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## **The Influence of Advertising on Consumer Buying Behavior: A Case Study of Amazon and Flipkart**

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### **ABSTRACT**

Advertising has become a key part of the marketing strategies of the most successful fashion brands. With the rise of social media, most fashion retailers have begun to explore the possibilities of using social media networks to attract new customers. The purpose of this study is to investigate the impact of social media advertising on consumer purchasing behavior towards fast fashion. Along with the study, it measures the overall impact of social media advertising on the consumer decision-making process in line with the fast fashion industry. This study uses a descriptive quantitative research design and data was collected through a self-administered questionnaire. The population of this study is taken from active social media users in Western Province and a sample of 300 consumers was selected using convenience sampling method.

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### **Introduction**

The purpose of this study is to look into how consumer purchasing behavior in the Indian market is impacted by the advertising tactics used by two significant e-commerce behemoths, Amazon and Flipkart.

Fashion trends change rapidly in the international market (Hur and Cassidy, 2019). Consumers are increasingly brand conscious and value branded products to express their status. Consumers desire fashion items that are like their culture, they found that women have a higher desire to use branded products compared to men. Human beings are naturally always looking for unique and innovative things.

Advertisements have a great influence on the tastes and preferences of buyers. In the case of the buyer's goods, the buyer is recognized as rational in his purchase decision and seeks to maximize his enjoyment. Consumer behavior is described because the movements that buyers make even as they search for, buy, use, evaluate and dispose of services and products that they accept as true will fulfill their requirements. Consumer behavior relates to how people determine how to spend their limited resources on consumer products.

Consumer behavior consists of such things as what they buy, why they buy it, after they buy it, what they buy it in, how regularly they buy it, how regularly they use it, how they compare it after acquisition and the effect of it. assessment and the way they put it.

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### **Rise of E-Commerce**

The development of e-commerce behemoths Amazon and Flipkart in India has transformed the way people shop. With their user-friendly interfaces, diverse product offerings, and quick delivery options, these platforms have changed the retail scene.

Convenience is important, as customers can now purchase from the comfort of their own homes and have things delivered to their doorstep. This has resulted in a shift away from traditional brick-and-mortar establishments, particularly among young people.

Price sensitivity is another important consideration, as Amazon and Flipkart's frequent discounts and promotions have conditioned customers to demand value for money. As a result, merchants have shifted their focus towards affordability and competitive pricing.

The development of digital payments has also helped to drive e-commerce growth. Amazon and Flipkart's integration of numerous payment mechanisms has made transactions more seamless and secure, improving the overall online purchasing experience. Furthermore, the power of social media and influencer marketing on these platforms has boosted the effectiveness of word-of-mouth recommendations and celebrity endorsements. As a result, merchants are placing a higher focus on brand awareness and social media presence.

Furthermore, the expansion of e-commerce has enhanced accessibility for consumers in tier 2 and tier 3 cities, giving them access to a broader selection of items and brands. The growth of private labels, such as Amazon Basics and Flipkart's MarQ, has also upset the market by providing affordable, high-quality products that compete with established names.

**Amazon and Flipkart, two of India's top e-commerce platforms, have had a considerable impact on consumer purchasing behaviour in the country.**

**Here are some important ways in which they have influenced consumer behaviour:**

1. Convenience: Amazon and Flipkart have enabled customers to shop from the comfort of their own homes, with door-to-door delivery and simple returns. This has resulted in a
2. departure from traditional brick-and-mortar stores.
3. Price sensitivity: The two platforms have established a price-sensitive market in which customers evaluate prices and seek discounts and deals. This has resulted in an emphasis on affordability and value for money.
4. Improved accessibility: Amazon and Flipkart have expanded their reach to tier 2 and tier 3 cities, making products available to consumers who previously had restricted access.
5. Product selection and variety: The platforms provide a diverse range of products, including multinational brands and niche products, introducing consumers to new possibilities and choices.
6. Reviews and ratings: The impact of customer reviews and ratings on Amazon and Flipkart has resulted in a greater emphasis on product quality and customer satisfaction.
7. Fast and dependable delivery: The emphasis on speed and dependability has boosted consumer expectations for immediate gratification, with many anticipating same-day or nextday delivery.
8. Digital payments: The incorporation of digital payment methods, such as wallets and credit/debit cards, has hastened the acceptance of cashless payments in India.

**Some additional points on how Amazon and Flipkart have influenced consumer buying behavior in India:**

**Personalised suggestions:** Amazon and Flipkart have used algorithms and data analytics to offer personalised product recommendations, increasing the likelihood that shoppers would discover new products and brands.

**Social influence:** The integration of social media and influencer marketing on these platforms has increased the effectiveness of word-of-mouth recommendations and celebrity endorsements.

