



A Study On The Impact Of Effective Advertising On Consumer Purchasing Decisions

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ABSTRACT:

In this essay, the connection between the independent factors environmental reaction and emotional response—i.e., consumer purchasing behavior—is examined. By using 200 replies from twin cities in Pakistan, this study examines the connections between the relevant factors. The study's findings indicate a moderate link between the dependent and independent variables. It demonstrates that consumers buy the brands to which they are personally connected. New findings in the area of customer response to buying behaviour are reported in this study.

Keywords: Effective Advertising On Consumer Purchasing Decisions, Emotional Response, Consumer Purchasing Behavior, Behaviour Are Reported

1. INTRODUCTION

Advertising has the most psychological effect on viewers of all marketing tools because of its extensive exposure. Advertising was a component of the promotional mix, that is used to raise awareness about products and services so that consumers may make informed purchasing decisions. The marketing mix contains four subsets: item, cost, location, and marketing. These kinds of tools are used by marketers for communication purposes. The history of advertising goes back a long time. Different symbols were employed by different societies to promote goods and services and draw customers. However, only a small portion of these images were used for promotion. Nowadays, advertising is a crucial tool for promoting goods and services as well as serving as a means of communication. No business can dominate its market unless it devotes a significant portion of its budget to marketing. Advertising's primary goal is to influence consumers' purchasing decisions, but this influence on consumers' recollections of a brand is regularly altered or strengthened. The connections that the brand name conjures

up in the minds of consumers make up brand memories. These brand cognitions impact decisions regarding consideration, assessment, and ultimately purchasing. The majority of businesses analyse consumer behaviour. The main goal of consumer behaviour analysis is to identify the variables that influence how customers act in specific situations, such as those related to the economy.

Analyzing consumer behaviour can help marketers better understand how consumers behave while making purchases in various contexts. According to conventional hierarchy-of-effects theories, exposure to advertisements has an impact on consumers' attitudes toward advertisements and brands, which in turn affects their decision to make a purchase.

It has become very challenging for businesses to distinguish their products or services depending on functional features because the market is oversaturated with a variety of goods and services, and the majority of enterprises make relatively similar claims. Functional differences that are highlighted in advertisements are never sustainable because rivals can easily imitate them.

As a result, marketers present the idea of brand image. This marketer elicits emotion in customers by presenting the caring mother figure in advertisements. By doing this, the advertiser produces the kinds of advertising that have an emotional connection with the consumer. As a result, the consumer is more inclined to identify with brand advertisements that convey emotional ideals and sentiments. In the current climate, marketers are unable to inform viewers or customers about their goods or services without using advertising. We have chosen areas of dual cities in Pakistan to perform our study in order to analyse this customer purchasing behaviour through advertising.

This study is based on customer attitudes toward various purchasing behaviours. Marketing professionals can use advertising as a promotional technique to raise consumer awareness of their brands and influence how they behave before making a final purchasing behavior. Reaching out to prospective consumers and having an impact on their purchasing behaviour is the main goal of advertisers. This investigation focused on Bournvita's advertising, because consumers of Bournvita food and drink are significantly influenced by advertising. Similar research has been done on the Bournvita formula. Due to the company's higher marketing expenditures and the fact that more consumers favoured Bournvita food drinks, this brand has a longer shelf life in the food drinks industry. This study investigated how online CD purchasers reacted to emotionally charged advertising.

In order to analyse the connection between emotional reaction and environmental reaction with the predictor variables, or consumer buying behaviour, this paper was interested in learning about the attitudinal purchasing behaviour of consumers in twin cities of Pakistan. Local advertising practises are less developed than those in affluent nations in this environment. The advertising organizations are not operating in accordance with the local market conditions, therefore choosing celebrities to endorse any given product is crucial.

Therefore, study on advertising and its impact on consumer purchasing behaviour is necessary in Pakistan. In this study, "media" is defined as a source of data that combines sources of sight, touch, and sound. This study examines many facets of the video messages that are distributed through information-gathering media. The way that individuals perceive environmental cues is influenced by the visual and verbal information. The findings of this study will contribute to our body of knowledge and open up new research avenues for the future. This essay is based on a mathematical model that is used to look at how variables relate to one another. Tests are applied by developing hypotheses. Results, a conclusion, and a discussion are then made available. The study's shortcomings are listed at the conclusion. The main goal of this study is to investigate how emotional advertising affects consumers' attitudes toward purchasing decisions. It also seeks to ascertain how environmental advertising affects consumers' attitudes toward purchasing decisions.

