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Impact of Advertisement on Consumer Buying Behaviour

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ABSTRACT:

With its power to mold attitudes, perceptions, and purchasing decisions, advertising is a major force in shaping consumer behavior. This study's main goal is to investigate the connection between advertising and consumer behavior, with a particular emphasis on the many aspects of behavior that are impacted by advertising tactics. The impact of social media and digital advertising on consumer behavior is rarely studied, despite the fact that this topic is becoming more and more important in the digital era. A mixed methods research approach is used in this study to give a thorough understanding of how advertising affects consumer behavior. The results of the study show that advertising significantly affects consumer behavior. The data showed that exposure to advertising, customer perceptions, and purchasing behavior were positively correlated, highlighting the ability of advertising to persuade people and affect how they perceive the world and make decisions. All things considered, this study adds to the body of knowledge already available on the influence of advertising on consumer behavior and offers insightful information to both scholars and practitioners.

Keywords: Advertisement, social media, consumer, behaviour, decision, perception.

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1. Introduction

Buyers make up the lion's share of the showcase. Their activities are managed by their special necessities. As a result, they regularly discover themselves constrained to select between a few things advertised by enterprises. Customers' essential reason is to meet as numerous of their necessities as essential through the act of obtaining the item they select. Shoppers, on

the other hand, are affected by a assortment of circumstances, such as other comparative items, which drive them to either purchase or grant up on the item some time recently coming to the choice point.

Concurring to Jhangiani and Dawdle, the essential objective of promoting, which is one of the components of the interaction, is to provoke customers' consideration and energize them to purchase a item by modifying or progressing their sees on a cognitive, enthusiastic, or behavioral level. Influence specialists must get it how the data they show relates to the receiver's thought processes, prerequisites, and goals.¹ The way businesses and associations interface with clients through promotions has advanced over time, much appreciated to a assortment of components such as the printing press, radio, tv, and social media. As a result of the development of communication innovations, businesses are not reluctant to contribute in promotions to reach their goals.

Promoting is presently more versatile than it has ever been. Individuals are uncovered to promotions at all times and places, whether they like it or not, and now and then without indeed figuring it out it. The affect of the advanced insurgency on the promoting industry has essentially modified the affect and accessibility of social media fabric to a broader gathering of people. It's all since of entertainment.

Concurring to Haider and Shakib, excitement has been highlighted as a essential limited time strategy for improving publicizing adequacy and affecting clients to buy.³ Individuals live in a information environment, concurring to Herhold. As a result, a company's chances of survival are thin in the event that it does not showcase. Individuals may accept that social media has basically turned into a weapon and is presently playing a noteworthy part in promoting.

The Web and social media have significantly changed the way businesses work, especially the ways they utilize to produce open mindfulness of their products and administrations. As a result, in today's congested media environment, sponsors are always trying to find other ways to boost the affect and adequacy of their notices.

2. Review of Literature

Jihane Tabie, The Impact of Advertising on the Consumer's Buying Behavior: The study's focus was 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.

According to American Marketing Association advertising is any paid form of non-personal presentation of goods, services or idea for action , openly paid for by an Identified sponsor (Koirala, KD (2000).

The Official Definition Established by the American Marketing Association's Committee for Definitions is "Any paid form of non-personal presentation of ideas, Gods or services by an identified sponsor, Journal of Marketing" (1948, Vol. XIII No.2)

"Advertising by 'word' of mouth is probably the earliest form of advertising, because oral skills were developed before reading and writing. Advertising was given the commercial status the day man entered into the process of exchange"(Agrawal; 2000:35).

Tashrifa Haider, S. Shakib, A Study on the Influences of Advertisement on Consumer Buying Behavior: This research helps both advertising researchers and executives to better grasp the ins and outs of advertising, as well as assist marketers in adopting more effective advertising strategies. This study is crucial in understanding the behavior of consumers that influence them to buy certain products. The advertisement role is not just to make the product appealing to consumers, but to showcase that they require such product as a necessity and will be beneficial for them to buy it. This study understands the patterns and mannerism of the advertisement adopted by the manufacturers in order to appeal to their targeted audience. The influence of advertisements is primarily higher for consumers than any other factors for buying of the product.

Objectives of the Study

- To find how advertisement affect the consumer behaviour
- To explore the role of different advertising techniques and strategies in shaping consumer behavior.

How advertisement affect the consumer behaviour

Advertisements create an impact on the consumers as you present your products and services. When they come across your marketing materials, it stirs them up depending on the message or format you use. Here are some of what consumers usually feel or do after seeing an ad.

Occupy Consumers

While the primary goal of ads is to inform the public about your brand, they also entertain the audience, depending on how clever your presentation is. They make audiences get hooked on what you put out there, just like what movies and TV series do. TV commercials either make the audience laugh or be emotional, blending in with the entertainment value of the shows on TV.

The same is true for online ads, which the netizens can mistake for them not being an ad due to how entertaining they are. Some ads even go viral because they entertain the viewers. If they find your ads very amusing to watch, they will share the ad.

Acquaintance with Brand

Continuous exposure through ads helps consumers be more familiar with a brand. A consumer will recognize a brand usually from the ad that they have seen. Unknown brands can compete against more established competitors with ads that help reach their target consumers.

