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Impact of Advertising on Consumer Behaviour

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Abstract: Advertising is a marketing approach that is used to raise product awareness in the minds of consumers so that they can make a purchasing choice. Marketers use mass communication tactics such as advertising, sales promotion, and public relations. Advertising in the mass media has an impact on audiences, but television has the broadest reach and is the most powerful medium for advertising. Advertising has the power to impact people's attitudes, lifestyles, and, in the long term, the culture of a country. In order to succeed in a consumer's market dominated by advertising, a corporation might boost the brand of their product by engaging in promotional activities. Advertisers' major goal is to reach out to consumers and impact their awareness, attitude, and purchasing behaviour. Advertising has the power to influence customer brand preference. It has an effect on customer behaviour. This study examines the consumer buying behavior via the influence of advertisement. For the purpose of this study, data of 23 participants had been collected focusing on the luxury product of pen and their preferences of the brand, color and price of the pen. The study is also analysing the importance of advertisement as well as its negative effect on the public. The purpose of the study is to understand the consumer buying behavior pattern

Keyword: Advertisement, Awareness, Behavior, Consumer, Communicate, Product

Introduction

Consumers make up the majority of the market. Their actions are dictated by their unique requirements. As a result, they frequently find themselves forced to choose between several items offered by corporations. Customers' primary purpose is to meet as many of their requirements as necessary through the act of purchasing the product they choose. Consumers, on the other hand, are influenced by a variety of circumstances, such as other similar products, which force them to either buy or give up on the product before reaching the decision point.

According to Jhangiani and Tarry, the primary goal of advertising, which is one of the components of the interaction, is to pique customers' attention and encourage them to buy a product by altering or improving their views on a cognitive, emotional, or behavioural level. Persuasion experts must understand how the information they present relates to the receiver's motives, requirements, and goals.¹

The way businesses and organisations connect with customers through advertisements has evolved over time, thanks to a variety of elements such as the printing press, radio, television, and social media. As a result of the growth of communication technologies, businesses are not hesitant to invest in advertisements to reach their objectives. Advertising is now more adaptable than it has ever been. People are exposed to advertisements at all times and places, whether they like it or not, and sometimes without even realising it. The impact of the digital revolution on the advertising industry has significantly altered the impact and availability of social media material to a broader audience. It's all because of entertainment.² According to Haider and Shakib, entertainment has been highlighted as a primary promotional tactic for enhancing advertising effectiveness and influencing customers to buy.³

People live in a data environment, according to Herhold. As a result, a company's chances of survival are slim if it does not market. People may believe that social media has essentially turned into a weapon and is now playing a significant role in advertising. The Internet and social media have profoundly altered the way businesses function, particularly the ways they utilize to generate public awareness of their goods and services. As a result, in today's congested media environment, advertisers are constantly looking for new ways to boost the impact and effectiveness of their advertisements.

Literature Review

- 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.

The study is an in-depth study of consumer buying behavior and is representing the relation of advertisement and consumer. The advertisement is the first portrayal of the product to the consumers.

The first look of the product is crucial for the manufacturer to attract their targeted audience. The study

¹ Tabie J, "The Impact of Advertising on the Consumer's Buying Behavior"

<https://www.theseus.fi/bitstream/handle/10024/504235/Jihane_Tabie.pdf?sequence=2> accessed February 1, 2022.

² *Ibid.*

³ Haider T and Shakib S, "A Study on the Influences of Advertisement on Consumer Buying Behavior" (*Business Studies Journal* April 26, 2018) <<https://www.abacademies.org/articles/a-study-on-the-influences-of-advertisement-on-consumer-buying-behavior-7177.html>> accessed February 1, 2022.

also analyses the various consumer behavior models which lead to their buying behavior towards the product.

The study found that because corporations now spend so much money on advertising, the benefits no longer need to be explained. Its primary purpose is to influence the consumer, whether positively or negatively. The most crucial thing for corporations is to sell. Its consequences are still felt today, and no one is immune. When a firm promotes its products, it does so in the hopes of building a following for its brand and, as a result, attracting new clients. Personalized furniture can be used as a marketing tool.

According to the study, all of these procedures have pushed clients to eat more. There is a great deal of psychological stress. A well-executed and well-initiated advertisement could pique someone's interest in or need for a product without them actually requiring it. This is where the term "neuromarketing" comes into play. In terms of psychology, it relates to the manipulation of thought.

This study contributes to the understanding of consumer behavior towards advertisement and its impact.

- Sneha Sharma, *Effect of Advertisement on Consumer Behaviour*: This study is analysing the effect of advertisement in consumer behavior. The study is highlighting the case of Hindustan Unilever Limited (HUL) and P & G as the core example of understanding consumer behavior and effects of advertisement on consumer behavior.

Apart from the case study, it also analyses the definition of consumer behavior. It defines consumer behavior as an academic and research topic that is continually expanding. Marketing managers and other stakeholders involved in consumer purchase behaviour will benefit greatly from this field. The research of how various elements influence consumers' purchase decisions aids businesses in improving their marketing communications and, as a result, sales. The choices and activities that impact a consumer's purchase are referred to as consumer behaviour. Consumer behaviour is defined as the acquisition, usage, and disposal of goods by customers. Marketing experts need a strong understanding of this cycle since it defines how to design products and establish marketing tactics that best suit the target audience's preferences and choices.

According to the research, there is a clear link between advertisements and consumer behaviour.

According to the study, the more appealing an advertisement is, the more likely customers are to purchase it. Furthermore, commercials must be not only appealing to the eye, but also informational, educational, and entertaining. Furthermore, the commercials must be original and competitive in comparison to its competitors. Consumers are more likely to purchase a product after seeing it several times.

