

## A STUDY ON ADVERTISING'S INFLUENCE ON CUSTOMER BEHAVIOR

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### ABSTRACT

Using advertising as a means of spreading awareness and persuading consumers to make a purchasing choice is a noble goal. It is viewed as a critical component for the success of the businesses and marketers. As a kind of marketing, advertising is often a form of paid exposure or promotion by a sponsor that reaches through a wide range of old and current media channels such as television, print and radio, as well as the internet.

### Keywords

**Consumer Buying Behaviour, Advertisement, Entertainment, Familiarity, Advertisement Spending, Social Imaging.**

## I. Introduction

New advertising have always been created to meet the changing needs of the business, and this has always been the case for marketers. Because of the greater availability of mass-produced goods brought on by industrialization, the prevalence of advertising has skyrocketed in the last century. Advertising, on the other hand, was uncommon in those days. Advertisements were primarily restricted to radio, television, and outdoor signage and newspapers in the 1980s. Digital advertising has been increasingly popular among businesses in more recent years. Companies are putting so much effort into mobile and social media advertising that it may soon displace traditional television commercials. It's only beginning to take off in Bangladesh when it comes to digital marketing. Now, nearly every major local or global corporation is utilising digital marketing to its fullest extent.

Advertising's primary goal is to influence consumer behaviour, although this effect is usually altered or increased by people's memories. Associative memories of the brand are established in the consumer's mind (Alghizzawi, 2019) by associations with the brand name. (Hamouda, 2018) selection, assessment, and purchase are influenced by these brands on a regular basis. The literature on the effects of advertising on consumer purchasing behaviour has traditionally placed a high value on consumer purchasing behaviour. Most of the time, customers' purchasing decisions are influenced by their fondness or disdain for the goods featured in the commercial. If a product's quality marketing is good, it's more likely to get people to buy it than if it's bad.

Research on the efficacy of advertising and the influence of advertising on consumer purchasing behaviour has shown a positive correlation in the past. This article, on the other hand, makes use of a variety of distinct variables in an attempt to better understand how they impact customer behaviour and purchasing decisions (Chu, & Chen, 2019). It is the goal of this study to discover which of these variables has the most influence on customer behaviour

and which of these variables has the least influence. This will allow marketers to focus on the most important aspects of their ad and get the most advantage out of it.

We hope that the study will help advertising scholars and executives better grasp the ins and outs of advertising and help marketers implement better advertising tactics.

## **II. Background of the Study**

The following is a list of the most important studies on the subject that are relevant to this study:

Customer purchase behaviour in India's vehicle sector is influenced favourably by the efficacy of advertisements, according to (Tseng, & Wei, 2020) essay "An empirical approach to consumer buying behaviour."

Consumers' perceptions of a product's quality, their loyalty to that product, and their degree of pleasure may all be influenced by advertising spending, according to a study by (Raza, Bakar, & Mohamad, 2019).

"The Role of Advertising in Consumer Decision Making" revealed that commercials can alter consumers' perceptions of a product.

One of the most important components in a consumer's decision-making process is advertising, which has long been recognised (De Mooij, 2019). It has been our goal in this research article to incorporate factors from prior studies to test and analyse how they influence customer purchasing intentions.

## **III. Consumer Buying Behaviour**

To put it simply, consumer buying behaviour refers to the procedures used by people or groups when they make decisions about what things or services to purchase, use, or dispose of. In the process of purchasing, utilising, assessing, and discarding items and services that they believe will meet their requirements, consumer's exhibit (Chu, & Chen, 2019). Individual psychology, sociocultural psychology, and cultural anthropology (De Mooij, 2019) all come together in this discipline. Research on consumer purchasing habits is critical for businesses because it helps them devise and implement better business strategies by answering questions such as, "What, why, how, when, and where do people buy things?"

We hope to learn more about what influences customer purchasing decisions in this study. A number of elements have been discovered to influence customers in prior research (Duralia, 2018). This is outlined in the following paragraphs:

Adverts are now available at the touch of a button. They, on the other hand, are looking for something fresh, interesting, and able to hold their interest. Customers won't remember a boring marketing campaign for very long.

