

IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR

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Abstract- In the current era of information explosion and the world of media, advertisements play a major role in changing the behavior and attitude of consumer towards the product shown in the advertisements. This study has been made with the view to examine/inspect the impact of advertisement different media platforms (especially focusing on television and social media advertisement) on consumer buying behavior. This research paper is written to understand the power of persuasion in advertisement to buy a product and to identify the level of influence of advertisement on consumer buying behavior. For this study, a survey was conducted in which a questionnaire was distributed and a total of 191 responses were collected. The findings of this study can provide a deep insight to marketers and assist them in understanding consumer behavior.

1. INTRODUCTION

In a competitive market, it is important for advertising managers to grab consumer's attention through advertisement and sales promotion. Advertising consumes a significant share of the marketing budget. But what is advertisement? In layman terms, Advertising is a means of communicating with an audience to persuade them to buy a product or service while also conveying information. Advertising can also be broadly defined as any form of paid strategic communication by an identified sponsor that aims at informing and/or

persuading receivers about an advertising object (e.g., product, service, brand, organization, or idea), and traditionally it is conveyed via purchased time or space in mass media (Thorson & Rodgers, 2012). It is regarded as a critical and necessary component for the economic growth of marketers and businesses. It is an important factor in facilitating competition between firms in markets because it allows them to communicate efficiently with consumers and thus compete for their attention and preferences. Furthermore, in many media systems, it is a major source of funding for mass media, and the advertising industry is a significant employer (Fenni's & Strobe, 2010, pp. 5–6; Telis, 2004, pp. 3–5).

Advertising effect one's individual attitude, behaviour and lifestyle and it reaches to people through a variety of traditional media such as television, newspapers, commercial radio, magazine, mail, outdoor advertising, or modern media such as blogs, websites, and text messages. Initially, there are few common types of advertisement; television, radio, magazine, billboard-posters, newspaper, and social media. Advertising plays a significant role in influencing consumers' purchasing behaviour by attracting their attention, arousing their interest, and creating a desire to purchase the products. A consumer is someone who buys and uses goods. As a result, consumers keep the production cycle moving as well as play an important role in any nation's economic system; as a result, any nation will face a crisis if consumers do not have an

effective demand for goods produced. The majority of consumer purchasing behaviour is determined by the consumer's liking or disliking of the advertised product. A high-quality advertisement is more likely to persuade a consumer to purchase a product, whereas a low-quality advertisement will do the opposite.

Consumer behaviour is defined as the actions that consumers take when looking for, purchasing, using, evaluating, and disposing of products and services that they believe will meet their needs. Consumer behaviour is concerned with how people decide how to spend their available resources (time, money, and effort) on consumption-related items (Solomon, 1994). Consumer behaviour encompasses what they buy, why they buy it, when they buy it, where they buy it, how frequently they buy it, how frequently they use it, how to evaluate it after purchase and the impact of such evaluation findings, and how they dispose of it. In other words, consumer behaviour refers to how individuals acquire, use, and dispose of products, services, ideas, or experiences.

Many advertisers still choose the traditional media platform instead of digital platform to promote products (Statista, 2016). Around 63% of Millennials, 56% of Gen Xs and 52% of Gen Zs said that they have tried a new product based on the advertisement that they saw on social media through this statement we can draw some conclusion that younger generation get more attracted to advertisement. Thus, advertisers need to invest in different media platform keeping in mind all the age groups (Singh, 2012).

We believe our research paper will provide important insights for both advertising scholars and executives in gaining a better understanding of ins and outs of advertising and assisting marketers in developing better advertising approaches. Our work seeks to establish which of the variables influencing consumer behaviour has the greatest impact on consumer buying behaviour and which of these variables has a less significant impact. This will allow marketers to focus on the

right facts and get the most out of their advertising. Also, looking from a consumer's point of view, advertisement serves as an information provider and connects the consumer to the market and helps them to get updates about different products.

1.2. TYPES OF ADVERTISEMENT

1.2.1. TELEVISION ADVERTISEMENT

The term commercial or TV ad refers to a television advertisement or commercial. It is about relaying a specific social, political, or sales pitch in a short period of time, which can range from a few seconds to several minutes. It is more expensive than other forms of advertising because it is produced and paid for by organizations known as advertisers or marketers and is a broadcast from a television network. The goal is to generate interest in a product, service, idea and or a cause. Advertising regulations specify the laws and rules that govern how a product may be advertised. 75% of the total population agrees that television is the most used platform for advertising as all the upper and lower caste can afford television in their houses and have access to that only.

1.2.2. SOCIAL MEDIA ADVERTISEMENT

Social media advertising is a branch of digital marketing in which paid ad campaigns are run on social media platforms to reach specific audiences. Marketers and advertisers can use popular social channels to promote their brands and inspire sales. Social media advertising is the delivery of paid advertisements to a specific audience via social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and Pinterest etc.