This study is crucial as it represents the appealing factors of the advertisement related to the consumer buying behavior towards the product. Hence advertisement plays a significant role in consumer buying behavior creating a link of relation between the manufacturer and the consumer.

The study is representing the positive effect of advertisement in growth of consumer buying behavior.

The case study itself is a primary example of representing this positive effect.

- 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 looked at four independent variables: advertisement entertainment, advertisement familiarity, advertisement social imaging, and advertisement spending. According to the findings, advertisements have a considerable impact on consumer purchasing behaviour. This research can assist marketers figure out what makes a customer want to buy something. They can figure out which aspects of advertising are the most effective and which have a lower impact. Although this study can make a substantial contribution to the literature, qualitative data can be employed in future studies. Qualitative data reveal more about the relationship between these variables.

According to this research, when it comes to designing new commercials, marketers have always reacted to shifting business demands. As the availability of produced goods rose as a result of industrialisation in the twentieth century, the usage of advertisements increased considerably. Nevertheless, at the time, few firms used advertising. Advertisements were limited to television, radio, billboards, and newspapers in the late 1980s. In today's world, businesses are increasingly relying on digital advertising. Companies are so focused on social media and mobile advertising that it's possible that they'll soon supplant television advertising. The digital marketing movement in Bangladesh is only getting started. The majority of large local and multinational corporations are now engaged in full-fledged digital marketing campaigns.

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.

- Shumaila Ahmed, *Impact of Advertising on Consumers' buying behavior through Persuasiveness, Brand Image, and Celebrity Endorsement*: The influence of advertising on customer purchasing patterns is the subject of this study. Consumers' intentions toward the product and purchasing behaviours are influenced by brand image, persuasiveness, and celebrity endorsement in advertising. The image of the product, which is created by the advertisers, has a significant impact on purchasing behaviour. The study's core data was gathered using surveys, while secondary data was gathered via the internet, journals, and business publications. In January of 2013, a survey was performed. A total of 120 people were surveyed, with 50 working for the government or semi-government, 30 in business, and the other 40 working for private companies.

The research finds that a well-designed and well-executed commercial has a significant impact on customer purchasing trends and behaviours. At the same time, product quality and price are considered, both of which have a significant impact on consumer purchasing behaviour. Similarly, celebrity endorsement influences purchasing behaviour to some extent. As a result, the research indicates that the favourable impact of all of these elements on customer buying behaviour demonstrates brand loyalty, which aids in the promotion of the advertised product and shifts buying behaviour toward buying intentions.

According to the research, the quality of commercials should be appealing and good because they leave a lasting impression on the minds of consumers. It is also crucial to note that more award schemes do not compel people to acquire things until they are of poor quality. Similarly, superstars leave a lasting impression, particularly in the minds of their admirers and status-conscious viewers or buyers, hence celebrities must exercise caution when appearing in advertisements. Similarly, there should be no sensationalism in the advertisement; instead, it should be straightforward but appealing.

Following a thorough investigation, the researcher discovered that persuasiveness, brand image, and celebrity endorsement are the most essential contributing critical elements in advertising that, if effectively conceived and implemented, can shift customers' buying behaviour to purchasing intentions. This study is understanding the endorsement by celebrities in the advertisements are also the factor that influence consumer buying behavior.

- Prof. Dr. Abdul Ghafoor Awan, et.al, *Effects of Advertisement on Consumer's Buying Behaviour with References to FMCGs in Southern Punjab-Pakistan*: With regard to FMCGs, this article investigates how much advertising influences consumer purchasing behaviour. 250 questionnaires were distributed as a sample in five cities in southern Punjab (Bahawalpur, Layyah, Tounsa, Bhakhar, and Multan) using a 5-point Likert scale with cross-sectional data, and 231 full questionnaires were received from respondents following the field survey. A conceptual framework was built using the Kirkpatrick model, which has one dependent and five independent variables. Various statistical techniques were used to analyse the data, including descriptive statistics, correlation analysis, and regression analysis. Because data suggests that commercials have a major impact on customers' buying behaviour and choices, the findings of our study are solid.

According to the study, advertisements can influence customer behaviour. Other factors include the need for advertising, the joy of advertising, the dominance of advertising, brand memory advertising, and the stimulation of advertising. These are quite useful in shaping and influencing consumer purchasing behaviour, which is a great indicator for advertising and marketing firms. Our findings also supported the study's hypothesis, demonstrating that advertisements have a major impact on consumers' purchasing behaviour and broaden their options. In light of our empirical findings, this study will undoubtedly be beneficial to marketing and advertising organisations in their efforts to advertise their products. It will allow enormous consumer markets in southern Punjab to be focused.

The basic factors such as the requirement of advertisement, the pleasure of advertisement, the supremacy of advertisement, brand recall advertisement, and stimulating advertisement have been underlined in this study. According to the findings of this study, FMCG advertising organisations should establish tactics that are both cost effective and create a large advertising environment in the competitive market.

- Subhankar Das, *Media Impact of Advertising on Consumer Buying Behaviour a Comparative Study of Different Media*: The focus of this study was to look at the impact of media advertisements on consumer purchasing behaviour. The inquiry began with a review of use concepts, as well as various aspects of media and consumer behaviour. A comprehensive review of related writing was completed. A broad review of writing on soundness, objectivity, media, buying behaviour, and purchaser brain science was completed. This section discussed the findings and conclusions reached as a result of the investigation, as well as recommendations for future research, limitations of the investigation, and suggestions for showcasing tactics. Both scientists and specialists can benefit from the recommendations and experiences that have been shared.