Advertising effectiveness may be increased and customers' willingness to buy products influenced by entertainment has been recognised as an important advertising tactic.

A significant influence on customer purchasing decisions is the level of brand familiarity engendered by advertising. (Duralia, 2018) conducted a consumer study to examine the impact of known songs on advertising and customer behaviour. Customers expressed happiness with items that included known songs in their advertisements, and a correlation was found between the familiarity of the songs and their amiability.

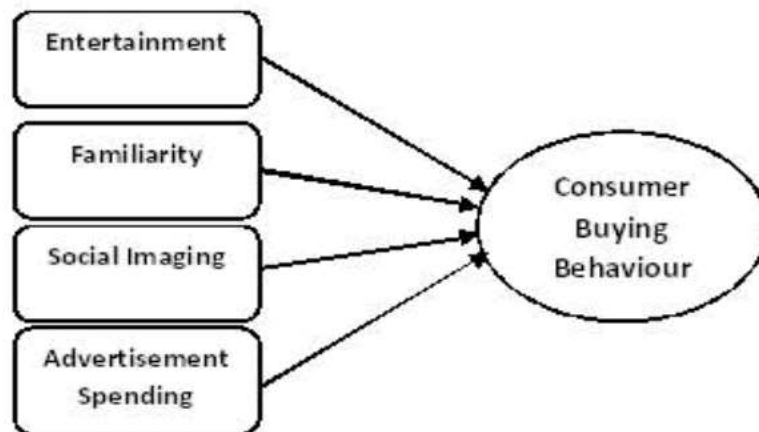
The extent to which advertisements affect an individual's way of life and efforts to display themselves in a socially acceptable manner is reflected in the concept of social role and image. Images and lifestyles are also sold in commercials, along with items and services. Ads (Visentin, Pizzi, & Pichierri, 2019) educate consumers about new lifestyles, images, and trends. Public service announcements (PSAs) use images of an ideal customer to spread social messaging and inspire others to buy the goods they're promoting.

Spending money on advertising helps to build a favourable image of a business in the eyes of customers. In addition, advertising and consumer perceptions of quality are linked, according to (Johnston, *et al.* 2018). Consumers prefer to buy from well-known brands in order to prevent disappointments over quality, hence advertising investment has a favourable impact on the brand's perceived quality.

#### **IV. Conceptual Framework**

Most marketers and managers are interested in finding out more about the impact of advertising and how advertisements function. Advertising's principal goal is to influence the purchasing decisions of its target audience. Adoration or disapproval of a product's commercial has a significant impact on customers' purchasing decisions. When it comes to advertising, a product's attributes have little bearing on the consumer's decision to buy, according to (Alamsyah, Othman, & Mohammed, 2020).

Constructing a conceptual framework is necessary to understand how advertisements impact consumers' purchasing decisions. Based on the literature evaluation, the research hypotheses are developed to establish a conceptual model for the study (Figure 1).



**FIGURE 1**  
**CONSUMER BUYING BEHAVIOUR**

## V. Methodology

This research necessitated a well-structured and specific approach for identifying the relationships between variables and testing hypotheses. That's why we used a rigorous research design for this study.

Playing out an actual face-to-face encounter with the respondents who are users of any product or have been exposed to any advertising was the method employed in this study. The target responder was chosen at random for the review pool (Raza, Bakar, & Mohamad, 2019). The data must come from a vast number of populations in order for the research to yield a valid conclusion. As a result, 544 people participated in the poll.

There are four independent variables and one dependent variable, as shown in the research framework. Because of this, every change in the independent variable will have an effect on the dependent one. In this way, a causal evaluation is necessary to assess the research questions and test the hypothesis. The goal of this research is to learn more about how advertising influences customer purchasing decisions (De Mooij, 2019). Furthermore, the relationship between independent and dependent variables is better understood thanks to this study. That's why it falls under the category of Causal research. It is possible to see how elements interact and how the relationship progresses through an investigation of this type.

This study employed the 'random sampling method' as a sampling method. The poll was open to students, professionals, and the elderly. The minimum age for participation was 18. The data was gathered mostly from residents of Bangladesh's capital city of Dhaka (Chu, & Chen, 2019). From November 2017 through March 2017, data was gathered.

