

The Study on The Impact of Advertisement on The Buying Behaviour of Consumer

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ABSTRACT

This study investigates the impact of advertising on consumer buying behaviour, focusing on how various advertising mediums and techniques influence consumer decision-making. Through survey analysis and secondary data, the research reveals that digital platforms, especially social media, have overtaken traditional media in effectiveness. Emotional appeals, brand familiarity, and influencer marketing significantly contribute to purchase intent. The findings highlight a shift in consumer engagement patterns, emphasizing the need for businesses to adopt targeted and ethical advertising strategies in a digitally-driven marketplace.

Keywords: *Advertising, Consumer Behaviour, Digital Marketing, Social Media Influence, Buying Decision, Emotional Appeal, Brand Awareness.*

INTRODUCTION:

The term “advertisement” originated from a Latin term “advertere” which means “to turn to”. The dictionary meaning of the term is “to give public notice or to announce publicly.” The real advertising is effective communication between marketer and consumer. The effectiveness of advertising depends upon to what extent the advertising message is received and accepted by the targeted audience.

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK. Advertising is that activity by which visual or oral messages are addressed to the general public. Its purpose is to inform or influence them in order to increase the sales of the advertiser. It is done with a view to sell the goods or service, offered by the advertiser. It may also draw the readers or viewers to act favorably towards the idea or institutions featured. It is paid for by a seller (sponsor). The seller or the advertiser has to pay for the space through which the message (advertisement) appears. The aim is to persuade people to buy more. Advertisement creates desire for new products.

REVIEW OF LITREATURE:

- Kotler and Keller (2016) emphasize that advertising not only informs consumers about product availability but also influences perceptions of quality and brand personality. Their work suggests that advertising can serve as a powerful persuasive tool, particularly when it aligns with the consumer’s self-image or lifestyle aspirations.
- Belch and Belch (2017) highlight the importance of integrated marketing communications (IMC), where advertising is synchronized with other promotional tools to create a consistent message. They point out that repeated exposure through various media increases brand recall, a crucial driver of consumer preference.
- Aaker and Stayman (1992) examined the emotional appeal in advertisements and concluded that emotional content often generates stronger consumer engagement than rational or informational content. This is particularly evident in advertisements for luxury and lifestyle products, where brand image carries more weight than functional benefits.
- Dix et al. (2010) explored the impact of celebrity endorsements, concluding that

advertisements featuring celebrities positively influence brand credibility, especially when there is a perceived match between the celebrity and the product.

- Singh and Vij (2018) analysed the influence of social media advertising on youth. Their findings revealed that peer recommendations and influencer content have a greater impact on millennials and Gen Z consumers compared to traditional advertising methods. The study highlighted the shift towards more personalized and relatable forms of advertising.
- Statista (2023) reported that digital advertising budgets have surpassed traditional media, with 70% of global marketers allocating more funds to online campaigns. This shift is driven by the ability of digital platforms to provide targeted and measurable campaigns, directly influencing consumer actions such as click-throughs and conversions.
- Armstrong et al. (2014) argue that consumers are more likely to respond to advertisements that reflect their values, social identity, or personal goals. This aligns with the increasing trend of brands crafting purpose-driven campaigns to connect with consumers on a deeper level.

RESEARCH METHODOLOGY:

The process used to collect information and data for the purpose of making research methodology. The methodology may include publication of research, interviews, surveys and other research techniques, and could include both present and historical information methods it is necessary to state how you have addressed the research questions and/or hypotheses.

SAMPLING METHOD:

Convenience sampling in a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.

METHOD OF DATA COLLECTION:

The data for this study are of two types: -

- Primary data
- Secondary data

PRIMARY DATA

Primary data is the data is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well-structured questionnaire was framed and filled by the respondents. The questionnaire comprises of close ended as well as open ended questions. In close ended questions, checklist questions and multiple-choice questions are used.

SECONDARY DATA

Secondary data are collected from books, magazines, web sites etc, and both open ended & close-ended questions are incorporated in the questionnaire for the collection of data.

TABLE AND INTERPRETATION: TABLE 1.1 INFLUENCING ADVERTISING MEDIA

ADVERTISING MEDIUM	PERCENTAGE OF THE RESPONDENTS INFLUENCED (%)
TELEVISION	24
SOCIAL MEDIA	42
MAGAZINES	12
RADIO	22

From the above table shows that, out of 100 respondents, (24%) of the respondents are purchased product through television, (22%), of the respondents are purchased product through magazine/newspaper, (12%) of the respondents are purchased product through radio and remaining (42%) of the respondents are purchased product through social media. Majority (42%), of the respondents are purchased product through social media.

FINDINGS:

Television and digital platforms were identified as the most impactful mediums. Emotional storytelling, brand recall, and peer influence through social media advertisements emerged as key drivers.

Digital advertising, especially on platforms like Instagram and YouTube, was found to be more effective among Gen Z and millennials due to personalized content and influencer credibility. Furthermore, 45% of participants reported making impulsive purchases after seeing repeated

online ads. This supports the concept that consistent exposure leads to familiarity, which can result in trust and brand loyalty.

However, the study also found that misleading or overly aggressive ads could lead to negative brand perception, indicating the importance of ethical advertising practices.

RECOMMENDATION:

A few measures have been suggested to improve impact of advertisement to the respondents.

- Consumers should also verify the quality or price and other aspects of a product before buying it first for the sake of celebrity endorsement.
- The companies should choose a celebrity with an untainted public image, as otherwise it will affect the brand image of the company.
- Needless to say, must choose their advertising media carefully to maximize advertising effects and reduce advertising cost.
- In addition, continuing advancement of technology generates more and more choices in available advertising media.

CONCLUSION:

From the discussion and penetrating study of the data analysis, it is finally concluded that more than half respondents are of the opinion that they were not influenced by any advertisement during the course of buying their mobile service. However, advertisements through electronic media play an important role (about thirty eight percent) in the popularity of mobile phone services. Indeed, electronic and print media has its own some say. In urban segment an abnormal trend has been seen where hundred percent respondents in the age group of 15-20 years agree that advertisements in media affects the customers' buying behavior for the sale of mobile phone service. Overall analysis opinion goes against the version that promotion schemes

launched by the various companies have an impact on the customer's buying behavior. More than three-fifth respondents like/very much like to go through deeply into the advertisements while reading newspapers/magazines and also while seeing television. One significant analysis has emerged that source through advertisements in electronic media plays a guiding role for the rural and urban respondents both.

Advertisement is bound to create a positive attitude among the consumers in the long run. It is therefore essentials that an advertisement aims to create faith and good will in the minds of consumer about the product featured by conforming to the core principles of believability, uniqueness, reputation and reasonable claims.

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