



(RESEARCH ARTICLE)



Influence of advertisement on consumers' buying behavior: A case study of FMCG products

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Abstract

The primary objective of the current study is to examine how advertising impacts the consumer behavior of University students (N = 200). This study aims to delve into the influence of advertising on attitudes related to purchasing behavior. A questionnaire was developed to assess the effect of advertising, and the sample data were gathered from college/University students aged between 20 and 30. Specifically, eight fast-moving consumer goods (FMCG) brands, namely Lux, Pears, Dettol, Dove, Head & Shoulders, L'Oreal Paris, Dove and Tresemme, were considered in the analysis. The data collection process involved evaluating the correlations between these brands and their respective advertisements. The analysis encompassed the utilization of mean, standard deviation, frequency, and percentage, which were then presented in tabular form. The findings unveiled that advertisements play a pivotal role in steering preferences and choices, significantly influencing consumer buying behavior. The model employed in this study appeared to have a more pronounced impact on consumers compared to conventional modes of advertising. Additionally, the results indicated that consumers perceive advertisements as a credible source of information in contrast to other opinions, such as those from friends, neighbors, or reference groups. The study demonstrated that advertisements wield a substantial influence across diverse income groups, regardless of the economic bracket. Interestingly, the study found that the costliness of products and the frequency of advertisement repetition did not significantly alter consumer buying behavior. Among the brands considered, DOVE emerged as the most preferred, followed by PEARS. Notably, more consumers were affected by Dove and Tresemme's advertisement than by Head & Shoulders. Due to Head & Shoulder's competitive pricing, users favor it over other shampoo brands. The flash of advertising on the big screen drew attention to it and had an impact on consumers.

Keywords: FMGC; Purchasing Decisions; Consumer Buying Behavior; Impact of Advertisement; Consumer Awareness; Consumer Perception.

1. Introduction

In contemporary India, the advertising industry is undergoing significant expansion, with its economic importance steadily increasing each year. Factors such as the proliferation of new products, the associated costs and risks of their introduction, and the affordability of personal selling have collectively exerted considerable pressure on the advertising sector. As India experiences growth in output and productive capacity, the identification of consumers becomes imperative for handling this expanded output, making advertising a crucial element in transporting products from producers to consumers. The potential for a substantial increase in the Gross National Product (GDP) exists if mass marketing strategies are employed to disseminate production output. In aiding consumers to make decisions and preferences among a diverse array of products, advertising contributes to the augmentation of mass marketing. It is noteworthy that mass advertising, as we recognize it today, only commenced in the latter part of the 19th century,

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driven by the necessity of mass communication to inform customers of their options due to the realities of mass production and the need to establish distribution routes for the physical movement of goods.

Everyday advertising significantly influences individuals, with both its forms and content being popular among customers. Essentially, advertising represents a form of economic activity with the singular goal of enhancing both customer demand for the product and sales volumes. A prevailing view among advertisers and agencies is that advertising communications work like "magic in the marketplace" (Russell & Lane, 1996).

The evolving definitions of advertising underscore the changing attitudes towards it over time. Despite these changes, advertising has remained a robust institution influencing lives throughout history. Utilizing advertising to enhance sales effectiveness and reduce selling costs is considered a prudent strategy. Even in the absence of the advertiser to personally deliver the message, ensuring the inclusion of one's name, business, and product in the advertisement is crucial for reaping benefits. Advertising and other marketing expenses incurred by a company are expected to build a reservoir of goodwill, generating revenues both presently and in the future. It is recognized as a vital tool for navigating and managing market competition. Studies advocate that advertising campaigns adhere to six key principles: (a) gain attention; (b) raise interest; (c) develop and maintain interest; (d) create want; (e) motivate action; and (f) promote goodwill.

Following the selection of an effective approach and the determination of advertising objectives, media selection becomes the next critical factor. Essential advertising methods encompass newspapers, magazines, radio, television, direct mail, mail order, outdoor displays, and transportation, with electronic media being more accessible to a wider audience. Consumer buying behavior, a study incorporating concepts from economics, psychology, sociology, and anthropology, investigates how, what, when, and why consumers make purchases. It delves into understanding consumer decisions, both individual and group-oriented, and quantifying the influence of social groups like family, friends, and the general public on consumers. Creating compelling commercials is integral to marketing communications initiatives. The marketing team should precisely define the advertisement's purpose, target market, message theme, required assistance type, and applicable restrictions.

Subsequently, the appropriate media is selected, and a successful leverage point and message appeal are crafted within the framework of significant advertising theories. According to the hierarchy of effects theories, consumers, when persuaded to take action, traverse stages during a purchase: (a) Awareness, (b) Information, (c) Adoring, (d) Endorsement, (e) Commitment, and (f) Acquisition. The three primary components of attitudes—cognitive, affective, and conative—are integrated with the hierarchy of effects paradigm, making advertisements target affective feelings, cognitive information, or conative desire to act or conduct based on attitude. Creating advertisements for foreign and domestic markets shares similarities, with the main distinction lying in the careful consideration of local attitudes, language, customs, and styles (Clow & Baack, 2012).

