



CRITICAL ADVERTISEMENT IMPACTS THE BUYING BEHAVIOR OF CONSUMER

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ABSTRACT :

Introduction: The introductory part of this research expresses the advertising factors and analytical data on spending on marketing. The study's purposes are to evaluate how advertising affects consumer behavior and to identify the advertising mediums that have the biggest impact on the buying decision of consumers. Suggestible research questions are also implied with instances.

Literature Review: The literary discussion evaluates surrounds the effectuality of advertising promotion on behavior. The intentional strategy of purchasing capability can make the advertisement process worth the value. The group of intents of customer's purchasing impact has been examined thoroughly which can help the organizations to make advertisements according to customer preferences.

Methodology: Primary qualitative research process is followed in this research methodology. SPSS software expresses the values of the responses that are collected from the 55 participants around different locations. The targeted audience is marketing managers and e-commerce employees of certain companies.

Findings: Findings evaluates the values of hypothesis results in Anova, Coefficient, and model summary structures. The significant values of the result denote the relation among the variables

Discussion: The discussion part summarizes the impact and advantages o advertising on the selected headings of th review and finding results

Conclusion: The concluding section states the impactful consequences of the subject matter

Keywords: business, advertisement, marketing, customer, e-commerce

Introduction :

A significant portion of the market is made up of consumers. Their distinctive requirements guide their behavior. As a result, customers regularly find themselves having to pick between a varieties of options presented by businesses. Advertising works to increase customer awareness of a product and foster enthusiasm for it over marketing competition. As viewed by Del Prete & Samoggia (2020), raising consciousness and preference through promotion is a process that involves effort for the companies. Through the availability of the product, business organizations can help to meet the customers' demand as per the necessity of the customers.

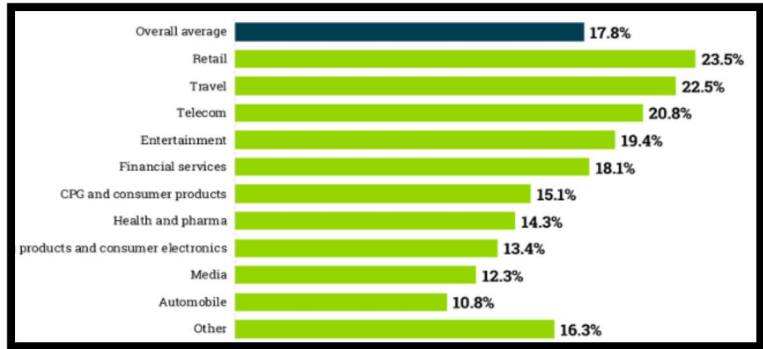


Figure 1: Advertising charts of different sectors

(Source: Marketingcharts, 2022),

Figure 1 shows a graphical representation of the advertising process in different sectors of US, (Marketingcharts, 2022). The multiplicity of the industries varies from the retail sector, travel and tourism, entertainment, financial industry, health sector, and other industries. In 2022 an average of 17.8% of the sector's budget has been spent on the digital marketing process to boost the sales of the particular genre.

The probable objectives regarding this research are as followed

- RO1** To analyze the impact of critical advertisement on customer’s purchasing intention
- RO2** To measure the effectuality of the advertising promotion on the behavior of consumer purchasing intention
- RO3** To identify the elements that affects the value and experience of advertising.
- RO4** To evaluate the growth of purchasing by the consumer through the advertisement effect of certain companies

There are several questions that can suggest based on the purposes of the research

- RQ1** How to inspect the significance of the critical advertisement on customer’s purchasing behavior?
- RQ2** What are the measurement processes of the efficacy of advertisement regarding consumers’ purchasing intention?
- RQ3** What are the advantageous factors of the advertisement in the purchasing process?
- RQ4** How does the advertisement process impact the development of the business process?

