

## IMPACT OF CUSTOMER ADVERTISING FOR BUYING

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**Abstract:** Every business should have a Marketing Department that enables the company to approach the market, with the needs, desires and demands of consumers. In the framework of marketing, among other things, is the promotion which is an informative tool for the content of products of a certain type to the consumer. Promotions make efforts to convince consumers to purchase and fix messages in their memory.

Advertising that makes the link between the producer and the consumer through the information and messages it provides on the basis of its presentation. This article analyzes that the advertisement is a compelling means of purchase. To create and transmit an advertisement, tools are needed ( money) and if it does not have the effect then it will be only an expense for the company and the creation of citizens awareness reforms that the advertisement is aimed at informing the customer about the product and has no manipulative purpose of the clients.

**Keywords:** Impact, Advertising, Obedience, Customer, Purchase

### 1. INTRODUCTION

Advertising is any form of payment for non-personal presentation and promotion of ideas, goods and services by an identified sponsor.<sup>23</sup> By advertising, consumers are informed, gained knowledge and create awareness of the features of new and existing products. Advertising is very important because, among other things, it is also a reminder for those consumers who have a preference for the particular product or service but due to the various obligations or reasons they can emerge from human memory.

Advertising involves the communication of the value of the company or brand value, using a paid media to inform, convince, and remind consumers.<sup>24</sup> Advertising is a form of non-personal communication paid for the time and space in the media where it includes mass media (for example, TV, radio, magazines, newspapers) that can send you a message to large groups of individuals often at the same time. Before the message is sent to you, you should consider what audiences will interpret the message.<sup>25</sup>

In the process of developing a program for integrated marketing communications, a company considers some characteristics or qualities of the internal and external business environment, in order to develop a marketing program that corresponds to the objectives and mission of the company, such as product type, target market, purchasing decision-making process, product development cycle, and distribution channels. There are generally two types of advertising: product or service advertisement (related to their sales) and institutional advertising (including the promotion of a concept, idea, philosophy of a profitable or unprofitable organization). Successful ads include those ads that make the products or services of the company well-known for their qualities and priorities, in that part of the population identified as a group with a high probability of purchasing the company's products.<sup>26</sup> Marketing managers need to make some important decisions when planning advertising. The first step is to set the purpose of the advertisement to inform, convince or remind you of the particular task of communication that needs to be achieved by the particular target audience during a certain period of time.<sup>27</sup>

### 2. THE ROLE OF ADVERTISEMENT

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<sup>23</sup>( Philip Kotler, 2009)

<sup>24</sup>( Philip Kotler, 2009)

<sup>25</sup>(E. Belch George, A. Belch Michael).

<sup>26</sup>.(ArtanXhDuka&Niko A Pano).

<sup>27</sup>(Russell H. Golley).

To form an adequate advertisement we need to know about consumer behavior. According to Kotler, consumer behavior is a study of how individuals, groups, or organizations select, buy, exploit, and possess material goods, services, ideas or experiences to satisfy their needs and desires. Advertising is successful when it simultaneously appeals to a sales message and entices. Advertising campaigns are remembered when they characterize entertainment as attractive as they stimulate the curiosity of the audience about what will happen next. After completing all of the above, the purchase decision is made. Buying is the final act when the consumer brings the product home and for which it pays a certain value.

Often the consumers themselves do not know exactly what affects the purchase, "the human mind does not function in a linear way," says a marketing expert.<sup>28</sup> Mind is a mass of neurons that move around here, roll around, confuse, collide with one another, and become tedious, creating new concepts, new thoughts in each person's brain wherever it is. The econometric explanations of consumer behavior give different thinkers, such as Adam Smith, A. Marshall, and others. According to Smith, the economic man is the greatest satisfaction and the greatest benefit of the economy needs to be achieved through rational use of the tools. The Marshall model has to do with the customers who fulfill all their needs. That is, with rational behavior you try to maximize the benefits.<sup>29</sup>

Advertising as well as other promotional techniques, informs, convinces and remembers. It can change consumer beliefs, habits, images, and behaviors. But to make advertising effective at a national level, it requires great spending.<sup>30</sup> Advertising has advantages because no other promotional tool is offered to an auditor. Though the advertising targets the mass market, it can also be addressed to a particular auditor. Advertising helps sales forces prepare potential customers for the message that is present during a sale.<sup>31</sup>

Recognizing the nature of these ads and their visual audio transmission as creativity in these ads, the importance of the actors, the content of attractive advertising for watching, the right music and the humor in the advert are some of the factors that make these ads appealing. In global business, advertising is indispensable for any business to inform customers of their products and services. But how do consumers see their importance for better selection and is reliable advertising, is presented in the following diagrams from the research analysis.

