

Investigations on the Effects of Advertising on Consumer Behaviour

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ABSTRACT

Marketers employ a range of media outlets to sway consumer decisions and keep customers loyal to their brands. In this regard, it is crucial to note that different adverts on media platforms include a variety of Information pertaining to the goods. This encourages the consumer to get interested in the goods that businesses are offering. In the modern market, changes in consumer behaviour have been strongly linked to digitization. To establish a good rapport with customers in the market, it is necessary to investigate how advertising affect consumer behaviour. This essay's primary concern is how advertising affects customer behaviour. Online surveys were employed as the main technique of data collection for this study. The 600 online participants whose information was gathered for this study provided the data. Ages and educational levels of all kinds; gender parity was also taken into account. Additionally, to examine the data gathered, the research used statistical methods such as Kreskas-Wallis (K-W), Exploratory Factor Analysis (EFA), and Cranach Alpha. According to the findings of the study, advertisements like newspaper ads are linked to modifications in consumer behaviour. Additionally, it was shown that commercials on the internet and television have an impact on customer behaviour by offering users a chance to fully comprehend the characteristics of the goods on the market. The data gathered shows that advertisers have spent money on magazine and newspaper adverts to change customer behaviour and win their allegiance to the goods on the market. Marketing managers need to know the results of this study so they can decide which media to use for their commercials and how to make them more objective.

Keywords: Digitalization, Media platforms, Consumer, Behaviour, Advertisement, Objectivity

1. OVERVIEW

The researches on how advertisements affect customer behavior has been crucial in helping businesses connects with a wide range of consumer demographics and win their loyalty via the delivery of high-quality goods and services. Current advertising platforms that are accepted in the corporate world of today utilize digital technologies. As a result, a company's ability to comprehend the preferences of its target customers has greatly benefited from a concentration on social media and the internet market. Since a sizeable portion of the target market views the online marketplace as the most convenient platform to acquire things, the perception of starting a business in a free-market economy necessitates the initiative to spend in digital marketing. Through sales promotions and commercials, the company's marketing and advertising managers must grab customers' attention.

Reaching consumers and influencing their opinions, purchasing patterns, and knowledge of

certain services or commodities is the major goal of advertisements. The main goal of advertisers is to affect consumers' decisions and the way they make decisions based on marketing and advertisement objectives [2]. Advertisers employ a number of ways to connect with customers. The influence of each channel on customer behaviour varies. The purpose of advertisements is to contact people and get their opinions on certain goods and services. This input is used by marketers and advertisers to raise the calibre of their goods and services and enhance the aesthetics of their advertising. Previous studies have not successfully provided solid evidence regarding the most effective methods of including the intended customers in the via adverts on a website. Hence, this Particular research is intended to fill such research gaps by addressing essential digital marketing concepts to maintain customers' loyalties and reach out to broad categories of consumers in the market [7]. For instance, the research acknowledges the consideration of agents in social media platforms to actively engage customers and

respond to their queries regarding the nature of Products offered by business organizations in the Marketplace. Given the perception of the significance of the research, it is imperative to note that there are various advertisement approaches that advertisers use depending on how they want to influence their potential consumers, which justifies the focal concern of the research. However, it is essential to note that all the approaches aim to persuade consumers to buy the products and convince them that a particular product provides more value than similar ones in the same market. The research demonstrates its importance by addressing the numerous marketing that businesses use to attract customers and keep them loyal. For instance, the most commonly known types of advertisement are irrational and rational advertisements. Rational advertisements include Informational adverts where the advertisers focus more on the features of the product. On the other hand, according to the research conducted by Ashraf and Asif (2019), irrational advertisements focus on the consumers' social effects and emotions [2]. Hence, it is pretty definite to acknowledge the reasoning that the value of understanding the impact of advertisement on consumer behaviour is to improve the livelihood of the society, and this outlines the positions of the consumers in the market.

