

The Role Of Advertising On Consumer Purchasing Decision Among Post-Millennials

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ABSTRACT

Advertising has a large effect on a product being advertised, and upon creating consumer awareness, perception and positive buying behavior. The purpose of this study is to find out what advertising media gets most of the attention of consumers and what is the level of influence of Advertising towards consumers' thinking about a product, and as well as their buying decision. This study was conducted in the Polytechnic University of the Philippines Sta. Mesa Main Campus wherein students came from different locations mainly from Metro Manila and nearby provinces. Every student in the university possess different culture, ideals, and buying behavior and preferences. The researchers specifically surveyed and collected their data from 337 students from the PUP College of Business Administration under the Department of Marketing Management, Office Administration, Entrepreneurship, and Human Resource Management. Questionnaire survey was used to collect data by using random sampling method. Findings show that consumers are really exposed to advertisements. And also, the Internet as a form of advertising media has the most of the attention of the respondents and consumers prefer Informative Advertising than Comparative and Persuasive type of Advertisements. The study depicted that Advertisement has a direct effect and has a significant relationship to consumer buying behavior. This study also correlates that there is a significant impact of an advertisement of a product on buying behavior and create consumer awareness among the post-millennials.

Keywords: Impact of Advertisement, Impact of Advertisement on a Product, Consumer Awareness, Consumer Perception, Consumer Buying Behavior, Advertising Media, Post-Millennial

INTRODUCTION

Publicity affects the attitude, behavior and style of life of an individual. Advertising is a tool for marketers to communicate and be able to reach the target market, conveying information to viewers, and is also a way to encourage an audience for making purchase decision about a product or service. This is one of the main communication instruments between producer and the end user. Whereas consumer behavior is the process and activity by which people select, purchase, evaluate and consume the product or service to satisfy needs and wants (Guolla, 2011). In order to become a well-known brand, a company must invest in their promotional activities particularly advertising (Hussein et al, 2008). It plays a big role in a business for it helps to keep the consumers informed the new products or services available in the market and for it to be sold. It is also a subset of the promotional mix that is one of the four elements of the marketing mix, including product, price, place, and promotion. Advertising is a promotional technique used to raise awareness of the product in the consumer's purchasing decision. (Latif & Abideen, 2011)

Changing business demands provokes Marketers to come up on creating new advertisements. In the 20th Century, the use of advertisements has significantly increased as industrialization expanded the supply of manufactured products. However, there are still businesses that do not practiced advertising at the time. Advertisements during the late 80s were fairly limited to radio, television, newspapers and billboards. In the modern times, businesses nowadays developed different way to advertised the product that's why usage of Digital advertising added into the channels.

The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind (Khan, Siddiqui, Shah & Hunjra, 2012). Most of the time, consumers buying behavior depends on liking or disliking of consumer towards the advertisement of the product advertised (Smith et

al., 2006). A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite.

Previous studies have been conducted on effectiveness of advertisement and on advertisement's impact on consumer buying behavior which depicted positive relationships. However, this paper introduced a combination of different variables and attempted to examine their influence on consumer behavior. The aim of this paper is to determine which of these variables carries the most importance in terms of effecting consumer behavior and which of these variables carries less significant impact. In that case, this will help advertising scholars and executives to understand the advertising's ins and outs and to assist marketers to focus on the right factors to be applied on their advertisements and achieve maximum benefit from it.

LITERATURE REVIEW

Advertising is an important tool to raise product awareness and influence the purchase decision of a potential customer (Ayanwale *et al.* 2005). Advertisement in all forms has an impact or effect on a product, consumer's buying behavior, awareness, decision and perception towards a product or service. It is a powerful way to communicate to the mass audience and at the same time share different values to them (Zinkhan, 1994). According to Malik *et al.*(2013), it could also build a good brand image and boost business performance, and serve as a tool to drive positive change to the buying behaviors of the people. It is also a dominant marketing tool to effectively communicate and convey message to the audience and promote awareness related to the product being advertised. False advertisements on the other hand could mislead customers, spoil children habits, cause childhood obesity, and change the mood of a customer (Balamurugan *et al.* 2018).

