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## **Investigate How And Why Consumers Make Purchase Decisions That Intensely Influence The Process Of Advertising**

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### **ABSTRACT**

The goal of advertising is to persuade a target audience to take some kind of action, such as making a purchase or reading more about a certain topic. Using data from 300 consumers, this research examines the connection between the independent variables of environmental reaction and emotional response and the attitudes and behaviors associated with consumer purchasing decisions. Yes, consumers give their money to the companies they feel a personal connection to. This research provides fresh information on consumer purchasing patterns in various cities' local marketplaces in Jaunpur.

**Keywords:** Communication, Consumer, Decision, Influencing, Purchase.

### **INTRODUCTION**

Today's advertising is a really global industry. The consumer is at the center of each advertising exchange. The most effective advertising, it seems, interprets its subject matter in terms that are relevant to the experiences of the people it hopes to persuade. To promote a product, service, or concept to a large audience for a fee is the definition of advertising. Since the advertiser must pay for the airtime or page views on which his ad appears, this kind of communication is classified as "paid."

Although it may seem illogical at times, all purchasing choices, whether made on an individual basis or on behalf of an organization, are made by humans with clear objectives in mind. To be successful, a business must know how its consumers make purchases. A company will have a leg up on the competition if it can predict how prospective clients will react to its marketing methods. There are two main types of buyers: consumers and businesses. provide a definition of consumer behavior as follows: the procedures an individual goes through in order to decide what to buy and then utilize and get rid of acquired items; also contains considerations that go into making purchases and using stuff. Business-to-consumer marketing refers to the promotion of products and services to

consumers for non-consumer uses, whereas business-to-business marketing targets other businesses. The primary difference is in whether the acquisition is for business or individual use.

Consumer purchasing behavior refers to the study of how and why consumers make purchases. The decision-making process encompasses everything from initial research to the actual purchase and use of a product or service. Models of consumer purchasing behavior integrate the many factors that go into, and are part of, the final purchase verdict. They try to decode the "black box" of the consumer's mind between the reception of marketing stimuli and the final purchase decision. The rise and future expenditures of online advertising are projected in research by Zenith Opti media. The data supports the growing interest in India as an advertising market, which has led to the establishment of a number of digital advertising agencies in the country.

In India, advertising companies have been there since the country's colonial era in the 18th century. Hickel's Bengal Gazette, a weekly magazine, was the first Indian newspaper to include ads. In the beginning, advertising's primary function was educational, rather than sales-oriented. Today, it's all about making a big deal out of a little idea. To improve public perception, newspapers pioneered the use of studios. The studio has graphic artists, illustrators, and a copy specialist who can spruce up the data and make it more engaging. The advertising firm B. Dattaram & Co., founded in 1905, claims to be India's oldest. The massive tobacco corporation introduced GoldFlake in 1912ITC.

The advertising industry in India opened up to international firms in the Roaring Twenties. Ogilvy & Mather, Clarion, etc. were said to have originated as a result of mergers and acquisitions. i General Motors Business founded J. Walter Thompson (JWT) in 1929. But Levers didn't introduce Dalda as a premium brand until 1939. The Indian market was targeted using a campaign-style advertising strategy. From that point on, advertising shed its cynical veneer and revealed its inventive side. Strategy, planning, and branding become everyday jargon. Everyone is aware of Lux's use of celebrity sponsorships. But it all started when Leela Chitnis signed on as an endorser in 1941. HTA was the reborn moniker of JWT in India around the same time period. Balanced Nourishment helped make Horlicks more popular in India.

## **LITERATURE REVIEW**

**Wang & Yu (2015)** suggested that consumers' buying decisions are influenced by both good and negative feedback about the service or product. Word of mouth is very influential on people's decision to buy a product on social media. As a result, recommendations from friends and family are invaluable when promoting a

business' goods or services online. The research takes into account word of mouth as a major marketing factor. In addition, a framework model was established based on this research, including word of mouth as a key component.

**Harshini (2015)** demonstrated an evaluation of the theoretical framework of prior study on social media advertising and consumer intent to purchase. In this research, we examine the impact of social media advertisements on customers' desire to make a purchase. It compiles data from consumers' reactions to social media ads in terms of their propensity to make a purchase. The results of the study reveal that this kind of advertising has piqued the attention of social media users, who are reacting to the adverts and making purchases as a result.

