

Content available at: <https://www.ipinnovative.com/open-access-journals>

Journal of Management Research and Analysis

Journal homepage: <https://www.jmra.in/>

Original Research Article

Impact of advertisement on products

Gururaj Phatak^{1,*}, Pushpa Hongal², N Nagaphanindra¹

¹Dept. of Studies in Management, GM Institute of Technology, Davangere, Karnataka, India

²Kousali Institute of Management Studies Karnatak University Dharwad, Karnataka, India



ARTICLE INFO

Article history:

Received 04-01-2022

Accepted 11-02-2022

Available online 18-04-2022

Keywords:

Customer Usage

AIDA

Satisfaction

Advertisement

ABSTRACT

The objective of this study is to identify customer usage of patanjali products, factors influence to buy patanjali products, customer attention towards patanjali products, to identify consumer decision-making process through aida model, and evaluate the satisfaction level of customers after purchase based on ads. I have taken 301 samples for my project and used descriptive as well as exploratory research. I have used random sampling technique to choose the respondents. The statistical tools used for the evaluation of data is t-test, garret ranking and frequency analysis. The study covers the impact of advertising on the consumer buying decision. Furthermore, the work highlights the meaning of advertising as a promotional tool; it also examines the impact of advertising on customers concerning new products.

When the study conducted on people of davanagere city, regarding usage of patanjali products, it has come to light that majority people uses patanjali products frequently, people also ranked message as first factor to buy patanjali products followed by information about the product and quality, and then many people shed some light on that television grabs their attention to watch advertisements.

This is an Open Access (OA) journal, and articles are distributed under the terms of the [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 License](https://creativecommons.org/licenses/by-nc-sa/4.0/), which allows others to remix, tweak, and build upon the work non-commercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.

For reprints contact: reprint@ipinnovative.com

1. Introduction

In a competitive market, it is important for advertising managers to grab consumers' attention through advertisements and sales promotion. A sizable marketing budget is spent on advertising. The trend of using digital media platforms for advertisements is growing. This study intends to explore the importance of various media advertisements on Consumer Buying Decision stages such as Awareness, Interest, Desire, Action.

The hierarchy of effects model is a multi-stage process that describes how customers go from being completely oblivious of a brand to being aware of it, manifesting specific preferences, purchasing the goods, and potentially developing brand loyalty. In this process, it is critical for a marketer to precisely define these hierarchical levels and

track which stage he could move his customers to in each situation. The AIDA model, which defines four stages that advertising leads the customer through, commencing with awareness, interest, desire, and ultimately action, is an influential hierarchical model.

Consumer engagement is a critical component of hierarchy models. The amount of time, energy, effort, and other resources expended by people in the process of acquiring a product or service, or committed to getting a particular object or outcome, is referred to as participation. Personal motivation, which can be emotional or rational, is frequently linked with this trait. Consumer engagement in purchasing a product has varying degrees of psychological involvement, which may be divided into two broad categories: low and high. The minimal participation indicates that the customer buys out of habit rather than considering and assessing his or her options. This has

* Corresponding author.

E-mail address: gururajphatak4u@gmail.com (G. Phatak).

a significant impact on the communication process: the success of an advertising message is determined by the frequency of exposure rather than the substance or intensity of the message.

Combining advertising and entertainment factors proved to be an effective way of gaining consumers' attention, increasing interest, creating desire, and encouraging action, which are the four stages of the AIDA model, which can be used to depict a series of sequential reactions that a consumer has while exposed to advertising messages. The effect of advertising on society has acquired an extraordinary change. It has made individuals think past their smaller universe of security. It has made society to change their method of living. The advertisers attempt to impact or convince customers to purchase the specific item. It is additionally a medium serving numerous organizations.

Advertising has acquired a high-level way of building mindfulness about any item or an assistance in the general public. It has empowered the shoppers to know about the help or the item prior to making any buy. Advertising has developed on the degrees of imagination and advancement. The kinds of advertisements being created these days have shown extraordinary impact on the personalities of individuals by convincing them through alluring advertising strategies. Today the human necessities are satisfied by the wellspring of ads. Pretty much every item today is promoted to arrive at bigger gathering of individuals. This advantages the organization with expanded deals. For example, if an individual wishes to purchase a vehicle and is in situation if to make a buy for it. For this situation his objective would set, and he would be anxious to take in additional about it from the notices. The ad will in a manner incite him to purchase. In this manner notices control the psyche of the intrigued individual by satisfying their need.

