



# A Study On Impact Of Advertising On Consumer's Buying Decisions

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Advertising is a part of modern digital world. Nowadays advertising has supreme importance for businesses to remain in today's competitive environment. Advertising is a non personal communication process by which producer's send information to prospective buyers about their products and services. Nowadays the businesses has quickly adopted advertising as a new technique to reach prospective customers. Nowadays advertising is the most powerful weapon in the hands of marketer's . They can meet competition very easily with the help of advertising. Producer's can enhance their market share by giving an effective advertising in suitable media. Advertising helps producer's to create brand image and brand preference in the market. Advertising has become backbone of today's business industry. The present study focus to know about the impact of advertising on consumer's buying decisions. Quantitative research method is used to generalize the results. An online questionnaire was developed to get the primary data from the people of panipat district of Haryana and in total , 100 entries was observed. The study shows that advertising Influence the choice of people while making buying decisions. Advertising attracts people to buy a new product. Mostly people prefer to buy frequently advertised products in comparison of non advertised products. Study shows that repetition of an advertisement attracts the attention of prospective buyers towards the product. In short, we can say that advertising has an significant impact on consumer's buying decisions.

**Keywords:** Internet, Print Media, Brand Image, Outdoor Media, Consumer Buying Decision

## Introduction

In today's competitive world, it is impossible for producers to give message about their products and services to target audience without advertising. Advertising is a non personal process by which producer's communicate with prospective customers about their products and services. Advertising is a paid form of promotion. With the help of advertising, producer's can give information about product features, price and quality to prospective buyers. Nowadays advertising is a most effective tool of promotion mix for marketer's. There are various types of media of advertising through which producer's can attract customers. Advertisement can be given in print media such as in newspapers, magazine etc. Advertisement can be given in broadcast media such as TV, Radio. Outdoor media is also an important part of advertising media. Under outdoor media, message is given with the help of posters, banners, pamphlets and through sign boards. Nowadays internet is also become an important type of advertising media. In internet media, advertisement is given online with the help of social media applications and other platforms. The importance of advertising is increasing day by day. Advertising gives many information to people about the products and services. People can know about the price of products, features of products such as size, varieties etc through advertising. People can do a comparative analysis of substitute products with the

help of advertising. Advertising is very useful for marketer's. They can give the information about their products to target audience. Advertising also help them to face the competition. With the help of advertising, they can create a good image of their brand in the market. Advertising influence people while making buying decision. When people goes to market to purchase product, they purchase those products which they have seen in Advertisement many times. With the help of advertising, producer's creates brand positioning in the minds of prospective customers. When people take buying decisions, this positioning influence their buying decisions. Nowadays advertising is most powerful weapon in the hands of marketer's. With this weapon, they can meet competition very easily. Advertising involves creating awareness of a product's uses and benefits. Advertisement has effect on current and future sales of businesses. Advertising is a series of activities necessary to prepare the message and get it to the intended market. Advertising is a part of promotion mix which is one of the 4P's of marketing mix. A company can not well known in market untill it invest in promotion activities. The main motive of advertiser is to reach prospective customers and influence their buying behaviour. Specially young people influence by advertising because they try to copy their role models such as film celebrities, international players etc. Advertiser gives their message in advertising through celebrities. When their fans see them in advertising, they influence by them and purchase those products which are advertised by their role models. When people go to market to purchase, they can find a number of varieties of products in form of different brand. In that situation, customer try to classify the brand association with their existing memory. Advertising plays an significant role in this situation. In this situation, customer might reposition memories to choose a brand. They can choose those brand with which they are attached by advertising through their role models. Present study focus to know about the impact of advertising on prospective customers.

## Literature Review

Divyanshu Chauhan, Sakshi Goel and Arti Gaur in their research paper, "A Study on Impact of Advertising, Packaging and Branding of FMCG products: Consumer Behaviour Analysis in Delhi NCR" studied about the role of advertising in shaping consumer attitudes regarding FMCG brands. They used secondary data for their research work. They studied about role of packaging in FMCG products, factors those influence packaging decision and emerging trends in advertising. Their study mainly aims to examine about the effect of advertising on consumer's perception. They found that advertising is crucial influencing customer's attitudes about the brands. They conclude that advertising is a type of communication by which procedures communicate with customers about their products and services.

