

A Study on effect of multiple advertising media at various stages of purchasing residential houses

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Abstract

This research paper helps us to understand the impact of different advertisement media at various stages of purchasing residential house. The Hierarchy of Effects model of decision making was implemented in this study in which the respondent undergoes several stages before the final purchase decision of residential house. Descriptive research was applied in this study and convenience sampling: non-probability sampling; was adopted with a sample size 142 respondents. The findings were that most of the customer perceived Newspaper as an effective media in getting Awareness & Knowledge while Hoarding is found to be the most liked advertisement media whereas Facebook was found to be the most preferred media and helped in convicting the respondent's opinion, lastly Newspaper was found to help in the final purchase decision. It is recommended to focus more on Newspaper media to seek awareness and give knowledge to customers, hence, more often newspaper release is beneficial to the organization and the organization has to pay more attention to the Hoarding as it is found to be the most liked ad media, therefore, hoarding can be placed in Bangalore's CBD to gain more likeliness of the organization; posting more attractive images and run effective Facebook campaigns would be beneficial.

Keywords: advertisement media, effectiveness, hierarchy of effects model, stages of decision making

1. Introduction

Consumer in present market has the opening to choose between various available alternatives of advertisement in different products and services category. In today's era there are numerous online ad media taking over the offline ad media due to the technological progression which reflects the consumer purchasing pattern. Every business invests vast amount of time and money on its advertising but the difficulty arises when it fails to carry the result.

The various advertisement media covered in this study are Newspaper, Radio, Hoardings, Road Median, Brochure, Facebook, Twitter, LinkedIn, Instagram, Blogs and Display ads. This study incorporates consumer behaviour model i.e., Hierarchy of Effects model is used in this study to identify which media is most effective in different stages of consumer decision making process. The stages are used so as to understand which media plays a prominent role. The need of the study helps the organization to identify the importance of different ad media in decision making of the respondents. It also helps the organization to save on those Medias which are inappropriate in the process of decision making. The purpose of the study is to choose a consumer behaviour model for purchase of residential houses and to find the impact of various advertisement media at different stages of consumer model.

2. Literature Review

An intensive review of literature was carried on the related work using various published articles having different observation by the researchers about impact of different advertisement media on consumer decision making.

Al-nahdi, Habib & Abbaas A ^[1]. The study examines the people of Saudi Arabia's intention of real estate purchase and the influencing factors. This study looks at the impact of norms that are subjective, the control of behaviour which is perceived and demographics on the expectation to buy land.

At the end result stated that while purchasing a property there shows a good relationship among the subjective norms and their attitude. When it comes to controlled behavior and demographics it was found that there was an effect which was a moderate one. The purpose of the real estate purchase will be further reference which lets the customer know why their behavior is such which highly influenced them.

P. Kumar and K. Venkateswara ^[2]. This article helps in understanding the relationship between independent variables which is emotional response with attitudinal aspect and independent variables which emotional response with behavioural aspect of consumer buying behaviour, by using the responses of 110 customers. The basic objective of this research is to find the influence of advertising via attitudinal purchase behaviour of consumer both male and female, and finally analysing the influence of Advertisement between the two gender groups. The finding of the research article was there was high influence created by both male and female groups in their respective attitudes towards purchase decision making.

R. Thornton & B. Lin ^[3]. This reviews the fact that digital advertisements bring new advantages and complexities that companies might not even think about. Technological aspects such as compatibility are things that advertisers would have not any thought. Overall, there are fewer data which has to be considered by the advertisers to bring certain impact about the digital communication and for this reason, it is said that it is riskier to invest money in it. When pouring a certain amount of money into advertising, we have to make sure that does the invested money make some sense or we have to adopt a new channel that is not proven to always work. Companies must be more tactful and mindful when they are going into electronic advertisement market rather than choosing the "tried and true" printing methods where there are fewer surprises.

P. Deshwal ^[4]. The researcher gives us helpful insights on

the size and range of online advertisement which is increasing in a humongous fashion. Organizations are spending enormously on online advertisement compared to previous era. Researcher wants to understand the current market which intends to make online advertising more similar to television advertising. The aim of this study was to analyze various types of online advertising media and to find the impact of online advertisements on consumers buying behavior.