Advertising has expanded the consciousness of individuals by keeping them refreshed with the exercises of market like what item is dispatched? What is the market cost of that item? What is its utilization? How could it be utilized? And so-on This empowers them to partake in the continuous happenings market effectively. All in all, advertising impacts the customer conduct. Advertising impacts on the monetary security of the general public. The impact of advertisements on the general public forms their craving to buy. This builds the deals of the organization which summarizes to profit the monetary height of the country.

Patanjali Ayurved, otherwise called Patanjali, is an Indian global purchaser bundled merchandise organization, situated in Haridwar, Uttarakhand, India, which was begun by Ramdev and Balkrishna in 2006. Its assembling units and base camp are situated in the modern space of Haridwar, while the enrolled office is situated in Delhi. The organization makes mineral and natural items. Patanjali products are grouped in the classifications of Health care,

Personal care, medication and FMCG. The organization over all fabricates 900 products among which 45 kinds of corrective products and 30 sorts of food products are made which are of Ayurveda and characteristic segments. It has additionally dispatched excellence and baby products. Patanjali manufacturing division has over 300 medicines for treating a range of ailments and body conditions, from common cold to chronic paralysis. When Patanjali launched instant noodles on 15th November 2015. The food safety and authority of India slapped a notice on the company.

Patanjali has reported to enter the textile manufacturing centre. Which not just incorporates manufacturing of conventional garments like kurta pyjama it likewise incorporates western garments like pants. Alongside this it additionally declared it will set up another manufacturing plant Patanjali Herbal and Mega Food park in Blipara, assam by contributing 1200 Cr.

2. Literature Review

In the present scenario one is continuously bombarded with all kinds of advertisements. The study shows how advertising has affected Patanjali customers positively or negatively. Consumers usually look for the products which adds value to their products or else they won't be able to differentiate between the products. And advertisement is one of the crucial aspects which adds that value to the product where customers can easily find difference among other products. This is quite natural that the promotional activities do cost a firm a lot. The return can be taken in form of the profits earned by the company.

1. *Anisa Khanum and Dr. Abhay Verma, 2017*,¹ The article says due to its general media correspondence Television is most popular diversion source. Television empowers the advertiser to impart by consolidating motion, sounds, words, colours, personally and stage setting to communicate and exhibit thought to huge and broadly conveyed crowd. Television assumes an indispensable part in convincing, illuminating and reminding both potential and existing clients towards settling on a brand decision. Television advertisement as a rule assume a part in either presenting an item and furthermore persuading to purchase the item. Television advertisement with underwriting make simple recognition for the clients for the publicized brands or item as the clients partner the brand with the brand. With 500 respondents for their study.
2. *Naveen. V and Dr. Sanjeev Padashetty, 2017*,² The investigation says that the advertisement turns into the instrument to present any of the brand in the market to individuals. What's more, the creator says that the TV has a significant task to carry out in it. Television promotions consistently give significant data about the item and the advantages about the item, this affects

TV watchers. This audit assisted the Authors with understanding the various assessments of the clients and examinations of specialists who focused on what TV promotions has meant for factors on purchase decision.

