

# How Do Advertisements Affect Consumer Buying Behaviour

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## **Chapter 1: INTRODUCTION**

### **1.1 Introduction**

Today's situation is full, the latest need for a modern future, which becomes an inevitable part of our technological life. The size and scope of online advertising is growing exponentially. Businesses spend more money on online advertising than ever before. Understanding the factors that influence online advertising performance is important. The online streaming model is what many major advertisers have been waiting for. They want to make online advertising more like television advertising. In fact, they want to make it even better than TV commercials: all the visual effects of regular streaming with an added value of interaction. The goal of advertisers is to make their ads more relevant. Collaborative advertising allows customers to participate more because they start more action. Experience during this interaction will drive product attitudes. The purpose of this study was to analyse the different types of online advertising and to examine how online ads affect the way consumers shop.

Advertising is a form of communication that encourages the audience to make a purchase decision about a product or service and to pass on information to viewers. It is regarded as an important factor in the economic growth of traders and businesses. Advertising is often a paid way of exposure or advertising by specific sponsors through various traditional media sources such as television, newspaper, commercial radio advertisement, magazine emails, external advertising, or modern media such as blogs, websites, and text messages. (Sama, 2019)

Advertisers have been accustomed to changing business demands when it comes to creating new ads. The use of advertising has grown significantly in the 20th century as industries expand the supply of manufactured goods. However, not many businesses used advertising at the time. In the late 80s advertisements were limited to television, radio, billboards, and newspapers. In modern times, businesses rely on digital advertising. Companies are so obsessed with social media that they can take over television soon. In Bangladesh, the Digital Marketing trend has recently flourished. Most large domestic and international companies now run digital advertising in full.

The main purpose of advertising is to influence consumer behaviour; however, this impact on the product is constantly changed or reinforced by people's memories. Product memories are created by organizations related to the brand name in the consumer's mind. These brands always have an impact on speculation,

testing and final purchases. Consumer buying behaviour has always been given great importance and space in the literature of the impact of advertising on your performance. Most of the consumer buying behaviour depends on the consumer's liking or dislike in the advertising of the advertised product. Good quality advertising is likely to influence consumers in purchasing that product while lower-quality advertising will do the opposite.

Consumers' expectations for information from various sources such as TV, radio, newspapers, magazines, and the Internet are completely different. Different media features and its immediate and long-term effects on consumers also vary. For example, TV allows high-quality audio and visual content suitable for product categories, which need to be physically displayed. Radio provides audio content and is very suitable for businesses operating in local markets.

## **1.2 History and Background of the Study**

In the 1960's, as consumer behavior research centered on psychoanalytic orientation, which was rampant in the 1950s, to study ideas based on thinking in the 1960s, advertising research was naturally followed. While marketing success measures and methodological-focused courses dominated the field, studies focused on consumer behavior toward attitudes, preferences, ideas, behaviors, and personality traits began to emerge. Although the focus was on internal factors (40 out of 53 consumer survey studies), external influences such as social outcomes, socio-economic factors and demographics, and the distribution process were also evident. As with general advertising, attitude, opinion, and popular research create great strides. Many of these consumer research studies were reported in the Journal of Advertising Research and, to a lesser extent, in the Journal of Marketing Research. The Journal of Marketing contained only a few articles on consumer research, while some of the journals reviewed in this paper were not yet available. (Belch)

In the 1970s, either because of - or cause - an extended study of both consumer advertising and behavior, three new stores - Journal of Advertising, Advances in Consumer Research, and Journal of Consumer Research - appeared in the 1970s. In general consumer behavior, research on attitudes, motives, opinions, and preferences, as well as external factors, continued, while new areas also began to receive attention. Physiological studies, information processing, consumer engagement, and lifestyle factors have received additional attention. External factors such as cultural effects, status factors, and influences have also been investigated and reported further.

In the field of advertising, the success rates of advertising and methods remained very much focused on the Journal of Advertising Research, although a variety of topics were beginning to emerge, many involving marketing strategies. Although psychological research was still a major area of research, an equal number of studies focused on census, socio-economic, and / or other external factors were identified. Ideas and behaviors continued to be researched, while studies or "think-piece" articles of communication models received more attention. Perhaps the most notable change in the Journal of Advertising Research during this period was the increase in the number of articles designed to explore the effects of various advertising strategies (i.e., message and media features) on the consumer.

Both the Journal of Advertising and the Journal of Marketing Research continued to increase the number of consumer behavior / advertising research articles reported there in the 1970s, although not a single topic

dominated. Attitude-related research appeared to be more common in the Journal of Marketing Research, while external influences were more common in the Journal of Marketing.

In short, research on advertising behavior-1970s was still dominated by attitudes related to attitudes. However, during this time more thought-provoking research, for example, information processing, interpretation, and psychological response theory and additional communication outcomes (source and message features), began to emerge in the literature.

