



## **5. The Effects of Advertisement on Consumer Behaviour**

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### **ABSTRACT**

*Today's competitive corporate environment necessitates the use of advertising. Advertising has become a vital instrument in the battle to win over the "lord of the market," the consumer, since all major and minor businesses in the market compete for the consumer's attention. Everyone has a marketing strategy, regardless of whether they are a newcomer or a market leader. On the other hand, advertising has been the topic of considerable discussion throughout the years. Advertising has been determined to have a negligible and, in some circumstances, a negative impact because of the widespread belief that commercials include only half-truths and outright lies. Due to a lack of legal regulation, advertisers were free to overstate the benefits and performance of their products, which led to a loss of trust in the advertising message. But there are some themes that overall experience.*

### **KEYWORDS**

*Consumer Behaviour, Advertisement, Purchase Intention, Marketing, Business, Advertising Strategy.*

### **Introduction:**

A merchandising company can make money by increasing its sales at a profitable rate, which is the goal of all businesses. With convincing reasons and a wide audience of consumers, channel members, and industrial customers to persuade them to acquire the goods, this is doable. A product or a concept can be made known to the general public through publicity. It's a broad term that refers to efforts to appeal to a wide audience. "Advertising" is defined as "placing commercially significant news about anything in a written media or getting favorable presentation of something on video television or stage that isn't paid for by the sponsor" [1]. Advertising, on the other hand, aims to get the word out about a certain product or service. It's a way to get your name out there. [2] There is a fixed amount of money that the sponsor pays and sponsors. Mass media is frequently used to disseminate generic information about a company, its products, ideas, and services to a

big audience. Advertising and public relations are frequently used interchangeably in the minds of the general public. Advertising is a crucial part of the process of distributing goods from manufacturers to consumers. 'As production output is distributed through mass marketing, the GDP may rise significantly. Ads let consumers make informed decisions about the wide range of things available to them, while also increasing the efficiency of mass marketing. Until the latter half of the 19th century, mass advertising had not yet been invented. The physical transportation of commodities necessitated the development of distribution channels, which necessitated the development of mass communication to inform consumers of their options. The messages we receive from the media have a huge influence on our daily life and how we see the world. [3]

### **Effect of Advertisement on Consumer Behavior:**

Consumers make favorable decisions about purchasing and utilizing things based on the product itself, as well as their expectations and preferences. Customers go through a variety of behavioral stages when they make a purchase. Find what you're looking for, find a product, and buy it before evaluating all of your alternatives. Advertisers and other marketing experts follow the whereabouts of potential customers in an effort to sway their purchasing choices. Procurement politics intrude at every level, from recognizing the issue to analyzing the potential choices. Politics [4]

- **Advertisement and Problem Recognition**

Customers' decision-making process begins with the identification of a problem. They begin to search for solutions as soon as the person knows they have an issue what's causing these wants and requirements? It's possible they have something to do with basic human necessities like food, shelter, sanitation, medical treatment, and education.

- **Advertisement and Information Search**

After seeing a problem, individuals immediately begin seeking for information about it. In this step, customers look for relevant information to aid in the issue procedure. Using a rational approach to advertising helps consumers think that their issues can be solved.

- **Advertisement and Evaluating Alternatives**

A consumer's decision-making process begins with a search for relevant information and a comparison of available options. Before making a final choice, customers weigh the advantages and disadvantages of many alternatives. Customers take into account not just the product's brand recognition, but also the person's social standing.

- **Advertisement and purchase decision**

At this stage, the customer knows exactly what he needs to buy in terms of both goods and brand. However, the customer's decision-making process might be frequently disrupted by bad criticism from friends and social media. The fundamental value of a product is highlighted in a logical advertisement to encourage customers to acquire it.

