

Impact of Media Advertisement on Consumer Behaviour

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ABSTRACT

Consumer behaviour is influenced by advertisements that are broadcast across a variety of media platforms. Attempts have been made to investigate the impact of advertisements on five stages of customer behaviour, which are: awareness, interest, conviction, purchase and post purchase. Furthermore, each media platform of the campaign has a unique composition that engages the customer in one or more ways.

INTRODUCTION

In this 21st century, no one is immune to the widespread effect of the mainstream media on society. The world has shrunk to the size of a town. In this day and age, messages can be given through a variety of media dimensions, which include newspapers, magazines, radio, television, mail order, direct mail, outdoor displays and numerous social media platforms, among others. As one of the most comprehensive marketing tools available, advertising media stands out for its ability to have a lasting imprint on the observers mind while also having a greater reach (Ismail).

Understanding the marketing approach in context to the consumers behaviour across multiple media platforms is critical in this age of intense competition among businesses. As a result of the revolutionary changes occurring in today's media, the researchers has endeavoured to get a more in – depth understanding of how advertising methods and media choices made by consumers for diverse media such as television (TV), radio, newspapers, magazines, and the internet is completely different. Furthermore, the features of different media, as well as their immediate and long – term effects on consumers, varies (Doyle). As an example, television provides its audience with high – quality audio and visual content. In this way, it becomes more ideal for product categories that requires hands on demonstrations to be successful.

Radio, in a similar vein, provides audio content to its audience and can be the most appropriate medium for businesses that provide services to local or adjacent markets, such as doctors or educational institutions (Peterson). Berkowitz, Allaway, and D'Souza, on the other hand, asserted that, over time, the effects of different media platforms on consumers memory affect at varying strengths. For example, television

commercials have a fairly significant first impact, but their impact swiftly fades over the course of the subsequent period, whereas a magazine has a lesser initial impact, but has a persistent impact over time. This is due to the facts that the reader can read the magazine at their own leisure, pick it up again, and have it used by other people, among other things.

Advertisement is the most important source of communication instruments in the world. It is the most important component of the Promotion mix and one of the four fundamental components of the Marketing Mix (the 4Ps). Product, price, place, and promotion are the four components of the Promotion mix. Advertising is a component of the Promotional mix strategy that serves to raise customer awareness of a product in the market, which in turn influences consumer purchase decision over time (Kotler).

Nowadays, advertising is a very effective tool for marketing businesses all over the world. Consumer behaviour stages such as print media, internet media, outdoor media, and social media will be investigated in this study to determine the significance of various types of advertisements on consumer behaviour stages. When it comes to different media, consumers look forward to receiving information from them. These media include printing media like newspaper, magazines and brochures; broadcast media like television and radio; sponsorships and events; and social media like Twitter, Facebook, and website advertisements (Deshpande, 2019). The basic goal of any advertising is to contact consumers and affect their level of awareness, attitude, and purchasing decisions. A primary focus for them is to maintain consumer interest in their goods through the use of advertising funds. They should also be aware of the factors that influence client behaviour.

Advertising has the power to influence consumers' brand selection decision (Latif). Consumer behaviour is influenced by this. The impact of advertising on brands changes regularly in people's memories. Brand memories are made up of the associations that a consumer has with a particular brand name in his or her mind. These brand perceptions have an impact on decision-making, evaluation, and final purchase. Consumer and businesses communicate with another through advertising, which is a form of communication. Advertisements are communications that provide the client with further information about the brands that are currently available on the market as well as the numerous products that may be of interest to them. It is intended to communicate to a wide range of people, from children and the young to the elderly, and to both women and men, depending on the product. Different companies use different means of

communication to advertise their products and services. For example, there are many different sorts of advertisements that can be classified into three categories: conventional, modern, and futuristic.

Advertisings success is dependent on its ability to be innovative and imaginative. Among the classic mediums of advertising are print media, which consists of newspapers, periodicals, pamphlets, and leaflets, among other things. Based on what has been explained by, this is a very prevalent style of advertising that has existed for many years before any other forms of advertising were developed. Another form of conventional advertising is radio and television, which are both still in use today. Radio is also one of the most established type of advertising.