In the 1980's, three major styles appear to have taken place in the 1980's. First, consumer research studies are becoming increasingly common in advertising research literature. Second, the value of this study with attitudes as its focus decreases. The latter, though less obvious, also seems obvious — that of many journals. While the 1970s saw research on consumer advertising and consumer behavior appearing in all the journals reviewed here, the 1980s showed direct direction. The Journal of Marketing Research, for example, has published very few articles in this field. The Journal of Marketing has published less than the Journal of Marketing Research, but the trend seems to be far from over. At the same time, the Journal of Advertising Research has continued to publish research focused on consumer behavior, particularly on the effects of various strategies and external influences, while continuing to report on attitude research.

In short, research on consumer behavior marketing in the 1980s continued to explore past topics - for example, attitudes, ideas, etc. At the same time, however, the most used form seems to be improving. Research seems to be advancing in studies designed to measure the effects of various advertising materials - for example, message, source, media - in the communication process. In addition, the dependent variables have become much clearer, i.e., cognitive responses, cognition, memory, etc., than in previous years. As we have seen that the topics currently being researched in consumer behavior books are often the same as those in consumer behavior books (or vice versa?), It seems safe to assume- that this trend will continue. Although apparently no one can predict when advertising.

The following is a review of major research work on a topic related to current research:

Maheshwari, Seth & Gupta (2016) in their article “The Approach to Customer Service in the Indian Automotive Industry” concluded that the performance of advertisements has a positive effect on consumer purchases.

Ha, John, Swindler & Mutually (2011), in their research paper "The advertising effects of spending on product reliability on services" found that advertising spending affects consumer perception of the product, consumer loyalty and level of satisfaction.

Kumar & Raju (2013) in their paper "The Role of Advertising in Consumer Decisions" found that ads can change a consumer's perception of a particular product.

Advertising has long been known as one of the most important issues affecting the consumer decision-making process. In this paper, we have attempted to compile different sets of variables from these previous studies to evaluate and analyze how they affect the intended consumer purchasing intentions, the following is suggested where such research can go. (Haider, 2017)

### **1.3 Purpose of the Study**

The purpose of the study was to analyze the effect that ads have on consumer behavior. The primary purpose of advertising is usually to influence the buyer's purchase. Consumer behavior is often influenced by the liking or dislike of the consumer in a product advertisement, which is advertised. Consumer behavior on the product depends entirely on advertising, without regard to product features.

#### Specific Research Objectives

The study was guided by the following objectives

- Identify advertising media used to advertise Products
- Determining how advertisements influence ad purchasing behavior
- Finding out how different ads influence consumer behavior
- Study the impact of advertising on consumer purchasing behavior
- Understanding the influence of advertising on a product
- Identifying the most popular advertising media
- Identifying the impact of emotional reactions on consumer behavior.
- Ensuring the effect of the environment on the product in consumer purchasing behavior
- Determining the impact of product awareness on consumer purchasing behavior
- Identifying the impact of sensory-stimulated advertising on consumer purchasing behavior.

### **1.4 Definition**

#### **Consumer Behaviour**

Consumer buyer behaviour is considered to be an inseparable part of marketing and Kotler and Keller (2011) state that consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.

The different authors define consumer behaviour as following

“The assumption that people have series of needs which lead to drive state.” - Faison and Edmund (Faison, 1977)

Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy. – (Kotler P. , 1994)

## Advertising

American Marketing Association recognizes the term advertising as – any paid form of non- personal presentation and promotion of ideas, goods and services by an identified sponsor. This definition mainly explains what advertising is and helps in distinguishing advertising from other communication initiatives with which it is often confused. Advertising is not the same as publicity.

Other various definitions as given by various authors are: -

“Adverting has become the second largest item in our corporate budget. The chips are getting so blue that top management can no longer afford to be uninformed — naive, if you will — about advertising”. — Russel H. Colley

“Advertising is a means of communicating information pertaining to product or ideas by other than direct personal contact and on an openly paid basis with intent to sell or otherwise obtain favorable consideration.” —R. V. ZACHER

## Lifestyle

Lifestyle is the interests, opinions, behaviours, and behavioural orientations of an individual, group, or culture. The term was introduced by Austrian psychologist Alfred Adler in his 1929 book, *The Case of Miss R.*,

The broader sense of lifestyle as a "way or style of living" has been documented since 1961.

Lifestyle is a combination of determining intangible or tangible factors. Tangible factors relate specifically to demographic variables, i.e., an individual's demographic profile, whereas intangible factors concern the psychological aspects of an individual such as personal values, preferences, and outlooks.

## 1.5 Description of Advertising

Advertising is always available, though people may not be able to. In today's world, advertising uses all media to convey your message. It does this through television, printing (newspapers, magazines, journals, etc.), radio, press, internet, direct marketing, inventory, mailers, competitions, sponsorship, posters, clothing, events, colours, sounds, visuals and even people (to allow).

The advertising industry is made up of advertising companies, advertising agencies, advertising media, and a host of people such as copywriters, viewers, product managers, researchers, designers, and designers who take miles to keep a customer or recipient. A company that needs advertising and / or its products hires an advertising agency. The company informs the agency of the product, its image, the principles and standards behind it, the target components and more. Agencies change ideas and concepts to create visuals, text, structures, and themes to communicate with the user. After client approval, ads become aired, such as booking by the agency's media purchasing unit.