The inquiry begins with the question of whether the media can influence a shopper. The premise of utilisation is the second precept on which the examination is built. Utilization is required to meet needs. There are different needs in different orders. The value of Abraham Maslow's order of chain of requirements is considered here. Biogenic and psychogenic requirements are the two types of requirements. The first is vital, and the second is auxiliary, or a means of achieving the first. The five stages of requirements, according to Maslow, are biogenic need, welfare and security require, social need, sense of self necessities, and selfrealization demand. Each need is inherently unrelated, but there is limited overlap because no need is completely met.

The third aspect of the research looks at the impact of media on customer behaviour. The scientist was unable to construct a variable that is dependent on factually testing the significance. Aside from that, even basic criteria like compensation and usage were only available as a cross section. The prevalence of social, print, and electronic media in the public sphere is now at least as notable as that of traditional media channels.

The fourth perception is that media is often regarded as being somewhat more important to a buyer's perception of a brand's trustworthiness. Furthermore, mark media correspondence was perceived to have a marginally greater impact on the overall vigour of the brand image. Despite this, the data did not provide any conjecture or critical contrasts regarding mark correspondence's direct impact on practical or experience brand image on social and traditional media.

The findings show that a quick response time in messages and comments is the most important aspect for customers when it comes to taking action on a brand via social media. The publication of meaningful content was the second most important brand action.

The study indicates that the accessibility and simplicity of data that web-based life has provided to clients has been demonstrated throughout the research. Shoppers now have access to relevant info in an astonishing range and at a faster rate, whereas broad communications take more time to hunt for data. On the contrary, substance is not in charge and observed, increasing the risk of receiving inaccurate and non-factual data, which consumers have expressed concern about. In a business situation, advertising must be aware of the knock via web-based networking media, since it has the potential to spread virally and ruin a brand's reputation.

This study is significant to understand the various social media platforms utilised by manufacturers for the advertisements purposes which are used to influence the consumer buying behaviour.

- Asmatullah Rahmi, Mohammad Bilal Tayeb and Shamshad Amerkhail, *The Impact of Advertising on Consumer Buying Behavior*: The impact of advertising on customer purchasing behaviour in Kabul Province was investigated in this study. Most businesses in Kabul Province have a tepid attitude toward advertising their products and services through effective advertising mediums, which has a negative impact on their sales output. They do not believe it is necessary to devote a portion of their budget to advertising in order to market their products and services and influence consumer purchasing decisions. With the rapid growth of technology, effective advertising has become increasingly crucial in order to gain a competitive advantage, necessitating the conduct of this research. A survey research design was used in this study. It entails gathering data from respondents via a questionnaire in order to evaluate theories. Hypotheses were tested using the multiple regression technique.

The findings reveal that the independent variables emotional response, environmental response to brand, brand awareness, and sensory stimulated advertising have a strong and positive association with the dependent variable consumer buying behaviour. The t-ratio of all independent variables is statistically significant, and they all show a positive link with consumer purchasing behaviour. This finding is in line with previous research. We believe that in order for efficient advertising to take place, the target audience must be thoroughly contacted in order to learn about their consumption patterns and behaviours when it comes to products and services. And more emphasis should be placed on emotional advertising, as customers' purchasing decisions are heavily influenced by their emotions.

- Uwakwe Vitus Ezeoha, *An Evaluation of the Impact of Advertising on Consumer Behaviour*: Advertising was discovered to be a significant instrument in a firm's marketing decision variables and to be effective in the marketing of consumer items, particularly Indomie noodles, in this study. As a result, the answer to the question "can advertising be evaluated?" is emphatically affirmative. Every marketing variable in a corporation must be assessed in terms of how well it contributes to the company's growth. Advertising has been discovered to shape a consumer's perception of a product as a result of this research. As the business environment becomes increasingly difficult and hazardous, businesses are failing as a result of poor decisions and low patronage. It's no surprise, however, that advertising can assist improve demand for a product by making it popular in consumers' perceptions.

Advertising was found to be crucial to the considerable increase in sales of Indomie noodles in this study, hence it should be encouraged. On the other side, constant advertising revealed that De-united Industries Ltd was able to defeat its opponents.

This study is crucial to understand the global influence of advertisement in consumer buying behavior.

- Shaina Tehria, *A Study of Measuring Effectiveness of Advertising in Influencing Consumer Buying Behaviour*: The focus of this research is to determine how effective advertising is at influencing customer purchasing behaviour. The sampling technique method was used to select a sample of 60 respondents for this investigation. Following an analysis of their comments, it was discovered that the majority of consumers are influenced by advertising while making purchasing decisions. However, there is no link between gender and commercial appeal, and having a celebrity in an advertisement makes it more influential.

The impact of advertisements on customer purchasing behaviour is investigated in this study. People are observed to pay greater attention to television advertisements than any other kind of advertising. The theme of advertisements is given more weight in television commercials. Actors in commercials have the most influence on consumers than anyone else. It has been found that commercials have an impact on customer purchasing behaviour and are critical for businesses. It should be viewed as an investment rather than a cost.

Type of Research

Quantitative Methodology: *“Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. Quantitative research collects data from current and prospective users through sampling methods and the distribution of online surveys, polls, and questionnaires, among other things. Quantitative research forms are impartial, explanatory, and, in many cases, investigative in nature. The findings of this investigation technique are intellectual, thorough, and impartial. Data was gathered in a systematic manner, which led to larger instances that spoke to the entire population.”*

Qualitative Methodology: *“In contrast to quantitative research, qualitative research does not need the collecting and processing of numerical data for statistical analysis. Qualitative research is extensively utilized in subjects such as anthropology, sociology, education, health sciences, history, and others in the humanities and social sciences.”*

In the present study, a quantitative method has been approached alongwith the qualitative research to support.

Objective of Research

This study aims to provide insight into the impact of advertising on consumer behaviour, with a focus on the Delhi region.