From the previous results on the importance of the ad, we saw that the largest percentage considered the advertisement to inform the customer about the product as important, but when we pass on the reliability of the advertisement, most of them do not believe that the advertisement provides accurate, even some of them are of the opinion that advertising is only for those products that can not be sold.

### 3. RESEARCH METHODOLOGY

For the realization of this study, secondary data (contemporary literature on theories of advertising on purchasing consumer beliefs, case studies, encyclopedias, online materials) and the primary data collected through questionnaires from citizens of different layers and ages are intertwined. The sample of the selector was every citizen who is currently living in that country, where in addition to gender the analysis is done by different levels of schooling, residential in urban and rural areas, include all age groups and visibility on television, radio and internet . Data collection and analysis is done electronically from the google forms program ([www.forms.google.com](http://www.forms.google.com)).

According to research, advertising is popular with consumers because most respondents answered this question even though the question was open. Some of the ads that were most popular among consumers are featured in the research results.

### 4. RESEARCH FINDINGS

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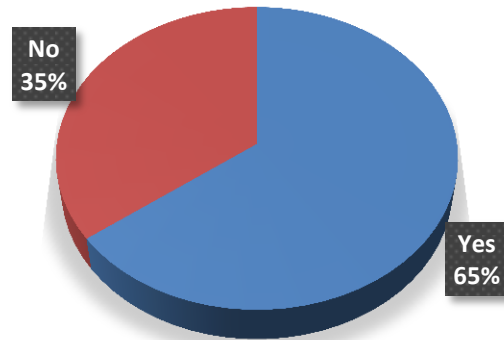
<sup>28</sup>( Philip Kotler, 2013 ).

<sup>29</sup>(Ali Jakupi,2008)

<sup>30</sup><http://www.vitrina.edu.al/newweb/?fq=brenda&m=shfaqart&gj=gj1&aid=56095> (23.04.2014)

<sup>31</sup><http://www.vitrina.edu.al/newweb/?fq=brenda&m=shfaqart&gj=gj1&aid=56095> (23.04.2014)

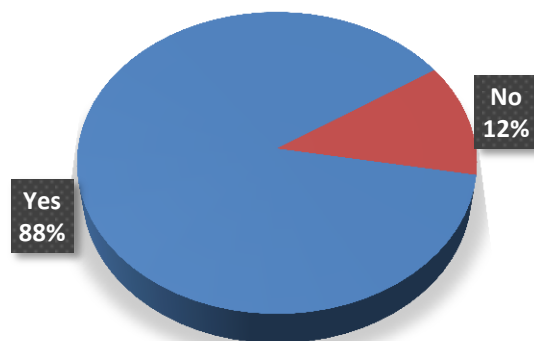
### Does advertising disgust you promote?



Although 80% of respondents answered that you like watching and listening to the bulk of their ads, 65% answered that broadcasting from time to time raises you disgust at viewing it.

