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## **Impact of Advertisement on Consumer Buying Behaviour**

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### **INTRODUCTION:**

Advertising is the best way to communicate to the customers, advertising helps to inform the customer about the brands available in the market and variety of products useful to them. Advertising is for everybody including kids, young and old. Advertising sales promotions, personal selling and public relation are mass communication tools available to marketers. Advertiser's primary mission is to reach prospective consumers and influence their awareness, attitude and buying behaviour. Advertising plays a very crucial role in today's of competition. Advertising is one thing which has become a necessity for everybody such as the producers, the traders and the customers in today's day to day life. Advertising plays a predominant role in customer's life. Customers are the people who buy the product only after they are made aware of the products available in the market. If the product is not advertised, no customer will come to know what products are available and will not buy the products even if the product was for their benefits. One more thing is that advertising helps people find the best products for themselves. When they come to know about the range of products, they are able to compare the products and buy so that they get what they desire after spending their valuable money. Thus, advertising is important for the customers. Advertising is beneficial for companies producing the product.

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### **OBJECTIVES:**

- To study the impact of advertisement on buying behaviour.
- To identify the factors influencing buying behaviour.

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### **RESEARCH METHODOLOGY:**

**Area of Study:** coimbatore city

**Sampling Method:** Convenient sampling

**Sampling Size :** 123 respondents

**Data used:** Both Primary and Secondary

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### **REVIEW OF LITERATURE:**

**SOFI S A (2013)** "Impact of Subliminal Advertising on Consumer Buying Behaviour" stated that advertisement substantially predicts consumer buying behaviour, while such an association becomes stronger when advertisement actively produced positive outcomes. In the same sense, this study has proved the mediation effect of brand awareness between advertisement and consumer buying behaviour. It implies that consumer buying behaviour increases with an increase in an advertisement while such an increment becomes robust when brand association plays an active role.

**SADIA AFZAL, JAVED RABBANI KHAN (2018)** Impact of Online and Conventional Advertisement on Consumer Buying Behaviour of Branded Garments there is no direct effect of online and conventional advertisement on consumer buying behaviour of branded garments, but there is a significant indirect effect of both advertising medium on consumer buying behaviour because of advertising characteristics and consumer attitude which are mediators and holds a great mediating effect." He also mentioned that their buying decision depends upon previous experience with the product, brand loyalty, and word of mouth. So it is concluded that online advertisement has some effect on consumer buying behaviour. Some advertising agencies actively managed and controlled online media. If we go through the latest research it was concluded that advertisement through social media has a significant effect on consumers and their buying decisions.

**BHAT, SHETTY, AND MAIYA (2024)** In their study have shown that when contrasted with the Traditional advertisement method, internet advertisement has become the most favoured approach to target consumers. The internet offers a wide extent of confirmation, which is noteworthy for some different strategies for publicizing. Online commercials assist associations with anticipating the purchasing conduct of the customers. Given digitalization, the vast majority like to buy on the web, since it is simpler, quicker, and more convenient than the traditional technique. The majority of the consumers were affected by online advertisements.

## DATA ANALYSIS AND INTERPRETATION

**TABLE 1** Age

Age	No. of respondents	%
18-20	94	76.4%
20-25	18	14.6%
30-40	5	4.1%
40 and above	6	4.9
Total	123	100

Source: Primary data.

**INTERPRETATION:** The above table shows that, 76.4% of respondents are between the age group of 18-20, 14.6% of respondents are between the age group of 20-25, 4.1% of respondents are between 30-40 years of age and 4.9% are above 40 years.

**TABLE 2** Gender

Particulars	No. of Respondents	%
Male	75	60.7%
Female	48	39.3%
Total	123	100

Source: Primary data

**INTERPRETATION:** The above table shows that, 60.7% of respondents are male, 39.3% of respondents are female.

**TABLE 3** Educational Qualification

Particulars	No. of respondents	%
Schooling	23	18.7%
Diploma	18	14.6%
UG	78	63.4%
PG	4	3.3%
Total	123	100

Source: Primary data

From the above table shows that majority 63.1% of respondents are UG students.

**TABLE 4 Occupation**

Particulars	No. of respondents	%
Student	95	77.2%
Private Employee	15	12.2%
Home-maker	6	4.9%
Businessman	7	5.7%
Total	123	100

Source: Primary data

**INTERPRETATION:** The above table shows that, 77.9% of respondents are student, 12.3% of respondents are private employees, 4.9% of respondents are home maker and 4.9% of respondents are businessman.

**TABLE 5 Earnings**

Particulars	No. of respondents	%
5000-10,000	73	59.3%
10,000-20,000	20	16.3%
20,000-30,000	6	4.9%
Above 30,000	24	19.5%
Total	123	100

Source: Primary data

**INTERPRETATION:** The above table inferred that 59.3% of respondents earning between 5000 -10000, 16.3% of respondents earning between 10,000 -20,000, 4.9% of respondents earning between 20,000-30,000, 19.5% of respondents are above 30,000

**TABLE 6 Frequency of respondents come across advertisement in a typical week**

Particulars	No. of respondents	%
Once	59	48%
Twice	25	20.3%
Often	24	19.5%
Rarely	15	12.2%
Total	123	100

Source: Primary data

**INTERPRETATION:** The above table indicate that,48% of the respondents come across advertisement once a week,20.3% of the respondents come across advertisement twice a week,19.5% of the respondents come across advertisement often a week,12.2% of the respondents come across advertisement rarely a week.

