



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

# IJRSET

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

# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 12, Issue 4, April 2023

**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

Impact Factor: 8.423

9940 572 462

6381 907 438

[ijirset@gmail.com](mailto:ijirset@gmail.com)

[www.ijirset.com](http://www.ijirset.com)

# Influence of Advertisement on Consumer Behaviour

Gulshan Kumar

Department of BBA, Galgotias University, Greater Noida, India

**ABSTRACT:** Modern consumers' purchasing habits are strongly influenced by advertising, which plays a pivotal role in shaping individuals' and society's attitudes and perceptions. The results of this study help fill in some of the blanks in our knowledge about how advertising and consumer perception affect consumers' final purchasing decisions. Because of this, shoppers in Gujranwala, Pakistan, have adjusted their behaviour. Students from University of the Punjab, Gift University, Punjab College for Women, and Lahore Grammar School were surveyed in order to achieve statistical significance for this article. We polled 150 individuals over the course of a month and performed supplementary SPSS analyses on the data. Advertising has been found to have a sizable impact on consumer cognition and behaviour. Research shows that advertisements are more effective at persuading consumers than consumers' own common sense. Consumers' expectations are mildly correlated with their actual purchasing behaviour. The results also show the importance of using quality, inventive advertising as part of a comprehensive marketing strategy to increase sales from existing customers. In the final section, we discuss the paper's caveats, practical implications, and suggestions for future research. The Importance of Customer Feedback in Marketing.

## I. INTRODUCTION

Advertising is a highly effective tool. Since major corporations spend so much on advertising, marketers assume they have the power to influence consumers' decisions. Advertisements today may be interpreted as making any sort of promise. Inferences are necessary for them as well. Many car commercials feature attractive, successful people who the audience is led to believe they, too, can become after purchasing the advertised vehicle. Another example are advertisements for cosmetics, which frequently promise the moon by doing things like reversing the effects of ageing. Is there any proof that they sway the buyer's choice? How does one go about deciding what marketing tactics to use? When it comes down to it, what factors influence a buyer's decision?

I found advertising and the theories behind it to be an interesting enough topic to devote my dissertation to. There are many debatable issues and heated debates to think about. In a field as cutthroat, contentious, and pervasive as advertising, gaining insight into this question should prove invaluable.

Commercials must be effective in spreading their messages, as there are so many of them. This dissertation will examine advertisements that convey a message, as opposed to those that simply try to sell a product. Social marketing is a powerful tool for promoting positive change in areas such as health, the environment, and more.

This category includes a large number of advertisements, many of which aim to shock their target audience with controversial claims. The effort in India to reduce drunk driving is an example of such a campaign. Ads warning of the perils of drinking and driving have gotten more and more graphic over time. The goal is to induce panic in the hopes of influencing people to change their purchasing habits. Given the pervasive impact that advertising has on every facet of our lives, studies in this area should prove interesting. An adaptation of Solomon's words (1994)

There are advertisements, stores, and products everywhere you look, all vying for your attention and money, whether you like it or not. Marketers shape our perceptions of the world by presenting skewed versions of reality, such as the lavish lifestyles promoted in glossy magazines or the stereotypical roles played by relatives in television ads.

### Objectives

- Examining the impact of marketing on information sharing.
- The purpose of this study is to show how CSR and SM contribute to profitable enterprises.
- The purpose of this talk is to analyse the effect that commercials have on viewers.
- Analyzing the impact of commercials on consumers.

One must have a firm grasp on the various influences at play in order to understand and benefit from advertising's ability to influence consumer behaviour. The situation is influenced by a variety of social, environmental, lifestyle, personality, psychological, attitude, motivating, and perceptual factors.

### Advertising and Consumer Behaviour

Consumers will keep in mind the advertised product or service if the advertising campaign is successful. Constant advertising can help build recognition of a brand.

There's no denying the power of advertising to influence people's purchasing decisions.

The term "marketing" can be interpreted in numerous ways. The goal of any advertising campaign is to increase demand for the advertised product or service (ann Burdus article in Hart, 1993). According to Kotler's definition, an advertisement is "any form of paid non-personal presentation and promotion of ideas, goods, or services by an identified sponsor" (2000).

Marketing, at least in theory, has the power to make or break a business. It benefits everyone involved because it increases productivity and has other beneficial outcomes. Advertising is essential to the success of marketing and communication strategies. Know both the what and the why of your actions.