### Finding the Right Customers

If you are trying to get into the kind of people who might need or want your goods or services, and are willing to give up hard-earned money, you might look at mathematical features, such as:

- Gender
- Age
- Level of education
- Income rate
- ZIP code
- Creating Effective Ads

Advertising messages themselves are designed to entice a person to purchase company goods or services. Even in business-to-business ventures, people should first be convinced that they have chosen one product over another. To achieve this, ads have five key components:

Subtitle - This is an important message to get attention. "Do you have milk?" it is a complete title. Or Wendy's older brother, "Where's the beef?"

Subtitle - Some ad titles need to be clarified, such as the footnote.

Physical Copy - The flesh of the advertising message comes from the main category where the features of the product or service and benefits are highlighted.

Image - Except when you advertise on the radio, including a product image, or a picture that shows a significant profit is important.

Call to action - At the end of the ad you want to invite the buyer to take action to do business with you, such as calling a toll-free number, visiting a website, typing a certain number, or dragging a drive-thru window.

## **1.6 Characteristics of Advertisement**

Advertising is a prominent feature of the promotional mix. Advertising is very accessible and naturally natural. Here's more about what an advertising message should have:

The word 'advertising' is derived from the Latin word 'advertere' which means 'to convert attention'. Every part of advertising tries to get the attention of your audience through a product or service.

Visual and tangible objects play a major role in advertising. An eye-catching ad uses explicit information and focuses on visual cues to convey the message. Visual aids used in advertisements not only convey information, but also tell a story.

Advertising increases consumer awareness. With this type of advertising, consumers can become more aware of the products, types or services available in the market. In fact, every product or service is designed to keep consumers satisfied.

Apart from printing platforms such as newspapers and magazines, its presence can now be seen on audio and video platforms such as films, hoardings, banners and many such promotional campaigns.

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Want to pay attention

The word 'advertising' is derived from the Latin word 'advertere' which means 'to convert attention'. Every part of advertising tries to get the attention of your audience through a product or service.

It is attractive in appearance. Visual and tangible objects play a major role in advertising. An eye-catching ad uses explicit information and focuses on visual cues to convey the message. Visual aids used in advertisements not only convey information, but also tell a story.

Aimed at consumers

Advertising increases consumer awareness. With this type of advertising, consumers can become more aware of the products, types or services available in the market. In fact, every product or service is designed to keep consumers satisfied.

It uses various media

Apart from printing platforms such as newspapers and magazines, its presence can now be seen on audio and video platforms such as films, hoardings, banners and many such promotional campaigns.

Advertising is often regarded as the most important way to market a company's resources and tools. The scope of advertising to communicate message to current customers or that may be targeted to new customers. Helps a company get a message or piece of information from its customers about a new product or special agreement.

The scope of budget advertising

There is always a budget set aside for advertising and promotion within the marketing budget. The allocated budget should be in line with the type of ad the organization wants. Resources and other requirements must be kept in mind in budget allocations.

Scope of delivering advertising

Once the budget has been determined, the marketing plan can be considered further. The detailed scope of the work required to be delivered can be defined. Agencies can now create a proposed service plan.

The scope of advertising by delivery

With a work of art, sharing the type of deliveries (TV, Internet, mobile phone, printer, magazine, etc.) based on the requirements of the previous campaign can be more insightful after the previous program.

Scope of strategic advertising

Once the submission is shared, advertising agencies can define strategic needs by product or category and improve the scope of work based on past needs and earnings for similar strategic deliveries.

## **1.7 Latest Technology Available**

### 1. Targeted Personalized Ads

This is not a new marketing trend per se but it's one of the advertising trends that have become more popular in recent times.

In personalized advertising, businesses collect and analyze data about customers and use the information to target ads. The result is increased conversion potential and overall, lower advertisement costs.

The fast growth of personalized ad targeting is fueled by the increased availability of data capture and analysis tools and acceptability. According to a survey, seven out of 10 consumers prefer fewer and more personalized ads.

### 2. Multi-Channel Advertising

Back in the day, the majority of shoppers made purchase decisions at the store. If you wanted to buy a TV, you would visit a retail store in town and decide which brand to buy and the amount to spend while inside the store. Reason? Because there was no way to research these factors before entering the store. Only once inside the store would you compare things like prices and size.

Not anymore. With the advent of digital media, you can now research a product way in advance. Before heading to the store, shoppers already know even the color of the item they want to buy. Often, shoppers research multiple devices (smart home devices, mobile phones, PCs, etc.) and channels (websites, social media, forums, price comparison engines, etc.).

The next logical step for marketers is to make a conscious effort to align all the channels they use to make the purchase journey even more convenient. This practice is known as omnichannel marketing. In omnichannel, marketers use coordinated brand messaging and effects to guide the customer from discovery through decision making to purchase.

### 3. Shoppable Posts

For the longest time, shoppers have been using social media to research brands by asking friends and acquaintances for recommendations. In fact, the Global Web Index estimates as much as 54% of social browsers do this.

