



1. Impact of Advertising on Consumer Behavior

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ABSTRACT

Advertising is a marketing strategy used to increase product awareness in consumers' minds so that they can make a purchasing decision. Advertisement, sales promotion, and public relations are examples of mass communication tactics used by marketers. Although advertising in the mass media has an impact on audiences, television has the broadest reach and is the most powerful advertising medium. Advertising has the ability to influence people's attitudes, lifestyles, and, in the long run, a country's culture. To succeed in a consumer market dominated by advertising, a corporation may engage in promotional activities to boost the brand of their product. The primary goal of advertisers is to reach out to consumers and influence their awareness, attitude, and purchasing behaviour. Customers' brand preferences can be influenced by advertising. It influences customer behaviour. This study investigates consumer purchasing behaviour as influenced by advertising. The impact of advertising on consumer behaviour will be discussed in this paper.

KEYWORDS:

Advertising, Consumer, Behavior, Audiences, Television, Brand Preference, Media, Lifestyles, Printing Press, Radio, Television, social media.

Introduction:

The majority of the market is made up of consumers. Their actions are guided by their specific needs. As a result, they are frequently forced to choose between multiple items offered by corporations. Customers' primary goal is to satisfy as many of their needs as possible by purchasing the product they prefer. Consumers, on the other hand, are influenced by a variety of factors, such as similar products, which force them to buy or abandon the product before reaching the decision point. [1]

The printing press, radio, television, and social media have all contributed to the evolution of how businesses and organisations connect with customers through advertisements.

Businesses are not hesitant to invest in advertisements to achieve their goals as a result of the advancement of communication technologies. Advertising is more adaptable than ever before. People are constantly exposed to advertisements, whether they like it or not, and sometimes without even realising it. The digital revolution's impact on the advertising industry has significantly altered the impact and availability of social media content to a broader audience. It's all for the sake of entertainment. According to Haider and Shakib, entertainment has been identified as a primary promotional tactic for increasing the effectiveness of advertising and influencing customers to buy. [2] According to Herhold, people live in a data environment. As a result, if a company does not market, its chances of survival are slim. People may believe that social media has essentially become a weapon and that it now plays an important role in advertising. The Internet and social media have fundamentally altered how businesses operate, particularly how they generate public awareness of their goods and services. As a result, advertisers are constantly looking for new ways to increase the impact and effectiveness of their advertisements in today's crowded media environment. [3]

Any form of non-personal communication via mass media that is funded by a specific sponsor. Advertisement is a major tool used by sellers to increase consumer demand for goods and services. To understand the impact of advertising on consumer purchasing behaviour, it is necessary to first understand what advertising is, as well as its goal and purpose. Advertisement is a paid form of non-personal promotion of ideas, goods, and services by a specific sponsor.

Advertisement is a process; it is a set of activities that must be completed in order to prepare the message and deliver it to the intended market. Advertising is done through magazines, newspapers, radio, and television, as well as outdoor displays (posters), direct mail, and directories. Whatever form advertising takes, the fundamental principles are to deliver the right message to the right audience at the right time and at the lowest possible cost, and to achieve positive results. Nowadays, advertising is designed to have a positive impact on consumer behaviour, encouraging them to patronise a company's offerings. [4]

Concept of Consumer Behavior in Relation to the Advertisement:



Consumer behaviour is the analysis of what products to buy, when to buy them, and how to buy them by an individual or group of individuals. The same advertisement may elicit different reactions from different consumers. The way a consumer responds to an advertisement assists the company in understanding the trigger points and creating more relevant advertisements for the product. For a better understanding, advertisers should record the consumer's reaction both during and after the advertisement is played.

Though the company's primary goal in advertising is to inform consumers about:

- The existence of the product
- The product's various features
- The benefits of using the product
- How the product differs from competitors' products

Advertisements should be entertaining enough to capture the consumer's attention. There are trillions of advertisements playing all around the consumer; entertainment is what will keep the consumer watching and not skipping over your advertisement. If the advertisement is entertaining enough, it will stay in the consumer's mind, and the consumer will look for the product when making a purchase decision soon or may make an instant purchase decision. [5]

Today, advertisement is very important in persuading customers to buy products and services. On the other hand, the costs of advertising are very high in comparison to other activities in most businesses. Nowadays, every company strives for the largest market share.

To that end, each company employs a variety of strategies to attract customers from various market segments and to position itself as the market leader. In this difficult environment, a company should promote its products in such a way that more and more customers become interested in them. Marketing processes in today's business world are based on interactions between a company and its customers.

