

# **A Brief Study On Impact Of Advertisement On Consumer Buying Behaviour**

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## **ABSTRACT**

A significant part of company is advertising. Advertisements are used to introduce a business, build a brand, and position a business, a product, or a service in the buyer's mind relative to other well-known, rival businesses. The goal of the study is to investigate how advertisements affect customer purchasing decisions. 100 people were selected as the study's sample. To assess the impact of the advertisements on consumer behavior, a detailed questionnaire was developed.

The findings demonstrate that while advertising is quite effective at raising consumer awareness, it fails to forge lasting impressions in their minds. Consumer perceptions and brand awareness of a specific product are two factors that will persuade and influence the consumer to purchase a product because there is a positive relationship between the two.

## **Introduction**

Advertising is a tool used by businesses to market their goods and services. Consumers' perceptions of products are shaped by advertisements. Due to the rise of industrialization and the supply of processed and manufactured goods, the use of advertisements has significantly increased in the 20th century

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 that the research will offer useful information for executives and researchers of advertising to comprehend the specifics and facts of advertising to assist marketers in providing appropriate proposals to advertising.

### **Literature Review**

The effectiveness of advertising has been the subject of numerous 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 changed significantly from previous decades. Mobile and online advertisements are now effective at reaching the desired audience.

(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. Advertisements should be able to capture the interest of the target audience and engage them.

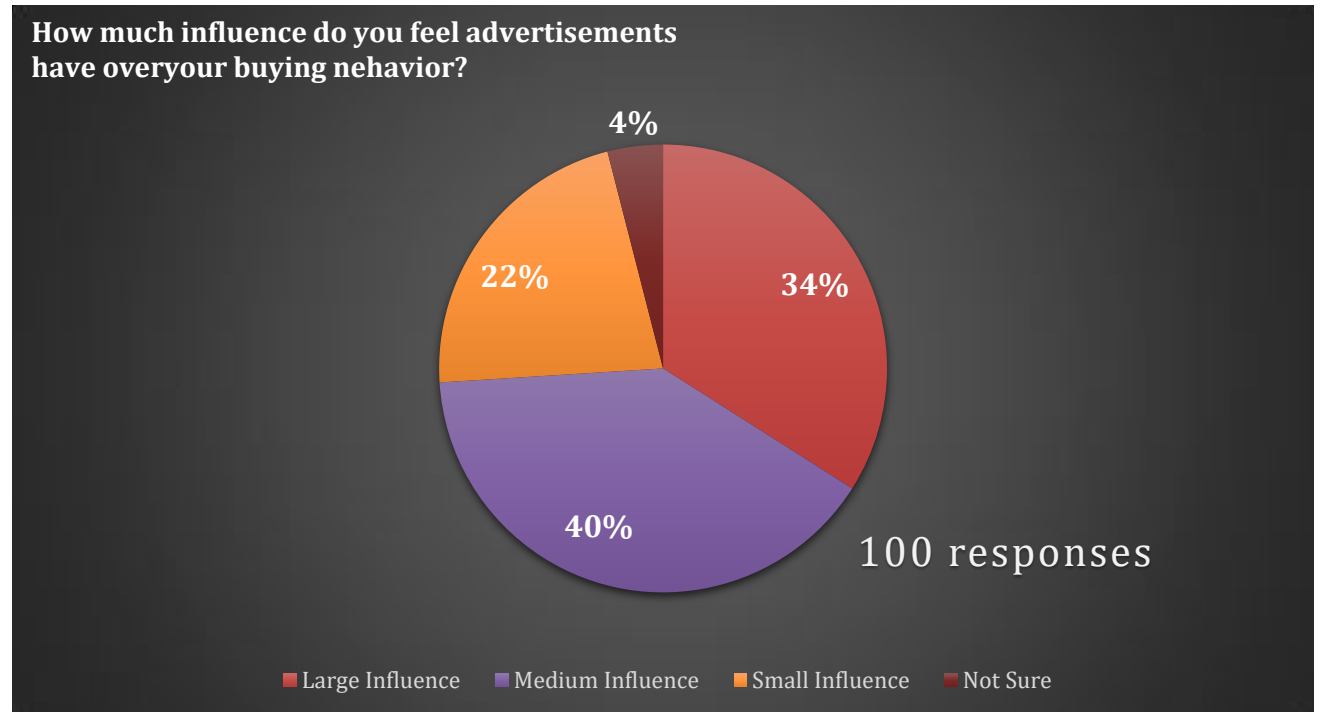
### **Research Methodology**

One hundred consumers were surveyed using a questionnaire (65- males, 35- females). Google Form was used to build the survey. Numerous customers were surveyed by email, WhatsApp, Facebook, etc., and their responses were recorded. The Google Forms have also inspired graphic presentation (Tripathi, A. 2019; Tripathi, A. 2014)