Literature Review :

Evaluation of the impact of critical advertisement on customer’s purchasing intention

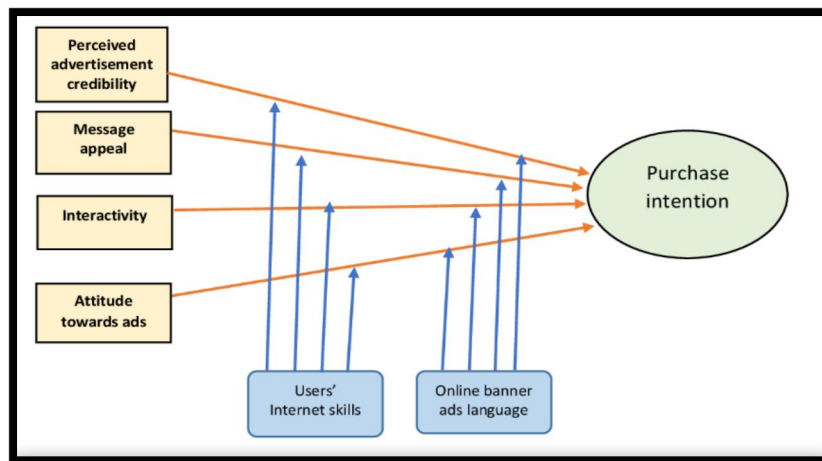


Figure 2: Impact of advertisement on consumers' purchase intention

(Source: Semantic scholar, 2023)

Figure 1 denotes the impact of the advertisement process to make an effect on consumers’ purchasing concepts (Semantic scholar, 2023). There are multiple core processes that consist with the credibility of the advertisement, appealing messages, interactive intensity, and attitude towards the ads as preference. All these going through the online skills of users affect the individual’s psychological behavior of buying products. As opined by Weismueller et al. (2020), in the company's marketing, mentioning the fulfillment of quality criteria or featuring client testimonials assists to increase consumer preference.

Discussion on the effectuality of advertising promotion on the behavior of consumer purchasing intention

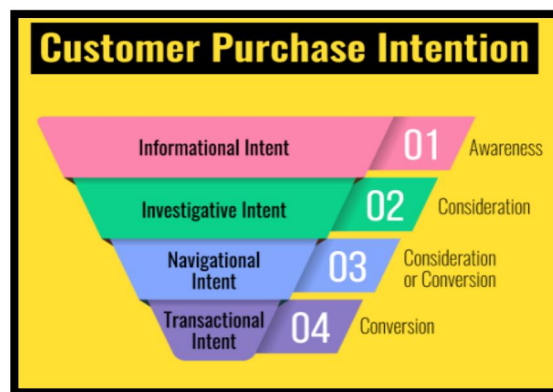


Figure 3: Effectual process of advertisement on consumers' purchase intention

(Source: Namogoo, 2021a)

Figure 3 describes the significant processes of the advertisement that affect the mental intention of purchasing products by the customers (Namogoo, 2021). The figure explains that the likelihood that a consumer is going to buy a product or service is measured by the purpose of their purchase, which is often considered the intent of the customer or purchaser. Informal Intent seizes customers when they are obtaining information. As commented by Meijers et al. (2019), they are either looking for an individual solution or educating themselves. The company's primary goal in pursuing this strategy is to raise brand recognition.

The investigate intent stage depicts the customer's browsing and researching portion regarding the brand and service authorization. Navigational intent in this process brings people to meet the specific websites or to the preferred stores. As per the view of Siddiqui et al. (2021), people with specific navigational intent may have an increased tendency to make a purchase. This phrase is frequently used to denote the searching posture of consumers' intent rather than that of buying intention. Considering the examination of consumer intention, most people envision transactional intent. The term "transactional intent" refers to those who have an essential inclination to make purchases and who have a "broader intention to buy the particular product or service.

Discussion on the impactful strategy of the advertisement process to improve the business process by consumer's purchase

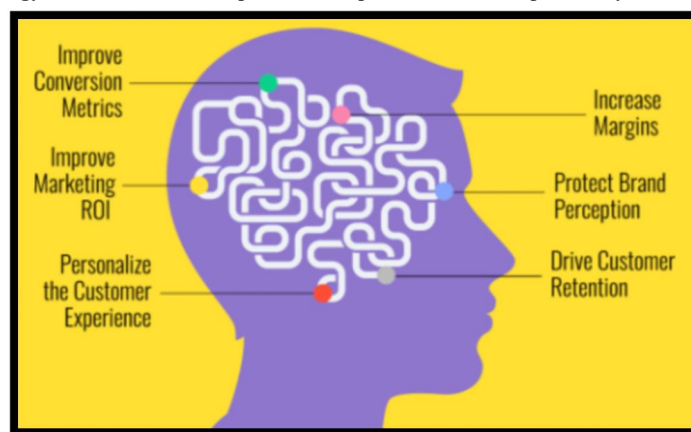


Figure 4: Understanding of customer intention to improve business activities

(Source: Namogoo, 2021b)

