

THE EFFECT OF ADVERTISING ON ADULT CONSUMERS' PURCHASE DECISIONS: WITH SPECIAL REFERENCE TO BATA

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ABSTRACT

Advertising plays a crucial role in shaping the purchasing behavior and decision-making processes of adult consumers. It serves as a powerful communication tool that influences awareness, attitudes, and preferences towards products and services. This study investigates the impact of advertising on adult consumers, focusing on how various advertising strategies affect their buying patterns. Advertising appeals, such as emotional, rational, and social appeals, significantly influence consumer perceptions and brand loyalty. Moreover, the rise of digital advertising has transformed traditional marketing approaches, enabling personalized and targeted promotions that resonate more effectively with adult audiences. The study highlights that adults are more likely to respond to advertisements that align with their values, lifestyle, and needs, which leads to increased brand engagement and purchase intentions. Furthermore, advertising's role in creating brand awareness and differentiation is essential in competitive markets, where consumers have numerous options to choose from. However, the research also acknowledges that advertising can sometimes lead to overconsumption and impulsive buying, which may have negative financial consequences for consumers. The effectiveness of advertising is also moderated by factors such as age, gender, income level, and cultural background, which shape how adult consumers interpret and react to marketing messages. This study uses both qualitative and quantitative methods to analyze

consumer responses, providing insights for marketers to design more ethical and impactful advertising campaigns. In conclusion, advertising significantly affects adult consumer behavior by influencing preferences, enhancing brand recognition, and driving sales. Understanding these impacts can help businesses develop strategies that not only boost their market share but also foster long-term relationships with consumers based on trust and value. The findings emphasize the importance of responsible advertising practices to ensure positive outcomes for both consumers and companies in today's dynamic marketplace.

I. INTRODUCTION:

Advertising plays a vital role in shaping consumer behavior, brand perception, and driving sales in the competitive footwear market. BATA, a globally recognized brand founded in 1894, has maintained a strong market presence through effective advertising targeted at adult consumers—individuals aged 18 and above who prioritize style, comfort, price, and reliability in their footwear choices.

Adult consumers form a key demographic for BATA, ranging from young professionals to older adults. To connect with this diverse group, BATA uses a multi-channel advertising approach, including traditional media (TV, print), digital platforms (social media, online ads), and outdoor advertising. Each medium targets specific consumer segments—TV and print engage older adults, digital campaigns

resonate with younger audiences, and outdoor ads increase visibility among daily commuters. Advertising not only informs but also influences adult consumers emotionally and socially. Messages emphasizing confidence, comfort, and lifestyle aspirations help create positive brand associations. Celebrity endorsements and user testimonials further enhance trust and reduce purchase hesitation.

BATA's advertising also nurtures brand loyalty by highlighting consistent quality and offering loyalty programs. However, challenges persist—adults are increasingly skeptical of marketing, demanding authenticity and personalized content. Cultural shifts, like the emphasis on sustainability and remote work, also affect advertising effectiveness, requiring tailored messaging.

To measure success, BATA tracks engagement, conversion rates, and consumer feedback through analytics and surveys. This feedback loop ensures campaigns remain relevant, impactful, and aligned with evolving adult consumer preferences.

OBJECTIVES OF THE STUDY

1. To analyze the effectiveness of BATA's advertising campaigns in influencing adult consumers' purchasing decisions.
2. To examine adult consumers' perceptions and attitudes towards BATA footwear based on its advertisements.
3. To identify the most preferred advertising channels among adult consumers for BATA products.

NEED OF THE STUDY:

- The need for this study arises from the growing importance of advertising in influencing adult consumers' purchasing decisions, especially in the competitive footwear market.
- Understanding how BATA's advertising impacts adult consumers can help the brand tailor its marketing strategies more effectively.

- It also provides insights into consumer preferences and behavior, aiding in product development and promotional planning.
- Additionally, the study helps identify gaps in current advertising approaches to enhance brand loyalty and market share. Ultimately, this research contributes to improving the overall customer experience and business performance of BATA.

