

Impact of Advertisement on Consumer Behaviour

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I. INTRODUCTION

Advertising is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses. Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media such as blogs, websites and text messages.

Marketers have always adapted to changing business demands when it comes to creating new advertisements. The use of advertisements has significantly increased in the 20th Century as industrialization expanded the supply of manufactured products. However, not many businesses practiced advertising at the time. During the late 80s advertisements were fairly limited to television, radio, billboards and newspapers. In the modern times, businesses are leaning towards Digital Advertising. Companies are so focused in social media and mobile advertisements that they may take over Television advertisement very soon. In Bangladesh, the trend of Digital Marketing is just on the bloom. Most large local and multinational giant companies are now practicing digital marketing in full swing.

The major aim of advertising is to impact on buying behaviour; however, this impact about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind. These brands continuously influence consideration, evaluation and finally purchases. Consumers buying behaviour has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness. Most of the time consumers buying behaviour depends on liking or disliking of consumer towards the advertisement of the product advertised. A good quality advertisement is likely to influence consumers into buying that product while a poor-quality advertisement will do the opposite.

Previous studies have been conducted on effectiveness of advertisement and on advertisement's impact on consumer buying behaviour which depicted positive relationships. However, in this paper we have introduced a combination of different variables and attempted to examine their influence on consumer behaviour. This paper aims to determine which of these variables carries the most importance in terms of effecting consumer behaviour and which of these variables carries less significant impact.

Problem Statement

The problem statement of the research is to understand the impact of advertisement on the buying behaviour of the customers. This research is done in order to understand whether advertisement has a positive or a negative impact on the shopping of the customers or if it influences a customer to buy a particular or not and if yes, then by how much is the customer influenced by the advertisement of the product.

Scope of the study

The scope of this research is limited to the city of Pune, Maharashtra and it focuses on finding out the impact of advertisement on the shopping of customers of this region only.

Objectives

The objectives of this research are as follows:

1. To find out if advertisement really have an impact on the buying behaviour of the customers?
2. To understand whether advertisement has a positive or a negative impact on the shopping of the customers or if it influences a customer to buy a particular or not and if yes, then by how much is the customer influenced by the advertisement of the product.

II. METHODOLOGY

This study required a structured and definite plan to identify the relationship between different variables and test hypotheses. For this reason, this research will be conducted following the formal research design.

The data collection technique that will be used in this study comprise of playing out an up close and personal meeting with the respondents who are consumers of the product or have been exposed to any sort of advertisement. The review poll is planned and conveyed to target respondent arbitrarily. All together for the research to deliver a reasonable result, the data will be comprised of a large number of populations.

As the research framework indicates, there are four independent variables and one dependent variable. So, an adjustment in the independent variable will change the dependent variable. In this manner, to examine the research questions and test the theory a Causal review is required. This study is focused on finding out the impact of advertising on consumer buying behaviour. This paper also clarifies the structure of a connection amongst the independent and dependent variables. Therefore, this study can be considered as Causal or Explanatory research. Explanatory research shows a connection between factors and also the course of the relationship.

Independent Variables – 1. Entertainment 2. Familiarity 3. Social Imaging 4. Advertisement Spending

Dependent Variable – Shopping of Buyer

SAMPLE SIZE

The sampling method that will be used in this research is 'random sampling method'. Students, professionals and aged people will be considered for the survey. The age limit is minimum 18 years. The data will be mainly collected among the people from different parts of Pune city, Maharashtra.

Questionnaires

1. What is the Age bracket you belong to?

- 18-25
- 26-35
- 36-45
- 46-60

2. What is your educational qualification?

- High School
- Graduate
- Post Graduate

3. What is your occupation?

- Business
- Private sector
- Public sector

4. How often do you come across advertisements?

- Rarely
- Often
- Very Often

5. Do you believe in Advertisements?

- Yes
- No
- Maybe

6. The best media for advertisement according to you?

- Print
- Radio
- TV
- Word of mouth
- News Paper
- Social Platforms

7. Do you watch or listen to the commercials until the end?

- Never or almost never
- Only when they interest me
- Sometimes
- Always

8. Which of the aspects of advertising do you consider the most important?

- Humour
- Information about the price
- Emotional Connect
- Usage information

9. Does these Advertisements influence your shopping trends?

- Yes
- No
- Maybe

10. To what extent do you think the advertisement of any brand affects?

Not at all A little significantly Very much

- Brand Awareness
- Purchase of the advertised product
- Better position among competitors
- Brand attractiveness

11. Please tell me how you evaluate the brand based on the advertisements you see below on each of the elements by choosing one of the 4 options.

Strongly agree Agree Neutral Disagree Strongly Disagree

- Trust this Brand.
- Can consider this as my brand.
- Trust this Brand.

