Would Brand Recall Impact the Customer Buying Behavior of Mobiles

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Abstract

There are various studies that had stated that brand recall has a great impact on the buying behaviour of customers. The aim was to study the effectiveness and response of customers towards TV advertisements provided by major mobile phone companies. Attempts had been made to know the growth pattern, market share and advertising strategies adopted by leading mobile service providers. The literature revealed the influence of different communication strategies on the purchasing behaviour, also how branding effect the choice of a consumer while making any purchase. The study has been done on primary data and the customers buying intentions with aided and unaided recall were also studied. Different variables that were considered significant for such studies were Interest-Value, Effective-Impact, Perceived Informative Value, Comprehensibility, Believability, Memorability. The sample size was 150 respondents due to list wise deletion at the time of analysis. The study finally concluded that brand recall through TV Commercials has a significant impact on the consumer buying behavior. It was also seen that advertisement with humor were easier to recall and had a lasting impact.

Keywords: Interest-Value, Effective-Impact, Perceived Informative Value, Comprehensibility, Believability, Memorability.

1. Introduction
The impact of television is vital because of its enormous potential as an audio-visual communicator. It enables the creative man to communicate by combining motion, sounds, words, color, personality and stage setting to express and demonstrate ideas to
large and widely distributed audience. Advertisements usually play a role in either introducing a product reinforcing the familiarity to the product and also convincing to purchase the product. They are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the recent past. They cannot only change emotions but give subliminal message. Television advertising employs attention grabbing trick such as catchy and pleasing music, lyrics, Jingles, humor and repeated messages. The impact of the advertisements is through television than the print media or radio.

2. Literature Review
With an aim to get a better insight regarding the work done in this regard some research papers were analyzed and they are as follows:

Nilsson Magnus (2009), in their study emphasized on how branding and communication strategies are best used in cell phone carriers TV commercials and how they affect young people’s consumer behavioral processes. TV commercials were the reason for their choice of cell phone carrier. Marko Merisavo and Jari Vesanen (2006) have emphasized on the effectiveness of advertising in increasing sales of mobile services also the effectiveness of advertising dependent on consumers’ usage patterns of the advertised product or service. Nidhi Kotwal (2008) has emphasized on the Impact of T.V advertisements on buying pattern of adolescent girls. The key variables of the study are TV advertisements, consumer buying pattern, factors affecting consumer buying pattern, impact of media on lifestyle of consumers. The findings from the study are that T.V. advertisements played a vital role in introducing a new product in the family list. The results of the study revealed that the girls viewed T.V. advertisements with interest and found them entertaining and informative. The non informative factors like celebrities, Catchy slogans, visual effects funny advertisements, good music and action were also the reasons for liking an advertisement, in order of priority.

Prashant Mishra, Upinder Dhar (2001) have emphasized on the influence of gender on consumers' perception about male and female celebrity endorsers' effectiveness on three dimensions. The study are that the brands benefit from associations with endorsers because they acquire or possess particular configurations of cultural meanings that cannot be found elsewhere. Thus, endorsers are expected to enhance advertising readership or viewership or listener ship and induce positive attitudinal change towards a company and its products and the personality characteristics of the endorser can get associated with a brand's imagery.

3. Methodology
The study attempts to analyse perception of customers towards advertisements and its influence in their purchase decision. The study is on the leading players like Vodafone, Airtel, Reliance communications, BSNL and Idea cellular. The objective of the study
is to study the influence of brand recall through TV commercials on consumer buying behavior.

4. Results & Discussion
Buying is a complex process involving a number of decisions to be made as to what to buy, where to buy, when and how much to buy. This process is divisible into stages such as awareness, information, application, trial and adoption. The buyers are aware of the product through one source, yet other sources might. The results of the study revealed that the respondents viewed T.V. advertisements with interest and found them entertaining and informative. In order to identify the key factors, an exploratory factor analysis was done and it was found that major factors responsible for influencing the purchasing behavior of consumers. The factors were Loyalty, brand image, Service quality and Brand recall. The questionnaire was self structured hence was checked for reliability as well and all the variables were found reliable. The cronbach alpha score of loyalty was 0.74, brand image was 0.60, service quality was 0.60 and brand recall was 0.61. Hence all the key variables were found reliable.

![Recall affect on purchasing decision](image)

**Fig. 4.1:** Recall affect on purchasing decision.

**Table 4.1:** Recall Factors.

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Repetitive Commercial</td>
<td>17</td>
<td>11.3</td>
</tr>
<tr>
<td>Funny /Humorous Commercial</td>
<td>71</td>
<td>47.3</td>
</tr>
<tr>
<td>Social Awareness Commercial</td>
<td>32</td>
<td>21.3</td>
</tr>
<tr>
<td>Emotional message Commercial</td>
<td>30</td>
<td>20.0</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100.0</td>
</tr>
</tbody>
</table>
It was found that around 47.3% of the respondents were able to recall the advertisements due to the presence of the humor in the advertisements. 21.3% of the respondents were able to recall advertisements having social awareness messages that create a strong impact on the memory of the consumers. From the data above it could also said that funny commercials have most significant impact on the consumers mind. Impact of humor on different aspects was also studied in various research studies. It was found out that the presence of humor in TV commercials has a positive effect on the consumer as well as it helps in recalling that particular product and Brand.

Further if we would see the results of the impact of TV advertisements on consumer purchase decisions. It was found that TV commercials have high impact on the consumer purchasing decision of the consumers. The respondents agree that their purchasing decision get influenced because of TV commercials. 8.67 % of the respondents strongly agree with the fact that their purchase decision gets influenced by TV advertisement. Hence we can conclude from the study that Television commercials had positive impact on the purchasing behavior of the consumers.

It was observed that a good TV commercial leads to increase in the demand of that service provider. Majority of the respondents agreed with this fact that a good TV commercial affect their decision of purchasing the mobile service provider. Also good TV commercials played a major role in brand switching, as majority of the respondents agreed with the fact that they used to switch to a new brand after watching their commercial.

5. Conclusion
Brand recall through TV commercials has a high impact on the purchasing behavior of the consumer, so the companies should be careful while creating the brand image in minds of the consumers. 74% of the people believe that advertisements play an important role while making purchase decision for new connection. So the companies should handle the advertising properly and should try to deliver the information properly. In telecom industry the most important factor which affects the purchase decision of the customers is advertisement. Suggestions of friends and relatives also play a major role in this. So the companies should take care of the existing customers to enable the spread of positive word of mouth.6.54.33% of the people likes Vodafone advertisements more than others, followed by Airtel and Idea. So the other companies should try to make advertisements which can connect to the customers. They can use some special characters as Vodafone did.63.33% of the people believes that advertisements provide information about the products. So the companies should try to deliver all the information about the plans and offers through advertisements.
References


