

Analysing the Impact of Advertising on Consumer Behaviour

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ABSTRACT

Modern marketing practises are carried out in the modern business world, and at their core is interaction between a company and its customers. Advertising is widely recognised as an effective management tool for keeping up with the fast-paced developments in both technology and marketing in today's cutthroat marketplaces. Re-evaluating and redesigning internal and external processes is what this management technique is all about. Businesses can select the most effective targeted advertising as part of their marketing strategy by drawing on science, their expertise, and their years of experience in matters pertaining to appropriate and appropriate methods. This enables the businesses to cause a consumer tendency towards online purchases. According to the findings, it is clear that the attractiveness of an advertisement has a direct bearing on the likelihood that potential customers will make a purchase of the product being advertised. In addition, advertisements must not only have an appealing visual appearance but also be informative, educational, and interesting to the target audience. In addition to that, the advertisements need to be both creative and competitive in comparison to their competitors. Customers are more likely to buy a product after seeing it displayed in multiple advertisements or commercials.

Keywords: Consumer Behaviour, Advertising, Impact, Delhi-NCR

Introduction

The influence of advertising on the behaviours of consumers is significant. It has the potential to mould our perception of products, have an impact on our ability to make decisions, and, ultimately, direct our choices regarding purchases. In today's world, advertising plays a significant part in the process of swaying customers to make purchases of goods and services. On the other hand, in most businesses, the costs associated with advertising are quite remarkable when compared to the costs associated with other activities. Every business in today's world is focused on increasing their market share as much as possible. To achieve this goal, every business must employ a variety of strategies to attract customers from the various parts of the market, as well as the most effective strategy for becoming the market leader. In this competitive environment, a company promoting its goods ought to do so in such a way as to pique the interest of an increasing number of potential buyers in those goods.

Consumer behaviour

Academic study and general interest in the study of consumer behaviour are both on the rise. Marketing managers and other related actors who are concerned with the shopping behaviour of consumers can gain a significant amount of value from the field. It is possible for commercial organisations to improve their marketing communications and, as a result, their sales if they conduct research into the ways in which various aspects of the purchasing decision-making process are influenced by consumers. The decisions and actions that a consumer takes that ultimately lead to a purchase are referred to as consumer behaviour. The

act of purchasing, utilising, and ultimately discarding products is at the core of what is known as consumer behaviour. It is vitally important for marketing professionals to have a solid understanding of this cycle because it outlines not only how to design the product but also how to develop marketing strategies that would be the most effective in catering to the preferences and choices of the target audience.

Here are some ways in which advertising can affect consumer behavior:

- Advertising has the potential to increase people's awareness of a company's brand, product, or service. This has the potential to either help establish a new market or raise the profile of an existing one.
- The formation of attitudes and beliefs can be influenced by advertisements, which can have an effect on the attitudes and beliefs that consumers have about products. For instance, if a product is advertised in a manner that conveys that it is of a high quality on a consistent basis, customers may come to associate the product with luxury and prestige.
- Advertisements have the potential to play a role in the formation of brand loyalty. Repeated exposure to an advertisement can play a role in the formation of a strong association between a consumer and a particular brand or product. This can result in the customer making additional purchases and developing a deeper emotional connection to the brand.
- Value Perceived by Customers Advertising can have an effect on how much consumers believe a product is worth. For instance, consumers may be more willing to pay a higher price for a product if it is consistently advertised as being of a higher quality than they would be for a product that is functionally equivalent but does not receive the same level of advertising.
- Product Differentiation Advertising can be a useful tool in distinguishing different products from one another. Consumers may find it simpler this way to compare the features and benefits of a variety of products, which can make it simpler for them to make informed purchasing decisions.

Review Literature

Hemanth Kumar (2014) found that in order to predict future trends, marketing professionals constantly analysed past buying behaviour and purchase decisions. Consumer behaviour can be defined as the study of when, where, what, and why people buy various goods and services. Adithya (2013) reports that revolutionary changes in manufacturing were implemented as a result of the use of novel tools and methods. The most important job is to look ahead and get ahead of where the customers are going. The current state of affairs demonstrates that many changes and developments are occurring all around us, with all industries and firms within each industry attempting to keep pace with the alterations and varied requirements of the population.

