



# Impact Of Advertisement On Consumer Behaviour

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**Abstract:** Advertising is an essential part of marketing plans for companies and has a big influence on consumer behaviour. Advertising stimulates customer desire for goods and services by appealing to their emotional and psychological needs. Advertising's main goals are to increase consumer awareness, pique their interest, and influence their buying decisions. The positive and bad effects of advertising are highlighted in this survey of the literature on how advertising affects consumer behaviour. The study comes to the conclusion that while advertising might enhance brand awareness and revenue, it can also foster overspending and inflated expectations. Businesses must comprehend how advertising affects consumer behaviour and employ it properly.

**Keywords:** Advertisement, Awareness, Behaviour, Consumer, Product, Internet culture, digital media, online communities, cultural transformation, hybrid cultural forms, cultural consumption and production, traditional vs. modern culture, negative impacts of digital culture, cultural expression online, digital technologies and society

## I. INTRODUCTION

Consumers make up the bulk of the market. Their behaviour is driven by their unique demands. They frequently have to choose among a selection of options that companies give as a result. Customers want to have as many of their demands covered when they make a purchase as is practical. the thing they decide on. On the other hand, consumers are influenced by a variety of things, such similar products, which force them to make a decision before they have a chance to consider it. Advertising is a type of commercial communication used to sway a target audience to perform a particular action. Normally, this entails paying for a good or service, but it doesn't always have to be this way.

### I (1) IMPACT OF ADVERTISEMENT

In every country, advertising has proven to be a potent force for progress, an essential element of economic transformation, and a vital instrument for social utilisation. A dynamic, real-world factor that is challenging business is advertising. It changes in reaction to evolving consumer trends, markets, lifestyles, and distribution methods. Advertising is a company that offers significant social and economic services. Advertising has many facets, and depending on their viewpoints, different socioeconomic groups are accused of using it. In order to satisfy human needs for information about the availability of goods, brands, and services, the advertising

business was established as a social institution. For businesses, advertising serves two goals. The first is the difficult task of identifying the client. The fundamental task of creativity is also crucial..

## I (2) OBJECTIVE OF STUDY

1. To learn how advertising affects the consumer behaviour
2. How to make advertising in such a way that they promote consumer buying behaviour
3. To offer suggestions based on the study

### 1.2 PERIOD OF STUDY:

Study for conducted for a period of two months in between January and march of 2023

### 1.3 AREA OF STUDY

a suitable location had to be selected for this study . the researcher's location, Bangalore is the city where the study is conducted .KR puram and TC palya is the exact location where the study was conducted

## 2. REVIEW OF LITERATURE:

1. Advertising and Consumer Behaviour: A Review - This paper by Ali & Jafari (2016) provides a comprehensive review of the literature on advertising and consumer behaviour. The authors examine the different advertising theories and models, and discuss how advertising influences consumer behaviour through attention, perception, motivation, and memory.
2. The Effects of Advertising on Consumer Buying Behaviour - This study by Sharma (2017) investigates the impact of advertising on consumer buying behaviour in the context of the Indian market. The author finds that advertising has a significant positive effect on consumer buying behaviour, and that the effectiveness of advertising varies depending on the type of product being advertised.
3. The Influence of Advertising on Consumer Behaviour - This article by Kim & Choi (2019) explores the impact of advertising on consumer behaviour in the context of the Korean market. The authors examine the role of different advertising appeals (e.g. emotional, rational) and media channels (e.g. TV, social media) in shaping consumer behaviour, and discuss the implications for marketers.
4. The Impact of Online Advertising on Consumer Behaviour - This study by Lee & Kim (2018) investigates the effect of online advertising on consumer behaviour in the context of the Korean market. The authors find that online advertising has a significant positive impact on consumer attitudes, purchase intentions, and actual purchase behaviour, and discuss the factors that influence the effectiveness of online advertising.
5. Advertising and Consumer Behaviour in the Age of the Digital Consumer - This paper by Li et al. (2019) examines the impact of advertising on consumer behaviour in the context of the digital age. The authors discuss the challenges and opportunities presented by the rise of digital advertising, and provide insights into how marketers can leverage digital platforms to effectively target and engage consumers.