Thanks to social commerce now they can buy their favorite products too. Facebook, Instagram, Snapchat, and Pinterest make social selling efficient, and businesses can't get enough. Not only can they boost their posts as ads but also target a specific audience.

## **1.8 Research Gap**

Global Studies Literature Review happen a connected to the internet project for one Teaching, Learning, and Scholarship Knowledge Community. It addresses a union of interests between the professional field of worldwide development of knowledge and the academic fields of worldwide studies and worldwide development of knowledge. This union exist occurring fashionable many area: the worldwide integration and internationalization of college and thereon; becoming more intense belief of worldwide competencies for person prepared for work by extended study or practice fashionable the worldwide trade society; the

challenges of movement to another place from permissible, educational, and rights of man view; and the need for public tact exchanges and policymaking person prepared for work by extended study or practice to function fashionable the transnational and post-September 11 facts of existence of the up-to-date.

Professionals in the field of worldwide instruction and exchange exist mean a increasing interest and need for specific information, research, and combining of emerging view fashionable a off-course range of field of study and fields. With that fashionable mind, this new either material or nonmaterial facial characteristics a compilation of book reviews top current both fictional and nonfictional at the crossroads of these fields. In few cases, both fictional and nonfictional inspected is as soon as possible appropriate to the practice of worldwide instruction; fashionable possible choice, it break down to components literature from different fields that impacts us introduce two together hypothetical and efficient habit.

Feature essays and book reviews happen written by an off-course assortment of voices—faculty part of a group, free research worker, worldwide instruction practitioners, and graduate person actively learning. Our hope search out gives care or accommodation to a talk, and even support every now and then contradictory or antagonistic viewpoints.

## **1.9 PESTLE Analysis of the Advertising Industry**

The epidemic has caused shock in the business world, this is Pestle's brief analysis of the advertising industry. The foundation of the work is based on research conducted by Peter Cardwell Global forces and Advertising Industry. Pestle analysis is used to identify the major strengths in the workplace and how it affects the industry.

### **Politics**

The global political arena offers opportunities and threats to the advertising industry. The combination of the internet and political stability has created a climate for successive generations. Political activism is also a megatrend. The Internet has made it easy for people to meet, organize and market themselves. Providing services and understanding at various levels of the political arena is a rich source of revenue.

The political aspect is also linked to other areas such as Social. Another area where growth in the advertising industry will benefit is the growth of Independent News and Broadcasting.

### **Economics**

The opening of a new market, India, has two distinct advantages, Indian companies are moving around the world at a faster pace. There is a megatrend of Indian companies entering the markets around the world.

There are opportunities to reduce costs and improve genetics. A major lesson from the Covid-19 epidemic is that workers can work remotely, greatly reducing the need for an office or meeting place. For small boutique advertising companies, this may be important as it may mean more investment in the business or better cash flow.

It has been observed that, as a global megatrend, the rise of digital platforms connected with more than just technological or social factors, has a much larger economic impact. Displaying value for each

acquisition, the marketing agency, which is the most efficient, is often able to bring about a better return on investment.

### **Social**

The social part of the advertising industry is evolving; there is a PlayStation, Xbox or Nintendo in almost every home worldwide. As technology advances, it enhances the capabilities and functions played by these devices. The latest development is the ocean head into a new advertising space - VR Virtual Reality. The user can focus his or her senses on the experience. The social megatrend is a major threat to traditional advertising forums - magazines and newspapers. Is a decline in literacy and numeracy skills.

It also creates a space for a second threat from false news and information campaigns. The standards imposed on print media are much higher than digital platforms.

### **Technology**

As society approaches what is often portrayed in science fiction the possibilities increase. The latest developments, influencing the release of 5G technology. The technology will provide unique capabilities for all types of devices.

However, the conflict between the first cookie and the third party has so far made it difficult for advertising companies to collect data which is how advertisers deliver services and target consumers.

### **Legal**

The Advertising Industry is made up of companies that provide specialized services. The latest offers are Product Safety software that in real time can track megatrends and protect the product

### **Environment**

Environmental challenges often come with price, a threat to the advertising industry for consumers' willingness to use natural products, campaigns, or services. They usually come at a high price. Advertising has an important role to play in environmental challenges is a threat. Overcoming the challenges of producing tangible change requires capturing hearts and minds.

I conclude though there are challenges in the short to medium term. The long-term perspective, however, offers much to be hoped for. With the new technology coming online it will give content creators and creators more space to engage customers. Advertising will be more interactive, understanding and understanding. What a customer does is still master, and advertising is an important aspect of that, at a time when customer interaction is more digital than physical.

## **Chapter 2: Literature Review**

### **2.1 REVIEW OF LITERATURE (DOMESTIC)**

This section reviews various theories and disciplines in the field of media vehicles, the effectiveness of advertising

Of the total product cost, 34 percent accounted for the cost of advertising. This is important because through advertisements, advertisers aim to reap the benefits of mindfulness. (Singh, 2012) Therefore, ads are an important part of marketing strategy, especially in business-to-consumer situations. Kotler, Keller, Koshy, and Jha (Kotler P. , 2009) said the buyer goes through different stages before making the final

PUR. This was explained with the help of various models such as attention, INT, desire & action (AIDA), attention, INT, desire, CON & action (AIDCA), the results model category, the new acceptance model and the information processing model. (Ehrenberg, 1992) posted that the ad begins to build AWR and INT leading to PUR product.