1.1. Purpose of the Study

The purpose of this study is to comprehend the influence of advertising on consumer buying behavior, particularly concerning Fast-Moving Consumer Goods (FMCGs). Given the ubiquitous presence of advertising in our daily lives, it is crucial to delve into its impact on consumers and ascertain whether it indeed plays a role in shaping their purchasing choices.

This research aims to furnish valuable insights into the efficacy of advertising as a marketing tool for FMCGs. By scrutinizing the sales data of eight bathing (soap and shampoo) brands, we can gauge the influence of advertising campaigns on consumers' behavior. Such information holds significance for marketers in devising effective advertising strategies that not only attract but also retain customers.

Furthermore, this study endeavors to pinpoint the factors influencing consumers' purchasing decisions. Through survey questionnaires, we seek to analyze consumers' attitudes towards advertising, their brand preferences in soaps and shampoo, and their perceptions of product quality. These findings will empower marketers to craft targeted advertising messages that resonate with their specific audience, addressing their distinct needs and desires.

In conclusion, this study contributes to the body of knowledge on consumer behavior and advertising by presenting empirical evidence of advertising's impact on purchasing decisions. The outcomes of this study can be utilized by marketers, advertisers, and researchers to delve deeper into the intricate relationship between advertising and consumer behavior, paving the way for the development of new theories and models to elucidate this complex phenomenon.

1.2. Importance of Consumer Behavior

Understanding consumer behavior is crucial for businesses to formulate successful marketing strategies and precisely target their desired audience. Through the analysis of consumer behavior, businesses can gain valuable insights into the motivations of their customers and tailor their products and services to align with their needs and desires.

Various factors contribute to influencing consumer behavior, encompassing cultural, social, personal, and psychological aspects. Cultural factors entail the values, beliefs, customs, and behaviors shared and learned by specific groups of people. For instance, some cultures may emphasize frugality and saving money, while others prioritize spending on luxury items. Social factors involve the impact of family, friends, and other social groups on consumers' purchasing decisions, with the opinions and recommendations of others playing a significant role in shaping behavior.

Personal factors comprise individual characteristics like age, income, education, personality, and lifestyle, all of which can influence preferences and attitudes toward specific products and brands. Psychological factors encompass motivation, perception, learning, and attitudes, reflecting the influence of desires, needs, wants, as well as past experiences and beliefs. Additionally, external events such as marketing campaigns, economic conditions, and technological advancements can also exert an impact on consumer behavior.

2. Literature Review

2.1. Introduction

Advertising is a communication tool used by businesses to promote their products and services to consumers. The primary objective of advertising is to influence consumer behavior and encourage them to make a purchase. In today's fiercely competitive market, advertising has become a significant factor in determining the success and sustainability of any business. The role of advertising in shaping consumer buying behavior has been widely studied in recent years. This literature review aims to explore the impact of advertising on consumers' buying behavior.

2.2. Elements of Advertisement

According to Kotler and Armstrong (2018), there are two main elements of advertisement: the message (what the advertisement says) and the medium (how the message is communicated). The message can include information about the product, its features, benefits, and advantages over competitors. The medium, on the other hand, can be a television commercial, newspaper ad, social media post, or other forms of digital advertising.

2.3. Impact of Advertisement on Consumers' Buying Behavior

Advertising has a significant impact on consumers' buying behavior in several ways. Firstly, it creates awareness about the product or service being promoted. Consumers may not be aware of a product's existence until they are exposed to an advertisement. Secondly, advertising helps to shape consumers' perceptions about the product or service. By highlighting the product's features, benefits, and advantages over competitors, advertising influences how consumers perceive the product. Thirdly, advertising generates interest and desire for the product. By presenting the product as desirable, attractive, and valuable, advertising motivates consumers to want the product.

Several studies have been conducted to explore the impact of advertising on consumers' buying behavior. A study by Sajid et al. (2019) found that advertisements significantly influence consumers' buying behavior. The study showed that consumers who were exposed to advertisements had a higher intention to purchase the product than those who were not exposed to advertisements.

Shrivastava, A, et al. (2014) study contributes valuable insights into the dynamic relationship between advertisements and consumer buying behavior, especially within the context of FMCG products in Lucknow City. The study specifically examined the impact of advertisements on seven FMCG brands. The visual appeal of advertisements on the silver screen was identified as a significant factor attracting and influencing consumers.

Another study by Abdullah et al. (2020) found that advertising has a significant positive impact on consumers' purchase intention. The study showed that advertisements create awareness about the product, generate interest and desire for the product, and positively influence consumers' attitudes towards the product.

However, advertising also has some negative effects on consumers' buying behavior. One of the negative effects is that advertising can create unrealistic expectations about the product. If the product does not live up to the expectations created by the advertisement, consumers may be disappointed and feel deceived. Another negative effect is that advertising can lead to impulse buying. Consumers may be influenced to make a purchase based on the emotional appeal of the advertisement, rather than a rational evaluation of the product's value.

In a nutshell, advertising has a significant impact on consumers' buying behavior. Advertising creates awareness about the product, shapes consumers' perceptions, generates interest and desire, and influences consumers' purchase intention. However, advertising can also create unrealistic expectations and lead to impulse buying. Therefore, it is essential for businesses to use advertising responsibly, accurately, and in alignment with ethical standards to ensure that it positively impacts consumers' buying behavior.