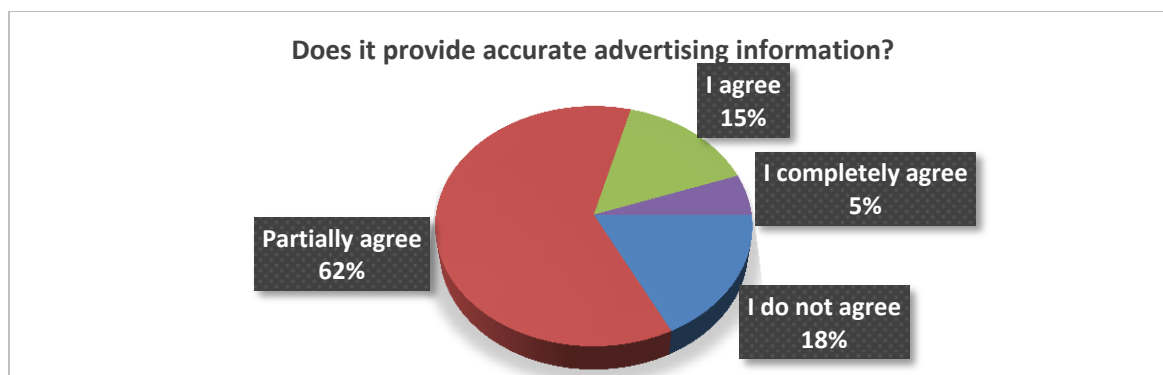
#### 4.2. Advertising matters to you

### Do you think advertising is important?



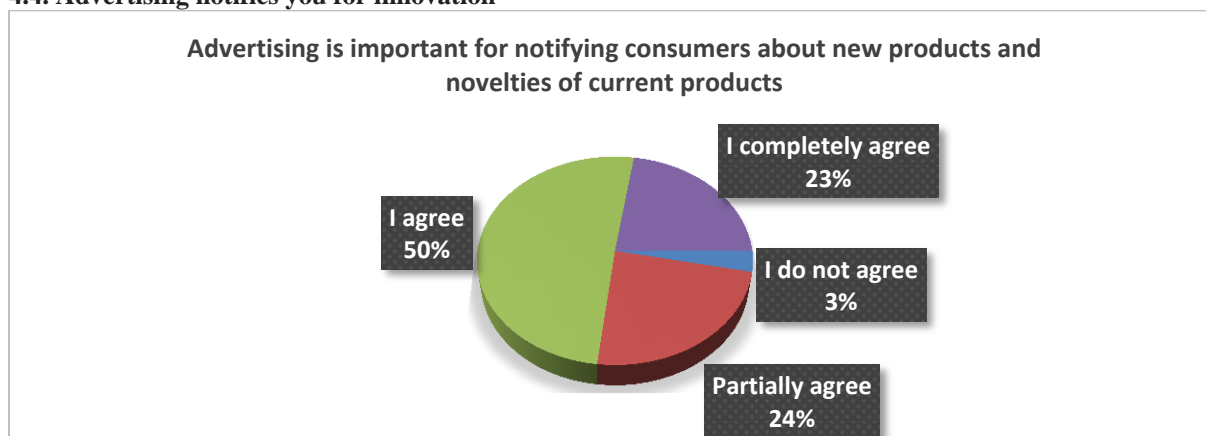
From respondents' responses is important advertisement, 88% consider it important and 12% consider it unimportant. Relationship between men and women reveals that 95% of men consider important advertising and only 5% do not consider it important, while in women this ratio is 85:15. In school-level analysis, those who are undergraduate and doctoral studies evaluate the most important 95% of advertising, those who are in bachelor's studies or have completed these studies, declined the advertisement's decline by 90%, and this decreases with the lowering of the school level. There is not much difference in the answers between those living in urban or rural areas, the awareness of the importance of advertising is almost the same with 85% for and 15% against urban areas and 83 with 17 in rural areas. With the highest percentage of 91% of the importance of advertising, all those who are watching the ad across the internet responded.

#### 4.3. Advertising gives you accurate information



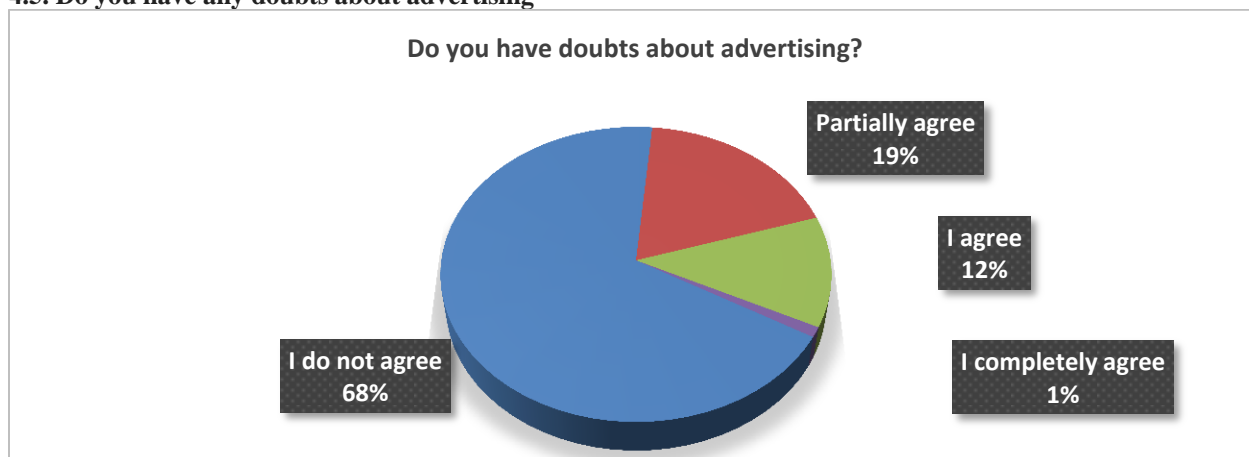
In Diagram 3 we see that the majority of respondents with 62% agree in part that the advertisement provides accurate information, which implies that much is neutral about the accuracy of accurate information through advertising. 20% have a positive opinion then agree and 18% disagree that the advertisement provides accurate information.

