

The Impact of Advertisements on Consumer Decision Making

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Abstract

The present study has been made with the view to analyzing the impact of advertisements on consumer decision-making. This study looks at the relationship between advertisements and decision-making of the consumers. The objectives of this study were to understand the psychological factors that influence customer decision-making and the most preferred advertisement media. The study clearly tells the importance of advertisement to businesses as well as its influence on consumers. The random sampling method was used by researchers for distributing the questionnaire. The sample collected was 125 covering in and around Coimbatore, Tamil Nadu.

Keywords: consumer Decision making, psychological factors of influence, Advertisement.

I.INTRODUCTION

The choices made by customers can be significantly influenced by advertising. Businesses spend a lot of money on advertising to draw in new clients and convince them to pick their goods and services over those of their rivals. Effective advertising campaigns can increase brand recognition, foster a positive company image, and spark interest in a firm's goods or services. Customers can be informed about the advantages of a good or service, and any worries or objections can be addressed.

II.RESEARCH OBJECTIVES

- Assess the impact of advertising on customers' decision-making.
- Identifying the different types of advertising and their effectiveness
- Analyzing the psychological factors that influence customer decision-making

III.RESEARCH METHODOLOGY

SAMPLING TECHNIQUE

The process of obtaining a sample is known as sampling. From them, the researcher has taken only 125 samples for the present study for the convenient sampling method.

TOOLS USED

- i) PRIMARY DATA The Primary data has been collected from the general audience who are all seeing the advertisement in Tamil Nadu in the form of a questionnaire.

- ii) SECONDARY DATA has been collected from published materials like articles, journals, books, and websites.
- iii) PERCENTAGE ANALYSIS

IV. LITERATURE REVIEW

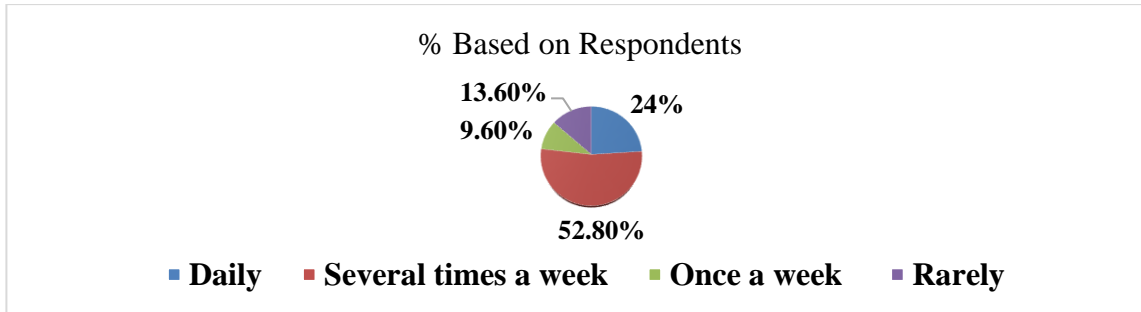
Afako and Afako (2019)¹ Identified that, though the respondents were very active on social media spending more time, they heavily rely on the website of the university to search for tertiary institution information. **Haider & Shakib (2017)**² The major aim of advertising is to impact on buying behavior. However, this impact on the out brand is changed or strengthened frequently through people's memories. A good-quality advertisement is likely to influence consumers into buying that product while a poor-quality advertisement will do the opposite. **Dr. R. Shanthi (2015)**⁴ According to research on "Consumers' Perception on Online Shopping it's mostly the youngsters who are attached to online shopping whereas the senior people still prefer the traditional methods of buying the product in comparison with young adults. However, there is a shift in focus where middle age people are showing interest in online shopping as well. This study also reveals that the price of the products has the most influencing factor in online purchases. **Schiffman & Kanuk (2007)**¹³ Consumer buying behavior refers to the methods involved when individuals or groups choose, buy, utilize, or dispose of products, services, concepts, or experiences to suit their needs and desires. A behavior that consumers display in searching for, paying for, using, evaluating, and disposing of products and services that they think will satisfy their needs.

