

Effect of Advertisement on Millennials Perception & Behaviour

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Abstract— *The study helps determine factors like price, quantity, quality, packaging, content, correct ingredients, religious aspect, and genetic factors that influence people to buy the product/service. Collected data from students, working professionals, business class, and homemakers. Changing advertising appeals attract more millennials as well as influence millennials preference. The study aims to study the level of satisfaction among millennials with advertisements like awareness of product availability, knowledge of brand loyalty, easy to compare with a competitive advantage, etc. This study also helps to recognize the effect of advertisements on millennials buying behaviour. In the competitive market, any product can't survive without advertisements. Millennials buy goods when they feel it's necessary. Companies should give advertisements to brand recall in the minds of customers. This study focused on the effect of advertisements on millennials buying behaviour and perception while changing the advertising appeals during the time of Covid.*

Keywords— *FMCG, appeals, advertisement, online, brand, behaviour*

I. INTRODUCTION

Advertisement

Advertisement plays a significant role in today's millennials life. Now everything is done with the help of advertisements like selecting the restaurant for dinner to booking a banquet hall for a party or special events, find the best holiday spot to watch the movie, search for the educational institutions to hunt for the company to find a job, buy the groceries to children study materials. No business will survive without good advertisements. It helps to create awareness among the customers in significantly less time.

Objectives of Advertisements

The primary thought behind Advertisement is to expand the business by selling merchandise. Moreover, there are many other objectives of Advertisement, critical of them are

- To promote recently dispatched items among possible clients.
- To promote an individual selling program.

- To make awareness among the most extreme individuals about your business in a brief timeframe.
- To enter the public or even global market and inspire another group of people.
- To improve the goodwill and build validity among the customers.

Impact of Advertisement on Millennials Behaviour

The known impacts of advertisements on millennials range from making attention to the product or service to impacting a purchasing choice. Advertisement can make a move in thinking by millennials, which may take various structures. In the wake of watching an ad, buyers may build up an examination of their standard product/service with those that appeared in advertisements and may get confused about which one is superior or inferior. Repeated advertising messages influence millennials behaviour. This repetition serves as a suggestion to the customer. Behaviour that originates from updates incorporates unexpectedly thinking about a product while shopping and deciding to buy it as though it had been on the shopper "to-do" list.

The role of advertising is to convey messages to far distances. It is additionally used to focus on the dispersed mass crowd. The role of advertising in sales volume is vital. It ends up being a fundamental instrument in upgrading the deals of a brand. Advertisement is straightforwardly connected with the sales of products. Through advertisements, customer behaviour is formed, and they are inspired to purchase such products. Analysts found that repetition in the advertisement hit the minds of the customers, which additionally helped them with recollecting that product and buying it repeatedly.

Due to Covid-19, there was very difficult to understand the purchase behaviour of the millennials. Millennials were not ready to spend a lot of money to buy the product. They started doing online buying due to lockdown.

Changing Advertisement Appeals during Covid

Maggi: Earlier, it was written that the Maggi was made in just 2 minutes, but Covid the Nestle Company changes its Advertisement and packaging of Maggi. Now on the packet, it is written that ‘Maggi have iron’. So that it changes the perception of millennials that Maggi is also suitable for health.

Before Covid



During Covid



Fig.1: Maggi Advertisement

Coca Cola: Earlier, it was written share your coke with a relationship like a brother, sister, friends etc., which means they try to motivate them to come closer so that by this more

customer buy the product. But during Covid-19 Coca Cola also change its Advertisement and packaging. Now it is written ‘Staying apart is the best way to stay united’.

Before Covid



During Covid



Fig.2: Coca Cola Advertisement

At the time of Covid, almost every company change its advertisements, and they link their Advertisement with safety and immunity boosters. So that more and more customers will prefer to buy the products.