- Advertisement and post-purchase

After a customer makes a purchase, a corporation will use advertising to foster a long-term bond with that customer. Customers can expect to see advertisements for new products, further information on the product they've already purchased, or customer support for the product they've already bought. Consumer input is also collected in the post-purchase advertisement, which serves to construct a positive customer experience and target messages. [5]

Ads are designed to educate, persuade, or remind buyers of a product's existence. This results in a daily knowledge of the product, its importance, and what the consumer should know about it. The information and features of the advertisements are detailed in the following table (Table 5.1).

**Table 5.1: Objectives of Advertising (Philips 2016).**

<b>Informative Advertising</b>	
• Communicating the worth of a customer	• Recommending new applications for an existing product
• Establishing a company's name and image	• Updating the market with new pricing information
• Announcing a new product to the public	• Identifying and describing available services and help.
• Describing the operation of a product	• Eliminating deceptive notions
<b>Persuasive Advertising</b>	
• Increasing consumer loyalty to a certain brand	• Getting people to buy right now
• Trying to get people to switch brands	• Convincing clients to accept a sales call
• Changing the way customers see the value of a product	• Customers are encouraged to spread the word about the brand.
<b>Reminder Advertising</b>	
• Preserving and growing business ties	• Reminding customers of the product's location for purchase
• Marketing the product as a possible need in the near future.	• During the off-season, it is important to maintain the brand in the customer's mind.

### **Review of Literature:**

Because of the Latin root "advertise," advertising literally means to turn around. Advertising is a term that refers to the strategies used to grab the attention of a certain product or goal (Ramaswamy & Namakumari, 2004) [6]

The advertiser's goal is to spread the word about his products and services to his clients and potential customers via an advertisement. Media such as television, radio, print publications, direct mail, and billboards are all forms of mass media. Advertising's primary goal is to make the products more widely known (Ramaswami & Nama Kumari, 2004). [6]

In an experiment, Rigby, 2011[7] evaluated customers' purchasing habits. However, according to Rigby, the advertising environment is changing as a result of the rise of online retailing. More and more people are turning to the internet and making purchases there instead of in stores.

Convenience may be the downfall of brick-and-mortar stores as digital retailing threatens their existence. Coupons and discounts, on the other hand, can be used by businesses to directly attract customers, whereas advertising is mostly intended to attract the general public.

A Consumer purchasing behavior was evaluated in a Tamizhjothi, 2013[8] research study. Their past experiences and education have an impact on how they see purchases. The success or failure of a firm has a direct impact on the brand's positioning. Those in their 30s and 40s have a positive outlook on cosmetics and beauty goods because they want to maintain a youthful appearance and are financially secure, allowing them to indulge in these luxuries.

A study by Muhammad (2014) [9] looked at how advertisements and consumer perceptions affect purchasing decisions. The research was carried out in Pakistan. A random sample of 150 people were given questionnaires to complete. Research shows that commercials have a substantial impact on the decisions of consumers when acquiring products. Customers are more likely to buy a product if it is advertised well and has a good reputation among the general public.

Niazi (2011) [10] investigated the effectiveness of advertising and the impact it has on customer purchasing decisions. The research was done in Pakistan. Quantitative methods were employed in this study. Probability sampling was employed to acquire data from a sample of 200 questionnaires.

Researchers identified a strong correlation between advertising and consumer behavior in their study. Environmental concern and consumer behavior were shown to have a strong association in this study, as well. Researchers found customers are more likely to buy things they see advertised than they are to do so just emotionally.

