

# **INFLUENCE OF EFFECTUAL AND CREATIVE ADVERTISING ON BRANDS& PURCHASE BEHAVIOR OF CONSUMERS**

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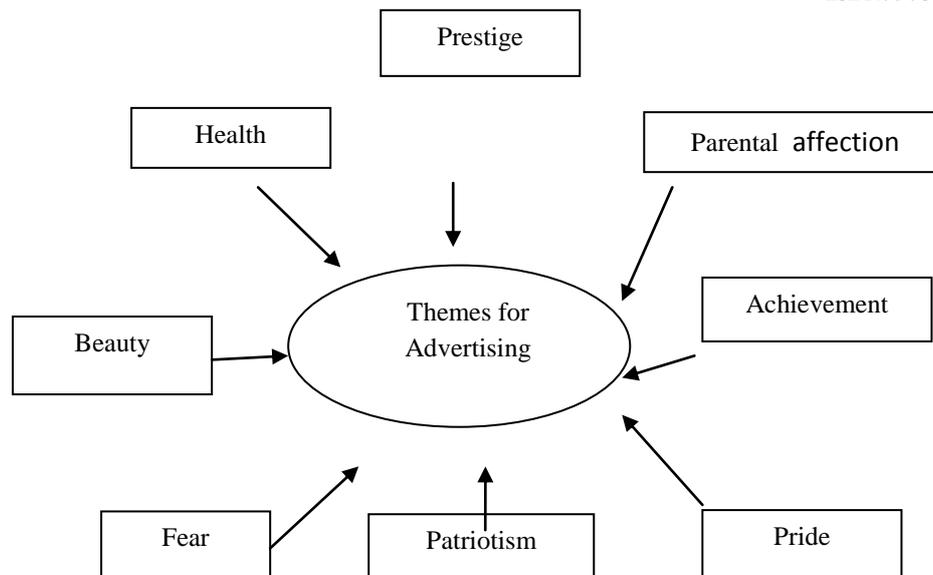
## **ABSTRACT**

*Advertising is one of the essential media tool to convey all latest messages to viewers, its impact depends entirely on how one presenting it in front of audience which in return give positive or negative result. At present customers are very conscious towards branded product and easily get affected by attractive and creative advertisements and which effects the preference and purchase decisions also. The advertising industries were facing dynamic changes from last few years due to which their growth and profit increasing. Hence, for effective advertising it is very necessary to go through mind of customer's behavior and attitude towards their purchasing pattern. In this paper I would like to emphasize on how customer perceive advertisement and then what is a impact of creative advertising on purchase behavior of customers.*

***Keywords: Advertising, media, consumer behavior, creativity, and purchase behavior.***

## **I. INTRODUCTION**

In today's scenario, Advertisement is an imperative tool of promotion and to create awareness about the brand among customers. Basically it is used for communicating information to the present and potential customers and to mould customers in such way for taking final purchase decision.. The main purpose of advertising is to promote idea about the product and services of a business. Moreover, Advertising educates the people about new products and their respective uses. on other hand, advertiser now focuses not only on advertisement but” creative advertisement” which leaves footprint. At present there are large number of national as well international brands are available in India, more than 80% people focuses on branded products. Brand name gives the product a distinguishing mark which differentiates it from the competitors. Brands build up an unique status for its owner which facilitate new product introduction in a market. Advertisement can be best presented through different media including different themes to influence the impulse of different kind of people.



Customer always choose those product which quickly attract them. Creator of an advertisement can be successful in promoting his products only when he identifies needs of customers and also able to fulfill it. It can be analyzed and concluded that a buying motive is the urge of a consumer which forces him to buy a product of a particular brand. Therefore creative advertisement influence consumer behavior and outcomes of their perception and preference of brands too. And as we all know advertisement has become a specialized job these days. For advertisements any midway can be selected but advertiser should always certain basics for effective advertising.

## **BASICS FOR CREATIVE AND INNOVATIVE ADVERTISING**

- It must attract the attention of the people to whom it is addresses and create their interest in the product and service.
- It must suggest something to the reader or listener of the advertisement
- It should aim at educating the people for which it is meant
- It must have a conviction value
- An advertisement should create a need for the product in the mind of the people and make them buy the product
- It must make the people remember or retain the message
- It must contain creative ideas with specific message .

The global media domination has produced greater challenges for the advertising industry. To meet the challenge of greater media clutter, the importance of creativity in advertising has much increased today than ever before. Observance the gratitude for intrinsic prospective of creativity in advertising to fracture through the better media mess and grab viewers' attention in a meaningful way, advertising industry nominates advertisements that excel in creativity. It comprises of better appreciation of creative advertisement by the advertising agencies (West, 1993) moreover this kind of advertisements are often used as better measures of advertising creativity research (Kover et al., 199 5; Stone, Besser & Lewis, 2000). Advertising companies appreciate for being awarded as an great creator. Moreover, advertisers believe that more and more innovative ideas in creative advertisement will builds excellent value in a competitive market. Creative advertising is admired as a successful way of attracting new clients (Schweitzer & Hester, 1992). Despite so much importance and recognition in the academia and advertising industry, it is somewhat surprising that effectiveness of creative advertising has got very little attention. If creativity in advertising industry, being recognized by the industry peers in the form of creativity awards is considered as the barometer of advertising industry performance (Ahmed & Haroon, 2003). Ang and Low (2000) initiated that creative advertisements being comparatively more narrative, consequential and poignant, bring out more constructive attitudinal reply towards specific advertisements; as a result ,to quickly evoke positive response towards the brands advertised in the respective advertisements .Although correlating with creative advertisements will show the way to greater remembering value and appreciation of the advertisement, Stone et al. (2000) found that people recall profit-making .Their study found that creative advertising with comparison to control advertisements, find out quick evoke significant. Moreover, creative advertisements do not bring any changes in attitude towards the advertisements and the respective brands. Creative advertising is memorable, lifelong, not as much of media is needed for such type of advertisement and effortlessly creates community. In a changing scenario innovative advertisement are very valuable in influencing people to purchase particular product. From various studies it has been clear that creative ads attract more and more customers and also creates optimistic.

