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RESEARCH ARTICLE

INFLUENCE OF ADVERTISING ON CONSUMER BEHAVIOR

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ABSTRACT

Advertising has played a pivotal role in influencing the consumer behavior. It impacts the top of mind awareness of people and acts as an effective way in promoting the sales of any product or service. This paper will analyze the influence of advertising on consumer behavior and would help us in understanding the role of advertising in the decision making process of buying any product. Any new product or service needs promotion to make people aware about the features and characteristics of the new launch. The paper would study the impact of advertising in the overall sales of a product or service. The study would also include whether advertising is solely responsible for consumer behavior or the worth of product or service also impacts the purchasing decision made by the consumer. This will help us in understanding the individual contribution of advertising on consumer behavior and would also help us in identifying if consumer is biased by any other factors. The detailed study in this research would determine the level of influence of advertising on consumer behavior along with other factors biasing the consumer buying decision making process.

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INTRODUCTION

Consumer behavior has been one of the most interesting aspects in marketing. Advertising is an important characteristic of selling where the interests of consumers are targeted for creating sales lead. The target consumers could be both in B2C and B2B domains depending on whom we are targeting – an individual or a business. B2B advertising has high sales volume with big closures in comparison to B2C advertising where the volume or the number of leads targeted gives the profit margin. The business of advertising is usually outsourced to advertising companies to initiate the demand generation for the products or sales services in context. The top advertising companies have the workforce with the right acumen to generate business sales lead and help the business in its growth and expansion (Berkowitz, D., Allaway, A., D'Souza, G. I. L., S, E. 2001). The business of generating leads is different for B2B and B2C consumers. For reaching B2C consumers where we are trying to target the masses and need large number of people to connect with the company's product or service, the strategy used is mass media which could reach the maximum number of people. For B2B advertising, the strategy build is more around the company inside sales services.

The B2B advertising companies providing B2B advertising services are known to have a workforce with strong online and offline communication skills to manage high ticket clients. The reason is the high value deals which is an important impacting factor here (Anjum, B., Irum, A., Sulttan, N. 2015). Companies also have their internal advertising team and use the selling proposition of their inside sales services to win the clients. Inside sales companies create a higher value for their business and for stakeholders to establish long term trust and brand building for the company without depending on the third party risks. The B2B advertising services require high skills in terms of product knowledge, client's preferences and the target business working style. The way of functioning and advertising in B2B companies differ from B2C in the way and the skill sets required for closing a deal. One is for the masses and runs on volume of the sales lead and another is for selected institutions and runs on the size of the sales lead (Lavidge, R. J., Steiner, G. A. , 1961). Nevertheless, both these segments have a common process for generating leads. Where we create prospects first and then target them with our selling proposition to generate leads. Some of them are finally converted into the clients who agree to buy our products and services. Advertising companies in World uses a mix of push and pull marketing to target their leads. But the case is a bit different in the developed nations where the privacy of consumers is paramount and the push marketing is avoided in most of the cases. Only when a consumer reaches out to the company, the sales proposition is discussed and that falls under pull marketing.

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Overall, the main gist of this activity of advertising is the first step for doing a successful sale and hence a very essential element of marketing.

An analysis of consumer behavior: Advertising comes with a huge responsibility and consumer behavior during the initial phase is very important. It is said that a consumer needs to be given the quality product or service for long term association. It helps the consumer in increasing its loyalty for the brand and product and binds the consumer in a long term relationship. Advertising is considered to be a wholesome solution solely responsible for a consumer's initial consumer, its growth and development. For the first few months a consumer analyses the quality of product or service and then takes the call whether the product being promoted or advertised is worth buying in the long term or not (McGuire, W. J. , 1978).

In market, many substitutes are available for any product and are sold and marketed under different brands. But researchers claim that a product is significantly different across brands. Most of the growth and development for a consumer happens in the first few months. And hence this is the crucial period from relationship perspective for a consumer. Use of any substitute can be like a compromise on this important factor for the consumer's growth. With the progression of society, the old methods of consumer behavior have changed a lot and have been replaced as per the convenience to save time and effort. This is also applicable to the smaller cities across the world which has been considered to be following the age old customs and traditions. Some of these new methods are beneficial for the consumer as in this era where all the knowledge is available with the click of a button; consumers are taking informed decisions instead of blindly believing in the traditional methods of consumer behavior (Nedungadi, P. , 1990). Relationship of a consumer with the new product is very crucial in the initial years of a consumer behavior cycle when most of the growth and development occurs for the consumer. In that phase brand association is the most important aspect which needs to be taken care of. In cities people are aware and well read about the requirements of a consumer but rural World is still lacking the knowledge and awareness. Illiteracy is a major concern here in this case as it does not allow the parents to think from a logical perspective and they rely on myths practiced from generations.

