

# Influence of Advertising of Fashion Brands on Consumer Purchase Behavior

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**Abstract-**In today scenario, society are very much influenced by the Advertising and media. This is a way to communicate and pass our message to a large group of audience. One of the common way to use it to get the right process for social phenomenon, how to conduct and promote the products and soon. All the industries, corporate world, companies and bank are using the advertising to rank them on top. This is also captured the mind of the customers and consumers also, these advertise are made to target the audience and hoe to convince. Today, this advertising industry is on its booming and indirect or directly affect the country economy also. The scope of advertising industry is pointer of standard of living of the nation. In this paper, we survey, how this industry influenced and captured the fashion market as well as consumer mind.

**Keywords-**Advertise, Media, Consumers behaviour, Sale-product, Preferences.

## 1. Introduction

According to the survey, an extraordinary development and improvement has been observed in our country advertising industry which is related to all types of business either small scaled business or full-fledged. To promote any of the business, a good advertisement is a key success of the business and industry are very much dependent on it also; it is now an integral part to increase the economy of the society. This process of advertisement is easier as well as excited after coming the new media technology, media vehicles[1]. The middle class income assemblage has progressed to greater extent to promote their business and products. There are number of ways for advertisements like-Print Media (Newspapers, Magazine Advertising), Electronic Media (Radio Advertising, TV Advertising, Internet) and other Media (Hoardings, Posters and Vehicular displays)[2]. Everywhere, to increase the sale of our products, industry are taking and adapting the advertisements which is an existing energetic and truly stimulating enterprise. Although as we already said this industry is dynamic and changes time to time as per market demand and scenario.

Before going to make advertisement to sale and promote any of the product, there is a strong need to understand the behaviours and interest of the consumers towards market. Companies makes the observation as well as perception towards this direction[3]. These companies worked on to collect right information which could be helpful for the promotion of their respective products and brands[4]. This study which is conducted from the companies' side, is help how to improve their marketing strategies to increase their sales and get maximum profits such as.

- The consciousness of how customer or consumers choose between the various brands and products.
- How we influenced the customers by providing the best environment that suits them in terms of their culture, media and family.

We can categorized the customer behaviours on various types namely- disagreementdropping, customary, variabilitypursuing and multifacetedprocurementperformancelike-Dissonance plummetingorderingperformance, CustomaryProcurementCompartment, DiversityPursuingProcurementPerformance and MultifacetedProcurementPerformance[7][9][11].

## 2. Literature Review

Msuya[10] thesis based on to analyzed the role of the advertisement in product selling and hoe to be influenced the target audience to purchase these products. According to them, company van adopt any of the way to promote the products like- use of media (social media), hoardings, and word of mouth advertising websites. Ayanwale*et.al*[8] research study is uncovered the behaviors of consumers towards the food drinks (Bournvita) and how to be influenced them to purchase our products instead to go to another. This study tells both male and female that belongs from different age group can easily influenced by these advertisements.

Fatima *et.al*[6] survey is conducted over 200 youth by considering both male and female for checking their interest over the various brands, their purchasing behaviours as well as their influenced nature towards this. For checking this, authors used correlation and regression method. Iqbal *et.al*[5] conducted a survey on how the customers are very much interested to purchased brand product instead to other ones and collect a significant relationship between them. Although, Social media influenced is also the main reason for selling higher of brands products and the target audience of this influenced circle are from the teenagers from both of the genders-male and female.

## 2 Research Procedure

Here, we are accompanying this study in the direction of finding the influenced nature of the consumers towards the fashion brands, and this survey is conducted over few of the objective by keeping in our mind. These objectives are as follows. (a) to study the consumer observation for branded Attire (b) how the purchasing is affected for branded attires in terms of consumers behaviours.

### Hypothesis of the study

- Check- There is no significant connection or relationship between the age of the consumers as well as the level of influence of advertisement.

In this paper, we designed our research on various parts namely- types of the research survey questions, and its measuring instruments. We maintained two types of question sets. In first set, we only collect the general information about the consumers like- age, sex, marital status, his/her occupation etc. on the other side, second set of question is prepared to collect their behaviours towards fashion brands and their influenced natures and collect their answers in the terms of agree, disagree and uncertain etc.

## 4. Tools for Analysis

### Correlation

#### Analysis and Result

- **Hypothesis**-we have to check that there is no significant connection or relationship between the age of the consumers as well as the level of influence of advertisement.

Correlations				
		Age	Do you use new brand by its advertising?	Do you think advertising make a strong brand?
Age	Pearson Correlation	1	-.310	-.360*
	Sig. (2-tailed)		.052	.023
	N	40	40	40
Do you use new brand by its advertising?	Pearson Correlation	-.310	1	.369*
	Sig. (2-tailed)	.052		.019
	N	40	40	40
Do you think advertising make a strong brand?	Pearson Correlation	-.360*	.369*	1
	Sig. (2-tailed)	.023	.019	
	N	40	40	40

\*. Correlation is significant at the 0.05 level (2-tailed).