3. *Dr. Anuja Agarwal and Sakshi Gupta, 2016.*³ The Article says that the Big FMCG organizations are examining emphatically about Patanjali marks in their organizations Board rooms. It likewise says that Patanjali has become the Indian Body shop. The creators attempted to comprehend purchasing conduct of the clients who are utilizing Patanjali Products and space of chance accessible for them through the Questionnaires and through meeting the clients. It is worth to know does Patanjali will obtain portion of the overall industry, Penetration and deals by conveying their assets to the mainstream items and influence the most powerful factor of clients purchasing decision for their development.
4. *Dr.P. Sadhasivam and A. Nithya Priya, 2015.*⁴ In his examination clarifies with the development of new innovations, where the media assumes a critical part in advertisement which characterizes how a shopper thinks feel and act broad communications and online media has affecting the customers perspectives in the general public. It is an action or interaction that involves common sharing or trade of ideas, information, sentiments feelings and response. TV advertising is a helpful apparatus of correspondence. TV advertisement is a medium viewed as incredibly significant in conveying the message to its intended interest group as a quickest method of making mindfulness.
5. *Syed Khazim and D.G. Kanthraj, 2015.*⁵ The examination says that the advertisement simply not just change the method of item is devoured yet in addition it modifies the disposition of the shopper with which they take a gander at the item. The article says advertisement can offer extraordinary traits to an item or administration that it might have needed something else. The principle focal point of the investigation was to recognize the impact of advertisement on youth between 15 to 24 years old. To look for the appropriate responses from the respondent's distinct method of examination was convey forward. The investigation was conducted at the Bangalore City with an example size of 100 respondents through arbitrary examining technique. Which further taken for the factual investigation by using SPSS Software. The examination demonstrated that there is a solid connection between the corrective advertisement and client purchase decision.
6. *Aditi Naidu, 2015.*⁶ Here the creator has estimated how Advertisement creates deals, fundamentally when the advertisement effectively impacts the clients the deals get produced naturally, this investigation has dissected that there is an incredible effect over deals as the promotions impact the clients and the clients will purchase the items to know this effect the creator has taken 2 factors Conation and influence.
7. *Samar Fatima and Samreen Lodhi, 2015.*⁷ Cosmetic industry is one of the thriving industries in the market where in each young lady is dependent towards cosmetics so here by this examination is conducted in Karachi to know what advertisement is meaning for the clients in purchasing cosmetics items. So far advertisements are in effect accommodating in making the mindfulness about the item making purchasers to purchase those items. The examination was considered for both male and female of 200 in numbers with various brands of cosmetics. The examination draws out the outcome that the cosmetics promotions are missing behind in making solid discernment among the clients with respect to advertisements in light of the fact that the clients are a lot of skin cognizant. What's more, it additionally said that there is a positive connection between the shopper mindfulness and purchaser discernment as it buries associated.
8. *S. Venkatesh and Dr. SenthilKumar, 2015.*⁸ Radio advertisements and print advertisements are diminishing step by step it was the point at which these two media assume a crucial part in advancing the promotions yet this is a period where the Radio promotions and the Printing promotions have decreased when contrasted with Television advertisements and Internet advertisements. The article says that there were no surveys in past in regards to know the Impact of Humor advertising in Radio and Print advertising henceforth the writers thought that it was troublesome in knowing the specific effect which affected the clients through Radio and Print promotions.
9. *Soumya Bandyopadhyaya, 2014.*⁹ To know the effect of advertisement on the American advertising Humor of Taiwan's Consumer. During the examination the field study was taken where in the clients were shown the Taiwan marks and asked their discernment over them how much the advertisements have impacted them to purchase those items among Humor quality and insight. The examination draws out the outcome that these three pictures had a beneficial outcome on the clients which made them to purchase the items.
10. *Prateek Maheshwari, Nitin Seth and Anoop Kumar Gupta, 2014.*¹⁰ The examination says that in the present exceptionally aggressive, dynamic and innovation driven business conditions, advertisers are feeling the squeeze to convey the best. Associations are persistently improving and overhauling themselves to

satisfy clients assumptions and needs. The innovation has additionally changed the method of connecting the crowd. Advertisers have distinguished latest media alternative to impart and persuade likely customers. The Objectives of this paper is fundamentally survey available writing on advertisement viability in setting of changed advertising media. Perceived significant holes in the writing and recognize future exploration possibilities based on basic investigation of writing.

