

IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR

Abstract

Modern marketing is primarily reliant on advertising, a promotional approach that has an impact on consumer buying behaviour. The purpose of advertising is to reach and persuade the targeted customers to purchase and use the products. Many companies use different communication methods like advertising, sales promotion, and public relations. Advertising is non-personal communication that has an impact on audiences; however, television advertisements have the widest impact and are the most powerful medium for advertising.. The corporations might create innovative promotional strategies to boost their brand and make a place in this highly competitive market. The main aim of advertising is to reach out to consumers and impact their level of awareness regarding the brand, change the attitude of prospects, and change their purchasing behaviour. This study examines different factors affecting consumer behaviour and their impact on consumer buying behaviour.

Keywords: Advertising, consumer buying behaviour, Promotional mix.

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I. INTRODUCTION

Recently, advertising has played a crucial role in convincing customers to purchase products and services. Additionally the cost of advertising in comparison to other promotional activities for most companies is very crucial. Every corporation's aim is to achieve the highest possible market share, so they use different marketing strategies to attract customer attention and satisfy their demand in the best possible manner to retain their existing customer base. In this highly competitive environment, a manufacturer should promote its products and services in such a way that large number of customers become aware of and interested in them. Marketing operations in today's business environment are centred on interactions between a company and its customers. Consumer buying behaviour is the study of how people make decisions to spend their valuable resources like money, time, and purchasing efforts. This includes what people acquire, the reason they purchase it, when they purchase it, where they purchase it, how frequently they purchase it and how frequently they use it. The primary goal of consumer buying behaviour analysis is to elucidate the reason why customers act in a different way under particular circumstances, which affects the brand.

II. FACTORS AFFECTING CONSUMER PURCHASE DECISION

1. Psychological Factors	2. Social Factors	3. Cultural Factors	4. Personal Factors	5. Economic Factors
<ul style="list-style-type: none"> • Motivation • Perception • Learning • Attitudes and Beliefs 	<ul style="list-style-type: none"> • Family • Reference Groups • Roles and status 	<ul style="list-style-type: none"> • Culture • Subculture • Social Class 	<ul style="list-style-type: none"> • Age • Income • Occupation • Lifestyle 	<ul style="list-style-type: none"> • Personal Income • Family Income • Consumer Credit • Liquid Assets • Savings

1. **Psychological Factors:** The primary psychological elements that influence a person's purchasing decisions are motivation, perception, learning attitudes, and beliefs. Motivation is the internal driving force that propels people to action. Learning means a permanent change in the behaviour and attitude of a person through experience; this leads to a spontaneous response to different types of situations. The change in the thought process of prospective customers will impact the growth of the brand in the future. The term "attitude" refers to a person's relatively consistent judgements, feelings, and dispositions towards a specific thing or idea. Attitudes and beliefs cause people to like or dislike things or to gravitate towards or away from them. An awareness of the form and composition of an attitude is critical to comprehending the role of attitudes in consumer behaviour.
2. **Social Factors:** Social factors such as the consumer's family and social roles and status also impact their behaviour. Social class is an invisible stratification of people in society into different groups on the basis of their similar characteristics. Social classes are present virtually, and their classification is based on their wealth, income level, family

background, occupation, education, and so on. A person's consumption choices influence his or her social standing. Every social class differs from the others because it has unique characteristics that make it distinct from the others. Costumes, linguistic patterns, and a variety of other activities and preferences differ by social class. Family is one of the reference groups that affects purchasing behaviour. A reference group is a formal or informal connection among people with similar interests or purchasing habits, and they can influence each other. The corporation might give much attention to reference groups and opinion leaders while framing its important marketing policies. Each individual in society has a different role and status, which depends on the groups to which they belong. The role and status of individuals have a direct impact on the consumer's attitude and preference towards a particular brand, which changes their consumer behaviour.

- 3. Cultural Factors:** Cultural factors are the factors that impact a person's beliefs, rituals, customs, and practices that he gained from his early stages of socialization. Culture has regional differences. The cultural context of a region is a crucial factor that has a great impact on the company's promotional planning. People from different religions, castes, locations, and ethnicities can form subcultural communities that share the same set of ideas and values. Subculture can be formed within the cultural group based on the people's age, gender, and religion. Social classes are an ordered and permanent division of people based on their values, interests, and behaviours.
- 4. Personal Factors:** Consumer purchasing behaviour is affected by personal factors that vary from person to person, resulting in a different set of attitudes and perceptions among them. Age is an important aspect that determines a person's attitude towards brands. Consumers in the higher income group have more purchasing power, and they spend more on lavish things as compared to the middle or lower income groups. Middle- and lower-income people have less discretionary income so that they can spend it on their basic needs and necessities. A consumer's occupation has an impact on buying behaviour. A person's designation and nature of their job will change their perception of a particular brand; they will buy products based on their work. A lifestyle means an individual's interests, attitude, values, and way of life that are maintained in society. If a consumer follows a healthy lifestyle, he will try to use more organic and healthy products and prefer healthy brands.
- 5. Economic Factors:** Personal income, especially disposable and discretionary money, has a considerable impact on purchasing behaviour. After subtracting taxes and mandatory deductions, disposable income leads to greater spending on numerous things. Disposable revenue, on the other hand, remains after fulfilling basic needs and may be used to buy shopping items, durable goods, and pleasures. Family income, defined as the total income of all family members, impacts purchasing behaviour. Increased disposable income leads to increased spending on shopping items, whilst decreased disposable income leads to decreased spending on luxury. Savings also impact purchasing behaviour, with greater savings leading to less expenditure on luxuries and conveniences.