12. Have you made any purchase after seeing internet ads?

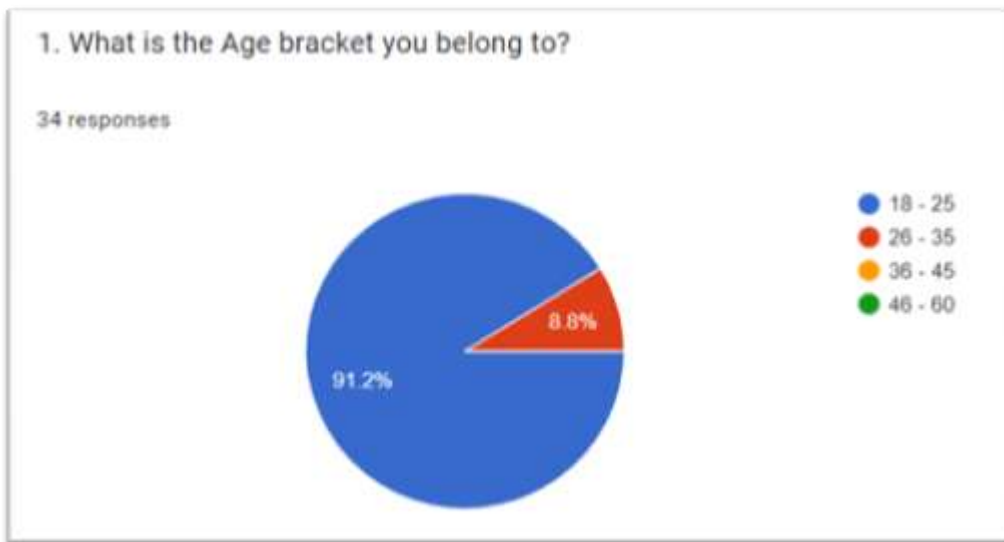
- Yes
- No

13. Have you purchase any product recently after coming across any advertisement?

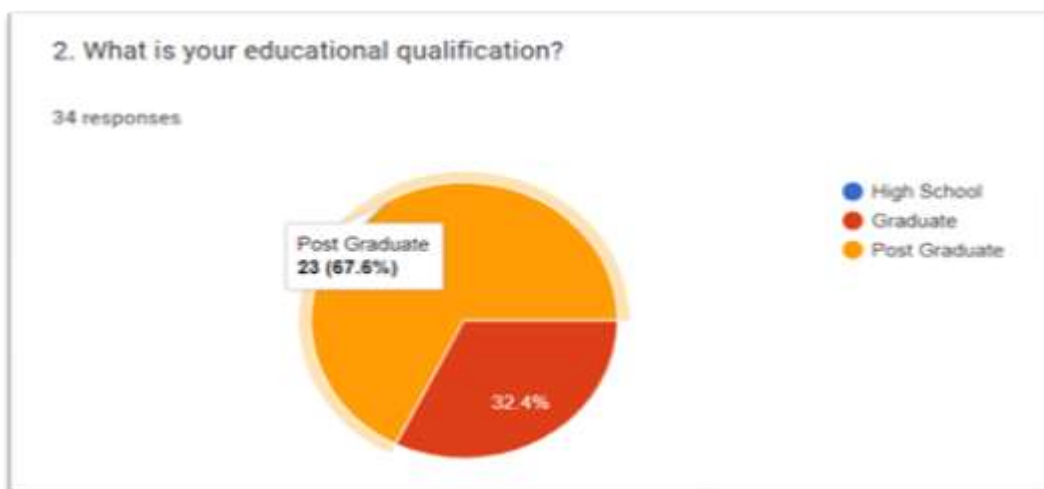
- Yes
 - No
14. Level of satisfaction regarding the purchase of product?
- Very satisfied
 - Satisfied
 - Neutral
 - Unsatisfied
 - Very unsatisfied
15. What makes you notice of brand?
- Quality
 - Advert

- Endorsing celebrity
 - Price
 - Other
16. Do you buy a brand if your favourite celebrity endorsing it?
- Strongly Agree
 - Agree
 - Neutral
 - Strongly Disagree
 - Disagree