Figure 4 describes the beneficial process of an individual company by summarizing the customer's intention of purchasing (Namogoo, 2021b). One of the most crucial factors in ecommerce to monitor and respond to is customer purchase intention. However, the majority of ecommerce teams believe their work is over after creating buyer personas and client segments based on those personalities. As stated by Khanh et al. (2021), ignoring intentional motives equals neglecting the connection of a huge part of future customers. This intention can help in developing the company's conversion rates and profitability, expand the values and margins of the business, and can maintain brand value through customer retention.

The behavior of consumers is the evaluative study of what things to purchase, when to buy them, and how to buy them by the customer's motives. As stated by Makudza, Mugarisanwa, & Siziba (2020), the exact same commercial could provoke diverse responses from various customers. The way an individual responds to advertising aids the business in identifying the trigger points for producing more effective advertisements for its products. For a better understanding, advertisers ought to make notes on the consumer's response before and after the advertising is shown.

Methodology :

In this research, the process of data collecting is done in the method of primary qualitative aspect. As viewed by Trivedi (2020), The direct method of collecting new data is significantly more important for the study analysis. The set of data includes the responses of 55 people around different locations. Marketing managers and e-commerce employees are considered as the target audience for this research purpose. The analysis is done in the SPSS software (IBM) along with multiple calculator processes. The general principles of positivist philosophy are included in this study analysis, together with a deductive approach to the relevant methodologies. As opined by Wardhani & Alif (2019), the hypothesis method is validated by the positive result. All the information acquired has tremendously assisted in accurately appraising the study effort.

Finding and analysis :

Hypothesis testing

Hypothesis 1

H1 Critical advertisement can impact the purchasing strategy of the customer

H0 Critical advertisement cannot impact the purchasing strategy of the customer

Hypothesis 2

H1 Critical advertisement helps the customers to make an easy purchase decision

H0 Critical advertisement does not help the customers to make an easy purchase decision

Hypothesis 3:

H1 Advertisement process can create better bonds with the customers to particular companies with purchasing behavior.

H0 Advertisement process cannot create better bonds with the customers to particular companies with the purchasing behavior.

Demographic data

Gender

1. What is your Gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	8.3	8.3	8.3
Female	19	31.7	31.7	40.0
Male	22	36.7	36.7	76.7
Prefer not to say	14	23.3	23.3	100.0
Total	60	100.0	100.0	

Table 1: Gender analysis

(Source: SPSS)

Table 1 presents the classification of the gender of the respondents. This section shows the genders in valid and cumulative pattern.

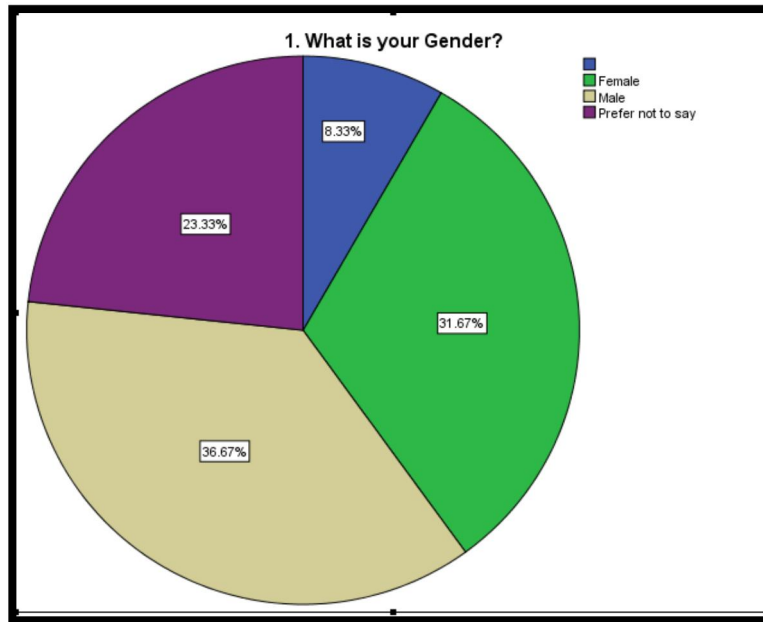


Figure 5: Gender analysis

(Source: SPSS)