The research examines the good and negative effects of advertising. In addition, the study examines consumer psychology.

Sample Area

The study is focusing on an Indian audience of ages between 18-25 years. Therefore, the questionnaire was distributed around the communities of that age group in regions of Delhi.

Sample Size

The data collected is a total of 23 people expressing their brand preferences, colour preferences and price preferences.

Age Group

The participants' ages ranged from 18 to 25 years old, which corresponded to the study's target group.

Gender

The study is not gender specific. Therefore, both male and females participated in the collection of data.

Sampling Techniques

The sample covered for the study was of individuals belonging to the 18-25 age group from Delhi. The questionnaires were circulated throughout Delhi. Around 23 responses have been collected for the study.

Random Sampling method is adapted for collection of information relevant to the study. It's a method of testing in which each sample has an equal chance of getting selected. It's one of the simplest ways to collect data from the entire population. In random sampling, every member of the collection has an equal chance of being chosen as part of the sampling technique. An unbiased random sample is necessary for making decisions.

Sampling Tools

Survey Method:

A survey is a method of gathering information from a pre-defined group of people in order to acquire facts and knowledge on a wide range of issues. Surveys can be used for a multitude of purposes and can be carried out in a range of methods, depending on the methodology taken and the goals to be achieved.

In order to preserve a strategic distance from one-sided findings that could impact the test or study's outcome, the data is frequently collected using normalised processes with the purpose of guaranteeing that every respondent can answer the questions on an equal footing

Procedure

For this study, the researcher created a questionnaire for Delhi residents in order to better understand the impact of advertising on consumer behaviour when it comes to products. The survey included a wide range of topics, beginning with questions about their personal information and progressing through open ended questions. The questionnaire was divided into two sections, the first of which dealt with personal information such as name, age, and gender. It also contained essential questions such as brand choice, colour preference, and price preference with regard to the principal product for the study.

Section B is devoted to questions pertaining to the research paper's goal, such as their preferred brand of luxury pens. There are also some questions about colour preferences and price preferences. The survey included all of the relevant questions to aid the researcher in the study results.

Circulation of Forms

The web-survey was sent to the survey's target population in Delhi via social media platforms like Whatsapp messaging, Facebook, LinkedIn, and Gmail, which was easy for both the researcher and the participants. It took less time and was more cost-effective.

Ethical Consideration

Ethical considerations were taken into account. Participants were given the option of sharing their name and other private information in order to sustain anonymity. This was done in order for participants to feel at ease and secure about disclosing sensitive information. To commence the study, reasonable means were utilized. There was no bias, and no personally identifying information was revealed or used for commercial purposes. The information provided by the participants has been utilized solely for study objectives.

Interpretation

Advertising is a marketing strategy that focuses on influencing a certain set of people by engaging with specific messages that affect their behaviour in order to persuade them to make a particular decision, such as purchasing a new product. As a result, advertising is any method of communicating with individuals in order to persuade them of a certain issue until they make the decision that the marketer requires in order to get a return or an advantage. Aside from that, one of the things that commercials may promote is lifestyle. In truth, advertisements not only advertise goods and services, but also images and a way of life. As an outcome, advertising exposes people to new lifestyles, images, and trends. The advertisement itself may include one or more contact times; for instance, someone who places a leaflet in someone's hand to advertise their new shop may only contact that individual once.⁴

⁴ Ahmed S and Ashfaq A, "Impact of Advertising on Consumers' Buying Behavior through Persuasiveness, Brand Image, and Celebrity Endorsement" <https://www.researchgate.net/profile/Shumaila-Ahmed/publication/296204657_Impact_of_Advertising_on_Consumers%27_buying_behavior_through_Persuasiveness_Brand_Im

This is in contradiction to another corporation that advertises on TV, radio, the street, and Facebook in order to connect with people in multiple ways until they're fully convinced to make the decision that this corporation wants and that will bring it profit. There are also political candidates who make every effort to interact with voters in whatever way imaginable in order to sway their vote in elections. This is why commercials may be seen in almost every facet of life. All published commercial banners, and the seminars and discussions held by that electoral candidate, are considered advertising, even if they are not allowed. As a result, the term "electoral campaigns" was coined, or "advertising campaigns" as it is known among marketers. However, as per Meshesha, advertisements must be clear enough to be noticed and have an influence on consumer purchasing behaviour when contrasted to formerly acquired and stored information.

Importance of Advertisement

Advertisement is quite important in the workplace because it is one of the main media approaches utilised by different enterprises to communicate with their target audience and clients. Advertisements for a product or service are run with the goal of raising attention of the target audiences, which is what marketers are aiming for.

In the unveiling and advancement of a product or service, advertising plays a critical role. Whether people like it or not, it is now a requirement for everyone in daily life, whether they are a manufacturer, a merchant, or a consumer.⁵

Client significance: Because advertising serves such a large influence in individuals lifestyles, they must be aware that a new product is available. Customers will use advertisements to find the proper products and everything they require. Individuals can assess and purchase the things that best match their demands after they are aware of the product's range.⁶

It is significant for sellers and businesses that manufacture things because it helps to increase sales. It also aids producers or businesses in identifying and monitoring progress of their competition. Furthermore, if a company decides to present or launch a new product, advertising can increase its prominence and persuade customers to try it. Additionally, advertising is seen as a technique of increasing client loyalty and, as a result, inadvertently improves credibility.

Analysis

Recognizing clients' new ideas, behaviours, and "peak points," according to behavioural psychology, is critical to supporting behavioural change. Peak moments, which are specific portions of the consumer choice process that have a significant impact and that customers seem to recollect best, are an effective way of establishing a

age_and_Celebrity_endorsement/links/56d4eb4708aed6a7b275ceb6/Impact-of-Advertising-on-Consumers-buying-behavior-through-Persuasiveness-Brand-Image-and-Celebrity-endorsement.pdf> accessed February 4, 2022.