Building a strong brand image could also create a positive impact on consumer buying behavior and decision. If the consumers will be aware about a brand and they gain loyalty onto that brand or product, then a brand image will become strong and remain in the consumers' minds and will possibly become a part of their buying behavior. Advertisement is a marketing weapon that helps a brand to stay in the minds of the people and attract more customers (Ghaffor *et al.*, 2013).

Persuasion is very important in advertising. Its function is to change a person's attitude, perception, and behavior towards something as a goal of communication (Perloff, 2003). It could also produce valuable results if it is positively done in the process of communication. Advertising also plays an informative role but it does not provide relevant information about the price or product characteristics. Many ads equip emotional content to attract many customers associating their product with the audience's feelings and emotions but is not relevant to the product itself being advertised and the consumption (Chioveanu, 2007).

Advertisement in different form of advertising media is perceived differently by its audience depending on the popularity, usage and trend. In television and print media, advertisements are more likely clear and highly likeable resulting in a more positive attitude towards the ad only if it is embedded in a highly appreciated context (Pelsmacker *et al.*, 2002). According to the study of Balamurugan *et al.* (2018) about the Impact of advertisements on consumer's purchases, 71.3% of their 866 respondents who are students has a T.V. influence when buying a product. But the maximum number of students were not satisfied on the purchased product advertised on television which results to losing of their trust on T.V. advertisements. Also, female respondents are more likely to engage on buying because of the influence of T.V. advertisements than male respondents.

Interactive type of advertisement is not new, but became rampant since the modern technology era has entered the market (Pavlou and Stewart, 2000). It implies that a traditional way of advertising is being challenged and the level of patronization to it decreases rationally. But there is no extreme aversion towards traditional media and it can still target certain group of consumer or audience, and it currently plays a crucial role in advertising industry (Pollatou, 2019). Based on the research of Bezjian-Avery *et al.* (1998) about Interactive Advertising versus Traditional Advertising, they imply that sometimes interactive advertising is not better because under some certain conditions, the process of persuasion of an advertisement is being interrupted by the interactivity. They found out that the time spent viewing the advertisement and the purchase intention is declined if an advertisement is interactive. However, the respondents who are more verbal were not affected by the interactivity. The study also found out that traditional media has always been a good advertising media to use upon persuading customers.

According to Popova & Tanglertpanya (2011), Internet technology tracks actions of every individual unlike traditional channels for advertising like print media and T.V. advertisements where it is difficult to make marketing efforts and bring revenue to the firm. Sharma *et al.* (2012) found out on their study that female and male individual have different perception towards advertisements specifically social advertising, and female respondents have positively perceived social campaigning advertisements compared to male respondents.

Social networking sites or the social media became the new advertising media in the 21st century, and advertisers use it to reach Millennials since most of them use it. It anticipates that retailers will increase their presence online or digitally. Pate & Adam (2013) states that it paves way for the retailers and manufactures to provide new twists to traditional marketing channels and connect people to the world easier. Based on their study, most consumers go online to research about a product or service before they buy it, and Internet is a powerful tool to allow consumers to be informed before they go to stores. Personal testimonies or reviews are not a strong influence to buying decision since the participants or the respondents said that they are not likely to trust it. Based on the study of Iqbal *et al.* (2014) about Online Advertising and its Impact on Consumer Buying Behavior, they found out that most of the respondents perceived online advertisements as annoying, distracting, and is all over the place.

Oladebo & Abimbola (2015) found out in their study that brand image, advertising, sales promotion, and personal selling have a significant relationship to consumer buying decision. Brand image and promotional mix have the great influence to consumer buying decision on sustainable bases. Niazi *et al.* (2012) stated that there is a positive relationship between emotional response and consumer buying behavior, and environmental response has no relationship with consumer buying behavior. They conclude that consumers make buying decision by emotional response rather than environmental response. Consumers are emotionally attached and these attachments are the advertisements as a form of audio, video, and text which can be seen on advertising media such as T.V., internet, newspaper, billboard, and radio. Abideen & Saleem (n.d.) also said that there is a strong association between emotional response and consumer buying behavior, and weak association with environmental response.