1.2.3. RADIO ADVERTISEMENT

Radio advertising is a type of marketing technique that is done through amplitude modulation and frequency modulation. The electrical signals is mixed with a carrier wave of specific frequency and then broadcasted. Radio advertising is buying

commercials to [promote products or services. It is basically promotion or services during radio commercials].

1.2.4. MAGAZINE ADVERTISEMENT

Advertisements that appear throughout magazines are known as magazine advertising. Magazine advertisements are still an efficient way to communicate brand and product-specific messages to specialized audiences. The ability to display higher quality images than either direct mail or newspaper advertisements is a huge benefit to businesses.

1.2.5. BILLBOARD-POSTERS ADVERTISEMENTS

These advertisements must be seen by tens of thousands of people every day. When they see the advertisements, even if it's only for a split second, all those consumers think about the advertised brand. These first impressions contribute to brand recognition and in some cases, sales of the company's product. Billboard-Poster advertising is the conventional marketing method that is still effective as it has always been. It may be a strong tool for reaching a wide range of people, increasing revenue and brand exposure when utilized correctly.

1.2.6. NEWSPAPER ADVERTISEMENT

Newspaper advertising simply refers to placing ads in print or digital publications/newspapers to promote your business. Newspaper advertising is one of the oldest and most widely used methods of promoting various brands, products, and services. For businesses to showcase their brands, newspaper advertising still has a lot of promise. People still enjoy reading newspapers, especially in this digital age.

3. RESEARCH OBJECTIVE

In a competitive market, advertising managers must capture consumer's attention through commercials and by sales promotion. Advertising consumes a substantial portion of the marketing budget. Hence a deeper study of effect of advertisements is important. The objective of this research paper is to investigate and understand the impact of different

types of advertisements, especially television advertisement and social media advertisements on consumer buying behavior.

3.1. RESEARCH QUESTIONS

- To identify advertisements on which media platform (majorly comparing television and social media) gets the maximum attention of the consumer.
- To identify how different advertisements influence the buying behavior of the consumer.

4. LITERATURE REVIEW

This section covers various theories and studies on consumer behavior and impact of television and social media advertising on consumer buying behavior.

4.1. WHO IS CONSUMER?

"Any individual who purchases products or services for his/her personal use and not for manufacturing or resale is called a CONSUMER". "Consumers, by definition, include us all," President John F. Kennedy.

A consumer is easily influenced by the advertisement and marketing; and decides whether to buy the item or not. The end-users in the distribution chain of goods and services are the consumer. Consumer is the person who eventually uses the product or service; they are the one for whom the product or services are ultimately designed.

4.2. CONSUMER BUYING BEHAVIOR

According to Solomon et al. (2008), consumer behavior can be defined as the activities performed by a consumer while considering goods and services to satisfy his/her needs or wants. In addition, Riyadh (1993) stated in his study that the decision-making process can be carried out by an individual without the involvement of others or by a group of people, as

in case of a family. It is particularly important to study the subject of consumer buying behavior as it facilitates firms to plan and execute superior business strategies (Khan Wale, 2015). The process also involves both mental and physical activities. The consumer behavior is often goal-oriented, not spontaneous, or unintentional. Every consumer has a goal from a product or service which he/she wants to be satisfied. The consumer buying behavior can be comprehended when the concepts related to this behavior are understood. Consumer's buying behavior basically results from reasons and inducements. While reasons are inner factors that make the consumer to behave in certain way that he/she does, inducements are exterior factors which kind of represents the rewards that consumer expects while buying any of products or services. The consumer buying behavior is complex. The consumer behaves in a certain way because every consumer has different expectations from the product he has brought and too much extent his/her expectations have been fulfilled.. Also, since human behavior changes with lifestyles, it is difficult to predict accurately what happens in the consumer's mind. SS4/SEPT002 concluded that effective advertisement develops positive emotional status that led to actual purchase of advertised products.

4.3. PROCESS OF CONSUMER BUYING BEHAVIOR



Fig-4.3: Process of Consumer Buying Behavior

4.3.1. PROBLEM RECOGNITION

This is the first stage of consumer buying behaviour. Problem recognition takes place when ever a consumer acknowledge a significant dissimilarity between a desired and the actual existing condition. At the point when someone gets to know his/her want. It happens when a consumer senses a significant difference between his other current state of affairs versus a desired ideal state(Soloman,2006).

For example, a problem recognition might occur when a consumer changed the environment to a rainy weather. Then a person might want the warm clothes as well as an umbrella (Kothler and Keller 2015).