Respondents were given with a closed-ended survey that had 21 questions and asked for their thoughts. Questions were translated into respondents' native tongues in some circumstances to aid comprehension (Bengali). Interviewees were on hand to answer any questions or concerns they had about the questionnaire.

A total of 620 customers were contacted as part of this investigation. For the study, 544 of the questionnaires were used. The response rate, on the other hand, was around 87%. The remaining 76 questionnaires were discarded because of mistakes, such as erroneously filling out the questionnaires or leaving them blank.

## V. Data Analysis

### Descriptive Statistics

This study relies on the responses of 544 people. 313 men and 231 women made up 57.5 percent of the participants, while just 42.5 percent were female. More than half of the 544 people who participated in the survey were between the ages of 18 and 25; 36% were between the ages of 26 and 40; 31% were between the ages of 41 and 60; and 13% were beyond the age of 60. (Table 1).

Table 1: Descriptive Statistics

Gender	Percentage
Male	57.5%
Female	42.5%
Age	Percentage
18-25	30.5%
26-40	30%
41-60	19.6%
73 and Above	13.4%

### Reliability Analysis

SPSS, version 20, was used in this study for statistical analysis. Internal consistency coefficients (also known as Cronbach's Alpha) were used to verify the consistency of the variables under consideration. It is acceptable to have an R-coefficient of 0.7; R-coefficients more than 0.80 are deemed good; R-coefficients greater than 0.90 are considered exceptional. It was found that entertainment (0.71), familiarity (0.71), social imaging (0.765), advertising spending (0.765) and consumer purchasing behaviour all had dependability values of 0.7. (0.747). According to George and Mallery (2003), all variables have Alpha values that fall within the "acceptable" range (Table 2).

Table 2: Reliability Analysis

Item	Cronbach's Alpha
Entertainment	0.699
Familiarity	0.519
Social Imaging	0.766
Advertisement Spending	0.765

## VI. Implication and Limitation

According to the findings of this study, all of the variables had a beneficial effect on customer purchasing decisions. This indicates that advertising has a direct impact on customer purchasing decisions (Duralia, 2018). However, we can observe that Familiarity and Entertainment have the most effect on the four independent variables. As a result, we can observe that the psychological effect of familiarity on customers leads to good purchasing behaviour. In this instance, the majority of customers have viewed entertainment as a positive rather than a negative reflection of a brand's quality.

The importance of 'Advisement Spending' is ranked third. This suggests that individuals are more inclined to purchase a product if they associate it with the terms "Spending" and "Brand." That is to say, the money spent on advertising is somewhat effective in getting people to buy something. Advertising's use of social imagery has the least influence (Visentin, Pizzi, & Pichierri, 2019). A desire to be part of a group might lead consumers to purchase a product. However, the 'social imagery' in the commercial isn't what customers are most interested about.

Seeing an advertising for a product makes consumers more inclined to buy it, and they also feel more secure in doing so. Trust is built up in a consumer's mind when they view an advertising for a brand they know and trust (Alamsyah, Othman, & Mohammed, 2020). Observations show that they even go so far as to gather product information from advertisements, learn about how to use it and its advantages, and then buy it. As a result, advertising is an effective method for increasing revenue.

It's time to address some of the study's flaws. If we had access to a larger number of people, the sample size would have been greater. Secondly, it would have been better if we could get hold of people from a wide range of ages, particularly those over the age of 60, to participate in our study. The more they could have said about how they felt about current advertising, the better. The research may have used a wider variety of variables to examine the same subject matter from a new angle.

## VII. Conclusion

This study examined the effect of advertising on consumer purchasing habits. Four elements were taken into account for this project: advertising entertainment, advertising familiarity, advertising social imaging, and advertising spending (Johnston, *et al.* 2018). Consumer purchasing behaviour is strongly influenced by advertising, as this study shows. If you're a marketer, this study can help you better understand what motivates customers to buy. They're able to tell which aspects of advertising are the most impactful and which are less so. Despite the fact that this study has the potential to make an important contribution to the literature, qualitative data can be utilised in future research. Qualitative data will shed light on how these variables interact.

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