11. *Mandan, Hussein & Furuzandeh, 2013*,¹¹ Entertainment has been one of the essential models for making an ad. Entertainment is utilized as a device to acquire consideration of clients. A fascinating and engaging promotion is bound to be recollected by purchasers as opposed to an exhausting one. Thusly, it very well may be said that entertainment builds the adequacy of advertising. That is the reason numerous organizations are putting away a ton of cash to make notices that are hilarious
12. *Danial K. Stewart, 2013*,¹² The writer says that in this article that the expectation from the client assumes a crucial part during the purchasing interaction when they see the advertisement on media there forecast drives the items on its way subsequently the writer has accepted forecast as a significant part in his examination and the investigation was test plan where in my examination is simply to know how advertisement has affected on the Patanjali items.
13. *Teixeira, Picard & Kaliouby, 2013*, Harvard educator Teixeira has conducted a fascinating examination on this respect and composed a paper "Why, When and How a lot to engage customers in advertisements?" The investigation depends on a facial following examination (software used to follow the facial feelings) in light of the TVs. This is a first of its sort study and is the most recent.
14. *Ghulam Shabbir Khan and Javaria Siddiqui, 2012*,¹³ For taking purchase decision about any item or administration Advertisement turns into a method of correspondence which passes the message to the shoppers. In his investigation he inspects the connection among Environmental and Emotional reaction which are free factors with subordinate variable that is Consumer purchasing conduct. His examination researches the connection between two factors required by taking 200 reactions in Twins urban areas of Pakistan. The discoveries of this examination shows that the moderate connection between free factor and ward variable that buyer purchasing conduct. The examination closed with saying that the purchasers purchase just that brands which they are sincerely appended with.
15. *Elisabetta Corvi, 2010*,¹⁴ The point of the article was to propose a basic way to deal with screen and control the encoding stage, over and over again dismissed by the tenet and administrators in the correspondence interaction. The article additionally examined a potential strategy to research the level of occurrence/conflict between what is passed on through the advertisement and what is perceived by the purchasers. The object of examination is the verbal content of the spot to confirm the degree of understanding the message and, if fundamental, to discover the reasons of a wrong seen meaning.
16. *Chang, 2006*, Explored about engaging advertisements and its effect on shopper fulfilment and leave sway on their conduct goals. In light of his exploration on 152 members, he tracked down that engaging advertising can decidedly expand purchasers' fulfilment, along these lines impacting customer purchasing conduct.
17. *Duncan & Nelson, 1985*,¹⁵ Conducted an examination on what entertainment in advertisement means for shoppers. They dissected 157 reactions towards advertising and tracked down those engaging advertisements can impact buyers. It impacts purchasers into tolerating and burning-through the item
18. *Martin Mayer, 1958*,¹⁶ Advances three essential ideas as to a decent advertisement. As he would like to think an advertisement should fundamentally be a conceivable one. Basic strategies, like the utilization of pictures or charts likewise increment the trustworthiness of the advertisement. Reiteration is another critical idea on account of advertising.
19. *Joel Dean, 1951*,¹⁷ Sees that the advertising uses for every item ought to be pushed to where the extra expense rises to the benefit from the additional deals brought about by the cost.
20. *Jerome D. Scott, 1943*,¹⁸ Assessment the impacts on advertising costs upon benefit and liquidity are significant contemplations in drawing external lines for advertising. He likewise depicts that typically a delay happens between advertising expense and deal results. As he would see it the company's assets put forth a genuine line on advertising cost. Breaking down the greatest degree up to which a firm can spend on advertising,
21. *Mumtaz, 2019*¹⁹, The AIDA model is widely used by business owners and entrepreneurs worldwide. The cottage and small company owners in developing countries, on the other hand, are mostly unaware of the strategic use of this paradigm for social media. As a result, the primary goal of this article is to raise awareness of the strategic application of the AIDA model among underprivileged company owners and entrepreneurs who are struggling to manage their small enterprises in Pakistan's underdeveloped areas.

The material was gathered through focus groups and personal interviews. The results reveal that the AIDA model is extensively utilised for marketing and promoting products and services through social media worldwide, with the proportion showing significant growth in this regard.

