Research on the Impact of Advertisement on Consumer Behavior

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ABSTRACT

Marketers use various media platforms to influence consumer behavior and maintain customer loyalty in the market. In this connection, it is imperative to note that various advertisements on the media platforms contain diverse information concerning the products. This engages the consumer to develop an interest in the products offered by organizations. Changes in consumer behavior have been highly associated with digitalization in today's market. Hence, there is a need to examine how advertisements shape consumer behavior to develop a positive relationship with the consumers in the market. The main focus of this paper is the impact of advertisement on consumer behavior. This study used an online survey as the primary method of data collection. The data used in this research paper was collected from 600 online participants. Various ages and educational levels; gender parity was also considered.
Moreover, the research applied statistical tools including Kruskal-Wallis (K-W), Exploratory Factor Analysis (EFA), and Cronbach Alpha to analyze the collected data. Based on the content of the study results, advertisements such as newspaper advertisement is associated with changes in consumer behavior. Moreover, internet and television advertisements were also found to influence consumer behavior by giving consumers the platform to gain a conclusive understanding of the nature of products presented in the marketplace. According to the data collected, marketers have invested in magazine and newspaper advertisements to shift consumer behavior to gain their loyalty to the products offered in the market. This research is crucial to marketing managers since they can get an idea of how they should increase the objectivity of their advertisements and which media is appropriate for their advertisements.

Keywords: *Media platforms, Consumer, Behavior, Advertisement, Objectivity, Media advertisement, Digitalization*

1. INTRODUCTION

The study on the impact of advertisement on consumer behavior has played an essential role in enabling organizations to reach out to broad and diverse categories of consumers and gain loyalty to the consumers based on the quality of products and services offered in the marketplace. The current advertisement platforms acknowledged in today's business environment embrace the existence of digital technology. Hence, the focus on social media and the online marketplace has played a crucial role in helping an organization understand the preferences of its targeted customers. The perception of establishing businesses in a free-market economy calls for the initiative to invest in digital marketing since a significant percentage of the targeted customers consider the online marketplace as the most convenient platform to order products. The company's marketing

and advertising managers have to draw the consumers' attention through sales promotions and advertisements. The main aim of the advertisers is to reach the consumer and influence their attitudes, buying behavior, and awareness regarding particular services or goods. The primary purpose of advertisers is to influence the consumer's decisions and decision-making process based on the advertisement and marketing goals [2]. To reach consumers, advertisers use various channels. Each channel has a different impact on consumer behavior. Advertisements are meant to reach the consumers and get feedback from them regarding some products and services. Advertisers and marketing managers use this feedback to improve the quality of their products or services and improve the design of their adverts.

The previous studies have failed to present conclusive research regarding the most practical approaches of engaging the targeted customers in the

online platform through advertisements. Hence, this particular research is intended to fill such research gaps by addressing essential digital marketing concepts to maintain customers' loyalties and reach out to broad categories of consumers in the market [7]. For instance, the research acknowledges the consideration of agents in social media platforms to actively engage customers and respond to their queries regarding the nature of products offered by business organizations in the marketplace.

Given the perception of the significance of the research, it is imperative to note that there are various advertisement approaches that advertisers use depending on how they want to influence their potential consumers, which justifies the focal concern of the research. However, it is essential to note that all the approaches aim to persuade consumers to buy their products and convince them that a particular product provides more value than similar ones in the same market. The research proves quite significant by addressing various advertisements that advertisers apply to maintain loyalty and reach out to consumers in the market. For instance, the most commonly known types of advertisement are irrational and rational advertisements. Rational advertisements include informational adverts where the advertisers focus more on the features of the product. On the other hand, according to the research conducted by Ashraf and Asif (2019), irrational advertisements focus on the consumers' social effects and emotions [2]. Hence, it is pretty definite to acknowledge the reasoning that the value of understanding the impact of advertisement on consumer behavior is to improve the livelihood of the society, and this outlines the positions of the consumers in the market.