Customers are defined by Sonkusare (2013) as anyone who purchases the product or makes use of the service. The goal of any marketing strategy should be to ascertain what consumers in a specific market want and need and then provide it to them. To put it simply, the modern marketing concept prioritises customer wants over company goals. Once it's clear that attracting a sizable and desirable demographic is the overarching goal of the marketing strategies, it's possible to dive into a thorough examination of the target market's specifics. Advertising on television is highly efficient because it combines visual and auditory forms of communication to reach its intended audience. TV commercials can reach a large audience

and get the word out about your product in this way. Harfoushi et al. (2013) claim that the Internet is developing into a new sales channel for a wide range of products and services. Despite this, everyone wishes they could easily acquire the items they have their eye on. However, the Internet is playing a larger role than ever before in making shopping more convenient than ever. These days, all it takes to buy something is a few clicks of your mouse, thanks to the convenience offered by online shopping. An entirely new noun, "Online Shopping," has emerged in recent years. Customers can avoid dealing with middlemen by purchasing goods and services directly from merchants. In the same way that television and catalogues have become important channels for direct marketing, the internet is growing into a significant marketing channel as well. Thanks to the Internet, two-way communications between businesses and their customers are now possible. The convenience of online shopping eliminates time and geographical constraints. D. Prasanna (2012) found that advertisements are superior to other forms of media when it comes to reaching a specific demographic of consumers. He went on to say that commercials should be just the right length, falling somewhere in between being too short and being too long. It's important for commercials to interest consumers enough to encourage them to take part in the ad.

Research Methodology

This study examined consumer opinions using primary as well as secondary data. Quantitative analysis was used to survey consumers of three garment products in the retail segment in Delhi-NCR Mall using a structured questionnaire to determine how the advertisements influenced their purchase decisions. Primary questionnaire data was 150 out of 200 Delhi-NCR Mall consumers who use these sampled garment products responded. Regression Analysis examines how advertising affects consumer behaviour.

Objective of the study

- To examine the influence of advertisement on consumer’s behaviour.
- To suggest findings & conclusion

Hypothesis of the study

H1 : There is positive strong influence of advertisement on consumer’s behaviour

H1 : There is no positive strong influence of advertisement on consumer’s behaviour

Analysis & Interpretation

Table 1 : ANOVA for influence of advertisement on consumer’s behavior

Adjusted R Square	Std. Error of the Estimate	F	Sig.
.001	.794	1.212	.417

Analysis of the above ANOVA table found to be insignificant in this case because the significance value is 0.417, which is greater than.005, which indicates that the influence of sampled independent variables upon the dependent variables are found to be non - significant. As a result, one can reach the conclusion that there is no major influence exerted by the independent variables on the variables that are being investigated.

Table 2 : Regression for Influence of Advertisement on Consumer behaviour

Model	t	Sig.*
Advertising can spread the word about a brand, product, or service and have a big effect on how people act.	2.321	.002

Influence of Advertisement on Consumer behaviour	Advertisements can change how people feel and what they think.	-0.985	.061
	Advertising a product over and over again can help people think of it in a strong way.	2.014	.073
	Advertising can also change how much people think a product is worth.	.311	.003
	Advertisements can help make things stand out from one another.	.052	.081
	Ad quality affects consumer's product purchases.	2.137	.054
	Advertising affects consumer's product preferences.	1.193	.001
Significance Level .005*			

The regression investigates the connection between advertising and the actions of consumers. The statements “ Advertising can spread the word about a brand, product, or service and have a big effect on how people act” , “Advertising can also change how much people think a product is worth” & Advertising affects consumer's product preferences has a p-value .002, .003, .001 respectively & all such values are lower than significance level .005. So all such statements are significant with the significance level. On the contrary, the statements “Advertisements can change how people feel and what they think”, “Advertising a product over and over again can help people think of it in a strong way”, “Advertisements can help make things stand out from one another” & “Ad quality affects consumer's product purchases” having p-value is higher than significance level. So the alternate hypothesis accepted i.e., “There is positive strong influence of advertisement on consumer's behaviour”.

Findings of the study

- It has been discovered that advertisements only reveal the positive aspects of the products they are selling. However, because the products are not actually available for purchase, advertisements may also include information about the negative aspects of the products. The end user will be able to make more informed decisions as a result.
- It has been suggested that consumers should be given promotional opportunities more frequently because they are ready to move on to other brands.
- The companies should display more information about the product, specifically pertaining to the product. Because there is no way to get a hands-on experience with the product.

Conclusion

In conclusion, advertising has the potential to play a significant role in shaping the behaviours of consumers. However, it is essential to keep in mind that advertising can also be deceptive and dishonest in some situations. Before making a purchase, customers should give careful thought to the messages conveyed to them by various forms of advertising, which they should remember to pay attention to. Consumers' purchasing decisions are significantly impacted by advertising in a meaningful way. The discount and deal environment is a significant driver of consumer behaviour, followed by the price and product information environment. This study may be helpful to marketers in determining the best way to promote their goods and services to the greatest number of potential customers by reaching the most

people possible. According to the findings, it is clear that the attractiveness of an advertisement has a direct bearing on the likelihood that potential customers will make a purchase of the product being advertised. In addition, advertisements must not only have an appealing visual appearance but also be informative, educational, and interesting to the target audience. In addition to that, the advertisements need to be both creative and competitive in comparison to their competitors. Customers are more likely to buy a product after seeing it displayed in multiple advertisements or commercials.

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