

Impacts of Advertisements on Consumer Behavior

Student's Name

Institution of Learning

## **Impacts of Advertisements on Consumer Behavior**

### **Introduction**

Advertising is a kind of communication that aims at convincing audiences, that is, listeners, viewers, and readers, to purchase or change their attitudes toward a certain product or service (Abideen & Saleem, 2011). The main objective of advertising is to create awareness, attraction, and interest, and also influence consumer behavior in a positive manner. Abideen & Saleem (2011) also found out that the primary objective of advertisers is to change the buying behavior of their target market. In the contemporary world, it is not possible for companies to deliver information to consumers without advertising. Certainly, this is due to the advent of technology and increased globalization, which have in turn availed a bulk of marketing stimuli to modern consumers. This paper aims at examining the impacts of advertisements on consumer behavior.

### **Advertising and Consumer Behavior**

#### ***Advertising***

Advertising is an attempt to influence the buying behavior of consumers. Traditionally, businesses were using different symbols and signs to create awareness and market their products to targeted consumers. With technological developments, modern organizations are excessively focusing on the use of electronic and print media. In other words, the rise of new communication and media channels has tremendously changed the modern advertising landscape. The use of different marketing strategies is seen as the most effective tool for creating brand awareness. Adverts provide a communication link between the producer and the consumer. They not only provide information related to the product or service to the target market but also try to persuade and influence consumers to believe or take action.

***Consumer Behavior***

Consumer behavior involves the selection, purchase, and consumption of a certain product or service. There are several factors that influence consumer decisions, selection of brands, purchasing behavior, and shopping habits. These factors may include personal motivation, personal characteristics, cultural background, values, sex, age, professional status, and social influence exerted by religion, friends, colleagues, family, and society. Each and every person has his or her distinct behavior, worldview and standards of judgments. However, there are various similarities that enable businesses to explain the behavior of a specific group of consumers. A careful analysis of consumer behavior provides businesses with a deeper insight of their target markets. By ascertaining and understanding the various factors that influence consumer behavior, companies have an opportunity to come up with more efficient advertising campaigns.

**Impacts of Advertisements on Consumer Behavior**

According to Rai (2013), consumer behaviors and attitudes are hugely influenced by advertisements. Advertising, along with several other factors such as market forces, prices, packaging, distribution, and changing tastes and needs among consumers influence product sales. Isolating the impacts of advertising on sales is therefore extremely difficult. Advertisements have the ability to attract customers who will be loyal buyers for years. In addition, advertising might create brand equity or positive attitudes that will culminate to increased sales. According to Sawant (2012), advertising influences consumer behavior by educating them about their needs or problems, providing the required information and assisting them in comparing various options before arriving at the best purchasing decision.

The positive influence of advertising on consumer behavior has been confirmed by a number of studies. For instance, Dinu and Dinu (2012) conducted an empirical study to find out the impacts of advertisements on consumer behavior in Romania. They collected data from 336 individuals in Resita City. Their research findings confirmed a positive correlation between advertising and consumer buying behavior. Malik et al. (2013) also carried out a study to identify the effect of advertisements on consumer behavior. They obtained data from 200 individuals in Gujranwala using a questionnaire. The results of their study highlighted the positive and significant association between consumer buying behavior and advertisements.

Consumers are often unaware or confused about their needs. To them, the advertisements are important as they provide clues on products. Therefore, advertisements incentivize consumers into buying the advertised products. Rai (2013) highlighted the relationship between advertising, consumer attitudes, and consumer behavior. He found out that advertisements have made Samsung and Life Good (LG) the most popular brands in the Indian market. On the other hand, Onida brand, which used to enjoy huge sales in the 1990s, is performing poorly because of fewer advertisements (Rai, 2013). This reflects the attitude formation process and change of behavior as Onida is still providing a wide range of products but consumers are going for new brands. This is because new brands are using effective advertisement strategies, including celebrities from Bollywood and sports superstars.

