

FACTORS AFFECTING THE PURCHASING PREFERENCES OF TV'S VIEWERS: AN OVERVIEW

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Abstract:

Preference is considered as a significant tool for marketers to access the consumer market for any product. There are different factors that affect the purchasing preference of consumer; it may be economical or non- economical, social, psychological. This paper presents an overview of the factors affecting the consumer purchasing preferences. The study is based on secondary data that has been collected from books, research journals, articles etc. finally the conclusion has been written in this paper that advertisement play the crucial role in final purchasing decision of consumers.

Keywords: Preference, Purchasing, advertisement.

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Introduction:

Advertisement has become an inseparable part of our day-to-day life. It determines the image and influences the attitude, preference of consumers toward product. Through the advertisement, marketers try to attract the potential customer to purchase certain product and retain the customer. Advertisement through TV is the most effective way to promote product. Among all marketing tools, advertisement has immensely influenced the preference of viewers' mind as its exposure is much more than other advertisement tool (Katke, 2007). Advertisement is a component of promotional tool that is used to create awareness among consumers about products and services. This is an important tool for marketers for communication. Earlier, different types of symbols were used to influence the TV's viewers. In modern technology, advertisement tools are expanded as well as easily accessible. In today's companies, they need to invest lots of money on the promotion of their product, if they want to be market leader. (Husain et al., 2008). The major purpose behind advertisement is to influence viewers' preference purchasing behavior. Most companies do an analysis study of consumer behavior and the aim is to figure out the factors that directly or indirectly determine how an advertisement affects the viewers' behavior in specific circumstances, like in different economic & social aspects. (Ayanwale et al. 2005). The study of consumer preference is helpful for an organization or marketer to understand the purchasing behavior of particular viewers' in different situations. According to traditional hierarchy-of-effects models, advertising exposure leads to brand recognition and cognition about the ads that further lead to influence the attitude & preference towards the particular product (Mendelson & Bolls, 2002). Thus, without knowing the viewers' preference, advertisement marketers fail to deliver information about their product or services to their viewers. The present paper is an attempt to present an overview of the impact of advertisement on the purchasing behavior of viewers. The study is based on consumer behavior and its influencing factors. As an advertisement is taken as a promotional tool that is easily available to the marketers to create awareness about the product and mould consumers' preference towards that product while taking a final purchasing decision. (Ayanwale et al. 2005 and Adelaar et al. 2003). This paper is interested to find out the role of advertisement factors influencing the consumers' purchasing preferences. The paper is divided into three sections. The first section deals with the introduction and objectives of the paper. The second section deals with how advertisement and various factors influence the viewers' purchasing preference. The last section of the paper presents the conclusion.

Objective:

- 1) To understand the influence of advertisement on the consumer buying preference.
- 2) To know the factors affecting the purchasing preference.

Literature Review**1.1) Relationship between TV advertisement and Purchasing Preferences**

Dunn et al. (1978) described that TV advertising from the functional perspectives, non-personal communication through which inform and persuade members of a particular audience.

Terence A, Shrimpe (1981) the most important purpose of advertisement is to influence the viewers' preference to buy certain product over its competitors.

Kotler (1988) considered that advertisement is a major tool for companies' that they use for direct persuasive communications to its target buyers. Further, he said that the purpose of advertising is to enhance potential buyers' responses to the organization as well as providing information, by channeling desire, and by supplying reasons for preferring a particular organization's offer.

Friedel and Wright (1994) revealed in their study that in the era of globalization consumers are well aware of what they are watching in the advertisement and this information not only help in influencing the buying preference of the consumer but also create a kind of compel to purchase that particular product.

Further Keller, (1994) asserted that advertisement helps in forming the brand awareness that result into strengthens the perception, preference of the consumer towards particular products and influence their purchasing decision.

Rossiter & Percy (1997) argued that advertisements are the best weapons to grasp the attention of the consumer, and this is done in order to increase the exposure and information and awareness of the product that ultimately influences the buying preference of the consumer.

