

# A Comprehensive Study of Analysing the Influence of Advertising on Consumer Behaviour

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## ABSTRACT

This research explores the impact of advertising on consumer purchasing patterns, where advertising serves as a marketing tool to enhance consumer product awareness and decision-making. Advertisements wield the ability to shape individuals' attitudes, lifestyles, and, over time, contribute to the cultural fabric of a society. The study reveals that advertisements can significantly influence customers' brand preferences, as buying behaviour is markedly shaped by the product image crafted by advertisers. The primary goal of advertisers is to engage with consumers, shaping their awareness, attitudes, and purchasing decisions. Utilizing questionnaires for primary data and internet, magazines, and financial publications for secondary data, our analysis underscores the affirmative influence of advertising on consumer buying behaviour, emphasizing its pivotal role in successfully promoting new products. Key words: consumer satisfaction, consumer behaviour

## INTRODUCTION

Advertising is a crucial means of communicating company information to current and potential customers, providing details about the company, product features, and availability. While important for both sellers and buyers, it is especially vital for sellers in today's highly competitive market and rapidly changing technological landscape. In the age of mass production, advertising is indispensable for manufacturers to successfully promote and sell their products, serving as a valuable complement to personal selling strategies.

## IMPACT OF ADVERTISING

Advertising has become a defining influence on lifestyles and societal activities, shaping communities over time. Its pervasive power touches everyone in today's world, with proponents attributing positive aspects of life to it, while critics decry it for contributing to negative elements. Advertisements can significantly impact new businesses by erecting high entry barriers. Serving as a social institution, advertising fulfils the dual roles of clarifying customer choices and generating new customers for businesses. However, it also carries negative implications, fostering unrealistic expectations, discontent, and influencing thought processes beyond our control.

## LITERATURE REVIEW

**Proctor and Stone (1982)** Advertising plays a vital role in influencing consumer attitudes and reshaping their perceptions of products. Understanding consumer behaviour is paramount for businesses as it is a key factor in their success. In the realm of marketing and advertising, consumer behaviour serves as a crucial variable, not only defining product characteristics but also constructing an image of the psychological and social aspects of individual behaviour.

**Arens (1996)** Advertising is an associative, marketing, economic process and communication information or process and persuasive method. The main concern of the advertiser is to attract potential consumers and encourage their buying behaviour and awareness. They spend extra money to keep the individual focused on their products.

**Goldsmith and Lafferty (2002)** Advertising aims to create understanding, preference and choice of products or services. The attitude formed in the advertisement helps to influence the consumer's attitude towards the brand until the purchase intention. The main purpose of advertising is to create a positive attitude towards the advertisement and the brand until the consumer buys the product, and thereby the positive attitude creates an emotional response in the consumer. When a consumer sees an advertisement about a brand and has a feeling for the brand and then is ready to buy it.

**Rix (2007)** Advertising is considered an impersonal means of informing a large number of people about a product or service. There are different types of media such as newspapers, television, radio, magazines, direct mail, outdoor advertising, catalogs and the Internet. Advertising effectiveness can be measured directly by monitoring sales volumes during campaigns or directly by conducting surveys.

**Rigby (2011)** argues that the advertising environment is changing with digital retailing. People are using the internet more and shopping online. Digital retail seems convenient and therefore almost threatens the future of retail. However, companies can try to attract customers directly through coupons and discounts, while advertising is mainly used to attract a mass brand.

**Dinu and Dinu (2012)** studied the impact of advertising on consumer behaviour in Resita, Romania. The study showed that advertising influences consumer buying behaviour, especially online advertising, and plays an important role in product sales.

**Baheti (2012)** investigated the impact and effectiveness of advertising attractiveness on customer purchasing behaviour. The most important conclusions of the study are that the advertising appeal does not have a significant positive effect on the customer's purchase intention, and the emotional advertising appeal is more important than the rational appeal.

**Rai(2013)** has several international and international brands that have been recognized and strongly remembered by people. These insights stay with them because of their culture, lifestyle and environment. Advertisements also play a very important role in shaping consumer behaviour. Advertising is a source of motivation that makes them buy certain products. Advertising is also a source of trust. The consumer gets significantly excited looking for product quality and prices.

**Assagaf (2013)** investigated the impact of advertising on consumer decision making and brand awareness. The results concluded that advertising has a significant effect on brand awareness and consumer decision making, while brand awareness also has a significant effect on consumer decision making.

**Shojaee (2014)** Banner advertising has a greater impact on the consumer's purchase decision and is more effective than other types of advertising.