Dr. R. Renuka in the research paper "Impact of advertising on consumer behaviour with special reference to fast moving consumer goods" studied about the level of influence and customer expectations regarding fast moving consumer goods. The researcher collected primary data with the help of an questionnaire for their research work. The researcher found that advertising influence consumer's purchasing decisions. The research shows that the advertisement helps customer to recall the brand. The researcher conclude that advertiser can increase the sale of their products and services by giving the advertisement in broadcast media. The research suggested that if the producers advertise their products through broadcast media and use various types of celebrity to their advertisement, they can attract consumers very easily.

Yogendra Pandey in the research paper, "Impact of advertising and it's influence on consumer buying decision" studied about the relationship between emotional response and environmental response with behavioural aspect of consumer buying behaviour. They found from their research that people purchase those brands with which they are emotionally attached. The researcher has collected primary data for the research work. The researcher found that environmental response exits a weak relationship with consumer buying behaviour. On the another hand, emotional response has strong relationship with consumer buying behaviour. In short, the researcher conclude that people purchase those products with which they are emotionally attached.

Dr Shafali Nagpal analyzed about the impact of advertising on consumers in the research paper,“ Analyzing the Impact of advertising on consumer behaviour ”. The study aims to examine about those modes by which manufacturers attracts more people towards their products with advertising. They found that an attractive advertisement can be a most effective tool to reach more consumers. The researcher suggested that an advertisement should be educational, informative and interesting to Target audience. The researcher conclude that advertising impact consumer buying decisions in a significant way.

Dr. Tahir Salim Zari in the research paper,“ Digital Advertising and it’s impact on consumer behaviour ”studied about the usefulness of digital advertising and it’s impact on consumer behaviour. The researcher studied about various forms of digital advertising and it’s effect on consumer buying behaviour. The researcher collected primary data from the people of Kolhapur city with the help of a questionnaire for the research work. The researcher used various statistical tools to find the results. The researcher conclude that digital advertising is very important in today’s competitive market. The researcher conclude that digital advertising has major impact on consumers while making buying decisions.

## Objectives

The present research paper focus on the following objectives –

1. To study the impact of advertising on frequency of purchase
2. To study the impact of repetition of advertising on consumer buying decisions
3. To study about the satisfaction level of people regarding purchase of Advertised products
4. To know about the effective media for advertising

## Research Methodology

The research methodology explains about the method used in research, size of sample and about the research design. Tabular and Graphical representation is used for data interpretation to find the results. Quantitative research method is used to generalize the results. The research tool which is used in the research is - “Questionnaire ”. The analysis of the study is based on respondent’s responses to the questionnaire. For primary data collection, a sample from the population is taken to achieve the objectives of the research. Primary data is collected from a sample of 100 people of the panipat district of Haryana. Responses of respondents are based on their personal experience with Advertising. Online questionnaire was developed to collect primary data from the respondents which can be easily understood by the people. Anonymity has been maintained by keeping respondent’s answer confidential.

## Data Analysis

In data analysis section ,the findings and their interpretation was analyzed to the following sub sections. The questionnaire has 11 questions in all, the answer to which were compulsory and applied to each respondents, so there was no missing values. The data was analyzed with the help of pie charts and bar diagrams with the help of respective tables.

Select Your Gender	Frequency	Percentage
Male	33	33%
Female	67	67%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 1

Select Your Gender  
100 responses

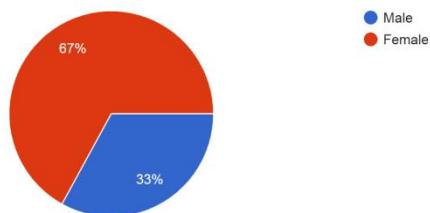


Chart 1

Table 1 indicates about the gender of our respondents and chart 1 shows this frequency in percentage form where( N= 100). 67% of our respondents are female and 33% are male.