MATERIALS AND METHOD

Description of Population

The researchers randomly selected the students from College of Business Administration at the Polytechnic University of the Philippines as the population of the study.

Sample size

The study acquired 337 respondents from the various programs offered by College of Business Administration in the Polytechnic University of the Philippines for the purpose of collecting information through structured questionnaire.

Selection Technique

To select the respondents, random sampling method was used. The researchers selected 337 students randomly.

Survey Instrument

The researchers adopted a survey questionnaire that was used in this study purposely to determine the effect of an advertisement to the buying behavior of the post-millennials or Generation Z. The Questionnaire is divided into two parts. The first section stimulated biographical data on name of the respondent, gender, contact number, year and section, and their likings of advertisement.

The perceived factor scales measured strongly agree to strongly disagree items. The Likert scale questions were based on statements to which respondents were asked to respond in terms of a 5-point scale that represented a continuum from very positive to very negative. The questions classified into five categories (i.e., Statements/Impact of advertisement on a product,

Impact of advertisement to create consumer awareness, Impact of advertisement to create perception, and effect on buying behavior.)

Procedure of Data Analysis

The Researchers used SPSS software for analyzing and calculating factor analysis for the collected data and calculated the regression from the collected data.

Gender of the Respondents

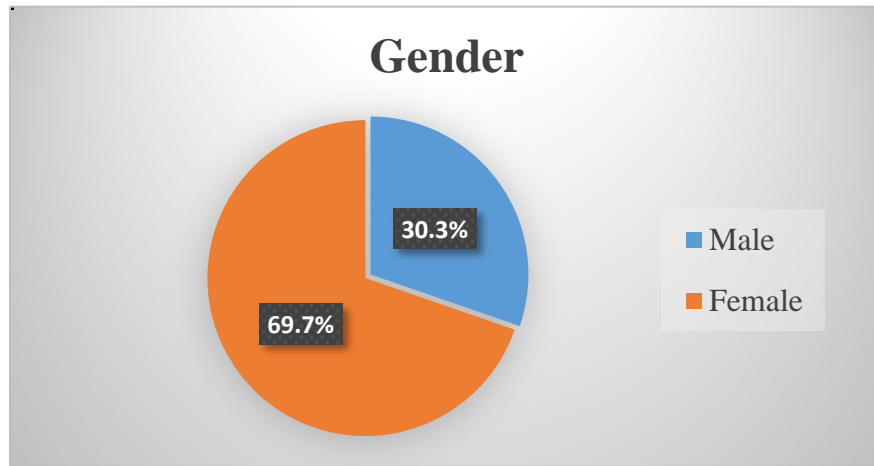
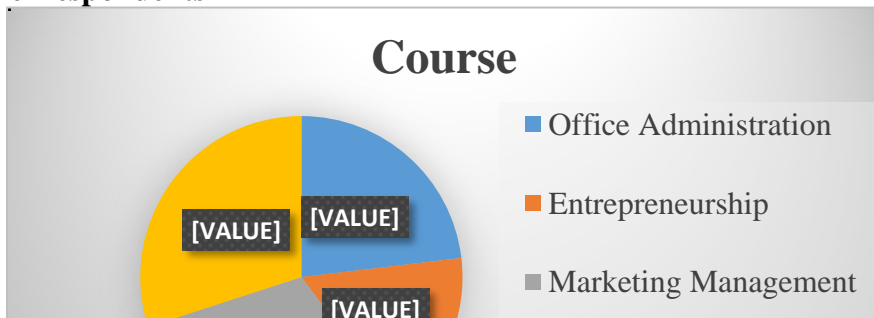