Further, the practices in consumer care have evolved a lot with time but the basic concept has remained the same. Advertising is of utmost importance and cannot be replaced from any other marketing methods. Modern techniques and tools are being used to feed the consumer timely with the right advertisement and that is helping the consumers in urban World to balance their personal and professional life by getting the right product and services to make their life hassle free and convenient by saving most of their time. The consumer's behavior and nutrition cannot be compromised. However, modern way of handling things can help in taking care of the needs for both the consumer and the seller (Ranga, V. , 2011).

Advertising: Awareness needs to be generated on the importance of consumer's consumer with respect to advertising. Advertising influence needs to be highlighted and its importance needs to be told to people who do not have access to information available on internet or other mass media channels.

Government initiatives would help in this regard by including rural World in this awareness program. Appropriate infrastructural support and policies need to be made to take care of consumers from the fake and false advertising. Further, advertisement companies should be given clear guidelines on their marketing strategy so that it does not misguide people on the relevance of product or service. A behavior consumer is a promise for a prosperous nation and the growth of a country depends heavily on that. Its importance cannot be undermined and ignored. World is a developing nation and this makes it even more important to focus on consumer care and nutrition for further growth and development of the country. The huge gap in this upbringing and consumer care in urban and rural World needs to be studied and taken care of for further improvement. The future of our country depends on this.

Consumers are the future of our country and hence their behavior is of prime importance. Consumers have a great responsibility to take care of their influencing behavior and help them grow into a wise user of products and services available in the market. Though, the need for consumer care starts from the moment a consumer buys a product but post delivery, it is even more important to focus on a consumer's behavior. Over the period of time, the importance of consumer behavior has declined and consumers are reaching out to well marketed other sources of information to make a buying decision. The style of consumer care has changed, especially in urban World. In this paper we would talk about the problems in consumer care and the influence of advertising on consumers' behavior. (Opeodu, O. I., Gbadebo, S. O. ,2017). Advertising is the main contributing factor in the world's economy where majority of our country's population is employed. Developments had been happening all around the country but the consumer protection sector is lagging behind. Legal reforms contribution to help this sector and the consumers has been phenomenal in the world's history. It has brought a revolution in the advertising industry by improving the condition of consumers at that time. Though a lot is yet to be done, his efforts surely took the condition of consumers and advertising to a path of progression. This paper will talk about the contributions of reforms and laws for improving the situation of consumers and protecting their rights. The consumer behavior has been studied in details to determine the influence of advertising on the consumer behavior.

Influence of advertising on consumer behavior: With the development of society, everything has changed utilising the modern way of doing things. Overall consumer behavior history dates back to the Indus valley civilisation where age old method of advertising was used and the communities used to be isolated and self sufficient. Trading was not that prevalent and communities did advertising mainly to feed the people of their family. This type of advertising was suitable for communities living independently and in isolation. But as we moved towards the advanced era where the exposure to different communities, states, regions and countries increased, people started interacting and trade started. Then people instead of doing all the work to support their family started specialising in one job and then took the help of others for rest of the requirements. This practice created a need for the major change in the advertising method. The requirement of large scale production came up with time and the small scale house productions were no more sufficient to the increasing demands of the society.

People started experimenting with the advertising techniques and got success to a certain extent but the gap still remained. The lack of knowledge during those times was a huge road block and consumers did not have any easy access to the information needed for making a purchase decision. Governments made policies time to time to take care of the advertising conditions but none of them were effective considering the poor implementation of those policies. World has a very large consumer base and implementation of any policy would require strict discipline and sincere efforts (Madan, M. , 2010). Making a purchase decision was highly dependent on weather during those times and the productivity was uncertain. Consumers were using the old techniques for advertising and their method was not scalable for large productions. Entrepreneurs during that time had envisioned the future of world with the population doubling in decades and he knew that then this old method of advertising might not fill the requirements of all the people in the world. It was decided to work in this area and make the advertising inclusive with the strategy designed to keep the future of the country in mind. Moreover, the people were earning mainly from primary sector at that time which still holds true but that time the impact of secondary and tertiary sectors were even lesser. To utilise the capacity of the large population and consumers to the optimum level, it started working on the upliftment of the conditions of consumers (Cronin, J. J., Brady, M. K., Hult, G. T. M. , 2000). Consumers in any country are the real heroes who impact the economy for the country's large population. Their contribution and job has always been undermined and understated. A lot has been done for the development of society including the upliftment of the weaker sections but when it comes to making a purchase decision all the efforts taken has gone in vain as the gap is huge between the requirements and the work done. World having its major population working in consumer behavior sector in different regions has a huge scope for development. Any policy made by the government until now has been very slow in bringing any considerable change in the consumers' condition because of the huge scale and level of execution. The policies made need to be executed at the national level which becomes a tedious and a huge task to be done (Zeithaml, V. A., Berry, L. L., Parasuraman, A., 1996).