### **Objectives:**

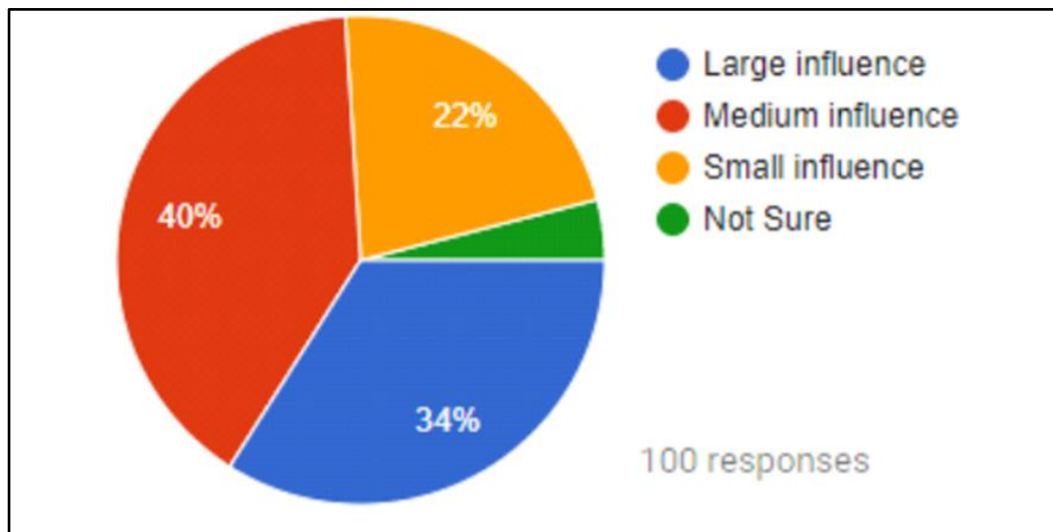
- To find out if advertising has any influence on customer behavior.
- To ascertain which forms of media are most effective in terms of advertising.
- To determine how people feel about advertising and raising awareness
- To learn more about the connection between advertising and consumer spending.

### **Research Methodology:**

A research technique is a method for resolving a research issue in a methodical manner. It can be viewed as a science that studies how scientific research is carried out. There are several ways and reasons why researchers come up with their study subject. The researcher must understand both the research methods and the methodology. In the current study, secondary data was acquired from a number of sources, including books, educational and development periodicals and government publications as well as printed and online reference resources.

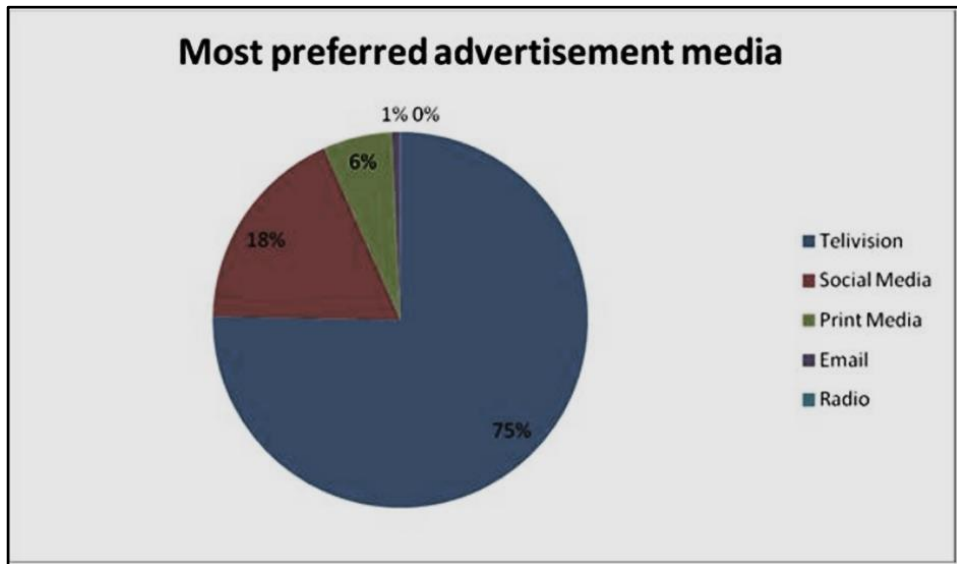
### **Result and Discussion:**

Influenced by advertising, consumers' views and purchase decisions are affected. To reach their intended audience, companies rely on advertising. In order to reach as many potential customers as possible, businesses must spend money on advertising their goods and services. [11] Before advertising their products, businesses survey their target market to determine the most effective medium of communication.



