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A Study of an Effect of Advertisement on Buying Behaviour of Mobile Consumer - Study of Shegaon Region

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ABSTRACT: This research paper investigates the influence of advertising on the buying behavior of mobile consumers in the Shegaon region. Advertising has long been recognized as a critical factor in consumer decision-making processes. By analyzing data collected through surveys and interviews, this study aims to understand how different advertising mediums and messages impact consumers' purchase decisions regarding mobile phones. The findings reveal significant insights into the effectiveness of various advertising strategies and their role in shaping consumer preferences and behavior in the Shegaon market.

The primary aim is to investigate how different advertising strategies, including content type, medium, and frequency, influence consumer decisions and brand preferences in the mobile phone market. A mixed-method approach was employed, involving both quantitative and qualitative data collection techniques. A structured survey targeting 100 mobile phone users provided insights into their exposure to various advertisements and subsequent purchasing behavior. Additionally, interview also conducted to get a deeper understanding of consumer attitudes and perceptions towards mobile phone advertisements. The findings reveal significant insights into the effectiveness of various advertising strategies and their role in shaping consumer preferences and behavior in the Shegaon market.

I. INTRODUCTION

In the contemporary business landscape, the mobile phone industry has emerged as one of the most dynamic and competitive sectors globally. Rapid technological advancements and a proliferation of brands have heightened competition, compelling companies to devise sophisticated marketing strategies to capture and retain consumer attention. Advertising stands at the forefront of these strategies, serving as a crucial lever to influence consumer perceptions and drive purchasing decisions.

The influence of advertising on consumer behavior is well-documented, encompassing various dimensions such as brand awareness, preference formation, and purchase intention. Effective advertising can significantly enhance brand visibility, foster brand loyalty, and ultimately lead to increased market share. However, the efficacy of advertising strategies can vary widely across different regions and demographic segments, necessitating a localized approach to understand specific consumer behaviors and preferences.

This study focuses on the Shegaon region, a unique market with distinct consumer dynamics. Despite its smaller size compared to metropolitan areas, Shegaon represents an important demographic, with consumers who are increasingly becoming tech-savvy and brand-conscious. Understanding the impact of advertising in this region can provide valuable insights for marketers looking to tailor their strategies to regional characteristics.

The primary objective of this research is to assess the influence of various advertising mediums on the buying behavior of mobile consumers in the Shegaon region. By exploring consumer interactions with television ads, online advertisements, print media, and other channels, this study aims to identify which mediums are most effective in driving consumer engagement and purchase decisions. Additionally, the research seeks to delve into consumer perceptions and attitudes towards mobile advertisements, offering a comprehensive view of how these ads shape consumer behavior.

Employing a mixed-methods approach, this study combines quantitative data from surveys with qualitative insights from in-depth interviews. This methodology ensures a robust analysis of the complex interplay between advertising and



consumer behavior, capturing both statistical trends and nuanced perspectives. The findings of this research are expected to provide actionable recommendations for marketers, helping them to optimize their advertising strategies to better resonate with the Shegaon market.

In conclusion, as the mobile phone market continues to evolve, understanding the regional nuances of consumer behavior becomes increasingly critical. This study not only contributes to the academic discourse on advertising effectiveness but also offers practical insights for businesses aiming to enhance their market presence in the Shegaon region.

II. LITERATURE REVIEW

Consumers rely on advertisements to stay informed about new mobile phone models and features. Research indicates that ads emphasizing technological advancements and brand reliability are particularly effective in influencing purchase decisions. This underscores the need for advertisers to craft messages that resonate with consumer expectations and preferences. Advertising serves as a persuasive communication tool that can shape consumer attitudes, beliefs, and behaviors. Kotler and Keller (2016) argue that effective advertising fosters strong brand recognition and preference, ultimately driving sales.

Shreyas pawar, et al. There were so many factors which influenced the buying behaviour. But researcher found six important factors such as price, brand name, product feature, social group, after sale services and durability. From that, it's clear the above factor work as a motivational force that influences for a mobile phone purchase decision.