Inference – The study is gender neutral, the majority of our respondents are female.

Select Your Age Group	Frequency	Percentage
0-12	0	0%
12-18	22	22%
18-35	78	78%
35-60	0	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>

Table 2

Select Your Age group  
100 responses

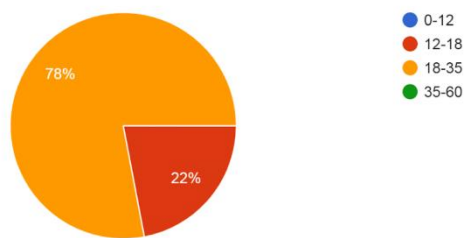


Chart 2

Table 2 indicates about the age group of our respondents and chart 2 shows this frequency in percentage form. 22% of our respondents are teenagers and 78% of our respondents are young adults.

Inference – Study include different age group people, but majority of our respondents are young adults.

What Product do you prefer to buy?	Frequency	Percentage
Frequently Advertised	82	82%
Not Advertised	18	18%
Total	100	100%

Table 3

What product do you prefer to buy?

100 responses

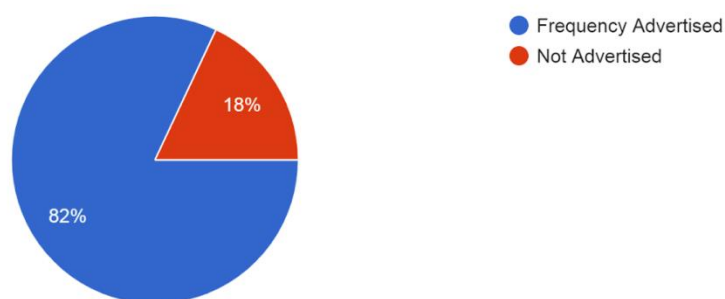


Chart 3

Table 3 specifies about those products which are preferred by people and chart 3 shows this data in percentage form where ( N= 100). Chart shows that 82% people prefer to buy those products which are frequently advertised. Only 18% people of our sample prefer to buy not advertised products.

Inference – Mostly people purchase those products which are frequently advertised.

Which mode of advertising is effective according to you	Frequency	Percentage
Broadcast Advertising	26	26%
Print Advertising	04	4%
Internet Advertising	66	66%
Outdoor Advertising	04	4%
Total	100	100%

Table 4

Which mode of advertising is effective according to you.

100 responses

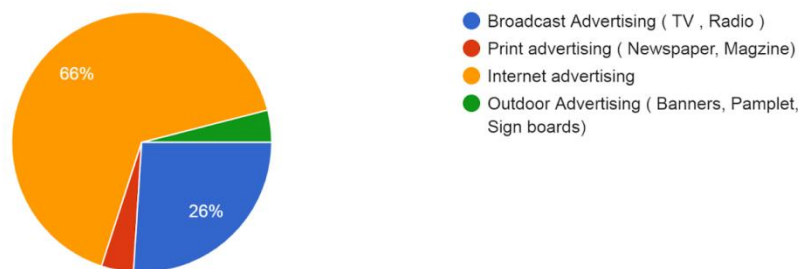


Chart 4

Table 4 indicates about different mode of advertising and chart 4 shows this frequency in percentage form. Table shows that 26% people of our sample believes that broadcast mode of advertising is effective mode of advertising. 66% people of our respondents found internet advertising as effective mode of advertising. Only 4% people found print media and 4% of our respondents believes that outdoor mode of advertising is effective.

Inference – Study provides information about effective mode of advertising. Mostly people believes that internet media is effective mode of advertising.