2. STRATEGIES APPLIED BY ADVERTISERS TO PRESENT ADVERTISEMENT

Two different approaches, environmental approach and emotional approach, are being applied by advertisers to present advertisement. The focal concept of the environmental approach is intended to provide particular forms of experience advertisers use to sell and promote various products and services. For instance, companies offer consumers diverse media experiences to set the stage for marketing and promoting their products and services. Diverse and broad categories of environmental conditions that entail retailing store environment and background music play an essential role in assessing the purchasing decision of consumers, and this is embedded in the initiative to understand the culture of business organizations. Given the concept of emotional response, it is imperative to note that a significant percentage of consumers use advertisements that motivate the consumer emotionally [5]. For

instance, emotionally-oriented advertisement is meant to develop brand awareness and create product selection and preference. The consumer's attitude towards the advert is crucial in marketing and advertisement research in an emotional response. Hence, companies can use the attitude formed by the consumers concerning a particular advert to influence the consumers' behavior to gain their loyalty. The ultimate goal of all marketing practices is to create a positive response to the advertisement, indicating the effective type and channel of advertisement. According to environmental and emotional approach, three common strategies applied by advertisers to present advertisement are mentioned below.

2.1. Utilization of Media Platforms

Marketers and advertisers use various platforms to send their information to targeted consumers. According to Ayanwale et al., magazines, TV, newspapers, and the internet are currently the most common platforms marketers use to advertise and engage their customers. Advertising includes banner advertisements, e-mail messages, billboards, interactive games, and numerous forms. According to studies done in 2004, 44% of total advertisement money was spent on digital advertisement platforms [9]. However, newspaper advertisement has been associated with brand building and reshaping consumer decisions.

The effectiveness of advertisements influences the behavior of decision-making by the consumers. Advertisement effectiveness refers to the consumer's liking, leading to the purchase of the advertised product. Advertisement effectiveness is influenced by various factors, including quality of media, choice of the media channel, and quality of the content. Internet and television remain to be the most influential media platforms for carrying out advertisements [9]. These platforms visually introduce the products, which is a tactic that confuses consumers to purchase the products. Advertisements use various ways to shape how the consumer makes decisions. These include celebrities and models to attract and convince consumers to like and buy their products. Some companies use repetitive messages to influence consumers' decision-making; the messages keep reminding the consumer about the products. The assumption is that continuously reminding consumers of a product may make the consumer eventually purchase the product.

2.2. Intervention on Consumer Awareness

According to studies, when consumers are repeatedly reminded about a particular product, they gain interest and decide to see its benefits [10]. This strategy makes consumers trust the company and decide to buy products of the company because of the utility

they get from the products. One way in which advertisements influence consumer behavior is through the awareness that they bring to consumers. According to Morello, promotional activities and promotions provide consumers with the news; it provides them with information concerning the products but no disapproval or approval [10]. At this point, consumers express a lot of curiosity, especially if the product being advertised is new in the market. According to Grayson, the materialistic nature of a person is connected to the advertisement, and advertisement increases the materialistic nature of a consumer [10]. Other people have developed a belief that advertisements compel us to have good things instead of living a happy life.

2.3. Promotion and Promotional Activities

The advertisement industry focuses entirely on influencing consumer behavior. They try to make consumers want things whether they need them or not. No company can build its brand without proper investment in advertisements. Advertisements include both written and promotional activities. Promotional activities remain one of the most dominant strategies used in the consumer market, with the standard goal of influencing the consumers' decisions and behavior [6]. Most advertisers go to the extent of creating false images to deceive customers into purchasing their products. The primary aim of promotional activities and advertisements is to influence consumer behavior; building a solid brand has always been considered the best way of influencing consumer behavior. This means the primary purpose of advertising is to persuade the consumers to believe that a particular brand is better than another and come with more satisfaction and benefits, improving the consumers' lives. The advertisement's persuasion motivates the potential customers to try a new brand and look for information concerning the brand. Consumers will purchase the products once their attention is on a particular brand.

3. EFFECT OF ADVERTISEMENT ON CONSUMER BEHAVIOR

Consumer behavior refers to the approaches involved when consumers make affirmative choices based on the nature of products and the initiative to buy or use products based on their expectations and preferences. Consumer behavior involves various stages that the consumer goes through when purchasing a product or service. These include identifying the need, searching for the product, paying for the product, and evaluating the products. Advertisers and marketing managers track the behavior of consumers to help them control consumers' decision-making process. Advertisements influence all five decision-making processes: problem recognition, information search, evaluation of alternatives, purchase, and post-purchase.

