

A Study on Advertising's Impact on Consumer Behavior

Suparna Roy

Assistant Professor, BMS Department

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *Advertisement plays very important role in the business units. Whenever we want to introduce a new project it help to reach out the potential customers and help to educate the uses of the products .Advertising draw the attention of the audience and get them attracted towards the products and services. The sample size for the investigation was fixed at 100. To measure the impact of commercials on customer behaviour, a thorough questionnaire was developed. The findings indicate that while advertising is effective at raising consumer awareness, it is ineffective at instilling powerful perceptions in the minds of consumers. Two variables, such as consumer perceptions and brand awareness about a specific product, will persuade and influence the consumer to buy a product because they have a positive relationship decision making, control, planning, finance and accounting, human relations, and growth management, respectively.*

Keywords: Advertisement

I. INTRODUCTION

Advertising is a tool used by businesses to market their goods and services. Consumers' perceptions of products are shaped by advertisements. The usage of advertisements has considerably expanded in the 20th century as a result of the growth of industrialization and the availability of processed and manufactured commodities. Businesses can choose the ideal advertising plan for their marketing campaigns by utilising their knowledge, science, and experience of appropriate and proper techniques in relation to customer purchasing propensities. marketing is used in business. We think the research will offer useful information for executives and researchers of advertising to comprehend the specifics and facts of advertising to assist marketers in presenting appropriate proposals to advertising.

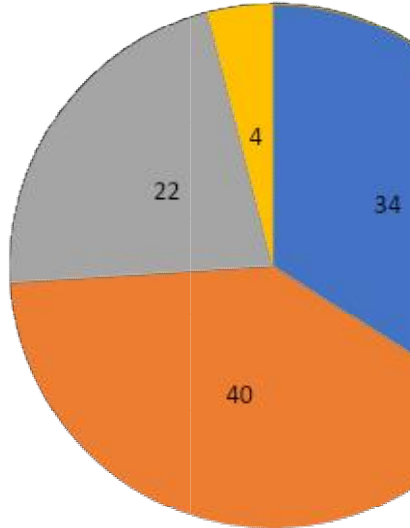
II. LITERATURE REVIEW

The effectiveness of advertising has been the subject of several studies in the past. Businesses today utilise a variety of advertising strategies to sell their goods and services. With the development of technology, advertising strategies have evolved substantially from previous decades. Mobile and web advertisements are now effective at reaching the desired demographic.

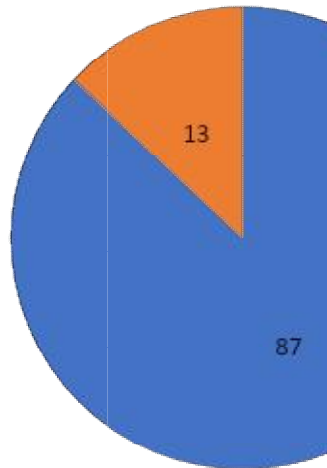
(Dr. D.Prasanna Kumar, M.D. 2012) concluded that advertisements are an effective medium for communicating information to the intended client group. He continued by saying that commercials shouldn't be too long or too short. The target audience's attention should be drawn to and kept by advertisements. (Ali Hassan 2015) discovered a favorable association between emotional response and customer purchase behavior in respect to television advertisements. It was discovered that the influence of television commercials on consumer behavior is related to residential origins, whether urban or rural, and gender groups. Customers' decisions to try out a service or product are often influenced by television advertisements.

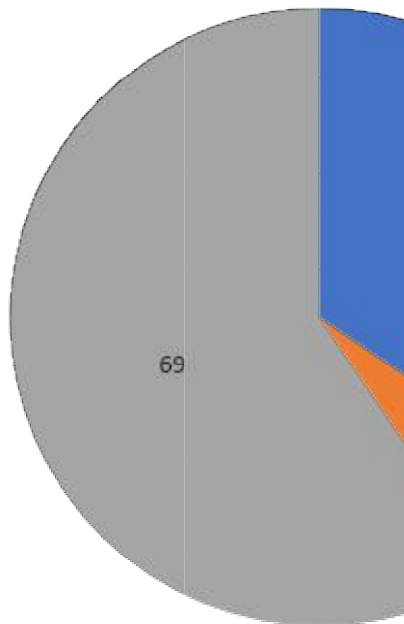
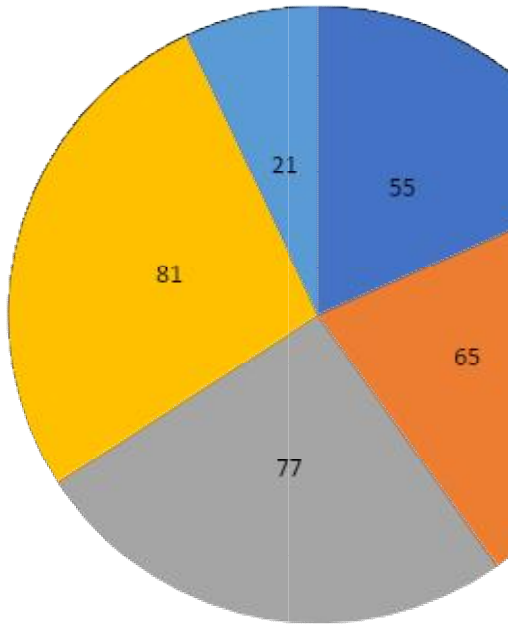
According to (Srivastava Priyanka 2012), all internet users, regardless of age, share the same opinion on websites and online advertisements. Despite the fact that all age groups felt that web advertisements are very instructive, they also cause annoyance in all age groups.

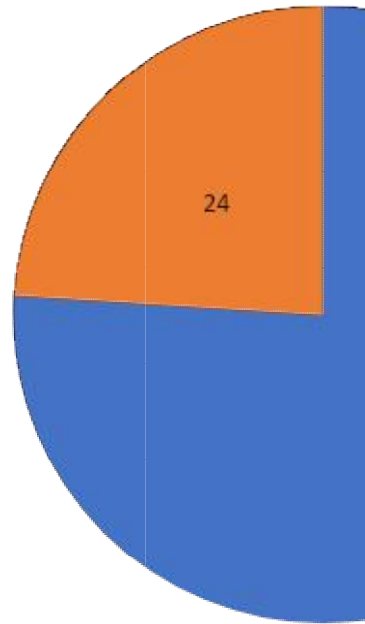
III. DATA COLLECTION



Advertising is important to consumer products. To what extent do you







The following are our main discoveries:

- 1) According to 87 percent of consumers, advertisements give information about products and services.
- 2) While 77 percent of consumers seek for price information, 81 percent of consumers search for discounts and offers.
- 3) According to 60% of customers, advertisements lead people to make unneeded purchases, which may be the result of an exposure effect.
- 4) Mobile and the internet are currently the most popular forms of advertising.

IV. CONCLUSION

The impact of advertising on consumer behaviour served as the foundation for this study. During the study, a number of variables were taken into account, including online advertising, product familiarity, brand image, and advertising method. It was discovered that advertising is extremely important for promoting businesses' products and services. Advertising significantly affects consumer purchasing decisions. Discounts and bargains, followed by information on prices and products, have a substantial influence on consumer behaviour. This study may assist marketers choose the best strategy for reaching the largest audience while promoting their goods and services.

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