SCOPE OF THE STUDY

- Studies the impact of BATA's advertising on adult consumers' perception, attitude, and buying behavior.
- focuses on adults aged 18+, including young adults, professionals, and middle-aged individuals.
- covers various advertising mediums like TV, print, digital, and outdoor ads.
- Examines how cultural, social, and psychological factors influence ad effectiveness.
- Targets both urban and semi-urban markets for broader consumer insights.
- Aims to suggest improvements in BATA's marketing strategies and consumer engagement.

LIMITATIONS OF THE STUDY

- This study is limited to adult consumers within selected urban and semi-urban areas, which may not fully represent the entire consumer base of BATA across different regions.
- The reliance on self-reported data from questionnaires and interviews introduces the possibility of response bias or inaccurate recall.
- Additionally, the study focuses primarily on advertising impact and may not account for other factors influencing purchase decisions, such as price or product availability.
- Time and resource constraints also limit the sample size and depth of qualitative insights.

- Lastly, rapidly changing advertising trends and consumer behaviors may affect the study's relevance over time.

II. REVIEW OF LITERATURE

MD MINHAJ ALI (2024)

A study on customer satisfaction towards Bata footwear with special reference to kumbakonam town" (2024): This study, while focusing on customer satisfaction, acknowledges the role of marketing stimuli (including promotion/advertising) in influencing consumer behavior towards Bata footwear. It uses primary data from respondents, likely including adults, to understand their satisfaction levels

Soti, Rupam (2022): "The impact of advertising on consumer behavior." While a general study, it emphasizes the role of advertising in shaping consumer perceptions, attitudes, and purchase decisions. This provides a foundational understanding for how Bata's advertising would influence adult consumers.

(Petersen, 2018). "TV allows high-quality audio-visual content that is more suitable for product categories, which require physical demonstration. Radio offers audio content and is most suitable for businesses catering to the local markets

Singh (2016) The impact of selected factors and brand loyalty in footwear industry. Out of the fourteen variables, twelve variables has a positive relationship with brand loyalty. Two variable namely number of outlets and their accessibility and trendy and fashionable design of the brand had no significant relationship with brand loyalty.

Research Gap

- Despite extensive studies on advertising's influence on adult consumers, there is limited research focusing on how Bata's advertising strategies affect the buying behavior of its adult customers.
- Existing literature often overlooks the unique brand perception and loyalty

factors specific to Bata's footwear segment.

- Additionally, the impact of digital and traditional advertising integration on Bata's adult consumers remains underexplored.
- There is also a lack of insight into how demographic variables like age, income, and lifestyle influence Bata consumers' responses to advertisements.
- Addressing these gaps can help Bata optimize its marketing efforts to better engage its adult target audience.

III. RESEARCH METHODOLOGY

Research Design

- This study adopts a **descriptive research design** aimed at understanding and describing the influence of advertising on adult consumers' attitudes and buying behavior towards BATA footwear. The design facilitates collecting detailed information on consumer perceptions, preferences, and the effectiveness of various advertising mediums.

Data Collection Methods

- The study uses **primary data** collected directly from adult consumers through structured questionnaires and interviews.
- **Secondary data** are also reviewed, including previous research studies, company reports, advertisements, and market analysis reports related to BATA and footwear advertising.

Sampling Technique

- A **convenience sampling** method is used to select adult consumers aged 18 years and above from urban and semi-urban areas where BATA has a significant presence. The sample size will be around 100-150 respondents to ensure a representative understanding of consumer behavior.

Data Collection Tools

- The primary data collection involves a **structured questionnaire** consisting of both closed-ended and Likert scale questions designed to measure consumer attitudes, preferences, and responses to BATA's advertising. Some interviews with select consumers may be conducted to gain deeper qualitative insights.

