



e-ISSN: 2319-8753 | p-ISSN: 2347-6710

# IJIRSET

International Journal of Innovative Research in  
**SCIENCE | ENGINEERING | TECHNOLOGY**

# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 10, Issue 8, August 2021

**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

**Impact Factor: 7.569**

9940 572 462

6381 907 438

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# A Review of the Effect of Advertisement on Consumers Behaviour

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**ABSTRACT:** Advertising is a form of mass communication that provides the audience with more information and awareness about the intended product thereby increasing their interest and curiosity towards the product which prompts individuals to purchase the item. Consumer behaviour is the study of the process which involves the purchasing, using, and disposing of products and services by people. The goal of advertising is to reach a large audience in order to maximize sales and profit. Therefore, this study intended to understand the influence of advertisements on the consumer behaviour of people through a review of the literature. The findings of the study indicate that one cannot deny the impact of advertisement on consumer behaviour, however, the results are hardly generalizable as the impact of advertisements on consumer behaviour is coloured through subjectivity as various contextual factors determine the perception of advertisement by the consumer.

**KEYWORDS:** Advertisement, consumer behaviour, customer choice, consumer attitude.

## I. INTRODUCTION

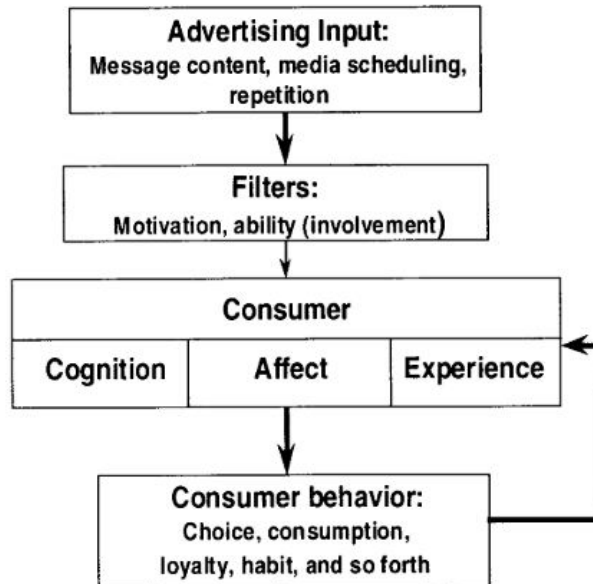
Advertisements have an important role to play in the current demanding market as it shapes the attitudes and perceptions of individuals thereby strikingly influencing their consuming behaviour (Malik et al., 2014; Rai, 2013). Consumer behaviour is defined as the process wherein individuals or groups select, purchase, use or dispose of products, and services to satiate their needs and desires (Manandhar, 2018). Schurr & Ozanne (1985) theorized the factors that influence consumer behaviour and grouped them into four broad categories which are personal, psychological, cultural, and social. The personal category includes age, occupation, economic situation, lifestyle, personality, and self-concept of the individual whereas the psychological factors include motivation, perception, learning, beliefs, and attitudes. The cultural factors take into account the cultural aspects, subculture, and social class of the individual and the social factors comprise of the family, friends, peers, colleagues, groups, etc. These internal factors are known to influence the consumer's behaviour directly. However, the external factor that influences the behaviours of consumers is an advertisement. Advertisements have been found to have the highest impact on convincing consumers to purchase the products (Arzanagh&Danaei, 2014).

Kaushal (2014) writes that advertisement is a mass communication of information with the intention of pursuing buyers to buy the products with the goal of maximizing the profits of the company. The elements of advertising include:

- It is mass communication meant for a large number of consumers which enables mass production.
- Mass communication is non-personal communication that is not addressed to any specific person.
- Mass communication is commercial as the goal of an advertisement is to maximize the profits of the company.
- Advertising is also cheap having less cost per message as it reaches a large population.
- Advertising also allows the company to communicate its message to a large population in a matter of few hours. Hence, it enables speedy communication between the producer and consumer.
- Finally, advertising helps in the creation of a brand image that fosters trust and respect for the organization from the consumers.

The objectives of advertising include stimulation of the sales of the product, communicating with the consumers, retaining the loyalty of consumers, increasing support, enthusiasm, and confidence in the organization, as well to maintain a positive image in front of the consumers.