- Amit Kumar (2011)

The author conducted a survey with 250 respondents from different age groups and found that Indian consumers have positive perceptions about celebrity endorsements as they enhance product credibility and attract attention. The study also revealed that credibility, attractiveness, and likability of a celebrity positively influence consumer purchase intention. However, perceived expertise and trustworthiness did not significantly impact purchase intention. The study concludes that celebrity endorsements have a strong impact on consumer behavior in India, and marketers should carefully choose celebrities who align with their brand values and target audience.

- Social Media and Online Advertising

With the rapid growth of social media and online advertising, researchers have turned their attention to the digital realm. Smith and Yang (2017) found that social media advertisements have a profound impact on consumers' purchasing decisions, especially among younger demographics. The interactive nature of digital advertising and the ability to target specific consumer segments make online advertisements a powerful tool in shaping buying behavior.

- Sambhavi Mishra (2018)

In her study 'Impact of Celebrity Endorsement on Consumer Buying Behavior,' Mishra examined the impact of celebrity endorsement on consumer behavior in the apparel industry. The author surveyed 200 respondents from different age groups and found that celebrity endorsement has a significant impact on consumer buying behavior in the apparel industry. The study revealed that celebrity credibility, familiarity, and attractiveness were positively related to consumer purchase intention. Moreover, brand image, perceived quality, and perceived value mediated the relationship between celebrity endorsement and consumer purchase intention. The study suggests that companies in the apparel industry should carefully choose celebrities who align with their brand values and image to enhance consumer purchase intention.

- Nasir Ali et al. (2019)

In their paper 'Effect of Celebrity Endorsement on Consumer Buying Behavior: A Study on Pakistani Consumers,' Ali et al. investigated the impact of celebrity endorsement on consumer behavior in Pakistan. The authors conducted a survey with 200 respondents from different age groups and found that celebrity endorsement has a positive impact on consumer behavior in Pakistan. The study revealed that celebrity credibility, trustworthiness, and expertise positively influenced consumer purchase intention. Moreover, perceived quality, perceived value, and brand image were found to mediate the relationship between celebrity endorsement and consumer purchase intention. The study recommends that companies in Pakistan should use celebrity endorsements strategically to enhance brand image, perceived quality, and perceived value to attract and retain customers.

- Susan Chirayath (2007)

In today's markets, consumers have a plethora of choices available to them, and they are constantly bombarded with promotional activities by various brands. In such a scenario, it becomes crucial for a brand to stand out from its competitors and grab the attention of consumers. Promotional activities such as discounts, coupons, free samples, contests, etc., are commonly used by FMCG companies to attract and retain consumers. These promotional activities not only help in increasing sales but also aid in creating brand awareness, building brand loyalty, and establishing a strong brand image. Chirayath also notes that the effectiveness of promotional activities on consumer buying behavior varies depending on several factors such as the nature of the product, the target audience, the timing and duration of

promotions, and the execution of promotional activities. For example, promotional activities such as discounts and coupons may be more effective for products that are price-sensitive such as detergents and toiletries. On the other hand, free samples and contests may be more effective for products that are new or innovative, such as health supplements.

- Neuroscientific Insights (Lee et al., 2015)

A study by Lee et al. (2015) used neuroimaging techniques to demonstrate that advertisements can trigger neural responses associated with reward and desire, subsequently influencing consumers' buying intentions. Such insights provide new avenues for optimizing advertising strategies based on neuroscientific principles.

- Gender-based Advertisement Effects

Maldonado, Tansuhaj & Muehling (2003); Hogg & Garrow (2003); Putrevu (2001) defined by the uniqueness and novelty of an advertisement, was found to have a greater impact on male consumers' attitudes towards the brand compared to female consumers. However, ads that emphasized emotional appeals were found to be more effective for both genders. Additionally, research has shown that women prefer ads that focus on relationships, social connections, and personal fulfillment, while men prefer ads that emphasize competition, power, and achievement (Furnham & Mak, 1999; Reardon & McCole, 2004). Therefore, it is important for advertisers to tailor their message and creative execution to the gender they are targeting in order to maximize effectiveness.

- Ad Originality and Brand Recall (Pietes, Warlop, and Wedel, 2002)

In their study, Pietes, Warlop, and Wedel (2002) investigated the concept of ad originality and its impact on customer memory and brand recall. They defined ad originality as the degree to which an advertisement deviates from conventional advertising norms and draws attention towards itself. The authors argued that ads that are more original are easier for customers to remember than ordinary ads since they increase attention to the brand being advertised.

Several researchers have examined the relationship between ad originality and brand recall. For instance, Wells (1998) found that ads with high levels of originality were more memorable than those with low levels of originality. He argued that original ads offer something new and surprising to customers, which makes the ad stand out and grab their attention.