**Balakrishnan, Dahnil & Yi (2014)** discussed how social media may be used to increase both brand awareness and consumers' propensity to make purchases via the creation of online communities, electronic word of mouth, and other forms of internet communication and publicity. This demonstrates the need for marketing managers to target the youth demographic and use social media as a primary sales channel. The results of this research may be used by a variety of vendors as they choose whether or not to include a social media advertising strategy into their product promotion efforts. Social media users tend to be younger than the general population, and this demographic is also more likely to be familiar with emerging technology. Therefore, social media advertising is quite useful for both the audience and the business.

**Fotis (2015)** outlined how clients' use of social media has affected their purchasing decisions when it comes to travel-related services. According to the data, a lot of people utilize social media to arrange their vacations. Advertisements on social media platforms provide helpful suggestions for consumers looking to narrow down their vacation destinations. Social media platforms monitor user activity and conduct in-depth analyses of this data to better understand consumers' interests and guide them toward relevant products and services.

**Sama, ramzan. (2019).** In an effort to shape consumer behavior (CB), businesses pour money into a wide range of media outlets. The composition of advertisements on various channels reaches and engages viewers in different ways. Media consumption patterns have shifted as a result of digitalization. Therefore, it is necessary to get a comprehensive knowledge of media advertising and its effects on CB. Awareness (AWR), interest (INT), conviction (CON), purchase (PUR), and post-purchase (PPUR) behavior of customers are the primary subject of this essay, which examines the impact of TV, radio, newspapers, magazines, and the Internet marketing. The research included the use of an online survey. A total of 529 Indian student respondents were surveyed. The data was analyzed using a variety of statistical methods, including the Cronbach alpha,

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exploratory factor analysis (EFA), and the Kruskal-Wallis's test. All five phases of CB were shown to be influenced by newspaper ads. The statistical evidence supporting TV and the internet's role in fostering AWR, INT, and CON among consumers is overwhelming. Magazines and newspapers were shown to have a significant impact on both PUR and PPUR behavior.

## RESEARCH METHODOLOGY

Advertising's impact on Jaunpur's customers' purchasing decisions is the focus of my thesis. Given the need to investigate respondents' perceptions of advertising at length, we opted to use the "Survey Method," the defining feature of which is that the researcher does not influence the outcomes but rather only records them. This made it much easier for me to get feedback from those living in Jaunpur's metropolis. Population of Jaunpur City represents the limit of the cosmos. There will be 300 people in the sample. Non-probabilistic, purposeful sampling was utilized in this study, which means the researcher deliberately chose which items to include in the sample. Primary and secondary sources were used to compile the data.

## DATA ANALYSIS

### A. Importance of Advertisement

Presentation of Data

**Table 1. Importance of Advertisement**

Sl. No.	Importance of Advertisement	Number of Respondents	Percentage (%)
1	Extremely important	63	21
2	Very important	151	50.33
3	Not very important	27	9
4	Not at all important	0	0
5	Somewhat important	59	19.67
<b>Total</b>		<b>300</b>	<b>100</b>

According to the results, almost 50.33 percent of those surveyed believe that commercial ads have a significant influence in their daily life. Only 19% of them said it was very significant, while another 20% said it was only moderately important. Twenty-one percent of those who took the survey considered it very

significant, saying that they would be completely lost in the sea of items and intense competition if they didn't have access to this information.

#### B. Best Promotional Tool

Presentation of Data

**Table 2. Best promotional tool**

Sl. No.	Best Promotional Tool	Number of Respondents	Percentage (%)
1	Personal selling	14	4.67
2	Advertising	145	48.33
3	Sales promotion (exhibition, display, showrooms)	67	22.33
4	Publicity	74	24.67
<b>Total</b>		<b>300</b>	<b>100</b>

When asked which promotional method was most effective, 48.33 percent of respondents choose advertising, followed by personal selling, sales promotion, and publicity. Of those polled, 24.67 percent chose publicity, 22.3 percent chose sales promotion, and 4.67 percent chose personal selling. The data accurately depict the significance of advertising in the modern business environment. It gives the purchasers confidence that they made the greatest possible purchase. It has become a quiet but potent salesperson thanks to its capacity to reach vast numbers of potential customers at a cheap cost per customer. Many cutting-edge conveniences, such as refrigerators, automobiles, cameras, radios, televisions, video recorders, and vacuum cleaners, have been made accessible to the common man at much lower prices than they were when they were first introduced to the market.