Abhishekh Patil, et al. studied the various types of marketing strategies adopted by market to acquire the attention and cognition of both existing and potential customers, and to study what role these marketing strategies play in consumer buying process. According to the results, income, advertising and level of education in a family are the determining factors of owning a mobile phone

Sai Deshpande, studied Given the rapid changes in the mobile industry and the integral role played by advertisements in shaping consumer decisions, exploring the effect of advertisements on mobile consumer behavior becomes a crucial area of study, especially within the unique socio-economic and cultural context of the Shegaon region. It often used to describe two different kinds of consuming entities: the personal consumers and the organizational consumers

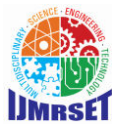
Ritvik Desai, et al. Studied It was found that the choice of a mobile phone is characterized by two distinct attitudes towards brands: attitudes towards the mobile phone brand and attitudes towards the network. Customers' choice of mobile phone brand is affected largely by new features more than size. This trend of choosing is definitely towards phones with better capacity and larger screens.

Anushka Agrawal, studied indicated that varying the product attributes' has an influence on the undergraduate students' preferences on mobile phones. Various aspects of product and brand attributes were considered such as color themes, visible name labels, and mobile phone with variety of models, packaging for safety, degree of awareness on safety issues, look and design of the phone.

Shruti Chincholkar, et al. studied research on customer choice of mobile phone found that from the perspective of marketing consumer's purchase process can be classified into a five step problem solving process such as: need recognition, information search, given alternatives evaluation, purchase activity and post purchase evaluation. This five step process of decision making is most appropriate for the problem solving behavior of purchase making decision or complex decision purchase process. Similarly purchase decision for mobile handset pursues the same buying process but in some cases the decision may also be influenced by symbolic preference associated with some brands.

Swati Sonone, et al. studied found that a lot of decision behavior exercised by purchasers can be different from one individual to another because customers may use different approaches to make their choices rather only using mathematical modeling.

Prashant Jadhav, et al. studied find brand name as signs or symbols used to identify products in one group from those in different groups. Brands create awareness and cause consumers to remember products. Many people buy the phones of particular brand because that brand represent social status.



Rohit Shinde, et al conducted an empirical research based on survey method to study the factors that influence consumers' choice of mobile phone. The study indicated that, a handset of reputed brand is the choice of young consumers.

Joshi Sujata, conducted a study on factors affecting consumers purchase decision of mobile phone. The study revealed that technology factor is one of the main determinants of consumers purchasing intent of mobile phones.

III. RESEARCH METHODOLOY

Research Design

This study uses a mixed-methods approach, combining quantitative surveys with qualitative interviews to gather comprehensive data on consumer behavior in Shegaon.

Sample Selection

A purposive sampling technique was used to select participants representative of Shegaon's diverse demographics. The sample consists of 100 respondents from the Shegaon region, selected through random sampling. This diverse demographic ensures the findings are representative of the broader population.

Data Collection Instruments

- Surveys:** A structured questionnaire was used to collect quantitative data on demographic characteristics, exposure to advertisements, and purchasing behavior.
- Interviews:** Semi-structured interviews provided qualitative insights into consumer perceptions and attitudes towards mobile advertisements.

Data Analysis

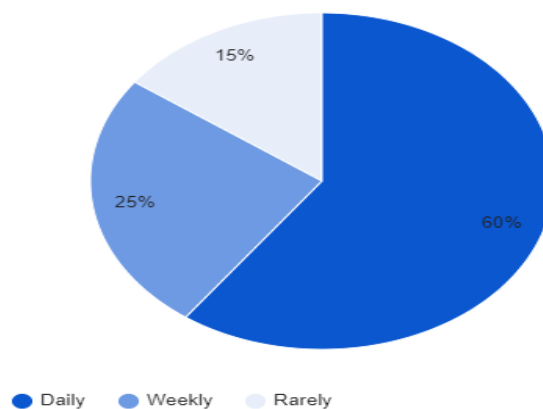
Quantitative data were analyzed using statistical tools to identify patterns and correlations. Qualitative data from interviews were coded and thematically analyzed to extract key insights.