#### Various Media Ads

Advertisers use a variety of media vehicles to send an attractive message to the target audience. Ayanwale, Alimi, and Ayanbimipe (Ayanwale, 2005) have established that newspapers, magazines, radio, TV and abroad are popular media among advertisers. However, online advertising is a current trend. Includes many types of commercial content, namely, boards, banner ads, corporate websites, email messages, chat games, and more.

In 2004, spending on advertising on cable, cable TV and radio was 44 percent, which was much higher than in newspapers and magazines. This is due to the positive effect of TV commercials and online commercials. In contrast, Nayak and Shah (Nayak, 2015) have chosen that newspaper ads play an important role in product creation and affect decision-making (PURDEC)..Sorce and Dewitz (Sorce, 2007) have found that magazine ads work better than TV. Pongiannan and Chinnasamy (Pongiannan, 2014) have established strong media evidence that it is the most popular method among advertisers.

Theories mentioned above state that the media affects CB at various purchasing levels. Previous studies have limited the general media impact (positive or negative) or focused on rating outcomes in AWR and PURDEC products. In the 21st century media revolution, consumers have many media options. Therefore, further research needs to be done to measure the effects of media advertisements at various stages of CB. This helps advertisers to make informed media decisions

Advances in technology did not provide us with new products and services, but they did change the meaning of many words. With the growth of the media, the success of advertising, as the mainstream media, has declined. Now the advertiser is looking for new and possibly less mixed media. The current age of digital media has given consumers the choice to enter and exit marketing and advertising messages. Consumers gain more control over what they want and when they want it.

As a promotional strategy, advertising provides a great tool for building brand awareness and branding

the mind of the consumer who may make the final decision to buy. g. Advertising is a non-personal and paid form in which ideas, ideas, products or services, and information, are promoted through the media (visual, oral, and textual) by a targeted sponsor to acquire or influence behavior., promoted through the use of television. Through television, advertisers can reach a wide range of consumers.

#### Emotional Response

Advertising is one of the most effective tools for integrated marketing communication to motivate consumers emotionally to buy products. Advertising creates product awareness, preferences, and choice of product or services. The most influential theory in marketing and advertising research is the attitude towards advertising. However, the built-in attitude towards advertising helps to influence consumers' attitudes towards the product to the point of purchase. Since the goal of effective advertising is to create a positive attitude about the ad and the product, increasing the purchase price, then a positive emotional response to the ad may be the best indicator of effective advertising

Happiness: a state in which a person feels happy, happy, or happy in a particular situation.

Arousal: a state of feeling different from person to person in different situations i.e. a feeling of happiness, performance, boredom, or drowsiness.

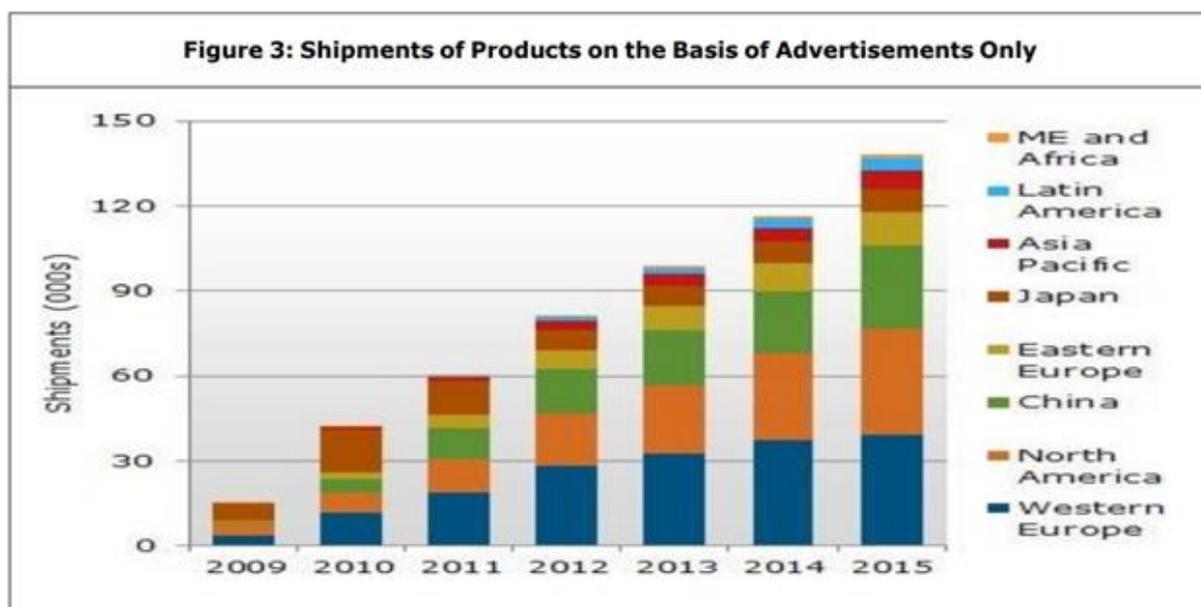
Dominance: this describes the feelings of the individual, who are in control or free to act in a particular situation.