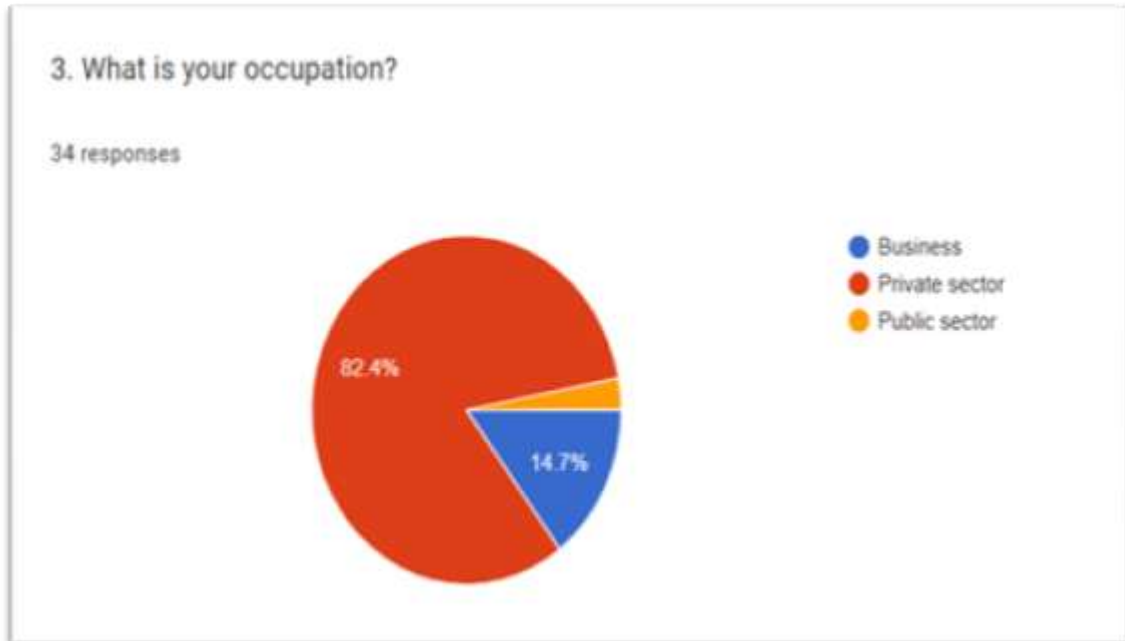
III. ANALYSIS AND INTERPRETATION



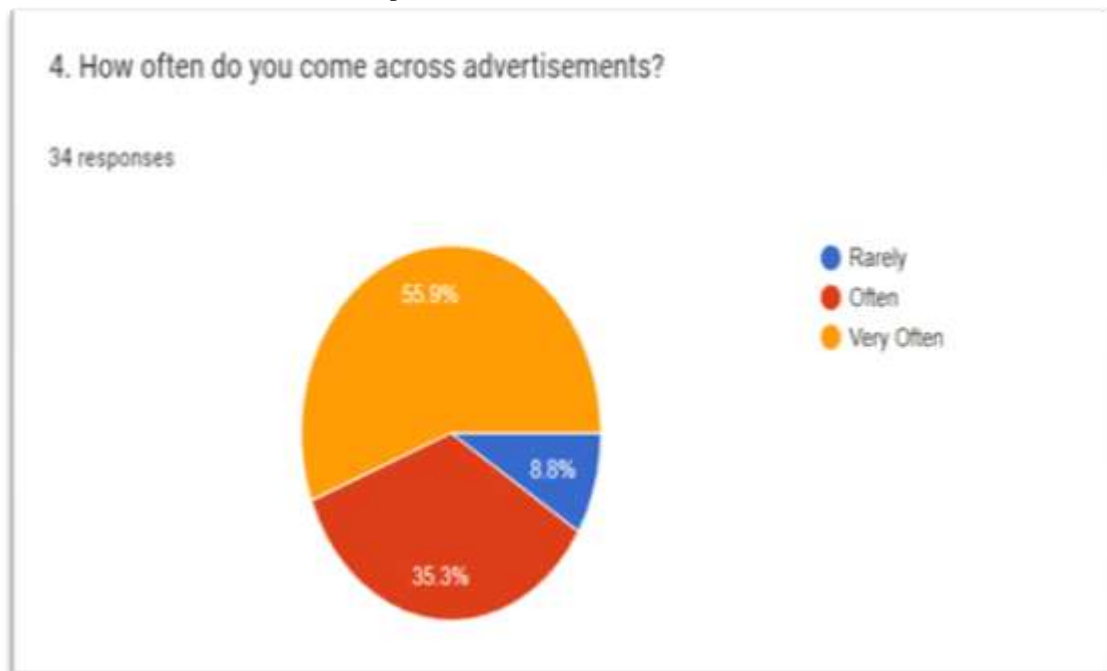
Our respondent's belonged from the age group of 18-60. 91.2% of the respondents belonged to age bracket of 18-25, 8.8% belonged to the age bracket of 26-35 and so on.



When it came down to the educational qualification of the respondents then, majority of the respondents were such who have completed their post-graduation.

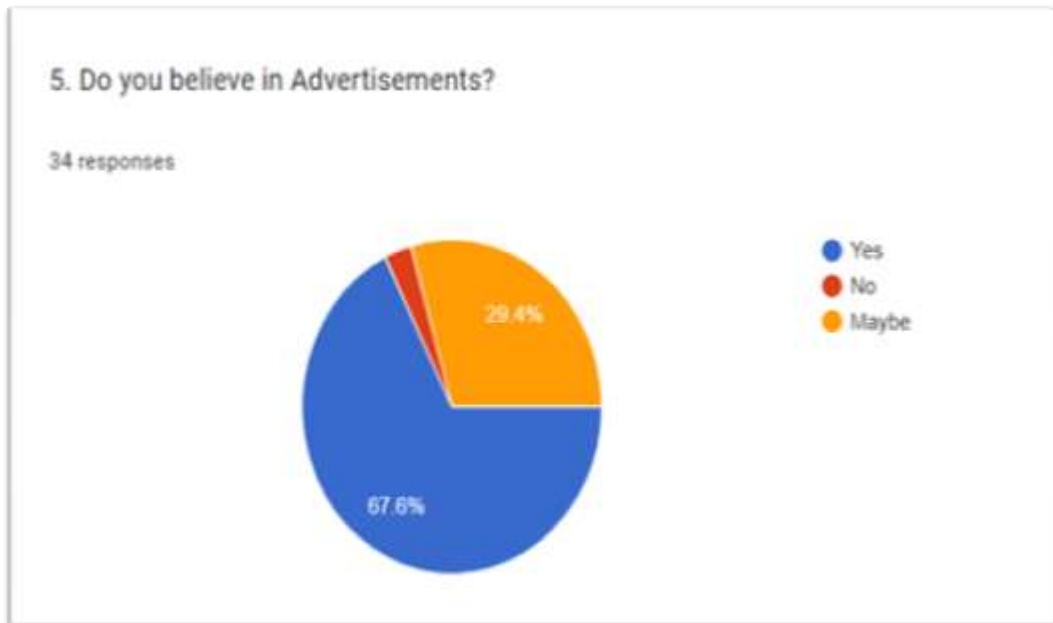


On the occupation front, 82.4 % of the respondents were such who were working in private firms and rest either had their own business or worked in the public sector