R. Kumar ^[5]. This study provides comparative analysis of different media of advertising on the basis of attractiveness, accessibility, message clarity and the influencing power. Media plays very crucial role in advertising effectiveness, this study was aimed at assessing the impact of different media available for advertising. This study suggested that the TV is still been preferred as an important medium of advertising in creating consumer awareness by the respondents which cannot be denied even after the invasion of modern media of advertising like internet. Respondents still prefer TV as one of the most preferred media to watch advertisements. On the other hand Internet as a advertising media has shown its significant presence as it was found to be the second most preferred medium by the respondents. Respondents felt that TV as a advertising media to be the most effective on the basis of attractiveness, accessibility, message clarity, credibility and influencing power. The results of the study revealed that TV is the most preferred medium of advertising.

D. Kirti ^[6]. The researcher conducted a research on consumer beliefs and attitudes towards advertising media and he ended up in finding that relevant information about the product or service, forms the prime importance to attract consumers. This study shows up that the prime importance has to be given to the product or service that the organization is trying to sell and the advertisements media has to provide complete details of the products or service that they are trying to sell. The advertisements have to appeal and attract the customer from which he develops a favorable attitude towards the organization and its products.

D. Alain ^[7]. This study quickly reveals the four major components of print advertisements: which are very essential for advertisers to include while advertising which are Pictures, logos, text & headline. Findings of this revealed that pictures and texts are crucially important for the advertiser while using print as medium whereas logo and headlines are of marginal importance. This study showed that the respondents were finding the print medium to be more informative and entertaining compared to other mediums like Radio, Billboards etc., Since the main goal of the advertiser is to transfer the information print media is found to be the best and respondents felt that texts and pictures are more appealing and attracting their attention to that of the company logos and headline. Hence this study suggests that the pictures and texts form a crucial importance while using Print advertising as a medium to attract or grab the attention of the consumers.

L. Wang ^[8]. The researcher analyses the real estate market China, specifically China Vanke Co. Ltd. In order to get a comprehensive view, the customers' purchase behavior was studied through survey research and case study. Factors that significantly affect customers' interests were location of the real estate, price of the real estate, quality of the real estate and image. Almost all of the factors affects customer

mindset regarding purchasing houses in a positive way, except for the price of the real estate which strongly affects the customers, but in a negative way. The results of the research clearly point out that quality, location and image of the real estate help in attracting people to buy it, but high prices may hinder in the purchase of the house.

S. Vinita and S. Kumar ^[9]. The study reveals about the general opinion of respondents they have towards internet advertisements and findings of this study reveals that internet advertisements are found to be more attractive, appealing and informative compared to traditional modes of advertisements. This study also suggested that the reach of the advertisements done through Internet is more compared to the traditional techniques that companies follow traditional medium of advertising, i.e., Internet marketing surpasses all the geographical boundaries which cannot be achieved locally and the other important fact on Internet Marketing is that the ads on it can be viewed day and night throughout the globe hence which increases the profits of the organization.

J. Lonappan ^[10]. The researcher tries to study how the real estate developers consider preferences and choices of consumers regarding their home buying decision of resident villas and flats. This study was restricted to city of Mangalore on 250 respondents who were going to make a purchase of villas and flats. Based on the age it was seen that the respondents in the 40-50 age group forms the majority and they have taken location as the Prime Factor. Even the individuality & freedom, size of the house, maintenance and management of service are also the reason which affects the home buying decision. The preference of the maximum number of respondents was the maintenance and management facilities. The researcher found that the average people of Mangalore do not prefer buying luxury home. The large part of the population consists of middle class customers. So the researcher feels that the focus of the real estate developer should be on the maintenance and management facilities which the customers have mostly preferred.

3. Methods and Material

The hierarchy of effects model was developed by Robert & Gary in the year 1961. It is a model which tells publicists to make an ad in such a way that the buyer goes through all these six stages of consumer behaviour Model i.e. Awareness, Knowledge, Liking, Preference, Conviction and Purchase.