Select the impact of advertising on you	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Do you agree that advertisement attracts you to buy a product?	44	41	12	2	1	100
Does Advertisement influence your choice while making buying decision?	24	57	16	1	2	100
Do you agree that advertisement increases the frequency of Purchase of a Product?	36	36	17	9	2	100

Table 5



Select the impact of advertising on you

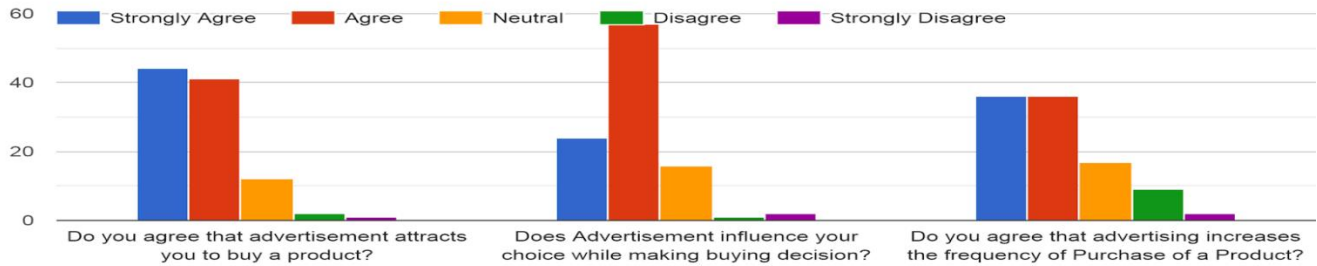


Chart 5

Table 5 indicates about the impact of advertising on people and chart 5 shows this frequency in bar diagram. 44% people of our respondents are strongly agreed with the statement that advertising attracts them to buy a new product, 41% are agreed with this statement, only 12% people of our sample are not agreed with this statement. 57% people of our sample are agreed with the statement that advertising influence their choice while making buying decisions, 24% people shows an attitude to strongly agreed with this statement, 16% people shows neutral attitude with this statement. 36% people of our sample believes that advertising increase the frequency of purchase of a product, 36% are strongly agreed with this statement, 9% people shows an different attitude, they are not agreed with this statement.

Inference – Study gives information about the impact of advertising on consumer buying decisions. Mostly people believes that advertising influence their choice while making buying decisions and attracts them to buy a new product.

Does repetition of an advertisement attracts your attention towards the product?	Frequency	Percentage
Yes	86	86%
No	14	14%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 6

Does repetition of an advertisement attracts your attention towards the product?

100 responses

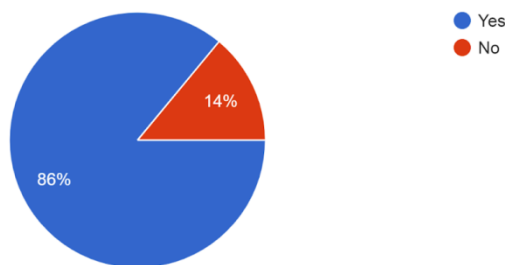


Chart 6

Table 6 indicates about the impact of repetition of advertising on consumers attention and chart 6 shows this frequency in percentage form. 86% people of our respondents believes that repetition of advertising attract their attention towards the product. On the another hand,14% of our respondents believes that repetition of advertising does not effect on their attention towards a product.

Inference – Repetition of an advertisement attracts the attention of people towards the product.

How frequently do you see the advertisement before purchasing the product?	Frequency	Percentage
Never	05	5%
Rarely	14	14%
Sometimes	43	43%
Often	17	17%
Many times	21	21%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 7

How frequently do you see the advertisement before purchasing the product?

100 responses

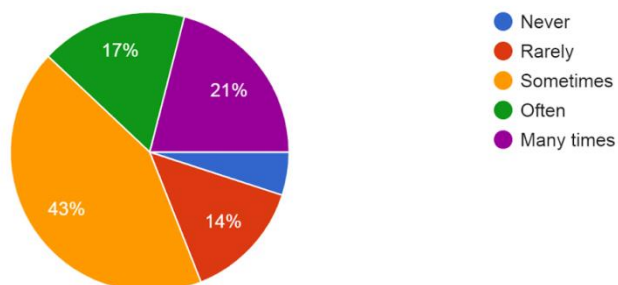


Chart 7



Table 7 indicates about the frequency of our respondents to see the advertisement before purchasing a product and chart 7 shows this frequency in percentage form. 43% people of our respondents shows an attitude to see the advertisement sometimes before purchasing a product, 21% people shows an attitude to see the advertisement many times before purchasing a product. 14% people shows that they rarely see the advertisement before purchasing and 5% of our respondents shows that they never see the advertisement before purchasing a product. 17% people of our respondents believes that they see the advertisement oftentimes before purchasing a product.