**Festive season sales:** Amazon and Flipkart's festive season sales, including as Diwali and Navratri, have instilled a culture of discount-seeking among customers, who time their purchases around these events.

**Private labels:** The success of Amazon's private labels, such as AmazonBasics, and Flipkart's private labels, such as MarQ, has demonstrated to customers that in-house brands can provide affordable, high-quality products.

**Sustainability:** As people become more aware of environmental issues, there is a greater demand for eco-friendly products. Amazon and Flipkart are promoting sustainable products and packaging.

**Rural penetration:** As Amazon and Flipkart have expanded into rural regions, e-commerce has reached consumers in smaller towns and villages, expanding access to products and opportunity for businesses.

**Digital literacy:** As e-commerce has grown, consumers have become more acquainted with digital platforms and new technology.

**Return and exchange policies:** Amazon and Flipkart's permissive return and exchange policies have lessened the risk associated with online purchasing, giving customers greater confidence in their purchases.

**Consumer behavior What it is?**

Consumer behavior is the study of how individual customers, groups, or organizations select, purchase, use, and dispose of ideas, goods, and services to satisfy their needs and wants. It concerns the behavior of consumers on the market and the basic motives of this behavior.

Engel, Blackwell and Mansard define consumer behavior as "...the activities and decisionmaking processes of people who purchase goods and services for personal consumption".

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## **RESEARCH OBJECTIVES:**

**Examine Advertising methods:** Examine the advertising methods used by Flipkart and Amazon, including influencer partnerships, digital marketing initiatives, social media interaction, and traditional media channels.

**Evaluate Customer Perception:** Examine how customers view and react to Amazon and Flipkart's advertising campaigns, taking into account elements like brand awareness and purchase intent.

**Analyse Effect on Purchasing Behavior:** Analyse how advertising affects customer purchasing decisions, taking into account variables including product preferences, frequency of purchases, and decision-making processes.

**Comparative Benefits:** Determine the relative benefits of Amazon and Flipkart in terms of using advertising to obtain a competitive advantage, taking into account the pros and disadvantages of each company's strategy.

**Offer Strategic Perspectives:** Provide strategic analysis based on the results for e-commerce professionals and marketers, emphasising doable suggestions to enhance advertising campaigns.

### *The influence of social media on consumer purchasing behavior*

A consumer's buying behavior is mostly influenced by how much the consumer likes or dislikes the advertisement for the advertised product (Smith et al, 2006). Thus, it can be said that consumer behavior towards a product is completely dependent on advertising, without any consideration of product features. The impact of social media advertising on consumer purchasing behavior. In their study, they identified four independent variables of social media advertising that influence consumer purchasing behavior, which are entertainment, familiarity, social display, and ad spend. The researcher used this model as the conceptual framework of the study.

### *Managerial implications*

Constructing the managerial implications of the study shows more realistic and practical implications, therefore fashion industry retailers can use this study to change consumer buying behavior towards their brand, also the study results can directly quickly apply to the fashion industry itself. The study therefore provides the following recommendations.

In practice, fashion retailers use more attractive advertising campaigns to develop their brands, from these advertisements, fashion retailers can influence people to buy their brand, which means that they use advertising to positively influence consumer buying behavior, so fashion retailers need to think about innovative ways to get your customers.

The current study found that the most suitable types of advertising to change consumer buying behavior are Entertainment, Familiarity, Social Imaging and Advertising Expenditure, suppose a fashion retailer uses social imaging in its social media campaign, which means the fashion retailer uses an influencer such as is a celebrity. to endorse a fashion brand, after being exposed to an ad, people try to follow that personality and accordingly, people consider buying the product.

### *Data Collection Procedure*

The target population of the study was consumers of cosmetic brands. Therefore, this study developed an online questionnaire using Google Docs. The link to the questionnaire was circulated on various social media platforms to collect responses. From this point of view, it can be stated that this study followed the purposive sampling method because it allows the researchers to ask the respondents to spread the link to the questionnaire., the study collected the data in an spreadsheet file.

### *Analysis and Findings*

The buyer's buying goal is a very crucial issue in generating income in any industry, as well as within Instagram. This research aims to investigate the results of influencer marketing on the buyer's purchase goal in accordance with the time and motive to become a member of Instagram, users' beliefs about Instagram influencers, trust and influencers on Instagram, as well as the idea of a digital phrase of mouth. The client's purchase intentions strongly depend on the interactions between the marketers and the target market.

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## **FINDINGS**

1. Majority Public buys products on Monthly Bases, then Occasionally then weekly bases
2. Maximum people from every age group finds social media is the best source of advertising and it is most influential too.
3. Majority of People thinks that advertisements create needs.
4. Brand reputation and Features are the factors people find that these features influence them.
5. Majority claims that they sometimes get the same results from the products as shown in advertisements.
6. Majority finds them influenced and pressured with social trends, that lead them to buy.
7. Around 64% people thinks that they need discounts while making purchase.