Objectives

- To assess the extent of exposure to mobile advertisements among consumers in Shegaon.
- To evaluate the impact of advertisements on the buying behavior of mobile consumers.
- To identify the factors influencing consumer responses to mobile advertisements in Shegaon.

Distribution of Respondents by Mobile Ad Exposure Frequency Daily Weekly Rarely

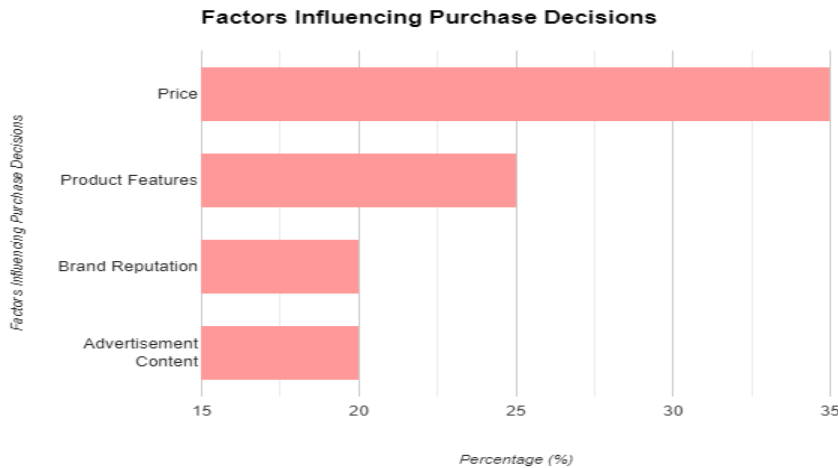
Distribution of Respondents by Mobile Ad Exposure Frequency



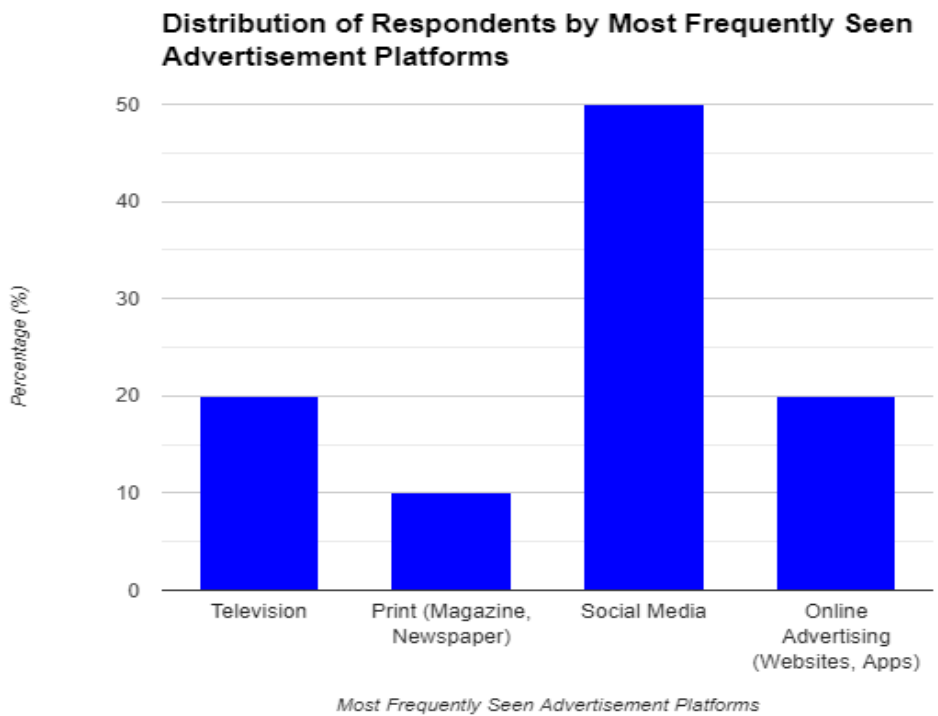
Interpretation: The chart indicates that a majority (60%) of respondents are exposed to mobile advertisements daily,



25% encounter them weekly, and 15% rarely see them. This high frequency of exposure suggests that mobile advertisements have significant potential to influence consumer behavior in the Shegaon region.



