

# Behavior of the Consumer Towards the Advertisement

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**Abstract:** This research piece examines how advertisements influence consumers' final purchase choices. Customers' attitudes and actions toward a product may be impacted by the advertising campaign's portrayal of the brand, its persuasiveness, and the presence of a celebrity endorsing the product. Advertising influences consumer behavior through shaping consumers' perceptions of the product. The research shows that consumers are greatly influenced by commercials that are both creative and well produced. Quality and cost are also taken into account since they have an effect on customer decisions. The point of advertising is to see how it affects consumers' purchasing decisions.

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## Introduction

Commercials now play a significant role in everyday life. It has become, in a sense, intrinsic to the way we live. Advertisements and commercials are everywhere we turn these days, whether we're reading a newspaper, listening to the radio, or watching television. Commercials trying to persuade or inform us about a product are everywhere: billboards, buses, trains, publications, even matchboxes. Marketing exists primarily to increase demand for a certain product or service. Advertising is one method used by producers to sway consumers into making a purchase. Advertising is not only the domain of little businesses; large corporations utilize it, too.

One of the most potent and efficient ways that marketers promote their products to consumers is via advertising. Consumers' perceptions of a product or service's brand are shaped in part by advertisements, which also educate, remind, correct misperceptions, and ultimately encourage them to make a purchase. Spending on advertising has skyrocketed in recent years, which comes as no surprise. Both developed and developing countries have begun to place a larger emphasis on advertising as a means of selling their products and services. It's seen as more of an investment than a cost. The public's perspective on advertising has been evolving quickly and dynamically. Everyone involved in the advertising process—the advertiser, the agency, the media, and the consumers—has their own unique perspective on the industry. So, advertising is now seen as a necessary input and a helpful service for businesses, rather than an afterthought. Throughout the years, advertisers in India have shifted their focus and redefined their objectives.

In today's market, advertising is a key factor in convincing consumers to buy a certain product or service. But, when compared to other areas of operation, the costs of advertising are sometimes astronomical for most businesses. Nowadays, capturing the largest possible slice of the market is a goal for any business. Companies compete for market dominance by developing

products and services that appeal to the widest possible audience. A corporation in today's competitive market must advertise its goods in such a manner that more and more consumers take an interest in them. Marketers rely heavily on advertising to increase interest in their wares. To understand how advertisements affect consumers' propensity to make purchases, one must first have a firm grasp of the nature and function of advertising. An advertisement is a sort of non-personal, sponsored promotion of a product, service, or concept. Marketing is a procedure; it entails a sequence of steps to be taken before the message can be delivered to its target audience. Publications including periodicals, dailies, tv and radio broadcasts, billboards and other billboard-like displays, direct mail, phone books, and directories are all used to spread advertisements. The fundamentals of every advertising medium center on reaching the right people with the appropriate message at the right time for the lowest feasible investment, with the desired outcome in mind. The goal of modern advertising is to persuade consumers to buy a product or service from a particular company.

### Literature Review

**Yogesh K. Dwivedi et.al (2021)** Customers' habits and businesses' responses to them have changed in response to the widespread use of internet and social media. In terms of cost savings, increased brand recognition, and higher revenue, social and digital marketing provide substantial prospects for businesses. Yet, there are significant challenges, including intrusive brand presence online and poor electronic word of mouth. This article includes the opinions of many prominent figures in the digital marketing and social media fields. Experts weigh in on ancillary topics including AI, augmented reality marketing, digital content management, mobile marketing and advertising, B2B marketing, electronic word of mouth, and ethical concerns therein, and the story covers all the bases. The results of this research give a current and valuable addition to the area of study and practice of digital and social marketing by highlighting the limits of prior studies, detailing the gaps in the literature, and recommending new paths of investigation.

**Trina Biswas (2020)** The study's goal was to investigate the role of advertising in influencing consumer behavior in Dhaka. Despite the growing importance of effective advertising in today's technologically advanced world, relatively few research have been undertaken in this area in Bangladesh. So, studies in this field are fascinating. A structured questionnaire was utilized to gather data from 120 participants who were picked at random from various parts of Dhaka city between August and October of 2019. Several regression and correlation models were used to analyze the data. Consumers' decision to make a purchase is significantly correlated with an advertisement's logical appeal, emotional appeal, and moral appeal, according to the study's findings. An in-depth understanding of the target market's consumption habits and attitudes toward advertised items is crucial, according to the study's authors. In addition, greater focus should be placed on logical advertising since it has a significant impact on consumers' intentions to make a purchase. The consumer must have access to unambiguous product details. Moreover, consumers' perceptions may be influenced and advertising information can be obtained through emotional and moral modalities.

