



THE ROLE OF ADVERTISING IN CONSUMER DECISION MAKING

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ABSTRACT

Each marketer relies heavily on advertisements to get his message through to customers. A sort of public relations aimed at persuading consumers to acquire and use a product, service, idea, etc. I'll demonstrate how a customer makes a purchase choice. In order to stay in business, a company has to make a profit from its goods that is at least sufficient to cover the company's expenses. By surveying 110 consumers on their attitudes and actions when making purchases, this article explores the connection between the independent variables of emotional response and these other dimensions of consumers' decision-making. The overarching goal of this study is to examine the disparity in the effects of advertising on male and female consumers by measuring the effect it has on their attitudes about making purchases.

KEY WORDS Advertising, Consumer behavior, Consumer buying behavior, consumer decision making,

INTRODUCTION

Each marketer relies heavily on advertisements to get his message through to customers. A consumer is someone who need goods and services in order to meet his or her fundamental needs and wants, as well as more hedonistic desires. Every day, consumers are bombarded with advertisements on television, in the newspaper, on the radio, online, and in other media. Consumers are always irritated¹ by advertisements, but if those advertisements were tailored to their specific interests and needs, they may really be useful. Because of this, marketers started looking at how people really behave. Advertisers have begun to scrutinize the smallest steps customers take before, during, and after making a purchase of a product or service to determine the optimal time and method for reaching out to them.

From the perspective of the advertising rationale, I will describe in this report the many forms of advertising that advertisers use. I'll demonstrate how a customer makes a purchase choice. In light of this, I will explain how ads, both logical and irrational, may reach consumers at various points in the decision-making process. Then, I'll briefly discuss where advertising is headed in the near future, and wrap off with some general thoughts on advertising's place in the consumer's world.

In order to stay in business, a company has to make a profit from its goods that is at least sufficient to cover the company's expenses. Many firms' budgets and profit plans are based on initial estimates of revenue. This is because, in most circumstances, it must be calculated; the ratio of arriving production units to total production units will affect the big purchase. But there are a lot of difficult things that need to be done before most firm CEOs would even contemplate selling. This is due to the fact that predicting, estimating, or determining the accuracy and prospective clients is quite challenging. A company can do little to influence consumer demand or other external forces. With this in mind, it is acceptable for the organization to participate in the process of influencing consumer choices to purchase their goods, since sales are crucial to the existence of a company and the relationship between consumers and sales. There is a connection between advertising and brand administration here. The 4ps marketing mix consists of the product, price, location, and promotion, with

advertising falling under the latter two. Advertising is the primary method used in marketing campaigns since it raises customers' levels of product knowledge and prepares their minds and hearts to make a purchase choice.

Almost everyone nowadays is brought up in a society where they are constantly exposed to various forms of mass media, such as TV, radio, newspapers, magazines, movies, music, billboards, and the internet. Advertising is the marketing tool most known for its enduring impression on viewers, thanks to its widespread dissemination. One of the four pillars of marketing strategy is the "promotion mix," of which advertising is a part. The other three pillars are "product" (or supply), "price" (or demand), and "place" (or distribution channels). Advertising is a crucial component of every successful marketing campaign since it raises brand recognition and encourages consumers to consider making a purchase. Marketers may reach large audiences via a variety of mass communication channels, including advertising, sales promotion, and public relations

This means that commercials on television have the potential to shape not only the way people think and act, but also how they spend their time and how they're exposed to the world. Advertising has been around since prehistoric times. Symbols and visual messages were widely employed in ancient societies to entice consumers. Such components have been utilized for advertising purposes for ages. These were originally handcrafted and manufactured in small batches as promotional items. In later years, this trend grew in popularity for the sake of advertising. Advertisements have grown in importance as a means of interaction between producers and consumers in the contemporary era. Advertising has become so pervasive in today's consumer market that no corporation can hope to become a household name without first spending much on marketing. Since an advertiser's main goal is to contact potential consumers and persuade them to change their awareness, opinions, and ultimately, their purchasing behavior. They put out much effort and money to maintain consumers' enthusiasm for their goods.

