

# Cognitive and Emotional Responses to Advertising: A Study of Their Effects on Purchasing Behavior

**Mr. Sanjay Ghosh**

Assistant Professor  
Aurora's PG College, Uppal.

## **Abstract:**

**This study examines the influence of advertising on consumer purchasing decisions, positing that brand image, persuasiveness, and celebrity endorsement are critical factors that shape consumer intentions and behaviors. The research finds that the constructed image of a product plays a significant role in influencing purchases. While product quality and price are confirmed as primary factors, a well-executed advertisement significantly alters consumer trends. Furthermore, celebrity endorsement is shown to impact behavior considerably. The findings indicate that the positive influence of these advertising elements cultivates brand loyalty, which effectively promotes products and converts consumer intentions into actual purchases.**

**Keywords: Media advertisements, advertising, brand image, Consumer buying behavior, Target audience and emotional response.**

## **INTRODUCTION**

Today, no one is immune to the widespread effect of mass media (newspapers, television, advertising, videos, films, billboards, music, movies, magazines, and the internet, to name a few examples). Advertising stands out among all marketing techniques for its long-term impact on the psyche of the observer. Essentially, advertising is a component of the promotional mix, which encompasses the four Ps of marketing: Product, Price, Place, and Promotion. Nowadays, advertising is a terrific way to promote a firm across the entire market. Every year, the consequences of advertising get more severe. Advertisements are used to create a positive image of a product in the minds of consumers. Advertising has become a critical issue, and Kotler pointed out that the basic idea of an advertisement is to grab the audience's attention, and that appeal is the main idea of an advertisement. Messages can now be disseminated by various kinds of media such as newspapers, radio, magazines, mail order, direct mail, outdoor displays, and so on in the twenty-first century.

Advertising managers must capture consumers' attention with commercials and sales promotions in a competitive market. Advertising consumes a significant portion of the marketing budget. The use of digital media channels for advertising is becoming more popular. This study aims to investigate the impact of various media commercials on several stages of consumer behaviour (CB), such as awareness (AWR), interest (INT), conviction (CON), purchase (PUR), and post-purchase (PUR) (PPUR).

When it comes to designing fresh commercials, marketers have always reacted to shifting company demands. As the quantity of produced goods rose as a result of industrialisation, the usage of advertisements surged dramatically in the twentieth century. However, at the time, few firms used advertising. Advertisements were limited to television, radio, billboards, and newspapers in the late 1980s. In today's world, businesses are increasingly relying on digital advertising. Companies are so focused on social media and mobile advertising that it's possible that they'll soon supplant television advertising. In India, the digital marketing movement is just getting started. The majority of large local and multinational corporations are now engaged in full-fledged digital marketing campaigns.

## Objective Of The Study

The objectives of this paper are stated as under:-

- To build and comprehend the concept of an advertisement's importance in the minds of consumers.
- How much can advertising impact a consumer's thoughts to encourage them to make purchasing decisions?
- To explain the factors that play a significant impact in the development of consumer preferences and decisions (Selection of product).

## LITERATURE REVIEW

Awan and Arif (2015) stress that “the use of celebrity endorsement in media advertisement attract the customers”. Awan and Hassan (2015) say that “SMS marketing is a new tool of introducing products and services and attracting new customers.” Awan & Shahid conducted “study on green marketing strategies to attract educated customers and conclude that these strategies have proved successful.”

“TV allows high-quality audio–visual content that is more suitable for product categories, which require physical demonstration. Radio offers audio content and is most suitable for businesses catering to the local markets” (Petersen, 2018).

“Advertisers still prefer traditional mediums such as TV and print for advertisements” (Statista, 2016). “The total advertisement spend, TV advertisement spend in India was 44.7 per cent and print advertisement spend was 29.8 per cent. The digital advertisement spend was the third largest with a growth rate of 15.5 per cent” (Pahwa, 2017). “This is because of the increasing number of Internet users after the entry of Reliance JIO in the Indian telecommunication market.”

“Advertisements are a widely accepted source of information among the consumers as compared to other sources, and hence, media mix decisions are crucial for advertisers” (Shrivastava, 2014).

## Conceptual Framework

Most marketers and managers are interested in learning more about the impact of advertisements and how they function. The basic goal of advertising is to influence a consumer's purchasing decision. The majority of the time, customer buying behaviour is impacted by the buyer's liking or disliking of the marketed goods. Consumer behaviour toward a product is entirely dependent on advertising, with little regard for the product's features. A conceptual framework is developed to better understand the effects of advertising and the elements that influence consumer purchasing behaviour. The literature review served as the foundation for developing a conceptual model for the study.