Chart 1: Gender of the Respondents

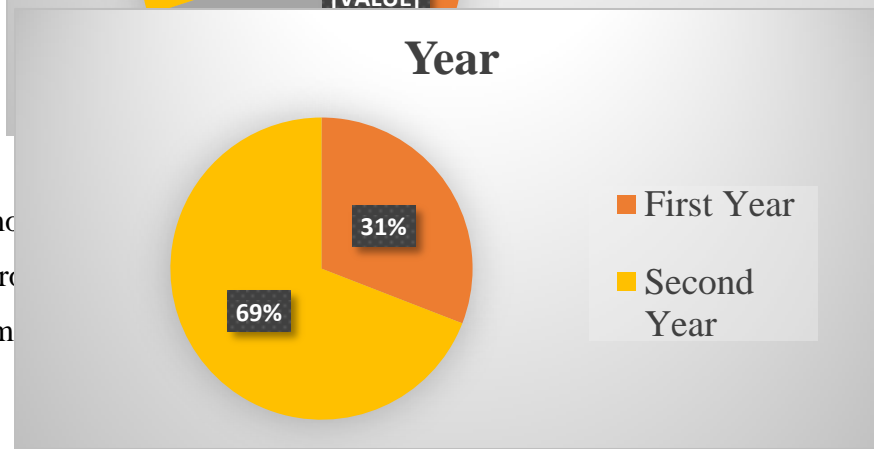
The researchers have surveyed on 337 PUP CBA students. The percentage of female respondents is 69.7% while male respondents is 30.3%.

Course of the Respondents



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Respondents

Have you ever been exposed to advertisement of any kind?

Chart 3: Year Level of the Respondents

The 337 respondents came from the first and second year level. 104 students are currently on their First Year level while 233 of them are on their Second Year.

Age of the Respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17	6	1.8	1.8	1.8
	18	94	27.9	27.9	29.7
	19	161	47.8	47.8	77.4
	20	50	14.8	14.8	92.3
	21	22	6.5	6.5	98.8
	22	4	1.2	1.2	100.0
	Total	337	100.0	100.0	

Table 1: Age of the Respondents

It shows that most of the respondents are from the age 19 years old which accumulates 47.8 of the total percentage. 27.9% of the respondents is 18 years old, 14.8% 20 years old, 6.5% 21 years old, 1.8% 17 years old, and the rest 1.2% is 22 years old.

Advertisement Exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	298	88.4	88.4	88.4
	No	39	11.6	11.6	100.0
	Total	337	100.0	100.0	

Advertisement Exposure

Table 2: Advertisement Exposure

As the table shows, 298 respondents confirmed that they have been exposed to any kind of advertisements, this equivalent to 88.4% of the total number of the respondents. 39 respondents claimed that they have not been exposed to any kind of advertisements, this equivalent to 11.6% of the total number of the respondents.

Preferred Advertising Media

Which Advertising Media gets your attention?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	T.V.	108	32.0	32.0	32.0
	Radio	15	4.5	4.5	36.5
	Internet	205	60.8	60.8	97.3
	Newspaper	3	.9	.9	98.2
	Billboards	6	1.8	1.8	100.0
	Total	337	100.0	100.0	

Table 3: Preferred Advertising Media

As the table shows, 108 respondents have chosen T.V. as advertising media that gets their attention, which is equivalent to 32% of the total number of respondents. 15 respondents chose Radio as advertising media that gets their attention, this equivalent to 4.5% of the total number of respondents. 205 respondents chose Internet as advertising media that gets their attention, this equivalent to 60.8% of the total number of the respondents. 3 respondents chose Newspapers as advertising media that gets their attention, this equivalent to .9% of the total number of the respondents. 6 respondents chose Billboards as advertising media that gets their attention, this equivalent to 1.8% of the total number of the respondents.

Preferred Advertisement Types

Which type of Advertising gets your attention?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Informative	201	59.6	59.6	59.6
	Persuasive	117	34.7	34.7	94.4
	Comparative	19	5.6	5.6	100.0
Total		337	100.0	100.0	

Table 4: Preferred Advertising Type

As the table shows, 201 respondents prefer Informative Advertising, this equivalent to 59.6% of the total number of respondents. 117 respondents prefer Persuasive Advertising, this equivalent to 34.7% of the total number of respondents. 19 respondents prefer Comparative Advertising, this equivalent to 5.6% of the total number of respondents.

