



# IMPACT OF ADVERTISEMENT MEDIA ON CONSUMER BUYING BEHAVIOUR

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**Abstract:** This study explores the impact of advertisement media on consumer buying behavior, aiming to elucidate how different media channels influence purchasing decisions and consumer preferences. With digital and traditional advertising platforms, understanding their respective effects is crucial for marketers seeking to optimize their strategies. The research utilizes a mixed-methods approach, incorporating both quantitative surveys and qualitative interviews, to analyze consumer responses to various advertisement media including television, social media, print, and online platforms. Key findings reveal that while traditional media such as television and print still hold significant way, digital media particularly social media and targeted online ads—demonstrate a more profound influence on immediate purchasing behavior and brand engagement. The study highlights the differential impact of media on various demographic segments and provides insights into how personalized and interactive advertisement experiences drive consumer action. The results underscore the importance of integrating diverse media strategies to effectively capture and influence target audiences. This research contributes to the broader understanding of advertising effectiveness and offers practical implications for developing more effective media campaigns.

## I. INTRODUCTION

Consumer buying behaviour encompasses several stages, starting with the recognition of a need or want. such as advertising or social influences, often trigger this recognition. Subsequently, consumers engage in information search, evaluating various options based on factors like product features, brand reputation, and reviews. The evaluation stage is followed by the actual purchase decision, where factors like price, promotions, and personal preferences come into play. Post-purchase behaviour involves consumer satisfaction or dissatisfaction, leading to brand loyalty or potential product returns. Psychological factors, such as motivation, perception, and attitudes, significantly impact these stages. Additionally, social influences from family, friends, and culture play a crucial role. Economic factors, like income and financial stability, also shape consumer choices. In today's digital era, online platforms, reviews, and social media further influence buying behaviour. As technology evolves, businesses must adapt and leverage insights into consumer behaviour to tailor marketing strategies for optimal success.

Advertisement media plays a vital role in shaping the consumer landscape, serving as a powerful conduit between businesses and their target audience. In an era dominated by visual and digital communication, the significance of advertising media extends beyond traditional channels. From captivating visuals on social media platforms to the timeless influence of television and print, this exploration delves into the diverse realms of advertisement media. By understanding the nuances of each medium, businesses can craft compelling narratives, build brand recognition, and strategically engage with consumers in a dynamic and evolving market. Advertisement media encompasses a broad spectrum of channels, each with its unique characteristics and reach. Traditional media, such as television, radio, and print, continues to hold sway, providing a wide-reaching platform for mass communication.

## II. STATEMENT OF THE PROBLEM

The problems that have revolved around understanding the concept of advertisement media on consumer buying behaviour and its comprehensive investigation into how various forms of advertising influence consumer choices, preferences, and purchasing decisions in the dynamic market landscape

## III. OBJECTIVES

The main objective of the advertisement media is to reach the targeted audience that is consumer. And it's to identify the elements which should be highlight while design the packaging. And to know how the advertisements media change/influence the purchasing behaviour of the consumer.

#### IV. SCOPE:

Advertisement media significantly influences consumer behaviour by creating awareness, shaping perceptions, and influencing purchasing decisions. Marketers can leverage various channels such as TV, social media, and print to target specific audiences, build brand image, and drive consumer preferences. The scope lies in understanding the psychology behind different media's impact, optimizing content for each platform, and adapting strategies to evolving consumer trends for effective engagement and conversion

#### V. LITERATURE REVIEW

This study observes the following researches for reference, **DINU, G[abriel] & DINU, L[oredana], (2012).**, The study of consumer behavior became a concern of marketers, as they may learn how consumers choose their goods and services. the main objective of the study was to consumer's tastes on offer in online stores. The research was done on a representative sample of 366 people (quantitative research) in the population of Resita scientific research methods that can be direct observation and statistical analysis. It was found that Consumer behavior research marks the progress every year, gaining new approach. It concludes that most of the consumer are like to prefer branded products at low cost and good quality.

**Burhan Ali Shah., et.al., (2012).**, Marketing mix has four subsets i.e. product, price, place and promotion and advertising is a component of promotional mix. The main objective of the study was to the influence of emotional advertising through attitudinal buying behavior consumer. The research methodology was a convenient sample (probability sampling method) was used. Total 200 questionnaires were distributed to consumers who filled the questionnaire on deliberately and the tool was a relational study so multiple regression was used. It was found that hypothesis is accepted and show positive relationship with dependent variable. It concludes that there is positive relationship of emotional response with consumer buying behavior and no relationship between environmental response and consumer buying behavior.