Millennial’s behaviour

Advertisers target several elements in order to attract more millennials, since they believe that the purchaser is the king of the marketplace. In addition, they need to update their policies and marketing mix in order to account for changes in customer purchasing behaviour and preferences, as well as changes in buyer taste, likes, and dislikes. Individuals have a strong emotional attachment to a certain brand due to the high quality and effects of that particular brand. They are emotionally linked to the brands, and they are willing to wait for the goods during the period when the item is not readily available. Despite the fact that people are becoming more brand conscious, the decision to purchase a certain brand is still in their hands.

Millennials behaviour towards Advertisement Appeals

Advertisement Appeals is a part of the creative strategy of advertising, and it is used to attract more and more millennials attention, awareness towards the advertised product.

For the creative strategy of advertising, choice of appeal is the most crucial decision. Advertisement appeals motivate and create an interest in the mind of millennials. The choice of marketing appeals will depend on the Advertisement Company. Firstly, company research the message or Advertisement they conveyed to the millennials is beneficial for them or not, which means they need that product. It will affect the purchase decision of the millennials.

No communication is complete without feedback or reaction. The main intention behind the Advertisement is to attract and persuade more millennials to purchase or repurchase the same product over a long period. The millennials mindset is that if their favourite actor or actress uses that product, they influence them, and they try to use the product even once in their whole life.

II. REVIEW OF LITERATURE

Taylor (2020). Evaluated a clear need for the advertisers and the agencies to adapt to the environment that has been changed dramatically over the night. For example: recently, a spice company shift its marketing focus from chefs and foodservice to home cooks due to lockdown. Many businesses change their pricing strategy and offer new flavours and package sizes, change the direction of almost all of its promotion.

Coleman et al. (2020). Focus on the guilt and pride appeals in cause-related marketing messages. Cause-related actions in individuals are more effectively promoted by pride appeals. Stimulating activities and prevention awareness works by guilt.

Czarnecka (2019). Identifies 15 types of positive and negative emotional appeals used in advertising. It examined the positive and negative emotional appeals in Advertisements for financial loans. The result conveys that these ads use positive emotions like security and relief.

Vidya. M (2019). Studies that customer behaviour is a challenge for businesses to understand; they are changing. For example- traditional shopping is replaced with online shopping. Study reveals about that website should make safer so that customer purchases freely. The customer makes product perception through E-Commerce experience with a relationship with the customer's attitude through e-commerce buying. The author found that different demographic factors like age, gender, and occupation have

different perceptions about the product. Some customers add the product to their cart but hesitate to buy it due to the risk of online purchasing, low quality, etc. It talks about the relationship with awareness towards online shopping and demographic factor like education qualification, knowledge of the product, and mode of payment have a significant relationship with awareness level. The product attributes are positively correlated with satisfaction towards online shopping.

Vijayakumar. K (2019). Studied the quality aspect of FMCG goods. Customer prefers quality other than all variables like price, promotion, and place. There are hundreds of brands for a product, which the customer chooses widely according to its influence. Demand for FMCG goods is increasing in the rural market. Packaging plays a vital role in influencing millennials buying behaviour. Packaging, including labelling, attracts millennials. Millennials' impulse buying behaviour like offers, discounts, sales and promotions, and window is merchandising. The conclusion of the study is businesses are creating the ability to retain their customers.

Bathia (2019), Pinto & Yagnik (2016). Examined that millennial are motivated for purchased the advertised goods or services, build long term loyalty and create a sense of belonging to the brand community once millennials are satisfied with the one product, they buy that product for an extended period which is beneficial for the company to retain the millennials for an extended period.

Rajesh (2018). Studied the factor influencing customer online buying behaviour. This reveals no difference between males and females while choosing online shopping and customer satisfaction parameters. Online marketing is emerging; companies target a large audience through proper Advertisement and promotional tools. Online shopping means researching a product online and purchase online. The growth of online shopping is increasing due to change in customers' lifestyles, the demand for PC's, laptops increasing result in growth in demand for credit cards and online shopping. It is becoming convenient or easy for customers to buy. It saves time. Customer satisfaction is critical for business companies for the retention of customers.

Loyalty to their product. Age does not matter in online shopping. Customers are satisfied with after-sales services because companies give good services.