⁵ Sharma S, "Effect of Advertisement on Consumer Behaviour" (October 2018) <<https://ijrar.org/papers/IJRAR19J2995.pdf>> accessed February 4, 2022.

⁶ *Ibid.*

new notion. Peak moments are usually first-time interactions with a product or service, touchpoints at the end of a customer journey, and other emotionally charged consumer reactions.

Consumer behaviour, as per Haider and Shakib, is a set of interconnected processes and behaviours that occur when a person selects, purchases, and uses a product, service, idea, or even event in order to meet their wants and desires.⁷

It's also known as the collection of mental and physical actions involved in assessing and comparing goods and services, as well as getting and consuming them. According to Meshesha, while consumers may appear to be similar and share a few characteristics, they are not identical in reality.

As a result, it is a set of behaviours that consumers participate in while acquiring services or products, and also the decision-making procedure, and it also encompasses everything a customer does to select, purchase, consume, and dispose of a product.

According to Tashrifa Haider and Shadman Shakib, all of the variables have a beneficial impact on customer purchasing behaviour. This suggests that advertisements do have an impact on consumer purchasing decisions.⁸ However, one can observe that Familiarity and Entertainment have the most impact among the four independent factors. As a result, one can see that the psychological impact of familiarity on consumers leads to good purchasing behaviour. In this scenario, most customers regard entertainment as a positive rather than a negative indicator of a brand. In terms of importance, 'Advicement Spending' is ranked third. This means that people's associations with the words 'spending' and 'brand' are more likely to induce them to purchase a product. To put it another way, advertising spending is fairly effective in influencing people to buy something. In advertising, social imaging is thought to have the least influence. It suggests that people's desire to be a part of a particular group might occasionally drive them to purchase a product. Consumers, on the other hand, are more concerned with other elements than with the advertisement's social imaging.' When consumers see a product advertised someplace, they are more inspired to buy it; they also feel safer buying a product they have seen advertised. A consumer's level of credibility for a brand they've seen advertised grows with time. They were also seen gathering product information from advertisements, learning about the product's utilization and advantages, and then making a purchase choice based on that information. As a result, advertising is an excellent marketing technique for increasing sales. Some of the study's weaknesses should be addressed. To begin with, if one had accessibility to a bigger number of people, the sample size could have been increased. Second, it would have been preferable if one had been able to recruit persons of various ages, particularly those over the age of 60. More information about their perspectives on modern advertising would have been more intriguing. Third, this study may have used a more diverse set of variables to look at the same subject from a different angle.⁹

⁷ *Supra* note 3.

⁸ *Ibid.*

⁹ *Ibid.*

Discussion

Consumer behaviour has stimulated the curiosity of commercial and industrial institutions due to rapid changes in tastes, lifestyles, technological, educational, and industrial advancements. Marketers, in specific, want information, data, customer statistics, and purchasing decisions and behaviour. Many areas of commercial and industrial institutions benefit from understanding consumer behaviour, such as:

Consumer behaviour advises the conceptual and strategic plan about the number and type of goods and products that should be produced, taking into account the interests, needs, tastes, motives, and capacities of the consumers.¹⁰

Consumer behaviour is helpful in evaluating the marketing mix's elements and also discovering prospective marketing possibilities.

Consumer behaviour is useful in prioritising priorities, enacting investment goals, and dispersing accessible resources in a way that assures the institution generates appropriate revenue while maintaining its rapid development and expansion.¹¹

Negative Effect of Advertisement

- **Misrepresentation:** The goal of advertising is to showcase a product in the best positive light. In the creative approach, there is considerable flexibility. When dramatisation exceeds the boundary into misrepresenting a product, the issue arises. False advertising can lead to stiff penalties from the Federal Trade Commission.¹²
- **False Image:** Product placement allows advertising to infiltrate movies. Advertising has a negative impact on how individuals feel about themselves. These pictures are frequently implausible and unreachable.¹³
- **Promotional of Harmful Products:** The possible consequences of media representations of drinking, alcohol product placements, and alcohol advertising on alcohol usage and difficulties among young individuals have triggered public concern. Television, radio, film, and popular music are frequently mentioned as prospective information sources about alcohol for young individuals, as well as prospective effects on their drinking and drinking issues.¹⁴
- **Political Influence:** Despite the fact that campaign advertising has been a component of politics for more than five decades, researchers remain divided on the effects of various advertising tactics. As a result, there is a large and diverse body of knowledge on political advertising. Political advertising, in

¹⁰ Sah GK and Karki S, "The Impact of Media Advertisement on Consumers Purchasing Behaviour: Semantic Scholar" (*undefined* January 1, 1970) <<https://www.semanticscholar.org/paper/The-Impact-of-Media-Advertisement-on-Consumers-Sah-Karki/b9d7134369426847c82410ab972910dbe32462c6>> accessed February 7, 2022.

¹¹ *Ibid.*

¹² Ashley J, "Negative & Positive Effects of Advertising" (*Medium* September 16, 2021) <<https://medium.com/@James.Ashley/negative-positive-effects-of-advertising-9242650ae767>> accessed February 9, 2022.