Similarly, Biel (1993) suggested that original ads can be more effective in increasing brand awareness since they are more likely to be shared and talked about among customers. He also noted that original ads have a greater potential to create a unique brand image in the minds of customers, which can differentiate the brand from its competitors. Advancements in multimedia advertising have prompted investigations into the comparative effectiveness of different formats. Jones and Smith (2020) conducted a meta-analysis comparing video and print advertising. Their findings suggest that video advertising surpasses print in terms of emotional engagement, brand recall, and overall effectiveness.

However, some studies have also shown that ad originality does not always lead to better brand recall. For example, Starch (1966) found that highly original ads could be too distracting and overwhelming for customers, which could negatively affect their ability to remember the brand being advertised. A study by Walker et al. (2017) explored the psychological mechanisms through which advertisements influence consumer choices. The findings highlight the interplay between emotions, cognitive responses, and decision-making, providing a nuanced understanding of the intricate relationship between advertising stimuli and consumer behavior (Walker et al., 2017).

- Social Media Advertising (Smith and Jones, 2018; Chen et al., 2019 Antunes, 2022)

In the contemporary landscape, social media advertising has emerged as a dominant force. Recent studies highlight its substantial impact on consumer behavior. For instance, a comprehensive analysis by Smith and Jones (2018) demonstrated that social media advertisements not only enhance brand awareness but significantly influence purchasing decisions among younger demographics. The era of digital advertising has ushered in a new era of personalization. A study by Chen et al. (2019) delves into the effectiveness of personalized advertising in influencing consumer behavior. The findings underscore that tailoring advertisements to individual preferences and behaviors enhances engagement and positively impacts purchase intent.

The advent of social media has transformed the dynamics of consumer-brand interactions and their overall relationship (Antunes, 2022). Companies and institutions are compelled to establish dedicated online platforms to showcase their commercial activities, products, and services, aiming to attract customers.

Simultaneously, sales promotions serve as a common strategy for companies to launch new products, boost sales, and influence consumer decision-making processes (Montaner & Pina, 2008). The pricing aspect significantly affects purchasing decisions, especially in routine buying scenarios, impacting choices regarding brand, product, and retailer selection (Faith, 2018). Additionally, consumers tend to associate product quality with its price (Shugan, 1984). Recognizing the critical role of product quality, consumers' purchase intentions are influenced accordingly (Tariq et al., 2013). The intentional use of scents in various settings for practical or pleasurable purposes has been a practice since ancient times (Herz et al., 2022).

Overall, the literature suggests that ad originality can be an important factor in increasing customer memory and brand recall. However, marketers must carefully balance the need for originality with the potential risks of overwhelming or distracting customers. Future research should continue to explore the relationship between ad originality and brand recall, as well as investigate other factors that can influence these outcomes.

In conclusion, these studies suggest that celebrity endorsement is an effective marketing tool to influence consumer behavior in various industries. However, marketers should carefully select celebrities who align with their brand values and target audience to enhance consumer purchase intention. Moreover, perceived quality, perceived value, and brand image mediate the relationship between celebrity endorsement and consumer behavior. Therefore, companies should focus on improving these factors to maximize the impact of celebrity endorsements on consumer behavior.

Objective of the study

- To identify the factors influencing consumers' purchase decisions regarding FMCG products.
- To identify the sources of information that consumers rely on when making purchasing decisions.
- To evaluate the level of satisfaction among consumers after the purchase of FMCG products.
- To provide recommendations/suggestions to FMCG companies on effectively marketing their products and increasing consumer loyalty.

3. Methodology

The primary research method used for this study is a survey questionnaire consisting of 20 questions. These questions aim to gather information on consumers' exposure to advertising, their attitudes towards advertising, and its impact on their buying behavior. The survey is distributed to a sample of 200 university students, selected based on their age (20-30), gender, and location. Participants are asked to rate their agreement with statements regarding advertising's impact on their buying behavior using a Likert scale.

3.1. Data Analysis

Since the current study employs a quantitative descriptive methodology, the data must undergo statistical processing. The results have been evaluated using various tools and methodologies by utilizing information gathered through a well-structured questionnaire and plan. Standard Deviation and weighted mean have been employed. The data collected from the survey was analyzed using descriptive statistics to summarize participants' responses, while inferential statistics were used to address the study's objectives.

4. Results and Interpretation

Table 1 Frequency and Percentages of Factors Influencing Purchase of the Brand

Factors	Frequency & Percentages (%)	Response
Family	17	34
Doctors	13	26
Advertisements	37	74
Self	25	50
Others	08	16
Total	100	200

Table 1 explores the significant role that advertisements play, which cannot be neglected. According to the study, it is found that advertisements have a considerable influence on consumers when selecting a soap. Following advertisements, the individual consumer (self) plays a crucial role, and then the influence of family and doctors is considered. Additionally, references from others can also contribute to the choice of a brand.

The table presents the frequency and percentages of factors influencing people's health choices. The most prevalent factors include advertisements (37%), self (25%), and family (17%). Less common factors are doctors (13%) and others (08%).

Hence, advertisements, self, family, doctors, friends, peers, culture, and religion are all factors that can impact people's health choices. Each individual may be influenced differently by these factors, and such influence can evolve over time. Being aware of these factors can assist individuals in making informed choices about their health.