8. Around 42% people them Moderate influenced and 43% finds them highly influenced by the advertisements.

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### **Time and reason to become an Instagram member**

The maximum number of individuals using Instagram for a long time ranged from 6 to 10 years. however, it is also useful to note that the amount of time each individual spends on the platform varies from individual to individual based on their various existential commitments, including work and member-aligned interests. while a few individuals were not able to measure the time properly once they joined Instagram, others were able to take into account using some of the maximum excellent activities that left their lives at almost the same time.

Maximum users joined Instagram depending on different motives mainly because of how they felt. player G, for example, explains that it changed to fluent to appreciate the possibility of adding filters and the use of different editing options that Instagram specifically had, while it changed to unusual to do it as a person who is not always a professional photographer or editor. "My friend and she or he took a picture and recorded us. and she or he did the kind of effects Instagram had and I think the picture looked a lot better.

The primary category of participants are individuals who were motivated through their friends and through the idea of word of mouth, Litvin et al. (2008) suggest that digital word of mouth is closely dependent on how individuals experience it. Individuals were able to see what the platform could do through their social push and were inspired to sign up.

There may additionally be another group that discovered a new fashion platform and now didn't want to be in a function where they can be perceived as less brand new approximately their peers. maximum individuals have joined the platform in a trend that continues. these exceptional qualities are developed through friends and a circle of relatives.

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### **Trust and Instagram influencers**

Trust and Instagram Influencers Consideration is taken into account as a central detail for doing business in an online environment, specifically with the absence of physical interplay between customers and entrepreneurs. Gaining the trust of exclusive users and clients leads to strengthening their purchasing intentions closer to a positive product. However, because it suggests that within this look at the findings, the rate of acceptance as true for Instagram influencers is contradicted by a few different customers in which a few users completely agree with the influencers: "Of course, I recognize as true. with influencers I agree with." player B. while others expressed their lack of approval of these influences: "I follow them because I like how they play football or soccer. 'sell or their fan base on a platform where a large number of followers increases the credibility of influencers.

There were other reasons to find out if an influencer is true or not now, the product that influencers research the general public what they recommend. the goods these influencers sell want to be tremendously great and should meet the specifics that influencers endorse or advocate for customers. In step with Player M, the cornerstone inside the relationship is the primary product purchased primarily based on a phrase created through an Instagram influencer. different customers share the same views as J and D, who defined that product performance is the basis for finding out the reliability of this individual, in which it can be a terrible pleasure to not follow an influencer from the platform.

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### **Conclusion and Recommendations**

A client's purchase intent is a critical factor that most marketers and product designers look at to help increase their sales. The idea of client shopping has been noticeably fundamental to marketing activities that have developed in various commercial enterprise environments over a longer period of time. however given

A dynamic market environment, several changes have made people buy through social media structures like Instagram. The platform is an attractive place for companies and groups to market their products and services due to the large variety of users. As stated in the survey, maximum customers have been on Instagram for a longer period of time and that they have an excellent awareness of the prominent advertising activities that occur on the platform.

Advertising of exclusive goods takes place specifically through influencer advertising, especially Instagram influencers. the same old definition of Instagram influencers needs to be looked at from a broader angle, because the type of influencers varies greatly among extraordinary clients. As shown in studies, some customers do not forget people who have the same hobby as the influencer, although others believe that people with a large target market, such as celebrities, can be defined as influencers. but these influencers are means within Instagram that businesses use to guide customers to buy their commodities because they are major players on the same platform.

## Discussion and future studies

This study became exploratory in nature and tracked the purchase intentions of buyers through the lens of Instagram. However, there are other networks available, including retail networks, Facebook, Twitter, TikTok, Pinterest and YouTube that consumers may find useful or appealing. It would be vital to determine whether the implications of this view apply to all of these social media platforms or are exclusive to Instagram. However, since this study was conducted in Sweden and involved people who lived there, it is important to note that for future research it may no longer be applicable to every different way of life where beliefs, attitudes and methods of consumption should differ. Another important aspect is that this study was developed based on student ratings of online purchase intentions. As a result, research should also use a more extensive evaluation of multiple occupations in the same field of study, whose income popularity is greater than what students can afford. As a result, it can affect their questioning style and priorities.

Meanwhile, other aspects should contribute new information about the same study problem, such as the extent of discussion between Instagram users and influencers, who follow and examine the opinions of influencers on a larger scale. Sooner or later, this study considered components such as electronic oral presentation and agreement.

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