**Yogendra Pandey, (2012).**, The study shows that Advertising is a form of communication intended to convince an audience to purchase or take some action upon products, information, or services etc. the major objective of the study was to independent variables which are environmental response. The research methodology shows that populations The consumer who use different types of telecom services in the city of Delhi Sampling Technique and Sample Size 100 consumers and Multiple Regression was used as a statistical test to determine the degree of relationship between the variables involved in this study. It concludes that Emotional response on the other hand established strong association with the consumer buying behaviour.**Muhammad Ehsan Malik.,et.al.,(2013).**,Both brand image and advertising are essential for improving a business's performance and it can play an vital role to expand any business. The main objective of the study was to Advertisement has significant relationship with Consumer Buying Behavior. The research methodology Questionnaire we have designed comprises of two sections and which is measured by nominal scale.200 questionnaires were distributed to the general public.it was found that consumer buying behavior we used the multiple regression analysis and applied Pearson correlation to examine the connection between variables. In descriptive method. It concludes that study of this study we can say that now day's advertisement is an influence on Consumer buying behavior with beta stay in customer's mind.

**Ayesha.,et.al.,(2014).**,This study helps to investigate the impact of advertisement and consumer perception on consumer buying behavior. The objective of the study was to article is study is to examine the impact of consumer perception. the research methodology shows the questionnaire contained 19 items to collect the data from target population and the items are scaled on 5-points Likert scale to compute and assess the responses. 150 questionnaires were filled by randomly selected customers. It concludes that quality advertisement and positive perception can really play a vital role in improving consumer buying behavior.

**Malik Shahzad Shabbir., (2016).**, It has been seen a growing awareness that children have enormous market potential in three different markets-spending their own pocket money to satisfy their own needs. The main objective of the study was to Find out the effect of advertisement on children buying behavior on daily basis, so our dependent variable is buying behavior of children in Pakistan. The research shows that our primary data source was questionnaire. We have divided our questionnaires in three age ranges, for example 6-9, 10-12, and 13-16. It concludes that three major dependent variables influencing their impact in the pattern of children buying behavior.

#### VI. RESEARCH METHODOLOGY:

The following methodology used in the study.

#### VII. SOURCE OF DATA:

The data required for the study is based on secondary data. The secondary has been collected from other sources like journals, magazines, and websites.

#### VIII. LIMITATIONS OF THE STUDY:

Data collected may be incomplete or have lack of accuracy in information, it may impact on the findings of the study.

#### IX. ADVANTAGES OF CONSUMER BUYING BEHAVIOUR:

- **MARKET UNDERSTANDING:** Studying consumer buying behavior provides insights into consumer preferences, needs, and motivations. This understanding helps businesses tailor their products, services, and marketing strategies to better meet customer demands, leading to increased sales and customer satisfaction.
- **COMPETITIVE ADVANTAGE:** Companies can obtain a competitive edge by providing goods and services that appeal to their target market to consumers who are aware of their purchasing habits. Businesses can set themselves apart from rivals and draw in more clients by recognizing unmet wants or preferences.

- **EFFECTIVE MARKETING: Strategies:** By gaining insights into consumer purchasing patterns, marketers may create more individualized and targeted advertising campaigns. Marketers can target particular customer segments with messages and promotions that increase conversion rates and return on investment (ROI) by knowing the elements that influence consumer decisions.

#### DISADVANTAGES OF CONSUMER BUYING BEHAVIOUR:

- **COMPLEXITY:** A wide range of factors, such as personal traits, societal influences, cultural norms, economic situations, and marketing stimuli, affect consumers' purchasing decisions. It can be tough to analyze and interpret these variables, and it might be hard to forecast or comprehend customer behavior precisely in every circumstance.
- **SUBJECTIVITY:** The purchasing habits of consumers can differ significantly between individuals or groups and are frequently subjective. What affects one customer's decision to buy might not have the same impact on another. Because of this subjectivity, it is difficult for firms to create marketing tactics that work for everyone. Instead, they must segment their target market and adjust their plans accordingly.
- **CHANGING PREFERENCES:** The purchasing habits and preferences of consumers are dynamic and subject to quick changes in reaction to new developments in the market, changes must be regularly monitored and adjusted.

#### X. PROCESS OF CONSUMER BUYING BEHAVIOUR:

- **IDENTIFY THE PROBLEM:**  
This is the first stage of the buying process. A consumer will not initiate a purchase without recognizing the needs or wants. When a consumer feels the need to buy a particular product, he will go for a purchase decision. There is an unmet need or there is a problem that can be solved by buying a particular product. Needs arise as there is a problem. For example, you broke the table that you were regularly using for your business. And due to this problem, you must buy a new table.
- **INFORMATION SEARCH:**  
At this stage, the consumer is aware of his need or want. He also knows that he wants to buy a product that can relieve his problem. Therefore, he wants to know more about the product that can relieve his problem. This leads to the information search stage. The consumer will try to determine the options available and the best solution for his problem. The buyer will look for information in internal and external business environments. A consumer may look into advertisements, print, videos, and online and even might ask his friends and family.
- **EVALUATION OF ALTERNATIVES:**  
By now, the consumer has done enough research about the kind of product that can solve his problem. The next step is to evaluate alternative products that can solve his problem. Various points of information gathered from different sources are used in evaluating alternatives. Generally, consumers evaluate the alternatives based on a number of attributes of the product. Looks, durability, quality, price, service, popularity, brand, and social media reviews are some of the factors consumers consider. At the end of this stage, the consumer will rank his choices and pick a product that best matches his needs and wants.