Advertising companies have been a pioneer in establishing the knowledge centres for helping the consumers in getting awareness about the best practices for their advertising. It was known that there was a scope for development and was aware about the possibilities to achieve that goal. The companies understood the deep rooted problems in the consumer behavior sector and were determined to work in this area to improve the condition of consumers' by helping them in improving their advertising yield. It is believed that change is the only constant and we should change our techniques of work with the changing time. The consumers of modern India are very well aware about the trending products and services in the market and cannot be fooled or cheated with fancy advertising gimmicks. The long term impact on consumer behavior can only be made through a good quality product and service. Brand loyalty is important and any promotion or deals and discounts would only be a temporary motivator for increasing sales but in the long run, only quality will win (Sadhasivam, D. P., Nithya Priya, A., 2015). As a consequence of compliance reviews by consumers, the standard of the after sales service may be specified. If the after sales service meets its goals it must be mindful that, due to potential consumer

interactions, it will be adjusted in new purchases. This is referred to as a service attitude appraisal. Consequently, the consumer decides the efficiency of the operation. The consumer decides whether or not the after sales service is quality based on its standards and the degree to which it conforms. The perception of the quality of service is thus another factor that affects consumer satisfaction. The service level is based on service dimensions. On the other hand, satisfaction is a wider term that is influenced not only by awards but also by personal and situation-related causes outside the reach of the service provider. The difficulty of factor defining and relating quality of service and consumer satisfaction was the basis for developing multidimensional models that allow this relationship to be measured. Data analysis is conducted using the data collected using a secondary research. Based on the data and the relevant variables, different data analyses that are adequate for the research objectives are created. Ethical dimensions of the study are data privacy, consent, and confidentiality. The data privacy will ensure that the data is kept private and used only for the research study for which it was collected. Consent is to inform the participants completely about the study and not force or coerce them into including them in the research. Confidentiality will be maintained by not sharing the data collected with any third-parties. It will be in encrypted storage after the purpose of research and no unauthorized access will be permitted (Callen-Marchione, K. S., Ownbey, S. F. , 2008).

The primary research methodology is to use the existing literature review available in research papers and articles. The variables will help to determine how the service quality impacts consumer loyalty which will lead to an increase or decrease in consumer churn rate. This analysis will serve as the basis for developing multidimensional models to improve the service quality from various perspectives. The secondary research methodology chosen for the research study is to perform secondary research. The secondary research objective is to use the previous researches from scholarly databases. From these databases, the relevant keywords are entered to search for the latest research articles within the last 5 years. The findings from these studies are used to draw meaningful conclusions about the service quality and reducing the consumer churn rate. The secondary research methodology will be used to conduct the bibliographic review with scholarly articles on the subject matter in correspondence to advertising companies (Hoque, M. A., Ahmed, S. K., Fouji, M. H. ,2013).

The scope of the study pertains to the importance of reducing consumer churn at across the world to retain the current consumers and to attract new consumer segments. The churn rate reduction will assist the business to thrive as a leading airline across the world. after sales industry as well as transforming on a global scale. The service quality is an important factor in reducing the churn rate in advertising companies because consumers will find it beneficial and keep using their service depending on the perceived quality. The prospective consumers will keep increasing at a consistent growth rate for advertising companies with service quality improvements, strengthening the existing service quality measures and/or practices, as well as newer actions. The study variables are consumer churn which is the dependent variable subject to change from the perceived service quality which is the independent variable. The interrelationship between the variables is the primary emphasis of the research study.

The variables in the study will be excluded based on the criteria of consumers that have not used advertising companies in a very long time. The most recent visit could be right before the COVID pandemic or even after the stringent travel regulations were reduced. The participants will be directly included if they have travelled in advertising companies in the recent three months (Farooq, W., Latif, A., 2011).