**TABLE 7 Media's that respondents encounter advertisement most frequently:**

Particulars	No. of respondents	%
TV	49	39.8%
Social media	39	31.7%
Radio	18	14.6%
Poster	17	13.9%
Total	123	100%

Source: Primary data

**INTERPRETATION:** The above table indicates that 39.8% of respondents utilized television, 31.7% engage with social media, 14.6% listen to radio and 13.8% refer posters for advertisement.

**TABLE 9 Influence of Advertisement towards Buying Behaviour**

Particulars	No.of respondents	%
Yes	64	52%
No	25	20.3%
It happens sometimes	34	27.6%
Total	123	100

Source: Primary data

**INTERPRETATION:** Majority 52% of respondents showed that their purchasing behavior is influenced by advertisements.

**TABLE 10 Advertisement Aspects**

Particulars	No.of respondents	%
Visuals	50	40.7%
Slogan	26	21.1%
Celebrity Influence	26	21.1%
Content Creators	21	17.1%
Total	123	100

Source: Primary data

**INTERPRETATION:**

The above table presented that 40.7% of respondents identify as visual learners,21.1% as influenced by slogan,21.1% as swayed by celebrity endorsement,17.1% of respondents are content creators.

**TABLE 12 Impact Factors of advertisement about buying behaviour**

Particulars	No. of respondents	%
Product features	60	48.8%
Easily available	22	17.9%
Transparency	20	16.3%
Price of product	21	17.1%
Total	123	100

Source: Primary data

**INTERPRETATION:**

The above table indicates that ,48.8% of respondents believe that product features of advertisement influence their perception of a brand,17.9% of respondents feel that the availability of products in advertisements affects their brand perception,16.3% of respondents attribute their perception to transparency,17.1% of respondents consider the price of products in advertisements as a factor impacting their perception of a brand.

**TABLE 14 Factors Influencing while purchasing**

Particulars	No. of respondents	%
The advertisement was interesting.	61	49.6%
Curious about the product.	25	20.3%
Familiar product or brand.	22	17.9%
Other	15	12.2%
Total	123	100

Source: Primary data

**INTERPRETATION:**

The above table shows that,49.6% of respondents are influenced in their purchasing decisions by the advertisements interesting nature,20.3% of respondents were motivated by curious about the product,17.9% were swayed by familiarity with the product or brand and 12.2% of respondents are for other reasons.

**TABLE 17 Level of Satisfaction**

Particulars	No. of respondents	%
Highly Satisfied	46	37.4%
Moderately Satisfied	39	31.7%
Satisfied	27	22%
Unsatisfied	11	8.9%
Total	123	100

Source: Primary data

**INTERPRETATION:** Majority of the respondents are satisfied with the advertised product at the time of using.

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## FINDINGS

- 76.4% of respondents are between the age group of 18-20
- Most (60.7%) of respondents are male
- Majority 63.1% of respondents are UG students.
- 59.3% of respondents earning between 5000 -10000
- 48% of the respondents come across advertisement once a week
- 39.8% of respondents utilized television as advertisement media.
- Majority 52% of respondents showed that their purchasing behavior is influenced by advertisements.
- 40.7% of respondents prefer visual advertisements
- 48.8% of respondents believe that product features of advertisement influence their perception of a brand
- 49.6% of respondents are influenced in their purchasing decisions by the advertisements interesting nature
- Majority of the respondents are satisfied with the advertised product at the time of using.

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## SUGGESTIONS:

Advertisements wield significant influence over consumer buying behaviour, making it essential for businesses to craft strategic campaigns that resonate with their target audience. Firstly, understanding the demographics, psychographics, and behaviours of the target market is crucial for tailoring messages effectively. By leveraging data analytics and market research, advertisers can identify consumer preferences and pain points, enabling them to create compelling advertisements that address specific needs and desires.

Moreover, advertisers should prioritize consistency across all touchpoints to reinforce brand identity and messaging. Consistent branding helps establish familiarity and reliability, influencing consumers' perceptions and purchase decisions positively.

Continuous monitoring and optimization of ad campaigns based on performance metrics and consumer feedback are also essential for maximizing effectiveness. By adapting strategies based on real-time insights, businesses can ensure that their advertisements remain relevant and impactful in driving consumer buying behaviour.

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## CONCLUSION:

The research findings demonstrate that advertising has a significant impact on consumer behaviour. The analysis revealed a positive correlation between advertising exposure, consumer attitudes, and purchase intentions, emphasizing the persuasive power of advertising in shaping consumer perceptions and influencing their decision-making process. Emotional appeals in advertisements were found to be particularly influential in capturing consumers' attention, evoking emotional responses, and motivating their purchase decisions. Factors such as personal preferences, prior experiences and demographic

characteristics may influence the extent to which consumers are influenced by advertising messages. In conclusion, the research findings highlight the persuasive power of advertising in shaping consumer behaviour. The positive correlation between advertising exposure, consumer attitudes, and purchase intentions emphasizes the importance of effective advertising strategies in influencing consumer perceptions and decision-making.

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