Inference- Study provides information about the frequency to see the advertisement before purchasing the product. Mostly people see advertisement before purchasing the product.

Have you purchased any products recently after coming across the advertisement?	Frequency	Percentage
Yes	71	71%
No	29	29%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 8

Have you purchased any products recently after coming across the advertisement?

100 responses

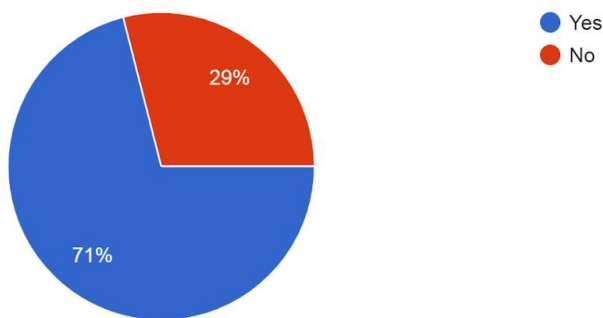


Chart 8

Table 8 indicates about the buying behaviour of our respondents after coming across to the advertisement and chart 8 shows this data in percentage form. 71% people of our respondents shows that they have purchased products after coming across to the advertisement. 29% of our respondents shows an attitude not to purchase any products after coming across to the advertisement.

Inference – Mostly people purchase the product after coming across to the advertisement.

Level of satisfaction regarding the products which you have purchased?	Frequency	Percentage
Highly Satisfied	24	24%
Satisfied	50	50%
Neutral	21	21%
Unsatisfied	03	3%
Highly Unsatisfied	02	2%
Total	100	100%

Table 9

Level of satisfaction regarding the products which you have purchased?

100 responses

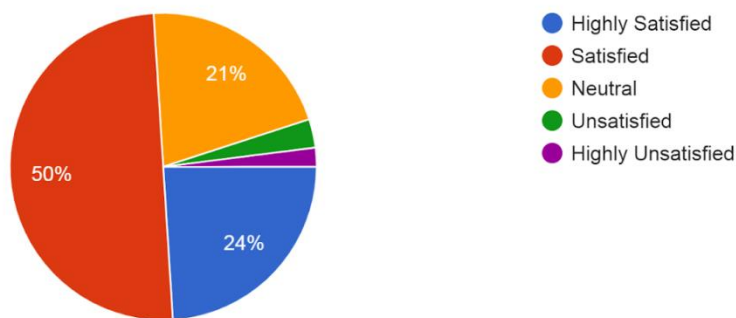


Chart 9

Table 9 indicates about the satisfaction level of people regarding those products which they have purchased after coming across to the advertisement and chart 9 shows this data in percentage form where ( N= 100). 24% of our respondents shows an attitude to feel highly satisfied with those products which they have purchased, 50% of our respondents believes that they are satisfied with those products which they have purchased after coming across to the advertisement. 21% people from our respondents shows an attitude to feel neutral, 5% of our respondents shows that they are not satisfied with those products which they have purchased after coming across to the advertisement.

Inference – Study provides information about the satisfaction level of people regarding those products which they have purchased after coming across to the advertisement. Mostly people are satisfied with the products.

Give rank to advertising media according to their influence on you while Making buying decision. ( Select only one response in each column)