Advertising has been regarded as a popular management tool for dealing with today's competitive markets' highly rapid technological and marketing changes, and this management tool refers to the re-analysis and re-design of tasks and processes both inside and outside the organisation. Businesses can select the best targeted advertising in their marketing process by utilising science, expertise, and experience regarding proper and suitable methods, in order to cause consumer preference for online purchases. [6]

Review of Literature:

established that consumer attitude and behaviour towards the advertisement affects consumer exposure, attention, and reaction to the individual advertisement through a variety of cognitive and affective processes. Attitude towards advertisement, attitude towards brand loyalty, and brand awareness are commonly used constructs in consumer buying behaviour research to predict the effectiveness of marketing communications across various media (Ayanwale et al., 2005). [7]

have confirmed that when a brand provides substantial-quality products and increased market awareness, it predicts higher purchasing behaviour among consumers. It suggests that perceived quality can act as a moderator. As a result, this study considered perceived quality as a moderator and empirically tested it. Furthermore, the cosmetics industry is expanding globally but receives little research attention (Amberg 2019). [8]

According to Sofi et al. (2018), advertisement significantly predicts consumer purchasing behaviour, and this association becomes stronger when advertisement actively produces positive outcomes. Similarly, this study established the mediation effect of brand awareness between advertisement and consumer purchasing behaviour. It implies that as the frequency of advertisements increases, so does consumer purchasing behaviour, and that this increase becomes more robust when brand association is active. In contrast, this study confirmed the mediation effect of brand awareness between advertisement association and brand loyalty. [9]

Rigby, 2011 The researcher studied the effect of advertising on consumer purchasing behaviour. However, Rigby contends that the advertising environment is changing as a result of digital retailing. People are increasingly using the internet and making purchases online. Because digital retailing appears to be more convenient, it may threaten the future of retail stores. Companies, on the other hand, can try to directly attract customers through coupons and discounts, whereas advertising is primarily used to attract the mass market. [10]

Objectives:

- Product quality
- Product price
- Persuasion, information, and entertainment
- Brand image in advertising
- Celebrity endorsement

Research Methodology:

This study's overall design was exploratory. This study was carried out to determine the effect of advertisements on the purchasing behaviour of the schmitt advertisement. Surat city premises were used for the research, and 100 respondents were targeted who had seen schmitt advertisements on the best feature of any schmitt advertisement. The findings indicate that advertisements are effective at raising consumer awareness. Their advertisements contain enough information to attract customers while also raising consumer awareness.

Advertisement has a positive effect on consumer purchasing behaviour. Following these results and findings, we can summarise this research by saying that if people are well aware of the brand and have positive brand perception, loyalty, and association, then brand image will be more and stronger in their minds, and that brand will become a part of their purchasing behaviour. Advertisement is a powerful marketing tool for attracting and retaining customers. [11]

Result and Discussion:

Types of Advertisements are Most Influential Over Your Buying Behaviour:

Out of the 127 people, 107 people say that the most influencing advertisement for them is Television Advertisements, then 83 people say internet advertisements are influential for them and 69 people said the most influential advertisements are Print Advertisements. Other than this only 33 people find billboards influential, Only 23 find Email Advertisements influential and just 14 of them find Radio Advertisements influential. [12]

Table 1: Types of Advertisements are Most Influential Over Your Buying Behaviour: [13]

Type Of Ads	Numbers
Radio	14
Television	107
Print	69
Email	23
Billboards	33
Internet	83

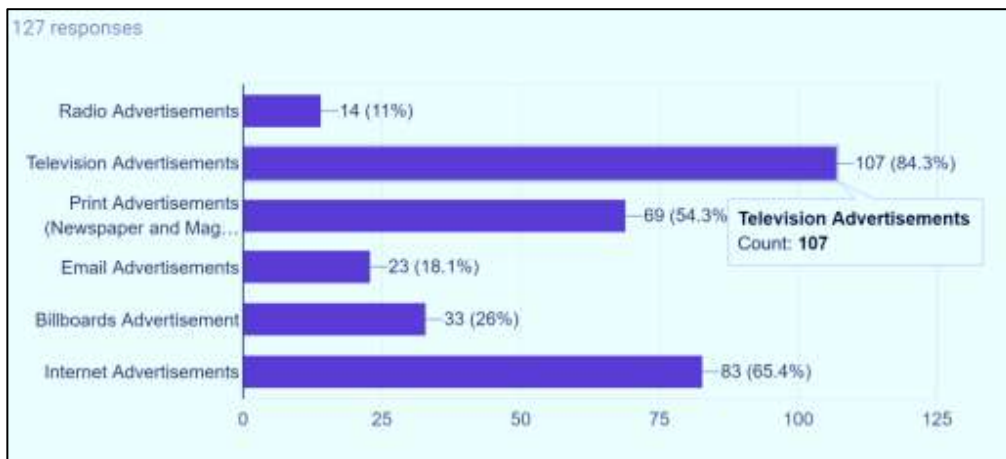


Figure 1: Types of Advertisements are Most Influential Over Your Buying Behaviour

