IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR

**Saranya B Sasi**

Lecturer ,University Institute of Management ,University of Kerala and Research Scholar, Department of Commerce, Annamalai University

**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 mass communication tactics such as advertising, sales promotion, and public relations. Advertising is non-personal communication that has an impact on audiences, but television has the broadest reach and is the most powerful medium for advertising. Advertising has the power to impact people's attitudes, lifestyles, and, in the long term, the culture of a country through online and offline media. In order to succeed in a highly competitive consumer market dominated by advertising, a corporation might boost the brand of their product by engaging in promotional activities. The main goal of advertising is to reach out to consumers and impact their awareness, attitude, and purchasing behaviour. Advertising is a powerful promotional tool that influences customer brand preference and has an effect on customer behaviour. This study examines different factors affecting consumer behaviour and its impact on consumer buying behaviour.

**Keywords**-Advertising, consumer buying behaviour, Promotional mix

1. **Introduction**

Today, advertising plays a crucial role in persuading customers to purchase products and services. On the other hand, the cost of advertising in comparison to other promotional activities in most companies is very remarkable. Every company wants to achieve the highest market share; for this purpose, they use different ways to attract customers from different segments of the market and determine the best way to become market leaders. In this challenging competitive environment, a company should promote its products in such a way that more and more customers get interested in them and their services. Marketing operations in today's business environment are centred on interactions between a company and its customers.Consumer purchasing behaviour focuses on how people decide to spend precious resources like time, money, and effort on consumption-related things. This includes what people acquire, the reason they purchase it, when they purchase it, where they purchase it, how frequently they purchase it, how frequently they use it, how to evaluate it after purchase, and the implications of such evaluation in the future, and how they dispose of it. The primary goal of consumer buying behaviour analysis, is to explain why customers act in a particular way under certain circumstances.

## Factors Affecting Consumer Purchase Decision

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1. [**Psychological Factors**](https://www.clootrack.com/knowledge_base/major-factors-influencing-consumer-behavior#Psychological_Factors)

The primary psychological elements that influence a person's purchasing decisions: motivation, perception, learning attitudes, and beliefs.  Motivation is the internal driving force that propels people to action. Perception is defined as the process through which people collect, organise, and interpret information in order to construct a meaningful picture of the product. Learning can be either conditional or cognitive. In conditional learning, the consumer is exposed to a situation repeatedly, thereby developing a response to it. Whereas in cognitive learning, the consumer will apply his knowledge and skills to find satisfaction and a solution in the product that he buys. 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.

1. [**Social Factors**](https://www.clootrack.com/knowledge_base/major-factors-influencing-consumer-behavior#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 society's residents into separate groups based on certain characteristics of the people. A society's inhabitants can be classified into many social classes based on their financial level, 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. A person's purchasing behaviour is heavily influenced by his or her family. A person develops preferences as a child by observing his family buy things and continues to buy the same products as an adult. A reference group is a group of people with whom a person has a personal relationship. In general, everyone in the reference group has similar purchasing habits and influences each other. The role that a person plays in society has an impact on him. If a person is in a high position, his purchasing behaviour will be heavily influenced by his position.

1. [**Cultural factors**](https://www.clootrack.com/knowledge_base/major-factors-influencing-consumer-behavior#Cultural_factors)

When a person comes from a particular community, his/her behaviour is highly influenced by the culture relating to that particular community. Cultural Factors include the basic values, needs, wants, preferences, perceptions, and behaviours that a consumer observes and learns from their close family members and other important people around them. There are numerous subcultures within a cultural group. People from different religions, castes, locations, and ethnicities can form subcultural communities that share the same set of ideas and values. These subcultures constitute a client segment in and of themselves. Every society on the planet has some type of social class.

1. [**Personal Factors**](https://www.clootrack.com/knowledge_base/major-factors-influencing-consumer-behavior#Personal_Factors)

Consumer purchasing behaviour is influenced by personal factors. Personal characteristics vary from person to person, resulting in varying views and consumer behaviour. Age is a significant aspect that determines purchasing behaviour. The purchasing habits of young people differ from those of middle-aged people. The purchasing habits of the elderly are completely different. Middle-aged people are concerned with the family's home, property, and automobile. A person's purchasing behaviour can be influenced by their income. Consumers with higher incomes have more purchasing power. When a consumer has more discretionary income, he or she has more opportunities to spend on lavish things. Whereas low- and middle-income customers spend the majority of their income,on basic needs. A consumer's occupation affects his or her purchasing behaviour. A person tends to buy items that are related to his or her work. A lifestyle is an attitude and a way of life that an individual maintains in society. A consumer's lifestyle has a significant impact on their purchasing behaviour.