#### C. Most Appropriate Media

Presentation of Data

**Table 3 Most Appropriate Media**

Sl. No.	Most Appropriate Media	Number of Respondents	Percentage (%)
1	Print media	31	10.33
2	Television	226	75.33
3	Radio	0	0
4	Display media (Posters, Billboards)	25	8.33
5	Word of mouth	18	6
<b>Total</b>		<b>300</b>	<b>100</b>

People have actually ceased reading, despite the fact that books are really treasure chests of knowledge. The data also supports this observation. Only 10.33% of respondents said they would be interested in advertising in print media, whereas 75.33 % said they would watch TV ads. It is astonishing that not a single responder out of 300 has chosen Radio as the ideal channel for advertising, given the proliferation of new radio stations with flowery titles like Radio Mirchi and different techniques to lure the clients. In fact, 6 percent of consumers relying on word-of-mouth for purchase choices is worrisome to marketers. Buzz, blog, viral, grassroots cause influencers and social media marketing, along with ambassador programs, work with consumer-generated media, and more all fall under the umbrella term "word of mouth marketing," which is highly valued by product marketers because of the perceived credibility of product information shared between friends and family. Creating goods, services, and customer experiences that organically produce conversation-worthy 'buzz' is one way for marketers to capitalize on the considerable value of positive word of mouth.

#### D. Reasons for the Importance of Advertisement

Presentation of Data

**Table 4 Reasons for the Importance of Advertisement**

Sl. No.	Reasons for the Importance of Advertisement	Number of Respondents	Percentage (%)
1	Easy availability	184	61.33
2	Accessibility	70	23.33
3	Cost effective	46	15.33
4	Specify if other.....	0	0
<b>Total</b>		<b>300</b>	<b>100</b>

Respondents have based their selection of the most effective medium on three key factors: (i) readily available (ii) easily accessible (iii) economically viable for these three reasons and more, 75.33 percent of respondents said they prefer TV. There is no denying the widespread recognition of this media outlet.

#### E. Frequency of Watching or Reading Advertisements

Presentation of Data

**Table 5. Frequency of Watching or Reading Advertisements**

Sl. No.	Frequency of Watching or Reading Advertisements	Number of Respondents	Percentage (%)
1	Always	120	40
2	Sometimes	180	60
3	Never	0	0
<b>Total</b>		<b>300</b>	<b>100</b>

With 40% of respondents saying they always watch commercials and 60% saying they sometimes do, it's safe to assume that commercial viewing and reading is rather common. No one, however, could credibly claim that they never see or read commercials. This shows how crucial advertising is and how much work marketers need to put in to have an impact.

#### F. Most Appropriate Time of the Day

Presentation of Data

**Table 6 Most Appropriate Time of the Day**

Sl. No.	Most Appropriate Time of the Day	Number of Respondents	Percentage (%)
1	Morning	23	7.67
2	Evening	105	35
3	Afternoon	55	18.33
4	Night	117	39
<b>Total</b>		<b>300</b>	<b>100</b>

When making advertising decisions, timing is crucial. 35% of respondents prefer viewing commercials in the evening, while roughly 39% prefer doing so at night. This provides advertisers with valuable insight into when to air commercials for

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the greatest chance of reaching their target audience. The data also shows that just 7.67% of people have chosen morning hours, so an advertising strategy may be developed to ensure that money isn't wasted while making the most of available resources and meeting the needs of consumers at all times.

G. (T) Most Effective Time in Electronic Media

Presentation of Data

**Table 7(T) Most Effective Time in Electronic Media**

Sl. No.	Most Effective Time in Electronic Media	Number of Respondents	Percentage (%)
1	Before any programme	49	16
2	In between the programme	226	75
3	After the programme	25	8
<b>Total</b>		<b>300</b>	<b>100</b>

H. As was previously said, the passage of time has a significant influence in determining the exposure, repetition, and effect of an advertising. Seventy-five percent of respondents think that commercials perform best "in between the programmed," while just eight percent say they work best "after the programmed," suggesting that customers are no longer interested in sitting in front of the TV for the sole purpose of seeing an advertisement. Only 16% of those polled thought commercials belonged at the beginning of the broadcast.