**3. METHODOLOGY:** In the present study primary data was collected from 127 people at KR puram and TC Palya layout of Bangalore city the collected data was statistically analysed

### 3.1: SOURCES OF DATA

- Primary sources
- Secondary Sources

**3.2: PRIMARY DATA** : Primary data was collected by surveying 127 random people various forms of questions were taken in consideration for collection of data

**3.3: SECONDARY DATA:** In order to explore the impact of advertising on consumer behaviour, secondary sources were also used to gather information on the topic. Relevant sources, including books and credible websites, were identified and evaluated for credibility and relevance.

#### **4. ROLE OF ADVERTISING FOR A PRODUCT**

A product's advertising serves to publicise it and raise awareness among prospective clients. The goal of advertising is to convince consumers to purchase a specific good or service by emphasising its advantages. Advertising can be extremely important to a product's success because it:

1. Increase brand awareness: Brand recognition and awareness may be increased by advertising, which makes it simpler for customers to recognise and recall the product. This is crucial for new or lesser-known items in particular.
2. Generate demand: Advertising can generate interest in a product among prospective buyers by emphasising its qualities and advantages. Increased sales and revenue for the business may result from this.
3. Modify consumer perceptions: Advertising has the power to alter consumer
4. Strengthen brand loyalty: Reminding current customers of the advantages and characteristics of the product through advertising can help to strengthen brand loyalty. This may entice customers to restock on products and foster a devoted following.

In general, the purpose of advertising for a product is to persuade potential buyers of its worth and to affect their purchasing decisions. It can support brand recognition, demand creation, sway consumer views, and strengthen brand loyalty.

##### **4.1 HOW ADVERTISMENT IMPACTS CONSUMER BUYING BEHAVIOUR**

1. Creating awareness of a product or service is one of advertising's main objectives. An advertiser can promote a new product or service to potential customers by exhibiting it through multiple channels including television, radio, print, or social media. This is especially useful for goods that meet needs or problems that customers might not have been aware they had. Consumers can decide whether they want or need a product once they are aware of it.
2. Perception: Advertising has the power to alter how people view a product or brand. Advertisers can project a particular image or reputation for a product by emphasising particular characteristics or advantages. This may have an impact on how customers perceive the goods.
3. 1. Attitudes: Consumer attitudes regarding a product or brand can be influenced through advertising. Advertisers may make consumers associate positively with a product or brand, increasing their likelihood to purchase it, by appealing to their emotions and values. An advertisement promoting a sustainable product, for instance, can appeal to a consumer's desire to protect the environment, fostering a favourable perception of the brand.
4. Advertising has the power to change a consumer's intention to purchase a good or service. A skillfully performed advertising campaign can engender a sense of urgency or need, persuading customers that they must buy the good or service. An offer that expires soon or a discount, for instance, could spur a customer to act and make a buy. Moreover, a commercial may persuade customers that.
5. Consumer decision-making: Advertising can also influence customer choice. Advertising can affect a consumer's choice since they may be exposed to several adverts for companies or items that are similar to their own. An advertisement that highlights distinctive qualities or advantages can persuade a customer to select one product over another.

##### **4.3 SCOPE**

1. The influence of advertising on consumer purchasing behaviour is extensive and could have a wide range of effects. There are several ways that advertising can affect how people behave, including:
2. Advertising can introduce customers to a brand or product that they may not have known about before, which can assist to increase brand recognition and recall. This may make it more likely that customers will think about the brand when choosing a product to buy. Changing consumer views: Consumer perceptions of a product's quality, value, and desirability can be affected through advertising. This may result in either favourable or unfavourable sentiments regarding the promoted product, which may have an effect on consumer behaviour..

3. Promoting purchases: Advertising can evoke a sense of immediacy or advance a feeling of social acceptance or approval, which can affect consumers' decisions to buy a good or service. Advertising can also highlight particular benefits or qualities of a product that may interest customers and persuade them to buy.
4. Increasing brand loyalty: By reiterating favourable associations with a brand and reminding customers of the advantages of using a specific good or service, advertising can increase brand loyalty. The possibility that customers will keep buying the brand in the future may rise as a result.
5. Differentiating from competitors: Advertising can help a brand stand out from its rivals by emphasising special qualities or advantages of its products.

