Cognitive Effects of Advertising on Consumer Buying Process: A Study of Non-Durable Products

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Abstract
Advertisement exposure that is unavoidable these days creates certain beliefs which may or may not mould the attitude; and may result in change of intentions and ultimately the behaviour. According to the cognitive response framework some kind of learning plays an important role in determining attitude change. Cognition is an important subject to an advertiser and marketer dealing in non-durable products because the process is highly complex. This study investigated in one particular way that advertisements can affect the processing of Non-Durable products information. The present study has been initiated with the objective to know the effect of different means of media on cognitive buying process of consumers e.g. forming and preventing cognitive dissonance of the consumer, impulsive purchase decision of consumers. This research also helps in extracting the parents’ perception about impact of advertisements on purchase behaviour of their children; sales promotion schemes influence on the purchase decisions of the consumers; impact of different media channels on consumers’ perception about deceptive advertisements and customers’ perception about price and quality of the product as shown in advertisements. The role of the media like television, newspapers, radio, magazines, word of mouth and internet in influencing the purchase behaviour of consumers regarding food products, beverages, apparels and accessories also examined in this research. It was found that the purchase behaviour of consumers is differently influenced by different types of media. The results show that advertisements influence shopping pattern of consumers with varying degree. But there is no relationship between frequency of watching advertisements and shopping pattern of the individuals. The advertisements can easily change the purchasing decision of the consumer if the products are of almost same quality. When a promotion is over consumers go back to regular brand. So, when consumers change the products due to any promotional offer, they go to the brand they generally use. Thus, dissonance may be formed due to any promotional offer but dissonance
for such product is not permanent. Advertisement may also, however, make the occasional impulse purchase. The results also show that after watching an advertisement there is no spontaneous purchase decisions of the consumers for all the schemes. The parents consider that advertisements are influencing their children behaviour towards unreasoned shopping and they agree that they respect the expertise of their children over products while making purchase decisions. The obtained data demonstrate the usefulness of this conceptual perspective in examining cognitive effectiveness of advertising issues of both practical and theoretical importance.

Key words: Advertising, Cognitive dissonance, Purchase Behaviour, Non-Durable Products, Consumers Perception.