Figure 5 denotes the visual representation of the Gender classification. 38.67% of the whole participants are male while 31.67% of the participants belong to the female gender. There are 23.23% of people who do not want to share their gender. This graph, according to Lina. & Ahluwalia (2021) displays the respondents by gender who contributes to the overall balance of the analysis.

Age

2. What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	8.3	8.3	8.3
10 to 20	7	11.7	11.7	20.0
20 to 35	11	18.3	18.3	38.3
35 to 50	30	50.0	50.0	88.3
Above 50	7	11.7	11.7	100.0
Total	60	100.0	100.0	

Table 2: Age analysis

(Source: SPSS)

Table 2 highlights the group of the age range of the participants according to percentile nature, which categorizes the age range in a valid and cumulative way.

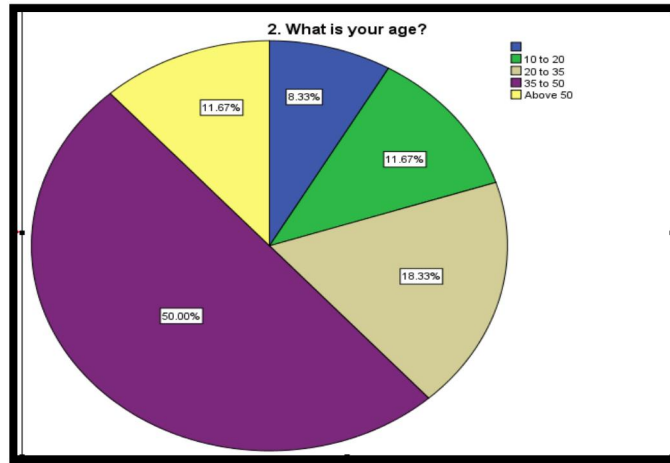


Figure 6: Age analysis

(Source: SPSS)

In Figure 6 the age distribution of the survey respondents is shown for reference. 50% of the respondents belong to the age category of 35 to 50 while 18.33% of the rest are in the age of 20 to 35. On the other hand, 11.57% of the whole respondents fall in the group above 50. According to Martins et al. (2019), each person's age is evaluated, with groups ranging from teenagers to adults, for helping the researchers to keep their focus on age differences within the parameters of the hypothesis analysis.

Monthly Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
10000 to 20000	5	8.3	8.3	8.3
20000 to 35000	7	11.7	11.7	20.0
35000 to 50000	10	16.7	16.7	36.7
Above 50000	19	31.7	31.7	68.3
	19	31.7	31.7	100.0
Total	60	100.0	100.0	

Table 3: Age analysis

(Source: SPSS)

In the above table, the participants' percentages of monthly revenue are shown. The hypothesis process expresses it in percentile forms.

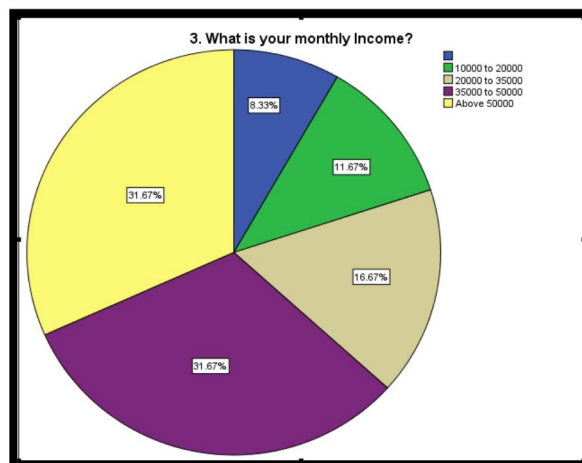


Figure 7: Monthly Income

(Source: SPSS)