III. IMPACT OF ADVERTISING ON CONSUMER BEHAVIOUR

Aditya Yadav (2022), in his article titled "Impact of Advertising on Consumer Behaviour, argues that advertising is a marketing strategy that focuses on influencing people by passing a specific message that affects consumer buying behaviour and persuades them to

make a purchase decision. Advertisements have the ability to stimulate the curiosity of consumers through commercials that will suit the rapid changes in their taste, technology, education, and lifestyle. Advertising has several positive aspects, it helps to motivate enterprises to compete and offer new products to customers. Advertisements have an important role in influencing consumer purchasing decisions because they not only promote goods and services but also a lifestyle. When consumers have more credit available to them, they are more likely to buy comfort and luxury items. Consumers with liquid funds are more likely to spend on comfort and pleasure. The other credits are available to consumers through bank loans, credit card facilities, easy installment schemes, hire-buy, and other credit facilities.

Ramzan Sama (2019), in his article titled "Impact of Media Advertisements on Consumer Behaviour, studied the importance of various media advertisements on consumer behaviour stages like awareness, interest, conviction, purchase, and post-purchase. In this highly competitive market, marketers should make a sizable investment in advertising in order to grab the attention of new and existing customers. Digitalization has changed consumer preferences, so marketers have a deeper understanding of advertising and the impact of different media on consumer buying behaviour. The result of his study revealed that consumer buying behaviour is greatly influenced by newspapers and magazines.

Kushagra Pal and Tushar Pal (2019) study how advertisements help to create a brand image, change consumer attitudes and perceptions about particular products and services, and promote new goods and services. For developing a brand image, a business spends a huge amount on creating awareness regarding the products and creating a sense of trust in consumers minds. Online advertising, familiarity with the product, and brand image are the different variables considered during the study of the effect of advertising on consumer behaviour. It was found that advertising plays a very important role in promoting business goods and services. Advertisement has a significant influence on consumer buying behaviour. Before advertising their products and services, firms should conduct market research on their consumers to understand what type of advertisement will influence their targeted customers. Discount deals and information regarding products and services have influenced consumer buying behaviour. This study helps marketers determine the apt way to reach the targeted consumers to promote their services and products.

According to another study proposed by Sunderaraj (2018) argues that the online marketing is an excellent method for promoting goods and services with less time and expense, and it reaches a large audience. The product is not available for physical inspection and checking when sold online; only advertising is a source of influence, and it influences and attracts buyers. Advertising has a crucial influence on shaping consumer purchasing behaviour. Advertising should be honest, truthful, and targeted to the consumers' informational requirements. Firms should utilise appealing and informative material to raise customer awareness, and they should not rely on ads to change consumer perspective; instead, they should employ innovative methods of sales promotion or other mediums to modify consumer perception. It will be simple for any firm to influence customer purchasing behaviour by raising awareness and developing a strong perception of their brand in their minds. The advertising business is a social institution that was created to meet human demands for information about the availability of products, brands, and services. The goal of advertising is to investigate the impact of advertising on purchasing behaviour. It is discovered that there is no link between the respondents' age and the amount of effect of

advertising and that there is no association between income and happiness with the promoted product at the time of purchase

IV. CONCLUSION

This study concludes that advertisements have a considerable impact on consumer buying behaviour. Advertisements can impact consumers' perceptions, attitudes, and purchasing decisions through the purposeful use of persuasive messaging and visual appeal. Advertisements increase customer awareness of products and services by informing them of the numerous possibilities available in the market. The advertisement can promote new items, emphasise distinctive qualities, and demonstrate how these offerings might fit consumers' requirements and wants. This greater awareness may lead to a thorough examination of these products during the purchasing process. The advertisement of certain brands can elicit emotions and foster a bond between consumers and brands. Emotional appeals, storytelling, and realistic characters can form a bond, gradually creating trust and loyalty.

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