This is evident when a consumer looks at an ad about a product and develops a product similarity and is finally willing to buy it. (Goldsmith, 2002)

### **REVIEW OF LITERATURE (GLOBAL)**

#### Marketing Impact and Policy:

Research shows that the main market is not yet used for household items namely ownership, vacuum cleaner, washing machine etc and technological products such as computers. Advertisers also have options left to determine the need to switch to existing homes, the need for a higher version of the product or the need for a second unit / unit at home. Vendors should identify a specific need, a condition of satisfaction for the remaining quantities and offer the right amount offered in their product to attract the remaining customers. Value supply may be subject to conditions, such as, customer care or product care services etc., which are already emerging in the Indian market. Advertisers of these durable items should explain this logically and show to those potential customers the wisdom of buying a refrigerator with an ad. In addition, additional funding programs will encourage consumers to buy more home appliances in our country. (infokara, 2019)



#### Marketing Impact (4P method):

##### Product:

Beauty (appearance, color) is a major consideration when purchasing refrigerators so that there is a wide range of color that should be available to meet the demand of top customers. After Sales Service are the main features considered when purchasing a product. An additional feature with the upper shelf space also

appeared during the purchase of the product to provide more shelves for the refrigerator door to store more bottles inside.

#### Price:

All customers look at Cash Value. Most people are aware of prices when purchasing a product. Low prices also serve as a barrier to social justice, since people view low-cost refrigerators as products of low quality. Price is not a big barrier when it comes to providing the extra feature that customers need.

#### Location:

The showroom area is not the most sought after option because the refrigerator is a very involved product and customers are ready to go to buy refrigerators. But the showroom should be in a place where other competitors are located because people always want to compare. As India is very rich in its traditions and customs, many festivals are celebrated throughout the year. People prefer to buy big things during festivals and special events so the market should take this as an opportunity and offer a multitude of products.

#### Promotion:

With a focus on the four Ps promotional material, good communication is the key to effective marketing. Potential customers go through a shopping cycle: Pre-purchase (i.e. pre-purchase), transactional (i.e. at the time of purchase) and post-purchase (i.e. after purchase).

#### AIDA model:

##### Advertising campaign:

A; awareness / attention - to make the consumer aware of the product and to get their attention

I; interest - to generate interest in a given product / service

D; desire - to create a desire for your product / service - at two levels: first, related to the needs / requirements of the intended target; and, secondly, in relation to your competitors

A; action - promotion aimed at purchasing a product / service Ads should be focused on citizens because they are the most influential, especially collective decisions and investors are the husbands.

Internet marketing is another source of information about refrigerators so the product should be highly recommended there. The ads should also highlight the style and aesthetic appeal of the product to set it as a home decoration.

### **CHAPTER 3: RESEARCH METHODOLOGY**

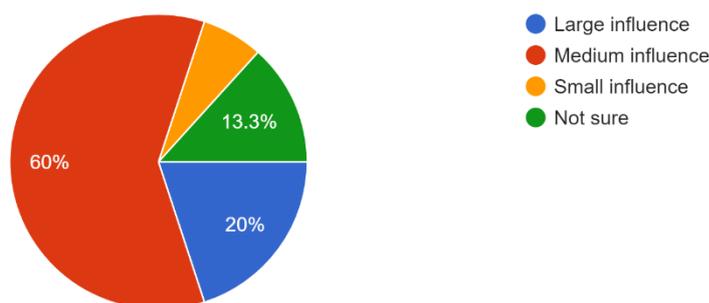
Research Methodology Questionnaire was used for conducting survey among consumers. Google form was used for designing the questionnaire. Questionnaire was sent to various consumers through email, WhatsApp, Facebook etc. and their response was recorded. Graphical presentation has also been derived from the google forms.

### **CHAPTER 4: DATA ANALYSIS**

#### **4.1. Influence of advertisements.**

Advertisements influence the consumer’s perception and buying behaviours. Using advertisements businesses try to reach the targeted and potential consumers. Every business pays a hefty amount to advertise its products and services and every business try to reach the maximum targeted audience as well. Before advertising the products business conducts research of the consumer base as to know what type of advertisement will influence its targeted audience

How much influence do you feel advertisements have over your buying behavior?

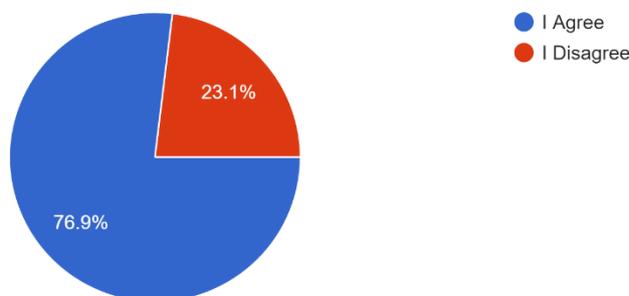


Graph 1 shows that 20% of the consumers have large influence, 60% have medium influence 6.7% have small influence whereas 13.3% were not sure about the influence of advertisement on their buying behavior.

