



IMPACT OF ADVERTISING ON CONSUMER BEHAVIOR

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ABSTRACT

The study is about knowing the changes of consumer behavior due the advertisement. Nowadays, companies focus mainly on attracting consumers by creating captive ads, so that consumers will have a mind to buy and try the products or services. If the ads are not attractive, the consumers go in search for competitors products. Advertisements plays an important role in changing behavior of consumers as they come to know about the latest lifestyle, trends and fashions through advertisements and other promotional tools.

KEYWORDS : consumer, advertisement, consumer behavior etc.

INTRODUCTION

Advertisements are the way to communication to encourage a mass audience for making buying decision about a product or service and conveying information to the viewers. Marketers always give importance in creating new advertisements. During the late 80's advertisements were limited to television, radio, billboards and newspapers. But now the marketers are focusing on Digital Advertising. Advertisement is a key to both sellers and buyers. In the present world, the customers are in search for variety of products and services in front of the customers. Buyers are getting a clear idea about the products through advertisements and it influences the behavior of consumers.

REVIEW OF LITERATURE

B.A Chukwu, E.C. Kanu and A.N. Ezeabogu(2019), in their reseach " The impact of advertising on consumer buying behavior", concluded that the predicator variables, emotional response, environmental response towards brands, brand awareness and sensory stimulated advertising have positive relationship with consumer buying behavior.

R. Sunderaraj, in his study (2018), "Impact of advertisement on buying behavior of consumers in Sivakasi" concluded that the role of advertisement is important in influencing buying behavior of consumers. The advertising should be genuine, correct and serve the informational needs of the consumers. The companies should use attractive and informative content to create awareness in the consumers and they should not rely on the advertisement for changing the perception of consumers instead they should use new ways of sales promotion or other mediums for changing the perception of the people.

P. Sathya and Dr. R. Indrajith (2018), in their study "A study on purchase behavior of consumer durables with special reference to Tiruvarur District", conveys that the consumers buying preferences are rapidly changing and moving towards high end technology products with acculturation. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels.

Amandeep, Dr.Seema Varshney, Syed Aulia(2017), in their reserach "The Impact of Advertising on Consumer Purchase Decision with reference to Consumer Durable Goods in Oman", conveys that, there are five factors that influences the consumer purchase decision. They are ad recall, ad persuasiveness, attitude towards ads, ad attractiveness and purchase intention.

Dr. Krishna Banana, Balakrishna Swarna, Dr. Meeravali Shaik (2017), in their research "An Analysis on impact of

Advertising on Buying Behavior of consumers on two wheelers industry in Prakasam District, Andhra Pradesh" summarized that product recognition and brand recall are achieved significantly through the specific advertisements. It is found that some customers are not happy by the advertisements and some of them mechanically purchase products without any ambition towards the product.

Amrita Dhaliwal(2016), in their thesis, "Effect of advertisement on consumer buying behavior", shows that advertising on the behavior of consumers plays an important role in selling the products. Consumer behavior and advertising are dynamic fields, in terms of practice and scientific training. The television commercials that appear in the year 2012 have little in common with those from 1970s. Advertisements from this earlier period used modern techniques and were primarily informative. Advertising research styles have involved and advanced partly through the influence of improved technology and access to advanced theories and methods.

Naveen Rai(2013), in his study "Impact of Advertising on Consumer Behavior and Attitude with Reference to Consumer Durables", concluded that, advertisement influences the behavior and attitude of the consumers worldwide. The advertisement motivates them to materialize the purchase of durables. The consumers are induced significantly by advertisements when the target is on quality and price.

Dinu G[abriell] and Dinu L[oredana] (2012) ,in their thesis "The impact of advertising on consumer behavior in the Resita city Population", says that advertising plays an important role in selling products and it also influences the consumer buying behavior. It is found that temporary price discounts occupy an important place in buying decision and sponsorship has a negative effect on buyers.

CONSUMER BEHAVIOR

Consumer behavior is the result of the attitudes, preferences, intentions and decisions made by the consumers in a market place before buying a product. The study of consumer behavior is inter disciplinary subject area drawing widely from sociology, psychology, anthropology etc.

STANDARD BUYING PROCESS

The buying process can be broken down into a series of tasks. They are;

- a) **Problem recognition:** During this stage, the consumer becomes aware of an unfulfilled needs or wants.
- b) **Information search:** in this stage the consumer gathers information relevant to solve the problem.
- c) **Evaluation:** the various alternatives are evaluated against the consumer's needs, preferences, financial resources etc.

- d) **Purchase:** in this stage, the consumer will commit to a particular choice and make the final decision. The choice may be influenced by price and availability.
- e) **Post purchase behavior:** in this stage, the consumer evaluates whether the purchase actually satisfied his/her needs or not.