In conclusion, advertising has a broad impact on customer purchasing behaviour and can affect a number of facets of consumer behaviour, such as brand recognition, attitudes, purchase decisions, loyalty, and differentiation from rivals. In order to create advertising strategies that are acceptable for their target demographic and business objectives, advertisers must be aware of these potential effects.

#### 4.4 LIMITATIONS

While advertising can have a significant impact on consumer behaviour, there are several limitations to its effectiveness. Some of the key limitations of advertising on consumer behaviour are as follows:

1. Advertising might be disregarded: Many customers have a built-in resistance to it and may tune out or completely disregard signals from advertisers. Younger customers, who are more inclined to employ ad-blocking software or skip advertising on streaming services, may find this to be particularly true.
2. Advertising can be dishonest: Certain advertising messages may be false or deceptive, which may cause consumers to have negative opinions of the advertised brand or product. This is especially true for health and beauty products, where exaggerated claims can cause scepticism and mistrust among customers.
3. Advertising can be perceived as intrusive: Many customers find advertising to be intrusive, especially if it interferes with their web or TV viewing experience. This may result in unfavourable perceptions of
4. Advertising can be expensive: Promoting a business can be expensive, especially for new or small enterprises. This may make it more difficult for them to compete with bigger, more well-known firms with more substantial advertising budgets.
5. Not all products may respond favourably to advertising: Some goods or services might not lend themselves well to advertising, especially if they fall into a specific market or are specialised. Other marketing strategies, like personal selling or word-of-mouth, may be more successful in changing consumer behaviour in certain circumstances.

In conclusion, advertising can be a powerful instrument for influencing customer behaviour, but it also has its drawbacks. Advertisers need to be aware of these restrictions in order to create advertising campaigns that are suitable for their target market and line of business.

#### 1. COCA COLA CASE STUDY: IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR

**In 2014, Coca-Cola launched the "Share a Coke" campaign in the United States with the goal of increasing sales and engagement with the Coca-Cola brand among millennials. The campaign featured personalized bottles and cans of Coca-Cola with names and nicknames printed on them, such as "Share a Coke with Sarah" or "Share a Coke with Dad."**

**The campaign was based on the insight that people love to see their names on things and share them with friends and family. By personalizing the bottles and cans, Coca-Cola aimed to create a deeper emotional connection with its customers and encourage them to share the product with others.**

**To promote the campaign, Coca-Cola used a variety of marketing channels, including TV commercials, online ads, social media promotions, and in-store displays. The company also created a website where**



customers could search for their names or the names of their friends and family members and order personalized bottles online.

## RESULTS:

Regarding sales and consumer interest in the brand, the campaign was a big success. During the promotion, Coca-Cola sales in the United States rose by 2.5%. Millennials were particularly fond of the customised bottles and cans; they posted pictures of them on social media and spread word about the campaign.

Additionally, the campaign had a big effect on brand engagement and loyalty. According to a market research study carried out by Coca-Cola, 61% of respondents said they would suggest Coca-Cola to a friend, and 76% of respondents said the campaign had increased their likelihood of buying the beverage again in the future.

The "Share a Coke" campaign is an excellent illustration of how advertising can significantly affect consumer behaviour. Coca-Cola was able to boost sales, engagement, and brand loyalty within its target market by customising the bottles and cans and developing a stronger emotional bond with its customers. The programme was so successful that many other nations all over the world have subsequently adopted it.

