

A Study on the Consumer Perception towards Advertising Effectiveness

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Abstract: Advertising plays a crucial role in influencing consumer perceptions, shaping brand image, and driving purchasing decisions. In today's highly competitive market environment, businesses invest heavily in advertising to attract, persuade, and retain customers. This study examines the effectiveness of advertising in influencing consumer buying behaviour. It explores how various advertising elements such as emotional appeal, celebrity endorsement, repetition, digital media exposure, and brand recall impact consumer decision-making. The study concludes that advertising significantly affects consumer awareness, interest, and purchase intention, particularly through digital and social media platforms. However, consumer trust and perceived authenticity remain critical determinants of effectiveness.

Keywords: Advertising, Consumer Behaviour, Purchase Decision, Brand Awareness, Digital Marketing

I. INTRODUCTION

Advertising is a paid form of non-personal communication used by businesses to promote products, services, or ideas to a target audience. In the modern era of globalization and digitalization, advertising has evolved from traditional media (television, radio, newspapers) to digital platforms such as social media, search engines, and influencer marketing. Consumer buying behaviour refers to the decision-making process individuals undergo when selecting, purchasing, and using products or services. Advertising acts as a powerful external stimulus influencing this process by creating awareness, shaping perceptions, and encouraging purchase decisions.

With increased competition and changing consumer preferences, understanding the effectiveness of advertising has become essential for marketers. In today's highly competitive and technology-driven marketplace, digital advertising enables businesses to engage with consumers in a more interactive and personalized manner. Platforms such as Instagram, YouTube, and Google allow marketers to analyze consumer data, track online behaviour, and deliver targeted advertisements tailored to specific interests and preferences. This personalized approach not only enhances brand visibility but also strengthens customer engagement and loyalty. As a result, advertising has become more measurable and strategic, helping businesses evaluate campaign performance and refine their marketing strategies to effectively influence consumer buying behaviour.

OBJECTIVEES OF THE STUDY

- To identify the factors of advertising that influence consumers' purchase decisions.
- To analyze the effectiveness of different advertising media in attracting consumers.

III. REVIEW OF LITERATURE

Duffett (2021) conducted a study on "The Influence of Social Media Advertising on Generation Z." The research examined young consumers' responses to social media ads. Findings: The findings showed that social media advertisements significantly influence brand attitude and buying behaviour among Generation Z consumers.



Rahman et al. (2022) conducted a study on “Role of Advertising Credibility in Consumer Decision Making.” The research focused on advertisement trustworthiness. Findings: The study revealed that advertisement credibility builds brand trust, which directly influences consumer buying behaviour.

Singh and Pandey (2023) conducted a study on “Emotional Appeal in Advertising and Consumer Response.” The research examined the effect of emotional advertising. Findings: The study concluded that emotional advertisements create strong brand attachment and significantly influence purchase decisions.

Verma and Kapoor (2024) conducted a study on “Advertising Effectiveness and Consumer Decision-Making Process.” The study analyzed how advertising influences each stage of the buying process. Findings: The findings revealed that advertising significantly impacts problem recognition, information search, and final purchase decision stages.

III. RESEARCH METHODOLOGY

The research design of the study is descriptive in nature, as it seeks to describe and analyze the effectiveness of advertising on consumer buying behaviour. Data for the study was collected from both primary and secondary sources. Primary data was gathered through a structured questionnaire that was distributed to consumers to obtain firsthand information regarding their perceptions and buying behaviour. Secondary data was collected from various sources such as books, journals, websites, articles, and previous research studies related to advertising and consumer behaviour. The sampling design adopted for the study was convenience sampling, where respondents were selected based on their availability and willingness to participate. The total sample size for the research was 100 respondents. For data analysis, various statistical tools were used to interpret the collected data. These included percentage analysis to understand the distribution of responses, the ranking method to determine preferences and priorities among respondents, and the chi-square test to examine the association between variables and test the significance of relationships.