## OBJECTIVES OF THE STUDY

- The primary goal of this study is to ascertain how advertising influences consumer purchasing decisions.
- The study focuses on identifying the impact of advertising on the choices made by consumers when making purchase decisions.

## RESEARCH METHODOLOGY 1. Tools for Collection of Data

Both primary as well as the secondary data were collected for the study.

### (a) Primary Data

The Google form was prepared to know the facts like consumer's profile, impact of advertising on consumer buying behaviour.

### (b) Secondary Data

Secondary data is collected from various sources. That actually refers to the information of facts already published data. Secondary data are collected to the larger extend through reports from books, journals.

## 2. Period of Study

This researcher work was carried out during the period of October 2022

## 3. Sample size

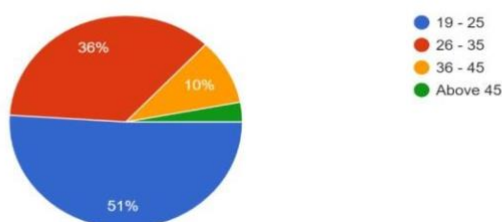
Collected from 100 respondents through Google forms.

## 4. Tools and Techniques

Simple percentage analysis was used for this study.

## ANALYSIS

3. Age  
100 responses

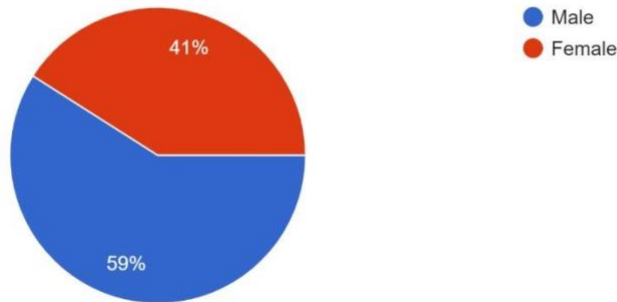


Source: Primary data

From the pie chart it is clear that 51% of the respondents are in the age group of 19 – 25. 36% of the respondents belong to the age group of 26 – 35. 10% of the respondents are in the age group of 36 – 45. Only 7% of the respondents belong to age group of above 45.

#### 4. Gender

100 responses

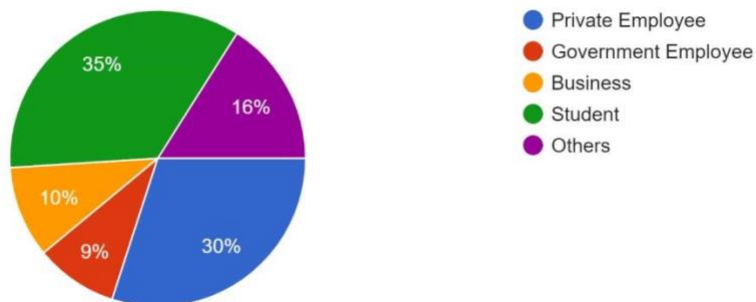


Source: Primary data

The pie chart clearly shows that out of 100 respondents, male respondents constitute 59% and female respondents constitute 41%.

#### 5. Occupation

100 responses

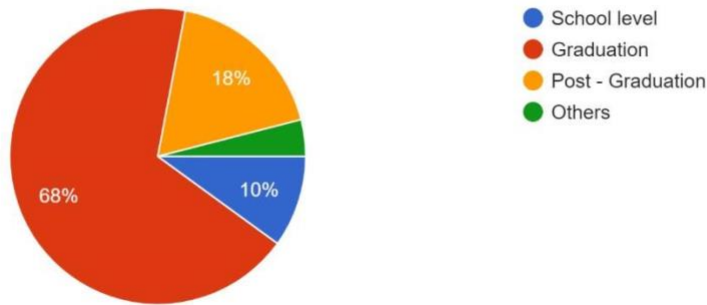


Source: Primary data

The above chart shows that majority of respondents were i.e 36% were Students. 30% of the respondents were Private employees. 10% of the respondents have own business. Government employees constitutes only 9% and 16% of the respondents belong other professions.