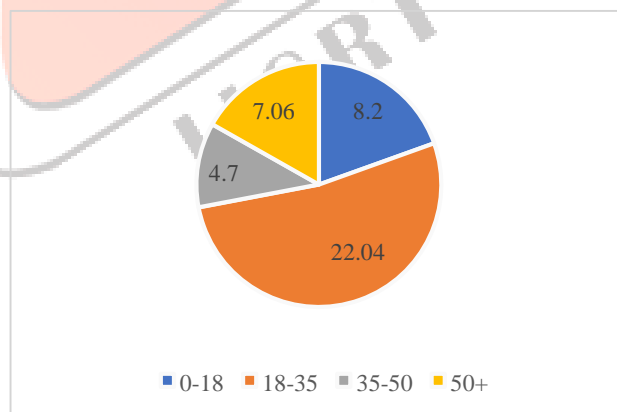
Conclusion of study:

This actual instance shows how advertising can significantly affect customer behaviour. The "Share a Coke" ad from Coca-Cola increased sales and millennial brand loyalty. Particularly effective at spreading the word about the campaign and boosting brand loyalty and engagement were the personalised bottles and cans. In conclusion, advertising can be a powerful instrument for influencing customer behavior, but it also has its drawbacks. Advertisers need to be aware of these restrictions and create marketing plans that are suitable for their target market and offering.

## SURVEY

: To understand the impact of advertisement on consumer behaviour a survey was conducted among 127 anonymous people. The purpose of this term paper is to report the findings from a survey conducted among 127 candidates in KR Puram and TC Palya. The survey aimed to investigate impact of advertisement among the candidates among the candidates

| AGE GROUP | NUMBER | PERCENTAGE |
|-----------|--------|------------|
| 18-25     | 84     | 66.1       |
| 25-35     | 28     | 22.04      |
| 35-50     | 6      | 4.7        |
| 50+       | 9      | 7.08       |
| TOTAL     | 127    | 100        |



| GENDER            | NUMBER | PERCENTAGE |
|-------------------|--------|------------|
| Male              | 66     | 51.9       |
| Female            | 60     | 47.2       |
| Prefer to not say | 1      | 0.78       |
| TOTAL             | 127    | 100        |

INTERPRETATION: 51% of the respondents were male and 47.2 were females one person preferred to not say

The above data clearly indicates that the respondents were mainly youth of 18-25[66%] then 22.04 percent were at age between 25-35 . 4.7% respondents were at the age of 35-50 and 7% were the elderly above the age of 50

**QUESTION 1 : How much impact does advertisement have on your purchasing behaviour**

| RATING | NUMBERS | PERCENTAGE |
|--------|---------|------------|
| 1      | 2       | 1.57       |
| 2      | 15      | 11.81      |
| 3      | 66      | 51.9       |
| 4      | 28      | 22.04      |
| 5      | 16      | 3.93       |
| TOTAL  | 127     | 100        |

**INTERPRETATION:** Based on the given data, it can be interpreted that advertisement does have an impact on the purchasing behavior of consumers. The majority of respondents (51.9%) rated the impact of advertisement as "3", indicating that it has some level of influence on their purchasing decisions. Furthermore, a significant portion of respondents (22.04%) rated the impact of advertisement as "4", indicating that it has a significant impact on their purchasing decisions. This suggests that advertising can be an effective tool for businesses to influence consumers and drive sales. However, it is also worth noting that a small percentage of respondents (1.57%) rated the impact of advertisement as "1", indicating that it has no impact on their purchasing decisions. This suggests that advertising may not be effective for every individual and that other factors may play a more significant role in their purchasing decisions. Overall, businesses should consider advertising as a potential tool for influencing consumer behavior but should also be aware that other factors, such as product quality and customer experience, can also play a significant role in driving sales.

#### QUESTION 2: WHAT MAKES YOU TRY A NEW PRODUCT

| INFLUENCER          | NUMBER | PERCENTAGE |
|---------------------|--------|------------|
| Advertisement       | 47     | 37         |
| Recommendation      | 29     | 22.8       |
| Youtube reviews     | 17     | 13.39      |
| Personal Experience | 33     | 25.98      |
| Product design      | 1      | 0.79       |
| TOTAL               | 127    | 100        |

**INTERPRETATION:** based on the data provided, we can interpret that the most common factor that influences consumers to try a new product is advertising (37%), followed by personal experience (25.98%) and recommendations (22.8%). Youtube reviews (13.39%) and product design (0.79%) were found to be less influential in encouraging consumers to try new products. These findings suggest that advertising and personal experience are important factors in driving consumer behavior and that businesses should focus on creating positive customer experiences and leveraging advertising to introduce new products to consumers. Recommendations from friends and family also play a significant role in influencing consumers' purchasing decisions