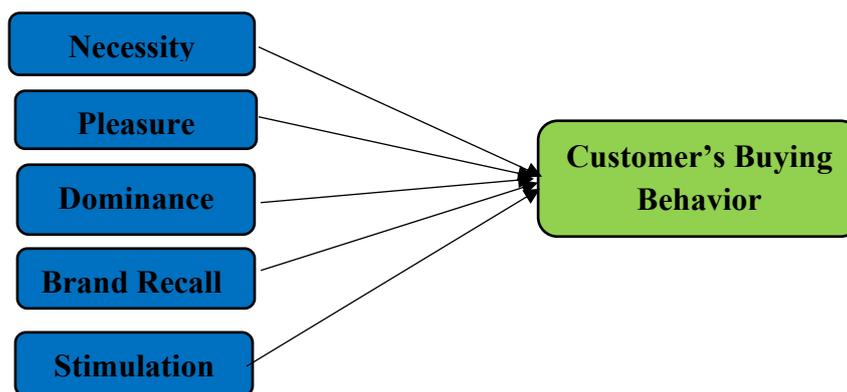


Figure 1: Conceptual Framework

## Methodology

To determine the relationship between diverse variables and test hypotheses, this study required an organised and precise plan. According to the research framework, there are four independent variables and one dependent variable. As a result, modifying the independent variable has an impact on the dependent variable. In this scenario, a causal review is required to evaluate the research concerns and test the theory. The purpose of this study is to see how advertising affects client purchase habits. This paper clarifies the construction of a relationship between the independent and dependent variables. As a result, this study may be categorised as

causal or explanatory. Explanatory research demonstrates a correlation between the components and the growth of the relationship. The sample method employed in this study was the 'random sampling method.' The survey included students, professionals, and the elderly. The minimum age requirement was 18 years old. The information was gathered primarily from residents of Hyderabad's various neighbourhoods.

### Descriptive Statistics

This study's analysis is based on 544 respondents. Male respondents made up 57.5 percent (313 participants), while female respondents made up 42.5 percent (231 participants). In terms of gender, 210 (36.9%) of the 544 respondents were between the ages of 18 and 25 years; 163 (30%) were between the ages of 26 and 40 years; 107 (19.6%) were between the ages of 41 and 60 years; and 73 (13.4%) respondents were over the age of 60 years.

Gender	Percentage
Male	57.5%
Female	42.5%

Age	Percentage
18-25	36.9%
26-40	30%
41-60	19.6%
60 Above	13.4%

**Table 1: Descriptive Statistics**

### Reliability Analysis

The statistical software SPSS, version 20, was used to conduct the analysis in this study. Internal consistency coefficients (Cronbach's Alpha) were calculated to assess factor dependability. A dependability value of 0.7 is regarded acceptable, 0.8 is outstanding, and 0.9 is excellent, according to George and Mallery (2003). Entertainment (0.7), familiarity (0.51), social imaging (0.767), advertisement spending (0.766), and consumer buying behaviour (0.765) were the dependability ratings in this study (0.747). It demonstrates that the Alpha value for all variables is within the 'acceptable' range (George & Mallery, 2003).

Item	Cronbach's Alpha
Entertainment	0.698
Familiarity	0.518
Social Imaging	0.767
Advertisement Spending	0.766

**Table 2: Reliability Analysis**

### Regression Analysis

According to below Table,  $R = 0.331$  which means the independent variables express the dependable variable 31.1%.

The Analysis of variance (ANOVA) table below determines the overall significance of the model. Since the P value in the table is  $< 0.05$ , we can say that the model is significant.

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	90.712	4	22.679	66.698	0.000
Residual	183.263	539	0.341		
Total	273.975	543			

**Table 3: Regression Analysis**

### CONCLUSION

This study looked into the effect of advertising on consumer purchase behaviour. Advertisement entertainment, advertisement familiarity, advertisement social imaging, and advertisement spending were all taken into account in this study. Advertisements, according to the data, have a significant impact on consumer

purchase behaviour. This study can help marketers figure out what motivates customers to purchase something. They can determine which components of advertising have the greatest influence and which have the least. Qualitative data can be used in future studies, despite the fact that this study can make a significant contribution to the field. More information regarding the relationship between these variables will be revealed through qualitative data.

#### REFERENCES:

1. Awan, Abdul Ghafoor & Abdur Rehman Arif (2015). "Role of Celebrity Endorsement and Consumers' perception towards Media Advertisement", *New Media and Mass Communication*, Vol 40:75.
2. Awan, Abdul Ghafoor & Syed Sibtul Hassan (2015) "Analysis of the Effectiveness of SMS Marketing by Mobile Companies: A case study of Telecom Sector in Southern Punjab-Pakistan", *Journal of Marketing and Consumer Research*, Vol 16:65-71.
3. Petersen, L. (2018). Advantages and disadvantages of radio advertising. Retrieved from <http://smallbusiness.chron.com/advantages-amp-disadvantages-radio-advertising-40629.html>.
4. Statista. (2016). The advertising industry in India Statistics & Facts. Retrieved From <https://www.statista.com/topics/2116/advertising-industry-in-india/>
5. Pahwa, N. (2017). Advertising in India in 2017, in 18 charts. Medianama. Retrieved from <https://www.medianama.com/2017/02/223-advertising-india-2017-18-charts/>
6. Shrivastava, A. (2014). Do advertisements work? A study on change in consumers' purchasing behaviour due to advertisements. *Abhinav International Monthly Refereed Journal of Research in Management & Technology*, 3(5), 14–21.