Kavitha. T (2017). Found some factors motivating online shopping. Respondents mark their preferences according to it. Factors like a time-saving, reasonable price, convenience and easy buying rank 1,2,3, respectively. The study also reveals customer satisfaction in online buying: convenience, time-saving and more choices rank highest.

According to this paper, there are some problems faced by customers while shopping online. These are low quality, absence of touch and feel and return policy ranks highest among others. The author also suggests a need to promote online buying in rural areas through Advertisements and more offers. The report concludes that an online retailer should sell with good quality. It will help to attract a large customer with their satisfaction. Technology service builds to meet customer demand with the security of their online payment.

Jayanthi (2017). Studies that the FMCG sector in India has more potential for growth. The rural purchasing of FMCG products is increasing as compared to the urban market. Many top FMCG industries in India like HUL, Nestle, ITC, including a new entrant Patanjali. There are three main segments of FMCG, namely: Food and Beverages, Healthcare, and household and personal care. Companies like Amazon adopt a new strategy to tie up with local groceries and supermarkets. India's spending on FMCG is increasing because of the rise in disposable income. FMCG in India has vast opportunities to grow. Rural consumption is rising. There is also an increase in the Advertisement of FMCG products, which helps them attract many customers. FMCG companies attract their millennials by having innovative deals.

Goyal. P (2016) & Joshi (2017). Studies how online marketing has affected millennials decision processes related to FMCG products. The investigation relates to how online marketing plays an important role to influence their buying decision. The conclusion of this report is trust is an essential factor for buying online. Online buying of FMCG products increases in India. The companies need to read the comments or reviews of customers for their products that help the companies resolve the issue. The company should always give accurate information about their products because false information leads to destroying the image of companies.

Awan, Abdul Ghaffoor (2016). Attempted to find out how much Advertisement affects the millennials' buying behaviour regarding FMCGs. Developed a conceptual framework with the help of the Kirkpatrick model that contains one dependent and five independent variables. The study indicated robust because the evidence shows that advertisements significantly impact millennials' buying behaviour and choices.

Kotler (2003); Pinto & Yagnik (2016). Evaluated the advertising appeals of two types that are rational and emotional. Logical appeals mean information processing on a conscious level, and Emotional appeals here means the unconscious mind or the person's feelings. More effective ads use both rational and emotional appeals to motivate the

millennials. The millennials buy with the emotion that is emotional appeal should be more effective when millennials evaluate the experience services and justify the purchase with the rational information.

Drakulich (2015). Found that more negative emotions may produce mental and physical health problems such as engaging unnecessary in social avoidance and protective behaviours in Advertisements. Advertisements are more effective on millennials behaviour which change the mindset of the millennials towards the product.

Lin (2011). Surveyed to determine the impact of advertising on attitudes and purchase intentions of positive emotional appeals. Emotional appeals help Ads to influence the individual's attitude after examining the tourism TV commercials. Attractive advertisements attract more and more customers.

Kim & Forsythe (2010). Examined fear appeal has impacted the sale and purchase of selected items. There was a drastic change in millennials behaviour in the time of Covid-19. They prefer to buy personal protective equipment (PPE) instead of buying clothes during the pandemic because millennials are not ready to spend money on unnecessary things.

RESEARCH OBJECTIVES

- Impact of Advertisement on online purchase behaviour.
- To analyses the effect of Advertisement on millennials perception.
- Determine the effect of Advertisement on millennials buying behaviour.

SAMPLING TECHNIQUE

The data collection method for this study was Convenience sampling, a statistical method of drawing representative data by selecting millennials of Ludhiana district because of the ease of their volunteering or selecting units, also of their availability or easy access. The advantages of this type of sampling are the availability and the quickness with which data can be collected

In terms of this study, Convenience sampling was chosen because overall market analysis had to be done to understand the survey of changing advertising appeals during Covid. Accommodation inspecting is a non-likelihood examining technique that depends on information accumulation from the populace individuals who are helpfully accessible to partake in the study. In helpful testing, no incorporation criteria were distinguished before the determination of subjects. All subjects are welcome to take part.