It is possible to use almost any combination of these energy sources (Miles, in Hart, 1993). With the right amount of persuasion, you can change your customers' routines.

Measuring the success of marketing initiatives can be difficult, despite how important it is. Only by comprehending ads' functions can their effectiveness be assessed. The morals, ethics, and spending habits of the general public must be investigated.

When analysing customer sentiment changes, the DAGMAR Model can be used to compare pre- and post-survey responses. Remember that a lot of advertising is geared towards retaining rather than acquiring new customers.

The application of psychiatric and social science knowledge on a massive scale is increasingly influencing our mindless routines, purchases, and thoughts, and often with impressive success (Packard, cited in Solomon, 1994). An increasing example of this is people's realisation that advertising can affect their actions.

### Social Marketing

Social marketers use a methodical approach to bring about meaningful social change. A new term, "Social Marketing," has been given to the practise of marketing that has traditionally focused on selling products and services for the greater good of society. Useful in PR, marketing, and shopper insight, among other fields (such as positioning, segmentation, creative strategy, message design and testing, media strategy and planning, and effective tracking).

To elaborate, social marketing is merely a modernised version of time-tested practises. The actions of those around us can be influenced in many ways, including through teaching, persuasion, inspiration, gaining support for a cause, convincing, and even coercion. The foundations of modern social marketing were laid with ideas borrowed from theology, politics, academia, and even military strategy. It also comes from a solid academic background, including Anthropology, Sociology, Political Science, and Communication Theory. It combines the work of social activists, advocacy groups, and community organisers with elements from fields like advertising, public relations, and market research.

Social marketing is nothing new, according to Kotler's book *Social Marketing: Strategies for Changing Public Behavior*. For aeons, these battles have raged on. Both ancient Greece and Rome had slave uprisings.

England's progress towards ending child labour, eliminating the practise of keeping people in debt, and securing the vote for women all occurred during the Industrial Revolution. In the United States, the suffragette movement of the

nineteenth century fought to end slavery and prohibition, while the consumer movement pushed for stricter government oversight of product quality in the food and pharmaceutical industries.

In recent years, there have been a plethora of environmental and public health initiatives. These include campaigns for better water and air quality, energy efficiency, and the protection of national parks and forests (such as those promoting the cessation of smoking, the prevention of drug abuse, the reduction of drunk driving, the early detection and treatment of breast cancer, breastfeeding, and family planning).

Marketing knowledge and technological advances in communication come together in an integrated framework called social marketing, which is used to bring about social change. Information is disseminated and positive behaviour is encouraged through the use of marketing strategies. By doing so, we increase the likelihood that positive behavioural and social change will occur.

## II. RESEARCH METHODOLOGY

### Research methodology

Ad effects on consumer behaviour and, by extension, consumer decisions can be tracked through standard market research methods. Hopefully, this will provide us with a means of evaluating the impact of advertisements.

Choosing the right research methods and techniques is crucial to writing a solid dissertation. As is "quite usual for a single study," this will be accomplished through the use of a mixed methodology that includes both primary and secondary sources (Saunders et al, 1997).

#### ➤ Secondary Research

The dissertation's initial research phase consisted of secondary, or desk, research, which entailed the collection and organisation of data that had already been created by someone else (Preece 1994). Information that has already been gathered and documented, such as that found in related studies, publications, and databases. By providing the necessary theoretical context or, more precisely, the conceptual framework, secondary research prepares the way for primary research to accomplish the study's stated goals and objectives. Because good research design and execution stem from a firm grasp of the topic at hand, Gathering, analysing, and evaluating the existing literature is an essential first step in any investigation. Although secondary research requires fewer man-hours and funds, its thoroughness should not be compromised. So much of the time allotted for this dissertation will be taken up by the process of locating and collecting data from reliable sources. For a thorough understanding of the topic and a firm grasp of its central concepts, it is necessary to consult a number of different sources.

However, primary research is essential for evaluating the credibility of secondary sources and creating useful suggestions for action. It is planned to administer a questionnaire survey to find out how people feel about and think about advertisements. The survey will be created following an exhaustive search of secondary sources. sources already in existence.