22. *Ullal & Hawaldar, 2018*,²⁰ The information used in the paper is a combination of store advertisements, customers' paths inside the store, and product information. The authors use this data to determine how advertising influences consumer behaviour while making choices. According to the findings, advertisements have a minor influence on shoppers within stores. The null effect is established, and one standard deviation in advertising has a 1.2 per cent influence on store traffic. However, the influence may be seen at the bottom end of the model. The impact of one standard deviation in advertising on retail sales was 8.4 per cent. Further data mining revealed that while there is no significant rise in the number of clients, the increase in revenues is due to the increased quantity of purchases made by current customers.
23. *Hassan et al., 2015*,²¹ Based on the Attention, Interest, Desire, and Action (AIDA) model, this research provides a method for leveraging social media as a marketing tool for small businesses. Although the AIDA model has been widely used in internet marketing, its relevance to social media is uncertain. Twenty-two small company owners participated in a focus group discussion to collect data. The results suggest that the model may be used to plan how to use social media for marketing reasons. The recommended method serves as a roadmap for small company owners on using social media strategically for marketing.
24. *Rehman et al., 2014*,²² Using the AIDA paradigm, this study evaluated the efficiency of mobile and email marketing channels. To obtain data, the study employed a questionnaire-based survey. Logistic regression was used to examine the data gathered. The research is based on a mega store's marketing channels. Compared to email marketing, the results showed that mobile marketing was more successful. This study was noteworthy because it was the first time that a comparison between both channels was made using the AIDA model. Marketing specialists are said to enhance sales by employing mobile marketing; however, this effort should be accompanied by email marketing.
25. *Song et al., 2021*,²³ The paper proposes a unique way to merge models based on information systems and marketing communication. The study used two theories, the technology acceptance model (TAM) and the Attention-Interest-Desire-Action (AIDA) model, to better understand how customers embrace on-demand food delivery apps and determine the impact of marketing communication on marketing communication consumer behaviour outcomes. To predict behavioural intents, a conceptual model and hypotheses were built by merging the essential elements of the two models. The attention and interest in the AIDA model were shown to be closely connected to TAM's key behavioural assumptions, perceived utility and perceived simplicity of use. As a result, marketing communication might be seen as an external factor in accepting new developments. Furthermore, it was shown that a person's attitude toward adopting new technology functions as a mediator, promoting interest in the app.
26. *Prathapan et al., 2019*,²⁴ With its importance to nations' economic growth, tourism has become a vital sector worldwide. Kerala is well-known worldwide for its diverse locations and attempts to market the state as a tourism destination. Both the state and commercial organisations are trying to attract a significant number of tourists throughout the year. In this regard, the current study was carried out to compare the Kerala tourist website of the government with those of its rivals to assess their promotional efforts. To assess various websites' promotional efforts, the researchers used the AIDA model in digital marketing. The site analytics was performed using Alexa and SEMrush as a comparison.
27. *Lee & Hoffman, 2015*,²⁵ One of the most well-known promotional ideas in marketing is the AIDA Model (Attention-Interest-Desire-Action). We utilise infomercials as a unique instructional tool to teach the four components of the AIDA model using active-learning methodologies and peer critiques. According to student evaluations of this active-learning assignment, the infomercial exercise boosts students' creative contribution, stimulates participation, creates class interest, fosters peer connections, and enhances the topic understanding. The activity's benefits, limits, and learning objectives are also explored.
28. *Gharibi et al., 2012*,²⁶ The primary goal of this study is to determine the efficiency of advertising in private insurance businesses in Tehran's metropolitan area using the AIDA model. The subject field and population for this descriptive research study were all insurance businesses, with the population size being infinite. The sample size of 387 people was calculated using the infinite sample size formula. This study relied on questionnaires to obtain data. The two sections used descriptive and inferential statistics to evaluate the data acquired using the Spss and Lisrel software. The findings show that the test hypotheses component of the AIDA model has a positive and substantial link with the efficacy of advertising in private insurance businesses in Tehran.