Consumer behaviour is a fast expanding subject of study in both academia and scientific research. Marketing managers and other relevant players who are involved in the purchase behaviour of customers will find this field to be of substantial use. The investigation of how numerous aspects influence the purchasing decision – making process of customers aids business companies in increasing their marketing communications and, consequently, their sales. Consumer behaviour is defined as the decisions and activities that impact a consumers decision to acquire a product or service. Consumer behaviour, in its most basic form, is the act of purchasing, using, and disposing of items by customers. Having a solid grasp of this cycle is critical for marketing professionals since it defines how to design a product as well as establish marketing tactics that are tailored to the preferences and choices of the target audience.

LITERATURE REVIEW

Sunderaraj (2018) stated the research purpose was to investigate the impact of advertisements on consumer purchasing behaviour, as indicated. Researchers discovered that there is no association between the age of respondents and the degree to which advertisements have an impact on them, and that there is no relationship between income and pleasure with the advertised product at the time of use (Sunderaraj, 2018).

Sathya and Indirajith (2016) indicated that customer purchasing habits are fast evolving and gravitating towards high – end technology products as a result of acculturation. Products that were formerly considered luxury products have become necessary as lifestyle change and income levels rise. Demand for high – end products such as televisions, washing machines, refrigerators, and air conditioners has increased significantly as disposable incomes have climbed (P. Sathya and R. Indirajith, 2016).

Maheshwari, Seth and Gupta (2016) in their article “An empirical approach to consumer buying behaviour in India Automobile Sector” has concluded that advertisement effectiveness positively influences consumer buying behaviour (Prateek Maheshwari).

Awan and Arif (2015) stated that it is important to emphasise that the use of celebrity endorsements in media advertisements is effective in attracting buyers (Awan, 2015).

Fatima and Lodhi (2015) stated that commercials aid a firm in raising awareness among their customers, and that the elements in advertisements impact their perceptions of the brand, whether in a positive or bad way. People can judge the quality of a thing by accumulating information about it, when they typically obtain from marketing. The perception of quality, awareness of the product, and consumer opinion all play a role in the consumer opinion all play an important role in the consumers decision to purchase anything (Lodhi, 2015).

Prasad and Jha (2014) studied about buying decision in order to discover the most important cues. They discussed numerous purchase decision models, including those that are most useful in marketing situations. In their discussion, they concentrated on ways in which a marketer might improve strategies of convincing clients (Prasad, 2014).

Hemanth Kumar (2014) explained that marketing employees are continually researching patterns of purchasing behaviour and purchase decisions in order to predict future trends. Consumer behaviour can be defined as the study of how, when, what, and why people make purchase (H. Hemanth Kumar, 2014).

Sindhya (2013) concluded that, it was established while commercials frequently offer information that is relevant to all personality types, some customers disregard part of this information and depend instead on advertising claims and personal experience when making decisions regarding advertised products. Some consumers, on the other hand, prefer to wait until the advertising promises have some basis in fact before making product purchasing decisions (Sindhya, 2013).

Kumar and Raju (2013) in their paper “The Role of Advertising in Consumer Decision Making” have discovered that advertising have the ability to alter a consumer’s perception of a certain product (Kumar).

Khan, Siddiqu, Shah and Hunjra (2012) stated that the primary goal of advertising is to influence purchasing behaviour; however, the frequency with which this impact on brand is modified or enhanced is determined by peoples recollections. Brand memories are generated in the consumers mind as a result of the associations that are formed with the brand name (ghulam Shabbir Khan).

Ha, John, Swinder and Muthaly (2011) in their research article “The effects of advertising spending on brand loyalty in services,” the author discovered that advertising spending has an impact on the perceived quality of the product, the level of consumer loyalty and the level of satisfaction (Ha, 2011).

Ahmetoglu (2010) states that advertisements have persuasive power and may be used as a motivational tool to persuade the target audience, which includes listeners, readers, and viewers, to purchase things or services they are advertising (Ahmetoglu, 2010).

Smith (2006) stated that the majority of the time, customer purchasing behaviour is determined by the consumers liking or disliking of the marketing for the product being advertised (Smith E.G. Meurs).

OBJECTIVES

- To develop and understand the concept of an advertisements importance in consumers mind.
- To analysis the major influential advertising media on consumer behaviour.