## 6. Education Qualification

100 responses

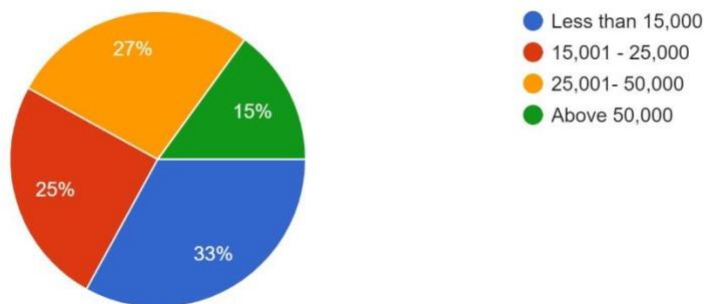


Source: Primary data

It is clear from the pie chart that majority of the respondent's i.e, have completed their graduation. 18% of the respondents are Post – graduates. A respondent with school level education qualification constitutes of 10% and only 4% of the respondents belong to different graduation streams.

## 7. Income

100 responses



Source: Primary data

It is clear from the pie chart that 33% of the respondents belong to Less than 15,000 income group. 27% of the respondents are in the 25,001 – 50,000 income group. 25% of the respondents belong to 15,001 – 25,000 income group and 15% of the respondents belong to above 50,000 income group.

## FINDINGS

- About 47% of respondents said they regularly watch commercials. 34% and 19% of respondents reported viewing commercials on a weekly and monthly basis.
- Of the 100 respondents, 82% find watching advertisements to be enjoyable, while only 18% find it to be unappealing.
- 1 to 3 advertisements per day are preferred by 51% of respondents, on average. 40% of respondents said they enjoy watching 4 to 6 commercials every day. Only 9% of respondents, or very few, said they enjoyed watching 7 to 12 commercials.
- According to 29% of the respondents, the food business produces their favourite advertisements. Clothing is a theme in 28% of respondents' favourite advertisements. While 10% of respondents prefer commercials for the

cosmetics business, 25% of respondents prefer those for the electrical industry, and 8% prefer advertisements for other industries.

- 64% of respondents said that television is the most effective form of advertising. Newspaper advertising was chosen as the most successful method by 14% of respondents. Equal numbers of respondents (11% and 11%) preferred billboards and other forms of advertising.
- 43% of respondents highly believe that advertisements are the best way to showcase goods or information about anything, compared to 46% who also agree and 11% were neutral.
- 22% of respondents strongly believe that the information presented in advertisements is sufficient for making decisions, compared to 46% who agree, 22% are neutral on the subject, and 10% disagree.
- Of the respondents, 27% strongly agree, 41% agree that they feel emotionally involved while watching the ad, 30% were ambivalent about their emotional connection with ads, and only a small percentage of respondents, or 2%, disagree as they don't feel attached when watching the ad.
- 28% of respondents strongly agree and 48% agree that advertising persuade consumers to buy things, while 19% of respondents were undecided and 5% disagreed, believing that commercials do not persuade consumers to purchase products.
- According to 70% of respondents, content is the factor that influences advertising. The topic is the primary influencing factor, according to 15% of the respondents. Models are regarded as an influencing factor by 8% of respondents, while just 7% of respondents think background is an influencing factor.
- Of the respondents, 28% were neutral about their choice, 17% strongly agreed, and 36% agreed that watching an advertisement may affect their preferences for a product. The remaining 18%, and 1% disagreed.
- 28% of respondents were neutral about their choice, 17% strongly agreed, and 36% agreed that viewing an advertisement may affect their preferences for a product. Meanwhile, 18% and 1% of respondents disagreed that seeing an advertisement could change their preferences.
- With a 31% share, clothing is the most common product bought after seeing the advertising. Electronics and food both make up (27% and 27%) of the market, putting them in a tie for first place. Cosmetics make up 7% of all products, while other things make up 8%.
- A total of 100 respondents were surveyed, and 62% of them said they always watch the advertisements all the way through. Only 38% said they never do.
- Since it accounts for 62% of advertising, product information is seen as being of utmost importance. With a 24% share, humour is the second-most significant part of advertising. 7 percent is made up of emotion, 7 percent by actor look, and 7 percent by professional judgement.
- With a 48% share, arousing desire is regarded as advertising's primary goal. Product awareness is the second-highest goal of advertising, accounting for 36% of all spending, behind only sales promotion, which accounts for 16%.
- 42% of respondents strongly agree, and 41% concur that advertising influences consumer behaviour. A few respondents 4% disagree, while 13% of the respondents were undecided.

## CONCLUSION

This research was a study on the impact of advertisements on consumer buying behavior. Based on the analysis it can be concluded that advertisement has a significant impact on consumer buying behavior. This study can be helpful for marketers to understand what triggers a consumer's intention to purchase. They can determine which element in advertising is most effective and which has a comparatively lower impact.

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