29. *onthi, 2019*,²⁷ Promotion is an essential part of communicating the benefits of your product or service to clients. Marketing and well-designed promotional tactics promote long-term success, more consumers, and profitability for firms. Every promotional plan, whether it is advertising, a discount offer, or hoardings, is designed to boost its sales and profits. The purpose of this study is to determine the most effective Maruti Suzuki promotional offers and to assess the impact of promotional offers on Maruti Suzuki consumers' purchase decisions. The study is based on the AIDA model, and the primary data is obtained via a questionnaire from an 81-person sample group chosen by random selection. Pie charts, percentage bar graphs, and chi-square are used to assess the data. According to the survey, the majority of respondents think that successful commercials affect their buying choice and attitude toward a business.
30. *Hadiyati, 2016*,²⁸ Marketing is a company's approach to creating value and developing a reciprocal connection with its customers. Marketing is also a strategy for achieving an organization's or company's objective; as a result, they must be more successful and better than their competitors in creating, delivering, and conveying the value of customers to the target market. This study aims to determine and assess the marketing mix's impact on the AIDA model. The marketing mix and the AIDA model influence consumers' purchase decisions. The target audience for this study is consumers who buy products online, and the sample size is 97 customers; the sample was chosen by chance. The researcher uses route analysis as a data analysis tool, and the findings reveal that the marketing mix impacts the AIDA model. The marketing mix and the AIDA model directly and indirectly impact customers' decisions to buy online goods.

3. Reseaech Methodology

3.1. Statement of the problem

To know the effect of the advertisement on consumer buying decision. Buying decision is one the vital factor in each consumer life the decision may concerning anything possibly it could be with insight, Satisfaction or the Advertisement. At the point when the new item is presented in the market through advertisement the client may think in end number of ways no advertiser or the merchant will know what portion of the Advertisement pulls in the consumer to purchase the item, also the articulation of issue here convey sent in the examination is to realize which components of Advertisement like Message, Information about the product, Swadeshi, Baba Ramdev, and Store appeal have affected the clients to buy Patanjali Products and the outcome came as the Information of the Product impacts the clients to

purchase the Patanjali Products.

4. Need for The Study

This study is focused mainly on the Impact of Advertisement on consumer buying decision and also to know how much the advertisement has influenced the customers in purchasing the products and was that much influence over advertisement was needed or not.

4.1. Scope of the study

The study covers the impact of advertising on consumer buying decision. And the work goes further to highlight the meaning of advertising as a promotional tool, it also examines the impact of advertising on customers with respect to new products.

5. Research Methodology

1. Exploratory research: Exploratory research is conducted for a problem that has not been studied more clearly, intended to establish priorities, develop operational definitions and improve the final design.
2. Descriptive Research: This research is used to describe the state of view as exist at present. It is a fact-finding investigation.
3. Sample Size: 301
4. Sample Technique: Random Sampling
5. Primary Data: Through Questionnaire.
6. Secondary Data: Books, Journals and Articles.

6. Data Analysis And Findings

Data Analysis is an interaction of reviewing, purifying, changing, and demonstrating data fully intent on finding helpful data, educating ends, and supporting dynamic. Data analysis is a cycle where the gathered data is examined, changed and displaying of data is finished determined to find helpful data, recommending and end and supporting decision-making.

6.1. Objective 1: To identify and evaluate customer usage of patanjali products

Out of 301 Respondents, 72 Uses Every day, 122 Use Frequently, 94 Use Rarely And 13 Never Used the Products. That Is Out Of 100%, 24% Uses Every day, 41% Uses Frequently, 31% Uses Rarely And 4% Never Used the Products.

6.2. Objective 2: To Identify and evaluate factors influenced to buy patanjali products.

Garrett Ranking

1. According to Henry Garrett Ranking Method, The Responses given by the respondents are calculated based on formula:

For counting the ranks given by respondents we use the formula

=countif(range, Criteria)

2. To Calculate Percent Position the formula used

is $=301(R_{ij} 0.5)/N_j$

Where, R_{ij} = Ranks i.e., 1,2,3,4,5,6,7,8,9,10

N_j = Total Ranks Given by the Respondents i.e., 10.

Factors	Rank
Message	1
Information About the Product	2
Quality	3
Price	4
Packing	5
Swadeshi	6
Baba Ramdev	7
Availability	8
Quantity	9
Store Attractiveness	10

6.3. Objective 3: To identify and evaluate customer attention towards patanjali products.

Out of 301 respondents, 152 say tv gets their attention, 41 says that hoarding get their attention, 56 says that news paper gets their attention, 34 says that internet gets their attention and 18 says that mobile ad's get their attention

6.4. Objective 4: To identify and evaluate consumer decision making process through AIDA model.

AIDA Model Expands to Attention, Interest, Desire and Action. To Evaluate Consumer Decision Making Process on Each Component Certain Statements Were Asked in The Questionnaire to That Respondents Responded According to Their Activity. In the Study Attention Component Found That Television and Baba Ramdev Grabbed Respondent's Attention. In the Interest Component Respondents Responded That Tv Ads Grabs Most of Their Interest. Desire Component Says That Respondents Desire About the Quality and Purity of The Products. And Action Component Says That Patanjali Advertisement Create Positivity in Respondents Minds.