Soutar et al. (1999) depicted in his study that quality is consider as the strongest weapon affecting the consumer intention to purchase something and quality is strong marketing tool of marketing strategy. He concluded that the subsequent qualities are influenced by the consumer perception about the advertisement such as display with bright light and slow music generally associated as high quality product (Baker et al., 1994) and vice versa.

Lin, (2008) if a product is advertised by famous people, consumers would be more attracted towards that products because the advertisement creates a good feeling for products and perception and preferences of consumers affected.

1.2) Role of Advertisement influencing the Consumer Preference

The prime objective of an advertiser is to develop consumers' awareness to meet the need of consumers or introduce a product to consumer or to reach the prospective or potential customers. In the starting phase consumer awareness regarding a new product in the market is usually low in quality, the company or organization has to promote and attempt to arise the customer's demand through advertising. The advertisement influences viewers' preference and perception regarding the advertised goods and services. Advertiser invests lots of money on advertisement of a new product to keep the interest of consumers in their product. To get success there is need to understand how advertisement influences the preferences of consumers. The objective of an advertiser is to get enough market data to develop the profile of buyer so that they can find out the common group for communication. Here, they need study of consumer behavior; the mental and emotional process of the physical activities of people who buy and use goods and services to satisfy particular needs and wants (Arens, 1996). Protor et al (1982) described that the principal purpose of consumer behavior is to study why consumers act in particular ways under certain circumstances. According to the definition of advertisement it refers to a social, economic, information communication process as well as persuasion method. The major concern of advertiser is to attract the potential consumer of the product and influence the buying preference through creating awareness. Television is one of the main sources of advertisement that reach to variety of consumers. All other medium of advertisement are significant but television play crucial because it is the most common mean to watch advertisement via text, audio, visual that influence the consumer attitude, preference, culture status etc.(Abideen, Farooq and Atif, 2011). Advertisement always play crucial role in affecting the customer preference and changing their perception regarding product. Consumer behavior is the study of consumer attitude toward any product.

Consumer behavior investigation is not only analyze different communication method, but also helpful in analyzing the development method of goods and services,(Proctor & Stone 1982).The

purpose of studying the consumer preference is to figuring out the factors affecting the consumer behavior as well as analyzing the how customers behave in certain circumstances. There are some prior studies illustrated how advertisement affect the purchasing preference of consumers. Bolatito (2012) described how brand advertisement plays a significant role in brand selection and how consumer sorts his preference in telecommunication industry. His study based on different firm's of Nigeria. To analyze it he used different variable affecting consumer preference as quality availability, advertisement and price. Finding of the study suggested that people prefer those products that usually are most advertised. They intended to find out how consumer made their purchase preference after watching advertisement and what extent their preference are influenced by Ads. Several other studies show that effective advertisement environment and emotional response greatly influence customers purchasing preference. There are different factor that affect the purchasing preference of the consumer that is discussed in next section of the article.

According to Glushakova (1999) advertisement effectiveness can be measured by achieving the target index of sales volume, market share, awareness and consumer preferences in other words achievement of all target or goals set by organization or firm.

According to Kotler (2002), the purpose behind a good advertisement is to promote, ideas, goods & services. Advertisement established a good relation between producer and the ultimate consumers. An advertisement does not directly influence the consumer's buying preference but also help in creating awareness among the consumers. Therefore, a good advertisement must have quality to influence the consumer's purchasing decision and should have communicated information to the consumers.

According to the Philip Kotler a good advertisements has following features:

- I. To inform
- II. Informing the market of goods and services
- III. Persuasion
- IV. Building of brand preference
- V. Changing buyer perceptions of product attributes.

- VI. Persuading buyer to purchase
- VII. Keeping the product in the mind of consumers during off season.

Factors Affecting the Consumers Preferences

Consumer preference is consider as a part of human behavior, by analyzing it, marketer or firm may estimate how the consumers might have behave in future, while making decision regarding purchasing (Kotler & Armstrong 2010, p.160). A consumer's purchasing preferences is affected by various factors. They may be classified as cultural, social, personal and psychological factors.