### **Data Analysis**

#### **4.1. Influence of advertisements**

Advertisements have an impact on consumer perception and purchasing decisions. Businesses attempt to reach their targeted and potential customers by using advertisements. Every company spends a significant amount of money advertising its goods and services, and every company tries to attract the widest possible audience. Businesses conduct consumer research before promoting their goods to determine the best type of advertising to reach their target market (John, B. 2012).



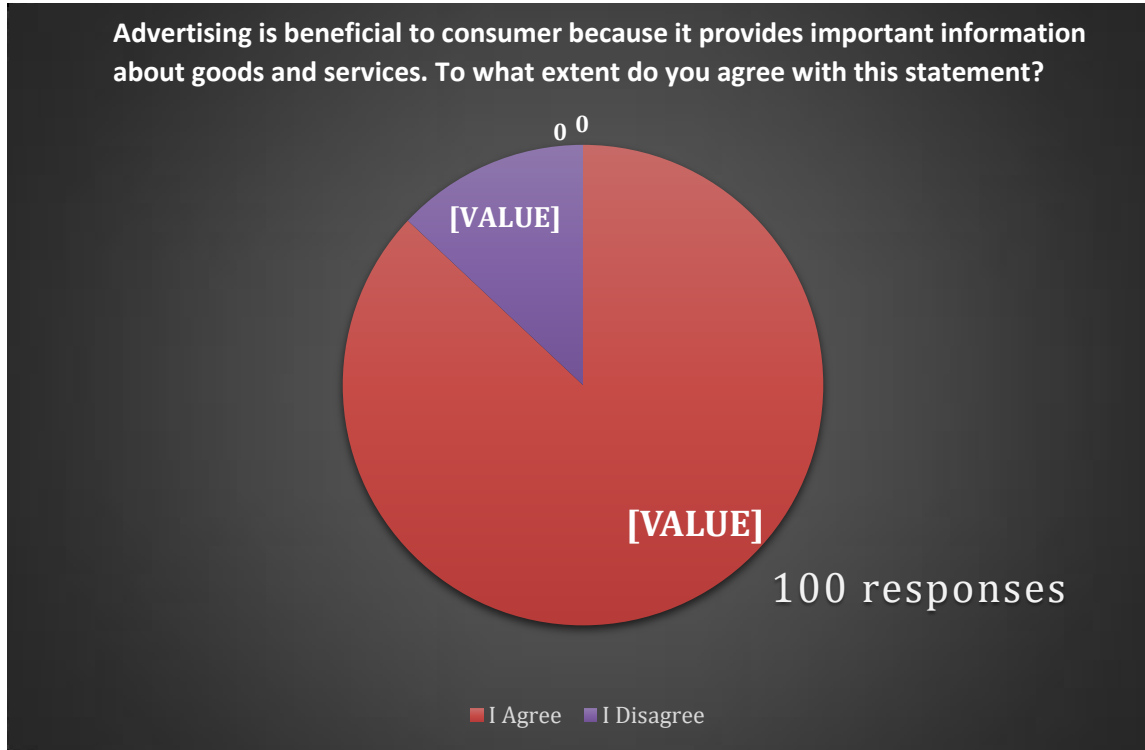
**Graph 1**

*Graph 1 demonstrates that 34% of consumers have a significant impact, while 40% have a medium impact. 22% have a negligible impact, while 4% are unsure of how advertisements affect their purchasing decisions.*

#### **4.2. Using advertisements to spread information**

Advertisements provide consumers with useful information about services and product selection, allowing them to compare features, costs, and benefits. With the right knowledge, customers and businesses frequently decide to buy more services and goods.