V. ANALYSIS AND INTERPRETATION OF DATA

Showing how often people are exposed to an advertisement

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
1.	Daily	30	24
2.	Several times a week	66	52.8
3.	Once a week	12	9.6
4.	Rarely	17	13.6
	Total	125	100

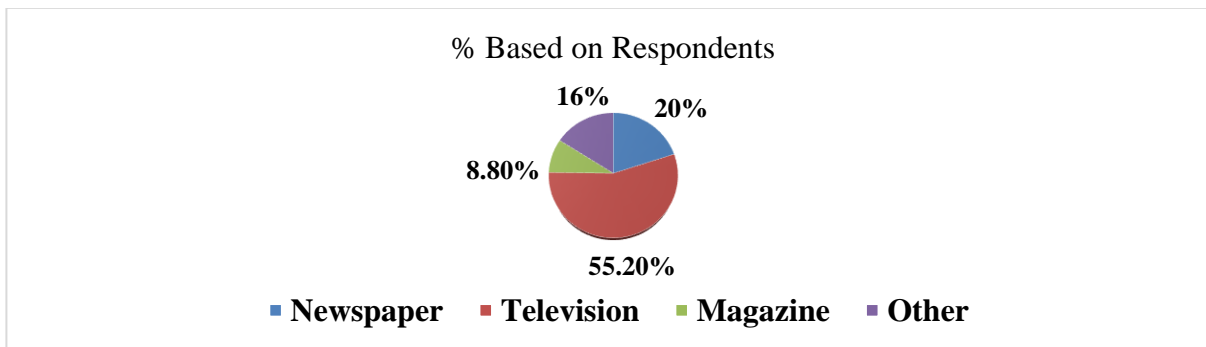
It is observed from the above table that 24% of people were exposed to an advertisement daily, 52.8% of people were exposed to Ad several times a week, 9.6% of people were exposed to Ad once a week and 13.6% of people were exposed rarely to an advertisement.



Showing from which medium of advertisement people gather information

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
1.	Newspaper	25	20
2.	Television	69	55.2
3.	Magazine	11	8.8
4.	Other	20	16
	Total	125	100

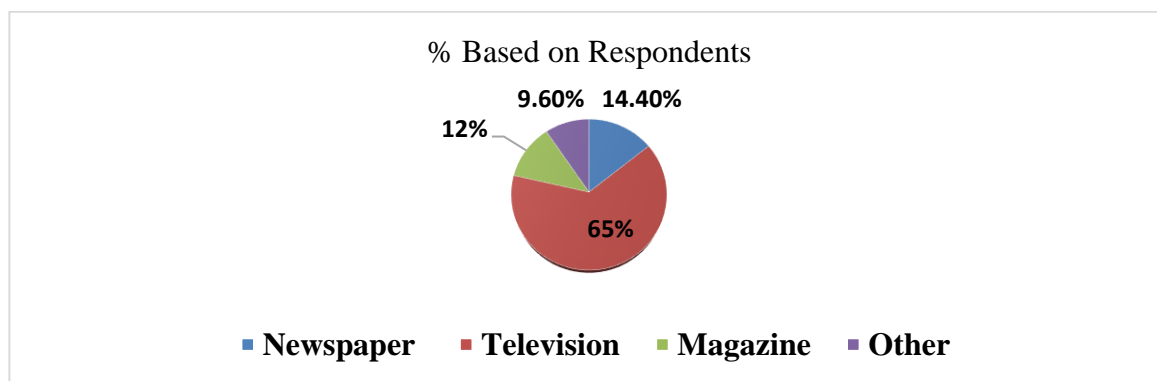
It is observed from the above table that 20% of people gathered information from newspapers 55.2% were gathered from television, 8.8% were gathered from magazines and 16% of people gathered information from other mediums of advertising.



