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**AN INVESTIGATION OF THE ROLE OF
ADVERTISING ON CONSUMERS' PURCHASE
BEHAVIOR – A CONCEPTUAL ANALYSIS**

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An Investigation of the Role of Advertising on Consumers' Purchase Behavior – A Conceptual Analysis

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Abstract – This paper centers on the influential role of advertising on consumer's purchasing behavior. Brand impression, persuasion, and personality commendation as attributes that advance intent of the purchasers to the product and also influence the purchasing behavior. The study reconnoiters that imaginative and intensive drafting of advertisements has continuously a notable influence on the purchasing propensities of the consumers. The superiority of the artifact and value is also encompassed with their intense influence on the buying behavior of consumers.

Key Words: Advertising, Purchase Behavior, Brand Impression, Persuasion, Personality Commendation

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INTRODUCTION

Advertising is a paid method for promotion by sponsors and facilitated by numerous media like television, radio, or contemporary modes. Advertising is an arrangement of messages which encompass an intension on the part of advertisers to influence a collection of individuals to yield some novel action. The advances and technological progressions have curved advertising to a prevalent and influential level as an instrument available with traders. The advertisements comprise of paid communications transmitted by corporates for attention-grabbing by members of the public concerning products and/or ideas. At the same time, it is also relevant that marketers should ensure that there should be no exaggeration in the advertisement and advertising requirements to be diffident and striking.

There is a need on the part of traders to give due importance to excellence and appeal as significant contents of advertising than just being profit-oriented. To make an advertisement operative it should be repeated daily and that too many times a day. The factors influencing purchase behavior through advertising if appropriately considered as well as applied, can result in changing the consumers' purchasing behavior to a great extent. Advertising is appropriately thought to be response grabbers and performs a dynamic role for marketers and if tactically guided can generate higher and higher returns in the long run. With the initiation of the 21st century the advertising online has succeeded in the world marketplace and consumer society. It has demonstrated the influences and forces of buying actions.

OBJECTIVES OF THE STUDY

- To examine the impact of advertisements concerning consumer purchase behavior.
- To study the factors influencing consumers' preferences for advertised products.

FACTORS INFLUENCING ROLE OF ADVERTISING ON CONSUMERS' PURCHASE BEHAVIOR

1. Cultural Factors:

All economies have a varied degree of culture. Cultural influences have a great deal of influence on the behavior of consumers. The conduct of the purchaser is penetratingly inclined due to the presence of factors comprising of the following factors:

Culture: is the function that prevails all over the world and is a significant thought influence the perception and outlook of purchasers. The effect of philosophy on purchasing conduct varies from one place to another, there is a need to be vigilant in exploring the ethos of various classes.

Subculture: Each subculture like religious conviction, nationalities, topographical territories, ethnic assemblages, etc. which add up the subculture. By fragmenting the entire marketplace in various small fragments can be as per the needs of a particular

geographic group to cater to the requirements as per the subculture.

Social Class: Every economy consists of an arrangement of social class that is important to the traders as the buying conduct of individuals in a given social class.

2. Psychological Factors:

The psychology of every person is different from others. Some look for brand name nevertheless some for the price, some for durability, and some for the economy. The factors influencing psychological factors are

Motivation:

It influences the purchasing perception of purchasers to a large extent. Distinctly all individuals have dissimilar necessities like bodily, biotic, societal, etc. The disposition of the wants is some are very demanding whereas remaining are less demanding.

Perception:

Choosing, establishing, and interpretation of data in a manner to yield an expressive involvement is called perception includes the processes involved like selective consideration, alteration, and preservation. In the case of selective consideration, marketers attempt to entice customer responsiveness and includes an attempt to understand the beliefs of customers.

Beliefs and Attitudes:

The consumer's outlooks are significant as such outlooks comprise of variety representation and influence of the purchaser's perception. The traders can alter the outlook by beginning activities in the right direction and manner.

3. Motivational Factors:

These comprise of belief and intellectual engagement regarding the purchase by the purchaser. Belief is related to confidence, self-assurance, assertion, credence, and allegiance of the purchaser. The intellectual arrangement is quite significant to the entity's psychological engrossment with the subject.

4. Social Factors: These also influence the purchasing habits of consumers includes the following:

Reference Groups:

Reference groups are equally important in forming an individual's attitude. The effect of reference groups differs for various advertised products differently.

Family:

The influence of family is significant on purchaser behavior. Mostly procurement of household items is influenced by decision of house wives and gadgets related by the head of family.

Roles and Status:

All people play varied roles and enjoy different status in the society and accordingly make choices to procure items which are advertised.

5. Personal Factors:

Personal factors like young, old, teenagers, also play an important role. The most important personal factors that encourage purchasing behavior are lifestyle, financial situation, profession, age, personality.

Age and life-cycle: The family life-cycle consists of different phases such as young singles, married couples, unmarried couples, etc which help marketers to develop appropriate products for each stage. The age life cycle has a probable effect on customer purchasing behavior. Understandably, the customers modify the buying of goods and services with the time passage.

Occupation:

It has an important influence on the purchasing behavior of the purchaser towards the product. For example, clothing shopping is different for a white collared employee than a blue collared worker.

6. Economic Factors:

Consumer economic condition affects purchasing behavior. If the revenue and investments of a purchaser are great there would be an inclination to buy luxurious products. Whereas, a person with low income and reserves will buy low-priced products which fit in his pocket

Lifestyle:

The lifestyle of customers is a variable influencing consumer buying behavior. It comprises of customer interests, opinions, actions, etc. and outlines the interrelating world.

Personality:

Personality fluctuates from person to person which can importantly affect the buying conduct of customers. Personality is what is worn; is the entire behavior of a man in different circumstances. It has different characteristics such as dominance, aggressiveness, self-confidence, etc which can be useful to determine the consumer behavior for fellow products.

7. Emotional Factors:

The emotional factors also play an important role and include enjoyment, excitement, and safety issues. Enjoyment is related to innate happiness in consuming products.

CONCLUSION:

The advertisements contain paid messages conveyed by business houses to the general public regarding products, services, and ideas. The personality commendation is a great influence in the mind of the customers and status mindful audiences or consumers like Sahin Tendulkar endorsing Boost. There should be no exaggeration in the advertisement it needs to be modest and striking. There should be prominence on excellence than fascination and value. To make an advertisement operative it should be repeated daily and that too many times a day, The factors influencing purchase behavior through advertising are the most important contributing key elements in advertising if appropriately considered and applied, can result in changing the consumers' purchasing behavior to a great extent. Advertising is rightly said to be attention grabbers and plays a vital role from marketers and if strategically applied can yield rich dividends progressively. In unison, it is also relevant that marketers should make sure that there should be no embellishment in the advertisement and advertising to be diffident and striking.

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