Both the advertiser and the customer gain from advertisements. Advertisements are one way for sellers to promote their products and services. Contrarily, consumers can be informed about sales and products that are offered in the marketplace, which enables them to make the best choice out of the many available options.



*According to Graph 2, 87% of consumers agree and 13% disagree with the claim that “Advertising is advantageous to consumers because it provides crucial information about goods and services.”*

#### **4.3. Kinds of Ads people love**

Consumers frequently consult advertisements to learn about products and prices. Each advertisement is distinctive in its own right, with some people looking for discounts and others for their favourite celebrity.

**What do you look out for in an advertisement, consumers were asked? Where a number of options are available for selection.**

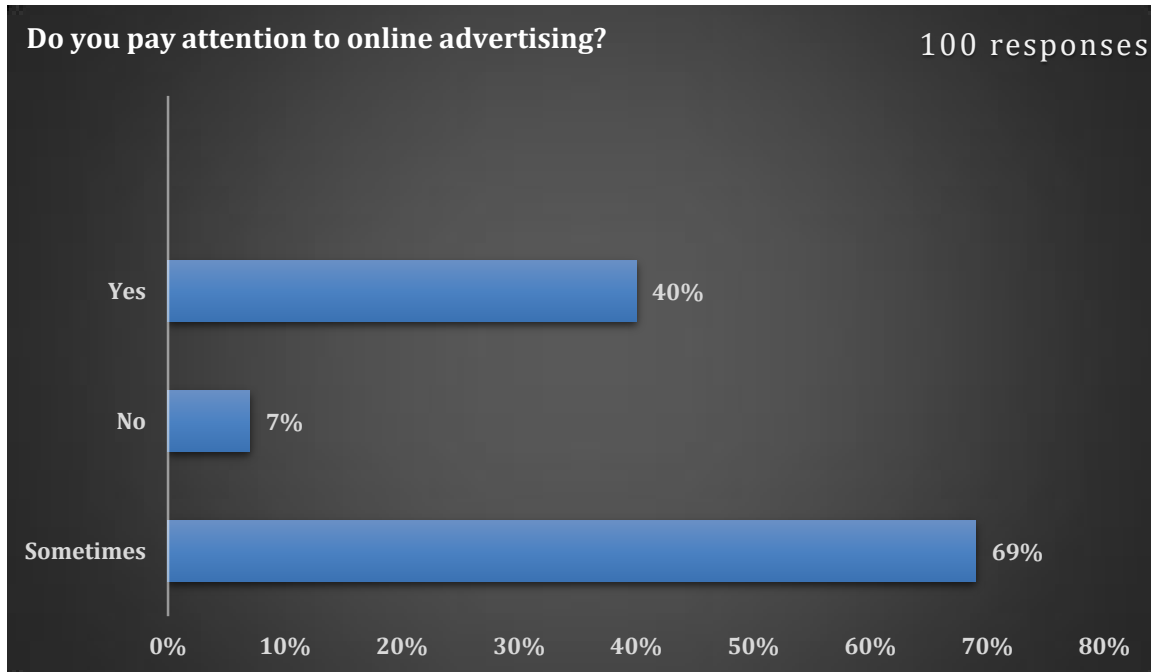


**Graph 3**

According to Graph 3, 55% of buyers select a brand that they are familiar with and confident in. 65 percent of shoppers look for product information in advertisements. Consumers look for price information in advertisements in 77% of cases. 21% of consumers search for celebrities and renowned persons, whereas 81% of consumers hunt for discounts and offers.

#### **4.4. Online Advertisements.**

One of the best and most efficient ways for businesses in the modern world to grow their clientele, their reach, and their profits is through online advertising. The most widely utilised advertising strategies are paid search, usually referred to as pay-per-click (PPC) advertising and paid social. Do you pay attention to online advertising, consumers were questioned? Where a number of options are available for selection.