Table 2 Factors Effecting Consumers' Buying Decision

Factors	W.Mean	SD
Advertisement & sales Promotion	4.20	0.97
Price & Discount	3.91	1.14
Quality	3.80	1.16
Income	3.01	1.41
Word of Mouth	2.98	1.33
Emotional Attachment	2.92	1.15
Festival Season	2.86	1.42
Goodwill	2.73	1.12
Visual Merchandising	2.62	1.35

Table 2 presents the specific factors influencing consumers' buying behavior concerning body and detergent soaps. These factors are ranked in the table based on their weighted mean. The data indicates that the top three factors impacting purchase decisions are: Advertisement & Sales Promotion (W.Mean = 4.20), Price & Discount (W.Mean = 3.91), and Quality (W.Mean = 3.80). These factors hold significant importance for consumers, each having a weighted mean above 3.5. This implies that consumers are likely to carefully consider these aspects when making a purchase decision.

Therefore, Advertisement & Sales Promotion can enhance consumer awareness of products and services they might not have known about otherwise. Additionally, advertisements can persuade consumers that a product or service is worth purchasing.

Table 3 Frequency and Percentages of Impact of Appeal in Advertisement on Consumer Behavior:

Response category	Frequency & Percentage (%)	Response
Mostly Persuaded	39	78
Sometimes Persuaded	51	102
Never Persuaded	10	20
Total	100	200

Table No. 3 (Fig. 1) indicates that 39% of the respondents were mostly influenced by the appeal, and 51% were sometimes influenced by the appeal in the advertisement. Meanwhile, 10% of respondents were never influenced by the appeal used in advertisements, suggesting that advertisements did affect consumer behavior to a significant extent. However, to determine whether its effectiveness motivates them to purchase the product immediately or not, further analysis was conducted.

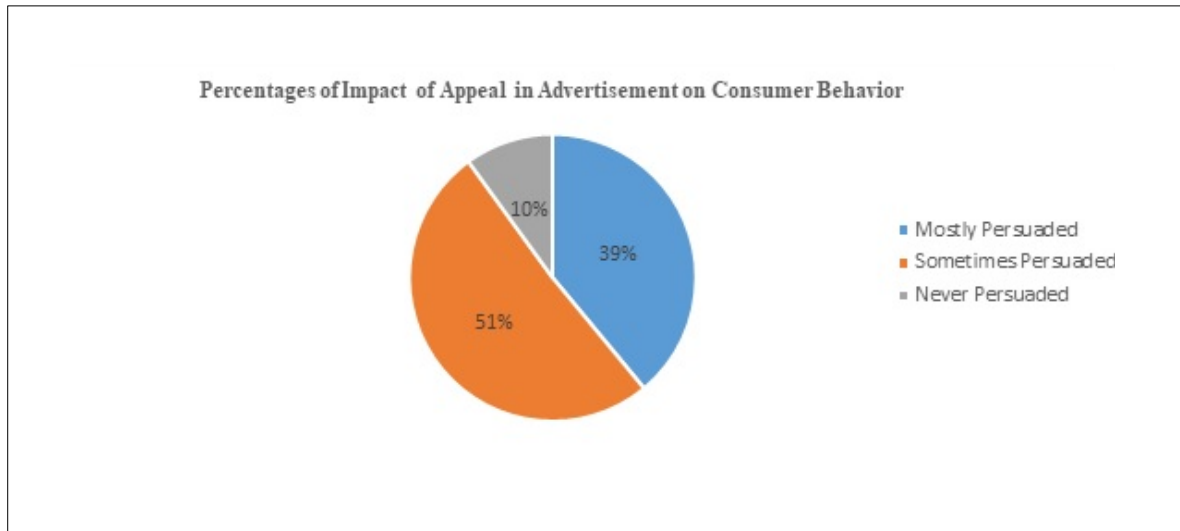


Figure 1 Impact of Appeal in Advertisement on Consumer Behavior

In summary, the data suggests that captions can be an effective tool for persuasion. Captions can assist individuals in understanding and processing information more effectively, feeling more engaged and involved in the message, and receiving additional information that is not spoken aloud. When used in conjunction with other persuasive techniques, captions can be particularly effective in persuading people.

Table 4 Frequency and Percentages of Impact of Keyword / Caption or Slogan on Consumers’ Buying Behavior:

Response category	Frequency & Percentage (%)	Response
Mostly Persuaded	38	76
Sometimes Persuaded	50	100
Never Persuaded	12	24
Total	100	200

The results also indicated that only 38% to 50% of consumers were influenced by the keyword/caption/slogan used in the advertisement of a specific brand, whereas 12% had no influence of the keyword/caption (see Table 4 (Fig. 2)). The data shows that a majority of respondents (88%) are either mostly or sometimes persuaded by captions. This suggests that captions can be an effective tool for persuasion.