### Primary Research

Data that has never been published before is collected through primary research. "The essence of a primary source is firsthand experience or observation in the field," writes Preece (1994). Preece describes primary data, also known as field research, as "never-before-utilized information" (1994)

The term "research methods" encompasses both quantitative and qualitative techniques (Punch 1998). In contrast to qualitative research, which focuses on information that cannot be reduced to numbers, quantitative research typically does (Punch 1998, p4). One author claims that the use of predetermined research questions, conceptual frameworks, and designs makes quantitative research more systematic than qualitative research. Preece (1994) acknowledges this crucial difference by equating the He argues that the distinction between qualitative and quantitative research rests on whether or not the research describes data that can be analysed numerically (p.60).

The goal of this quantitative research project is to establish causality between the variables by analysing survey responses.

When it comes to the opinions and actions of the people studied, qualitative research provides incontestable scientific evidence. Qualitative research has a wide range of applications.

Gather the relevant context data  
Study the customs and values of a chosen group of people.  
Determine which factors should be studied next.  
Find Out Where the Issues Are  
Help with making questionnaires is provided

### **Limitations**

Understanding the limitations of each strategy and how they will affect the big picture is essential. Such studies can always benefit from additional refinement. Short deadlines for planning, research, and writing up this dissertation make issues of scarcity of time, resources, and funding critical. Results and lessons learned from such an effort can be beneficial, including the value of understanding how to utilise research and overcoming obstacles encountered during primary research execution, data collection, analysis, and meeting strict deadlines while managing large amounts of data. Information Collection

### **Research design**

An effective research design, according to Jankowicz (1995), "harmonises the significance of the study's aims with the rigour of its methods." through the careful arrangement of conditions for analysis and data collection (p.153). He then elaborates on why it is crucial to carefully plan out a research project and how various methodologies call for distinct approaches to data collection. The same author argues that a well-thought-out plan ensures that the resulting information meets several criteria: it is pertinent in line with the argument (the research questions or hypotheses), trustworthy and valid enough to adequately test the thesis, and spot-on enough to prove a cause-and-effect relationship, which is essential when trying to explain phenomena beyond mere description; and it can yield results that are broadly applicable. (p. 153)

### **Research Findings and Discussion**

The primary objective of this study was to investigate how advertising influences consumer behaviour. It was pretended that Bennett's methodology was used in this survey. Before being asked to rate their agreement or disagreement with a series of advertisements, participants were asked to rate their agreement or disagreement with a series of statements designed to elicit responses indicative of their preexisting attitudes (as Bennett). Two public service announcements are included that focus on the dangers of drinking and driving. The typical citizen was our intended recipient group. Thirty people made up the sample size. Men and women between the ages of 18 and 54 made up this sample. The majority of the participants were Greek, reflecting the prevalence of drunk driving in the country. Attitude-measuring statements that have been shown to predict people's reactions to advertisements were used in the first section of the survey.

## **III. CONCLUSION**

Any advertising or marketing campaign will fail if the intended audience is not found and engaged. Statistics on drunk driving offences can be a useful tool in a pitch where it is difficult to pinpoint an exact audience. As soon as that is complete, we can start working on the ad. These commercials are aimed squarely at young males. When there is only one potential audience, all advertising efforts are focused there. Considerations like available resources, product-market fit, product life cycle stage, and competitor marketing strategies all factor into a company's decision as to which market niches to pursue (Kotler, 1984).

### **Advertising**

As we've seen, advertising is a viable option. Big businesses bet big on this kind of marketing because they think they can get consumers to alter their routines. But how much of an effect do these actually have on the customer? How does one go about selecting a marketing tactic for this particular market? When faced with a choice, where does the average consumer begin?

The effectiveness of advertisements as a marketing tool is the main topic of discussion. Given the varying opinions on how advertising influences purchasing decisions, it's important to consider the following questions and their answers. Why do some advertisements work while others don't?



|| Volume 12, Issue 4, April 2023 ||

| DOI:10.15680/IJIRSET.2023.1204337 |

How much do advertisements affect consumers' choices?

How do consumers react to marketing campaigns? In what ways can campaigns be measured? (justifying financial investments via results)

## **REFERENCE**

- Aaker, D. a. and Biel, a. L. (eds) (1993), **Brand equity and advertising**, New Jersey: Lawrence Erlbaum associates Inc.
- Ambler, T., (2000), Persuasion, pride and prejudice: how ads work, **International**



Impact Factor: 8.423



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  [ijirset@gmail.com](mailto:ijirset@gmail.com)



[www.ijirset.com](http://www.ijirset.com)

Scan to save the contact details