

Impact of Advertising on Consumer Buying Behaviour: A Conceptual Review

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Abstract : Consumer is the king in the present world. Every company aims at increasing the customer satisfaction and buying behaviour. Consumer behaviour tells us what the needs of consumer are. Advertising is a function of marketing and also one of the factors that brings change in the consumer buying behaviour. This study helps to highlight some of the factors influencing the consumer buying behaviour. This study offers theoretical contributions on advertising and consumer buying behaviour. This study reveals different dimensions and attributes which affects the consumer behaviour. This study shows that there are some other factors like frequency and repetitive advertisements will also make a impact on the consumer buying behaviour.

KEYWORDS: Advertising, Consumer buying behaviour, attributes, Advertisement

I. THEORETICAL BACKGROUND:

Entertainment

Entertainment has been one of the primary criteria for creating an advertisement. Entertainment is used as a tool to gain attention of customers. An interesting and entertaining ad is more likely to be remembered by consumers rather than a boring one. Therefore, it can be said that entertainment increases the effectiveness of advertising. That is why many companies are investing a lot of money to make advertisements that are humorous (Mandan, Hossein & Furuzandeh, 2013).

Former studies suggest that entertainment in advertising generates customer satisfaction (Chang, 2006). This claim was tested by later empirical studies. For instance, Duncan and Nelson (1985) conducted a research on how entertainment in advertisement affects consumers. They analysed 157 responses towards advertising and found that entertaining advertisements can influence consumers. It influences consumers into accepting and consuming the product (Duncan & Nelson, 1985). In a similar way, Chang (2006) investigated about entertaining advertisements and its influence on consumer satisfaction and leave impact on their behavioural intentions. Based on his research on 152 participants, he found that entertaining advertising can positively increase consumers' satisfaction, thus influencing consumer buying behaviour.

Although use of humour in advertisements can be risky at times as a large number of people may not be entertained by the same concept. Gulas and Weinberger in their book say that a failed attempt to entertaining ads is a lost opportunity to connect with consumers. It may even offend consumers and drive them away. They have exemplified this risk with a 1999 Super Bowl advertisement for 'Just for Feet'. It showed a group of white men tracking a barefoot, black Kenyan runner who was later drugged and forced against his will to wear a pair of running shoes (p. 174). The advertisement was met with massive outrage (Gulas & Weinberg, 2006).

However, entertaining advertisements do not necessarily mean humorous ads. Thrilling, full of suspense advertisements can also be counted as entertaining. One of the biggest examples of all time is the Apple super bowl commercial "1984". It left

people awestruck and it was immediately able to get attention of people. It was very effective in terms of spreading news about a new era of computers. It also had a huge part in generating sales for the company.

Familiarity

Alba & Hutchison (1987) defined familiarity as the number of product-related or service-related experiences that have been gathered by the consumer. These related experiences include direct and indirect experiences such as exposure to advertisements, interactions with salespersons, word of mouth contact, trial and consumption. Johnson and Russo (1984) viewed familiarity as being tantamount with knowledge. Johnson & Kellaris (1988) have considered experience contributing to familiarity. Review of the literature shows that knowledge; experience and familiarity are closely intertwined. Following Alba and Hutchison's (1987) definition, brand familiarity is identified as the accumulated correlated experiences that customers have had with a brand (Ballester, Navarro & Sicilia, 2012).

The effect of brand familiarity can be observed through a process called 'Product-class cues'. The product class or subcategory to which the brand belongs could serve as a cue in many cases. A consumer may want a "fruit juice" to have with a meal. Research on categorization processes has recognized the importance of "prototypically" as an indication of the strength of association between a category concept and members of the category (Rosch, 1975; Medin & Smith, 1981). Prototypically of a brand is known as a measure of how representative the brand is of its product category. Operationally, prototypically is measured by individuals' ratings of how "good an example" they consider the object of a category. Brands that are prototypical are more likely to be recalled faster and more frequently (Nedungadi & Hutchinson, 1985; Barsalou, 1985; Rosch & Mervis, 1975). This leads to a higher probability of being included in the evoked set and to higher probability of choice.

Zajonc (1968) in a research has demonstrated that experience to a stimulus can enhance the fondness for that stimulus independently of cognitive evaluations or contextual associations. Basically, this stream of research has confirmed that affect is a linear function of the logarithm of exposure frequency (Harrison, 1977). So, as exposure to a brand increases, affective reactions to the brand become more favorable. It means the more a brand is exposed through advertisements and campaigns, the more exposure it gets, which eventually leads to more familiarity of the brand.

Zajonc & Markus (1982) suggest that familiarity may lead to creation of positive impression of a service or object. When confronted with a familiar service or brand, the consumer may feel a glow of warmth and intimacy. Familiarity with the brand thus creates a sense of trustworthiness in consumer's minds.

Social Imaging

Advertisements generally have influence on how we perceive things around us. Through various types of advertisements, especially TVCs portray how a user of a certain product is or should be. It sometimes shows the social class the user of a product belong to, their lifestyle and attitudes.