Methods of Online Advertising are Most Influential on Your Buying Behavior:

Out of the 127 respondents, 106 believe that social media advertisements are the most influential, 68 believe that Google advertisements are influential, and 61 believe that banner advertisements are influential. Only 39 people think mobile ads are influential, 22 think flash ads are influential, and 12 think in-app/in-game advertisements are influential. [14]

Table 2: Methods of Online Advertising are Most Influential on Your Buying Behavior

Method	Number
GOOGLE	68
Social Media	106
Banner Ads	61
Flash Ads	22
MOBILE ads	39
In-game Ads	12

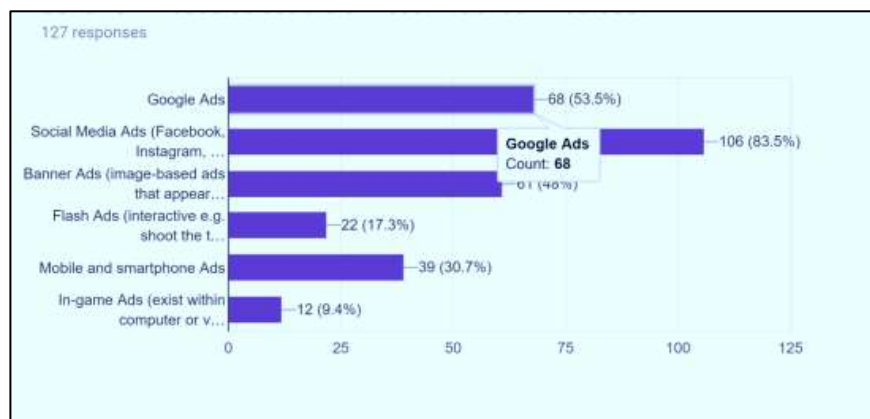


Figure 2: Methods of Online Advertising are Most Influential on Your Buying Behavior [15]

Impact of Advertising on Consumer Buying Behavior: There are some trends in consumer behaviour and purchasing behaviour that are influenced by advertisement types. The majority of industries have an impact on consumer purchasing behaviour. As business aspects change faster, brands must adopt a newer but very thoughtful strategy for attracting customer attention. The relationship between advertising and consumer behaviour is influenced by a number of shifting trends. Some of the most important trends that influence consumer behaviour. [16]



Figure 3: Impact of Advertising on Consumer Buying Behavior

The Hierarchy of Effects:

The hierarchy of effects is a theory that discusses the impact of advertising on customer purchasing decisions for specific products and brands. The theory outlines a series of steps that advertisers should take, beginning with raising customer awareness and ending with final purchase behaviour.

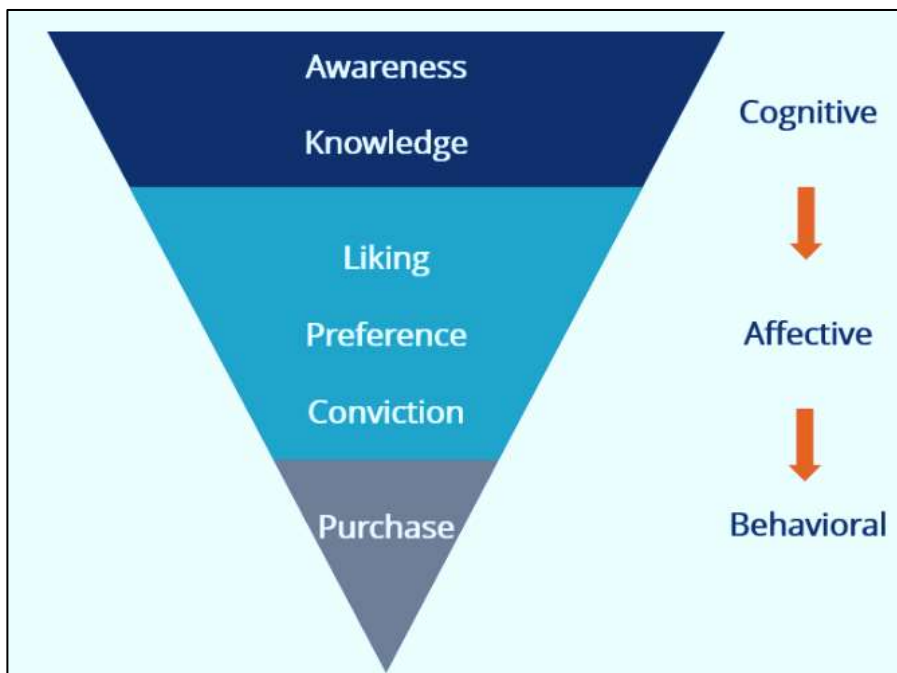


Figure 4: The Hierarchy of Effects

The hierarchy of effects theory describes the impact of advertising on customers' purchasing decisions for specific products and brands through a series of behavioural stages.

