



STUDY OF IMPACT OF ADVERTISING ON RETAIL SHOP WITHIN NAGPUR CITY

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Abstract

The purpose of this studying how advertising affects shops was the objective of the study. Researchers examined a variety of advertising strategies such as internet advertisements, Television ads, and in-store promotions. They took measurement of things like foot traffic, sales volume, brand familiarity, and customer loyalty. The results showed that successful advertising had a favourable impact on these variables, increasing sales, enhancing brand awareness, and increasing consumer involvement.

Keywords: Advertising impact, retail shops, television advertising, customer loyalty.

I. INTRODUCTION

A key factor in retail businesses success is advertising. It is an efficient strategy for pulling in customers, increasing brand recognition, and increasing revenue. The impact of advertising on stores is a complicated area of study that looks at the many approaches taken by retailers and how they impact customer behaviour and overall performance.

Analysing the various marketing techniques used by such businesses is an important component of studying how advertising affects retail stores. Examining the meaning, advertising, and frequency of advertisements is a component of this. To reach the demographic they are targeting, retailers use a variety of advertising channels, including print, radio, television, online platforms, and social media. Researchers look on how various advertising platforms affect consumers perceptions, interactions, and decisions to buy.

The one of the most important variables to measure the effectiveness of retail advertising is brand recognition. Retailers want to make sure that customers remember and identify their brand, and they do this by using advertising to build a strong brand image. Research shows that implementing regular and effective advertising campaigns can greatly improve customers brand memory and familiarity. Increased customer trust and loyalty to the retail store may result through this.

Assessing consumer response and want to buy is an important element of studying how advertising affects retail stores. To determine customer attitudes, preferences, and intentions regarding marketed good or services, researchers frequently carry out surveys, interviews, and experiments. Researchers may determine how well various marketing strategies are successful in influencing customer behaviour and influence purchase decisions by examining these responses.

In summary, the study of how advertising influences stores is a changing and complicated segment of knowledge. Through analysing consumer responses, brand recognition, advertising strategies, and buy intent.

II. REVIEW OF LITERATURE

R. Sunderaraj titled A study of variables additionally include the significance of advertising, the appeal of advertising, its effectiveness, brand recall, and its motivating effects this is good information for advertising and marketing businesses because it shows how well this work to influence and change customer purchase behaviour. On consumers purchasing patterns and enhance their selection.

Tashrifa Haider, shadman Shakib titled A method that consumer use to identify, purchase, utilization, examine, and reject products and services that they think would satisfy their needs. Nowadays, people have access to an unlimited number of advertisements. They do, however enjoy unique interesting, and eye-catching items. Boring advertising disappears quickly from customers memories.

Mr Dipak khairnar, Dr. Nilesh berad titled Male and female youth who examine how advertising influences their buying choices while developing awareness and developing opinions. The results provide management with a new approach. To create a successful cosmetic marketing strategy these findings, show that, while their great success in increasing public awareness, advertisements usually fall short of creating a lasting impact on consumer.

Ranjith Somasundaran Chakkambath titled the various kinds of rewarded non-personal presentation and marketing of concepts, products, or service by an appointed sponsor is known as advertising. Advertising can be a good way of getting ideas out there, whether they are educational or aimed at creating brand preference. Advertising is an attempt at creativity that changes or shifts the consumer's impression of the product and influences the reason behind the consumer's impression of the product and influences the reason behind the consumer's impression of the product and influences the reason behind the consumer

decision purchase specific product.

Jihane Tabie the objective of study was providing the spotlight on the topic by explaining the importance of advertising, its forms, how to create it, how it affects consumer behavior across a range of age groups, including young children teenagers, adults, and senior citizens, and its effects. Both favorable and unfavorable on the decision made by customer to buy.

B.A. Chukwu, E.c.kanu and Ezeabogu titled Television advertising is one of the forms of advertising especially for products and services, businesses, ideas, etc., since it can reach a wide variety of viewers or consumers. Customer Purchase Patterns The mental, emotional, and physical process people use to choose, acquire, use, and discard goods and services in order satisfy their needs and desires are referred to as consumer buying behavior.

Bikhchandani titled Their study explains whether consumer will buy a product and whether they will recommend it to others. These are typically used as the buy aim variables. Additionally, the examination displays the outcome of understanding flow on social media. Through outstanding product features that are constant and have a unique buyer involvement strength. The study suggests that when purchasing a product and promoting it to others, purchasers attempt to disclose very specific levels of engagement in specific situations.

Pranjali Katiyar titled one of the four components of the marketing mix, along with product, price, location, and promotion, is advertising. One promotion technique for increasing product awareness is advertising. In the consumer's thoughts before making a purchase decision it's a communication tool that marketers utilize. Advertising has an impact on people's opinions, behaviors, and lifestyles. It is one of the primary means of communication between the product manufacturer and user. Advertising can influence consumers brand choice

III. OBJECTIVE OF THE STUDY

1. Assessing the effectiveness of different advertising strategies in attracting customers and increasing footfall.
2. Analyzing the correlation between advertisements and sales revenue to understand the direct impact on the financial performance of retail shops.
3. Evaluating the effectiveness of advertisements in building brand recognition and recall among consumers.
4. Comparing the performance of different advertising channels and platforms to identify the most effective ones for retail shops.
5. Understanding how advertisements influence consumer behavior and purchasing decisions.