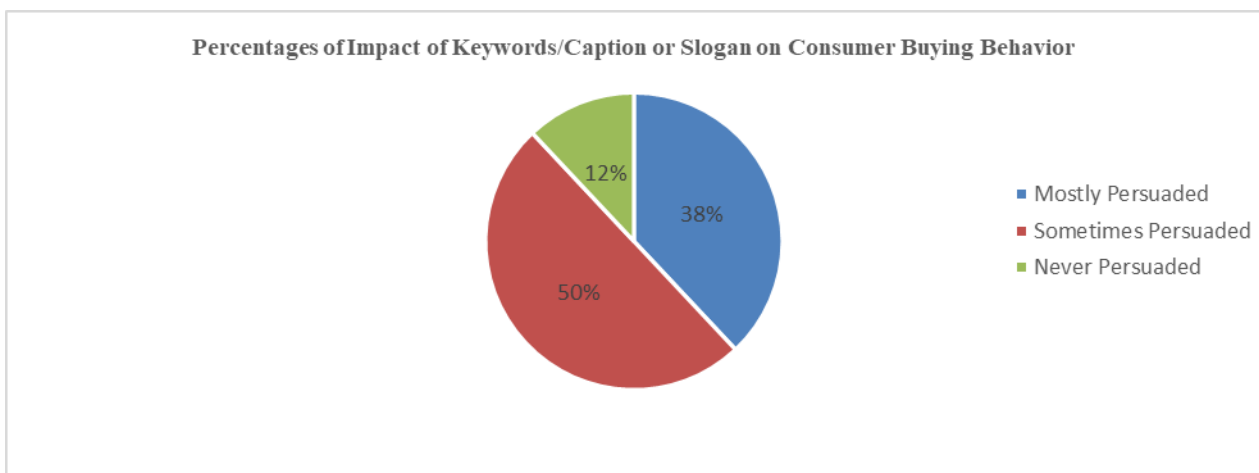


Figure 2 Impact of Keyword / Slogan on Consumers’ Buying Behavior

Despite the fact that captions are not persuasive for everyone, the data suggests that they can be an effective tool for persuading a majority of people. When used in conjunction with other persuasive techniques, captions can be even more effective.

Table 5 Frequency and Percentages of Persuasion due to Advertisement:

Response category	Frequency & Percentage (%)	Response
Mostly Persuaded	38	76
Sometimes Persuaded	36	72
Never Persuaded	26	52
Total	100	200

The three basic elements in advertisements that can influence viewers are personality, caption, and appeal. Results in Table No. 5 showed that almost 36-38% of respondents were persuaded to purchase the product due to the advertisement, whereas 26% of respondents were never persuaded (see Table 5 (Fig. 3)).

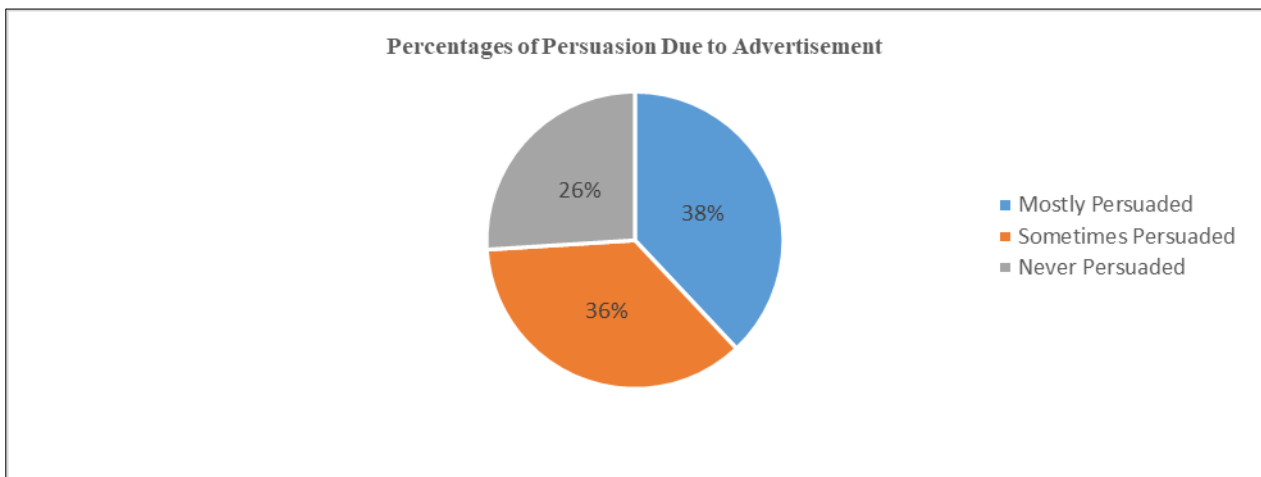


Figure 3 Persuasion due to Advertisement

The data shows that a majority of respondents (74%) are either mostly or sometimes persuaded by captions. This suggests that captions can be an effective tool for persuasion, but it is important to note that a significant minority of respondents (26%) said that captions never persuade them.

Overall, the data suggests that captions can be an effective tool for persuading a majority of people. When used in conjunction with other persuasive techniques, captions can be even more effective.

Table 6 Frequency and Percentages of Impact of Personality on Consumers' Buying Behavior:

Response category	Frequency & Percentage (%)	Response
Mostly Persuaded	33	66
Sometimes Persuaded	37	74
Never Persuaded	30	60
Total	100	200

Another highly persuasive component of advertisements is personality. The impact of personality used in commercials was also explored, and results in the above table revealed that 33% of consumers were mostly influenced by the personality used in the advertisement of a specific brand. However, 30% of consumers were never influenced by the personality used in commercials (see Table 6 (Fig. 4)).