**Figure 5.1: Influence of Advertisements.**

34 % of consumers have a large effect, and 40 % have a medium influence, according to Figure 5.1 According to the survey, 22% of respondents said that advertisements had a modest impact on their purchasing decisions, while only 4% were unsure. [12]



**Figure 5.2: Respondents View towards most Preferred Advertisement Media.**

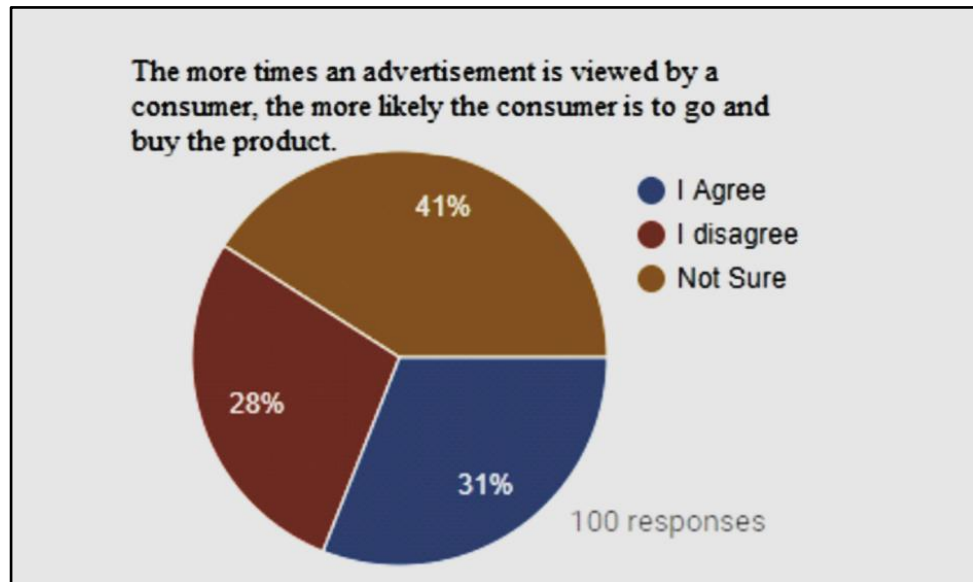
If we look at the numbers above, we see that 75% of respondents prefer television as an advertisement medium; 18% of respondents choose social media platforms; 6% choose print media as their preferred advertisement medium; and 1% prefer email; no one chose radio as their preferred advertisement medium. [13]

**Table 5.2: View towards Most Remembered Aspect of Advertisement.**

Aspects	Frequency	Percentage
Color	18	12%
Slogan	26	17.3%
Theme	114	7.6%
Punch line	31	20.7%
Celebrity	20	13.3%

Only 20.7 percent of respondents can recall the commercial's punch line; 17.3 percent can remember its slogan; 13.3 percent can recognize celebrities in it; and 12 percent can remember its color palette. [14] Only 7.6 percent of respondents were able to recall the ad's design [14].

Marketing a product or service relies heavily on the mere exposure impact. Due to constant advertising to the consumer, it establishes a preference for one product over another. Consumers are more likely to get familiar with and trust a brand if they see its adverts all over the place. Users finally buy and take ownership of their purchases. [15]



**Figure 5.3: More Exposure Effect as a Clever Strategy in Advertising.**

Figure 5.3 reveals that 31% of customers agree with the statement, 28% disagree with the statement, and 41% are unsure of their opinion.

### **Conclusion:**

According to the findings, respondents firmly believe that commercials have had a significant impact on their decision to purchase a product. There are some people who do not like the idea of buying items only because they are advertised on TV. According to the findings, consumers in rural areas are more impacted by commercials while making product purchases than those in urban areas. Media advertisements have a strong influence on the buying habits of the public. Businesses utilize the media to spread the word about their products because customers are drawn to products marketed in the media. Many participants in this survey favored advertising above other forms of communication. Positive customer perceptions of advertising bode well for the advertising industry. As a result of their role in sales and product value, advertisements should not be too expensive. Customers should have a say in which media is used. Efforts should be made to improve marketing strategies.

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