

A Study On Impact Of Advertising On Consumer Behavior

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Abstract- *Advertisement plays a crucial role in influencing consumer behavior, as it has the potential to shape consumer perceptions. Advertising is a marketing approach that is used to raise product awareness in the minds of consumers so that they can make a purchasing choice. Marketers use mass communication tactics such as advertising, sales promotion, and public relations. Advertising in the mass media has an impact on audiences, but television has the broadest reach and is the most powerful medium for advertising. Advertising has the power to impact people's attitudes, lifestyles, and, in the long term, the culture of a country. In order to succeed in a consumer's market dominated by advertising, a corporation might boost the brand of their product by engaging in promotional activities. The study is also analyzing the importance of advertisement as well as its negative effect on the public. The purpose of the study is to understand the consumer buying behavior pattern.*

Keywords- Communicate, product, Awareness, consumer Behavior, Advertisement.

I. INTRODUCTION

Consumers make up the majority of the market. Their actions are dictated by their unique requirements. As a result, they frequently find themselves forced to choose between several items offered by corporations. Customers primary purpose is to meet as many of their requirements as necessary through the act of purchasing the product they choose. Consumers, on the other hand are influenced by a variety of circumstances, such as other similar products which force them to either buy or give up on the product before reaching the decision point. The primary goal of advertising, which is one of the components of the interaction, is to pique customers attention and encourage them to buy a product by altering or improving their views on a cognitive, emotional, or behavioral level. Persuasion experts must understand how the information they present relates to the receivers motives, requirements, and goals. The way businesses and organizations connect with customers through advertisements has evolved over time, thanks to a variety of elements such as printing press, radio, television, and social media.

II. STATEMENT OF THE PROBLEM

The statement of the problem of the research is to understand the impact of advertisement on the buying behavior of the customers. This research is done in order to understand whether advertisement has a positive or a negative impact on the shopping of the customers or if it influences a customer to buy a particular or not and if yes, then by how much is the customer influenced by the advertisement of the product.

III. REVIEW OF LITERATURE:

Jihane tabie(2021) The Impact of Advertising on the consumer's Buying Behavior: The study's focus was to shed light on this topic by describing why advertising is important , its forms, how to design it, how it influences consumer behavior from toddlers to adolescents to adults and the elderly, and its impacts, both positive and negative, on consumer purchasing decisions¹

Sneha Sharma(2018) Effect of Advertisement on Consumer Behavior: This study is analyzing the effect of advertisement in consumer behavior. The study is highlighting the case of Hindustan Unilever Limited (HUL) and p&G as the core example of understanding consumer behavior and effects of advertisement on consumer behavior²

Tashrifa Haider, S.Shakib(2017), A Study On The Influences of Advertisement On Consumer Buying Behavior: This research helps both advertising researchers and executives to better grasp the ins and outs of advertising , as well as assist marketers in adopting more effective advertising strategies. ³

Subhankar Das(2018), Media Impact Of Advertising On Consumer Buying Behavior a comparative study of different Media: The focus of this study was to look at the impact of media advertisements on consumer purchasing

behavior. The inquiry began with a review of use concepts, as well as various aspects of media and consumer behavior⁴.

Shaina Tehria(2016), A Study Of Measuring Effectiveness Of Advertising in Influencing Consumer Buying Behavior: The focus of this research is to determine how effective advertising is at influencing customer purchasing behavior.⁵

IV. RESEARCH GAB

My research is an in-depth analysis of the impact advertisements have on consumers. The link between emotional responses to ads and neural activation using tools like EEG or MRI. The long term effects of emotional engagement with ads on brand loyalty. The influence of cultural norms and values on ad effectiveness.

V. OBJECTIVES OF THE STUDY

This Research is based on following objectives:

1. To find out how different ads influence consumer behavior
2. To determine how advertisement influence purchasing behavior
3. To understand the influence of advertising on a product
- 4 .To identify advertising media used to advertise products

6.Methodology:

This research both primary and secondary data. Primary data is collected from 250 respondents in Tamil Nadu through survey method. This research used satisfied random sampling. Secondary data is collected from various websites like Journals, articles.

VII. SIGNIFICANCE OF THE STUDY

On a personal level, understanding how advertising shapes consumer behavior can help you become more conscious of the factors that influence your own purchasing choices. If I am in a field related to marketing, communications, advertising, knowledge of consumer behavior and role of advertising will help boost my career.

The government can this research to set regulations on advertising, ensuring ethical practices and protecting

vulnerable groups, such as children, from misleading or harmful ads.

VIII. HYPOTHESIS

This research based on following hypothesis:

H1: consumers compare products based on advertising before making a purchase.

H2: social media type of advertisements is mostly encountered by consumers.

IX. LIMITATIONSOFTHE STUDY;\

This duration is only three months. The sample size of respondents is 200. This research is used satisfied random sampling. The Statistic tools of the research only percentage method and average method.

X. RESULTS AND DISCUSSION

10.1. Doctrinal research:

Concept of advertisement:

Advertising is a form of persuasive communication that is used by companies and organizations to promote their products, services, or ideas to a target audience. It is a carefully crafted communication process that aims to influence the attitudes, beliefs, and behavior of the target audience.