4.3.2. INFORMATION SEARCH

After the consumer has identified his or her need, the next step is to seek information about the product to buy. Information Search process can be external and internal while internal search refers to the process where consumers rely on their personal experiences and beliefs, external search involves wide search of information which includes addressing the media and advertisements and feedback from other people (Rouse and Samouel, 2009). However the consumer mostly has to depend on external sources of information which includes both public and experimental sources. When he/she has to make major purchases with high level of uncertainty. As per the reports Research suggests that customer give importance and value more to internal sources (the influence of “word-of-mouth” arises from friends and family). More than commercial sources (like advertisements from television and social media)(Abrams,2008). So the consumer will try to find more Available options and the best alternative among them . When the consumer finalizes the product, he/she looks for its features, price, discounts, warranty & after sales services.

4.3.3. EVALUATION OF ALTERNATIVES

Once the relevant information about the process or service is obtained the next stage involves analyzing the alternatives (Kotler and Keller, 2005).

When the data is gathered, the customers use it to evaluate and survey the alternative item choices before making a purchase decision. Their choices can be influenced by the integration of information from sources, info present at the time of purchase and beliefs about the brand created through Advertising (Solomon, 2006).

In this step, the consumer evaluates different products based on looks, durability, quality, price, service, popularity and reviews. When a decision is made, the exhibition of the considered decisions is thought about along the notable rules, and finally, choice standards are used to limit the choices to make the final decision. This stage prompts the arrangement of convictions, perspectives, and goals, which prompts the subsequent phase of the procurement. The option that is easier to use or arrange, or what the majority prefers, or various other reviews and experiences matter in the evaluation.

4.3.4. PURCHASE DECISION

Backhaus et al. (2007) suggested that purchase decision is one of the most important stages as it refers to occurrence of transaction. The consumer after the evaluation stage makes his/her mind to purchase from most preferred brand. But on this stage consumer is still acquired to make 4 sub decisions about timings, quantity, brand and payment (Kotler and Keller 2015). Purchase decisions are also influenced by intentions, environmental factors, and individual circumstances. Some of the factors that can influence a purchase decision include the amount of time available for decision making, the availability of information, and the retail environment. The attitude of family and friends, as well as unexpected circumstances such as product availability (size, color, and stock-outs), may force

are evaluation (Kotler and Armstrong, 2014). It is the last utmost stage; including what to buy, how to buy, where to buy and how to pay.

Here, marketers need to step up the game; marketer can reinforce consumer's purchase decision simply by sending e-mail reminders and by insisting the customers that this is the best product which can appropriately fulfil his needs.

4.3.5. POST PURCHASE DECISION

Following consumption, the consumer experiences various levels of satisfaction or dissatisfaction and evaluates the wisdom of the choice made in selecting the alternative. This phase has two possible outcomes: satisfaction or dissonance. When a consumer is not satisfied with a purchase, he removes that choice and he begins to search, evaluate and gather information about other option for future purchasing decisions, which trigger new behavior (Sternthal and Craig 1982). This stage of the process requires initiative from both the buyer and the seller, as the buyer's expectations must be met perfectly by the product, and the seller must ensure the buyer's future engagement and repurchase (Raj Manek, 2016).

According to Kotler and Keller (2015) marketing communications and provide support and belief for consumers that reinforce and continually support positive feelings about a purchase. And not only this, but marketers should also examine consumer behavior from post purchase satisfaction, post purchase actions and post purchase product use and disposal.

4.4. SOCIAL MEDIA ADVERTISEMENT AND ITS IMPACT ON CONSUMER BUYING BEHAVIOR

Chi (2011, 46) defines social media advertising. as a "connection between brands & consumers, while offering a personal channel and currency for a user centered networking and social interaction.

Several scholars have recently investigated the impact of social media on consumer behavior, but not from the perspective of the decision-making process (e.g., Xie and Lee, 2015; Chu and Kim, 2011). Consumers utilize social media for the ease of instant access to information (Mangold and Faulds, 2009), which helps consumers pick what to buy or learn more about new products or brands and when they want (Mangold and Faulds, 2009). (Powers et al, 2012). Goh et al. (2013) and Xiang and Gretzel provide examples (2010). Consumers' product choice and purchasing behavior have been demonstrated to be influenced by online consumer reviews (Yayli and Bayram, 2012).

Users met with other like-minded individuals to engage in an endless circle of exchanging information, monitoring developments, and requesting comments and ratings on a variety of products, services, and activities thanks to social media (Ashman et al., 2015). The perceived informativeness and persuasiveness of online product reviews, as well as the perceived quantity of reviews, are found to have a considerable beneficial impact on consumers' purchase intentions (Zhou et al., 2013; Zhang et al., 2014). When compared to business communications and ads, social media is seen as a more reliable source of information. There is widespread skepticism of mainstream media, according to Constantinides (2014). As a result, consumers are avoiding traditional media such as television, magazines, and newspapers as sources of information to help them make purchases (Mangold and Faulds, 2009). In online decision-making, information overload is a major issue. Consumers have become paralyzed by analytical paralysis because of the sheer volume of information available on social media, making it impossible to traverse all the available information (Powers et al., 2012). There is a limit to the amount of information that individuals can process due to bounded rationality (Simon, 1960; Thaler and Mullainathan, 2008), and it is not possible to assess all decision possibilities in depth

(Karimi, 2013). Brands make sure that the target audience sees the product, likes to them & share it on their social media which helps to influence consumer behavior. A Deloitte report highlighted that consumer who gets persuaded by social media ads are 4 times more likely to spend more on purchases.