LITERATURE REVIEW

Alina Stankevich (2017) Studies of consumer decision-making processes and habits have progressed in recent years, and this area of study has gained prominence in the marketing community and academic literature. This study includes a systematic literature evaluation of scholarly works on the topic of the purchase decision-making process in marketing, with the goal of advancing the state of the art. The most recent developments and recurring topics in that area are also presented in the study. Twenty-four scholarly papers, reports, and books on marketing were used to analyses and examine the fundamental models and ideas in this field. To better influence customer behavior in favor of the company's offerings, a framework of "moments that matter" in the decision-making process and elements that impact them was developed. To ensure the effectiveness of marketing initiatives, suggestions were made for better understanding customer behavior and purchasing methods. Multiple avenues for further study of consumer behavior are proposed in the report.

Mitra Saleh et.al (2017) Factors that impact shoppers' decisions have been the focus of a lot of study. Researchers into consumer behaviors have paid a lot of attention to decision-making styles throughout the years. The importance of learning about customer decision-making patterns is growing as a result of the inextricable link between buying habits and consumer psychology. Decision-making styles have been seen in the past as a personality feature with long-lasting effects on consumer choice. Recent research has shown that different products need different decision-making processes, and that these processes are context and decision-situation dependent. Although much research has been done on consumer decision-making styles, this paper argues that only a fraction of that time has been spent on conceptualizations of decision-making styles, and that as a result, it remains unclear whether these styles are grounded in observable personality traits or are instead influenced by the specific circumstances in which a purchase is made.

Ríos Lama Cristian Armando et.al (2021) Parallels may be seen between this disruptive epidemic and the interdisciplinary idea of consumer science. I'm curious as to the nature of the connections between these factors. With that in mind, this article's goal is to shed light on how the covid-19 may affect the buyer's inclination to make a certain purchase. The potential psychological and economic repercussions of a pandemic, as well as the effects of the generational theory, and how this may make security more important, were examined in a comprehensive study. Systematic review of 304 papers was conducted, with 106 articles meeting the criteria for inclusion. Consumers are thought to be making somewhat more rational judgments, although this is sensitive to elements unique to individual cases, thus multivariate empirical study is required.

Hanna Willman-Iivarinen (2017) Since the world is more mediated, customers' decisions are increasingly motivated by identity play, the pursuit of social currency, and self-branding. In addition, the circumstances in which a decision must be made, such as time constraints or an abundance of options, may have a major impact on the decisions that are made. All of these shifts have an impact on consumers' decision-making processes, particularly on the decision-making frameworks they use. The research in this article is based on both theoretical considerations and actual evidence. In light of these findings, it's clear that the goods' potential for good in society will influence whatever decision-making approach is selected. The method is interdisciplinary, drawing from a variety of theoretical frameworks concerned with consumer choice. B2C marketers can't afford to ignore this issue. Learn about consumer decision-making processes and future trends. It's also crucial for governments who want to encourage people to adopt healthier, greener, more ethical, or more nationalistic choices in their purchasing habits. We forecast the future of factors that influence customers' purchasing decisions and analyses their marketing ramifications.

Andrea Klein et.al (2022) Even while consumer decision-making styles and consumer engagement have each been shown to be important in understanding online group purchasing, their combined influence has not yet been studied. This research investigates the role of consumer participation as a mediator between consumers' intentions to engage in online group purchasing and their resulting decision-making preferences. Involvement was shown to be a substantial mediator of the associations between consumers' decision-making styles and their desire to participate, with the hedonistic, recreational type and the price-conscious, habitual, brand-loyal, and bewildered by over-choice types all showing significant effects. Interestingly, the involvement-mediating impact is null when it comes to the novelty-fashion aware decision-making approach. It adds significantly to our understanding of customer behaviors online and to the practice of website administration. We advise that website administrators keep customer participation at a premium and take into account customers' varying decision-making processes while interacting with and selling to site users. Potential pitfalls and directions for further investigation are outlined in the paper.

RESEARCH METHODOLOGY

Both primary and secondary data were used to create the research. Over one hundred and ten participants were randomly chosen to fill out the study's structured questionnaire and provide the study's main data. It was easy to authenticate the samples gathered, therefore they were taken for further study. Information has also been gleaned from secondary sources like databases and scholarly papers. After collecting data, we used appropriate techniques like Chi-square to evaluate it, basing our findings on the preconceived notions we had going into the study. Participants in this survey were chosen at random. Shoppers of all stripes are surveyed to learn more about their shopping habits and preferences. Following an explanation of the many topics covered by the questionnaire, we asked all respondents to complete it independently. It included a mix of open-ended and closed-ended questions laid out in a straightforward manner that was simple to grasp at a glance.