¹³ *Ibid.*

¹⁴ *Ibid.*

general, and negative advertising, in specific, is seen to be destructive to democracy, according to prevailing opinion.¹⁵

- **Environmental Threat:** Despite what free-market philosophy claims, supply does not respond to demand. Various marketing strategies and planned depreciation are used by capitalist enterprises to build demand for their products. By generating false "requirements" and driving the establishment of obsessive spending habits, advertising plays a critical role in the production of consumerist demand, completely breaching the prerequisites for maintaining global ecological equilibrium.¹⁶

Hedonic consumption refers to consumer behaviour that is motivated by emotional preferences. The rationale behind this strategy is that individuals' desire for emotionality is a major motivator when choosing things to consume. The premise implied in this viewpoint is that consumers use the purchasing process to manage their moods, whether knowingly or unknowingly.

Positive Effect of Advertisement

- **Public Service:** When individuals contemplate the benefits of advertisements, public service advertisements are frequently the first thing that comes to mind. These commercials promote a social concept that is important to the general audience. Messages regarding health, safety, and national security can be found in many public service announcements. Public service marketing campaigns are also run by non-profits, the government, faith-based organisations, and private businesses. The US government, for instance, has launched a series of advertising emphasizing the necessity of emergency preparedness.¹⁷
- **Social Benefits:** Traditional commercials that pitch a product or service, in contrast to public service advertisements, can provide societal advantages. This is certainly relevant in countries where freedom of expression is restricted. Advertising there can reinforce the sense that free speech is significant, particularly when it comes from the Western world, where it is valued. Additionally, advertising promotes two crucial aspects of society: freedom of choice and advertising-supported entertainment, which seems to be a catalyst for social change.
- **Economic Benefit:** Advertising has a lot of good economic consequences in both the United States and other countries. Advertising, according to the International Advertising Association, can motivate enterprises to compete and offer new products. This motivates more people to buy since these products cater to a wider range of requirements and desires. As a result, the economy is boosted. Furthermore, advertising can aid in the creation of new jobs. Since advertising increases demand for items and services, more workers are needed to make, supply, ship, and test those products and services.¹⁸

¹⁵ *Ibid.*

¹⁶ *Ibid.*

¹⁷ *Ibid.*

¹⁸ *Ibid.*

- **Capital Investment:** The advantage of advertising, according to some in the marketing sector, comes into effect when the company is presenting a presentation to investors. In order for stockholders and investors to sustain faith in the corporation and keep the funds flowing in to make the products, the corporation requires a solid advertising strategy.
- **Company Image:** Many marketers recognise that their advertisements have little impact on consumers, but they do have an impact on how distributors and retailers perceive them. Salespeople don't want to offer things they've never heard of, and whether or not commercials impact consumers, salespeople feel they do, leading businesses to keep their products in stock to sell. So, even if the advertisement has no effect on the consumer, the company will develop as long as it has an impact on investors, salespeople, and merchants.¹⁹
- **Mass Communication:** Many types of mass media, such as newspapers, radio, magazines, and television, would not function as they do today if not for advertising. Advertising has a good influence on society since it aids in the maintenance of mass communication media, making them much more affordable to the general population.
- **Universal Appeal:** According to certain journalists and communication analysts, advertising campaigns may overcome cultural diversity and contribute positively to those cultures by placing everyone all on the same level.

Result

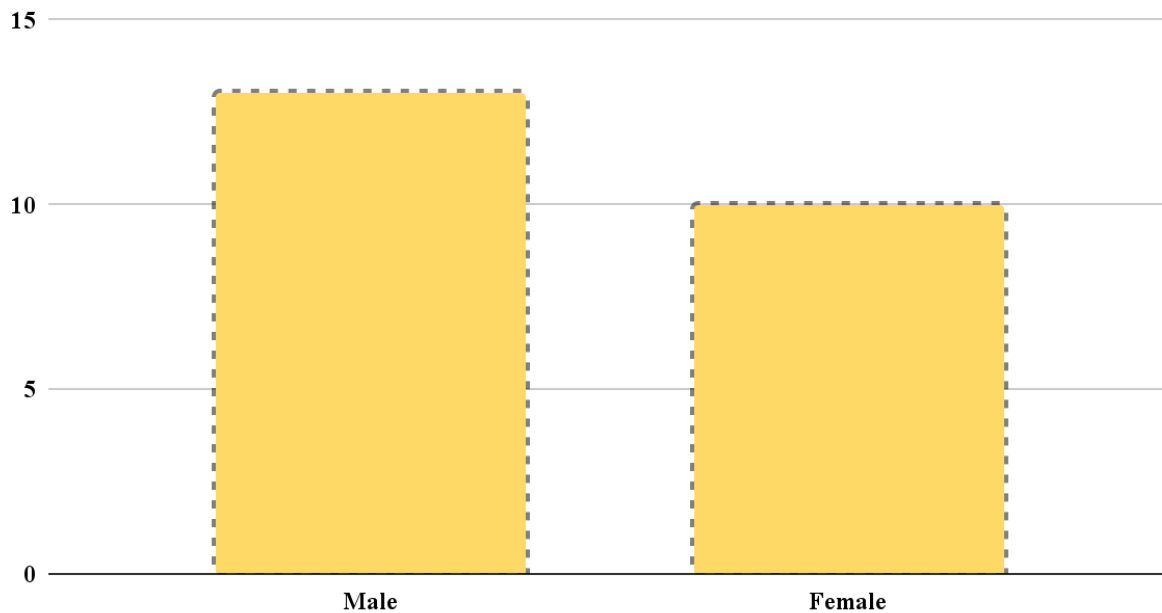
The results of the present study i.e., 'Impact of Advertising on Consumer Behaviour' has been divided into two sections viz, Section A dealing with the Personal Details along with preliminary questions and Section B dealing with questions covering the objective of this study.

As a part of the study, a survey was conducted for a month i.e, November 2021, by circulating google forms via various social media platforms. In totality, 23 responses were recorded from individuals around Delhi. The main highlighted product in the study was luxury pen. This result shall help the researcher and as well as the readers to assess the impact of advertisement on consumer behavior.