**Kushagra Pal (2019)** Advertising is a must in the business sector. Promoting a business helps consumers get familiar with it, remember it, and evaluate it in relation to other companies. The focus of this study is on the role that advertising have in influencing consumer behavior. We used a sample size of 100 for our analysis. To measure the impact of the ads on customer behavior, a thorough questionnaire was developed. The findings indicate that although advertisements are effective at raising customers' levels of knowledge about a product or service, they are not as good in establishing enduring impressions. There is a positive correlation between the extent to which consumers have favorable opinions of a product and their familiarity with the brand selling those goods.

**Asnake Meshesha (2018)** This research was conducted on Nifas Silk Paintings Factory customers to learn how advertising influences their purchasing decisions. The readings provided explore the impact of marketing on consumers' propensity to make certain purchases. To put a number on the influence that ads have on customers' buying habits, the researcher used a descriptive and explanatory study strategy. A total of 384 customers were surveyed for this study. Consumers' purchasing habits are the dependent variable, while exposure to advertisements is the independent variable. Sub-variables of commercials were assessed, including their ability to be impressive, intelligible, attention grabbing, memorable, innovative, and honest. After collecting responses, the data was examined. Remarkable, comprehensible, attention-getting, memorable, innovative, and honest advertising has been shown to have a significant and favorable effect on customers' propensity to make a purchase. Correlation study also shows that ads that are stunning, memorable, and innovative have a somewhat beneficial effect on sales. The use of multiple regressions was also implemented. Results were consistent with predictions based on theoretical analysis, yet ads that attract people's attention had little effect on customers' final purchases. On the other hand, the greatest impact on changing customers' purchasing behavior is made by advertisements that are easy to comprehend. In order to attract more customers and obtain an edge over competitors, it is advised that an efficient advertising strategy be implemented, which makes use of the aforementioned predictors. As a result, this study contributes fresh information to the growing body of literature on the topic of how advertising influences customers' purchasing decisions.

**Hang Shi (2018)** Current environmental challenges have sparked widespread worry because of their role as potential roadblocks to long-term economic growth. The relationship between customers' environmental awareness, the value of green fashion advertising, and green consumption has received little attention in the literature. The impacts of environmental worry, perceived value of green fashion commercials, and attitude towards green fashion advertisements on ecological purchases are explored in this research using structural equation modeling (SEM). To make sense of the connections between these elements, a model is built. 260 Korean customers and 260 Chinese consumers were surveyed using an internet questionnaire ([www.sojump.com](http://www.sojump.com)). The results indicate that green advertising's perceived worth may be raised by appealing to people's environmental consciousness. One research demonstrated a robust positive association between consumers' perceptions of the value of green commercials, their attitudes toward such ads, and their intentions to make purchases in response to them. This data reveals that green-minded shoppers are prepared to pay a premium

for eco-friendly clothing provided retailers employ green marketing methods. We need to make more of an effort to educate shoppers about environmental problems so that we can increase environmental consciousness and address shoppers' worries about eco-friendly clothing. Results above would add significantly to green literature and have significance for advertising strategy because of the favorable association with the moderating influence of consumers' nationality in all pathways. Advertisers, and the fashion industry in particular, might benefit from using truthful statements about the environment to boost sales and earnings.

### **Importance Of Advertisement**

Promotion is crucial in the business world since it is one of the most common ways that companies reach out to their customers and clients via the media. It is the objective of every business trying to sell a product or service via advertising to attract the attention of potential buyers. Promoting a product or service is essential to its introduction to the public and continued success in the marketplace. It's become an inevitable part of modern life, and whether people like it or not, it's a need for everyone from producers to retailers to shoppers. Customer Importance: People need to know that there is a new product out there since advertising has such a powerful impact on their daily lives. Consumers will rely on ads to help them locate just the right items in addition to those that cover their other needs. If consumers are aware of the breadth of a product's availability, they are better able to evaluate and choose those items that meet their needs. Its importance lies in the fact that it aids in increasing sales, making it useful for retailers and manufacturers alike. In addition, it helps manufacturers and corporations track the development of rivals in their industry. Also, advertising may raise the profile of a new product and entice people to give it a try if the firm chooses to show or promote it. Inadvertently boosting trustworthiness is an added benefit of advertising, which is also considered as a method of promoting customer loyalty.

### **Impact Of Social Media On Consumer Buying Behaviour**

As far as the existing literature goes, it reveals a plethora of investigations on the intersection between fast fashion and social media. The influence of social media advertising on consumers' purchasing decisions, however, has been the subject of very few academic investigations. An article titled "The Role of Advertising in Consumer Decision Making" was written by Kumar and Raju and published in 2013. Their research shows that commercials may influence people's perceptions of items. Changing consumers' preferences and preferences in the direction of a product's sales is perhaps the fundamental goal of advertising. An individual's reaction to an advertising for a product is a major factor in whether or not that individual decides to make a purchase of the promoted product. Consumers' reactions to products, then, may be attributed only to advertising, rather than any inherent merits in the products themselves. It was determined in 2019 by Tashrifa Haider and Shadman Shakib that social media advertising had an effect on consumers' propensity to make purchases. Four factors (entertainment, familiarity, social imaging, and ad spending) were shown to be independent predictors of consumers' responses to social media ads and their subsequent purchases.