4.5. TELEVISION ADVERTISEMENT AND ITS IMPACT ON CONSUMER BUYING BEHAVIOR

Television advertisement can be defined as "any paid form of non-personal communication of ideas or products on the electronic media to end user" (Bogdonovic, 2013).

Advertisement is seen as a powerful platform that has had a long-term impact on people's life since the dawn of time (Wells et al., 1995). Advertisement is thought to have given successful strategies to increase sales effectiveness while lowering selling costs. Advertisements on television have had a substantial positive impact on consumer purchasing behavior. Due to television advertisements, there was an increase in demand as well as price. Television commercials play an important influence in changing consumers' purchasing habits and encouraging them to try new things (All-Share & Salameh, 2010). Television Advertisement is a key source of information that helps customers make better decisions based on their requirements and desires by creating a better market and favorable image (Norris, 2000). Polly and Mittal (2012) go on to say that product information communicated through television advertisements plays an important role in changing consumers' attitudes and behaviors toward a product, as well as their buying behaviors once their needs have been met after the information of a particular product or service has been communicated through television advertisement (O'Donohoe, 1995).

5. METHODOLOGY

-Data collection and Sampling

A descriptive research design method was used under which an online survey was conducted to study how television & social media advertisement affect the purchase of a consumer. The survey consisted of 16 questions (including name age, Email Id & Gender) A total of 191 responses were acquired. The total time taken to complete this research paper is more than 2 months. Since the survey was distributed online, only one response per person was considered. No issues regarding missing data, partial responses etc. were observed. No responses had to be eliminated and all 200 samples were useable.

6. DATA ANALYSIS

The participants of this comprised of 81.7% of females and 18.3% males. The majority of the respondents were divided between the age group of 15-18,18-25,25-35 and more than 35. It was observed that a majority of the respondents who answered the questionnaire belonged to age group of 18-25 (80.6%).

6.1. WHICH TYPE OF ADVERTISEMENT YOU COME ACROSS THE MOST?

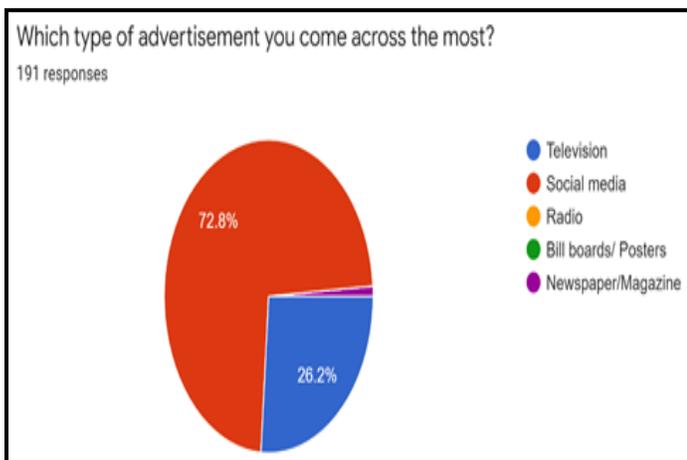


Fig-6.1: 72.8% people agree that social media is most used.

Interpretations-

Out of 191; 72.8% of the respondents come across advertisements through social media, 26.2% people come across television advertisements and only 1% people come across advertisement through various other platforms i.e. radio, posters, etc.

6.2. DO YOU FEEL THAT A PURCHASE IS INFLUENCED BY ADVERTISEMENT?

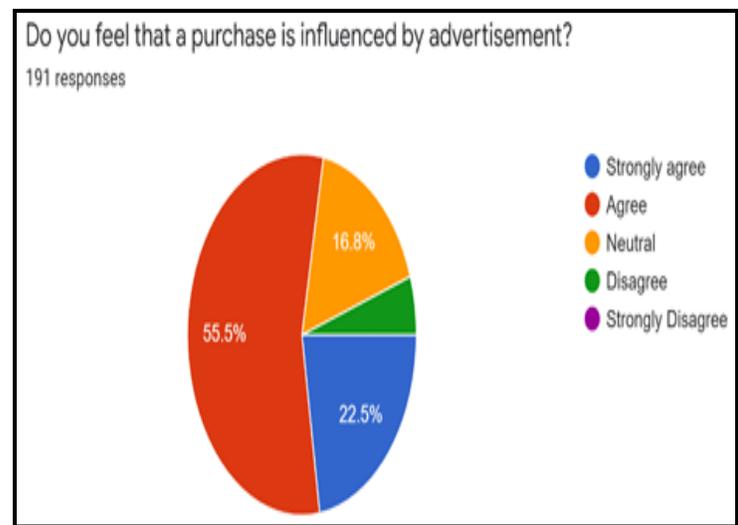


Fig-6.2: 55.5% people agree that a purchase is influenced by advertisement.