The present research used a convenience sample of 110 customers, all of whom voluntarily agreed to fill out a questionnaire. In all, 110 participants made up the study's sample. The research was conducted throughout the months of September and October of 2013. Only primary sources are utilized for in-depth analysis and interpretation. Both primary and secondary data, as well as expertise and information gained verbally from respondents but not captured in the questionnaire, were used to draw conclusions and formulate suggestions. Statistics, the chi-square test, and cross-tabulation were only few of the methods used to examine the data we gathered from these sources. A five-point Likert scale that has been thoroughly refined and standardized is used to gather the data. Every questionnaire was sent to every responder in the specified locations. After collecting replies over the course of 5 days, the data was loaded into IBM's SPSS version 20.0 for analysis and assessment. The replies from the respondents have been analyzed by computing frequencies and performing cross-tabulation. Part II questionnaire results were analyzed using a Chi-Square test.

DATA ANALYSIS

General Profile of the Respondents

Table: 1

SEX	Male	Female					
	44	56					
AGE	15-20	21-30	31-45	46-55	>55		
	16	22	22	21	19		
Preferred mode of receiving Advertisement	Print	TV	Radio	Mobile	Internet	All	
	25	41	6	12	13	4	
Types of ads	Funny	Creative	Unique	Informative	Meaningful	Short and crisp	Off beat
	17	23	10	6	20	3	2
	Inoffensive	Emotional	Crazy	Simple	Genuine	Straight forward	
	1	4	6	4	2	3	

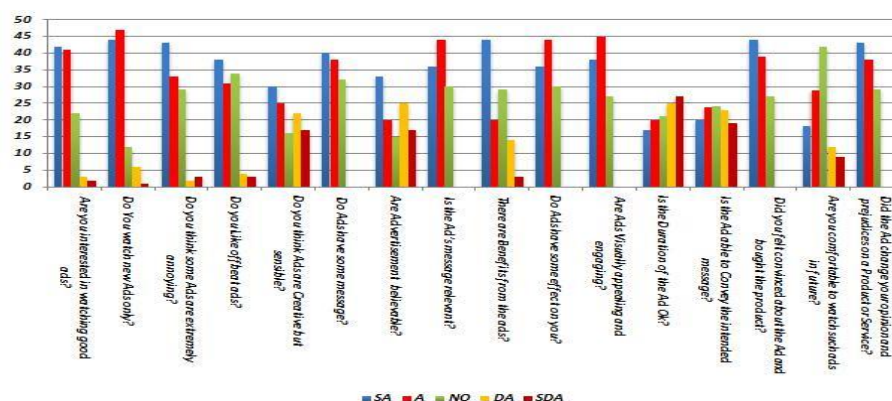
Based on the data shown above, we can conclude that women make up 56% of the sample and men represent 44%. According to a breakdown by age range, we discover that 16% of respondents are between the ages of 15 and 20, 22% are between the ages of 21 and 30, 22% are between the ages of 31 and 45, 21% are between the ages of 46 and 55, and 19% are older than 55. According to the results, print media (25%) and television (41% of total) are the most common ways that advertisements reach consumers. Eighty-three percent of people think ads are either funny or creative, and twenty percent think they have some kind of meaningful message.

Respondents' views about Advertisements:

Table: 2

PARAMETER	SA	A	NO	DA	SDA
Are you interested in watching good ads?	42	41	22	3	2
Do You watch new Ads only?	44	47	12	6	1
Do you think some Ads are extremely annoying?	43	33	29	2	3
Do you Like offbeat ads?	38	31	34	4	3
Do you think Ads are Creative but sensible?	30	25	16	22	17
Do Ads have some message?	40	38	32	0	0
Are Advertisement believable?	33	20	15	25	17
Is the Ad's message relevant?	36	44	30	0	0
There are Benefits from the ads?	44	20	29	14	3
Do Ads have some effect on you?	36	44	30	0	0
Are Ads Visually appealing and engaging?	38	45	27	0	0
Is the Duration of the Ad Ok?	17	20	21	25	27
Is the Ad able to Convey the intended message?	20	24	24	23	19
Did you felt convinced about the Ad and bought the product?	44	39	27	0	0
Are you comfortable to watch such ads in future?	18	29	42	12	9
Did the Ad change your opinion and prejudices on a Product or Service?	43	38	29	0	0

Figure: 1



Chi-Square Test

Is There an Age Difference in Response to the Ad?