## II. OBJECTIVE OF STUDY

- 1) Highlight on how customer perceive advertisement .
- 2) Impact of creative advertising on purchase behavior of customers.

## III. LITREATURE REVIEW

Advertising is a non-personal paid form where thoughts, perception, products or services, and information, are endorsed through different medias by an recognized sponsor to influence purchase behavior of customers (Ayanwale et al., 2005 and Bovee, et al. 1995). For creating thoughts, penchant, and choosing of product or services advertising is a crucial part for enhancing customers purchase behaviour . Advertising organization are attentive of positive attitude of customers towards a particular product is possible only when ads will attractive and innovative .However, the stance that is formed towards the advertisement ,helps in manipulating consumer's attitudes towards the brand until their final purchase (Goldsmith & Lafferty, 2002). Consumer buying behavior is based on the concept and idea that they use in deciding what and which to purchase a product or service at the spot (Adelaar et al., 2003). The most important endeavor of advertising is to build optimistic attitude

towards the advertisement and the brand, until consumer acquire product and through this optimistic attitude create poignant response among customers (Goldsmith & Lafferty, 2002). Advertiser first intend of advertising is to persuade people to procure things and construct more and more awareness (Bijmolt et al., 1998). According to the traditional attitude theory consumer, behavior is envisage from consumer mind-set when consumers purchase the particular brand, which is their most appropriate choice. The massive development of internet is supposed to have a reflective effect on the media predilection of customers and hence has led to a significant shift in the corporate world while communicating with its target consumers through mass media (Gorman, 2008; Auchard, 2009). Experts argue that people are now turning towards TV viewing on Web, and as more and more online viewing opportunities become available, the trend of online TV viewing will further increase (Schonfeld, 2010). Due to this trend, online medium has also become the part of the advertisers' promotion. mix. Just like the introduction of television in past, advertisers have now realized the benefits of the internet and it has become a bustling hub of commercial activity (Gorman, 2008). From media planning perspective, this has further made the media selection a difficult task. As a result, the introduction of web based television has led to the fragmentation of consumers. Companies have now realized that besides television, consumers should also be approached on the World Wide Web. Consequently, companies will now have to ensure its presence on both television and online medium respectively. This situation is more likely to lead to increase in the advertising budgets of companies. Literature indicates that in situations like this, accountability of marketing managers as well as advertising agencies for optimum utilization of scarce advertising budget of the clients companies also increase (Ang, Lee & Leong, 2007). In other words, the advertisements run on both the television as well as on the World Wide Web, have to be much result- oriented.

As a result, more and more marketers are moving towards demanding more narrative and creative advertisements for their campaign. The importance of creativity in advertising has been much realized among advertising practitioners and academia (Ang et al., 2007). Advertising practitioners consider creativity in advertising as a remedy for breaking through the greater media clutter. (Pieters, Warlop & Wedel, 2002). Correspondingly each and every advertising manuscript usually contains one or two chapters on advertising creativity (Smith & Yang, 2004). In this sense, creativity in advertising is considered as an effective tool to break through the media clutter, capture consumers' attention, build an impression and lead to more effectiveness of an advertising campaign (Till & Baack, 2005). To recognize excellence in the creativity of advertisements, advertising agencies are rewarded with advertising creativity awards.

#### **IV. RESEARCH METHODOLOGY**

This paper is theoretical and therefore I considered all secondary data. For collecting information a number of books ,magazines, This paper work emphasize on two things :- a deductive approach & Qualitative method is being used which provides a deeper understanding of the problem is used. Here secondary data sources are used so as to enhance the content of the entire work. This paper will bring awareness and highlights on innovative ideas which will make available new areas for future research work.

## **V. RESULT AND DISCUSSION**

- ❖ Creative advertising strongly effect the perception of consumer with respect to their purchase behavior
- ❖ Customer brands Loyalty develops due to their mind set and daily experiences of different products in the competitive market.
- ❖ Advertisers represent some innovative ideas through advertisement to influence customer attention and basically to focus on target market.
- ❖ To establish product image advertiser should emphasize for a elongated prospective not for short term perspective.
- ❖ These kinds of discussions and assumptions maintains good relationship with customer creative ads should be effective enough.
- ❖ Creative ads motivate consumers easily rather than by sales promotion of a product.

## **VI. FINDINGS**

- 1) The findings persuade rethinking the assumption that advertising has such a powerful influence on consumer behavior.
- 2) Advertising is powerful enough to convince people easily therefore, Many companies investing their more and more funds on creative advertisements to increase their profit .
- 3) Advertising is a better tool for creating and emphasizing the consumer purchase behavior
- 4) consumer always prefer good quality and reasonable price of a product ,therefore ads should be such which highlights creativity including all message related with products
- 5) Creative advertisement for new or existing product should be easily memorable.

## **VII. CONCLUSION**

The conclusion is that different advertisements experience different views from customers, it can be optimistic as well as unconstructive which as a whole bring lots of changes in attitude and purchase intention of customers Therefore ads should always be in a motivational form and entertaining as well as message should be such which leaves footprint in mind of customer. This will results into positive feedback from customers .

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