In cases of beauty product this concept is highly applicable. In a research conducted in 2009 it was observed that one of most influential ideas spread by the media is society's perception of beauty and attractiveness. The thin beautiful woman and the handsome muscular men are seen everywhere. And as the influence of media increases, the pressure to hold on to these ideals increases (Russello, 2009).

In 2008, the YWCA USA published a report, Beauty at Any Cost, which highlighted the consequences of the beauty obsession on women and girls in America through media. This feeling of insecurity and obsession is very much likely to trigger purchase of beauty products (Britton, 2012).

The mass media is the most powerful way to spread these images that represent sociocultural ideals (Tiggemann, 2003). Advertising promote social messages and life style by illustrating the position of ideal consumer and stimulates consumer's willingness to purchase (Pollay & Mittal, 1993).

Apart from the beauty industry, another great example of social image that is solely created by advertisement is the brand "Rolex". It is not necessarily the best product in the market nor does it add a lot of usefulness to one's life in this day of cell phones. But through its careful ad placements they have gained the attraction of millions. They have targeted sports and club members of the elite and portrayed them in their advertisements. They have identified how the lifestyle of an ideal customer of their product is, where they live, where they hang out, etc. In a way they have sent a subliminal message to the people that 'Rolex' is only for the rich and sophisticated, it is what sets a person apart from the ordinary. Rolex is now more of a social

status rather than a time tracking device. As a result, a person who has suddenly become rich would want to buy a Rolex just to have a sense of belonging in that 'elite' class.

Even the smart watch by Apple that offers a great functionality failed to compete with Rolex as it was reported by Tech Times: *"Apple may be the numero uno smart watch seller in the world and while it can revel in the fact that it thwarts its wearable rivals such as Samsung, Sony and LG in this sphere, the Cupertino-based company is still not a shine on Swiss watchmaker Rolex, which is synonymous with luxury"*.

Spending

Advertising spending can have an effect in the buying behaviour of people in a sense that the more money spent can be linked with the quality of advertisement and the frequency of advertisement. It may result in creating a lasting impression in consumer's mind. Advertising is an important extrinsic cue signalling product quality (Milgrom & Roberts, 1986). Heavy advertising spending shows that the firm is investing in the brand, which means the organization has a huge investment and thus implies that they might have a better quality of product (Kirmani & Wright, 1989). In addition, advertising spending levels are good indicators of not only high quality but also good buys (Archibald, Haulman & Moody, 1983).

Yoo, Donthu & Lee (2000) examined the impact of the marketing mix variables on consumer behaviour. The approach focuses on the indirect effect of these determinants on brand loyalty. Since advertising spending affects expectations of product or service quality in consumer's mind (Kirmani & Wright, 1989; Yoo, Donthu & Lee, 2000; Moorthy & Zhao, 2000), its role should be indirectly linked to brand loyalty implying that rather than the advertisement itself, it is how advertising affects customer perception of the firm that is more critical in impacting consumer buying behaviour (Ha, Janda & Muthaly, 2011).

The earlier studies have concluded that when a huge sum is spent on advertisements and other marketing campaigns consumers began to expect more from that particular brand. It creates an illusion of better quality of product or service from that brand. In this study, we will try to find out that how these associations that consumers make with 'Advertisement Spending' and the 'Brand' effect their purchase decision. In other words, we will attempt to find out how consumers perceive advertisement spending and if it ultimately influences them to purchase the product.

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 facilitates firms to plan and execute superior business strategies (Khaniwale, 2015).

In this research we will attempt to find what factors effect consumer buying behaviour. In previous studies certain variables were found to have an impact in consumers. This is briefly discussed below:

Nowadays, people have access to the endless supply of advertisements. However, they fancy something new, entertaining and something that can grab their attention. Boring advertising will not sustain in consumers' minds long enough. Therefore, entertainment has been termed as a significant advertising strategy for increasing advertising effectiveness and imploring them to make a purchase (Madden & Weinberger, 1982).

Familiarity created by advertisement for a certain brand is also an important factor that affects consumer buying behaviour. Macinnis and Park (1991) carried out a study with consumers to investigate the effects of familiar songs in advertising and consumer behaviour. In their research, consumers depicted satisfaction for products with familiar songs and a significant relationship was confirmed between the level of familiarity of the songs in the advertising and its amiability.

Social role and image reflects that ads influence individual life style and the extent to which an individual seeks to present him or herself in a socially acceptable manner. In addition to selling products and services, ads sell image and life style. Consumers learn about new life style, image and trend through ads (Pollay & Mittal, 1993; Burns, 2003). Advertising promote social messages and life style through illustrating the position of ideal consumer and stimulate social action toward purchase of that product.

Advertising spending also creates positive impression about a brand in the minds of the consumers. Aaker and Jacobson (1994) also find a positive relationship between advertising and perceived quality. Hence, advertising spending is positively related to perceived quality, which leads to greater amount of purchase from that brand as consumers generally prefer to purchase from a well know brand in order to avoid disappointments over quality.