Meanwhile, existing brands continuously put out ads to make their brand relevant to their consumers. Once a consumer sees an ad, they'll associate it with a brand. This will spark their curiosity about the product or service that the brand can offer to them.

Build Trust and Confidence

An advertisement can persuade people to try their product. It can boost their confidence that the product or service will solve their pain points. New products that have yet to prove their worth from consumers use ads to establish trust from their buyers. Some ads also bring back consumer confidence in their brand when they feature new product offerings or variants.

Pharmaceutical software solutions are increasingly turning to advanced software solutions to optimize their advertising strategies and better understand consumer behavior. Other ads feature testimonials from consumers to build more trust in their brand. It's a widespread practice among medical products such as advertisements for medicine. Pharmaceutical firms need to convince consumers about the effectiveness of their products. Hence, the need for testimonial ads.

Social Insight

The reason why most businesses hire a famous endorser is because of the corresponding social imaging. Ads that feature a celebrity make consumers relate with the well-known personality's status.

Making a product a status symbol is due to the ads that consumers see. It makes them follow the current trend, all the more when a famous individual endorses the brand. The associated social imaging persuades the consumers to want the product that the celebrity advertises.

Research from the **Wisconsin School of Business** cited how print ads over represent the middle and upper-class demographics, which results in a misleading perception of lower-income consumers belonging to the same socio-economic class. Additionally, 16% of Internet users were able to discover a brand through a celebrity. And these celebrity-endorsed ads are worth the hefty investment - it leads to an average of 4% sales increase.

Influence

Consumers have various reactions to ads in different formats, mediums, and messages. Depending on the emotions on display, it can either affect them positively or negatively.

Ads that incorporate humor or light-hearted presentation make the consumers feel positive about a brand. On the other hand, some ads may impact consumers negatively when it includes sensitive issues such as racism, political beliefs, and the like. They will typically connect their emotions and opinion with the brand producing the ad.

In an **infographic from the University of Southern California**, 31% of advertising campaigns with emotional content performed well. This is almost half of the only 16% of successful campaigns with rational content. The data from the school's Applied Psychology department cites the emotion of "likeability" in an ad as the main factor that contributes to a brand's increase in sales.

Unmistakable the Product Benefits

Complicated products or services which are still new to the market provide ads that explain the benefits of what they're offering. For instance, startups whose products solve a specific problem have ads that clarify how their product can simplify a complex process. Advertisements translate how a product will benefit its consumers into more simple terms.

Motivate Them to Buy

Businesses create ads to persuade more consumers to buy their products. They invest in expensive advertisements to spark the interest of potential consumers to go to the nearest store and buy what they offer.

Limited promotions such as discounts and sales enhance the consumer's interest to buy. They want to take advantage of the limited time that a product is available for a lesser price tag. Also, ads emphasizing how they solve a consumer's problem entices them to see it for themselves if it's worth trying.

Advertising Techniques and Strategies

There are many advertising strategies that make advertising effective and successful. We are going to discuss some of them in brief.

Product similarity:

This is one of the best and most effective advertising strategies used to influence consumer buying behavior.

Comparing your products or services with your major competitor will provide you with a competitive advantage as customers will get more information about the products and be more informed. Comparative advertising can be implemented throughout every advertising medium. Consumers pay proper attention to even minor details in product comparisons because they want the best services or products for them to purchase.

That is why a comparison of the products can be effective in influencing purchasing behavior if it has been utilized effectively.

Celebrity advocacy:

Many people are inspired by their celebrities, they even purchase products or services which their celebrities use. This is one of the most effective advertising strategies used by advertisers to make ads more attractive and appealing to customers.

They create a positive quality and image of the brand that can influence the buying behavior of consumers.

Humor:

Humor in advertising is a tested strategy used by brands to positively impact the minds of consumers that remain memorable. Humor can create a more meaningful association between brands and customers.

But it can only be successful or effective if the consumers' response is positive, otherwise, there may be something lacking in creating humor in ad advertising.

Content Marketing:

It is a great method to indirectly promote your brand to your potential consumers by offering them educational and informative yet attractive information or content. It has now become common that advertisements are based on this marketing strategy to increase their social media presence.

Content marketing can establish your brand as the authority and create your reputation online, SEOs can help you with the ranking of your social media page, website, and other content, they have the expertise, if a search appears with the phrase "social media advertising Dubai" then your content will be on top ranking with effective SEO techniques.

Joyful perspective:

Various reasons pursue the customer's attention and the response to its various advertising appeals to the impact of consumer purchasing behavior. People are emotional, they do things if they are inspired by emotions. Instead of cognitive thinking, emotions have a more effective impact on the actions of consumers. Brands use this strategy to their benefit to promote their products or services.

Emotions are essential to the effectiveness of advertising. They play with emotion to strategically manipulate the feelings of consumers. The ads with emotions are not just for likes but they create great rates of conversion. If you want to make your product successful then target someone's emotions, it is always effective.

3. Conclusion

In the modern era, the advertising sector has witnessed a dramatic development. An important factor in influencing customer purchase decisions is advertising. This study examined how advertisements affected consumers' decisions to purchase consumer goods. The results show that advertisements have a big impact on consumers' purchase decisions. Advertisers in the consumer goods can use this study to determine what motivates a customer to make a purchase. Additionally, it can determine which elements of advertising are more and less influential.

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