Table: 3

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE * ADEFFECT	110	100.0%	0	.0%	110	100.0%

AGE * ADEFFECT Crosstabulation						
Count		ADEFFECT			Total	
		1	2	3		
AGE	1	6	6	6		18
	2	8	10	6		24
	3	6	11	7		24
	4	9	9	5		23
	5	7	8	6		21
Total		36	44	30		110

CHI-SQUARE:

Table: 4

AGE				ADEFFECT			
	Observed N	Expected N	Residual		Observed N	Expected N	Residual
1	18	22.0	-4.0	1	36	36.7	-.7
2	24	22.0	2.0	2	44	36.7	7.3
3	24	22.0	2.0	3	30	36.7	-6.7
4	23	22.0	1.0	Total	110		
5	21	22.0	-1.0				
Total	110						

Test Statistics		
	AGE	ADEFFECT
Chi-Square	1.182 ^a	2.691 ^b
df	4	2
Asymp. Sig.	.881	.260

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

Based on the results of the aforementioned SPSS analysis, we may conclude that there is a statistically significant correlation between respondent age and ad effectiveness.

Is There a Connection Between Ad Creativity and Its Capacity to Be Visually Interesting and Captivating?

Table:5

CREATIVITY * VISUALAPPEALING Crosstabulation					
Count		VISUALAPPEALING			Total
		1	2	3	
CREATIVITY	1	11	13	6	30
	2	12	8	5	25
	3	5	6	5	16
	4	5	11	6	22
	5	5	7	5	17
Total		38	45	27	110

CHI-SQUARE:

Table: 6

CREATIVITY				VISUALAPPEALING			
	Observed N	Expected N	Residual		Observed N	Expected N	Residual
1	30	22.0	8.0	1	38	36.7	1.3
2	25	22.0	3.0	2	45	36.7	8.3
3	16	22.0	-6.0	3	27	36.7	-9.7
4	22	22.0	.0	Total	110		
5	17	22.0	-5.0				
Total	110						

Test Statistics		
	CREATIVITY	VISUALAPPEALING
Chi-Square	6.091 ^a	4.491 ^a
df	4	2
Asymp. Sig.	.192	.106

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

Based on the aforementioned SPSS analysis, we conclude that the ad's creative quality correlates with its ability to capture the audience's attention visually.

Is There an Age Difference in How Many People Feel the Ad's Presence?

Table: 7

AGE * MESSAGEPRESENTINAD Crosstabulation				
Count		MESSAGEPRESENTINAD		
		1	2	3
AGE	1	6	5	7
	2	9	9	6
	3	11	8	5
	4	7	10	6
	5	7	6	8
Total		40	38	32

CHI-SQUARE:

Table: 8

AGE				MESSAGEPRESENTINAD			
	Observed N	Expected N	Residual		Observed N	Expected N	Residual
1	18	22.0	-4.0	1	40	36.7	3.3
2	24	22.0	2.0	2	38	36.7	1.3
3	24	22.0	2.0	3	32	36.7	-4.7
4	23	22.0	1.0	Total	110		
5	21	22.0	-1.0				
Total	110						

Test Statistics		
	AGE	MESSAGEPRESENTINAD
Chi-Square	1.182 ^a	.945 ^a
df	4	2
Asymp. Sig.	.881	.623

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

Based on the results of the above SPSS analysis, we may conclude that there is a statistically significant correlation between respondents' reported ages and their perceptions of the advertisement's persuasiveness.

Is There a Connection Between Ad Creativity and Its Capacity to Create a Relevant Message?

Table: 9

CREATIVITY * MESSAGE RELEVANCY Crosstabulation				
Count		MESSAGE RELEVANCY		
		1	2	3
CREATIVITY	1	9	14	7
	2	10	9	6
	3	5	5	6
	4	7	10	5
	5	5	6	6
Total		36	44	30

CHI-SQUARE**Table: 10**

CREATIVITY				MESSAGE RELEVANCY			
	Observed N	Expected N	Residual		Observed N	Expected N	Residual
1	30	22.0	8.0	1	36	36.7	-.7
2	25	22.0	3.0	2	44	36.7	7.3
3	16	22.0	-6.0	3	30	36.7	-6.7
4	22	22.0	.0	Total	110		
5	17	22.0	-5.0				
Total	110						

Test Statistics		
	CREATIVITY	MESSAGE RELEVANCY
Chi-Square	6.091 ^a	2.691 ^a
df	4	2
Asymp. Sig.	.192	.260

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

The preceding SPSS analysis suggests a strong connection between ad creativeness and its relevance to target audiences.