Social factors:

Social factors are the most influencing factors on consumer's purchasing preferences. As it is known that Individuals are surrounded by different groups that influence them directly or indirectly such as family member, reference group and aspirational group (Perreau.2014).The first group is family that directly influences the consumer's preference towards any product. Through a family an individual lean love, self esteem social and political status that affects the behavior of an individual throughout life.

As far the concern of second most influencing group is reference group, it includes all groups that have direct or indirect influence on the person's attitude. Reference groups have potential to form an individual attitude or behavior and the impact of this group varies according to the products & brands. For instance in the case of visible product like shoes, dress the influence of reference group are high, while in case of invisible product like services, opinion leader taken as a person having special skill knowledge of that particular good & services.

Some studies say that the role of aspirational group is also creating a great influence on the preference of consumers. This group generally defined as that provides some point of comparison more or less direct about his behavior, lifestyle. This may be member or non-member group but they influence the consumer behaviors because he wish to look like its member & will try to buy same product and services used by that group.

Personal Factor

Every individual has special traits and characteristics such as confidence, openness to others, shyness, curiosity, adoptability, confidence, sociability, autonomy, charisma etc that play significant role in shaping one consumers preference. Among above the self concept of the person is highly influencing personal factor. There are three types of self- concept. First one is how a person see himself and second is how he would ideally like to see himself and the last one how the person thinks that other person see him. Thus, preference of consumer's behavior can be influenced by any of them. What he is what he wants to be or according to him what he believe other think about him (Kotler et.al 2005). Apart from above there are other personal factors influencing the consumer preference.

Psychological Factor

Among the psychological factors there are four factors affecting the consumers' preference. They are as motivation, perception, learning, belief and attitudes. Motivation plays a significant role in influencing the preferences of the consumers. Different consumers have different kinds of needs and when a need aroused to a sufficient level of intensity it change into motivation. Second most important psychological factor is perception through which an individual choose or interpret the information from different sources.

With the help of perception of an individual decides how he will act at a given situation. Every individual form different perception because of three perceptual processes: selective attention, selective distortion and selective retention. At selective attention individual focused on some stimulus that he is exposed. Consumers only focused on those stimuli that relate to his present need. For instance if an individual want a new bike, he will be more attentive only to bike ads, avoiding other advertisements.

Selective distortion refer that, two individual is not going to interpret information in the same way. Different individual have different perception based on their value, beliefs, experience, attitudes and state of mind. Selective distortion leads consumers to situation that is compatible with his belief, value and experience. For example message of a brand interpreted same by different consumers. And after that when an individual expose with lots of information he is not

able to retain all of it. If need selective retention, mean what an individual retain form particular situation. It is seen that when a consumer retain some good regarding one brand he forget everything about its rival brand. (Kotler & Armstrong 2010, p.174). Thus, when an individual motivated he ready act and this action come from learning. Learning refers changes in person behavior that come out from experience. Individual also learn from others just observing them. Individual learn from all time. Consumer's knowledge continuously changes with the changing environment of the world. They can use their experience that allow them to behave same way in future and feedback to alter their behavior in the same kind of situation than before. (Kotler & Armstrong 2010, p.175; Solomon 2004, p.83). Though his learning and experience a consumer from his belief and attitudes. A belief stand for a vision that consumers has on something. It may be based on real knowledge, faith or opinion. Belief of a consumer influenced by different external or internal factors. Different kinds of individual have different beliefs that ultimately affect their purchasing preference. As far attitude is concern it described the consumer, feeling or evaluation towards an individual are difficult to change. Those are anchored deep in consumers mind and can be part of a person's personality. (Kotler & Armstrong 2010, p.175.)

Conclusion:

The overview of literature review suggests that advertisements are most significant tool in creating the awareness among the consumer as well as a positive relation exists between advertisement and consumer behavior. Study reveals that factors like social, psychological, personal are contributing significant role in the purchasing preference of consumers. A marketer tries to develop a direct relationship with the consumer to get better response and commitment from consumers. This research paper is conducted to find out the factors affecting Consumer purchasing Preference. This study help to understand buying behavior of consumers and necessary actions to be taken in order to create a solid position in customers mind as well as creating awareness towards durable goods.

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