#### 4.4. Advertising notifies you for innovation



In Diagram 4 we analyze that advertising is promotion of current products and new products, 74% agree and only 3% disagree with this.

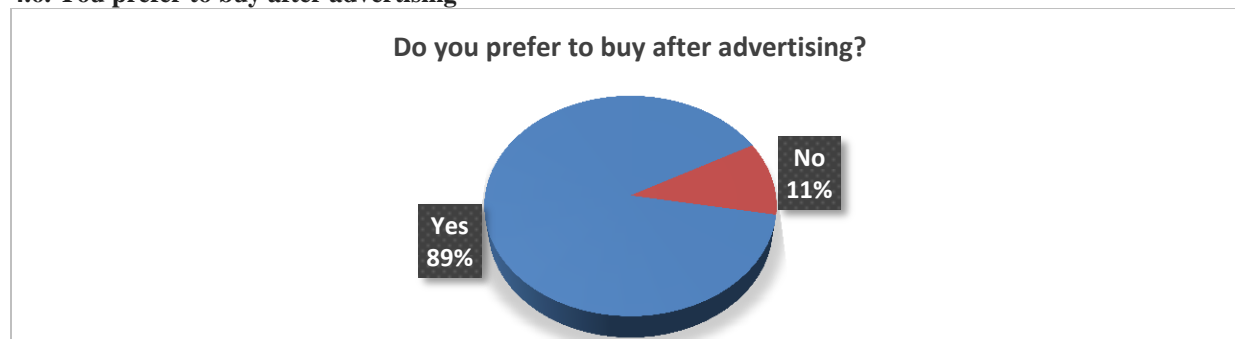
#### 4.5. Do you have any doubts about advertising



In Diagram 5 we get the results that 68% disagree that advertising is only important for products that can not be sold, but the other 32% agree that advertising is only for those products that could not be sold. Based on the gender

analysis, 32% of the respondents make up about 70% of the women and 30% of the males, the percentage who agrees that the ads are for non-sellable products is the category they prefer not to make.

#### 4.6. You prefer to buy after advertising



From the above data we saw that the ads are important and the customer's rating is important, then in this section we will analyze some of the factors that make advertising important and reliable for purchasing.

### 5. CONCLUSIONS

Based on the studies and surveys I have made, I can argue that advertising is a technique for convincing consumers to buy but is not a technician or a very strong and compelling tool, since the grouped data responds to the highest percentage are neutral about their action to purchase with advertising activity. Consumers like watching the ads, they are aware that an advertisement or broadcast is of great importance, but when it comes to the accuracy of the information in the ad, they are convinced that the advertisement can provide accurate information that many agree with the fact that advertising are promotional products and reminders for current products, most of them are aware that advertising is not just about those products that can not be sold. Important for an advertisement is visual audio presentation such as music, advertising message, actors, humor, etc., these elements are the part where consumers are convinced of the purchase, if the message is short and clear associated with music and humor these elements become priority for purchase. Even when an advertisement is creative, it has the right shape and design that this phenomenon applies to online advertising again the responses are neutral about purchasing persuasion so the larger percentages are "sometimes convinced or usually have an effect", also in cases when consumers have decided to buy products but have a dilemma in their selection advertising is not always the tool that helps in product selection, the main factors why customers buy a product or service are the curiosity they have to test the product or service when the product needs to meet family needs and is indispensable when the price is good and when the quality is high, and the factors like the imitation of the actors in the ad and the ads are interesting are a smaller percentage. The highest impact on the importance of advertising and all of the above are all those who possessed higher levels of education and those who preferred shopping, and the most convincing broadcast form was television.

This study has a twofold effect on the company's effects that the ad brings benefits and effects to the consumer that, based on the ad, they can choose the best products and services.

-Reference to the company will be that their ads are short-lived and trendy with the times when they decide to make the broadcast unpublished many times a day, as their broadcasting occasionally sparks consumers,

-Only that companies do not make too much advertising costs but use other forms of promotion as advertising is not a very strong tool for persuading Kosovo's residents to buy.

-When an ad is made, it should be accurate and the quality of the ad is similar to the product quality as it can help raise awareness of higher advertising reliability and greater purchasing obedience .

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