IV. RESEARCH METHODOLOGY

Data collection methods:

- **Primary data-** survey method is used to collect the data. Data will be collected with the help of a questionnaire.
- **Secondary data-** take reference of research paper, online sites.

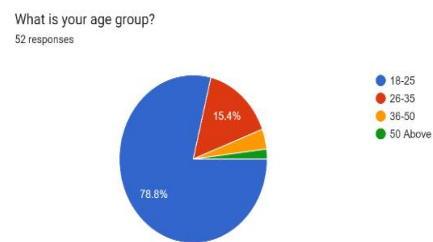
Research design:

This study will be **Descriptive** in nature,

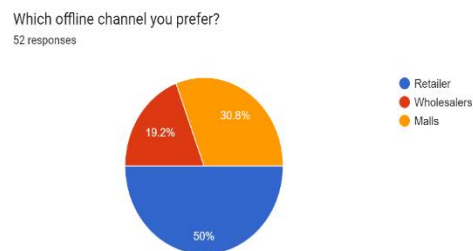
- To conduct research on the impact of advertisements on retail shops, you can use various research methodologies.
- Some common methodologies include surveys, focus groups, and analyzing purchase patterns. Surveys can help gather data on consumer perception, brand recall, and loyalty.
- Focus groups allow for in-depth discussions to understand consumer behavior and preferences.
- Analyzing purchase patterns can provide insights into the effectiveness of different advertising strategies.

V. DATA ANALYSIS & INTERPRETATION

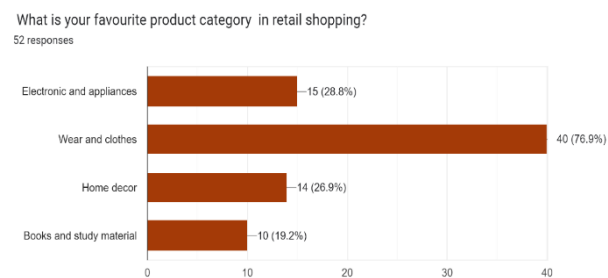
1) Age



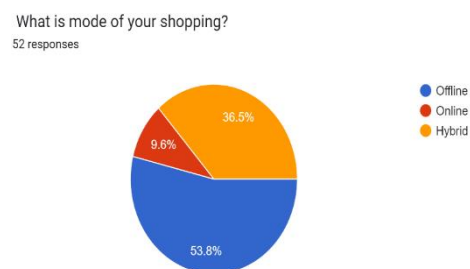
2) Which offline channel you prefer?



3) What is your favourite product category in retail shopping?

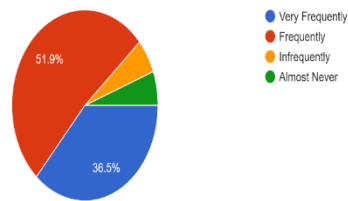


4) What is mode of your shopping?



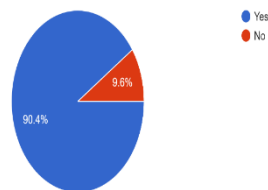
5) How frequently do you see advertisement for products in your daily life?

How frequently do you see Advertisement for Products in your daily life?
52 responses



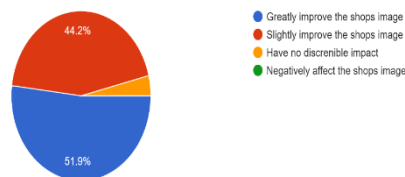
6) In your opinion advertising affects product or service while purchasing?

In your opinion advertising affects product or service while purchasing ?
52 responses



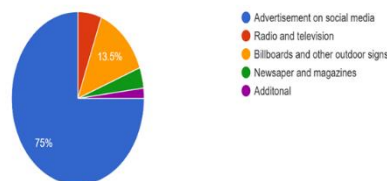
7) In your opinion, how do effective ads affect a store's overall reputation?

In your opinion, how do effective ads affect a store's overall reputation?
52 responses



8) In your opinion, what kinds of ads work best for bringing people into offline stores?

In your opinion, what kinds of ads work best for bringing people into offline stores?
52 responses



VI. CONCLUSION

The study on the impact of advertising on retail shops within Nagpur city has provided valuable insights into the dynamics of advertising and its influence on local retailers. Based on the findings, several key conclusions can be drawn:

1. **Positive Impact of Advertising:** Advertising has a positive impact on retail shops in Nagpur city. It helps in increasing brand awareness, attracting new customers, and boosting sales.
2. **Digital Advertising Gaining Prominence:** Digital advertising, including social media marketing and online platforms, is becoming increasingly important for retailers in Nagpur. It offers cost-effective and targeted advertising options.

3. Local vs. National Advertising: Local retailers benefit more from local advertising strategies compared to national ones. Tailoring advertisements to suit the local market's preferences and culture is crucial.
4. Advertising Budget Allocation: Retailers should allocate a reasonable budget for advertising to ensure they can effectively reach their target audience.

VII. REFERENCES

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