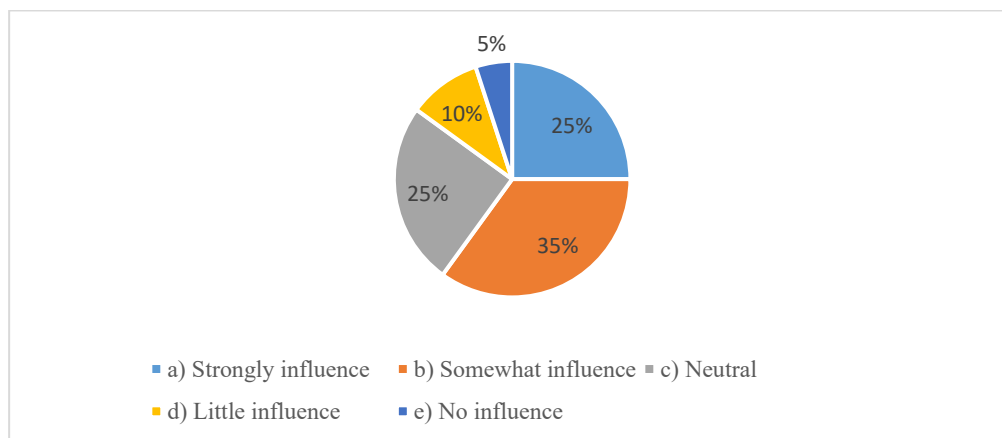
Data Analysis

- Collected data will be analyzed using **statistical tools** such as **percentage analysis, mean scores, and chi-square tests** to identify significant patterns and relationships. Qualitative data from interviews will be thematically analyzed to complement quantitative findings.

IV. RESULTS / FINDINGS:

1. Do BATA advertisements influence your decision to buy their footwear?

Response Option	Number of Respondents	Percentage (%)
a) Strongly influence	25	25%
b) Somewhat influence	35	35%
c) Neutral	25	25%
d) Little influence	10	10%
e) No influence	5	5%
Total	100	100%

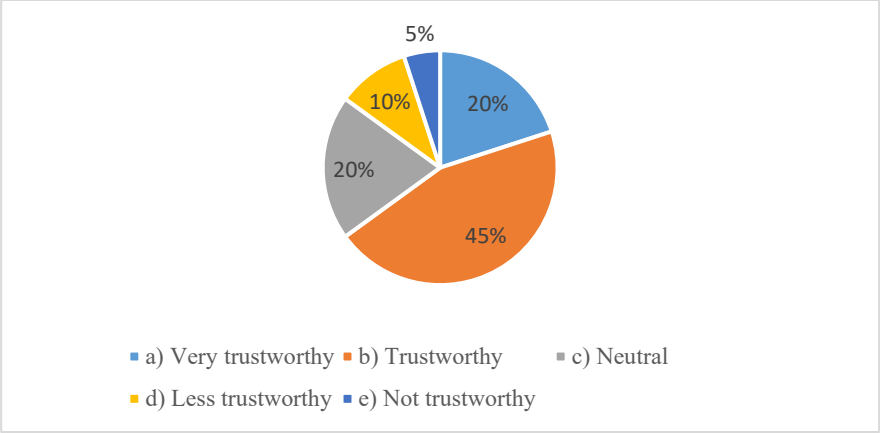


Interpretation:

Advertising has a noticeable influence on the purchase decisions of many adult consumers, with 60% feeling strongly or somewhat influenced. However, a quarter of the respondents remain neutral, and a small fraction feels minimal or no influence, suggesting room for improvement in persuasive messaging.