ADVERTISING

In terms of the entire cost of production, advertising accounts for 34% of the total expenditure. This is due to the objective of advertising, which is widely employed by advertisers and marketers for the promotion of products in order to generate first preference over a competitors brand or product (Singh, 2012). As a result, advertisement serve as the backbone of many industries. According to Kotler, Keller, Koshy, and Jha Consumers go through a number of stages before making a final purchase. This was described with the use of various models such as the AIDA model, the Hierarchy of Effect model, the Innovation Adoption Model, and the Information Processing Model, among others.

Ehrenberg provided an alternate model for explaining the hierarchy of effects models, which indicated that advertising increases awareness and interest in the first instance, which encourages the client to test products and then affects post – purchase behaviour. Rai went on to explain this further by examining the effects of commercials on attitude formation and customer behaviour (Rai, 2013).

VARIOUS MEDIA ADVERTISEMENTS

Marketers and advertisers employ media vehicles to communicate with their target audience in order to create an engaging message. Anyanwale, Alimi, and Ayanbimipe discovered that newspaper, magazines, radio, television, and outdoor advertising are the most popular media among marketers. They also discovered that Internet advertising, on the other hand, is becoming increasingly popular. This contains a wide range of different types of commercials content. They may include electronic advertisements that are similar to traditional commercials (e.g., billboards, banners ads) as well as formats that are distinct from traditional advertisements, such as corporate Web sites, email messages, interactive games, and so on (Ducoffe, 1996).

ADVERTISING EFFECTIVENESS

Consumers love for advertisements, as explained by Rimoldi, has an impact on their buying behaviour and thus advertising efficacy. The effectiveness of advertising is one of the most important aspects to consider when determining purchase intention (Rimoldi, 2008). The efficacy of advertising depends on variety of elements, including the medium used and the degree to which customers engage with that medium. The media and people's attitude toward the ad play a vital role in the effectiveness of advertising (Mehta, 2000). It was established that advertising content and quality, as well as the media used for commercials, have an impact on their effectiveness.

CONSUMER BUYER BEHAVIOUR

The decision – process approach is a valuable method for modelling consumer behaviour because it examines the events that occur before and after a purchase and explains how decisions are made. Depending on the purpose of the research, there are many different approaches to modelling consumer behaviour (Karimi, 2013). It is possible to describe consumer decision – making as the “behaviour pattern of consumers” that precede, determine, and follow on the decision process for the acquisition of need – satisfying items, ideas, or services.

INTEREST

Consumers attention can be piqued by creatively showing the advantages and features of a product. Sachdeva stated that, the viewers interest in commercials can be influenced by adverts that are appropriate

to their interest. Further research by Noman, Muhammad and Naveed found a connection between interest in TV commercials and advertising themselves (Naveen, p. 2015).

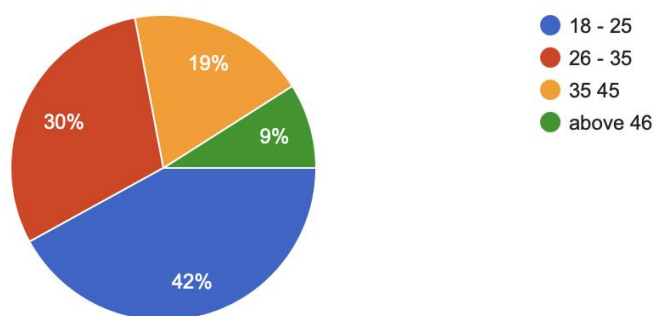
METHODOLOGY

The method used for the collection of this research paper is Primary. For this research, I have used Google forms and created a questionnaire to generate this survey and collect responses to further draw inferences about the topic. The questionnaire was circulated to around 120 people out of which 100 responded. Questionnaire was circulated to Students, Adults, and Senior Citizens.

