

A Study on Impact of Advertisement on Consumer Behaviour

Prof. Omkar Ishwalkar and Tanisha Prakash Dabholkar

Asst. Professor and Research Scholar

St. Rock's College of Commerce and Science, Borivali (W), Mumbai, India

Abstract: *This study focuses on the impact of advertising on consumer behaviour, recognizing that advertisements across various media platforms influence consumers and their perceptions of products. Digitalization has played a significant role in shaping consumer behaviour. The research collected data through an online survey involving 600 participants of different ages, educational backgrounds, and gender representation.*

The study's findings indicate that newspaper, internet, and television advertisements are associated with changes in consumer behaviour, allowing consumers to gain a better understanding of products in the marketplace. Furthermore, marketers have increasingly invested in magazine and newspaper advertisements to influence consumer behaviour and build loyalty. This research is valuable for marketing managers as it provides insights into how they can enhance the effectiveness of their advertisements and choose the appropriate media channels for their marketing efforts.

Keywords: Media, Platforms, Consumer, Behaviour, Advertisement

I. INTRODUCTION

This introduction provides an overview of the study's focus on the impact of advertising on consumer behaviour and its crucial role in helping organizations connect with a diverse consumer base. It recognizes the significance of digital technology and the online marketplace in understanding customer preferences and emphasizes the need for digital marketing in a free-market economy. The study highlights the aim of advertisers to influence consumer attitudes, buying behaviour, and awareness through advertisements.

The research aims to address gaps in previous studies regarding effective approaches to engage customers through online advertising. It discusses the role of social media agents in actively engaging and responding to customer inquiries. The study explores various advertising approaches employed by advertisers, all aimed at persuading consumers to make purchases and perceive a product's value.

Two common types of advertisements, rational and irrational, are introduced. Rational advertisements focus on product features, while irrational advertisements emphasize social and emotional aspects. The research's ultimate goal is to enhance society's well-being and consumer positions in the market by understanding the impact of advertising on consumer behaviour.

Strategies Applied by Advertisers to Present Advertisement

Advertisers employ two main approaches, the environmental approach and the emotional approach, to present advertisements.

Environmental Approach: This approach focuses on creating specific experiential settings to promote products and services. For example, companies offer diverse media experiences to set the stage for marketing their products. Environmental conditions, such as the store environment and background music, are integral to assessing consumers' purchasing decisions, as they are connected to the cultural context of business organizations.

Emotional Approach: In contrast, the emotional approach aims to evoke emotional responses in consumers through advertisements. Emotionally-oriented ads are designed to build brand awareness, influence product selection and preference, and shape consumer attitudes. These attitudes formed in response to advertisements are vital in marketing and advertisement research, and companies can leverage them to influence consumer behaviour and gain loyalty.

Within these two approaches, three common strategies are employed by advertisers to present advertisements effectively.

Utilization of Media Platforms

In the utilization of media platforms for advertising, marketers and advertisers employ a variety of channels to reach their target consumers. The primary platforms commonly used for advertising include magazines, television, newspapers, and the internet. Advertising methods encompass banner ads, email campaigns, billboards, interactive games, and other forms. Studies from 2004 indicate that a significant portion of advertising budgets, approximately 44%, was allocated to digital advertising platforms.

Notably, newspaper advertising has been found to play a role in brand building and influencing consumer decisions. The effectiveness of advertisements is key in influencing consumer decision-making, as it impacts consumers' preferences and purchase choices. This effectiveness is influenced by factors such as media quality, choice of the advertising platform, and the quality of the content.

Internet and television are recognized as highly influential media platforms for advertising, particularly due to their visual impact in introducing products. Advertisers employ various tactics to shape consumer decision-making, including the use of celebrities and models to attract and persuade consumers to like and purchase products. Repetitive messaging is another strategy to influence consumers, as continuous reminders may encourage eventual product purchase. These advertising techniques are designed to impact consumer behaviour and choices.