Showing in which medium of information people believe

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
1.	Newspaper	18	14.4
2.	Television	81	64.8
3.	Magazine	15	12
4.	Other	12	9.6
	Total	125	100

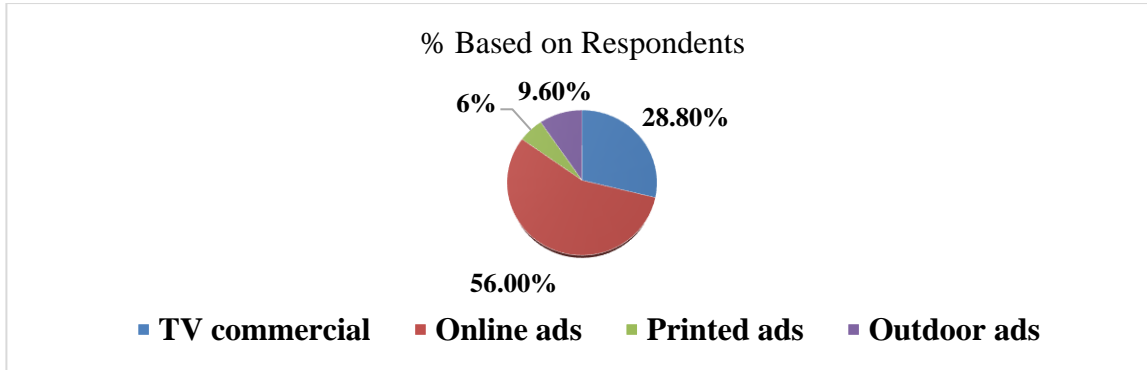
It is observed from the above table that 14.4% of people believed in newspaper information, 64.8% believed in television information, 12% believed in magazines, and 9.6% people believed in other mediums of advertising.



Showing which type of advertisement people are frequently exposed

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
1.	TV commercials	36	28.8
2.	Online Ads	70	56
3.	Printed Ads	7	5.6
4.	Outdoor Ads	12	9.6
	Total	125	100

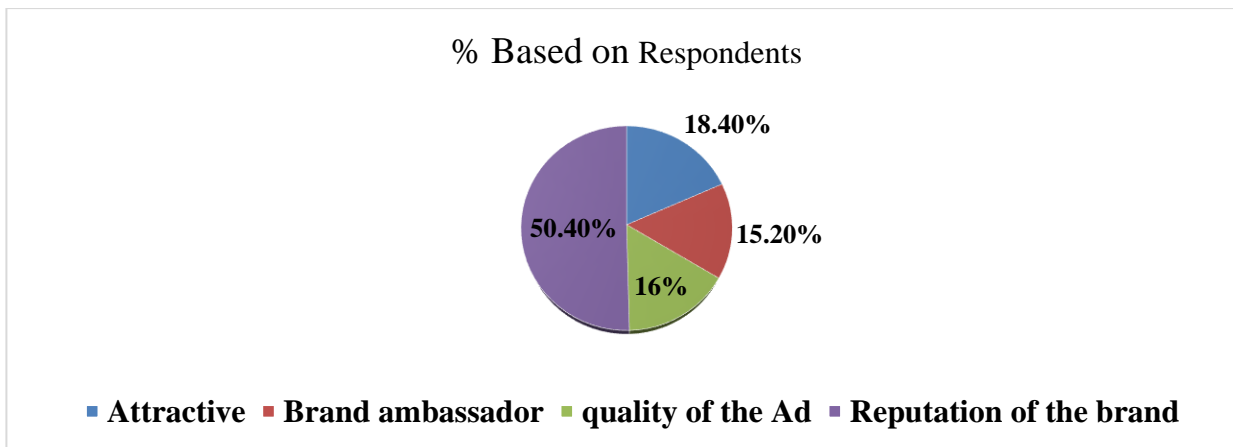
It is observed from the above table that 28.8% of people were frequently exposed to TV commercials, 56% were frequently exposed to online ads, 5.6% people were frequently exposed to printed ads and 9.6% people were frequently exposed to outdoor ads.