Interpretation-

Out of 191; most of the people think that purchase is influenced by advertisement among which, 55.5% agrees with the statement and 22.5% strongly agrees with it. 16.8% are neutral about it whereas the rest of them disagree with it.

6.3. HOW DOES ADVERTISEMENT PROMPT/PERSUADE YOU TO BUY CERTAIN PRODUCTS OR SERVICE?

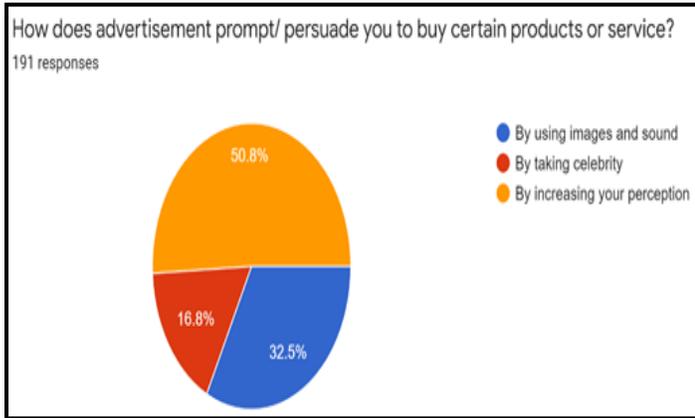


Fig-6.3: 50.8% people buy certain product or service by increasing their perception.

Interpretation-

Out of 191 people, 50.8% people believe that the advertisements increase their perception, 16.8% believe that they are persuaded to buy a particular product when it has a celebrity as a brand ambassador whereas 32.5% people believe that they are persuaded by an advertisement using sound and images.

6.4. ARE YOU SATISFIED AFTER BUYING THE ADVERTISED PRODUCT?

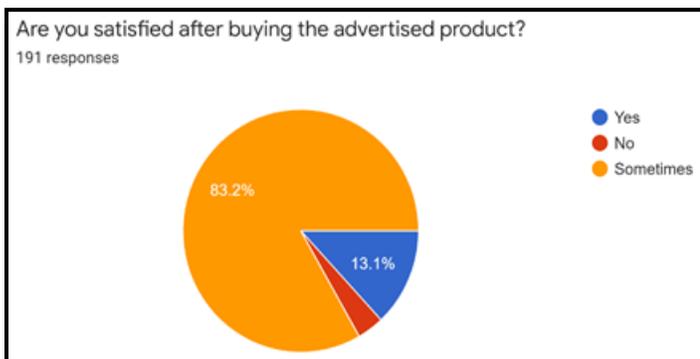


Fig-6.4: 83.2% people are satisfied after buying the advertised product.

Interpretation- Out of 191 people, 83.2% people are only sometimes satisfied after buying the advertised product. 13.1% are completely satisfied whereas only 3.7% people are not at all satisfied after buying the advertised product.

6.5. ARE TRADITIONAL MEDIA ADS (TELEVISION) MORE RELEVANT TO YOU THAN SOCIAL MEDIA ADS?

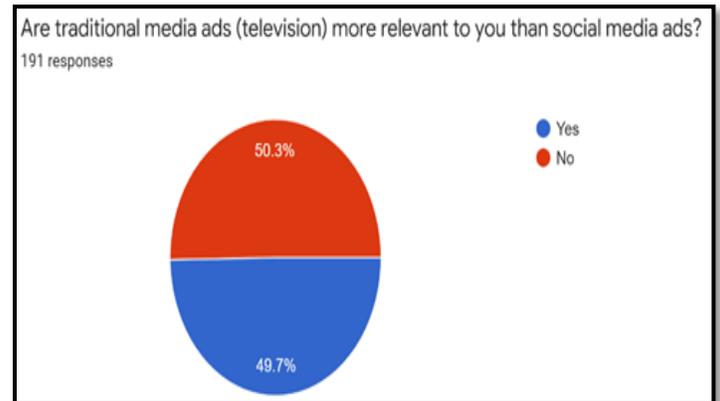


Fig-6.5: 50.3% people agreed that television ads more relevant than social media ads.

Interpretation-

Out of 191; 50.3% of the respondents agree that tv ads are more relevant to them than the social media ads and 49.7% of the respondents disagree with the statement.