Intervention on Consumer Awareness

Repeated exposure to a particular product through advertisements has been found to pique consumer interest and lead them to explore the benefits of the product. This strategy instils trust in the company and encourages consumers to make purchases based on the perceived utility of the products. Advertisements influence consumer behaviour by raising awareness among consumers.

Promotional activities and advertisements offer consumers information about products without necessarily passing judgment or approval. This information sparks curiosity, particularly when the advertised product is new in the market. It has been suggested that advertisements can enhance the materialistic nature of individuals, and some people believe that advertisements encourage a focus on acquiring material possessions rather than prioritizing a happy life. In essence, advertisements have the power to shape consumer awareness and, in some cases, drive materialistic tendencies.

Promotion and Promotional Activities

The advertisement industry is fundamentally geared towards influencing consumer behaviour, often attempting to create consumer desires for products, whether or not they are actually needed. Building a brand's reputation and recognition is impossible without substantial investment in advertising. This advertising encompasses both written content and promotional activities. Among these, promotional activities hold a prominent position in the consumer market, with the primary aim of shaping consumers' decisions and behaviours.

In many cases, advertisers may resort to creating misleading or false images to entice customers into buying their products. The ultimate goal of both promotional activities and advertisements is to exert influence on consumer behaviour. Establishing a strong brand is considered one of the most effective means of achieving this goal. In essence, advertising seeks to persuade consumers that a particular brand surpasses others in terms of satisfaction and benefits, ultimately improving their lives. This persuasive aspect of advertising motivates potential customers to explore new brands, seek information about them, and eventually make purchases once their attention is captured.

II. REVIEW OF LITERATURE

Aditya Yadav, (2022), stated that the advertising industry has seen a radical transformation in the modern period. Advertisements have an essential role in influencing consumer purchasing decisions. This study looked at the effect of commercials on customer buying behaviour when it came to consumer electronics. According to the findings, commercials have a considerable influence on customer purchasing behaviour. This research can help advertisers in the

consumer electronics sector identify what drives a customer's buy intent. It can also assess which aspects of advertising have the biggest influence and which have a lower impact

Jihane Tabie, (2022), discussed that to shed light on this topic by describing why advertising is important, its forms, how to design it, how it influences consumer behaviour from toddlers to adolescents to adults and the elderly, and its impacts, both positive and negative, on consumer purchasing decisions. The study is focusing on the definition of consumer behavior and various psychological aspects of consumer behavior while purchasing a product. The study is also providing significant information regarding the importance of advertisement and how various advertisements are framed in a way to attract the targeted audience.

Sneha Sharma, (2022) stated that the effect of advertisement in consumer behavior. The study is highlighting the case of Hindustan Unilever Limited (HUL) and P & G as the core example of understanding consumer behavior and effects of advertisement on consumer behaviour.

2.1 OBJECTIVES OF THE RESEARCH

- To study the concept of advertisement.
- To understand the impact of advertisement on consumer behaviour.

III. RESEARCH METHODOLOGY

Data Collection

Secondary Data

The study is based on secondary data collected from various sources like books, journal, and internet, etc.

IV. CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour is a complex process influenced by various factors in both online and offline markets. Consumers in these settings play roles as buyers, users, and payers. Understanding and predicting consumer behaviour, especially in online shopping, can be challenging. However, an extensive review of literature has provided insights into consumer behaviour in the online shopping environment, leading to the identification of six key factors that influence consumer buying behaviour. These factors are crucial because consumer behaviour and the challenges faced by consumers in online shopping significantly impact the e-commerce landscape. Online store owners often struggle to comprehend consumers' needs, wants, perceptions, and decision-making styles. Furthermore, consumer perceptions can be influenced by emotional beliefs, making it essential for long-term business success to understand and address these behavioural dynamics.

In summary, consumer buying behaviour is a multifaceted process, and the online shopping environment presents unique challenges. Research and a conceptual framework have helped identify six influential factors that shape consumer behaviour, providing valuable insights for online businesses and e-commerce stakeholders seeking to better understand and cater to consumer preferences and needs.