We collect the above results in terms of correlation matrix where we have total nine rows and three column for correlation coefficient. We received these results from this-

1. The correlation between Age and Use new brand by its advertising.
2. The correlation between Advertising makes a strong brand and Use new brand by its advertising.

3. The correlation between Age and Advertising makes a strong brand.

This Negative correlation coefficient (-.310) indicates that there is no statistically significant linear relationship between these two variables such that the increases in the use of new brand by advertisement is not correlated with Age. Also observe that there is a statistically significant Positive correlation coefficient (.369) for the Advertisement and the use of new brand by advertisement, indicating that the Advertisement makes strong brand are correlated with Use of new brand by Advertisement. The third correlation coefficient (-.360) indicates a Negative association between Age and Advertising makes a strong brand, although this correlation is fairly weak.

#### **Finding-**

1. In the collected data 72.5% of respondents are between the age of 18-30.
2. 65% of respondent agree that they use new brand by seeing the advertisement
3. Most of the respondents agree that advertisement makes a strong brand, and it also affects the consumer behavior.
4. Most of the respondents state that whenever they hear the brand name through advertisement they recall the product of that brand.
5. 55% of customers prefer going to store by seeing the offer on hoarding and banners.
6. 75% of respondents agree that advertisement on the websites create brand awareness.

#### **5. Conclusion**

According to this survey we have to conclude that today generation is very much influenced by the advertising for promoting the fashion brands. The industry of advertising is growing day by day whose main agenda is to satisfy the customers need and satisfaction towards their demands. Social media is a great source for this, as our youth passed their maximum time over it like by using twitter, Facebook, and online advertisements. Although, advertise company are playing very safe and smartly by making a celebrity as its brand face, and keeping in their mind to utilized the face value and incased it in terms of high sell rate. Respondents prefer H&M brand clothes over Zara, Most of the respondent visit the stores by seeing the offers on the hoardings and by seeing the advertisement about offer on the brand. People also change the preference of Fashion brand by seeing product in an advertisement. This also proves that customers prefer good product aspect of the advertisement you remember most.

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## Annexure

### Gender

1. Male
2. Female

### Age

1. 18-30
2. 31-40
3. 41-50
4. Above 50

### Education

1. School
2. UG
3. PG

### Marital Status

1. Married
2. Unmarried

### Occupation

1. Service
2. Self Employed
3. Student
4. Housewife
5. Retired

1. Do you use new brand by its advertising?
  - i. Strongly Agree
  - ii. Agree
  - iii. Uncertain
  - iv. Disagree
  - v. Strongly Disagree
2. Do you think advertising make a strong brand?
  - i. Strongly Agree
  - ii. Agree
  - iii. Uncertain
  - iv. Disagree
  - v. Strongly Disagree
3. Advertising affect the consumer behavior
  - i. Strongly Agree
  - ii. Agree
  - iii. Uncertain
  - iv. Disagree
  - v. Strongly Disagree
4. Do you mostly purchase continuously advertised product?
  - i. Strongly Agree
  - ii. Agree

- iii. Uncertain
  - iv. Disagree
  - v. Strongly Disagree
5. Do you agree advertising changes the preferences of customer?
- i. Strongly Agree
  - ii. Agree
  - iii. Uncertain
  - iv. Disagree
  - v. Strongly Disagree
6. While shopping for apparels, Do you prefer branded apparels than unbranded apparels:
- i. Strongly Agree
  - ii. Agree
  - iii. Uncertain
  - iv. Disagree
  - v. Strongly Disagree
7. Brand preference is influenced more by Advertising rather than the opinion of others.
- i. Strongly Agree
  - ii. Agree
  - iii. Uncertain
  - iv. Disagree
  - v. Strongly Disagree
8. Brand preference is effected by the value for money of the brand
- i. Strongly Agree
  - ii. Agree
  - iii. Uncertain
  - iv. Disagree
  - v. Strongly Disagree
9. Brand preference is effected by image of the brand
- i. Strongly Agree
  - ii. Agree
  - iii. Uncertain
  - iv. Disagree
  - v. Strongly Disagree
10. International presence of the brand increases the image of the brand which increase consumer preference for brand
- i. Strongly Agree
  - ii. Agree
  - iii. Uncertain
  - iv. Disagree
  - v. Strongly Disagree
11. Which is your favorite fashion brand?
- i. Zara
  - ii. H&M
  - iii. PepeJeanes
  - iv. Mufti
  - v. Other.....
12. What is the factors which influence your decision for the purchase of fashion brand
- i. Product Feature
  - ii. Advertisement
  - iii. Cost

- iv. Opinion of friends
  - v. Other.....
13. .If you hear the name of a brand through advertisement what do you recall?
- i. Entertainment
  - ii. Tag line
  - iii. Endorser's
  - iv. Product
14. .If a product is misinterpreted by your friend would you believe him or go on with your own views?
- i. Believe my friend
  - ii. Go with my view
  - iii. Refer advertisement
15. Do you prefer going to any store just by seeing the offers on hoardings and banners?
- i. Yes
  - ii. No
  - iii. May be
16. Does the internet advertisement in the website create brand awareness?
- i. Yes
  - ii. No
  - iii. Maybe