Descriptive Statistics

	Mean	Std. Deviation	N
Impact of Advertisement to Create Consumer Awareness	4.0274	1.05052	337
Statements/Impact of Advertisement on a Product	3.8660	.88413	337
Impact of Advertisement to create Perception	3.9817	.99424	337
Effect on Buying Behavior	3.4285	.75854	337

Statistical Analysis

Table 5: Descriptive Statistics

Interpretation: Among the four factors of the study i.e. Consumer Awareness, Impact of Advertisement, Consumer Perception and Buying Behavior, the researchers get the mean value of 4.0274, 3.8660, 3.9817 and 3.4285 respectively out of the Likert Scale 5. For the first factor the respondents are agree and for the remaining three factors the respondents may or may not agree.

Correlations

		ImpactofAd vertisement onaProduct	ImpactofAd vertisement onaProduct	ImpactofAd vertisement onaProduct	ImpactofAd vertisement onaProduct
ImpactofAdvertisem entonaProduct	Pearson Correlation Sig. (2-tailed)	1	.835** .000	.818** .000	.518** .000
	N	337	337	337	337
ImpactofAdvertisem entonaProduct	Pearson Correlation	.835**	1	.841**	.588**

		Sig. (2-tailed)	.000	.000	.000	
ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Impact of Advertisement to create perception	of Between Groups	140.176	19	7.378	10.140	.000
	Within Groups	230.633	317	.728		
	Total	370.809	336			
Impact of Advertisement on a product	of Between Groups	112.200	19	5.905	12.443	.000
	Within Groups	150.447	317	.475		
	Total	262.647	336			
Impact of Advertisement to create consumer awareness	of Between Groups	132.623	19	6.980	11.091	.000
	Within Groups	199.514	317	.629		
	Total	332.137	336			

Table 7: One way Anova

- a. Predictors: (Constant), Impact of Advertisement to create perception, Statements/ Impact of Advertisement on a Product, Impact of Advertisement to create Consumer Awareness
- b. Dependent Variable: Effect on Buying behavior

Interpretation: The Calculated value with 5% of significance and 19 df in creating perception is 0.000 which is less than significance value 0.05 that’s why the null hypothesis is rejected and alternative hypothesis is accepted. So, there is a significant relationship between consumer buying behavior and advertisement.

DISCUSSION

The main purpose of this study is to highlight the role of advertising on consumer purchasing decision among post-Millennials. Because of this, a survey was conducted with a sample of 337 students from College of Business Administration in Polytechnic University of the Philippines. The researchers included effect of Advertising on a product, to the perception, consumer awareness and buying behavior on the survey questionnaire to come up with a result that can be used to examined the impact of advertising on consumer purchasing decision.

According to the result, most of the respondents have chosen Internet as a form of advertising media that gets their attention the most. It corresponds to the statement of Popova & Tanglerpanya (2011) that Internet technology tracks every action of every individual and is much connected to consumers than traditional media such as print media, television, and such a like. The result also supports the study of Pate & Adam (2013) that a lot of consumers go online to research about a certain product to equip themselves information before going to stores. The respondents also prefer informative type of advertising which is inclined to the related literature above that consumers tend to inform themselves upon making buying decision.

Based on the results, post-millennials agreed that advertising is a good way to introduce a product because it creates consumer awareness which corresponds to the study of Ayawale *et al.* that says advertising is an important tool to raise awareness of the consumer and influence their purchase decision. It will be effective if marketers will create good informative advertisements through new media introducing a product to positively influence post-millennials' purchase decision hence it will create more sales for the company.

It is crucial for marketers to understand what makes their target market behave the way they do. This will pave way to success in advertisers' primary mission, to reach prospective customers and influence their awareness, attitudes and buying behavior (Arens 1996).

CONCLUSION

Advertising plays a big part on the post-millennial consumers' buying behavior and on their purchasing decision. Post-millennial consumers often rely their perception about the product on how good and creative the advertisements upon introducing a product and its benefits. An informative advertisement with the use of social media and internet could be a good communication tool between the marketers and the consumers, and might eventually help on increasing the number of sales of a product or service being advertised.

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