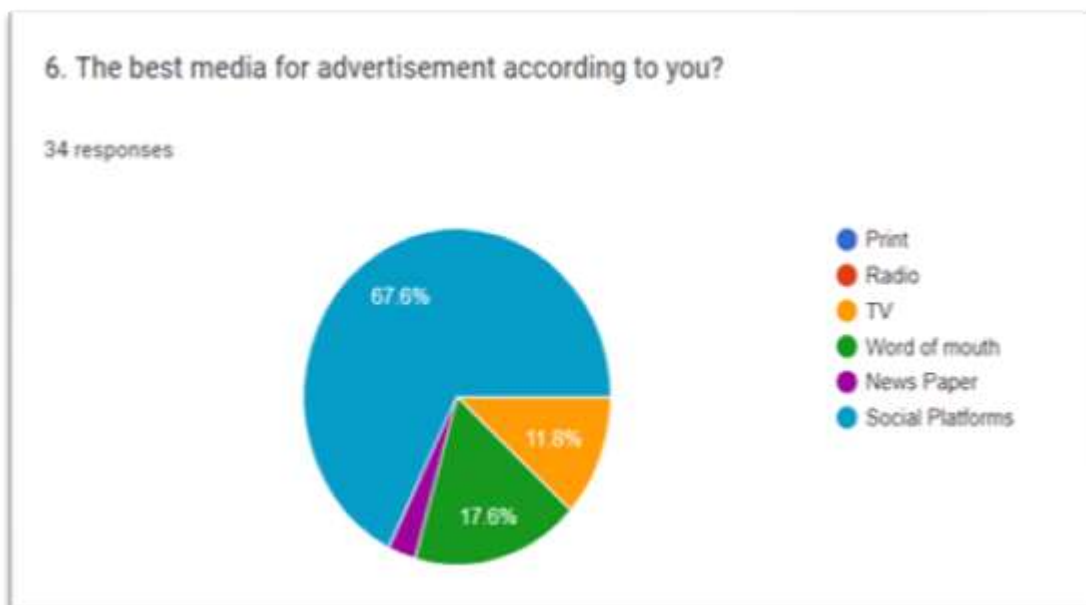
This question was asked in order to understand the frequency or the relevancies of advertisements in the life of the respondents. By asking this question we just wanted to understand how relevant the advertisements are in the life of the consumers.

And by the responses we can say that as more than 91.2% of the respondents have said that they come across advertisements either often or very often. This shows that yes, advertisements in general are very relevant.



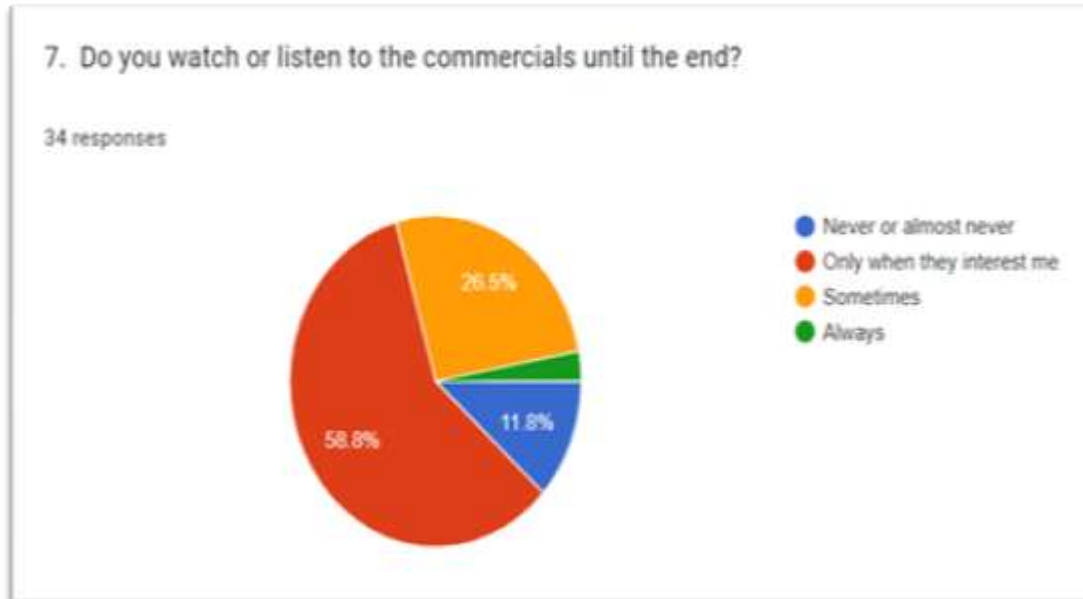
The basic motive behind asking this question was to understand the mind set or the perception of the respondents towards the advertisements they see and according to them whether they find them credible or not.

The results show that, majority of the respondents were such who said that yes, they believe in the advertisements and the information shown in them.



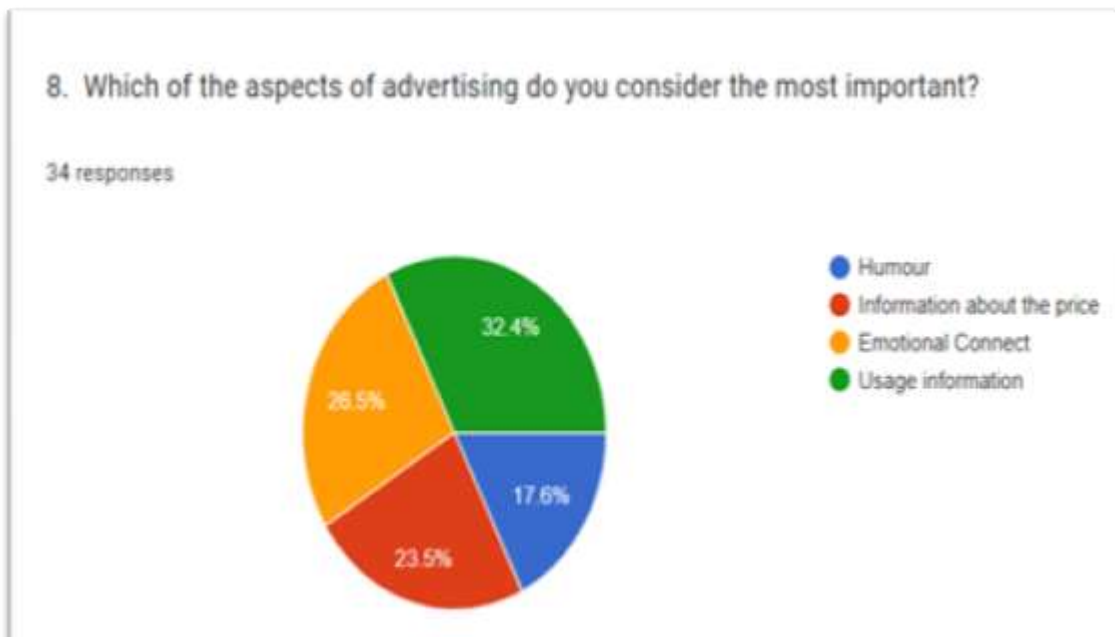
The results shows that majority of the respondents were such who says social platform is the best media for advertisement . ands of the

respondents fills words of mouth and tv is the best according to them .