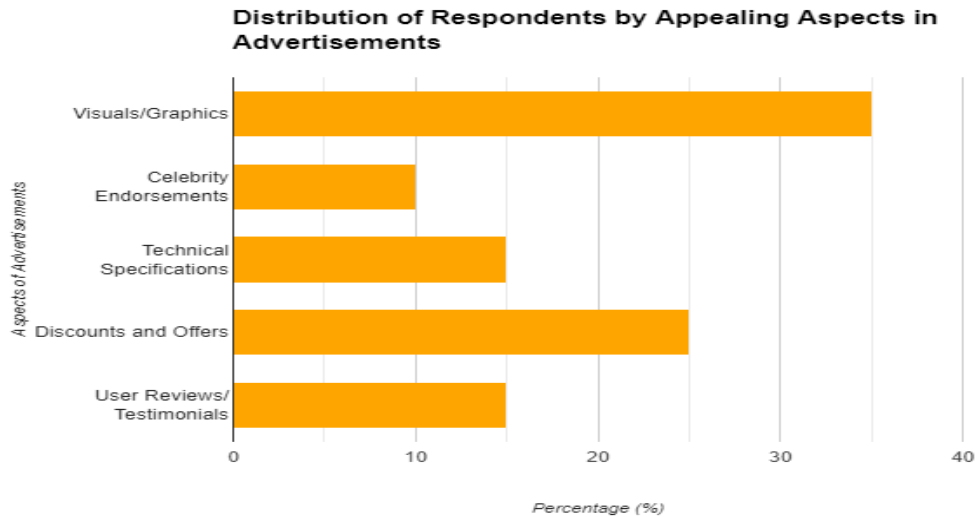
Interpretation: The chart highlights that price (35%), product features (25%), brand reputation (20%), and advertisement content (20%) are the most influential factors in purchase decisions. This indicates that while advertisements play a significant role, other factors such as price and product features are also crucial in shaping consumer behavior.



Interpretation: The survey results indicate that social media is the most frequently encountered advertisement platform, with 50% of respondents reporting they see ads on social media most often. This suggests that social media is a highly effective channel for reaching mobile consumers in the Shegaon region. Television and online advertising on websites and apps are both seen by 20% of respondents, highlighting their continued relevance, albeit to a lesser extent than social media. Print media, such as magazines and newspapers, is the least frequently encountered advertisement



platform, seen by only 10% of respondents. This reflects a broader shift from traditional print to digital advertising formats.



Interpretation: The survey results indicate that Visuals/Graphics are the most appealing aspect of advertisements, with 35% of respondents favoring this element. This suggests that aesthetically pleasing and visually engaging ads are highly effective in attracting consumer attention. Discounts and Offers are the next most appealing aspect, with 25% of respondents indicating that financial incentives strongly influence their interest. User Reviews/Testimonials and Technical Specifications each appeal to 15% of respondents, highlighting the importance of detailed product information and social proof in decision-making. Celebrity Endorsements are the least appealing, with only 10% of respondents finding them attractive, suggesting that endorsements by celebrities have a relatively minor impact on consumer preferences.

IV. CONCLUSION

In conclusion, the effect of advertisement on the buying behavior of mobile consumers in the Shegaon region is profound, with digital media leading the charge in influencing consumer decisions. Advertisements play a crucial role in enhancing brand awareness, building trust, and shaping consumer preferences. For marketers, focusing on digital advertising, maintaining consistency, and localizing content are key strategies for success in this market. This study not only enriches the understanding of regional consumer behavior but also provides actionable insights for optimizing advertising strategies in the mobile phone industry.

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