Does the gender of the respondent have an effect on how strongly they identify with the ad's message?

Table: 11

GENDER * MESSAGE RELEVANCY Crosstabulation				
Count		MESSAGE RELEVANCY		
		1	2	3
GENDER	1	15	17	16
	2	21	27	14
Total		36	44	30
				110

CHI-SQUARE:**Table: 12**

GENDER				MESSAGE RELEVANCY			
	Observed N	Expected N	Residual		Observed N	Expected N	Residual
1	48	55.0	-7.0	1	36	36.7	-.7
2	62	55.0	7.0	2	44	36.7	7.3
Total	110			3	30	36.7	-6.7
				Total	110		

Test Statistics		
	GENDER	MESSAGE RELEVANCY
Chi-Square	1.782 ^a	2.691 ^a
df	1	2
Asymp. Sig.	.182	.260

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

The preceding SPSS analysis suggests that respondents' gender influences how strongly they connect with the ad's intended message.

Is There a Connection Between an Ad's Capacity to Influence Responses and Its Capacity to Get People to Think Differently About a Product or Service?

Table: 13

INTENDED MESSAGE * CHANGED OPINION Crosstabulation					
Count		CHANGED OPINION			Total
		1	2	3	
INTENDED MESSAGE	1	10	5	5	20
	2	9	9	6	24
	3	7	10	7	24
	4	9	9	5	23
	5	8	5	6	19
Total		43	38	29	110

CHI-SQUARE:**Table:14**

INTENDEDMESSAGE			
	Observed N	Expected N	Residual
1	20	22.0	-2.0
2	24	22.0	2.0
3	24	22.0	2.0
4	23	22.0	1.0
5	19	22.0	-3.0
Total	110		

CHANGEDOPINION			
	Observed N	Expected N	Residual
1	43	36.7	6.3
2	38	36.7	1.3
3	29	36.7	-7.7
Total	110		

Test Statistics		
	INTENDEDMESSAGE	CHANGEDOPINION
Chi-Square	1.000 ^a	2.745 ^b
df	4	2
Asymp. Sig.	.910	.253

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

The preceding SPSS analysis suggests a strong connection between an advertisement's persuasive power and its ability to alter a respondent's first impression of a product or service.

Table :15

AGE * ADCONVINCEDTOBUYPRODUCT Crosstabulation					
Count		ADCONVINCEDTOBUYPRODUCT			Total
		1	2	3	
AGE	1	7	5	6	18
	2	10	9	5	24
	3	8	10	6	24
	4	10	8	5	23
	5	9	7	5	21
Total		44	39	27	110

Is There a Relation between AGE and ABILITY OF THE AD IN CONVINCING THE RESPONDENT TO BUY THE PRODUCT?

CHI-SQUARE:

AGE			
	Observed N	Expected N	Residual
1	18	22.0	-4.0
2	24	22.0	2.0
3	24	22.0	2.0
4	23	22.0	1.0
5	21	22.0	-1.0
Total	110		

ADCONVINCEDTOBUYPRODUCT			
	Observed N	Expected N	Residual
1	44	36.7	7.3
2	39	36.7	2.3
3	27	36.7	-9.7
Total	110		

Test Statistics		
	AGE	ADCONVINCEDTOBUYPRODUCT
Chi-Square	1.182 ^a	4.164 ^b
df	4	2
Asymp. Sig.	.881	.125

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

As can be seen from the aforementioned SPSS analysis, there seems to be a correlation between respondent age and the effectiveness of the ad in persuading the consumer to make a purchase.

CONCLUSION

Marketers have been analyzing all step customers take before, during, and after making a purchase of a product or service to determine the best time and method to reach out to them. Because it is difficult to foresee,

estimate, or identify the accuracy and prospective consumers, I will focus on what sorts of advertising an advertiser utilizes from the logic of the advertisement perspective in this report. A history of marketing may be traced back to prehistoric times. Symbols and visual indicators were utilized by ancient societies to entice new customers. The advertising industry should take into account this point of view on the importance of supplementary data in consumers' final purchasing decisions. If an ad reaches a consumer just when they're researching a purchase, it will have more of an effect since the consumer doesn't have to go out of their way to get the information themselves, and they're also less likely to look at ads for rival brands. That is to say, consumers are more receptive to marketing for certain products when they are actively researching such goods.

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