6.6. DO YOU THINK TELEVISION ADS INCREASE THE FREQUENCY OF PURCHASE FOR CONSUMER?

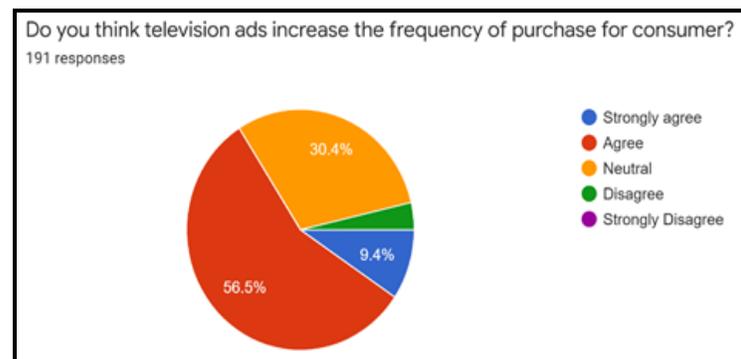


Fig-6.6: 56.5% people think that the television ads increase the frequency of purchase.

Interpretation-

Out of 191; people only 56.5% people are agreeing that television ads increase the frequency of purchase for consumer. 30.4% people have a neutral view point on this. 9.4% people are strongly agreeing on the above statement; while only 3.7% people are disagreeing.

6.7. HOW LONG DOES IMPACT OF TELEVISION ADS LAST IN YOUR MIND?

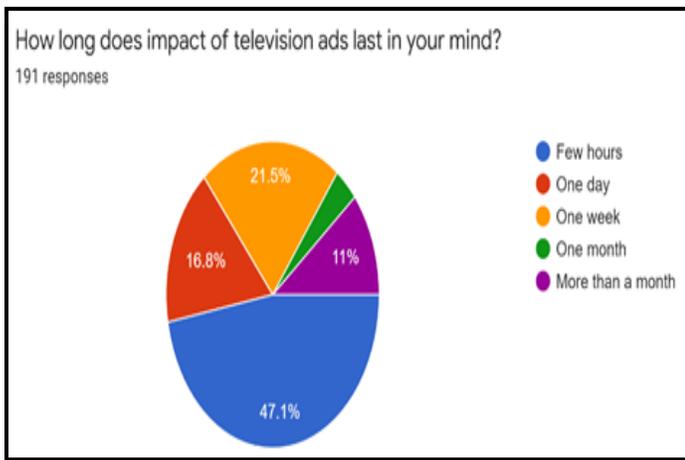


Fig-6.7: 47.1% people feel that the impact of television advertisement shown last few hours in their mind. 11% people feel that it lasts for more than a month.

Interpretation-

Out of the total 191 responses; 47.1% of the people feel that advertisement shown in television last few hours in their mind. 11% feel that it lasts more than a month and 21.5% says it lasts for more than 1 week and 16.8% says the impact lasts only for a day.

6.8. DOES SOCIAL MEDIA ADS AFFECT YOUR VISION OF BRAND AND CONVINCING YOU TO BUY A NEW PRODUCT?

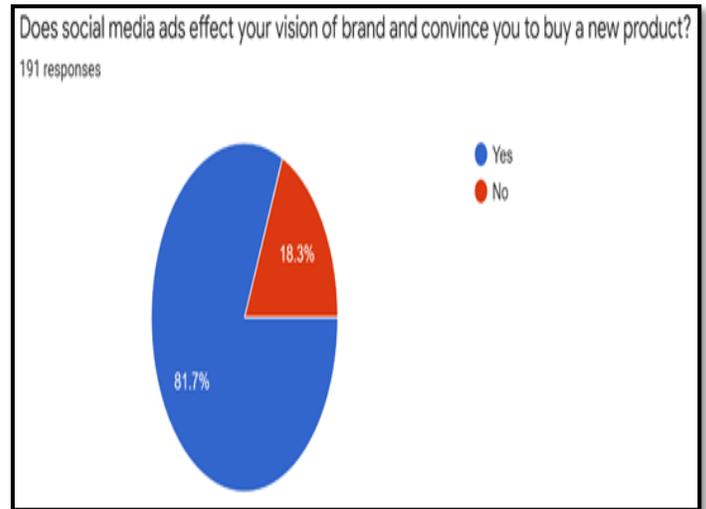


Fig-6.8: 81.7% people are affected by social media to buy a new product.

Interpretation-

Out of total 191 responses it was observed that 81.7 % of the respondents got convinced to buy a product of any brand by seeing a social media advertisement while 18.3% of the respondents do not get convinced.

6.9. HAVE YOU EVER MADE A POST JUDGEMENT TOWARDS A PRODUCT OR SERVICE AFTER SEEING ADVERTISEMENT ON SOCIAL MEDIA BEFORE ACTUALLY BUYING/CONSUMING IT?