DATA ANALYSIS

Age

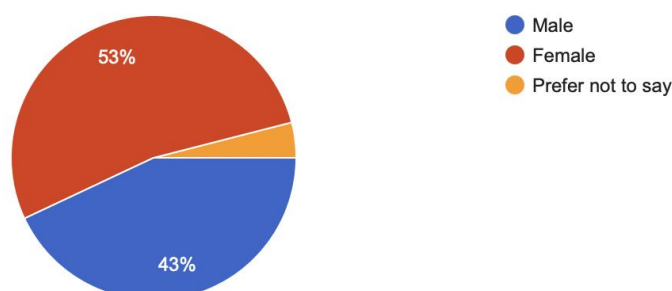
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Looking forward to analyse the survey, age has been a major factor because this helps us to know how many people belonging to different age group actually gets impacted from media advertisement to buy the products.

Gender

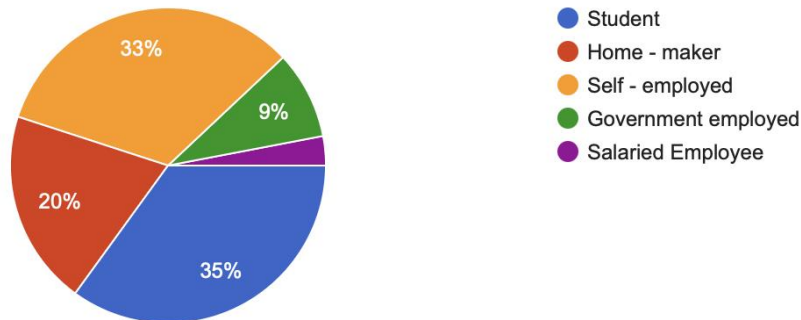
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Out of the total candidate, the female ratio is quite dominant while filling up the questionnaire and the male ratio was comparatively low whereas 4% people prefer not to say as the option.

Occupation

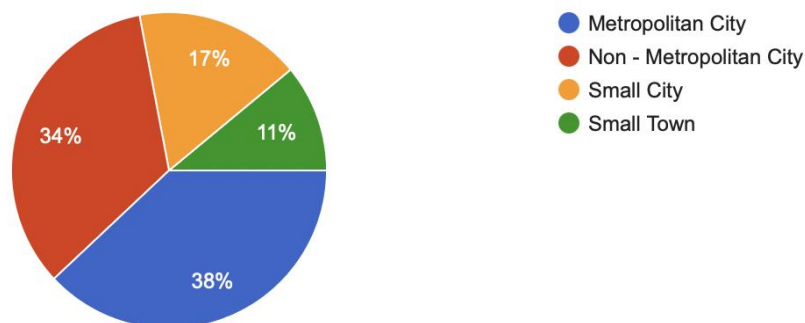
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Students were the one who had a majority of 35%, followed by 33% of Self – Employed, followed by 20% of Home – Maker, followed by 9% of Government Employed, followed by 3% of Salaried Employee which was least in number.

City you reside

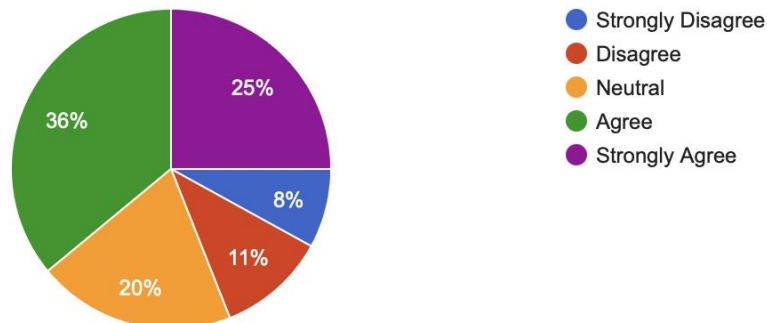
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By looking at the pie chart we can see that majority of people which is 38% are from Metropolitan City, followed by 34% are from Non – Metropolitan City, followed by 17% are from Small City, followed by 11% are from Small Town which is least in number.

Does advertisement influence your shopping trend?