DATA COLLECTION

Primary Data - Primary data is fresh and first-hand data. Primary Data was collected with the help of structured questionnaires and surveys. The questionnaire was prepared using Google forms and is circulated using electronic media.

Secondary Data - Secondary data are those which have been already collected by someone else and which have been passed through a statistical process. Secondary data was collected through articles, magazines, books, the internet, and published information from various research journals.

NEED OF STUDY

- The need for the study was felt that how millennials behaviour will change due to change in

advertisements.

- This preliminary study focuses on effective advertisements that help and attract more and more millennials.
- How millennials perception will be change when every company related its product with an immunity booster during the time of Covid.
- Many factors are importantly considered by the millennials like price, quantity, quality, and packaging etc.
- This study helps to understand the impact of advertisements on the online purchase behaviour of millennials in the FMCG sector.
- This research will help to know the changing advertising appeals during the Covid.

III. DATA ANALYSIS AND INTERPRETATION

Frequency

Table 1: Respondents watching Advertisements

Respondents watching Advertisements					
		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Yes	199	82.9	82.9	82.9
	No	8	3.30	3.30	86.2
	Maybe	33	13.8	13.8	100.0
	Total	240	100.0	100.0	

According to the above table, 82.9 per cent of 240 respondents watch advertisements. 3.30 per cent of 240 respondents do not watch advertisements. 13.8 per cent of 240 respondents may or may not be viewing advertisements.

Satisfaction Level

Table 2: Respondents satisfied with the Advertised Product

Respondents satisfied with Advertised Product					
		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Yes	185	77.1	77.1	77.1
	No	55	22.9	22.9	100
	Total	240	100.0	100.0	

Based on the above information in the table, we can conclude that, out of 240 respondents, 77.1 per cent of respondents are satisfied with the advertised goods. Of 240 respondents, 22.9 per cent expressed dissatisfaction with the product that was being promoted.

Advertisement's attraction

Table 3: Advertisements that attract respondents

Advertisements that attract respondents					
		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	FMCG	78	32.5	32.5	32.5
	Electronics	34	14.2	14.2	46.7
	Furniture	24	10.0	10.0	56.7
	Beauty & Personal care	76	31.7	31.7	88.4
	Others	28	11.6	11.6	100.0
	Total	240	100.0	100.0	

According to the data in the preceding table, 32.5 per cent of respondents are fascinated by FMCG advertisements, 14.2 per cent of respondents are attracted to electronic advertisements, 10 per cent of respondents are attracted to furniture advertisements, 31.7 per cent of respondents are enticed to beauty & personal care advertisements, and 11.6 per cent are attracted to pharmaceutical advertisements.

Gender Attractions

Table 4: Gender Attraction

Gender Attraction					
		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Female	210	87.5	87.5	87.5
	Male	30	12.5	12.5	100.0
	Total	240	100.0	100.0	

According to the above table, 87.5 per cent of 240 respondents believe females are more drawn to shifting advertisements. 12.5 per cent of 240 respondents think males are drawn to changing advertisements.

Appeals

Table 5: Advertisements appeals affect respondents buying behaviour

Advertisement appeals affect respondents buying behaviour.					
		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Yes	151	62.9	62.9	62.9
	No	24	10.0	10.0	72.9
	Maybe	65	27.1	27.1	100.0
	Total	240	100.0	100.0	

From the above table, we analysed that out of 240 respondents, 62.9% of the respondents are affected their buying behaviour by the advertisement appeals. Out of 240 respondents, 10% of the respondents are not affected by their buying behaviour by the Advertisement appeals. Out of 240 respondents, 27.1% of respondents may or may not be affected by their buying behaviour.