The relationship between advertising and consumer behavior:

Consumer awareness is a fundamental aspect of consumer behavior- and advertising is a potent tool for raising awareness. Consider the effects of advertisements – not only do they raise brand awareness – familiarizing consumers with brand names, logos and slogans but they also raise: Product awareness: Through advertisements, consumers become aware of new products entering the market. Problem - solution awareness: Advertisement often present a problem and position the advertised product as the solution. This helps consumers recognize their summered and crucially, how a particular product can address them.

Impact of advertising on consumer perception, attitudes, and purchase intentions:

Advertising has a profound impact on consumer behavior by shaping consumer perceptions, attitudes, and purchase intentions. Through advertising marketers can

influence how consumers perceive a brand and product, creating a favorable Image and positioning in the minds of consumers.

Importance of advertising:

Advertisement is quite important in the workplace because it is one of the main media approaches utilized by different enterprises to communicate with their target audience and clients. Advertisements for a product or service are run with the goal of raising attention of the target audiences, which is what marketers are aiming for.

Negative impacts of advertising:

Misrepresentation:

The goal of advertising is to showcase a product in the best positive light. In the creative approach, there is considerable flexibility. When dramatization accessioning's the boundary into misrepresenting a product, the issue arises. False advertising can lead to stiff penalties from the federal Trade commission.

False image:

Product placement allows advertising to infiltrate movies. Advertising has a negative impact on how individuals feel about themselves. These pictures are frequently implausible and unreachable.

Promotionalof harmful products:

The possible consequences of media representations of a drinking. Alcohol product placements, and alcohol advertising on alcohol usage and difficulties among young individuals have triggered public concern.

Political influence:

Despite the fact that campaign advertising has been a component of politics for more than five decades researchers remain divided on the effects of various advertising tactics. AS a result, there is a large and diverse body of knowledge on political advertising.

Environmental Threat:

Despite what free-market philosophy claims, supply does not respond to demand. Various marketing strategies and planned depreciation are used by capitalist enterprises to build demand for their products. By generating false "requirements"

and driving the establishment of obsessive spending habits, advertising plays a critical role in the production of consumerist demand, completely breaching the prerequisites for maintaining global ecological equilibrium. Hedonic consumption refers to consumer behavior that is motivated by emotional preferences. The rationale behind this strategy is that individuals' desire for emotionality is a major motivator when choosing things to consume. The premise implied in this viewpoint is that consumers use the purchasing process to manage their moods, whether knowingly or unknowingly.

Positive effects of advertising:

Public service:

When individuals contemplate the benefits of advertisements, public service advertisements are frequently the first thing that comes to mind. These commercials promote a social concept that is important to the general audience.

Social benefits:

Traditional commercials that pitch a product or service, in contrast to public service advertisements. Can provide societal advantages. This is certainly relevant in countries where freedom of expression is restricted.

Economic benefit:

Advertising has a lot of good economic consequences in both the United States and other countries. Furthermore, advertising can aid in the creation of new jobs.

Capital investment:

The advantage of advertising, according to some in the marketing sector, come into effect when the company is presenting a presentation to investors.

Company image:

Many marketers recognize that their advertisements have little impact on consumers, but they do have an impact on how distributors and retailers perceive them.

Mass communication:

Many types of mass media such as newspapers, radio, magazines, and television, would not function as they do today if not for advertising. Advertising has a good influence on society since it aids in the maintenance of mass

communication media, making them much more affordable to the general population.

Universal appeal:

According to certain journalists and communication analyst, advertising campaigns may overcome cultural diversity and contribute positively to those cultures by placing everyone all on the same level.

Factors influencing customer choice:

Emotions play a significant role in customer decision making, with feelings of fear, excitement, desire and satisfaction influencing choice. Psychological factors such as cognitive biases and subconscious influences can affect how consumers evaluate options and make decisions. Cultural factors such as traditions and customs, societal values may also influence consumer preference and behaviors. Consumers often prioritize that offer high quality. Durability and reliability. Features such as functionality, performance and design can also influence consumer choices. Individual preferences, taste, lifestyle choices play a crucial role in shaping consumer decisions. Previous experience with a product, brand, or service can significantly impact future consumer choices. Factors such as ease of purchase, availability, location, and delivery options can influence consumer behavior

Related case laws:

Federal trade commission v. Colgate Palmolive co. (1965):⁶

The court ruled against misleading advertising that falsely depicted product performance, emphasizing the need for truthful advertising to prevent creating false consumer expectations.

Central Hudson Gas & electric corp. v. public service commission (1980):⁷

The U.S. supreme court established the “central Hudson test” which balances regulation of commercial speech with First Amendment rights ensuring that advertising is truthful and non- deceptive.

Nike, Inc. v. Kasky (2003):⁸

This case highlighted how advertising can shape consumer ethical judgements, with Nike’s misleading labor practices claims subject to false advertising laws.

Bates v. State board of Arizona (1977) ⁹:

The Supreme court ruled that attorney’s advertising about their fees is protected by the First Amendment, promoting transparency and competition in legal services.