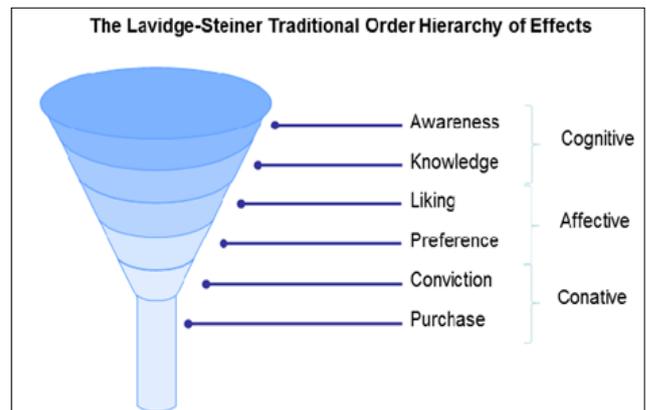


Fig 1

Hierarchy of Effects steps

1. Awareness: It is the major step and the beginning point for purchase of any product or commodity. The product should be branded in such a way that the consumers are aware of any product segment.
2. Knowledge: This step tell us as to how the product is been evaluated with the other brand while considering it before purchase. Hence, company should make sure that their products should contain enough information in a positive way for the consumer via its packaging material, word of mouth, internet, supermarket, retail stores, etc.
3. Liking: This steps shows that the consumer starts liking your product. This leads to emotional attachment and benefits to the consumers. Hence, make them visible effectively for more likeliness given by consumers.
4. Preference: At this stage the consumer would have been convinced with your product but on the other hand we would like the same product of other brand too. This stage helps the organization to make a unique selling point about the product which differentiates it with other. The unique characteristic should be highlighted to the consumer so that they choose your product.
5. Conviction: The conviction stage deals with a situation where the consumer has his/her opinion to buy or whether not to buy the product because of some doubt in their mind. So, the marketers should be capable enough to solve the situation by giving some sample or test drive, etc. hence, this step would make the customer not to quit the product but after the demo the customer may stay back for purchasing the product.
6. Purchase: The final and vital stage of hierarchy of effects model (consumer behavior buying process) is action, i.e. purchase. The company should make sure that the purchasing process is quiet easy and simple to understand without any complex processing which helps the customer to enjoy easy access. If the experience of purchase is good enough for the consumer, he/she will become the permanent buyer of the product and add to the customer loyalty for the company.

Method of data collection

Primary Data was collected from the respondents by preparing a questionnaire with open ended and closed ended questions. Secondary Data was composed from various sources like journals, manuals, e-magazines and website.

Research Design

The design implemented is a descriptive research. This study describes the condition of which advertising media helps the respondents at what stage of the decision making; Sampling Methodology: Non-Probability sampling- Convenience Sampling is a type of non-probability sampling technique that involves drawing of samples on the convenient accessibility of the researcher; Population: The population for this study are the people aspiring to buy a house in the city of Bangalore; Sample size: Total number of respondents for this study N=142; Analytical tools used: The collected data was tabulated, classified and analysed with statistical tools is SPSS tool and Microsoft Excel.

Limitations of the Study: The sampling is limited to the city of Bangalore. The sampling size may not be enough to conclude the results as being applicable to the whole

population. Respondents may not be following the Hierarchy of Effects model being used in the study as a response to the advertisements. There are chances of data given by the respondents being biased.

4. Results and Discussion

1) ANOVA

Ho: There is no significant difference between male and female respondents about their perception on satisfaction towards newspaper as tool for giving awareness on residential house.

H1: There is significant difference between male and female respondents about their perception on satisfaction towards newspaper as tool for giving awareness on residential house.

Table 1

ANOVA						
Awareness Newspaper						
	Squares	Sum of	df	Mean Square	F	Sig.
Between Groups	0.422		1	0.422	0.571	0.452
Within Groups	82.109		111	0.740		
Total	82.531		112			

Interpretation: From the result of the ANOVA analysis shown in the above table we can observe that the significance value is 0.452 which is more than 0.05 at 95% confidence level. Based on the above result we failed to reject the null hypothesis, i.e. there is no significant difference between male and female respondents about their perception on satisfaction towards newspaper as a tool for giving awareness on residential house.