2. LITERATURE SURVEY

[1] Advertising and ongoing promotion strategies are regularly utilised to entice customers and urge them to buy a specific product in today's cutthroat business market. The purpose of the study was to determine how different types of advertisements with consumer purchasing options can be seen at Erbil retailer stores. The scientists collected information using questionnaires from randomly chosen clients, but 268 The current study included participants who were buyers.

[2] In today's globalised society, advertising serves an important and vital role in the selling of goods and services. Due to the rapid growth of technology and the influence of media, advertising has grown to be a crucial part of the promotion mix. Advertisements can educate new audiences, persuade people to buy the product, and significantly influence customer choice. Print and electronic media can both be used to spread advertisements to a wider audience and have a bigger impact on them.

[3] Instagram's user base is still expanding, with young women making up the bulk of its users. This study explores how Instagram affects customer buying intent, source trustworthiness, and social identification with various celebrity types. extensive interviews were 20 female Instagram users between the ages of 18 and 30 were used in this study to ascertain how much instagram has an impact on their purchasing decisions.

[4] gives an analysis of how brand value and brand awareness affect consumers' purchase intentions. The aim of the study is to further explain the connection between brand awareness and customer purchase intent. This was accomplished by reading various works of literature and essays by various authors. The authors' works will be accessible to readers in one spot, allowing them to better understand the impact that familiarity with a brand will have on consumers.

[5] Mobile shopping is becoming more common and is now a necessity in the life of many individuals. Mobile shopping programmes (apps), one of the key channels for mobile shopping,

haven't been properly studied. The intention to buy was utilised as the dependent variable in this research to examine the marketing impact of mobile text advertising sent via mobile shopping apps.

[6] This investigation of the efficacy of influencers on social media will concentrate on the source's credibility, attractiveness, product compatibility, and meaning transfer. It is suggested that consumer behaviour can act as a mediator between external and endogenous interactions.

[7] Companies all over the world are constantly looking for fresh ways to interact with their customers. Just a few decades ago, the mainstays of marketing strategies were print and television advertising. Today, the numerous tactics used to advertise and brand products only make up a small percentage of these traditional marketing channels.

[8] The promotional mix of a marketing strategy must include all of the following: advertising, public relations, sales promotion, and personal selling. Consumers are exposed to advertising constantly and everywhere. It's incredible how much money businesses spend on advertising. In order to increase sales and market share, advertising is crucial. A psychological element plays a significant part in influencing the purchase decision among the many other aspects determining consumer purchasing behaviour.

[9] Social media platforms like Facebook are a great source of consumer data, but it is still unclear how to use this large data in an efficient manner. To increase click-through rates and online purchases, marketers must create personalised communications. This study examines online advertising tactics for Airbnb, a new type of housing. By providing visitors with a "feeling at home" (i.e. a sense of belongingness) and a "atypical place to stay," Airbnb sets itself apart from conventional hotels (eg, uniqueness).

[10] The main goal of this study is to examine how brand awareness and electronic word of mouth (eWOM) affect customers' intentions to make purchases through the lens of brand image, which serves as a mediating factor. The study is being done to examine if the mediator played a complete or partial role in the relationship in question. The primary subjects of this study are Rawalpindi and Islamabad's mobile phone users.

[11] Mobile devices play a significant part in our lives today. Nobody can fathom a life without a mobile device. Mobile marketing and messaging are starting to seriously shake up the marketing industry. It is immediate, direct, and there is a good chance the recipient will read and respond to the message. In addition to examining the relationship between consumer purchasing behaviour and demographic traits, this study specifies the factors influencing Egyptian consumers' attitudes about mobile advertising.

[12] Recent years have seen a rise in "Femvertising," or marketing initiatives that promote female power, like Dove's "Real Beauty" campaign.