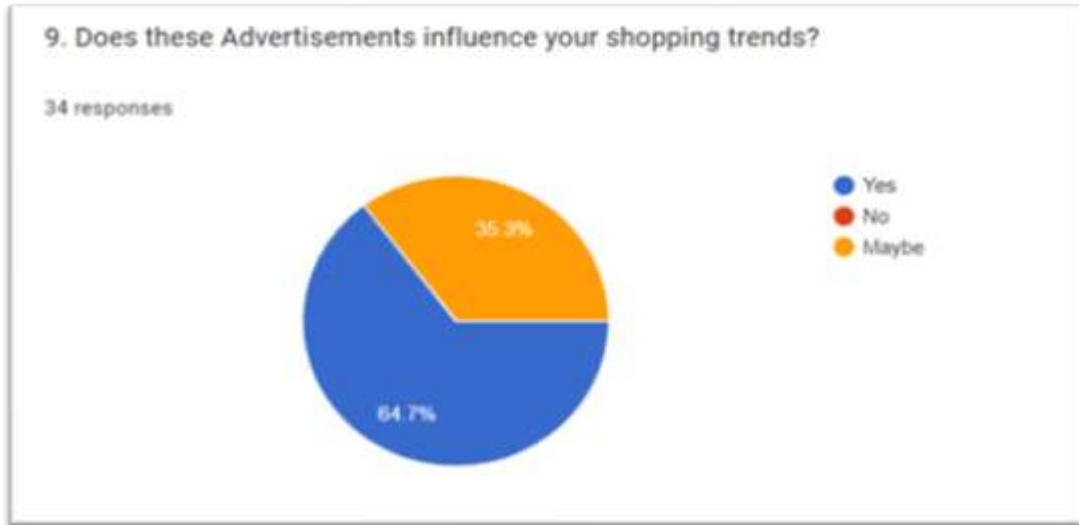
This question was asked to understand again the credibility of the advertisements in the eyes of the respondents. If the respondents would find the advertisements to be credible enough then would generally stick and watch them to end.

The results shows that, 58% of the respondent were such who said that they watch the advertisements till only if it interest them, whereas majority of the respondents said that only sometimes they stick and watch them till the end.



The rationale behind asking this question was to understand that in the mind of the respondents which aspect of advertising they consider to be the most important, and from the above data it can be seen that usage information came out to be one of the most important aspects

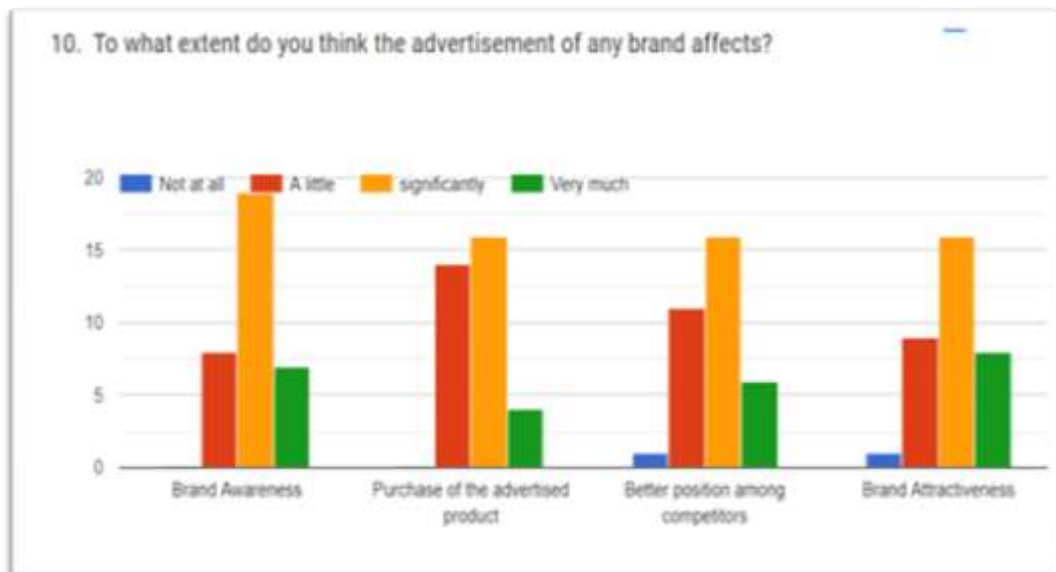
which is at 32.4% of the respondents vote and the second most important aspect came out to be the emotional connection of the product advertised at 26.5% of the total vote and other aspects follows next.