The hierarchy of effects model is divided into three major stages: cognitive (awareness, knowledge); affective (liking, preference, conviction); and behavioural (purchase).

The hierarchy of effects theory, as a study based on behavioural psychology, is criticised by cognitive psychologists for its inability to understand each stage of buying behaviours and its ignorance of different advertising goals. [17]

Every day, we as consumers make purchasing decisions. Purchasing decisions are regarded as the primary focus of marketing. Large corporations conduct extensive research on consumer purchasing decisions in order to understand what they buy, where they buy, why they buy, how and how much they buy, and when they buy. Marketers conduct extensive research to learn about actual consumer purchasing habits. Understanding consumer minds is not as simple as it sounds, because the answers are hidden deep within the minds of the consumers.

The Consumer Decision Process:

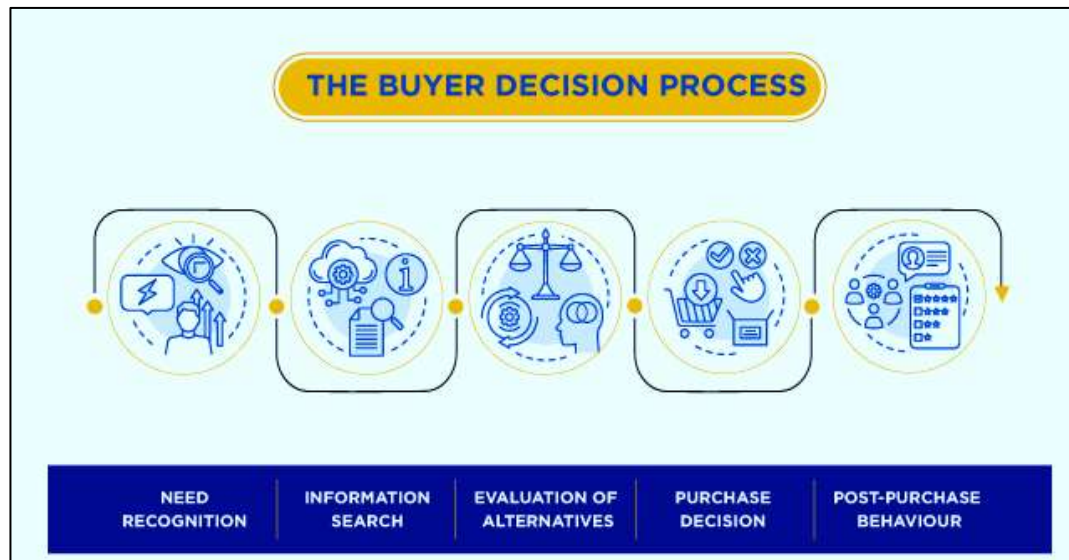


Figure 5: The Buyer Decision Process

Need Recognition: The identification of need, in which the consumer recognises the need or requirement, is the first step in the purchasing decision process. Internal or external stimuli can cause the need to arise.

For example, an advertisement or a conversation with friends may arouse the desire for a smartphone or tablet. Marketers should conduct research on consumer needs and the appropriate products to meet those needs at this stage.

Information Search: At this stage, consumers seek information about products/services that will meet their needs. A consumer who is interested in purchasing a home may begin by meeting with real estate agents, visiting relevant websites, or gathering information from newspapers.

Evaluation of Alternatives: Consumers were only gathering information at this point. Consumers use this information to evaluate alternative brands in the choice set at this stage. Consumers make the decision to purchase a product or service after conducting some form of evaluation.

Purchase Decision: During the evaluation stage, the buyer ranks the brand and decides whether or not to purchase it. At this point, the consumer purchases his or her preferred brand.

Post-purchase Behaviour: The marketer's job does not end when the consumer purchases the product. Marketers take additional action after the purchase based on their satisfaction or dissatisfaction with the product or service. [18]

Conclusion:

In the modern era, the advertising industry has undergone a radical transformation. Advertisements are extremely important in influencing consumer purchasing decisions. This study investigated the impact of commercials on consumer electronics purchasing behaviour. Commercials, according to the findings, have a significant influence on customer purchasing behaviour. This research can assist advertisers in the consumer electronics sector in determining what motivates a customer's purchase intent. It can also determine which aspects of advertising have the most influence and which have the least.

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