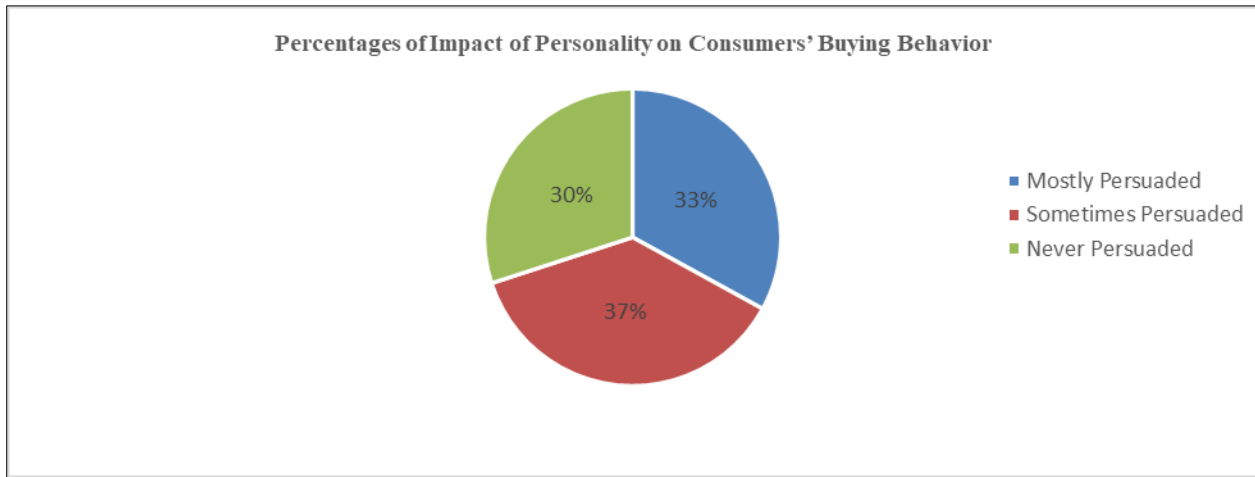


Figure 4 Impact of Personality on Consumers' Buying Behavior

Overall, the data suggests that advertisements can be a persuasive tool, but their effectiveness is not consistent. By following the tips above, you can increase your chances of persuading your audience with advertisements.

Table 7 Relationships Between Persuasion and Keyword/ Caption of Advertisement:

Caption/word -persuasion	Mostly	Sometimes	Never	Total
Mostly	34	42	16	92
Sometimes	22	32	18	72
Never	04	06	26	36
Total	60	80	60	200

Results in the table revealed that persuasion is highly positively associated with the keyword/caption used in the commercial (see Table 7 (Fig. 5)).

The data shows a strong correlation between the use of captions and persuasion. Of the 92 respondents who said that captions mostly persuaded them, 34 (37%) said that they always persuaded them, while only 16 (17%) said that they never persuaded them. In contrast, of the 72 respondents who said that captions sometimes persuaded them, only 22 (31%) said that they always persuaded them, while 18 (25%) said that they never persuaded them. And of the 36 respondents who said that captions never persuaded them, 26 (72%) said that they never persuaded them, and only 6 (16%) said that they sometimes persuaded them.

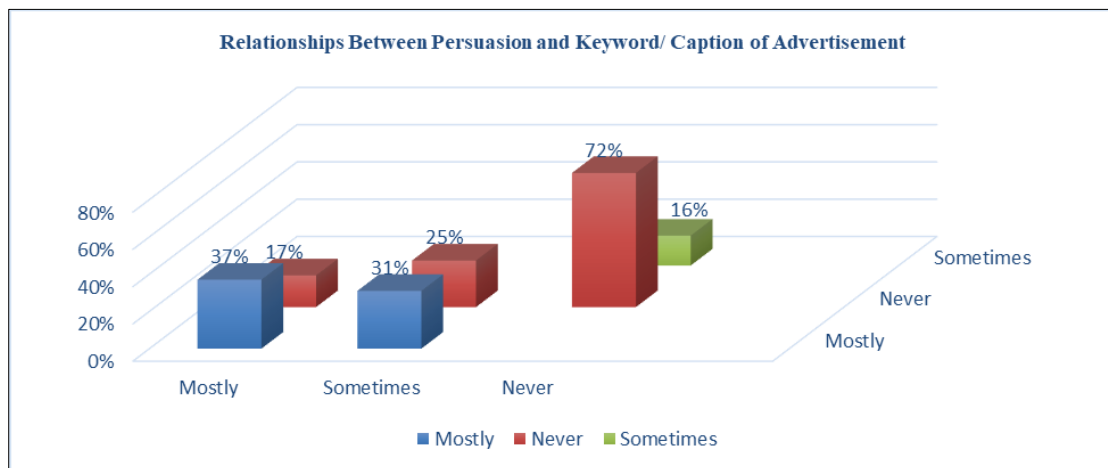


Figure 5 Relationships Between Persuasion and Keyword/ Caption of Advertisement

This data suggests that captions can be a powerful tool for persuasion. When people can read the words that are being spoken, they are better able to understand and process the information. This can lead them to be more persuaded by the speaker's arguments.