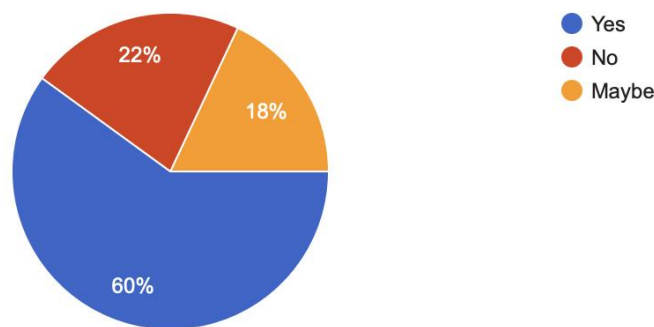
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When question asked “**Does advertisement influence your shopping trend?**”, majority of people which is 36% Agrees to this questions, followed by 25% Strongly Agrees to this question, followed by 20% are Neutral to this, 11% people Disagrees to this, followed by 8% which is least in number Strongly Disagrees to this.

Have you purchased any products recently after coming across any advertisements?

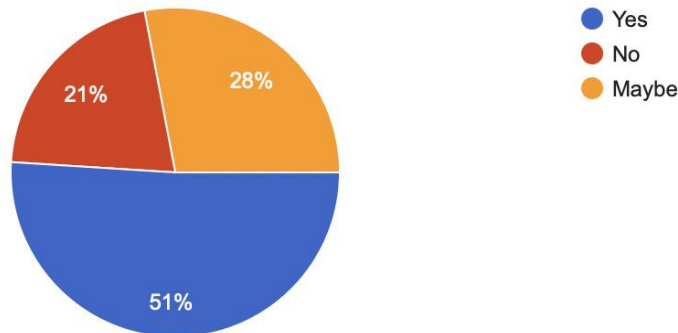
100 responses



When questions asked “**Have you purchased any products recently after coming across any advertisements?**” Majority of people which is 60% said Yes, followed by 22% goes with No, and 18% which is least in number goes with Maybe.

Do you consider sales promotion schemes before making purchase?

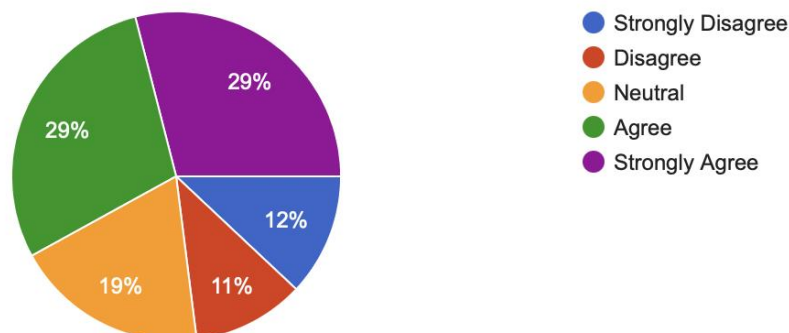
100 responses



When question asked **“Do you consider sales promotion schemes before making purchase?”** majority of people which is 51% goes with Yes as their answer, followed by 28% as Maybe their answer, followed by 21% as No which is least in number.

Do you keep a check at the different discount coupons which are currently available before making purchase?

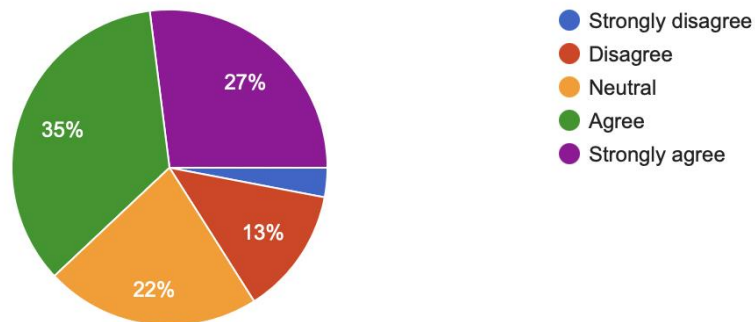
100 responses



When question asked **“Do you keep a check at the different discount coupons which are currently available before making purchase?”** In this question majority of people chose their option as Agree and Strongly Agree as their answer which is 29%, followed by 19% goes with Neutral, followed by 12% goes with Strongly Agree, followed by 11% goes with Disagree as their answer which is least in number.

Products with positive review on online social media platforms are good to purchase?