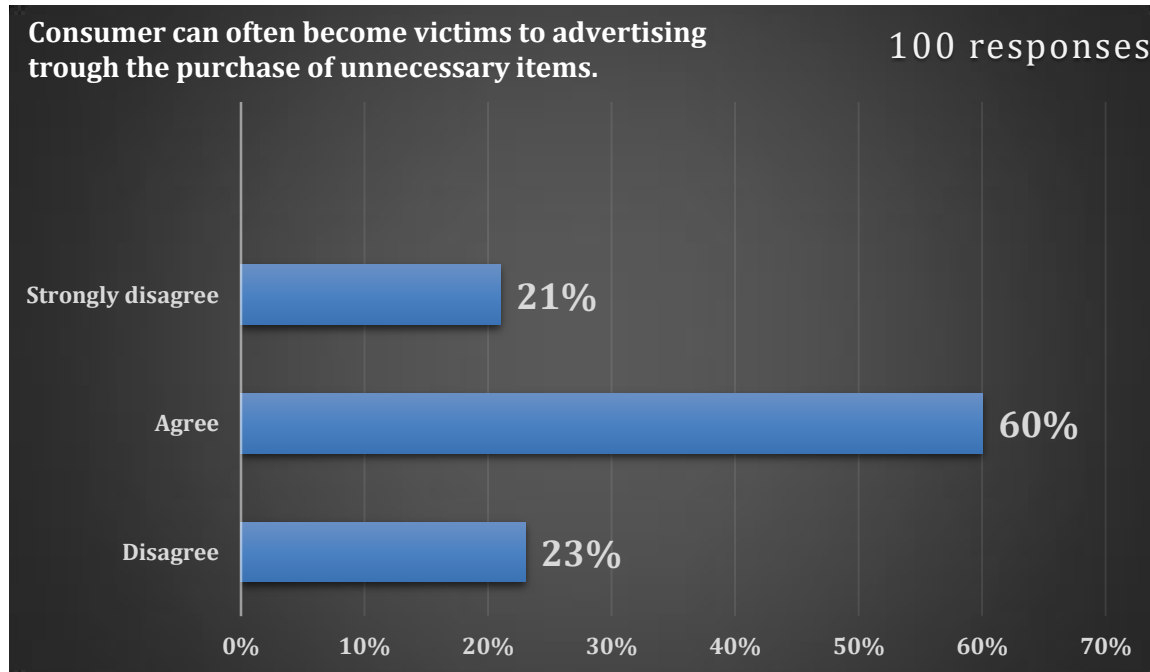


**Graph 4**

*40% of consumers pay attention to online advertising, compared to 7% who do not, according to Graph 4 of this article. Still, 69% of consumers say they occasionally pay attention to online ads.*

#### **4.5. Advertisement a cause of Unnecessary Purchases.**

Advertising is closely related to psychological aspects, providing people a higher level of hope for changing their lifestyle. Even once our needs are met, we begin pursuing our desires, and it is at this point that marketers subtly encourage our desires to overpower and create the demand. “Consumers can frequently fall prey to advertising through the purchase of superfluous things,” was the question posed to consumers. Where a number of options are available for selection.