Despite the frequent media discussion of these adverts, there is little study examining Femvertising's effectiveness from a marketing standpoint. Female participants were subjected to either a conventional television ad or a Femvertising ad in an online study employing a between-subjects exploratory approach.

3. METHODOLOGY

To persuade or influence behaviour, concepts, ideas, goods and services, and information are marketed through medium like text, visual, and verbal by a designated sponsor in the context of advertising, which is a non-personal paid form.

4. EMOTIONAL RESPONSE:

The goal of advertising is to influence consumer perceptions, preferences, and purchasing decisions. The attitude-towards-the-ad theory is the one that has the biggest impact on advertising and marketing studies. Nevertheless, the perspective that is developed toward the advertisement aids in shaping consumer sentiments toward the brand till their intention to make a buy. Consumer purchasing behaviour is based on the belief that the consumer made the decision to buy the good or service right then and there. Up until the consumer makes a purchase, the major objective of advertising is to foster a favourable attitude toward the product and the advertisement and, through this favourable attitude, to foster an emotional response in the consumer's mind. Because of this, advertising's main objectives are to increase awareness and encourage purchases. According to the traditional attitude theory of the customer, when consumers buy the brand they prefer the most, their behaviour can be anticipated by their attitude. A behavioural disposition is one definition of an attitude. However, according to's interpretation, emotional reaction is brought on by 3 things:

Pleasure is the emotion a person has when they are content, contented, or cheerful.

Arousal is the feeling condition that varies from person to person in various circumstances, such as enthusiasm, activity, boredom, or sleepiness. Dominance refers to a person's ability to exert control over or free will in a given situation. The phrase "actual buying behaviour" refers to the buyer actually purchasing the good or service. The goal of studying consumer purchasing behaviour is to identify the variables that lead consumers to act one way in one situation but another. The capacity of the customer to recall the product ad is another element of good advertising that elicits an emotional reaction. As a result, the relative significance of brand recall will rely on how much consumer product decision-making influences brand awareness. This brand recognition contributes to the recall advertisement's success, giving it a competitive edge over brands that are harder to recall. Thus, those with good attitudes toward advertisements are better able to remember the advertising than people with negative attitudes. Brand awareness through advertising aids in affecting brand salience in a way that increases the quantity and lustre of brand memories believed to be in purchasing situations, which in turn produces an emotional reaction to ads. However, when diverse features are connected to the brand, which develops brand association, individuals use cues in various buying situations to recall the brand advertisement and have a larger possibility of retrieving the brand for any buyer. Since emotional advertising is thought to be one of the most powerful marketing strategies, the consumer will ultimately have an emotional reaction to the product.

Typically, there is a correlation between media's visual, linguistic, and textual intensity and emotional reaction.

H1: In Pakistan, there is a high correlation between emotional reaction and purchasing behaviour.

5. ENVIRONMENTAL RESPONSE:

Environmental attitudes can be described in accordance with attitude theory, which is based on beliefs. The viewpoint of an individual should not be mistaken for their attitude because environmental attitudes are based on the norms and ideas that result from personal perception. Consumer purchase decisions may be influenced by environmental influences. Environments provide customers with a certain experience that is used to market and sell goods and services, claim research in the field of marketing. To understand the effects of different emotional states at the time of purchase, marketing research has been done in particular. Those customers who are unable to make a choice employ the buying intent method. Purchase intent refers to an impulsive and unexpected product purchase by the consumer.

H2: In Pakistan, consumer purchasing behaviour and environmental response are related. As a result of the debate above, the research model below is created. The next parts will cover methodology, data gathering, and results.

6. RESULT AND DISCUSSION

Sample and Procedure:

The population of this study was chosen to be the users of various telecom services who also purchase new services from franchisees and head offices in Pakistani twin cities. The probability sampling method was applied with an appropriate sample. 200 questionnaires in all were given out to customers who voluntarily filled them out. After 50 questionnaires had been completed, the instrument's reliability was examined, and the value of alpha was discovered to be 0.86. The acceptability limit of reliability is 0.89. The positive reliability of the instrument is shown by the alpha value. 150 more responses were gathered after that. Responses to a questionnaire adapted from earlier study were gathered in 45 days. The analysis of these answers was then conducted using SPSS version 16.0. Multiple regression was utilised because this was a relational research.