¹⁹ *Ibid.*

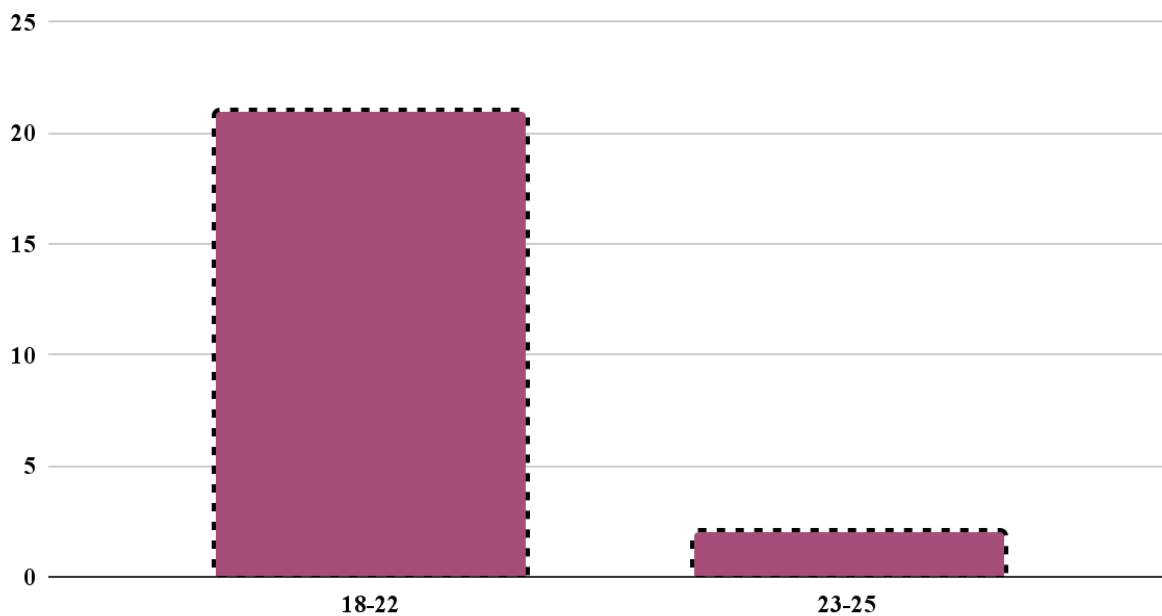
Section A

Gender



The above figure depicts the gender of the individuals participating in the study. The figure clearly represents that there were more male participants than female participants who contributed to the study.

Age Group

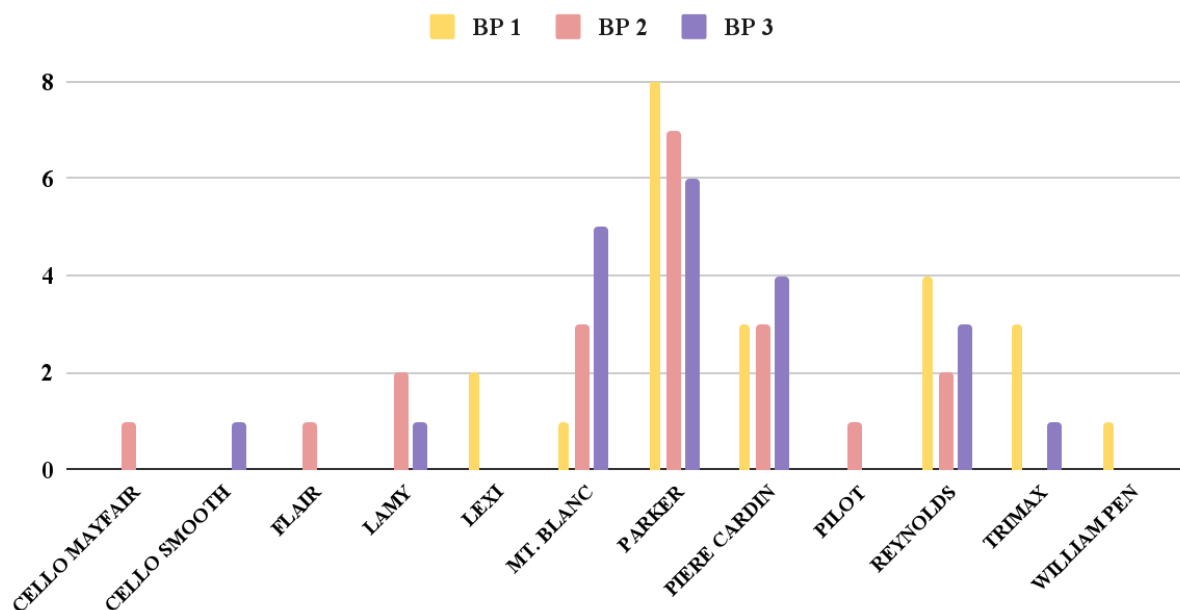


The above figure depicts that most of the participants of the study were between 18-22 years of age. The active participants belonging to that certain age group represents the value of the brand for the generation.

Based on the result analysis of Section A, the participants are mostly male with ages between 18-22 years. The active participants of young adults will represent the brand value in the society. Section B will be focusing on the questions in relation to luxury pens and preferences of the participants on the basis of the brand, color and price.

