



To Study The Impact Of Advertising On Consumer Purchase Decision Process.

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ABSTRACT :

Advertising plays a significant role in influencing consumer purchase decisions across various industries. This research paper aims to examine the intricate relationship between advertising and the consumer purchase decision process. By analysing existing literature and conducting empirical studies, this paper explores how advertising affects different stages of the consumer decision-making process, including awareness, consideration, purchase intention, and post-purchase behaviour. The findings of this research contribute to a deeper understanding of the dynamics between advertising and consumer behaviour, providing valuable insights for marketers and advertisers to develop effective advertising strategies.

Key Words : Consumer Purchase Decisions, Advertising, Purchase Intention, Post-Purchase Behaviour, Consumer Behaviour.

INTRODUCTION :

- Advertising is an essential tool for businesses in achieving their goals, as it can significantly influence consumer purchase decisions and shape their behaviour . Effective advertisements can convince consumers to purchase a particular product or service by establishing an emotional connection and associating the brand with positive values .

- For instance, Nike's "Just Do It" campaign is a prime example of how advertising can influence consumer decisions by associating their brand with positive values, such as motivation and perseverance. Businesses use advertising to attract and retain customers in a highly competitive market. It is important for businesses and marketers to understand the impact of advertising on consumer behaviour to create effective marketing strategies.
- Advertisers can create brand awareness and shape consumer perception by utilizing various techniques and strategies, such as emotional appeal, testimonials, endorsements, or limited time offers. Additionally, advertising plays a crucial role in differentiating products and impacting consumer purchasing decisions. Exposure to media and communication through advertising has a positive impact on consumer buying behaviour, and different dimensions of advertising, such as printing, outdoor, and social media, have a strong correlation with consumer purchasing behaviour.
- The study confirms that advertising is a powerful tool that companies use to influence consumer behaviour and achieve business goals. This underscores the importance of advertising in the modern business landscape, where companies are constantly vying for the attention of consumers in a highly competitive market.
- However, the study also raises questions about the potential negative effects of advertising on consumer behaviour, such as creating unrealistic expectations or promoting materialistic values.

LITERATURE REVIEW:

Advertisers continuously strive to develop models to understand the mechanics of advertising. These models are often used to identify significant communication goals (Bovee et al., 1995). Research examining the utilization and impact of recommendations among consumers have generally been categorized within personal influence or word-of-mouth (WOM) research. Consequently, this research aims to explore the role of advertising in shaping consumer purchase choices. To comprehend the factors influencing the preferences of millennials, it's crucial to grasp how consumers typically think and act during purchasing scenarios.

Various advertisers employ diverse communication methods to attract consumers' attention and raise awareness. They utilize compelling information and imagery to persuade consumers about the advantages of their products and services, emphasizing how these offerings can address consumer needs. Hence, it's crucial for the information provided to pique consumer interest through a succinct, concise, and accurate portrayal of the features and benefits of the promoted products (Hansen, 1972: 8-15).

OBJECTIVES :

- The major objective of this research is to find out if advertisements have an impact on the purchasing decisions of consumers.
- The study aims to provide valuable insights by gathering quantitative data from the perspectives of consumers and their decision in purchasing.
- The study also aims to provide valuable insights about the impact and the strategies used for effective advertising.

RESEARCH METHODOLOGY:

This research incorporates quantitative and qualitative methods of the study. Research data will be collected through a self-structured questionnaire. Sample sizes would be approximately 50 – 60. The research was conducted based on a sample size of respondents. **Primary Data** was collected through questionnaire's personal interaction with consumers. Further **Secondary Data** such as the Internet, Research Papers, as well as Advertising Books

DATA ANALYSIS:

1. How often do you encounter advertisements in a typical day?

53 responses

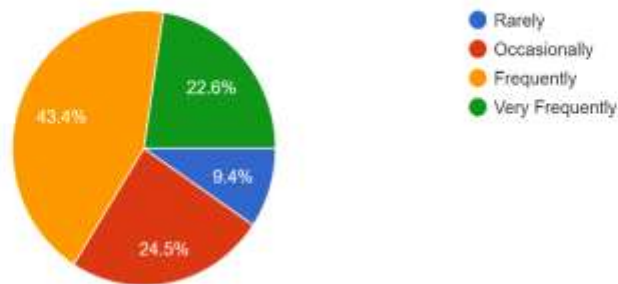


Figure 1

3. Have you ever purchased a product or service because of an advertisement you saw?

53 responses

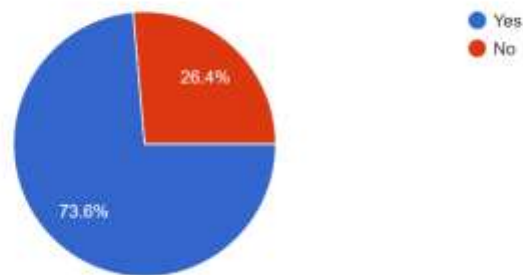


Figure 2

6. Do you believe that advertisements create unrealistic expectations about products or services?

53 responses

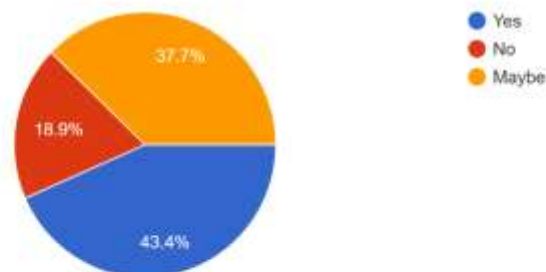


Figure 3

9. Which advertising channels do you most commonly encounter?

53 responses

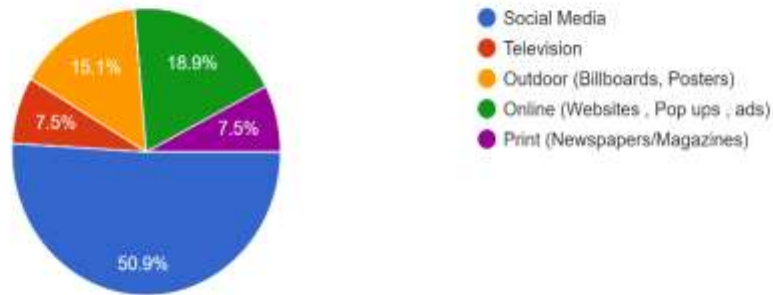


Figure 4

15. Do you perceive recommendations from social media influencers as genuine or biased?

53 responses

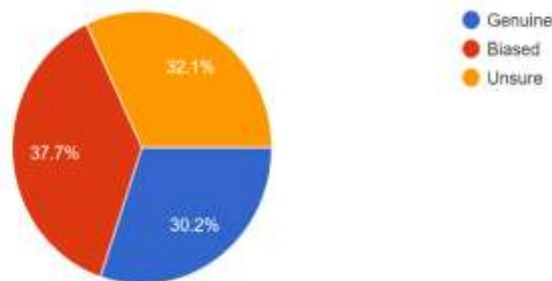


Figure 5

20. Overall, how influential do you believe advertising is in shaping consumer buying behavior?

53 responses

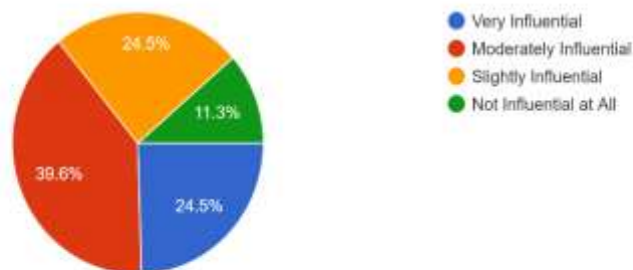


Figure 6

FINDINGS:

1. Exposure to Advertisements: A significant portion (43.4%) of consumers reported frequently encountering advertisements in their daily lives, indicating the pervasive nature of advertising in modern society.
2. Advertising Channels: The majority (50%) of surveyed consumers reported encountering advertisements through social media platforms, highlighting the prominence of digital advertising in reaching consumers.
3. Influence of Social Media: A majority (60%) of consumers reported purchasing products promoted by social media advertising, indicating the significant influence of influencer marketing on consumer behaviour.
4. Influence on Purchasing Decisions: The data suggests a strong influence of advertisements on purchasing decisions, with approximately 73.6% of consumers indicating that they make purchasing decisions after encountering advertisements.
5. Perception of Advertisements: The data indicates that advertisements may create unrealistic opinions for around 43.4% of consumers, potentially impacting their purchasing process by raising unrealistic expectations.

CONCLUSION:

The aim of this study was to examine how advertisements influence consumer purchasing behaviour and contribute to increasing sales for businesses. Our analysis indicates that advertising indeed holds considerable sway over consumer buying decisions. This research offers insights into preferred advertising mediums, the influence of advertisements on shopping patterns, memorable aspects of advertisements, and other pertinent factors. This paper serves as a valuable resource for understanding the multifaceted impact of advertising on consumer behaviour, encompassing various dimensions such as media preferences, shopping trends, and elements that leave a lasting impression on consumers.

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