On the basis of existing studies, Vakratsas& Ambler (1999) gave the following model to understand how advertisement works in the context of consumer behaviour.



**Fig 1:** A framework for studying how advertising works: Adapted from Vakratsas& Ambler (1999)

In this model, they mention that advertisement of various brands is provided as input to the consumer wherein the inputs of the advertisement include scheduling of the media, message content, and repetition. All of these include the advertisement strategy that triggers a response in the consumer. Before directly affecting the consumer behaviour, the advertisement produces a mental effect on the consumer consciously or unconsciously. These mental effects can include awareness, memory, or attitude of the customer towards the brand or product. The major intermediate effects of the advertisement on the consumer are the cognition or the thinking dimension and affect or the feeling dimension of a person's response which is followed by the last effect i.e., of the experience which receives the feedback from the customer's behaviour. Hence, as per the model, the consumer behaviour shows a consequential effect coloured by the cognition, affect, and experience of the consumer because the consumer's mind is not a blank sheet, rather it already has certain conscious and unconscious memories of using the product and the performance of the product. This experience of the product further influences the impact of advertisement on their behaviour.

## II. OBJECTIVE AND METHODOLOGY

The present study aims to understand the relationship between advertisement and consumer behaviour. Therefore, to put it clearly, the objective of the present study is to study and explore the effect of advertisement on consumer behaviour. To understand the impact of advertisements on customers' behaviour, choice, and attitude, the present study shall make use of secondary resources like journal articles, thesis, reports, etc. to delineate the influence of advertisements on consumer behaviour. Hence, the aim and objective of the present study shall be fulfilled by a thorough review of the literature of the existing studies.

## III. REVIEW OF THE LITERATURE

Mela et al. (1997) reported that a powerful role of advertising in reinforcing the preferences of consumers for brands by showing that in the long run advertisements help brands by making their consumers less price-sensitive and at the same time these advertisements also reduce the size of the non-loyal segment of the customers. They also found that advertising makes non-price promotions such as displays more effective.

Vakratsas& Ambler (1999) through their literature review gave a few generalized statements in the context of advertisement and consumer behaviour. They mentioned that experience, affect, and cognition is the key intermediate effects of advertising, and the omission of any of these can lead to the overestimation of the effect in others.





Furthermore, they reported that short-term advertising elasticities are small which decreases during the lifecycle of the product. In the case of frequently purchased packaged goods from established brands, a small frequency of advertisements that is one to three reminders per purchase cycle was found to be sufficient.

Weerasiri & Wanninayake (2006) reported a relationship between product categories and consumer behaviour in relation to celebrity advertising recommending that the effectiveness of the advertisements can be increased by using trustworthy, and attractive famous personalities and celebrities in advertisements. Similarly, Bashir & Malik (2009) reported that the model used in the advertisement was found to influence the consumers more as compared to the caption of the commercial. Their results revealed that the advertisements persuaded the consumers to buy at least the product once in their entire lifetime. Likewise, Salvation (2018) showed that consumers were more likely to be influenced by advertising messages which were communicated by spokespersons that shared similar interests with the target audience because the endorsing celebrities whose image fits well with the brand and the target audience are able to deliver a more convincing message to the consumers thereby increasing the purchasing intentions of the customers.

Malik et al. (2013) reported that both brand image and advertisement strongly and positively influenced consumer buying behaviour. Similar results have been shown by Sivanesan (2014). Kaushal (2014) found in their study that consumers were highly influenced by the advertising for their preference of the brand. The most popular and effective media used for advertisement was found to be television in their study. Moreover, it was found that excess repetition of advertisements caused irritation in the consumers. On a similar note, Rasool et al. (2012) reported that repetition of the advertisement has no effect on the purchase decision of the consumers.

In another study, Malik et al. (2014) reported that rich quality and creative advertisements enhanced consumers' buying behaviour. Jamalzadeh et al. (2012) found a relationship between email advertising and consumer behaviour. They reported that entertaining and informative advertising email content had a positive and strong influence on customers' attitude whereas the privacy of the advertising email had a negative and strong influence on customers' attitude towards email-based advertisement. Pal & Pal (2019) found that reported in their study that some consumers agreed that advertisement caused them to make some unnecessary purchases. Further reporting that the most preferred mode of advertisement was found to be mobile and internet. The influence of social media advertising on consumer behaviour has been reported by Akayleh (2021) and Bhat & Kaikini (2019). In the comparison of the impact of online and conventional advertisements on consumer behaviour, a strong mediation effect of the quality, design, content of the advertisement, loyalty of consumer towards the brand, and previous buying experience of the consumer was found (Afzal & Khan, 2015).