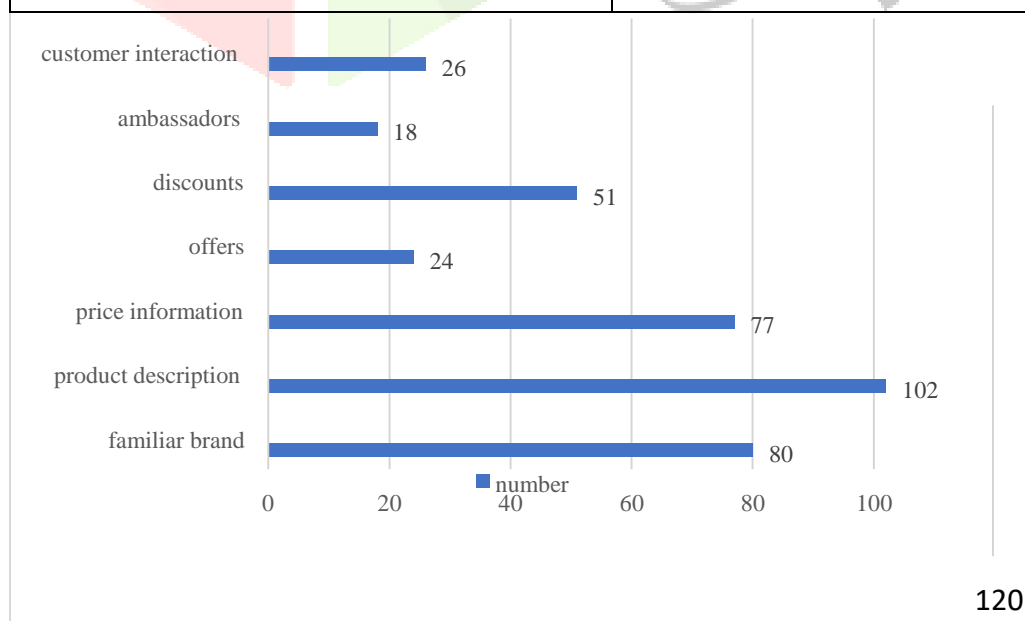
**QUESTION 3: DO YOU THINK ADVERTISING IMPACT SALES OF A PRODUCT**

|       |     |        |
|-------|-----|--------|
| YES   | 95  | 74.85% |
| NO    | 29  | 22.83% |
| MAYBE | 3   | 2.36%  |
| TOTAL | 127 | 100%   |

**INTERPRETATION:** The data shows that a large majority of respondents (74.85%) believe that advertising impacts the sales of a product, while a smaller percentage (22.83%) do not. These findings suggest that advertising can be an effective tool for businesses to influence consumer behavior and increase sales. However, it is important to note that other factors such as product quality and customer experience also play a significant role in a product's success.

**QUESTION 4: WHAT DO YOU LOOK OUT FOR IN AN ADVERTISEMENT SELECT 3 OPTION**

| PARAMETER            | NUMBER |
|----------------------|--------|
| A familiar brand     | 80     |
| Product description  | 102    |
| Priced information   | 77     |
| Offers               | 24     |
| Discounts            | 51     |
| Ambassadors          | 18     |
| Customer interaction | 26     |