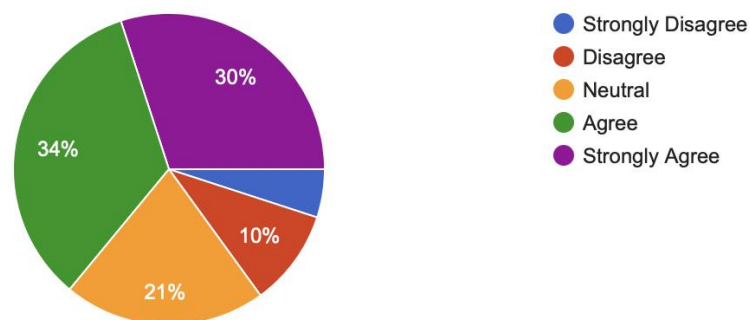
100 responses



When question asked “**Products with positive review on online social media platforms are good to purchase?**” Majority of people which is 35% goes with Agree as their answer, followed by 27% people goes with Strongly Agree, followed by 22% goes with Neutral, followed by 13% goes with Disagree as their answer, followed by 3% goes Strongly Disagree as their answer which is least in number.

If you see that the product is popular among your family and friends then it automatically influences you to purchase it?

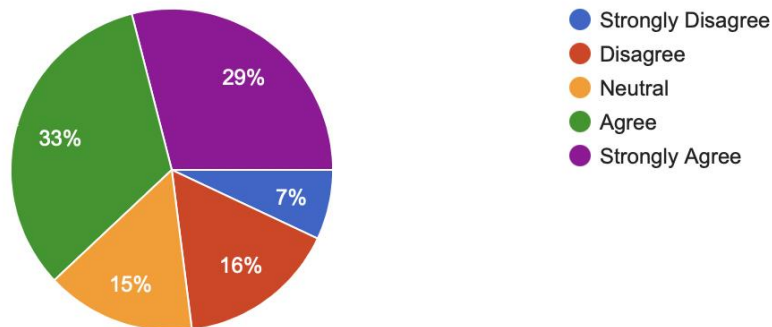
100 responses



When question asked “**If you see that the product is popular among your family and friends then it automatically influences you to purchase it?**” Majority of people which is 34% goes with Agree as their answer, followed by 30% goes with Strongly Agree as their answer, followed by 21% goes with neutral, followed by 10% goes with Disagree, followed by 5% goes with Strongly Disagree which is least in number.

Do you prefer shopping products with which you get free gift as indicates in the advertisement?

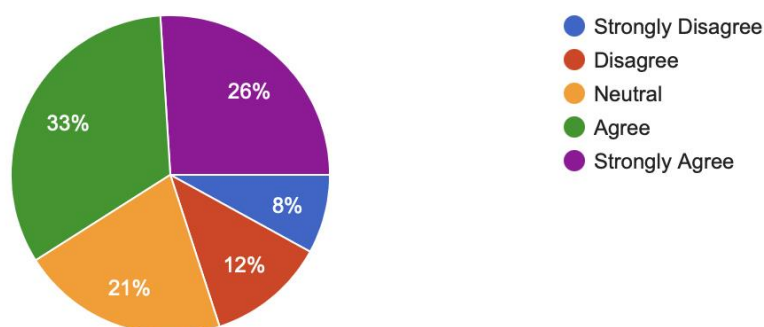
100 responses



When question asked “**Do you prefer shopping products with which you get free gift as indicates in the advertisements?**” Majority of people which is 33% goes with Agree as their answer, followed by 29% goes with Strongly Agree, followed by 15% and 16% goes with Neutral and Disagree followed by 7% goes with Strongly Disagree which is least in number.

Do you prefer to wait for schemes and promotional offers on different platforms before making purchase?

100 responses



When question asked “**Do you prefer to wait for schemes and promotional offers on different platforms before making purchase?**” Majority of people which is 33% goes with Agree as their answer, followed by 26% goes with Strongly Agree, followed by 21% and 12% goes with Neutral and Disagree as their answer, followed by 8% goes with Strongly Disagree as their answer which is least in number.

CONCLUSION

As stated previously, advertising can influence customer behaviour. Factors like advertising necessity, pleasure, dominance, brand recall, and stimulation. These are quite beneficial in changing consumer buying habits, which is great for advertising and marketing organisations. Our findings backed up the study's concept that advertising influences consumer purchase behaviour and broadens consumer choice.

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