



VIDHYAYANA

ISSN 2454-8596
www.MyVedant.com

An International Multidisciplinary Research E-Journal

An article on Effects of advertisements on consumer behavior

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VIDHYAYANA



Key words:

Consumer buying behaviour, advertisements, advertisements effect

Introduction:

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK. Advertising is multidimensional. It is a form of mass communication, a powerful marketing tool, a component of the economic system, a means of financing the mass media, a social institution, an art form, an instrument of business management, a field of employment and a profession. In India the advertising business is growing at the rate of 30% to 35% annually. The total advertising expenditure in India is about \$5 Billion. It is a 1200 crore industry, even when billings are Rs. 8000 plus crores. It is 90% of India's GDP. Today we see our senses bombarded with lots of advertisements. Be it the newspapers, magazines, the television or even so many hoardings which line up any street or highway, there are lot of advertisements to be seen. In fact the quantity and the quality both are increasing day by day. It has become an important tool at the hands of the marketers to sell their products. Some advertisements are criticized for being false, misleading, and deceptive and for concealing information. Advertisements can also manipulate the consumer to go in for unnecessary buying spree.

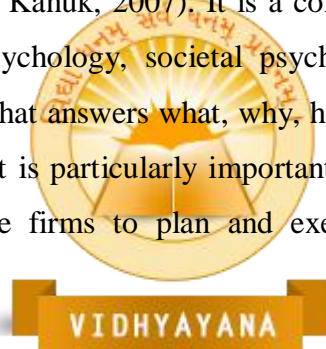
The major aim of advertising is to impact on buying behaviour; however, this impact about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind (Khan, Siddiqui, Shah & Hunjra, 2012). These brands continuously influence consideration, evaluation and finally purchases (Romaniuk & Sharp, 2004). Consumers buying behaviour has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness (Ajzen, 2002). Most of the time consumers buying



behaviour depends on liking or disliking of consumer towards the advertisement of the product advertised (Smith et al., 2006). A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite.

Consumer buying behaviour:

Consumer buying behaviour refers to the methods involved when individuals or groups choose, buy, utilize or dispose of products, services, concepts or experiences to suit their needs and desires (Solomon, 1995). A behaviour that consumers display in searching for, paying for, using, evaluating and disposing of products and services that they think will satisfy their needs (Schiffman & Kanuk, 2007). It is a convergence of three fields of social science, they are, individual psychology, societal psychology and cultural anthropology (Ramachander, 1988). A theory that answers what, why, how, when and where an individual makes purchase (Green, 1992); it is particularly important to study the subject of consumer buying behaviour as it facilitate firms to plan and execute superior business strategies (Khaniwale, 2015).



The word media was first used in the 1920s, and since the 1950s, amidst the high level of industrialization, mass media, radio and cinema, have been highly influencing politics. Mass media consists of all media technologies, including televisions, internet, radio, and newspapers, which are used also for mass communication. One of the messages the media transmits is advertising. Advertisement is an action to get the public attention towards a product or business through electronic media, or paid announcements in broad cast. Advertising can be done for a product, idea, person, or an organization. However, its importance lies in its containing only one single message that all the audience members would interpret alike. Advertising is a very important part of marketing. It is all around us, we can't run away from it. Where ever you look you see an advertisement; in your home you watch TV, and on the street seeing billboards. These days, TV and its advertisement are part



of most families' daily life. It persuades people to buy their products. Customers get influenced by several types of advertisement to buy a product. These types are shown in different methods, like TV commercial campaigns, print media campaigns, billboards that are put on the streets, posters, product placement in films and TV programs, newspapers, magazines, and the internet. Studies on advertisement showed that TV ads are the most influential type of advertisement because most people watch TV, and because TV has the ability to transmit messages through sound, motion, and sight. Nowadays, commercials advertise their products that don't really function the way shown in the commercial. Advertisement programs should be for the people's benefits not for the company. Consumers should be aware of risks in health and safety from false advertising, customers and children deceiving, and subliminal advertising.

Kilbourne (2000) says that: "advertising has a great impact in all of us, but we don't realize that". Advertisement seen every day, so people should choose the right ones and know which is good and bad for them. There must be supervision from the parents on their children.

Conclusion

This article focused on the impact of advertisements on consumer purchase decisions. Finally advertisements in general and how they influence consumer purchase decision were also examined. From the aforementioned examination and analysis, it can be concluded that advertisements in whatever form can have either a positive or negative impact on consumer purchase decisions. Marketing managers appear to have very little influence on how the advertisements will impact consumer purchase behaviour. In sharp contrast, it was discovered that traditional methods of advertisements have consistent (across various studies) positive impact on consumer purchase behaviour. It can also be concluded that of all the forms of advertisement, online reviews are perhaps the most volatile and prone to resulting in a negative impact on purchase decisions. Nevertheless, it is also quite likely to bring on the most amounts of sales within a short period of time. It was discovered that consumers find



some advertisements annoying which also influences their decision to allow the engagement of their attention and consequently their money in making the final purchase. In addition, it was also found that there are positive correlations between advertisements and consumer purchase behaviour in that the advertisement triggers the customer's interest in a product and eventually leads to a purchase.

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