#### ADVANTAGES OF ADVERTISEMENT MEDIA:

- **INCREASED BRAND AWARENESS:** By exposing consumers to a brand's message, goods, and values through a variety of channels, advertising media aid in raising brand recognition. Advertising promotes brand familiarity through repeated exposure, increasing the likelihood that customers will take the brand into consideration when making decisions.
- **INFLUENCING PURCHASE DECISIONS:** Advertising media have the power to influence consumer purchase decisions by highlighting the benefits, features, and unique selling propositions of the advertised products or services. Well-crafted advertisements can persuade consumers to choose a particular brand over competitors and drive them towards making a purchase.
- **BUILDING BRAND PREFERENCE AND LOYALTY:** By forging strong emotional bonds and favorable associations with customers, effective advertising medium can increase brand preference and loyalty. Consumers' values, aspirations, and lifestyles can be reflected in advertisements, which can increase brand affiliation and loyalty and encourage advocacy and repeat business.

#### DISADVANTAGES OF ADVERTISEMENT MEDIA:

- **INFORMATION OVERLOAD:** Consumers are experiencing information overload as a result of the abundance of advertising media, making it difficult for them to comprehend and assess the large volume of advertising messages they come across on a daily basis. The overabundance of advertising may lead to customer tiredness, apathy, and mistrust towards it, hence diminishing its efficacy in shaping purchasing decisions.
- **CONSUMER SKEPTICISM AND DISTRUST:** Because it is common for advertisers to use misleading or exaggerated tactics, consumers are becoming more dubious of advertising claims and messaging. Consumer confidence in a brand and its advertising can be damaged by deceptive advertising, which can cast doubt on subsequent marketing initiatives and result in unfavorable opinions.

- **CLUTTER AND AVOIDANCE:** It can be challenging for advertisers to break through the clutter and get customers' attention when there is a lot of advertising on different media platforms. Furthermore, in order to lessen the influence of advertising on their purchasing decisions, customers have evolved ad avoidance tactics include utilizing ad blockers, skipping commercials, or turning out advertising completely.

## XI. PROCESS OF ADVERTISEMENT MEDIA:

### • **PLANNING:**

The advertising process typically begins with planning the campaign. At this stage, advertising teams may discuss the product or service the company wants to promote and determine how they might achieve it. This often involves performing a competitor analysis, conducting research on consumer trends and evaluating the company's current customer base. They can choose an advertising medium and stable

### • **DEVELOPMENT:**

The development stage focuses on the creation and design of the advertisement, including features like copy, video, images and fonts. Teams may create many versions of an advertisement, evaluate each one and change features to align with the team's vision for the ad. After the final review, they can present the advertisement and strategy to management or the client for approval. Once approved, the team is ready to establish a timeline for the release of the ad and the duration of the campaign.

### • **EXECUTION:**

The execution stage starts when the team has finished planning and designing the ad campaign. This usually involves reviewing every aspect of the campaign one more time, including the ad, the strategy and the timeline. The team then collaborates with an agency or media outlet to arrange for the ad's release. Once they send it to the media in its final version, the advertisement is ready for the media to release as scheduled.

## XII. SUGGESTION:

- **UNDERSTAND YOUR TARGET AUDIENCE:** Before choosing advertisement media, deeply understand your target demographic's preferences, behavior patterns, and media consumption habits. This insight will help tailor your advertising efforts to resonate with your audience.

- **SELECT THE RIGHT CHANNELS:** Choose advertisement channels that align with your target audience's preferences and behavior. This could include social media platforms, television, radio, print media, or online ads.

- **CREATE ENGAGING CONTENT:** Develop creative and engaging advertisements that capture the attention of your target audience. Use compelling visuals, storytelling, humor, or emotional appeal to make your advertisements memorable and impactful.

- **UTILIZE DATA AND ANALYTICS:** Leverage data and analytics to track the effectiveness of different advertisement media on consumer buying behavior.

- **TELEVISION:** Television ads can create strong emotional connections with viewers due to audiovisual stimulation, influencing brand perception and purchase decision.

## XIII. CONCLUSION:

In conclusion There is a significant and complex influence of advertising media on the purchasing behavior of consumers. Businesses can effectively influence consumer purchasing decisions by knowing their target audience, choosing the right channels, keeping messaging consistent, utilizing data for optimization, producing interesting and personalized content, working with influencers, optimizing for mobile platforms, and placing a high priority on ethical issues. Remaining current and optimizing the influence of advertising on consumer behavior need constant observation and adjustment. In the end, companies may increase sales, cultivate brand loyalty, and succeed over the long term in the ever-changing field of consumer marketing by implementing these statistics.

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