POM wonderful LLC v. Coca cola co. (2014):¹⁰

The Supreme court ruled that misleading advertising could be challenged even if the product is FDA approved, emphasizing the importance of truthfulness in consumer information.

Part II

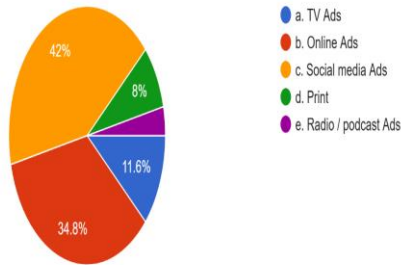
10.2. Non-Doctrinal Research:

Table 1: Types of advertisements which are mostly encountered by consumer

Indicators	Male	Female	Others	Total
TV Ads	7 (2.8)	20 (8.00)	2 (0.8)	29 (11.6)
Online ads	46 (18.4)	34 (13.6)	3 (1.0)	87 (34.8)
Social media ads	52 (20.8)	46 (18.4)	1 (0.4)	105 (42.00)
Print	4 (1.6)	14 (5.6)	1 (0.4)	20 (8.00)
Radio	3 (1.2)	16 (6.4)	1 (0.4)	9 (3.6)
Total	112 (44.8)	130 (52.00)	8 (3.2)	250 (100)

Source: Primary data

5. what type of advertisements do you mostly encounter
250 responses



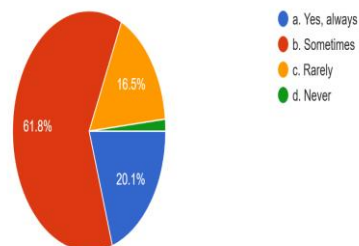
The above pie chart explains the distribution of advertisement types most commonly encountered by 250 respondents. Social media ads lead with 42 percent, followed by online ads 34.8 percent indicating the dominance of digital platforms in advertising reach. TV ads account for 11.6 percent, while print and radios/podcast ads are less frequently encountered, with 8 percent and minimal proportion respectively. This suggests that digital marketing, especially on social media and online platforms, has the highest visibility compared to traditional advertising methods.

Table 2: Comparison of products based on advertising before making a purchase

Indicators	Male	Female	Others	Total
Yes, always	22 (8.8)	26 (10.6)	2 (0.8)	50 (20.1)
Sometimes	71 (28.4)	82 (32.8)	1 (0.4)	154 (61.8)
Rarely	17 (6.8)	20 (8.00)	5 (2.00)	42 (16.5)
Never	2 (0.8)	2 (0.8)	0 (0.00)	4 (1.6)
Total	112 (44.8)	130 (52.00)	8 (3.2)	250 (100)

Source: primary data

7. Do you compare products based on advertising before making a purchase
249 responses



The above pie chart shows how frequently respondents compare products based on advertising before making purchase, with 250 responses recorded. A majority 61.8 percent, compare products “sometimes”, indicating that while advertising plays a role, it is not the sole deciding factor. About 20.1 percent of respondents “always” compare products, showing a strong reliance on advertising for decision making. Meanwhile, 16.5 percent rarely compare, and a very small percentage never do, suggesting that some customers make purchase decisions based on other factors such as brand loyalty, recommendations or personal experience.

XI. TESTING OF THE HYPOTHESIS

Hypothesis No 1: Consumers compare products based on advertising before making a purchase

The earlier assumption, stated that ‘consumers compare products based on advertising before making a purchase.’ But it was proved that consumer compare products based on advertising only sometimes not always, so, it proves that hypothesis is wrong. And it is an alternative hypothesis. It was proved in table no 7.

Hypothesis No 2: social media type of advertisements is mostly encountered by consumers

The earlier assumption, stated that ‘social media type of advertisements are mostly encountered by consumers. Majority of the consumers supported that they encounter social media advertisement more in their day-to-day life. So, the hypothesis is proved to be correct. And it is a null hypothesis. It was proved in table no 5.

XII. FINDINGS

- The data collected from the survey and interviews were analyzed using appropriate statistical techniques and mathematic analysis respectively, to derive meaningful insights into the impact of advertising on consumer behavior.
- The quantitative analysis focused on examining the relationship between advertising exposure and consumer attitude or behavior.

XIII. SUGGESTIONS

- It is found that advertisement only discloses the advertisement good features of the product and since the product is not physically available the advertisement can

also give some drawbacks of the products. It will help the consumer is better decision making.

- It is suggested that promotional schemes should be given, as consumers are ready to move on to other brands.
- More product information should be given in the website regarding the product. Since physical feel of the product is not available.

XIV. CONCLUSION

The advertising industry has seen a radical transformation in the modern period. Advertisements have an essential role in influencing consumer purchasing decisions. This study looked at the effect of commercials on customer buying behavior when it came to consumer electronics. According to the findings, commercials have a considerable influence on customer purchasing behavior. This research can help advertisers in the consumer electronics sector identify what drives a customer's buy intent. It can also assess which aspects of advertising have the biggest influence and which have a lower impact.

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