Syeda Rabeea Fatima, NoreenAslam, Muhammad Azeem , Hafiza Sobia Tufail, Asad Afzal Humayon , Rabia Luqman(2019) studies says that has been directed on the perception of customers explains that advertising strategies of a company will have a positive impact on the consumer buying behaviour. Efficient strategy increase sales and customers become loyal for long term.

Rizwan Khalid, Tehreemyasmeen(2019) says that advertising affects the buying behaviour of the consumer by considering variables as interactivity, accessibility, irritation, credibility ad ad liking.

Bylon Abeeku Bamfo (2019) studies that advertisement plays an important role in determining children satisfaction, brand preference and buying behaviour. Business organizations have therefore resorted to advertisement as an important marketing strategy to create customer satisfaction, brand preference and to influence consumer buying behaviour. Likewise, consumers have over the years relied on advertisement as an important source of product information, likeness and an influencer for consumer purchase decision process.

Muhammad Raza , Normalisa Md Isa,Shamsul Huda Bt Abd Rani (2019) states that advertisement and marketing techniques and strategic marketing tools that enrich purchase behavior of hightech industries.

Shilpa Bhakarb, Keshav KushwahacAkanshad (2019) studies says that most of the buyer's attention can be grabbed on the advertisement of the brand if the advertisement is attractive enough so the organization should make attractive advertisement to grab customer's attention on their brands.

Ganjar Mohamad Disastra, Fanni Husnul Hanifa, Astri Wulandari, Widya Sastika (2019) states that all dimensions of Advertising Attitude influences Purchase Intention, whereas Advertising Value influences Advertising Attitude.

Ramzan Sama (2019) says that TV advertisement has a significant impact on awareness, Interest and Conviction stages of consumer behaviour. Newspaper advertisements have a significant impact on awareness, Interest, Conviction, Purchase and Post-purchase behaviour. Magazines advertisements significantly affect Purchase and Post-purchase behaviour Internet advertisements affect Awareness, Interest and Conviction stages of consumers. Radio advertisements did not affect any of the stages of consumer behaviour.

B.A. CHUKWU, E.C. Kanu and A.N. Ezeabogu(2019) defines that the predictor variables, emotional response, environmental response towards brands, brand awareness and sensory stimulated advertising have positive relationship with consumer buying behaviour.

Dr. S. Sivagamy(2018) says that consumers purchase products by emotional response, rather that environmental response. Advertisements impact on buying behavior related to different demographical backgrounds. Advertisements have an impact on the trial of the product by the customer.

Dr. Fuangfa Amponstira, Ratna Dev Bajracharya(2018) studies says that the main objective of advertising is to influence the consumer behaviour by making consumers aware about the availability of the products. The second objective of advertising is to arouse interest in the viewer's mind so that they will be excited about the product and that they will repetitively watch the advertisement. The next objective of advertisement is to create a strong desire about the products being advertised, and the advertisement should also be able to create a strong motivation and create a strong need of product in the mind of consumers. The final objective of next objective of advertisement is to create a strong desire about the products being advertised, and the advertisement should also be able to create a strong motivation and create a strong need of product in the mind of consumers. The final objective of advertisement is to convince their consumers to make a final purchase of the product.

LP Mengko, SS Pangemanan(2018) says that advertisement on consumer buying behaviour considers variables namely entertainment in advertising, familiarity of advertising, social imaging of advertising and advertisement spending.

Prof. Dr. Abdul Ghafoor Awan, Muhammad Ismail, Captain Fauzia Majeed, Farisa Ghazal (2016) states thatAdvertisement can change the behaviour of consumer's. Factors like necessity of advertising, pleasure of advertisement,

dominance of advertisement, brand recall advertisement and stimulation of advertisement are very helpful in creating and shifting the consumers buying behaviour.

Samar Fatima(2016) studies reflects that advertisement is helpful in creating the awareness and perception among the customers to influence the buying behaviours of the consumers.

Kenechukwu, Ezekiel, and Edegoh(2015) says that advertising is any paid form of non-personal presentation and promotion of ideas or products by an identifiable sponsor. People react to the same advertisement differently and make decisions on how to spend their available resources on consumption related items. The whole essence of advertising is to make customers to be loyal to the products advertised.

Naveen Rai (2013) states that the consumers are induced significantly by advertisements when the target is on quality and price. Purchase attitude and behavior is influenced by variety of advertisements which cover product evaluation and brand recognition.

CONCLUSION:

From the last 4 years, we found certain factors which will influence consumer buying behaviour. This study reveals that the relationship between the advertising and consumer buying behaviour is positive. Certain factors which will influence the consumer buying behaviour are emotional response, interactivity, accessibility and some other factors. Along with these factors, the customer perception and awareness of the product is also important for consumer buying behaviour. The company wants to increase its consumers by using advertising, then the advertisement should be attractive and contain visual appearances and logos of the company and so on. The frequency of the advertisement shown will also impact the consumer buying behaviour. Repetitive advertisement will make the consumer to memorise the brand.

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