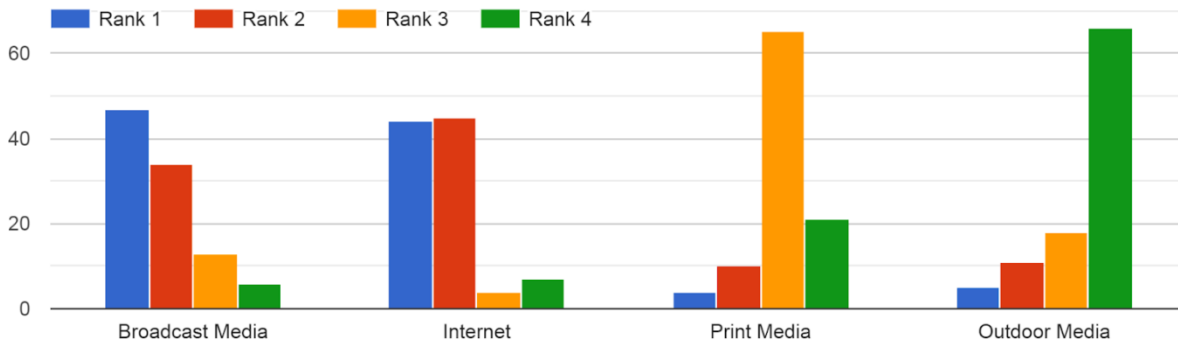


Chart 10

Chart 10 indicates about the ranking of advertising media according to their influence on people while making buying decisions. 47% of our respondents gives Rank 1 to broadcast media in comparison of other advertising media. 44% gives Rank 1 to Internet media. 45% of our respondents gives Rank 2 to internet media. 65% people of our sample gives Rank 3 to print media and 66% people gives Rank 4 to outdoor media according to their influence on them while making buying decisions.

Inference – The study provides information about the ranking of advertising media according to their influence on people while making buying decisions. Mostly people gives Rank 1 to broadcast media, Rank 2 to internet media, Rank 3 to print media and Rank 4 to outdoor media.

“Advertising is beneficial to consumers because it provides important information about goods and services”. To what extent do you agree with this statement?	Frequency	Percentage
Strongly Agree	39	39%
Agree	52	52%
Neutral	06	6%
Disagree	03	3%
Strongly Disagree	00	0%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 10

“Advertising is beneficial to consumers because it provides important information about goods and services” To what extent do you agree with this statement?

100 responses

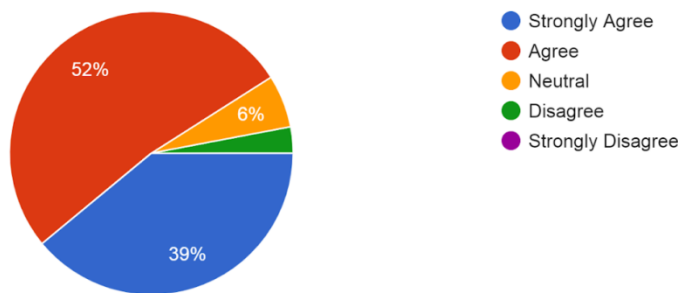


Chart 11

Table 10 indicates about the usefulness of advertising and chart 11 shows this data in percentage form where (N= 100). 39% of our respondents are strongly agreed with the statement that “advertising is beneficial to consumers because it provides important information about goods and services”, 52% people of our sample are agreed with this statement, 6% people of our sample shows an attitude to remain neutral with the statement and 3% of our respondents are not agreed with the statement.

Inference – Study gives information about the usefulness of advertising. Mostly people believes that advertising is beneficial to consumers because it provides important information about goods and services.

## Findings

In this research, the researcher studied about the impact of advertising on consumer’s buying decisions. For the research, primary data was collected with the help of a questionnaire from 100 people of panipat district of Haryana. The sample include different age group people to know the results from the population. From the research, the researcher found that mostly people of panipat district prefer to buy frequently advertised products in comparison of non advertised products. Internet media is more popular for advertising in panipat district. Mostly people believes that internet media and broadband media is effective mode of advertising. The research shows that advertising attracts people to buy a new product. Advertising influence the choice of people while making buying decisions. The researcher found that repetition of an advertising attracts people’s attention towards the product. Advertising also increases the frequency of purchase of a product. The research shows that mostly people of panipat district see the advertisement before purchasing the product. Many people believes that they purchase the products after seeing the advertisement of product. Broadcast media and internet media is more popular in panipat district for advertising. 47% people gives Rank 1 to broadcast media, 45% people give rank 2 to Internet media, 65% people gives Rank 3 to print media and 66% people give rank 4 to outdoor media. 52% people believes that advertising is beneficial to consumer’s because it provides important information about goods and services.

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