TYPES OF CONSUMER BUYING BEHAVIOR

1) Complex buying behavior:

When the consumer is highly involved in the buying and there is significant differences between brands the it is called complex buying behavior.

2) **Variety seeking behavior:** In this case consumer involvement is low while buying the product but there are significant differences between brands. Consumers generally buy different products not due to dissatisfaction from the earlier product but to seek variety.

3) **Dissonance buying behavior:** Here consumers are highly involved in the purchase but there are few difference between brands.

4) **Habitual buying behavior:** In this case there is low involvement of the consumer and there are few differences between brands. The consumers buy the products quickly.

CHANGES IN BEHAVIOR OF CONSUMERS

Today's buyers are busy and don't have the time or energy to weigh the merits of one item over another in a store or online. An estimated 90% of purchasing decisions are made instinctively. To get consumers to choose a brand the company needs to build a positive impression that reaches them on a subconscious level. This means discovering the images and stories that build positive associations with the brand in their minds.

The false allure of 'emotional marketing'

Many brands try to reach consumers on this level through emotional marketing, partly in response to research by Nobel prize winning psychologist Daniel Kahneman that showed most decision making in 'irrational' and driven by subconscious short cuts. But in many cases, the emotional marketing efforts have failed. Just taking a buyer on an emotional journey through an advertisement that makes them laugh or cry is often irrelevant to the brand/business. Emotional benefits only work if they are rooted in the product experience. The key is for the consumers to feel a positive connection with a brand, not for brands to communicate emotions. Emotion is the outcome – the feeling a consumer experiences, not the message itself. An emotional connection comes from tapping into positive, familiar ideas in consumers' memories.

ADVERTISING THAT INFLUENCES CONSUMER BEHAVIOR

There are three effective types of advertising to influence consumer buying behavior. They are;

1. **Suggestive selling:** It is a technique in which an offer is presented with a call to action that suggests to the consumer that he/she must act now. Ads that display a special price this week, a new special pizza available today etc. are the examples of suggestive selling.
2. **Awareness advertising:** It exposes the choices available to them. It does not include a call to action because its goal is to increase the number of items and services consumers are willing to consider purchasing today or at any time in the future. Awareness advertising is most effective for cheating cross-selling and revisit opportunities.
3. **Brand messaging:** Effective brand messaging strives to establish an emotional bond with the consumer and delivers underlying messages that speak to the quality of the establishment, the retailers values and ultimately the retailers commitment to the consumers and his/her needs. Brand messaging combines logos, taglines, color schemes etc.

ROLE OF CONSUMER BEHAVIOR IN ADVERTISING

Marketers need to understand the buying behavior of consumers while designing their advertisements for the desired impact. Advertisements plays an important role in creating image of a product in the minds of consumers. Understanding the needs of the consumers are really essential when it comes to creating the right advertisement for the right audience. The advertisement in some way must touch the hearts of the end users for them to buy the product. The advertisement must show what the product is all about. It should give some kind of information about its price, benefits, usage an so on.

ONLINE ADVERTISEMENTS AND ITS IMPACT ON CONSUMER PURCHASING BEHAVIOR

The beginning on online advertising was in 1994 when Hot Wire sold the first ad banner on their company's website (Bakshi and Gupta, 2013). By year 2000 online advertising spending in the United States had reached \$8.2 billion dollars with these numbers increasing to \$12.7 billion as more people are connected to the internet and spend more time online (Bakshi and Gupta, 2013). This is a clear sign that online advertising has developed quickly in the last decade. Some of examples of online advertisements includes floating ads, expanding ads, wallpaper ads, trick banners, pop-ups and pop-unders (Bakshi and Gupta, 2013). Now these are the ones instigated by marketers or producers themselves. This paper however puts forward that if advertising (online advertising being no different) is a method of mass-communicating product benefits then online word of mouth or reviews may be considered as an additional method of online advertising albeit the marketers or producers would have very little control as to how such reviews are presented.

CONCLUSION

Marketing is a wider term which includes the detailed study of marketing, its tools, components etc. Promotional element is one of the important component in marketing. Once the new products are produced, information regarding the same should be passed to the public. Customers are considered as the king of the market. Without them no marketing department of any company can survive. Only when the consumers accepts the products of the company, the marketing management can be successful. The information is passed through the promotional tool such as advertising, sales promotion, personal selling etc. Advertisements plays an important role in the consumer behavior. There may be positive as well as negative changes. If the ads are captivating, the changes may be positive and if the ads are not that much attractive and some negative messages are passed, that will make the consumers to stay away from those products. So it is very essential for the companies to make sure that good messages are passed so that positive thought can be developed through those ads.

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