2) Correlation

Table 2

		Knowledge (Facebook)	Liking (Facebook)
Knowledge (Facebook)	Pearson Correlation	1	.734**
	Sig. (2- tailed)		.000
	N	52	52
Liking (Facebook)	Pearson Correlation	.734**	1
	Sig. (2- tailed)	.000	
	N	52	52

Interpretation: From the above table, we can observe that significance value for the correlation between Facebook as a tool for giving ‘knowledge’ to the potential customers and to get ‘liking’ from them is .000 which is lower than .05 at 95% significant level. We also observe that Pearson Correlation is 0.734 which indicates that the correlation is significant, positive and very strong.

3) Regression

Table 3(a)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.386 ^a	0.149	0.109	0.73949

a. Predictors: (Constant), Avg_ Purchase, Avg_ Awareness, Avg_ Conviction, Avg_ Liking, Avg_ Knowledge, Avg_ Preference

Table 3(b)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.483	7	1.069	1.669	.202 ^b
	Residual	8.327	13	0.641		
	Total	15.810	20			

a. Dependent Variable: Overall_satisfaction_level_of_advertisement
 b. Predictors: (Constant), Avg_Purchase, Avg_Awareness, Avg_Conviction, Avg_Liking, Avg_Knowledge, Avg_Preference

Table 3(c)

Model	Unstandardize d Coefficients		Stand ardize d Coeff icent s	t	Sig.
	B	SE	Beta		
(Constant)	2.491	0.393		0.6333	0.000
Aware ness	0.089	0.129	0.082	0.686	0.494
Knowledge	-	0.147	-	-	0.261
	0.166		0.152	1.129	
Liking	0.423	0.117	0.391	3.607	0.000
Preference	0.076	0.128	0.082	0.590	0.556
Conviction	-	0.144	-	-	0.459
	0.107		0.117	0.742	
Purchase	-	0.118	-	-	0.884
	0.017		0.021	0.146	

a. Dependent Variable: Overall_satisfaction_level_of_NE_advertisement

Inte rpre tation: From the model summary table we can observe that the R-square value is 0.149 which indicates that there is 14.9 percent of the variation in the overall satisfaction level with the advertisement done to attract respondents at various stages of purchasing via different advertising media.

From the ANOVA table we find that the significance value for the regression is 0.002 which indicates that the regression equation would be significant.

From the coefficients table we can infer that constant is significant at significance value of 0.000, Likelihood of various advertisement media is significant at significance vale of 0.000 and beta value 0.423. Hence the regression equation can be written as:

Overall satisfaction level of the advertisements done to attract respondents =2.491+0.423*Likelihood of various advertisement media.

5. Findings

1. Newspaper is found to have a strong power in spreading awareness about residential houses of Nitesh Estates.
2. Newspaper provides effective knowledge about the products of Nitesh Estates.
3. Hoarding is found to be the most liked advertisement media by the respondents at Nitesh Estates.
4. Facebook is found to be the most preferred advertisement media by the respondents at Nitesh Estates.
5. Facebook is found to be the most helpful advertisement media in convicting the respondent’s opinion.
6. Newspaper is found to help in the final purchase decision of respondents.
7. Parameters of online advertisement like eye catching and highly informative are found to be rated the highest.

8. Visual presentation and appealing content & message are found to be the most important advertisement attributes rated by the respondent.

6. Conclusion

This study focused on finding the Impact of Different Advertising Media at Various Stages of Purchasing Residential Houses. The researcher revealed various consumer decision making models were studied so as to find which model suits best and later Hierarchy of effects model was chosen. The findings of the Hierarchy of effects model revealed that out of all the different advertisement medias Newspaper followed by Hoardings and Facebook were found to have a large impact in creating Awareness, Knowledge, Liking, Preference, Conviction and finally to take Purchase decision, whereas the other medias i.e., Road Median, Radio, LinkedIn, Instagram, Twitter, Blogs, Brochure were not much effective. Hence from the above findings we can conclude that respondents are people above thirty years and who are mostly professional tend to prefer both offline advertising such as Newspaper, Hoardings, Road Median and online advertising such as Facebook, LinkedIn, Twitter and Instagram.

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