I. Most Effective Space in Print Media

Presentation of Data

**Table 8 Most Effective Space in Print Media**



Sl. No.	Most Effective Space in Print Media	Number of Respondents	Percentage (%)
1	In between	55	18.33
2	Inner flap	36	12
3	1st Page	165	55.00
4	Last Page	44	15
<b>Total</b>		<b>300</b>	<b>100</b>

For print media, 55% of respondents say the first page is the most effective spot, with 45% giving a mixed reaction. The best place for advertisements, according to 18.33% of respondents, is on the blank pages in between issues, followed by the inside flap (12%) and the back cover (15%).

#### J. Response to an advertisement

Presentation of Data

**Table 9. Response to an advertisement**

Sl. No.	Response to an advertisement	Number of Respondents	Percentage (%)
1	Unaffected	1	0.33
2	Keep in mind for future purchase	137	45.67
3	Compare different brands	105	35
4	Only enjoy & forget	11	3.67
5	Decide to buy the product	46	15
<b>Total</b>		<b>300</b>	<b>100</b>

How people react to advertisements in various mediums may be gauged by their responses to this question. Advertisers may rest easy knowing that 45.67 percent of people who saw their ads remember them for future purchases. The findings show that 35% of respondents evaluate products by comparing various brands. In this context, I'd want to stress the significance of advertising as a crucial promotional instrument for building brand loyalty.

#### K. Role of Advertising

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## Presentation of Data

**Table 10. Role of Advertising**

Sl. No.	Role of Advertising	Number of Respondents	Percentage (%)
1	Increasing brand awareness	62	20.67
2	Informing consumers about brand attributes	116	39
3	Changing consumer attitudes	52	17.33
4	Influencing purchase decisions	70	23
<b>Total</b>		<b>300</b>	<b>100</b>

The responses to the question about advertising's significance in the city of Jaunpur were inconsistent. 39% of people believe that advertising helps them make more informed purchasing decisions, while 20% believe it raises brand recognition. Only 17.33% think advertising succeeds in changing consumers' mindsets, while 23% agree that it has a significant impact on their purchasing choices. Whether the goal is to increase brand awareness and Coca-Cola sales or to encourage people in underdeveloped countries to start drinking more milk or start using contraceptives, advertising is an efficient method to get the word out.

## L. Factors Influencing Purchase Decision

### Presentation of Data

**Table 11 Factors Influencing Purchase Decision**

Rate	Brand	Product Features	Price	Availability
I	143	45	103	22
II	55	99	110	33
III	54	103	50	89
IV	48	53	37	156
<b>Total</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>300</b>

The two most important variables in a customer's final choice to make a purchase are highlighted in the responses to this question. Brand and product attributes are

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in play here. In a survey of 300 people, 44.66 percent said they care most about the brand they buy, while 34.33 percent said they care most about the attributes the product offers.

#### M. Best Execution Style of An Advertisement

Presentation of Data

**Table 12. Best Execution Style of An Advertisement**

Sl. No.	Best Execution Style of An Advertisement	Number of Respondents	Percentage (%)
1	Illustrations and Colours	29	9.67
2	Text (Advertisement message)	114	38
3	Famous personality	97	32.33
4	Advertiser or sponsor	30	10
5	Music	30	10
<b>Total</b>		<b>300</b>	<b>100</b>

The citizens of Jaunpur have a range of opinions on what constitutes the Best Execution Style in advertising. About 38% have placed an emphasis on a text or commercial message, and 32.33 percent have said that they are affected by public. About 10% of people are moved by the ads' visuals, colors, and sounds, and another 10% by the ads' namesake sponsors. Ads shouldn't stray too far from the basic idea that they serve a purpose, which is to complete a certain communication job with a certain audience in a certain amount of time.

#### CONCLUSION

In contrast, studies have shown a robust correlation between consumers' emotional reactions and their subsequent spending habits. It has been proved via this study that in the cities of Dhanauha, Guraini, and Kerakat, Jaunpur, customers are more influenced by their emotions than by their immediate surroundings while making a purchase. Consumers in this study tended to buy items to which they had a personal connection, despite the fact that this kind of buying is often associated with impulsive purchases based on how the environment influences consumers. Also, the audio, video, and textual forms of these attachments are the result of advertising and serve to pique the user's interest.

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