1. [**Economic Factors**](https://www.clootrack.com/knowledge_base/major-factors-influencing-consumer-behavior#Economic_Factors)

Consumer purchasing habits and decisions are heavily influenced by a country's or market's economic state. When a country is rich, its economy is strong, resulting in a larger money supply in the market and better purchasing power for people. When customers feel a pleasant economic climate, they are more likely to spend money on purchasing goods. A weak economy, on the other hand, depicts a failing market that is afflicted by unemployment and decreasing purchasing power. Economic factors have a considerable impact on a consumer's purchasing decision. When a person's disposable income rises, so does his or her purchasing power. The money left over after meeting a person's fundamental needs is referred to as disposable income. Sellers make it simple for customers to obtain credit in the form of credit cards, easy installments, bank loans, hire-buy, and a variety of other credit choices. 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. When a consumer has more liquid funds, he is more likely to purchase luxury products.

1. **Impact of Advertising on Consumer Behaviour**

Advertisements have an important role in influencing consumer purchasing decisions. Advertising has several positive economic consequences; according to the International Advertising Association, it can motivate enterprises to compete and offer new products. This motivates more people to buy since these products cater to a wider range of requirements and desires. As a result, the economy is boosted. Furthermore, advertising can aid in the creation of new jobs. Since advertising increases demand for items and services, more workers are needed to make, supply, ship, and test those products and services. The commercials have a considerable influence on customer purchasing behaviour. After meeting a person's fundamental needs, this is referred to as disposable income. Sellers make it simple for customers to obtain credit in the form of credit cards, easy installments, bank loans, hire-buy, and a variety of other credit choices. 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. When a consumer has more liquid funds, he is more likely to purchase luxury products(Aditya Yadav-2022)

Marketers invest in a variety of media platforms to influence consumer behaviour. Today, the cost of advertising in each medium is very expensive, and any inappropriate media strategy can be a costly decision. Thus, it is essential for advertising managers to understand various media advertisements and their impact on consumer behaviour. Advertisement on every media platform has a different composition that engages consumers in a distinct way. Consumer media habits have shifted as a result of digitalization. As a result, a deeper understanding of advertisements on different media platforms and their implications for consumer behaviour needs to be established. The consumer's expectations of information from various media, such as TV, radio, newspapers, magazines, and the Internet, are entirely different. The characteristics of different media and their immediate and long-term effects on consumers are also varied([Ramzan Sama](https://journals.sagepub.com/doi/full/10.1177/0973258618822624" \l "con) 2019)

Advertisements are meant to create a brand image, change consumer perceptions about products and services, and promote new goods and services. In order to develop a brand image, a business spends a hefty amount on the promotion of its products, thus creating a sense of trust in consumers minds. Online advertising, familiarity with the product, brand image, and mode of advertisement are the various 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 businesses 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 consumer base to know what type of advertisement will influence their targeted customers. Consumer behaviour is significantly driven by discounts and deals, followed by price and product information. This study could be helpful to marketers to determine the correct way to reach the maximum number of consumers to promote their services and products. ( Kushagra Pal and Tushar Pal 2019)

Another study proposes that online marketing is an effective tool to promote goods and services with less time and cost, and it reaches a large audience. Through online selling, the product is not available for physical verification and checking; only advertisements are a source of influence, and they influence and attract consumers. The role of advertising is important in influencing the buying behaviour of consumers. The advertising should be genuine, correct, and tailored to the informational needs of the consumers. The firms should use appealing and informative content to create awareness among the consumers, and they should not rely on advertisements to change the perception of the consumers; instead, they should use new ways of sales promotion or other mediums to change the perception of the people. It will be easy for any company to change the buying behaviour of consumers by creating awareness and building a strong perception of their brand in their minds. (Sunderaraj 2018)

1. **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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