Study limitation and future scope: This research is limited to the advertising field of marketing and does not take into account the other important factors impacting the consumer behavior. For example, the market competition and consumers' pain point are also the significant factors influencing consumer behavior apart from the advertising. These factors also need to be studied in detail before determining the influence of advertising on consumer behavior as all the factors are together impacting the consumer behavior. These factors can be studied further to determine the overall impact on the consumer behavior. The correlation between advertising and other factors studied should also be taken care of while doing the further analysis and most of the factors are interdependent on each other and can influence the results. This paper has been based on the secondary data and theoretical research available in the existing literature. The further study would help us in understanding the accuracy of the results on the influence of advertising on consumer behavior (Bezjian-Avery, A., Calder, B., Iacobucci, D., 1998). Advertising has a very big contribution to our economy and even to the lives of people in our country where the majority of population is involved in the marketing sector. A lot of measures have been taken to improve the condition of this sector and make the marketers utilise the latest available techniques for advertising. Government has made policies to help the companies which have lacked the quality in execution due to large population and existing diversity. This challenge needs to be overcome in the upcoming efforts to improve the condition of consumers across the world. The task now would be to utilise this large capacity and population in the favour of the country's growth and development instead of lagging behind.

Society needs a major change in the mindset as well where advertising needs to be considered as a major contributor in our economy and more educated people should take initiative and work in this sector. The condition of consumers will improve when policies would be made considering the practical conditions and ground reality in mind instead of just drafting it on paper without proper research work. The need of the hour is to continuously work in this area to see a notable development in this regard. To have a vision of a developed nation for the country, advertising needs to be given special attention as advertising is the backbone of any company (Wang, Y., Lo, H. P., Yang, Y., 2004).

Conclusion

The advertising industry is increasingly trying to keep consumers happy both while purchasing the product and after sales service. The industry has evolved into complex consumer-based businesses and competing with each other to have more consumers on a global scale. Service quality is the key measure that fosters the best quality of services in the advertising industry.

By facilitating service quality above the industry standards, advertising companies strive to increase consumer satisfaction and security with industry best practices. The consumer churn rate determines the number of clientele that shifts from using the services rendered by advertising companies, and choose other companies. Consecutively, the provision of service quality across the organization to its clients is evaluated to assess its influence on the retention of its consumers. Based on the consumer behavior, the study proposes consumer loyalty strategies for internet service, based on important concepts of service marketing, consumer behavior, and consumer loyalty (Kotler, P., Keller, K. L., Koshy, A., Jha, M., 2009). Problem is associated with attaining consumer satisfaction as the foundation of quality management systems in reducing consumer churn rate. Consumers need goods and services that satisfy their needs and specifications. Consumer specifications may be set by the Consumer on a contractual basis or by the company itself. But in either situation, the acceptability of the product may essentially be determined by the consumer according to the quality offered by companies ranging from all sorts of services for the product sold. To orient Quality Control Processes towards consumer loyalty, the amount of satisfaction obtained needs to be calculated. Different methodologies and models exist to assess consumer loyalty.

The management of advertising companies generates a product from which a certain quality is required, determined by the consumer's view of the operation and how they are treated. The same goes with the internal consumer who needs to be handled by quality expectations and represents the picture that the outside consumer perceives when the product is purchased. The loyalty of consumers is a crucial indicator of measuring the organization's overall success to develop a culture of quality development of management (Ahmed, A. Y. M., 2017). The need for the further study is to evaluate the existing service quality measure implementations within advertising companies. They are comprehensively evaluated in the study in comparison with industry standards to help the organization meet the service quality exceeding these standards in lacking areas. Advertising companies can use the findings from the study for reducing the consumer churn rate by increasing the service quality of the advertising company. It is necessary for the business to sustain, and thrive in the advertising industry as the leading marketing solution. The organization also requires the assessment of the current practices to improve service quality, value-added services to improve the service quality, as well as in retaining the consumers. The results of the research will be useful for advertising companies to scale up its operations in meeting the demands of a transforming contemporary consumer segment. Currently, there is great business competitiveness as users are more demanding when selecting a product or service, as a consequence companies pay more attention to factors such as quality of service, job satisfaction, consumer satisfaction, etc., hence the interest in performing the present investigation (Macdonald, E. K., Sharp, B. M., 2000). With these measures, it retains the most profitable consumers and therefore improves the quality and sustainability of the current portfolio in addition to reducing churn rates. This study is important for the key stakeholders of advertising companies, the consumers of companies, employees working at the companies, and other competitors of the companies. The research results will ensure a long and successful relationship with their consumer in the

context to obtain excellent service which solves their need to the business and carries out its job. The risk of having a consumer in this situation is that their reaction damages the image of the company, or that it generates a boycott against the products or services of the organization. In short, the importance of quality in service is indisputable. The competitive advantage of consumer service quality is critical because it can make a difference in any market or organization. This could lead to consumers' propensity towards a brand and any poor practices will directly cause the consumers to their direct competitors.

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