Advertisements emotionally motivate consumers to purchase the advertised products. Abideen and Saleem (2011) contend that the most influential theory in advertising and marketing research is the attitude-towards-the-advert. Consumers form an attitude toward adverts that consequently influence their attitudes toward the advertised products. Since the objectives of effective advertising efforts are to create a positive attitude toward the product and to increase

sales, an encouraging emotional response to an advert may be an indicator of fruitful advertising (Abideen & Saleem, 2011).

Consumer buying behavior is related to consumer attitude and behavior. Many factors contribute to the creation of an individual's attitude toward a certain product. Fatima and Lodhi (2015) identify culture one of the factors that influences consumers' attitude toward a certain product. In view of this, Hye-Shin Kim (2008) argues that culture creates strong perceptions of the products in the customer's mind. That is why there are a number of international and national brands that individuals quickly recognize and hold strong perceptions about in their mind (Rai, 2013). These perceptions have been created by their environment, lifestyles and culture. According to Fatima and Lodhi (2015), advertisements also play a crucial role in the creation of these perceptions. Advertisements act as a source of motivation that makes consumers purchase certain products.

The use of celebrities in advertisements also influences consumer behavior. It therefore affects their decision to buy certain products. This depends on the effectiveness, match-up and attachment of the celebrity to the product. Hassan (2015) observes that research has shown a positive effect of the attachment of celebrities toward a brand and consumer behavior. A huge impact on consumer attitudes and purchase behavior is experienced when a celebrity endorses a certain product. Both celebrity attachment and endorsements influence the consumers' buying behavior.

Fatima and Lodhi (2015) argue that advertisements shape consumer buying behavior through cognition. Essentially, cognition is an individual's perception toward certain information that may be communicated through advertisements. An individual observes these cognitions through their perception, senses, memory, attention, language, and reasoning. In this regard, the

best advert should aim at influencing the psychological cognitive aspects of the targeted consumers.

### **Conclusion**

Advertisements influence consumers in their decision-making process, purchasing behavior, shopping habits, and brands to consume. Companies have used advertisements for decades as a tool of influencing consumer buying behavior. This paper concludes that there is a strong positive correlation between advertising and consumer behavior. Advertisements help in creating perceptions and awareness in the target market. Ultimately, the perceptions and awareness created influence consumer behavior. Advertisements shape consumer behavior through cognition. This paper suggests that the most effective way of attracting customers is to integrate cognitive aspects of targeted consumers in marketing campaigns.

### References

- Abideen, Z. U., & Saleem, S. (2011). Effective advertising and its influence on consumer buying behavior. *European Journal of Business and Management*, ISSN 2222-1905, Vol 3, No.3.
- Dinu, G. & Dinu, L. (2012). The Impact of Advertising on Consumer Behavior in the Resita City Population. Paper presented at the Annals of DAAAM for 2012 & Proceedings of the 23rd International DAAAM Symposium Intelligent Manufacturing & Automation: Focus on Sustainability.
- Fatima, S., & Lodhi, S. (2015). The impact of Advertisement on Buying Behaviors of the Consumers: Study of Cosmetic Industry in Karachi City.
- Hassan, A. (2015). Effects of TV Advertisement on Consumer Buying Behaviour: A Comparative Study of Rural-Urban and Male-Female Consumers. *International Journal of Innovation and Applied Studies*, 11(3), 608.
- Hye-Shin Kim, j. j. (2008). The Effects of Facial Image and Cosmetic Usage on Perceptions of Brand Personality. *Journal of Fashion Marketing and Management*.
- Kumar, D. P., & Raju, K. V. (2013). The role of advertising in consumer decision making. *IOSR Journal of Business and Management*, 14(4), 37-45.
- Malik, M. E., Ghafoor, M. M., Iqbal, H. K., Ali, Q., Hunbal, H., Noman, M. & Ahmad, B. (2013). The impact of Brand Image and Advertisement on Consumer Buying Behavior. *World Applied Sciences Journal*, 21(1).
- Rai, N. (2013). The impact of Advertising on Consumer behavior and attitude with reference to consumer durables. *International Journal of Management Research and Business Strategy*, 2(2), 73-79.

Sawant, R. P. (2012). The impact of Advertising on Brand Awareness and Consumer Preference  
(With Special Reference to MenS Wear). *IOSR Journal of Business and Management*,  
5(6), 54-61.