6.5. Objective 5: To identify and evaluate satisfaction level of customers after purchase based on ads.

Out Of 301 Respondents, Regarding Level of Satisfaction After Purchasing an Advertised Product 6 Were Highly Dissatisfied, 18 Were Dissatisfied, 57 Say They Can't Define Their Satisfaction Level, 130 Were Satisfied And

90 Were Highly Satisfied. That Is Out 100%, 2% Highly Dissatisfied, 6% Dissatisfied, 18.90% Neither Satisfied nor Dissatisfied, 43.20% Satisfied And 29.90% Highly Satisfied After Buying an Advertised Product.

7. Hypothesis Test Summary

	T	df	Sig. (2-tailed)
Scale Variable	85.601	300	.000
Satisfaction	71.672	300	.000

According to t- Test At 5% Level of Significance the Value .000 Is Less Than 0.05, So Null Hypothesis Is Rejected. Therefore, There Is an Association Between AIDA Model Component and Satisfaction Level.

	t	df	Sig. (2-tailed)
Satisfaction	71.672	300	.000
Usage	44.743	300	.000

According to T Test At 5% Level of Significance the Value .000 Is Less Than 0.05, So Null Hypothesis Is Rejected. Therefore, There Is an Association Between Usage and Satisfaction Level.

8. Findings

1. It Is Found That the Male Respondents Showed More Interest Than Female Respondents in Sharing Their Opinion Regarding This Study.
2. I Came to Find Out That Irrespective of Gender Both Male and Female, That Employees Are More Interested in Watching Ad's and Taking Their Purchase Decision.
3. As We Find in The Study That Majority Respondents Are Well Educated Up to PG.
4. As This Study Concentrated on Davanagere City Which Is Urban Area, Some Rural and Semi Urban Area Respondents Also Showed Interest in Responding to Questionnaire. Which Shows That Patanjali Advertisements Not Only Impacted the Urban Area People but It Also Impacted Rural and Semi Urban People Also.

9. Conclusion

Advertisement Is One of The Crucial Factor Which Determines the Future of Any Product. With Respect to The Factors Involved in Advertisement Such as Message, Information About the Product or The Brand Ambassador and So on It Grabs the Attention of The Consumers Might Be Either of The Factors Likewise the Patanjali Ads Have

Also Influenced the Customers in One or The Other Way with Respect to The Factors the Study Says the Information About the Product Influenced More to Buy the Patanjali Product.

10. Source of Funding

None.

11. Conflict of Interest

None.