#### **4.2 Advertisement as a tool to provide information.**

Advertisements delivers helpful data to consumers that informs them about services and product selection or choices, as well as comparing benefits, features and prices. With proper information consumers and businesses often choose to purchase additional services and products. Advertisements provide benefits to the seller as well as consumer. Sellers can do promotion of their services and goods through ads. On the contrary, consumers can have the knowledge of discount deals and goods available at the market place, which helps them to take the correct decision among various alternatives present in the market.

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

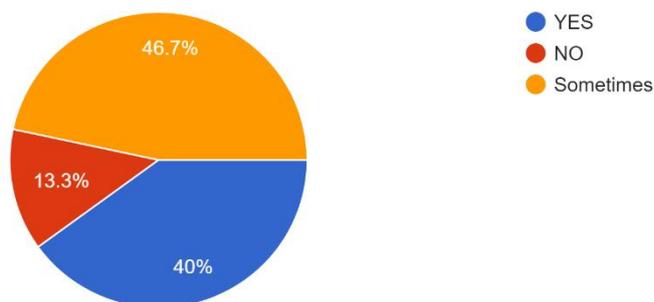


Graph 2 shows that 76.9% of the consumers agrees and 23.1% of the consumers Disagrees for the statement that “Advertising is beneficial to consumers because it provides important information about goods and services.”

### 4.3 Online Advertisements.

Online advertisements is one of the most useful and effective way in today’s world for businesses to find new customers, increase their reach and to increase their gains and income. Paid search – also known as pay-per-click advertising (PPC) and Paid Social – are most commonly used advertising techniques. Consumers were asked “Do you pay attention to online advertising?”

Do you pay attention to online advertising?



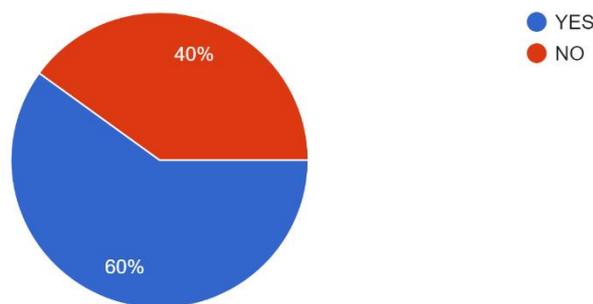
Graph 3 shows that 40% of consumers pays attention to online advertisements whereas 13.3% of consumers do not pays attention to online advertisements there is still 46.7% of consumers who sometimes pays attention to online advertisements.

#### 4.4. Going with new brands.

Advertisements are meant to produce brand image, consumer perception about products and services and to promote new goods and services. In order to establish a brand image a business spends a hefty amount in promotion of its products thus making a sense of trust in consumer’s mind.

Consumers were asked “Do you purchase products of new brand after watching advertisement?”

Do your purchase products of new brand after watching advertisement?

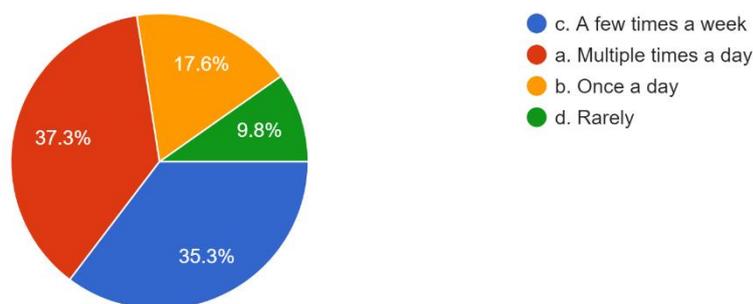


Graph 4 shows that 60% of consumer’s purchases products of new brands whereas 40% of consumers choose to purchase the products of the brand they are familiar with.

#### 4.5. Frequency of advertisements

How frequently an advertisement is shown to an audience over a predetermined length of time is referred to as the frequency of advertisements. Marketers try to strike a balance between being noticeable enough to have an impact and not too persistent as to be intrusive or irksome. Depending on the medium, the intended audience, and the objectives of the advertising campaign, this frequency may change.

How often do you come across advertisements in your daily life?

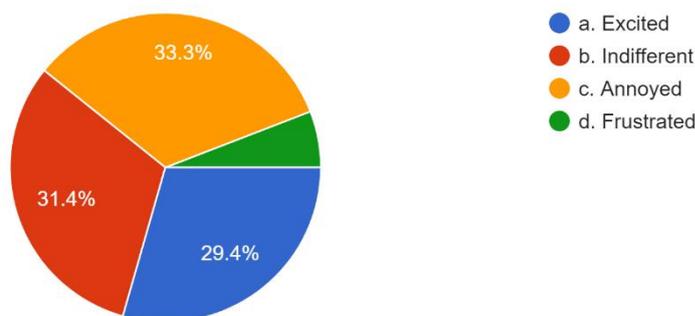


Graph 5 shows that 37.3% of the people come across ads multiple times a day and 35.3% of the people come across ads few times a week and the rest are as following

#### 4.6 Consumers feel about advertisements

Customer opinions on commercials can be very diverse. While some people might find them amusing or educational, others might find them obtrusive. The ability of an advertisement to grab the audience's attention and affect their behaviour frequently depends on elements including the advertisement's relevance to the consumer, the media through which it is given, and the advertiser's perceived credibility.