Section B

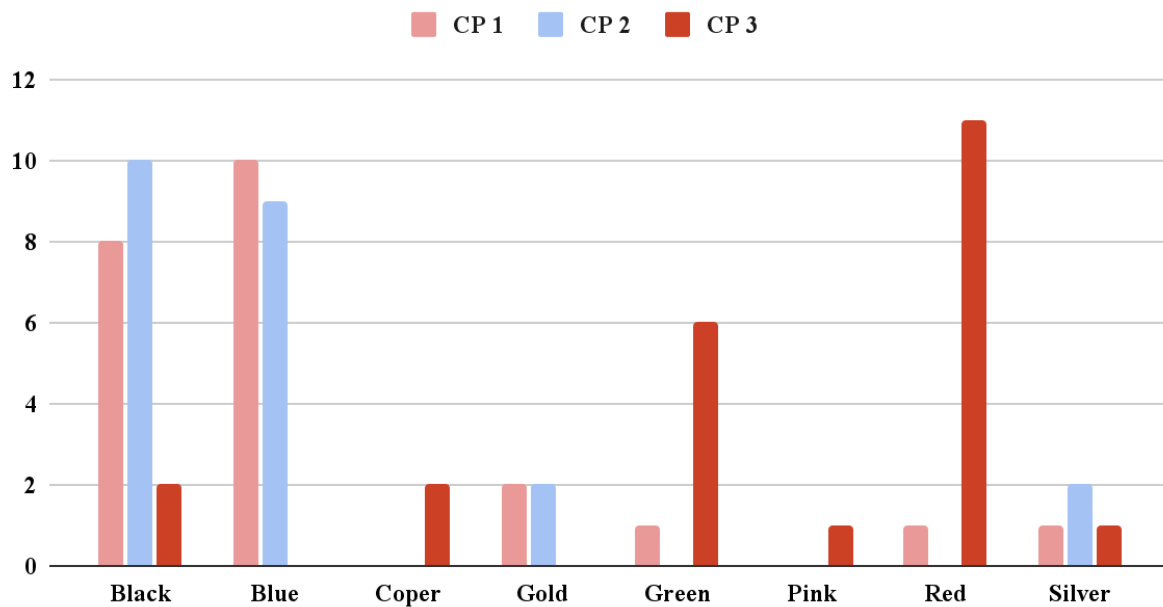
Brand Preference



The above figure depicts that the Parker pen has been the most preferred as first, second and third choice of the participants. With Mt. Blanc, Pierre Cardin and Reynolds being the second most preferred brand of pen by the participants.

This chart represents that the brand Parker pen has maintained its quality and brand name which showcase the preference of participants towards this particular brand as compared to the other brands of pen.

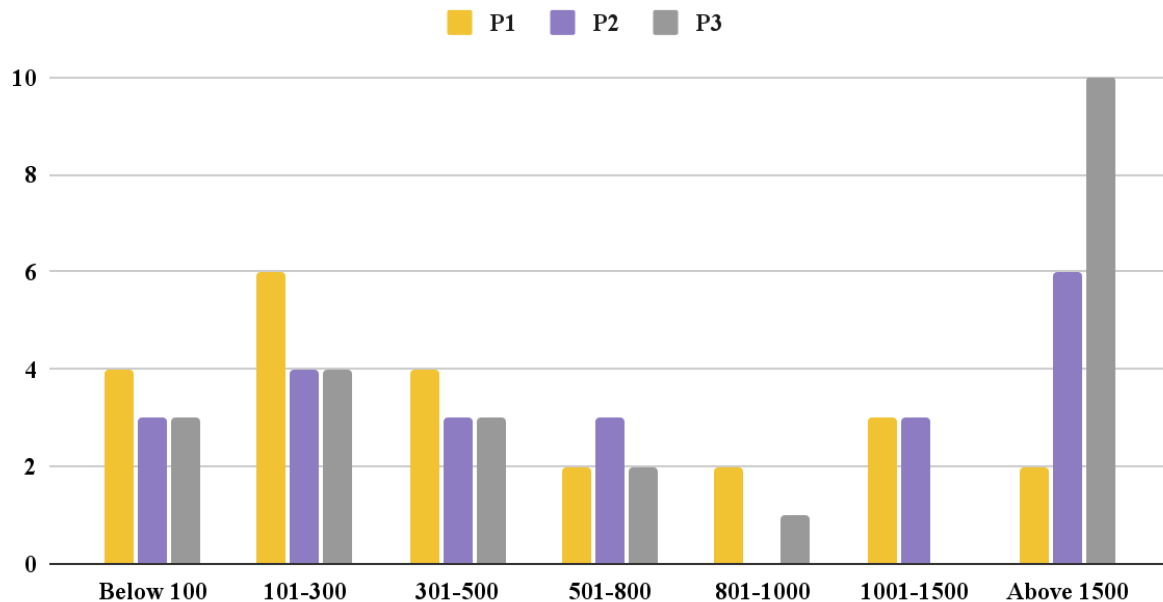
Color Preference



The above figure depicts that the most preferred color of the pen for participants is blue. The second most preferred color of the pen for participants is black. The third most preferred color of the pen for participants is red.

Blue and Black color pens had been used on a daily basis by individuals around the globe. This naturally represents the majority of preferences for these two colors of the pen by the participants of the study.

Price Preference



The above figure depicts the price range preference of the participants while buying a pen. The majority of the participants preferred the price of the pen between the range of 101-300 rupees. While the second and third most preferred price range for the participants is above 1500 rupees.

Section B is crucial for the study to analyse the preferences of the consumer which attracts them towards the product. Apart from just brand, the consumer also looks forward to the color and price of the pen while buying it.

Conclusion

The advertising industry has seen a radical transformation in the modern period. Advertisements have an essential role in influencing consumer purchasing decisions. This study looked at the effect of commercials on customer buying behaviour when it came to consumer electronics. According to the findings, commercials have a considerable influence on customer purchasing behaviour. This research can help advertisers in the consumer electronics sector identify what drives a customer's buy intent. It can also assess which aspects of advertising have the biggest influence and which have a lower impact.

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