2. METHODS USED BY ADVERTISERS TO PRESENT COMMUNICATION

Advertisers use the environmental method and the emotional approach, two distinct ways, to show advertisements. The environmental approach's central idea is to deliver specific types of experiences that marketers employ to market and advertise various goods and services. For instance, businesses provide customers with a variety of media experiences to create the ideal environment for marketing and promoting their goods and services. The effort to understand the culture of commercial organizations includes the recognition that a variety of broad categories of environmental factors, such as the ambience of a retail store and the music playing in the background, are crucial in determining how consumers evaluate their purchase decisions. Given the idea of an emotional response, it is crucial to remember that a sizable portion of consumers employ commercials that elicit an emotional response [5]. For instance, emotionally charged advertising aims to increase brand recognition and influence consumer choice. In marketing and advertisement research, the consumer's reaction to the advertisement is essential for

evoking an emotional response. Therefore, businesses may exploit customer attitudes about a specific advertisement to influence consumer behaviour and win their loyalty. The ultimate objective of all marketing strategies is to elicit a favourable reaction to the advertising, which will reveal the type and platform of the campaign that is most effective. Three popular methods used by advertisers to show advertisements are listed below, according to the environmental and emotional approaches. To reach their targeted audiences with their information, marketers and advertisers employ a variety of venues. Magazines, TV, newspapers, and the internet are presently the most popular venues used by marketers to promote to and interact with their target audiences, claim Aryan wale teal. Advertising may take many different forms, such as banner ads, emails, billboards, interactive games, and more. Studies conducted in 2004 found that 44% of all advertising spending was made on digital platforms [9]. However, newspaper advertising has been linked to influencing consumer behaviour and brand creation. The efficacy of ads affects how customers behave and make decisions. Advertising effectiveness is the degree to which a buyer will like a product enough to buy it.

The efficiency of advertisements is affected by a number of variables, including the medium's quality, the media outlet's preference, and the content's quality. The most effective mediums for distributing commercials are still the internet and television [9]. These platforms graphically introduce the things, which is a marketing ploy meant to perplex customers into buying the goods.

Different strategies are used by advertisements to influence customer decision-making. These include using models and celebrities to draw in customers and persuade them to buy their items. Some businesses employ repeated messaging to remind customers of their items and sway their purchasing decisions. It is believed that reminding customers about a product on a regular basis would lead to eventual product acquisition.

2.1 Making Use of Media Platforms

To reach their targeted audiences with their information, marketers and advertisers employ a variety of venues. According Magazines, TV, newspapers, and the internet are now the most popular channels used by marketers to promote to and interact with their target audiences, according to Ayanwale et al.

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2.2. Consumer Awareness Intervention

Studies show that when customers are constantly informed about a certain product, they get interested and choose to investigate its advantages [10]. Due to the usefulness of the company's products, this technique encourages customers to trust the brand and purchase its items.

they receive from the items Advances in Economics, Business and Management Research, volume 211 2694. The awareness that advertising raise among customers is one manner in which they have an impact on consumer behaviour. Morella claims that promotional activities and promotions provide customers the news; they tell them about the items without expressing approval or displeasure [10]. Customers sometimes display a lot of curiosity at this moment, especially if the offered product is brand-new. According to Grayson, advertisements influence a person's propensity for material possessions and make that propensity stronger in consumers [10]. Others have come to believe that commercials

push us to obtain nice goods rather than live happy lives.

2.3 Promotional and Advertising Activities

The entire goal of the advertising sector is to change customer behaviour. Whether a consumer needs something or not, they aim to make them desire it.

No business can develop its brand without making the necessary advertising investments. Advertising includes both written and spoken advertising. Promotional activities continue to be one of the consumer market's most popular tactics, with the common objective of influencing customers' choices and actions [6]. Most marketers will go so far as to fabricate visuals to trick consumers into buying their goods. Building a strong brand has traditionally been seen as the greatest approach to influence customer behaviour, which is the main goal of promotional activities and commercials. This indicates that the main goal of advertising is to convince customers that one brand is superior to another and offers more advantages and satisfaction, thereby making their lives better. Potential buyers are persuaded by the marketing to test a new brand and hunt for information about it. Once a brand captures a customer's attention, they will buy the merchandise.

3. HOW ADVERTISING AFFECTS CONSUMER ACTION

Consumer behavior describes the methods used when consumers take the initiative to purchase or use items based on their expectations and preferences as well as the ways used when consumers make affirmative decisions based on the characteristics of products. When a buyer buys a good or service, there are a number of steps that they go through. These include determining the need, looking for the product, paying for it, and assessing the available options. In order to influence consumers' decisions, marketers and advertisers keep tabs on consumer behaviour.