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Impact

Table 6: Respondents impact on online purchase behaviour

Respondents impact on online purchase behaviour					
		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	High influencing	74	30.8	30.8	30.8
	Moderate influencing	106	44.2	44.2	75.0
	Not influencing	60	25.0	25.0	100.0
	Total	240	100.0	100.0	

Following the survey results, 30.8 per cent of respondents think that advertising has a significant influence on online purchase behaviour. In comparison, 44.2 per cent believe that commercials have a moderate impact on online purchase behaviour. Approximately one-quarter of individuals who responded to the study think that advertisements do not influence their online buying choices.

Factors

Table 7: Factors important on purchase behaviour

Factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Price	90	65	55	19	11
Quantity	52	77	79	26	6
Quality	53	62	82	39	4
Packaging	37	61	88	49	5
Content	48	60	85	36	11
Correct ingredients	71	76	60	21	12
Religious factor	26	66	97	36	15
Genetic factor	49	56	94	30	11

According to the data, “Price” is a significant component in purchasing behaviour. As seen in the table, 90 respondents strongly agree with the price element, 65 approve, 55 are neutral, 19 disagree, and 11 strongly disagree. On the table, 155 (90+65) people agree with the price, 55 (neutral) disagree, and 30 (counter).

Advertisements

Table 8: Advertisements Effect

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I purchase goods only after seeing its advertisements	89	52	66	19	14

on the media					
Change in Advertisements appeals attract more customers	38	84	82	26	10
Advertising appeals influence millennials preference	41	79	82	26	12
Advertisements remind you to purchase the goods	59	81	65	28	7
Advertisement helps you to take better decisions	63	81	58	25	13
At the time of purchasing advertisements are recalled	60	91	54	27	8
Advertisement provides all the Information needed	71	73	60	26	10

The table above shows the responses to the question "I only buy products after seeing media advertisements for them": According to the data, 89 respondents highly agree, 52 agree, 66 are neutral, 19 disagree, and 14 strongly disagree (as shown in the figure). 141 (89+52) people agree, 66 (unbiased) people disagree and strongly disagree 33.

Advertising appeals

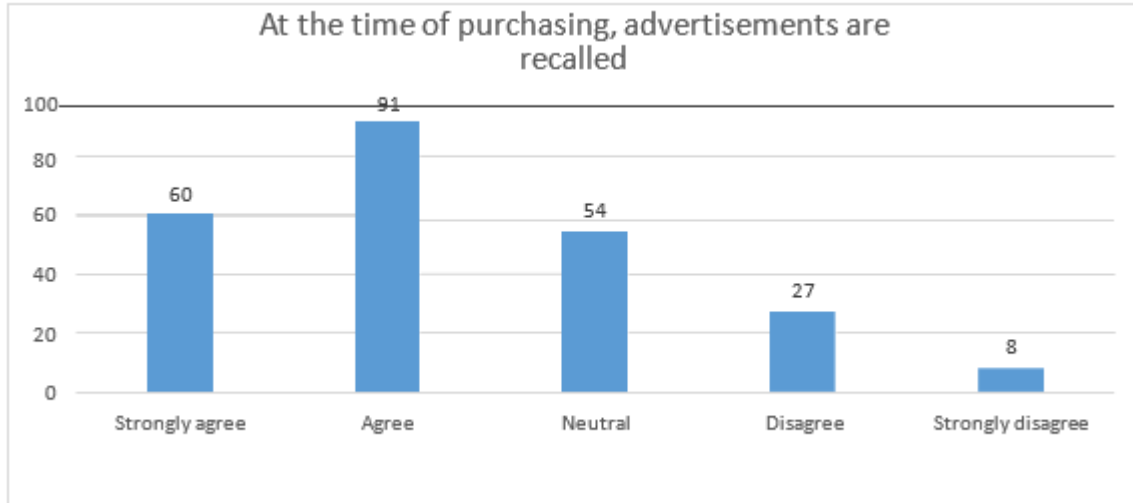


Table 9: Advertising appeals influence millennials preference

The figure represents the respondent’s response to the “Advertising appeals influence millennials preference”. As reflected in the figure, 41 respondents strongly agree, 79 respondents agree, 82 respondents are Neutral, whereas 26 respondents disagree and 12 respondents strongly disagree.