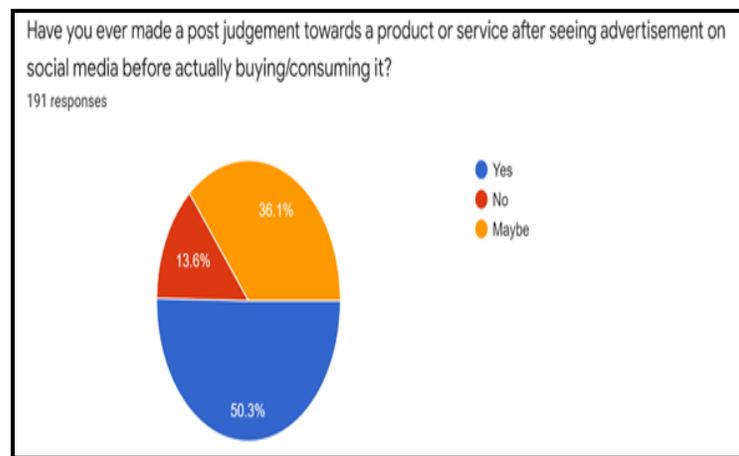


Fig-6.9: 50.3% people made a post judgement towards a product before buying it.

Interpretation-

More than half of the population has made a post judgement towards a product before actually buying it while 13.6% have not and rest 36.1% were undecided. This shows that advertising is able to make good impact on people.

6.10. DO YOU THINK SOCIAL MEDIA ADS HELPS IN CREATING AWARENESS TOWARDS A PRODUCT? DO YOU AS A CONSUMER EVENTUALLY END UP BUYING IT AFTER SEEING IT ON SOCIAL MEDIA?

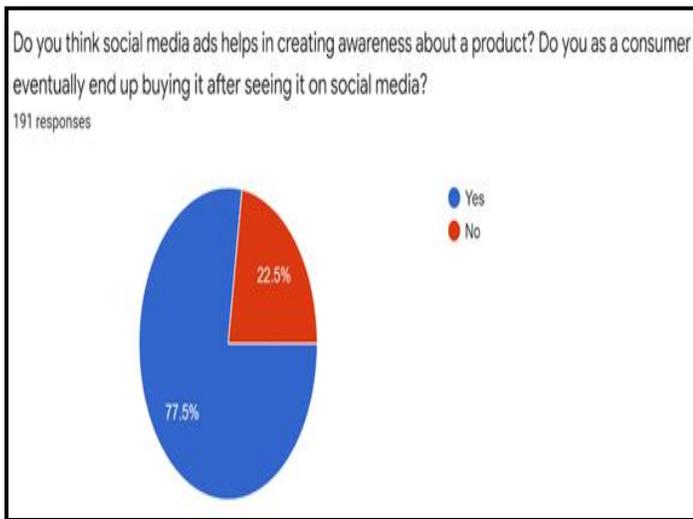


Fig-6.10: 77.5% people think that social media ads help in creating awareness towards a product.

Interpretation-

77.5% of the people think social media ads helps in creating awareness about the product and they agree that they eventually end up buying the product whereas the rest 22.5% does not agree with this. The results shows that social media advertisements are successful in increasing perceptions of people and most of the people do consider buying the advertised product.

6.11. DO YOU THINK TELEVISION ADS HELPS TO REACH A DIFFERENT TARGET AUDIENCE WHICH SOCIAL MEDIA FAILS TO COVER? (ESPECIALLY OLD AGE GROUP)

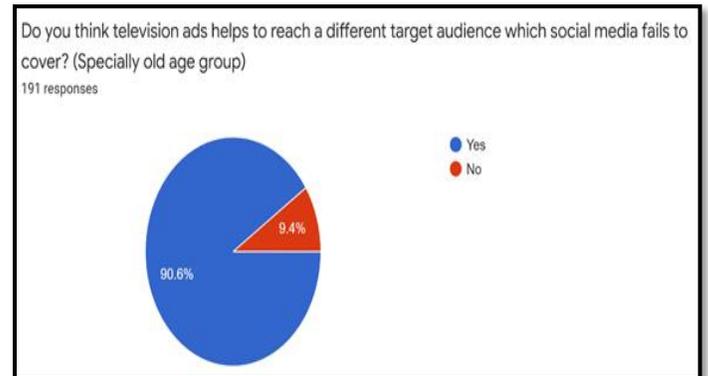


Fig-6.11: 90.5% people think that television ads help to reach a different target audience.

Interpretation-

90.5% people think that television advertisements help to reach a different target audience which social media fails to cover, especially old age group and only 9.4% people disagree with it.

6.12. ADVERTISING IS BENEFICIAL TO CONSUMER BECAUSE IT PROVIDES IMPORTANT INFORMATION ABOUT GOODS AND SERVICES. TO WHAT EXTENT DO YOU AGREE WITH THIS STATEMENT?