Figure 7 shows the participant's monthly income for comparison. The monthly income of the respondents is divided into four categories in this graph. Both the income group of 35000 to 50000 and above 50000 holds 31.67% each out of whole participants. 16.67% of the responders have a monthly income 20000 to 35000 while 11.67% of the rest have a 10000 to 20000 income. As opined by Focke, Ruenzi & Ungeheuer (2020), people of different income levels have different perspectives on issues such as their mental and social awareness; consequently, the split of monthly income focuses on the class divide of today's society.

Descriptive analysis

Hypothesis 1

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.530 ^a	.281	.268	1.39573	.281	20.733	1	53	.000	1.582

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.390	1	40.390	20.733	.000 ^b
	Residual	103.247	53	1.948		
	Total	143.636	54			

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.356	.939		3.573	.001
	IV1	.346	.076	.530	4.553	.000

Table 4: Hypothesis 1

(Source: SPSS)

In Table 4, the results of the first hypothesis analysis and the regression coefficients are presented. In this hypothesis, the data values are given in three different ways: a model summary, an ANOVA, and coefficient structures. The significant value of the results is 0.00 which means the variables of the regression are co-related. In addition, they share a strong connection among themselves.

Hypothesis 2

Model Summary ^a										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.087 ^a	.008	-.011	1.63998	.008	.405	1	53	.527	1.779

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.090	1	1.090	.405	.527 ^b
	Residual	142.546	53	2.690		
	Total	143.636	54			

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.581	1.642		5.227	.000
	IV2	-.086	.135	-.087	-.637	.527

Table 5: Hypothesis 2

(Source: SPSS)

Table 5 expresses the result of the second hypothesis analysis. The significant value in this analysis is 0.527 which states the variables are not correlated and there is no such connection among them. According to the observations of Shareef et al. (2021), this hypothesis analysis is centered on an accurate degree of importance as per the decisive criterion with a prominent procedure of organizing data.

Hypothesis 3

Model Summary ^a										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.222 ^a	.049	.031	1.60532	.049	2.737	1	53	.104	1.758

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.053	1	7.053	2.737	.104 ^b
	Residual	136.584	53	2.577		
	Total	143.636	54			

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.173	1.007		9.106	.000
	IV3	-.206	.124	-.222	-1.654	.104

Table 6: Hypothesis 3

(Source: SPSS)

Figure 6 deals with the results of 3rd hypothesis with a similar pattern and structure of the formers. The significant value of this result is 0.104 which is higher than the general parameter. It means the variable are not related and there is not enough strong connection among them. According to Odunsi (2020), for the statistical value of any hypothesis test to be considered accurate, various mathematical computations must be coded manually and precisely.

Discussion :

This study examines the relationship between the layer of coordination between the impact of advertisements and customer purchasing behavior using customary intention. Frequent advertisements can increase understanding of a product from the recognition of some of its characteristics to a thorough comprehension of the attributes of its contents and its advantages. Small companies are unable to survive in the expanding internet market without advertising of some kind. Small companies advertise themselves on banners throughout town or through local search engine optimization techniques for increased website presence. As per the view of Prasanna (2023) for an organization to grow a gradual strategy apart from rising on the surface of the market advertising is essential.

Advertising helps business individuals and consumers with pertinent information about goods and services. It is frequently used to advertise deals or even charitable messages. Advertising helps individuals develop kindness in their minds. A company's target demographic is given optimism and confidence when it uses positive imagery in its advertising. The trust in the products relies on a variety of factors, including the importance and frequency of advertising, awareness, and preference may fluctuate over time.

Conclusion :

In the concluding part, it can be summarized that critical advertising is a crucial key for the elementary growth of any business that can stimulate the buyers' attention to the product. Marketing is a marketing tactic that promotes the sale of products and services by utilizing a variety of media mediums. Advertising is a strategy used by businesses to spread information about their goods and services. Furthermore, it promotes economic activity. Spending on marketing can have an impact on consumers' purchasing decisions in that the more money invested, the better and more often advertisements are going to appear.

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