IV. DATA ANALYSIS AND INTERPRETATION

Particulars	No. of. Respondents	Percentage to Total
AGE		
Below 20	43	43.3%
21-30	40	40.0%
31-40	13	13.3%
Above 40	4	3.4%
Gender		
Male	67	66.7%
Female	33	33.3%
Educational Qualification		
Up to HSC	4	4%
Diploma	7	7%
Under Graduate	86	86%



Post Graduate	3	3%
Occupation		
Student	40	40%
Government Employee	10	10%
Private Employee	13	13%
Business People	17	17%
Number in the family		
2 Members	13	13%
2-4 Members	54	54%
Above 4 Members	33	33%
Monthly Income		
Below 10,000	7	7%
10,000-25,000	10	10%
25,001-50,000	20	20%
Above 50,000	63	63%
Status in the family		
Head	30	30%
Member	70	70%
How Often do you see advertisements on social media		
Very Often	22	22%
Often	32	32%
Sometimes	29	29%
Rarely	17	17%



Social media platforms influences the most		
Instagram	50	50%
Facebook	18	18%
YouTube	22	22%
Others	10	10%
Influencer or Celebrity Advertisement affects the buying decisions		
Yes	59	59%
No	41	41%
Reviews and comments influencing the purchase decisions		
Always	21	21%
Sometimes	65	65%
Rarely	14	14%
Products brought after seeing it on social media		
Yes	53	53%
No	47	47%
Main reasons to pay attention to advertisements		
Attractive Visuals	37	37%
Catchy Slogans/Music	43	43%
Offers/Discounts	20	20%
Advertisement are trusted the most		
Brands Ads	40	40%



Consumer Reviews	31	31%
Influence Promotions	22	22%
Discounts	7	7%
Often do advertisements affects the brand preference		
Always	11	11%
Sometimes	54	54%
Often	11	11%
Never	24	24%
Trustworthiness of online advertisements		
Very Trustworthy	8	8%
Sometimes	52	52%
Not very Trustworthy	34	34%
Not Trustworthy	6	6%
Ads help compare prices/features		
Yes	52	52%
No	48	48%
Overall, Impact of advertisements on buying behavior		
Very High	9	9%
High	55	55%
Moderate	35	35%
Low	1	1%

Source: Primary Data



INTERPRETATION:

The survey results indicate that advertising, especially on social media, has a significant influence on consumer buying behaviour. A majority of respondents reported that they frequently see advertisements on social media, with Instagram being the most influential platform (50%), followed by YouTube (22%) and Facebook (18%). The findings show that 59% of respondents believe influencer or celebrity advertisements affect their buying decisions. Reviews and comments also play an important role, with 65% of respondents stating that they are sometimes influenced by them. Additionally, 53% of respondents have purchased products after seeing advertisements on social media. Most respondents (52%) feel that online advertisements are sometimes trustworthy, while 34% believe they are not very trustworthy. The study also reveals that 52% of respondents agree that advertisements help them compare product prices and features. Overall, 55% of respondents believe advertisements have a high impact on buying behaviour, while 35% feel the impact is moderate. Catchy slogans or music (43%) and attractive visuals (37%) are the main reasons consumers pay attention to advertisements, followed by offers and discounts (20%). This indicates that advertising plays an important role in influencing consumer preferences and purchase decisions.

V. FINDINGS OF THE STUDY

The majority of respondents belong to the 21–30 age group, indicating that young consumers are more exposed to social media advertisements. Most respondents agree that advertisements significantly influence their buying decisions and play an important role in shaping their purchase behaviour. Advertisements are also found to be effective in creating awareness about new products and brands in the market. Among various platforms, social media channels, especially Instagram and WhatsApp, have a higher influence on consumer purchase behaviour compared to others. Additionally, advertisements help consumers compare different brands before making a final purchase decision. Overall, online and digital advertisements have a greater impact on consumers than traditional media platforms.

VI. SUGGESTIONS

Companies should focus more on digital and social media advertising, particularly on platforms such as Instagram and YouTube, as these channels have a strong influence on consumer behaviour. Advertisements should be creative, clear, and informative rather than merely attractive, ensuring that they provide meaningful value to consumers. Brands should also include comparative information in their advertisements to support consumers in making well-informed decisions. Furthermore, businesses can adopt targeted advertising strategies based on consumer interests and online behaviour to enhance the effectiveness of their marketing efforts.

VII. CONCLUSION

The study concludes that advertisements have a moderate to strong influence on consumer buying behaviour, particularly through social media platforms. While advertisements are highly effective in creating awareness and supporting brand comparison, their success largely depends on creativity, clarity of message, and the choice of platform. Demographic factors alone do not strongly determine purchase decisions, highlighting that content quality and digital engagement are key drivers of advertising effectiveness. Overall, advertising remains a crucial marketing tool in influencing modern consumer behaviour.

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