References

- Khanum A, Verma A. Take this privilege to welcome all of you to the continuous 41st edition of International Journal Of Informative & Futuristic Research. *Int J Informative Futuristic Res.* 2017;4(5):6361–82.
- Naveen V, Padashetty S. Effects of Literature review on ads in Purchase Decision. *Imperial J Interdiscip Res.* 2017;3(1):1362–2454.
- Anuja A, Agarwal S. The Impact of Patanjali Products on the FMCG Business Hither to Dominated by Multi-Nationals like Hul, P&G, Nestle etc. *Int J Informative Futuristic Res.* 2016;4(5):6361–82.
- Sadhasivam P, Priya AN. A Literature Review on the Impact of Television Advertising Vs. Online Advertisement among Consumers. *Int J Adv Res Comput Sci Manag Stud.* 2015;3(10):151.
- Khazim S, Kanthraj DG. Impact of Advertisement on Consumer Buying Decision with respect to cosmetics products. *Int J Manag Dev Stud.* 2015;4(3):1423–2321.
- Naidu A. Advertisement effectiveness: A review and agenda Publication. *Int J Econ Manag Eng.* 2014;8:12.
- Fatima S, Lodhi S. Online Advertisement among Consumers Publication: International journals of Advance Research in. *Computer Science and Management Studies.* 2015;3(10):151–154.
- Venkatesh S, Dr N, Senthilkumar. 2015.
- Literature review on Effectiveness of Advertising Publication: 10TH Global Conference on Business and Economics October 15-16; 2010. p. 978–978.
- Maheshwari P, Seth N, Gupta AK. Impact of Advertising on Buying Decision of Consumers towards FMCG products in the Rural Market. *The impact of Patanjali products on the FMCG Business Hitherto Dominated by Multi-Nationals like HUL, P&G, Nestle etc.* 2014;6(3):1697–2347. doi:10.37391/ijbmr.060302.
- Mandan H. Business and Economic Research : BER. vol. 3; 2013. p. 1–20.
- Stewart DK. Determinants of Retail Selection Decision: A Comparative Study of Rural and Urban Consumers. *SSRN Electron J.* 2013;11:608–14.
- Niazi GSK, Siddiqui J, Alishah B. Effective Advertising and its Influence on Consumer Buying Behavior. *Inf Manag Business Rev.* 2012;4(3):2220–3796.
- Corvi E. The effectiveness of advertising: a literature review. *10th Global Conference on Business and Economics October 15-16.* 2010;p. 978.
- Nelson JE, Duncan CP. The distraction hypothesis and radio advertising. *Journal of Marketing.* 1985;49(1):60–71.
- Mayer M. Cases in Direct Marketing 2nd Ed Pub: NTC Business Books; 1958. p. 320.
- Dean J. Advertising Budget” Harvard Business Review. vol. 29; 1951. p. 65–74.
- Scott JD. Advertising When Buying is Restricted. *Harvard Business Rev.* 1943;21(4):443–54.
- Mumtaz R. Awareness and perspectives social media as new strategic marketing approach in minor industries; notion grounded on AIDA model. *J Content Community Commun.* 2019;10(5):213–24.
- Ullal MS, Hawaldar IT. Influence of advertisement on customers based on AIDA model. . *Problems Perspect Manag.* 2018;16(4):285–98.
- Hassan S, Nadzim SZA, Shiratuddin N. Strategic Use of Social Media for Small Business Based on the AIDA Model. *Procedia - Soc Behav Sci.* 2015;172(27):262–9.
- Rehman FU, Nawaz T, Ilyas M, Hyder S. A Comparative Analysis of Mobile and Email Marketing Using AIDA Model. *J Basic Appl Sci Res.* 2014;4(6):32–49.
- Song HJ, Ruan WJ, Jeon YJJ. An integrated approach to the purchase decision making process of food-delivery apps: Focusing on the TAM and AIDA models. *Int J Hospitality Manag.* 2021;95(4):102943. doi:10.1016/j.ijhm.2021.102943.
- Prathapan M, Sahadevan S, Zakkariya KA. Effectiveness of Digital Marketing: Tourism Websites Comparative Analytics Based on AIDA Model. *Pramana Res J.* 2019;8(3):15–26.
- Lee SH, Hoffman KD. Learning the ShamWow: Creating Infomercials to Teach the AIDA Model. *Marketing Educ Rev.* 2015;25(1):9–14.
- Gharibi S, Danesh SYS, Shahrodi K. Explain the Effectiveness of Advertising Using the Aida Model. *Interdiscip J Contemp Res Business.* 2012;4(2):926–40.
- Donthi V. Aida model: An invisible promotional tool - Maruti Suzuki India limited perspective. *Int J Innovative Technol Exploring Eng.* 2019;8(12):4807–13.
- Hadiyati E, Putra RS, Daud I. Design Engineering Competitive advantage and marketing performance in smes :how the role of entrepreneurial and market orientation? Hadion Wijoyo. *INDONESIA Ernani Hadiyati Econ Business Fac.* 2016;(1):923–34.

Author biography

Gururaj Phatak, Assistant Professor

Pushpa Hongal, Assistant Professor

N Nagaphanindra, Student

Cite this article: Phatak G, Hongal P, Nagaphanindra N. Impact of advertisement on products . *J Manag Res Anal* 2022;9(1):29-36.