Advertisements recalled

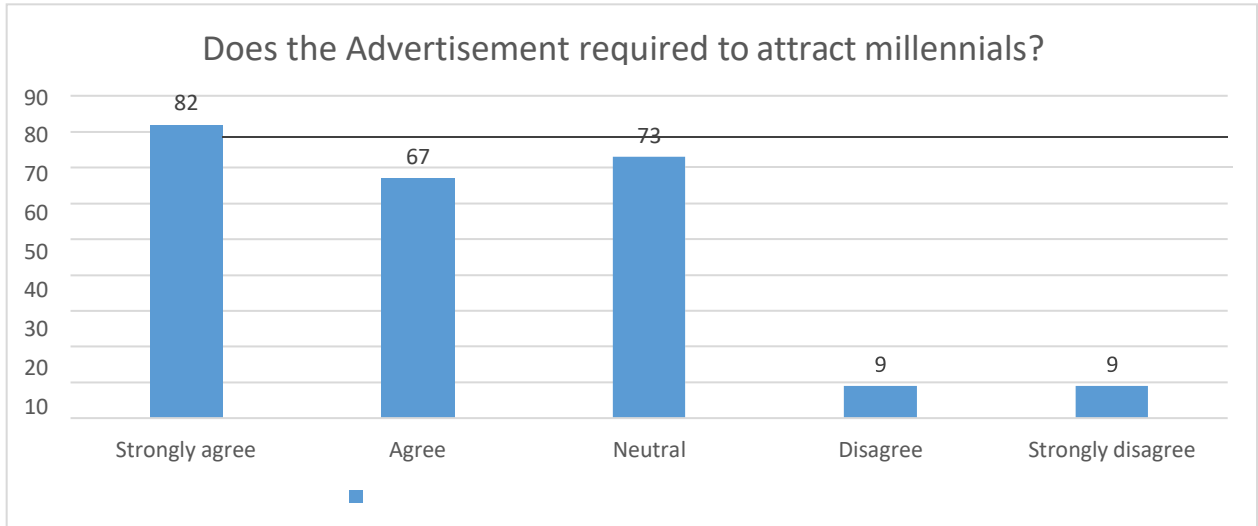


Table 10: While purchasing advertisements are recalled

Respondents' responses to the question "When purchase advertising is recalled" are characterized in the illustration. The chart shows that 60 people highly agree, 91 people agree, 54 people are neutral, and eight people strongly disagree, with most people agreeing.