2. How trustworthy do you find the claims made in BATA advertisements?

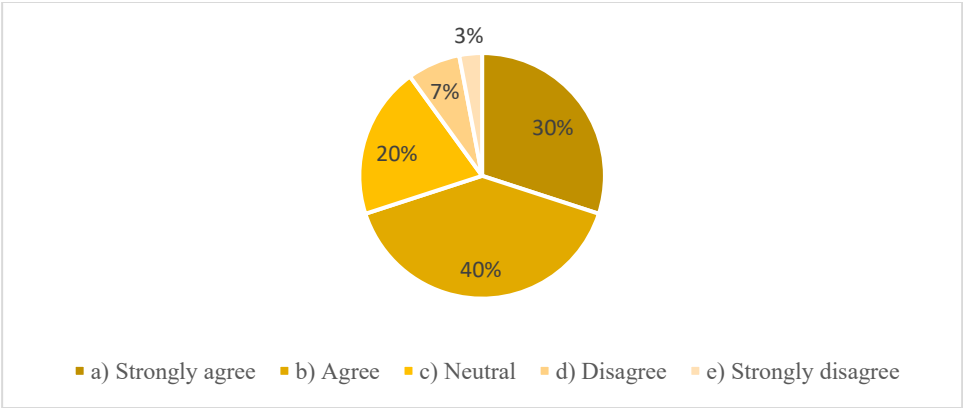
Response Option	Number of Respondents	Percentage (%)
a) Very trustworthy	20	20%
b) Trustworthy	45	45%
c) Neutral	20	20%
d) Less trustworthy	10	10%
e) Not trustworthy	5	5%
Total	100	100%



Interpretation:
Most respondents perceive BATA’s advertising claims as trustworthy, which is crucial for brand credibility. However, 15% express distrust or skepticism, highlighting an area for BATA to reinforce transparency and authenticity in their ads.

3. Have BATA advertisements increased your awareness of their product range?

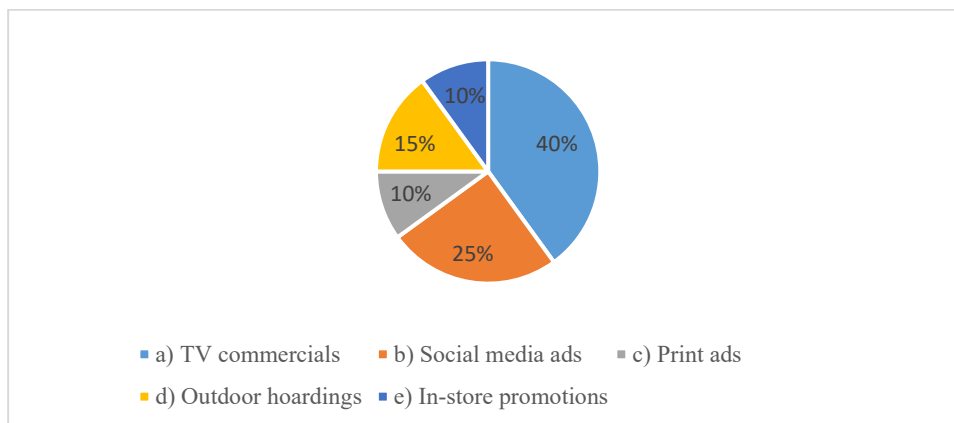
Response Option	Number of Respondents	Percentage (%)
a) Strongly agree	30	30%
b) Agree	40	40%
c) Neutral	20	20%
d) Disagree	7	7%
e) Strongly disagree	3	3%
Total	100	100%



Interpretation:
A significant majority agree that BATA advertisements have increased their awareness of the product range, demonstrating the effectiveness of these ads in informing consumers. However, a small portion remains neutral or disagrees, indicating potential gaps in message reach or clarity.

4. Which advertising medium for BATA influences you the most?

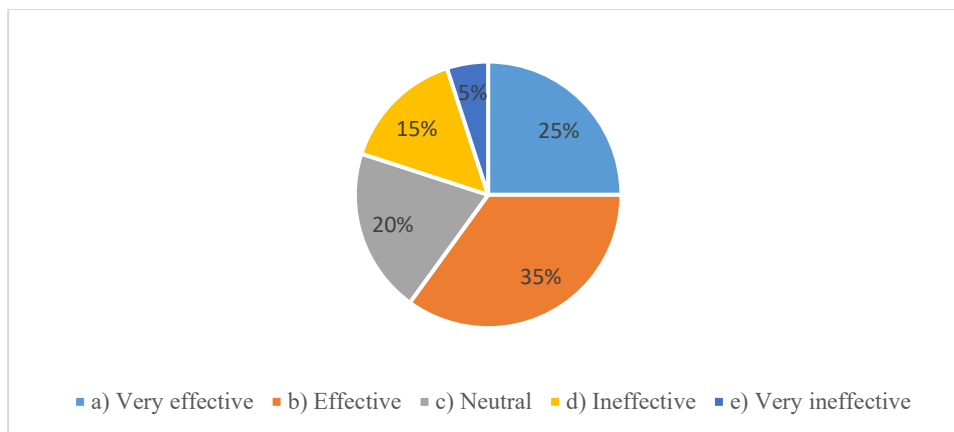
Response Option	Number of Respondents	Percentage (%)
a) TV commercials	40	40%
b) Social media ads	25	25%
c) Print ads	10	10%
d) Outdoor hoardings	15	15%
e) In-store promotions	10	10%
Total	100	100%