3.1. Advertisement and Problem Recognition

Problem recognition is the first step of a consumer's decision-making process. Problem recognition occurs when the consumer realizes some needs and looks for ways of satisfying them. The problem leading to the wants and needs may be related to consumers' basic needs such as food, shelter, sanitation, healthcare, water, and education [5]. Consumers often realize the problem when they feel dissatisfied with their current situation and seek improvement. Moreover, the problem may also result from the consumer seeking to have a more luxurious lifestyle. Advertisers have realized that creating needs and wants remains important provided the new products and innovations present in the current market.

3.2. Advertisement and Information Search

After perceiving the problem, consumers start looking for information. In this step, the consumers try to explore the needed information to help solve the problem. Most advertisers apply a rational type of advertisement, ensuring that the products they advertise convince consumers that their problems can be solved [4]. However, at this point, the consumers remain confused because many choices exist in the market. They start comparing the available options to help them get the best choice. Advertisements provide the needed information regarding their products so that consumers can rationally choose which product solves their problems; these advertisements are often done on newspapers, media channels, radios, TV, and printed materials.

3.3. Advertisement and Evaluating Alternatives

Information search and evaluation of alternatives are some of the most critical steps in a consumer's decision-making process. During this phase, the consumers compare the available options, considering which one best solves their problems and putting other factors in place. The consumers always consider other factors during the evaluation phase, including brand name or social prominence in owning the product [3]. This is a psychological factor that is put forward by irrational advertisements. In this case, the advertisers apply irrational advertising to assign values other than the actual value to the product. For example, a shoe of Nike company can be a shoe that protects your feet and makes you look socially superior and stylish. This clearly shows the primary value of the product, the perceived value created through irrational advertisements. Therefore, the advertisers who make their brand more superior remain winners in this phase. Advertisers have a role in building their brands' reputation and making them superior to other products in the market [4]. The advertisement works to reduce

any uncertainty that a consumer can have regarding their products or services. At this point, the marketers use transformational advertising.

3.4. Advertisement and purchase decision

At this point, the consumer has a clear picture of the product and brand he needs to buy. However, this decision-making phase can constantly be interrupted when the customer receives negative feedback from friends and social media. In this phase, advertisers focus on a rational advertisement that uses the product's core value to convince the consumer and influence the consumer's purchasing decision. Alternatively, some advertisers apply irrational advertisement to give the want more powers than the need [5]. The advertiser can use informational and transformational advertisements depending on the information they want to pass to consumers.

3.5. Advertisement and post-purchase

Advertisements are done after purchase to develop loyalty and a lasting relationship between the company and the consumer. At this phase, the advertisers aim to introduce new related products to consumers, provide more information concerning the product bought, or offer the consumer product care services. The post-purchase advertisement also collects consumer feedback regarding the products sold and builds a good communication channel, customer experience, and target messages [5]. Advertisers can also use informational advertisements to help promote their new products and transformational advertising to retain consumers' loyalty.

4. CONCLUSION

The research outlines that the main aim of advertisers is to influence the consumer's decisions and decision-making process based on the advertisement and marketing goals. Hence, the objective of reaching out to the targeted consumers calls upon advertisers to use various channels based on the consumers' behavior and desires. The fact that advertisers use multiple platforms to send their information to targeted consumers, including magazines, TV, newspapers, and the internet, means that the consideration of digital platforms still lags. The consideration of intellectually presented messages depends on rational argument and logic to persuade consumers to purchase products [1]. Hence, the nature of approaches taken by an organization to persuade in the advertisement platforms calls for the affirmation of the sense of professionalism in a bid to gain consumers' loyalty.

This article's current deficiencies are coined from the failure to justify the essence of the positive relationship between organizations and their targeted consumers that arises from the shift from traditional approaches to digital techniques as advertisement platforms. For instance, it would have been more comprehensive if the concern that today's customers consider the online platform the most convenient for conducting their purchases is accorded the requisite attention in the article. However, future research on how advertisements impact consumer behavior needs to focus on crucial issues, such as the value of engaging social media agents to respond to customers' queries on digital platforms [4]. Considering the online marketplace, such as digital media and social media, would improve consumers' buying behavior since they have a convenient platform to engage business organizations about the nature of their products and services at the comfort of their homes.

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