands which are mentioned positively at the fashion blogs.
- ✓ Advertisements at the fashion magazines increase the product sales.

Rotated component 4 is having high correlation having factor loading from (.756,.723)

- ✓ Television advertisements increase the product sales.

Tests of Normality								
	Kolmogorov-Smirnov ^a			Shapiro-Wilk			Hypothesis	Status
	Statistic	df	Sig.	Statistic	df	Sig.		
Prefer to try products seen in advertisement when visit store	.074	308	.000	.988	308	.012	Ha1	Accepted
Celebrity endorsed product affect my decision of purchase	.078	308	.000	.987	308	.007	Ha2	Accepted
I Prefer the brand having positive feedback in fashion blogs	.042	308	.200*	.987	308	.008	Ha2	Accepted
Tv commercials boost sales	.099	308	.000	.953	308	.000	Ha4	Accepted
*. This is a lower bound of the true significance.								
a. Lilliefors Significance Correction								

- ✓ Prefer a distinct logo over the products.

The results of the Shapiro-Wilk Test indicate that the data is not normally distributed. The p-value is 0.000, which is less than the 0.05 significance level. This means that the null hypothesis (that the data is normally distributed) is rejected.

Interpretation of Results

Test of Hypothesis

Ho1 ,Prefer to try products seen in advertisement when visit store

The results indicate that the P value is (.012) which is less than (<.05) . Hence the null hypothesis is rejected and alternate hypothesis is accepted. This reflects that the customer wants to try the products in the store as seen in the advertisement.

Ho2 ,Celebrity endorsed product affect my decision of purchase

The celebrity endorsement plays a vital role in the purchase decision of youth segment of population which is indicated with the P value(.007) which is less than ($<.05$). The null hypothesis is rejected and the alternate hypothesis is accepted. This indicates that celebrity endorsement of a brand affects the decision making while purchasing the brand.

Ho3, I Prefer the brand having positive feedback in fashion blogs.

The results indicate is P value is(.008) which is less than ($<.05$). The alternate hypothesis is accepted. It says that the feedback on the fashion blogs is also one of the important parameters in the purchase decision by the youth segment.

Ho4 Tv commercials boost sales

The tv commercials have been taking into consideration of loosing its significance to boost the sales. The result of the study indicates P value is(.00) which is less than ($<.05$). This shows that today social media is given the highest preference for advertising the brands, but still the Tv advertising has its own importance and it is also one of the vital parameters for the youth in its decision making.

Conclusion

This study concludes with the findings firstly the youth look for the brand seen in advertisement has significant relationship. Secondly, the brand endorsement by well-known people affects the decision of purchase. Thirdly , there is significant relationship between brand and its reviews in fashion blogs, Lastly, television advertisements still effect the purchase decision of youth population.

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