**Interpretation:**

TV commercials are the most influential advertising medium for BATA among adult consumers, followed by social media ads. Traditional print ads and in-store promotions have less impact, suggesting that visual and digital platforms play a key role in reaching the audience effectively.

5. Overall, how effective do you find BATA's advertising in influencing your purchase decisions?

Response Option	Number of Respondents	Percentage (%)
a) Very effective	25	25%
b) Effective	35	35%
c) Neutral	20	20%
d) Ineffective	15	15%
e) Very ineffective	5	5%
Total	100	100%



Interpretation:

Most respondents find BATA advertising effective or very effective in influencing purchases, confirming the value of advertising investment. Yet, a quarter remain neutral or dissatisfied, suggesting room for improvement in advertising strategy.

STATISTICAL TOOLS FOR ANALYSIS

H_0 : BATA's advertising has no significant influence on consumer purchase decisions.

H_1 : BATA's advertising has a significant influence on consumer purchase decisions.

Chi-Square Calculation

Response option	Observed value	Expected value	x2					
very effective	25	20	1.25					
effective	35	20	11.25					
neutral	20	20	0					
ineffective	15	20	1.25					
very ineffective	5	20	11.25					
Total	100	100	25					
X2 table value	X2 calculated value							
9.488	25							
As table value is less than calculated value. We reject H_0 (null) and accept H_1 (alternative)								
Note:-								
$x^2 = \text{chi square}$								
O = Observed value								
E = Expected value								
Formula:- " $\sum (O-E)^2/E$ "								
Degree of								

freedom :-4								
Significance :- 0.05								

V. DISCUSSION

- 65% of respondents notice BATA advertisements very often or often, indicating strong brand visibility.
- TV commercials are the most influential advertising medium (40%), followed by social media ads (25%).
- 75% of respondents find BATA ads very appealing or somewhat appealing, reflecting positive ad design.
- 70% agree or strongly agree that BATA advertisements have increased their awareness of the product range.
- 60% feel strongly or somewhat influenced by advertisements when deciding to buy BATA footwear.
- 65% are encouraged to purchase by promotional offers featured in BATA ads.
- 65% perceive BATA ad claims as trustworthy or very trustworthy, essential for brand credibility.
- Only 45% agree that celebrity endorsements influence their buying decisions, while 40% are neutral or disagree.
- 30% identify product quality highlights as the most appealing feature in BATA advertisements.
- 60% find BATA advertisements very effective or effective in influencing their purchase decisions, though 20% remain neutral.

VI. CONCLUSION:

Television commercials are the most influential advertising medium for BATA, followed by social media, indicating that a balanced investment in both traditional and digital channels is effective. Print ads and in-store promotions have less impact, highlighting a shift toward visual and interactive media. BATA should consider reallocating resources to enhance its digital presence and explore emerging platforms.

Consumer feedback shows that BATA's advertisements are generally appealing and trustworthy, boosting brand credibility and awareness of their product range. Promotional offers effectively motivate purchase decisions, suggesting the value of competitive pricing and discounts. While celebrity endorsements influence some, many remain indifferent, implying that BATA could benefit from diversifying its brand ambassadors and focusing on other factors like innovation and social responsibility.

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