The conceptual model for consumer buying behaviour in online shopping, as derived from a detailed literature review, provides a structured framework for understanding the factors that influence how consumers make purchasing decisions in the online retail environment. While the specifics of the model would depend on the research, the central idea typically includes various components, such as:

Consumer Characteristics: This section accounts for factors related to individual consumers, including their demographics, psychographics, and prior shopping behaviour. It recognizes that different consumers may have distinct preferences and habits.

External Influences: These external factors encompass a range of elements, such as marketing and advertising, cultural and social influences, economic conditions, and technological trends. They can play a significant role in shaping consumer choices.

Online Shopping Platform Attributes: This part focuses on the qualities of the online shopping platforms themselves. It includes elements like website design and functionality, product variety, pricing, and the ease of use of the platform.

Purchase Decision Process: This component maps out the stages consumers go through when making a purchase online. It might involve problem recognition, information search, evaluation of alternatives, the actual purchase, and post-purchase evaluation.

Outcome: This represents the result of the buying behaviour, which could be a successful purchase or an abandoned cart, customer satisfaction or dissatisfaction, and potentially loyalty or repeat business.

Feedback Loop: A feedback mechanism is included to show how the outcomes of previous buying behaviour can influence future purchasing decisions. This can create a continuous cycle of consumer engagement with online shopping platforms.

The conceptual model serves as a visual representation of these interconnected elements, providing a holistic view of consumer buying behaviour in online shopping. It helps researchers, businesses, and marketers better understand the complex process and factors that influence consumer decisions in the online retail environment.

V. FACTORS AFFECTING CONSUMER BUYING BEHAVIOUR IN ONLINE SHOPPING

Consumer buying behaviour in online shopping is influenced by a variety of factors. These factors can be categorized into several key areas:

- **Product and Service Quality:** Consumers consider the quality and features of the products or services being offered online. Positive reviews, product descriptions, and images play a crucial role in shaping perceptions of quality.
- **Price and Discounts:** Pricing is a significant factor. Online shoppers often seek competitive prices, discounts, and special offers. Price comparison websites and apps make it easy for consumers to find the best deals.
- **Convenience and Accessibility:** The convenience of shopping from anywhere at any time is a major driver. User-friendly websites, mobile apps, and fast-loading pages enhance the online shopping experience.
- **Trust and Credibility:** Consumers need to trust the online seller. Trust is built through a professional and secure website, transparent policies, and customer reviews.
- **Security and Privacy:** Online security is a critical concern. Shoppers look for secure payment options, data protection, and privacy policies that safeguard their personal information.
- **User Reviews and Ratings:** Reviews and ratings from other customers provide social proof and influence buying decisions. Positive feedback and high ratings can boost confidence in a product or service.
- **Brand Reputation:** Established and reputable brands often have an advantage. Consumers are more likely to buy from brands they recognize and trust.
- **Customer Service and Support:** The quality of customer service, including responsiveness, helpfulness, and problem resolution, can greatly impact buying behaviour.
- **Return and Refund Policies:** Favourable return and refund policies offer reassurance to online shoppers. These policies reduce perceived risk when making a purchase.
- **Shipping and Delivery Times:** Fast and reliable delivery options are important. Many consumers prefer online retailers that offer express or same-day delivery.

VI. CONCLUSION

In conclusion, the primary goal of advertisers is to influence consumer decisions and shape the decision-making process, aligning with their marketing objectives. Advertisers adapt to various channels based on consumer behaviour and preferences. While traditional media like magazines, TV, and newspapers remain relevant, the shift towards digital platforms is a notable trend. Some advertisements use rational arguments and logic to persuade consumers.

However, this article lacks a thorough exploration of the positive relationship between organizations and consumers resulting from the transition to digital advertising platforms. It would have been more comprehensive to discuss the growing preference of consumers for the convenience of online platforms in their purchasing behaviour.

Future research in this area should also consider the role of engaging social media agents in responding to customer queries on digital platforms. Emphasizing the online marketplace, digital media, and social media could enhance

consumer behaviour by providing a convenient means for consumers to interact with businesses and learn about their products and services from the comfort of their homes.

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