All five stages of decision-making—problem awareness, information search, alternative appraisal, purchase, and post-purchase—are influenced by advertisements.

any ambiguity a customer could have about their goods or services. The marketers now employ transformative advertising.

3.1. Advertisement and Problem Recognition

Problem recognition is the first step of a consumer's decision-making process. Problem

recognition occurs when the consumer realizes some needs and looks forward of satisfying them. The problem leading to the wants and needs may be related to consumers' basic needs such as food, shelter, sanitation, healthcare, water, and education [5]. Consumers often realize the problem when they feel dissatisfied with their current situation and seek improvement. Moreover, the problem may also result from the consumer seeking to have a more luxurious lifestyle. Advertisers have realized that creating needs and wants remains important provided the new products and innovations present in the current market.

3.2. Advertisement and Information Search

After perceiving the problem, consumers start looking for information. In this step, the consumers try to explore the needed information to help solve the problem. Most advertisers apply a rational type of advertisement, ensuring that the products they advertise convince consumers that their problems can be solved [4]. However, at this point, the consumers remain confused because many choices exist in the market. They start comparing the available options to help them get the best choice. Advertisements provide the needed information regarding their products so that consumer scan rationally choose which product solves their problems; these advertisements are often done on newspapers, media channels, radios, TV, and printed materials.

3.3. Advertisement and Evaluating Alternatives

Information search and evaluation of alternatives are some of the most critical steps in a consumer's decision-making process. During this phase, the consumers compare the available options, considering which one best solves their problems and putting other factors in place. The consumers always consider other factors during the evaluation phase, including brand name or social prominence in owning the product [3]. This is a psychological factor that is put forward by irrational advertisements. In this case, the advertisers apply irrational advertising to assign values other than the actual value to the product. For example, a shoe of Nike company can be a shoe that protects your feet and makes you look socially superior and stylish. This clearly shows the primary value of the product, the perceived value created through irrational advertisements. Therefore, the advertisers who make their brand more superior remain winners in this phase.

Advertisers have a role in building their brands' reputation and making them superior to other products in the market [4]. The advertisement works to reduce any uncertainty that a consumer can have regarding their products or services. At this point, the marketers use transformational advertising.

3.4. Advertisement and purchase decision

At this point, the consumer has a clear picture of the product and brand he needs to buy. However, this decision-making phase can constantly be interrupted when the customer receives negative feedback from friends and social media. In this phase, advertisers focus on a rational advertisement that uses the product's core value to convince the consumer and influence the consumer's purchasing decision. Alternatively, some advertisers apply irrational advertisement to give the want more powers than the need [5]. The advertiser can use informational and transformational advertisements depending on the information they want to pass to consumers.

3.5. Advertisement and post-purchase

Advertisements are done after purchase to develop loyalty and a lasting relationship between the company and the consumer. At this phase, the advertisers aim to introduce new related products to consumers, provide more information concerning the product bought, or offer the consumer product care services. The post-purchase advertisement also collects consumer feedback regarding the products sold and builds a good communication channel, customer experience, and target messages [5]. Advertisers can also use informational advertisements to help promote their new products and transformational advertising to retain consumers' loyalty.

4. CONCLUSION

The research outlines that the main aim of advertisers is to influence the consumer's decisions and Decision-making process based on the advertisement and marketing goals. Hence, the objective of reaching out to the targeted consumers calls upon advertisers to use various channels based on the consumers' behavior and desires. The fact that advertisers use multiple platforms to send their information to targeted consumers, including magazines, TV, newspapers, and the internet, means that the consideration of digital platforms still lags. The consideration of intellectually presented messages depends on rational argument and logic to persuade consumers to purchase

products [1]. Hence, the nature of approaches taken by an organization to persuade in the advertisement platform for the affirmation of the sense of professionalism in a bid to gain consumers' loyalty. The existing flaws in this essay stem from its inability to defend the substance of the beneficial connection that develops as a result of the switch from conventional methods to digital techniques as platforms for advertising. For instance, it would have been more thorough if the essay had given enough consideration to the issue that modern consumers find online platforms to be the most convenient for making purchases. Future studies on how advertising affect consumer behaviour must, however, concentrate on important problems, such as the need of using social media agents to answer consumers' questions on digital platforms [4]. Taking into account the online market, including digital media and social media, would improve customers' purchasing habits since they have a convenient platform to communicate with business organizations about the nature of their goods and services while sitting in the comfort of their homes

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