This basic motive behind asking this question was to understand that whether advertisements influence the shopping trends of the respondents or not, from the data above it can be seen that 64.7% of the respondents agreed to the fact that “Yes” advertisements does influence

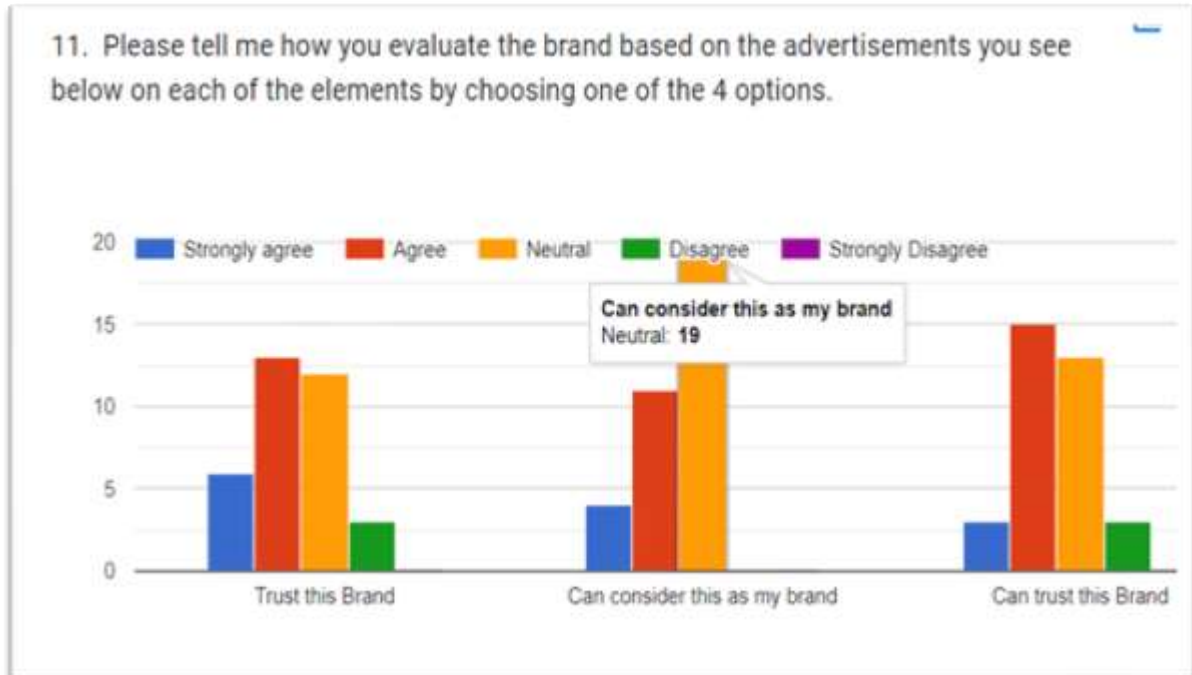
shopping trends, about 35.3% of the respondents said “Maybe”.

With that it can be clearly noted that advertisements do have influence on shopping trends for the majority of the respondents and it plays a vital role in influencing the consumer shopping trend.



This basic motive behind asking this question was to understand the perception of the customers. From the data we can understand that significantly the consumer can understand about the brand and

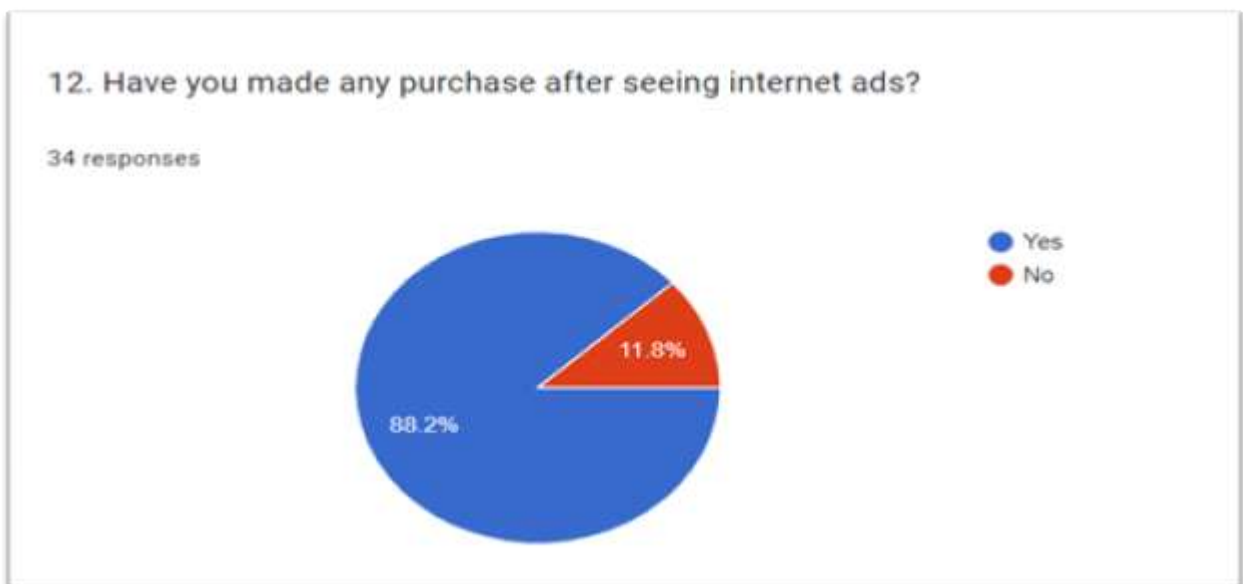
aware about it. i.e., the advertisement does affect the mentioned parameters and after that most of them said “Significantly” i.e. the advertisement has significant effect on the mentioned parameters.