## Methods

This research needs a well-thought-out strategy for establishing the connection between the many variables and the hypotheses to be tested. The theoretical underpinnings of the research include four independent variables and a single dependent variable. Hence, the dependent variable responds to changes in the independent variable. A causal analysis is necessary in this case for theory testing and evaluation of research issues. The goal of this research is to determine the impact of advertisements on consumers' purchasing decisions. In this work, we explain how to build a causal connection between independent and dependent factors. This research may therefore be classified as either causal or explanatory. The expansion of the connection is correlated with the factors, as shown by the explanatory study. In this study, researchers used a technique known as "random sampling." Participants in the poll ranged in age from teenagers to retirees. The minimum age to participate was set at 18. The majority of the data came from interviews with people living in different parts of Hyderabad.

Primary data were acquired from 544 students through questionnaire for this research.

## Data Analysis

### Descriptive Statistics

There were 544 total participants in this research. There were 313 male responders (57.5%), whereas 286 female respondents (42.5%). (231 participants). Of the 544 respondents, 210 (36.1%) were in the 18–25 age range, 163 (30%) were in the 26–40 age range, 107 (19.6%) were in the 41–60 age range, and 73 (13.4%) were beyond the age of 60.

**Table 1: Descriptive Statistics**

| Gender   | Percentage |
|----------|------------|
| Male     | 57.5%      |
| Female   | 42.5%      |
| Age      | Percentage |
| 18-25    | 36.9%      |
| 26-40    | 30%        |
| 41-60    | 19.6%      |
| 60 Above | 13.4%      |

### Reliability Analysis

SPSS version 20 was used to conduct the statistical analysis of the data gathered for this study. Internal consistency coefficients (Cronbach's Alpha) were calculated to evaluate the components' dependability. A 0.7 dependability rating is regarded adequate, a 0.8 rating is exceptional, and a 0.9 rating is superb, as stated by George and Mallery. In this research, reliability was measured in terms of amusement (0.7), familiarity (0.51), social imaging (0.767), ad expenditure (0.766), and consumer purchasing behavior (0.765). (0.747). It proves that every variable's Alpha value is within the 'allowed' range.

**Table 2: Reliability Analysis**

| Item                   | Cronbach's Alpha |
|------------------------|------------------|
| Entertainment          | 0.698            |
| Familiarity            | 0.518            |
| Social Imaging         | 0.767            |
| Advertisement Spending | 0.766            |

**Regression Analysis**

R = 0.331, as shown in the table below, indicates that the independent factors adequately represent the dependent variable at the 31.1% level. The significance of the model is summarized in the following Analysis of variance (ANOVA) table. The model is statistically significant since the P value is less than <0.05, as shown in the table.

**Table 3: Regression Analysis**

| Model      | Sum of Squares | Df  | Mean Square | F      | Sig.  |
|------------|----------------|-----|-------------|--------|-------|
| Regression | 90.712         | 4   | 22.679      | 66.698 | 0.000 |
| Residual   | 183.263        | 539 | 0.341       |        |       |
| Total      | 273.975        | 543 |             |        |       |

**Influence Of Advertisements Over Buying Behaviour**

Consumers' purchasing decisions may be influenced by advertising. Hence, the facts on the degree to which advertisements have an effect have been obtained by the researcher.

**Table 4. Influence of Advertisements over Buying Behavior**

| Influence of Advertisements over buying behavior | No. of Respondents | Percentage |
|--|--------------------|------------|
| High   | 156.128            | 28.70      |
| Medium   | 316.93             | 58.26      |
| Low  | 70.93              | 13.04      |
| Total  | 544                | 100        |

According to Table 4, 28.70% of respondents are told that advertising has a high impact on their purchasing decisions, 58.26% are told that advertising has a medium influence on their

purchasing decisions, and 13.04% are told that advertising has a low influence on their purchasing decisions.

An overwhelming majority of respondents (58.26%) reported a moderate propensity to purchase.

### Conclusion

In our analysis, we considered how much time and money people spend in front of advertisements, as well as how entertaining the advertisements are. According to the statistics, advertisements have a major influence on consumers' propensity to make a buy. The results of this research may be used by marketers to better understand what makes consumers make a purchase. They are able to identify the aspects of advertising that are most and least effective. Advertisements have a significant part in influencing customers' purchasing decisions.

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