How do you typically feel about advertisements?

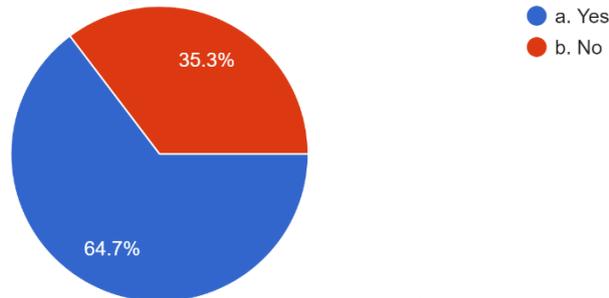


Graph 6 shows that how consumers feel about the advertisements 33.3% of them feel ads are annoying and 31.4% have no difference in mood and 29.4% feel excited

#### 4.7 Effect of advertisements

An ad, or advertisement, is a form of marketing communication that aims to promote or sell a product, service, or idea. The effect of an ad can vary depending on its message, target audience, and placement. A well-crafted ad can raise awareness, generate interest, and ultimately drive sales or other desired actions, while a poorly executed ad may be ignored or even have a negative impact on the brand.

Have you ever made a purchase solely because of an advertisement you saw?

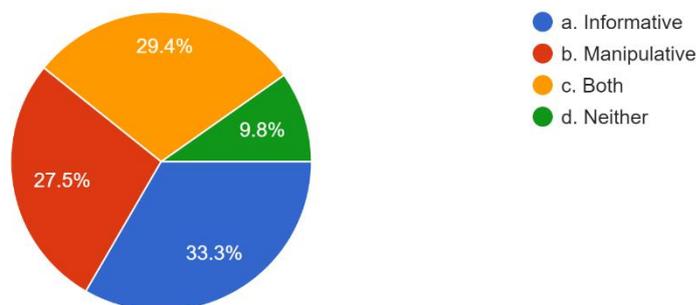


Graph 7 shows that ads have made 64.7% of the people have purchases based on ads

#### 4.8 How consumers feel about the nature of the advertisement

Customer opinions on commercials can be very diverse. While some people might find them amusing or educational, others might find them obtrusive. The ability of an advertisement to grab the audience's attention and affect their behavior frequently depends on elements including the advertisement's relevance to the consumer, the media through which it is given, and the advertiser's perceived credibility.

Do you find advertisements to be informative or manipulative?

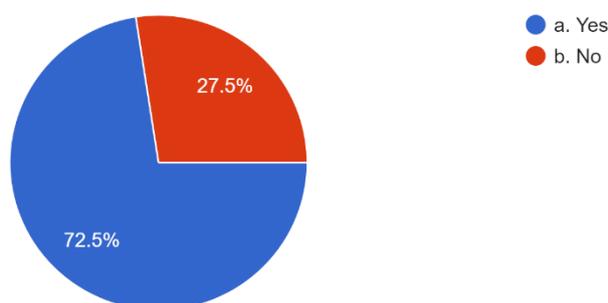


Graph 8 shows 33.3% people feel ads are informative 27.5% feel they are manipulative and 29.4% feel they are a mixed of both

#### 4.9 Have you ever avoided purchasing a product because of negative advertisements?

Consumers may avoid purchasing products due to negative advertisements that portray the brand or product unfavourably or highlight issues that concern them, such as safety or environmental concerns. Negative advertisements can also damage the reputation of a brand and erode consumer trust, resulting in decreased sales and market share.

Have you ever avoided purchasing a product because of negative advertisements?

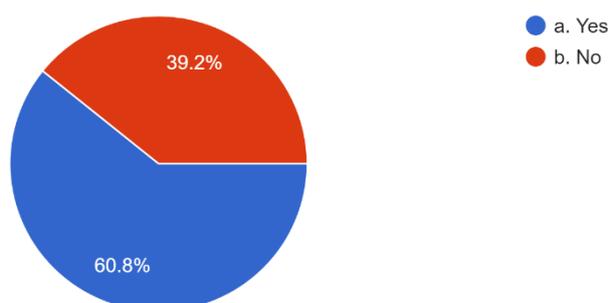


72.5% people have avoided a product if there was negative advertisements around it which shows how ads can actually help

#### 4.10 Do you think advertisements influence your perception of a product or brand?

Customer opinions on commercials can be very diverse. While some people might find them amusing or educational, others might find them obtrusive. The ability of an advertisement to grab the audience's attention and affect their behaviour frequently depends on elements including the advertisement's relevance to the consumer, the media through which it is given, and the advertiser's perceived credibility.

Do you think advertisements influence your perception of a product or brand?



60.8% people have been influenced by the advertisement about the product or brand that's the majority

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