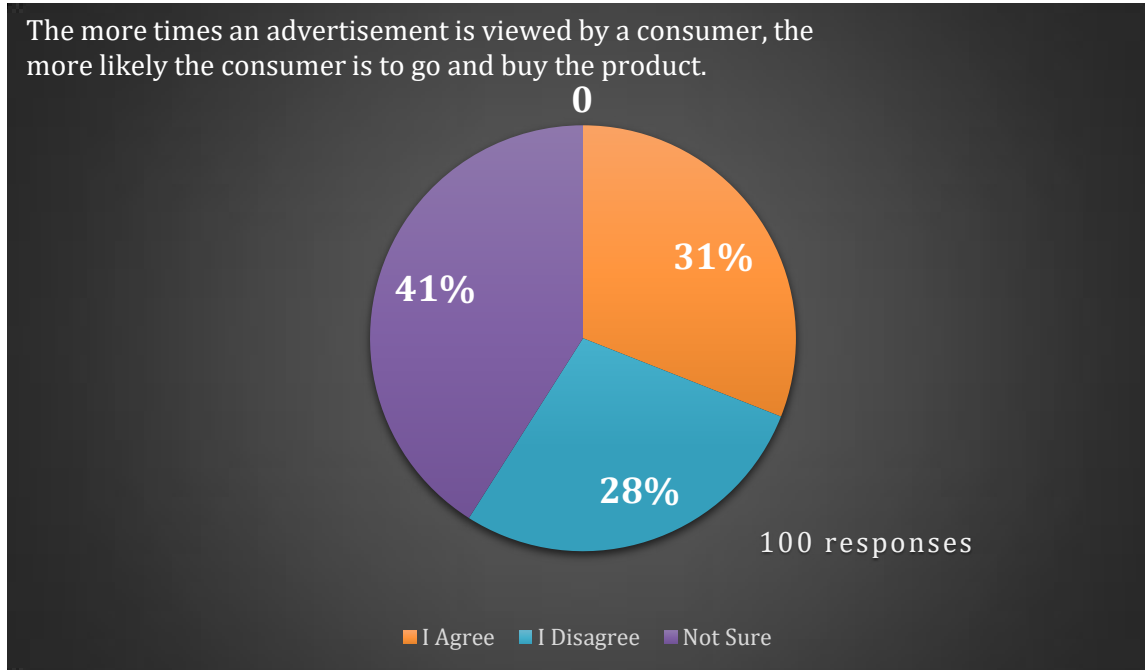


**Graph 5**

According to Graph 5, 60% of customers agree with the assertion, whereas 23% disagree (21% strongly disagree strongly).

#### **4.6. A clever marketing tactic is the mere exposure effect.**

The mere exposure impact is crucial in the marketing of a good or service. By regularly promoting a product to consumers, it develops a preference for that product over other products. If a brand's commercials are appearing everywhere, consumers are more likely to recognise and trust it. In the end, the consumer purchases the good. Consumers were asked whether they believed that the more advertisements they saw, the more likely they were to actually buy the product.



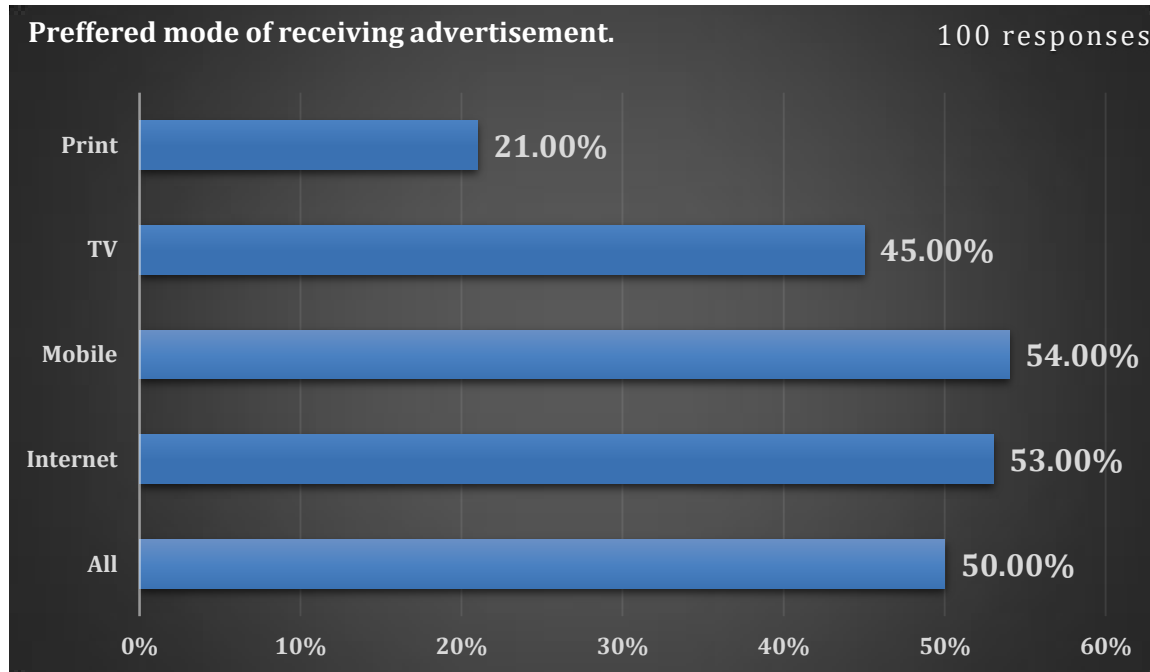
**Graph 6**

Graph 6 shows that 31% of the consumers Agrees with the statement 28% Disagrees with the statement and 41% of the consumer were not sure about their opinion.

#### **4.7. Mode of receiving Advertisements.**

In the marketing sector, there are many different forms of advertising that can be used, but each one must be carefully chosen in order to reach the intended audience. Multiple options were available when asking consumers about their "Preferred means of receiving advertisements."