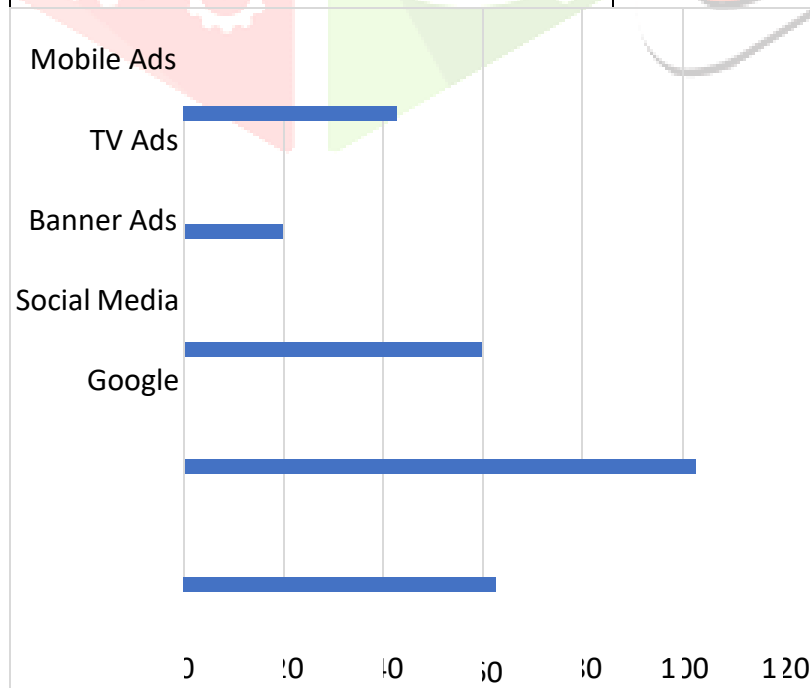


## Interpretation:

it seems that customers are primarily interested in the familiarity of a brand, as indicated by the high number of respondents (80) who prioritize this parameter. This suggests that customers may feel more comfortable purchasing products from brands they are already familiar with, as they may perceive these brands as being more reliable and trustworthy. The second most important parameter, according to the survey, is product description, with 102 respondents indicating they look out for this information. This suggests that customers are interested in knowing more about the products they are purchasing, including their features, benefits, and potential drawbacks. Pricing information was also a significant factor, with 77 respondents indicating that they look out for this information. This suggests that customers are price-sensitive and want to know the cost of the product before making a purchase decision. Offers and discounts were also important parameters, with 24 and 51 respondents respectively indicating that they look out for these features. This suggests that customers are attracted to products that offer additional value or savings. Finally, customer interaction and brand ambassadors were less important parameters, with only 26 and 18 respondents respectively indicating that they look out for these features. This suggests that customers may prioritize other factors when making purchasing decisions, and may not be as influenced by interactions with brand representatives or ambassadors.

Question 5 : Which types of advertisements do you find most effective in influencing your purchasing decisions. Select any 3 from the options

| TYPE         | NUMBER |
|--------------|--------|
| Google       | 68     |
| Social Media | 106    |
| Banner Ads   | 61     |
| TV Ads       | 22     |
| Mobile Ads   | 51     |





**INTERPRETATION:** Based on the given survey data, it appears that social media advertising is the most effective type of advertising in influencing purchasing decisions, with 106 respondents indicating that they find it effective. This suggests that social media platforms such as Facebook, Instagram, and Twitter are effective channels for reaching and engaging with potential customers. Google advertising is the second most effective type of advertising, with 68 respondents indicating that they find it effective. This suggests that search engine advertising, such as Google Ads, can be an effective way to target potential customers who are actively searching for products or services related to your business. Mobile advertising was also a relatively effective type of advertising, with 51 respondents indicating that they find it effective. This suggests that advertising through mobile devices, such as mobile apps or mobile web pages, can be an effective way to reach potential customers who are on-the-go. On the other hand, TV advertising and banner ads were found to be less effective in influencing purchasing decisions, with only 22 and 61 respondents respectively indicating that they find them effective. This suggests that these traditional forms of advertising may not be as effective in today's digital age, where consumers are increasingly turning to digital channels for information and entertainment.

**CONCLUSION:** It is evident from examining the survey's findings that advertising significantly affects consumers' purchasing decisions. Every day, advertisements bombard consumers; the ones that speak most directly to their needs and desires are the most successful. The information demonstrates that various forms of advertising have differing degrees of influence on customer behaviour. For instance, traditional means of advertising like television ads are still significant, despite the growing influence of social media advertising. In general, firms must comprehend how advertising affects consumer behaviour in order to develop successful marketing efforts. Businesses may produce commercials that resonate with their target audience by focusing their messaging on their wants and desires.

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