Marketing sustainable products among mainstream consumers have been a challenging task for organizations. It was found that in the context of sustainable products, the advertisements that showed the combined benefits for personal purposes along with green layout i.e., benefits for the environment produced the highest buying intention among consumers (Visser et al., 2015).

In another unique approach, rural residents were found to be more influenced by TV advertisements as compared to the urban residents, and the purchasing behaviour of females was more impacted by the TV advertisements as compared to their male counterparts (Hassan, 2015). Manandhar (2018) also reported that television as the advertisement media was more effective in influencing and convincing the customers purchasing decisions. The study further reported that since advertisements create curiosity in the customers by providing more information about the products, it does have a strong impact on the behaviour of the consumers. Bava et al. (2019) also similarly reported the significant impact and contribution of television advertisements towards decision-making, purchasing behaviour, awareness, and interest in the product of the consumers.

However, on another note, newspaper advertisements were found to be most effective in influencing consumer behaviour followed by television and internet advertisements wherein newspapers advertisement were found to influence all five stages of consumer behaviour which include awareness, interest, conviction, purchase, and post-purchase whereas television and internet advertisements only influenced the awareness, interest, and conviction about the product among the consumers. Further, the study also reported that the purchasing and post-purchasing behaviour of consumers is mostly affected by advertisements in magazines and newspapers (Sama, 2019). Through case studies of Procter & Gamble and Hindustan Unilever Limited, Sharma (2018) found that the advertisement had a significant impact on the post-purchase behaviour of consumers and no effect at all on the pre-purchase behaviour of people.



Trappey (1996) found that subliminal advertising had very little effect on consumers' choice behaviour. Bansal & Sadhana (2020) report that even though advertisements are helpful and useful in creating awareness among consumers, they are unsuccessful in birthing powerful perceptions in the mind of the consumer. Similar reports have been brought to the forefront by various other studies (Daniel, 2020; Selsiya & Ramu, 2020; Zahid et al., 2020).

Another perspective was introduced by Nuseir (2018) who reported the increasing number of false and fake advertising in influencing consumers' behaviour and found that both males and females responded negatively to false advertisements or advertisements which communicate false messaging. In the case of misleading advertisements, consumers agreed to switch the product brand on their loyalty. Similarly, Singh & Chahal (2019) reported that controversial advertising spoils the image of the advertiser as well as that of the brand. Hamdan et al. (2019) mentioned that the difference in the acceptance of offensive advertising varies as per geographical locations and the religious affiliations of the consumer. The offensive advertising may include sexual connotations, excessive humour, social taboo, gender roles display, as well as unnecessary evoking of fear. In their study, they found that as per the rules of Islam, most Muslim consumers negatively reacted towards such offensive advertising. Hence, they reported that the difference in beliefs of consumers shapes their behaviour which further colour the negative perception of advertisements from consumers which influences their purchase intentions.

#### IV. DISCUSSION

From the thorough review mentioned above it has been realized that though there does exist a strong relationship between advertisements and consumer behaviour, the results from the literature are hardly generalizable as the impact of advertisements on consumer behaviour is coloured through subjectivity. Various contextual factors like sex, age, personality, religion, beliefs, attitudes, etc. come to play that shape the perception of the product through the advertisements. Moreover, the experience of using the product plays a major role in deciding the post-purchase behaviour of the individual. Not only that, the modality of advertisement, the content of the message in the advertisement, and the way that message is communicated also determines if it will positively impact the customers' intention, attitude, and behaviour. In the current market scenario, which presents dynamic demands from the end of the consumers, it is imperative for organizations to understand the nuances of how advertising impacts the behaviour of their customers. The results of the present study can be further corroborated with the results obtained by Falebita et al. (2020).

#### V. CONCLUSION

It can be concluded that the present study became successful in fulfilling its objective of understanding the relationship between advertisement and consumer behaviour. However, the results also point to the direction that the relationship between the two is not generalizable as various contextual factors come into play that determines the impact of advertisement on the behaviour of consumers.

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