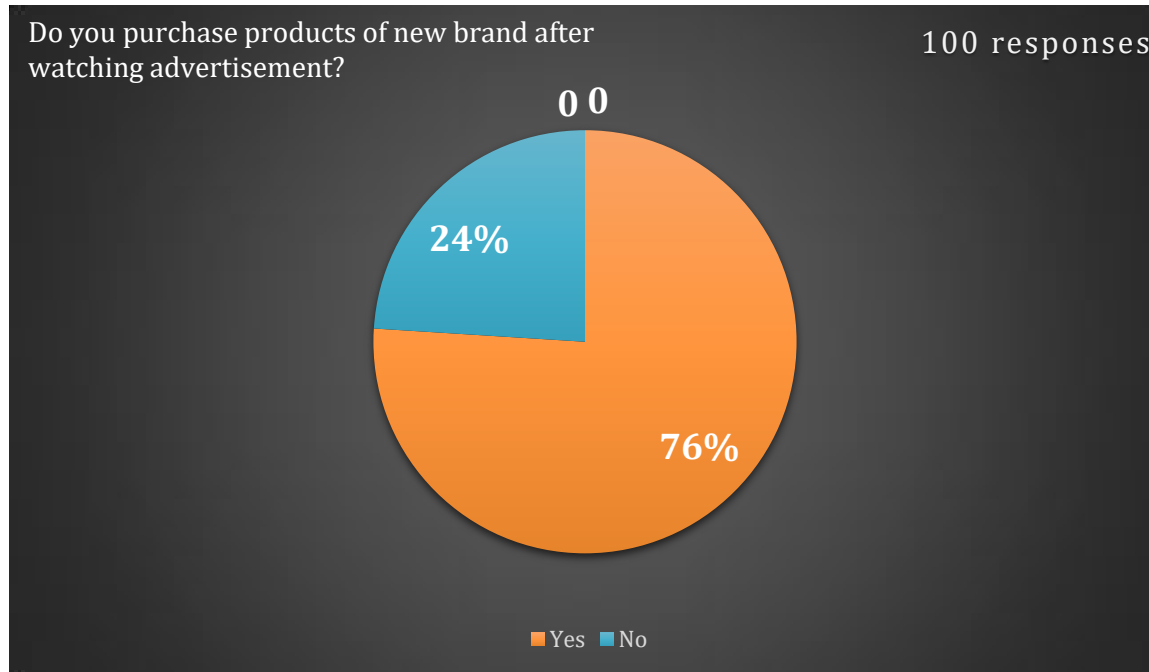


**Graph 7**

*Graph 7 shows that 21% of consumers chosen Print Media. 45% of consumers chosen TV. 54% of consumers chosen Mobile. 53% of consumers chosen Internet. 50% of consumers chosen all options as preferred mode of receiving advertisements.*

#### **4.8. Going with new brands.**

Advertisements are used to create brand perception, shape consumer opinions of goods and services, and promote new products and services. A company invests a significant sum of money in the advertising of its products in order to build a brand image, instilling consumers with a sense of trust. "Do you purchase products of new brands after viewing advertisements?" was the question posed to consumers.

**Graph 8**

*Graph 8 shows that 76% of consumer's purchases products of new brands whereas 24% of consumers choose to purchase the products of the brand they are familiar with.*

## **Summary and Conclusion**

### **5.1. Restatement of the Problem**

**to research how advertisements affect consumer purchasing decisions.**

### **5.2. Principal Findings These significant discoveries are what we have learned:**

1) 87% of the consumers believe that advertisement provides information about goods and services.

2) 81% of the consumer search for discount and deals is advertisement whereas 77 % search for price

Information.

3) 60% of the consumers agreed that advertisement causes unnecessary purchases to them which could be

due to mere exposure effect.

4) Internet and mobile advertising are currently the most popular types.

### **5.3. 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.

#### 5.4. Limitation of Study

The study's scope was constrained because the bulk of the customers who provided the data were online users between the ages of 18 and 25.

#### 5.5. Scope for future research

Future studies should examine how advertisements affect different age groups of consumers and what kinds of advertisements they prefer—humorous, informative, relatable, etc. Future studies will also examine how advertisements affect both urban and rural consumer behavior.

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