Brand loyalty

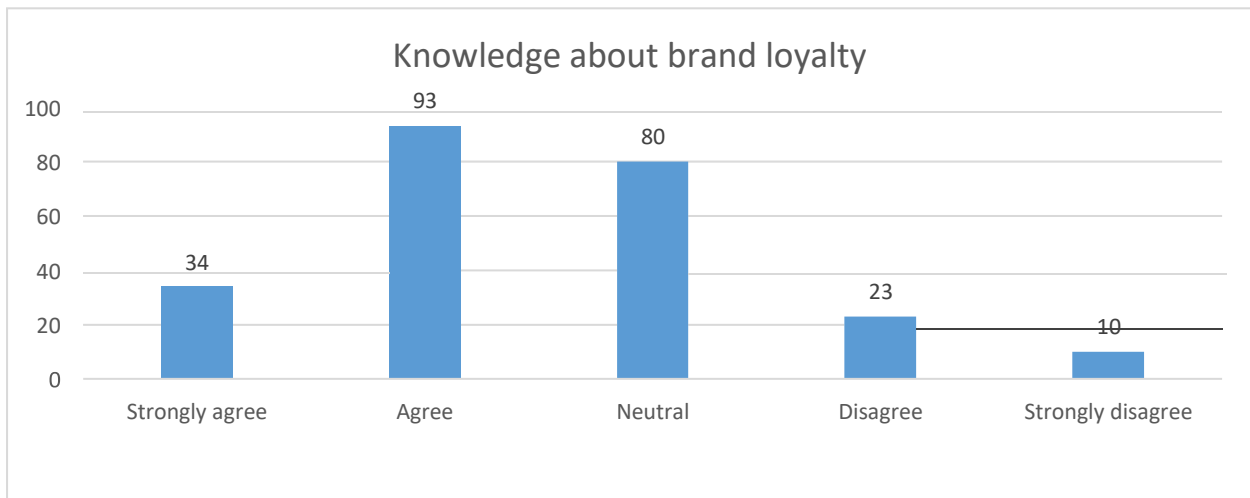


Table 11: Knowledge about brand loyalty

"Knowledge about brand loyalty" is represented by the statistics as the respondent's response to the question. This same is depicted in the chart, which shows that 34 people highly agree, 93 people agree with them, 80 people are neutral, and 23 people disagree, ten of whom severely disagree. 127 (i.e., 34+93) respondents agree, whilst 80 respondents are unbiased, and 33 respondents do not agree, as seen in the graph.

Advertisement attracts millennials

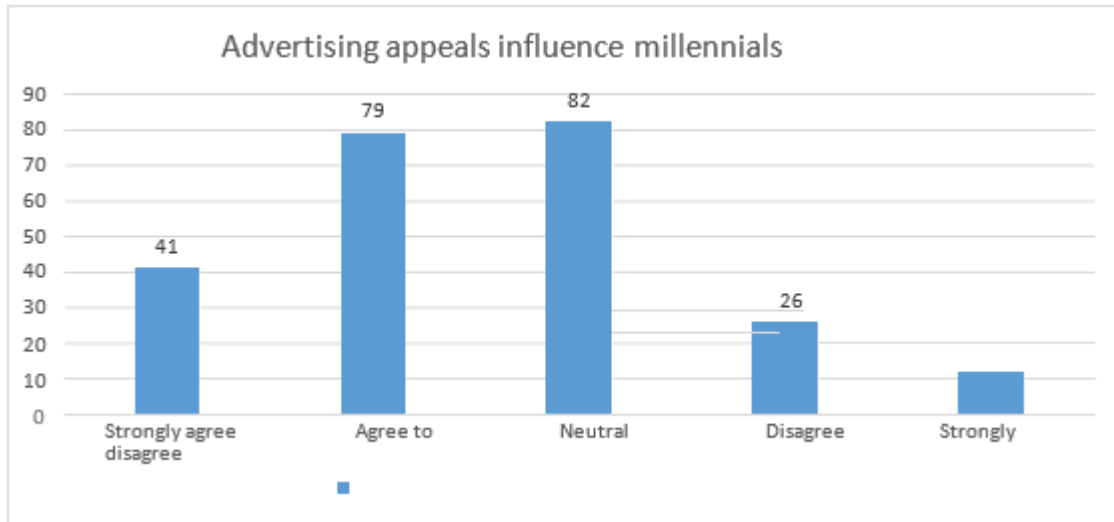


Table 12: Advertisement attracts millennials

The Chart depicts the respondent's reaction to the advertisement that was required to attract customers." As shown in the graph, 82 respondents highly agree, 67 respondents agree, and 73 respondents are neutral, with nine respondents disagreeing and nine strongly disagreeing.