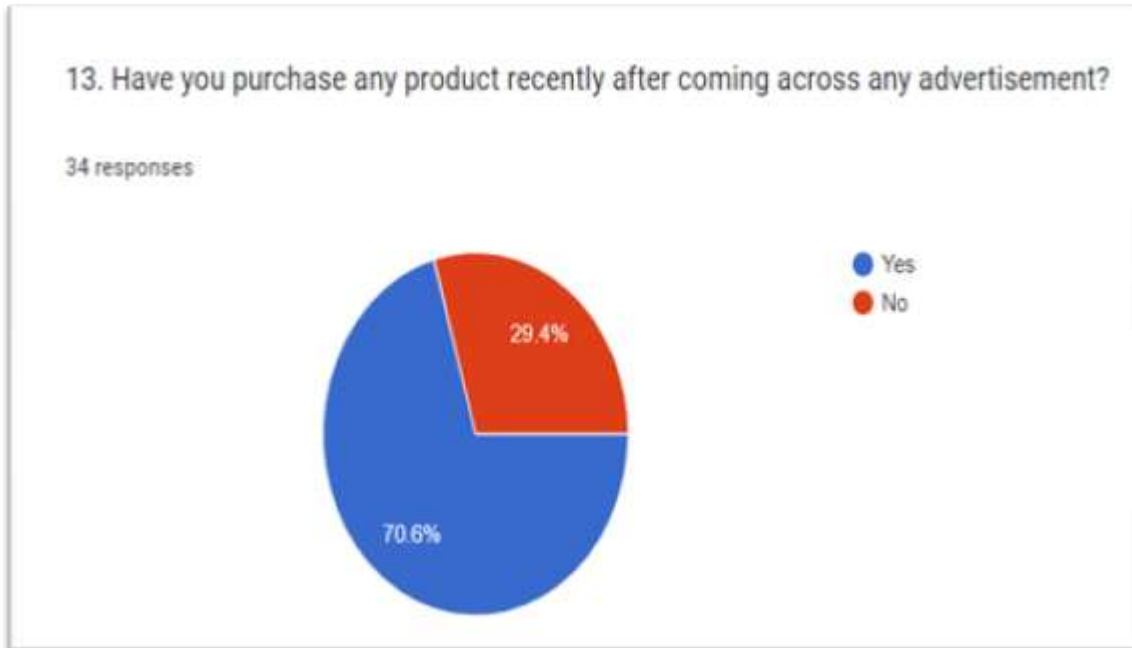


The basic motive behind asking this question was to assess the thought process of the respondents when it comes to brand and the advertisement of the brand as it is related to the independent variables of emotional response and brand awareness. So, in this majority of the respondents said that they “Strongly Agree” or “Agree” to the statement – “I Trust this Brand” and

in the other statement which was “ I can consider this as my brand” most of the respondents “Agreed” or “Strongly Agreed”.

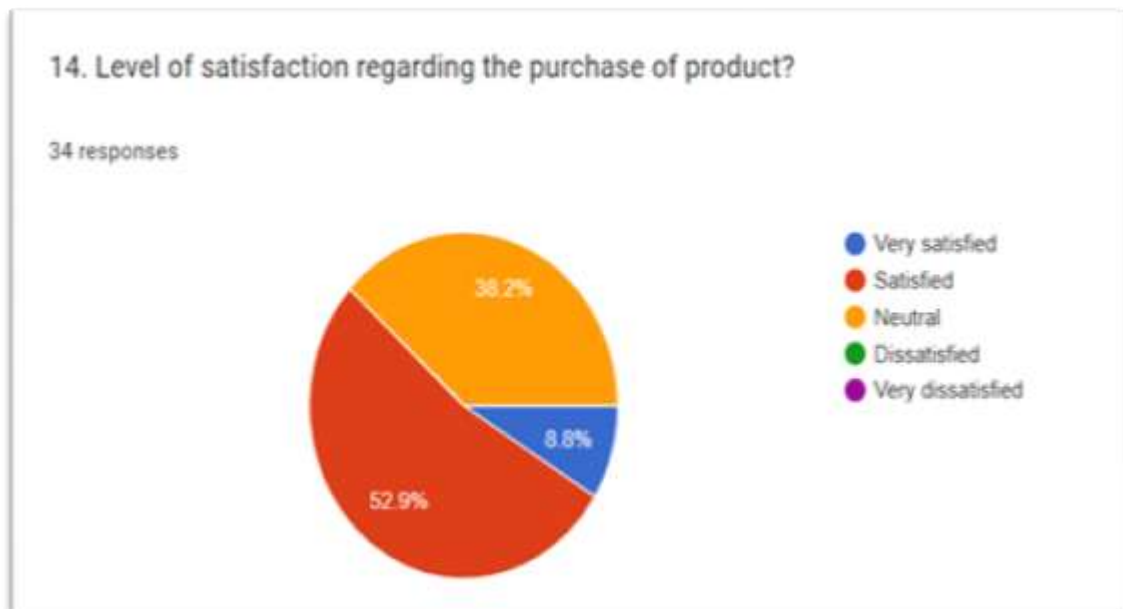
Under this question respondents were given choices that would help asses and understand the factors that influences the respondents purchasing based on advertisement is positive.