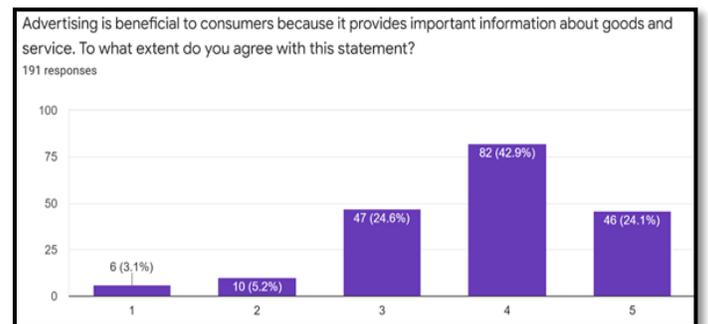


Fig-6.12: 42.9% people agree with the statement.

Interpretation-

Out of 191 people, 82(42.9%) people agree that advertisement is beneficial to consumer as it provides important information about goods & services, 46(24.1%) strongly agree with the same whereas, 47 people are neutral about advertisement being beneficial to consumer. Only 16 people disagree with it, among them 6 strongly differ about the statement.

7. LIMITATIONS

To portray a true picture of the impact of advertisement on consumers buying behavior, it would have been more appropriate to design this study to cover more responses but because of time and financial limitations, this research is carried out for a small group of people. However, despite the limited geographical scope, the study was able to source the data from different age groups. This shows that the study involved customers of various backgrounds who have thorough information on the subject matter. The study therefore reflects the reality of impact of advertisement on consumers buying behavior. Data was collected from the people who were conveniently available and able to participate in the study. This may lead to a bias error and also may be an untrue representation of the population. Secondly, the survey was conducted using an online platform, which has limited reach. Future studies should expand the demographic of this research to different sectors and collect data using both surveys and interviews. Lastly, this study considered a relatively small sample size and future research should consider a large sample size and see whether it provides different results.

8. FINDINGS AND CONCLUSION

This study was based on the impact of advertisement on consumer behavior. Various variables were considered such as process of consumer behavior, impact of social media and television, types of advertisements media during the study. It

was found that advertisement plays a very crucial role to businesses goods and services from the questionnaire and analysis above and other observations from same are -

- Television and social media are the most used platform among other options available.
- Now day's social media is often more used as an advertising tool than television or any other media.
- People tend to make post judgement about a product after seeing an Ad on social media even before buying it.
- Social Media Advertisements serves as a medium to raise awareness about the products, creates a vision of brand and convince a consumer to buy a new product.

The purpose of this research paper was to study the impact of advertisement on consumer buying behavior with respect to its two essential types; which are television and social media. Based on the analysis made by us, it can be concluded that social media is more preferred over television. It is considered as a new technology which is more easily accessible by all kind of generations. Due to its eye-catchy graphics, buyers are attracted towards the product easily than compared to the television. Marketing on social media platforms also has an advantage over television because, unlike TV ads, social advertising fosters communication between brand and consumer (often expressed in likes, comments, tweets, and shares) and provide immediate response regarding a company's product or services.

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APPENDIX

Survey Questionnaire

Which type of advertisement you come across the most?	<ul style="list-style-type: none"> • Television • Social Media • Radio • Bill boards / Posters • Newspaper / Magazine
Do you feel that a purchase is influenced by advertisement?	<ul style="list-style-type: none"> • Strongly agree • Agree • Neutral • Disagree • Strongly disagree
How does advertisement prompt/ persuade you to buy certain products and service?	<ul style="list-style-type: none"> • By using images and sound • By taking celebrity • By increasing your perception
Are you satisfied after buying the advertised product?	<ul style="list-style-type: none"> • Yes • No • Sometimes
Are traditional media ads (television) more relevant to you than social media ads?	<ul style="list-style-type: none"> • Yes • No
Do you think television ads increase the frequency of purchase for consumer?	<ul style="list-style-type: none"> • Strongly agree • Agree • Neutral • Disagree • Strongly disagree
How long does impact of television ads last in your mind?	<ul style="list-style-type: none"> • Few hours • One day • One week • One month • More than a month
Do social media ads affect your vision of brand and convince you to buy a new product?	<ul style="list-style-type: none"> • Yes • No
Have you ever made a post-judgement towards a product or service after seeing advertisement on social media before actually buying/ consuming it?	<ul style="list-style-type: none"> • Yes • No • Maybe
Do you think social media helps in creating awareness about a product? Do you as a consumer eventually end up buying it after seeing it on social media?	<ul style="list-style-type: none"> • Yes • No
Do you think television ads helps to reach a different target audience which social media fails to cover?(Specially old age group)	<ul style="list-style-type: none"> • Yes • No
Advertising is beneficial to consumers	<ul style="list-style-type: none"> • Strongly agree



because it provides important information about goods and service. To what extent do you agree with this statement?

- Agree
 - Neutral
 - Disagree
 - Strongly disagree
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