showing the factors that influence consumers to purchase a product

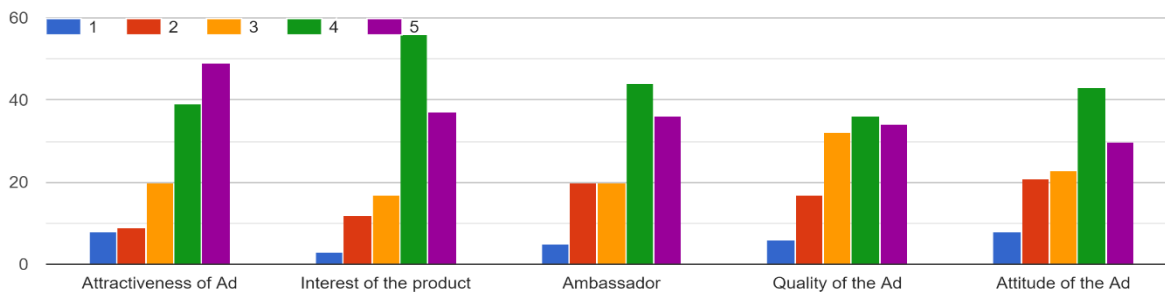
S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
1.	Attractive	23	18.4
2.	Brand Ambassador	19	15.2
3.	Quality of the ad	20	16
4.	The reputation of the Brand	63	50.4
	Total	125	100

It is observed from the above table 18.4% of people were influenced by the attractiveness of the Ad, 15.2% people influenced by the Brand ambassador, 16% were influenced by the Quality of Ad and 50.4% were influenced by the reputation of a particular brand.



Showing the psychological factor attracts people to advertisement

Factor	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Attractiveness of Ad	49	39	20	9	8	125
Interest of the product	37	56	17	12	3	125
Ambassador	36	44	20	20	5	125
Quality of the Ad	34	36	32	17	6	125
Attitude of Ad	30	43	23	21	8	125



VI. FINDINGS

- ✓ The majority (52.8%) of the respondents are often exposed several times a week to advertisements.
- ✓ Most of the respondents (55.2%) prefer to gather advertisement information on television.
- ✓ Most of the respondents (64.8%) believe the information on television.
- ✓ The majority (56%) of respondents are frequently exposed to online advertisements.
- ✓ The majority (50.4%) of the respondents were influenced by the factor of attractiveness and reputation of the brand equally for purchasing a product.
- ✓ The majority 56 respondents are satisfied with their interest in the product.

VII. SUGGESTION

- ✓ The advertisement sector should concentrate on emotional appeal, it is one of the ways that advertisements can influence customer decision-making. Advertisement that uses emotional triggers such as fear, humor, or happiness can create a lasting impression on the consumer.
- ✓ The company should more concentrate on its brand reputation creation because people are more likely to attract to the brand name. also, the advertisement should be in an attractive manner.

- ✓ Through my research I found that most people believe in advertisement messages, so showing or promoting the product in a false manner leads to customer disloyalty. So, the advertisement should contain true and fair information. It is suggestible.
- ✓ Advertisement sectors should consider promoting their product on online platforms, causing a drastic increase in technologies and also an increase in shopping sites.

VIII. CONCLUSION

Advertising can have a big influence on how consumers make decisions. By appealing to emotions, emphasizing advantages, and raising brand recognition, advertisements can affect people's attitudes and behaviors toward a particular good or service. Effective advertising, according to research, can boost brand perception and raise brand identification. It can also affect consumers' purchase decisions by generating interest in a specific good or service, showcasing its special qualities, and disseminating knowledge about its advantages. But it's not always clear how advertising affects consumers' purchasing decisions. The consumer's personality, values, and attitudes, as well as the context in which the advertisement is delivered, can all have an impact on how effective a commercial is.

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