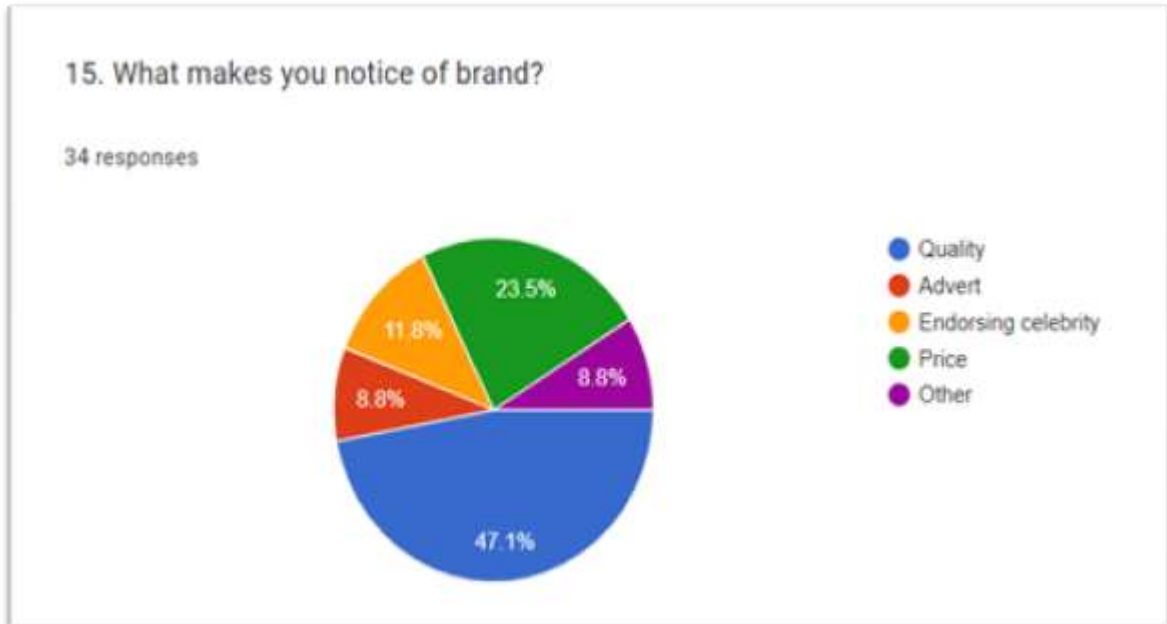


The reason for asking this last two question was to understand the feelings and reaction of the respondents .From the above data it can be interpreted that advertisement does play an important role in the buying behaviour of the

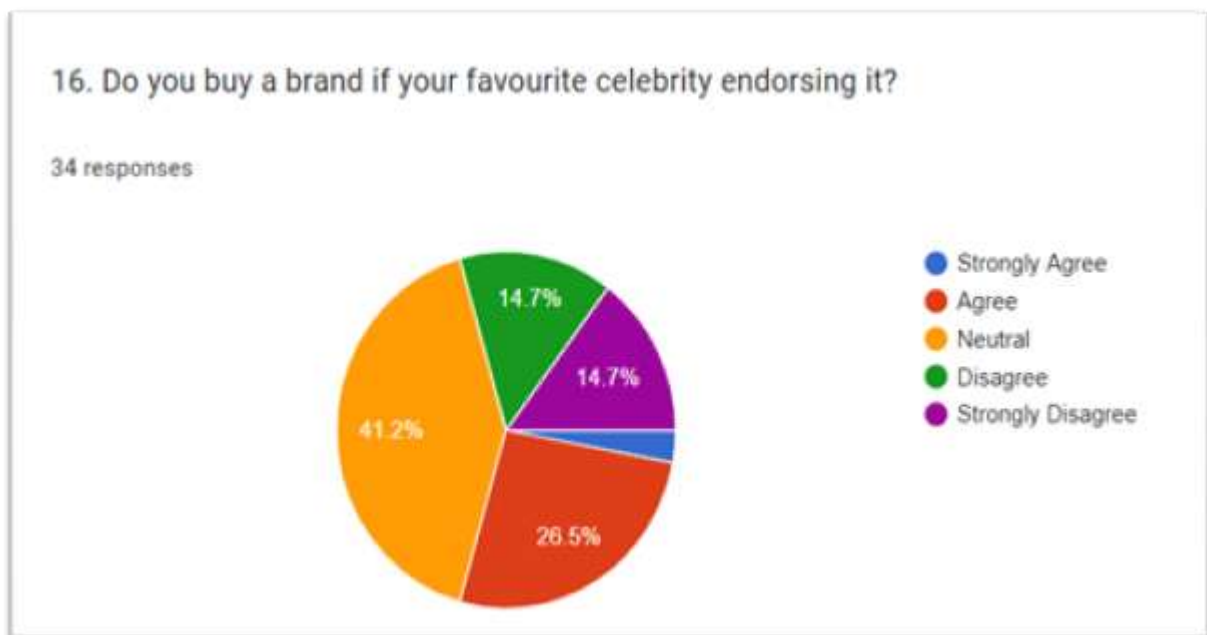
customers as the responses positive, this tells that advertisement is a very essential part of promotion even if a company has a good brand name and recognition.



From the data we can understand that consumers are satisfied after purchasing the product which they are coming across any advertisement or seen in internet.



We can see the respondent perception is that they are more concern about the quality of the product then other factors.



This question was asked in order to know the review of the respondents on influencing the purchasing behaviour of their favourite celebrity they follow it shows that the behaviour of the respondent is neutral as they also see the other factor which they got influence of purchasing the product

IV. CONCLUSION

In the end, after all taking all the factors from our research, we can see the following factors:

- 55.9% of the respondents have said that they come across advertisements either often or very often
- Majority of the respondents about 67.6% were such who said that yes, they believe in the

advertisements and the information shown in them

- 58.8% of the respondents were such who said that they watch the advertisements till only if it interest them, whereas majority of the respondents said that only sometimes they stick and watch them till the end
- Results shows that the usage information aspect has more impact as an important aspect of advertisement and 33% of respondents agreed to that
- 64% of the respondents agreed to the fact that “Yes” advertisements do influence shopping trends
- Well know brand name greatly influenced the customer purchasing will and they visited the car showroom physically, this also goes to show that the independent variable which is mentioned in the report about the “Brand Awareness” to have a huge impact on the respondents and they agreement to it as well
- Most of the respondents said “Very Much” to the different affecting parameters which were “Brand Awareness”, “Purchase of the advertised product”, “Better positioning among the competitors” and “Brand attractiveness” i.e., the advertisement does affect the mentioned parameters and after that most of them said “Significantly” i.e., the advertisement has significant effects .
- most of the respondents showed reaction or did feel a range of feelings after watching the advertisement which shows the impact of advertisement on the customer minds.

And it can be concluded that yes advertisement in the whole does affect the buying behaviour of the customers.

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