Shifting of brand

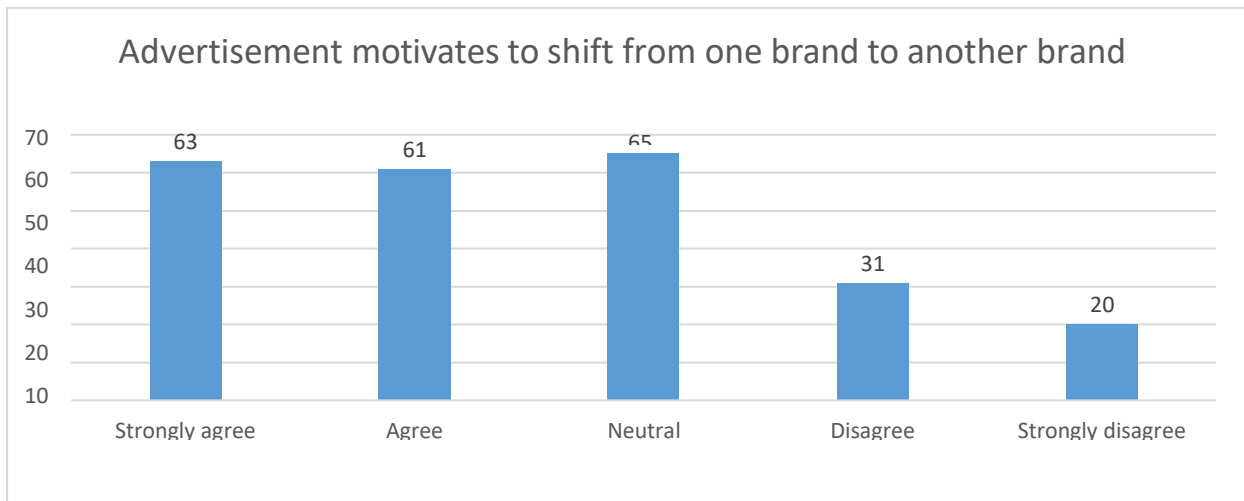


Table 13: Advertisement motivates to shift from one brand to another brand

The graphs show how respondents responded to the question, "Advertisements drive you to switch from one brand to another." Sixty-three respondents highly agree, 61 respondents agree, 65 respondents are neutral, while 31 respondents disagree and 20 respondents strongly disagree, as seen in the graph. The graph depicts 124 (i.e., 63+61) respondents who agree, 65 respondents who are neutral, and 51 respondents who do not consent.

IV. FINDINGS

- The majority of responders are paying attention to the advertisements.

- The majority of those who answered the survey were pleased with the advertised goods.
- The advertisements in the FMCG industry are appealing to the vast majority of respondents.
- The majority of those who answered the survey said they used emotional appeal when viewing the advertisements
- Females are more drawn to shifting ads than guys, according to research.
- The majority of respondents cite word of

mouth as a promotional element in their decision to purchase a product.

- The majority of respondents firmly believe that pricing is the most crucial element to consider when making a purchasing decision.
- The vast majority of respondents believe that advertising is remembered at the moment of purchase.
- The vast majority of respondents believe that advertising aid in disseminating information about product offers or gifts.
- The majority of respondents strongly agree that they purchase things when they believe it is essential or desirable.
- The vast majority of respondents believe that advertising always has an impact on our purchasing decisions.

V. LIMITATIONS

There were certain limitations to this study, and some suggestions will be made for future research due to these constraints. To produce accurate and trustworthy data for generalisation purposes, the first suggestion is for the prospective researcher to expand the sample size as much as possible. In addition, the researcher should make an effort to get a fair and balanced sample of respondents from a variety of socioeconomic backgrounds.

Furthermore, it is necessary to broaden the scope of the study to include additional cities. Several other factors should be examined in future studies when determining their degree of impact and connection with altering advertising appeals and should perform various tests to get more detailed findings.

CONCLUSION

This study would aid in the discovery of the numerous factors that influence millennials' purchasing decisions based on changing advertising appeals across the Covid network. Following the data analysis conducted for this study, the vast majority of millennials purchase items when they perceive a need or a requirement for the goods in question. When it comes to buying a product, advertisements come to mind first and foremost. Aside from that, advertisements aid in the transmission of information about product promotions and free freebies. A product's purchase decision is always influenced by the advertisements that appear on television.

This study takes into account a total of eight parameters, including the following: the cost of the product and the amount of it purchased; the quality of the product and its

packaging; the content of the product and its relevant components; religious elements; and genetic features. Every one of these considerations plays a vital part in the choice to purchase something. The majority of respondents who took part in the survey employed emotional appeals while watching the commercials, according to the results. It suggests that when watching the advertisement, respondents express themselves through their feelings.

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