Instrument:

Two separate pieces make up this instrument. Items were modified based on earlier studies. Information on the respondents, including their age, gender, educational background, and work experience, is contained in Section 1 of the questionnaire. A nominal scale was used to measure this region. The second portion dealt with the research variables, which consisted of

three variables—two independent and one dependent. A 5-point Likert scale, with 1 signifying the least degree of agreement and 5 denoting the highest level of agreement, was used to measure customer purchasing behaviour. Six items evaluating consumer buying behaviour were taken from the study, along with seven testing the variable emotional response and five measuring the second different environmental response.

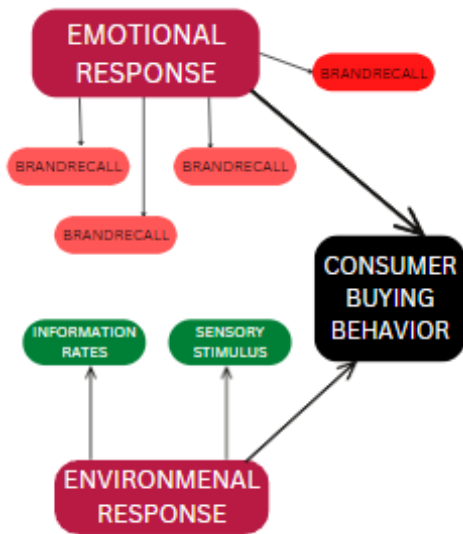


Figure 1: Research Model

The information in Table 1 below demonstrates how ecological response and emotional response are related to consumer purchasing behaviour in Pakistan. The findings support hypothesis 1 and demonstrate a significant positive connection with the dependent variable ($p < 0.05$). Contrarily, hypothesis 2 is disproved due to its tenuous connections with ($p > 0.05$).

Table 1: Beta Coefficients, Standard Error in Paragraphs, T-Value in Brackets, and P-Values

Table 1: Beta Coefficients, Standard error in parenthesis, t-value in Brackets and p-values initialics)				
Constant	IV1	IV2	R2	F-Statistics
2.719	1.653	1.122	1.72	40.255
-1.36	-1.602	-1.174		
[7.534]	[22.275]	[1.294]		
1	1	1.966	—	1
Result of Hypothesis	H1 Accepted	H2 Rejected	—	—
Legend: Constant: Consumer buying behavior IV1: Emotional response				
IV2: Environmental response				

The findings demonstrate that the predictor variables emotional response, which has a t-value of [11.164] and is significant at ($p < 0.05$), causes variance in consumer purchasing behaviour, whereas the t-values of ecological response have no such effect at ($p > 0.05$). F statistic value is ($F = 30.144$) at ($p < 0.05$). These variables account for 61% of the model's variance, as indicated by the R^2 value of (0.610) and R (0.511). According to Goldsmith and Lafferty's evidence from 2002, emotional response and customer purchasing behaviour are positively correlated. According to the findings of this study, emotional response has a favourable link with customer purchasing behaviour. This demonstrates that consumers only purchase goods for which they have strong emotional ties. The study's findings indicate a beneficial association between consumer purchasing behaviour and environmental response. The findings of this study, however, are pertinent in showing that environmental response and consumer purchasing behaviour are unrelated.

7. Conclusion

The results of this study suggest that consumer purchasing behaviour has no relationship with environmental response but is positively associated with emotional response. It is concluded as a result that emotional elements have a greater influence on client purchase decisions than environmental ones. This study found that although consumers tend to shop randomly in response to their environment, they only purchase things for which they have an emotional connection. These attachments, which may be accessed by the recipient in text, audio, and video forms, were created through advertising. Future researchers would need to contribute empirically to this study by using brands from other industries, such as mobile advertisements, FMCGS items, vehicles, electronics, etc., in order to generalise the findings because this study was conducted in the telecom industry. Future studies should come up with novel ways to incorporate consumer purchase trends. Monitoring customer purchasing behaviour should take into account social factors as well as psychological factors. The customer personality factors that affect Pakistani consumers' purchase decisions must be the foundation of this study.

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