Table 8 Relationship Between Effectiveness of Appeal and Purchasing Pattern:

Appeal Immediate Purchase	Mostly	Sometimes	Never	Total
Yes	24	28	08	60
No	50	70	20	140
Total	74	98	28	200

Table 8 (Fig. 6) reveals that the effectiveness of appeal and the purchase of the product had a non-significant relationship. Appeals are more likely to be effective if they result in an immediate purchase. Out of the 60 respondents who made an immediate purchase, 24 (40%) were persuaded by the appeal.

Appeals are more likely to be effective for some people than others. Among the 140 respondents who did not make an immediate purchase, 70 (50%) were still persuaded by the appeal, while 20 (14%) were never persuaded. Most people are either mostly persuaded or sometimes persuaded by appeals. Out of the 200 respondents, 74 (37%) were mostly persuaded by appeals, and 98 (49%) were sometimes persuaded by appeals.

Only a small number of people are never persuaded by appeals. Out of the 200 respondents, only 28 (14%) were never persuaded by appeals. Overall, the table suggests that appeals can be an effective way to persuade people to make purchases. However, it is important to note that not all appeals are effective, and some people are more likely to be persuaded by appeals than others.

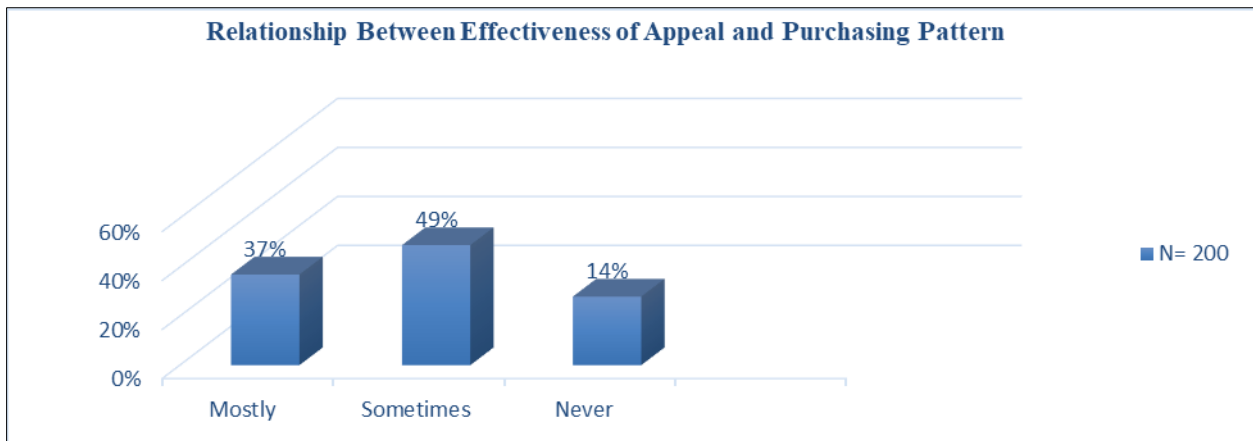


Figure 6 Relationship Between Effectiveness of Appeal and Purchasing Pattern

Table 9 Brand Preference of Consumers

Consumer brand preference (soaps)		
Brands	Mean	SD
Dettol	3.73	1.23
Dove	4.39	0.87
Pears	4.18	0.92
Lux	3.56	1.37
Consumer brand preference (shampoo)		
Head & Shoulders	4.51	0.79

L'Oreal Paris	4.45	0.83
Tresemme	4.33	0.67
Dove	4.47	0.71

Table 9 presents ratings for various brands. Dettol received a mean rating of 3.73 with a standard deviation of 1.23, indicating an overall positive rating with some variability. Dove received a higher mean rating of 4.39 with a standard deviation of 0.87, suggesting a higher average rating and less variability than Dettol. Pears, with a mean rating of 4.18 and a standard deviation of 0.92, falls between Dettol and Dove, with moderate variability. Lux received a mean rating of 3.56 and a relatively high standard deviation of 1.37, indicating a lower average rating and significant variability in opinions.

In shampoo category, Head & Shoulders achieved the highest mean rating of 4.51 with a low standard deviation of 0.79, indicating strong consumer satisfaction and consistency in ratings. L'Oreal Paris received a mean rating of 4.45 with a standard deviation of 0.83, suggesting a favorable consumer opinion with moderately low variability. Tresemme received a mean rating of 4.33 and a low standard deviation of 0.67, indicating a good average rating with less variation. Dove, with a mean rating of 4.47 and a standard deviation of 0.71, also received a high average rating with relatively consistent opinions.

5. Discussion

In summary, Head & Shoulders appears to be the top-rated shampoo brand with the highest average rating and low variability. Among soaps, Dove has the highest average rating with consistent ratings. Brands with lower standard deviations have more consistent consumer opinions, while those with higher standard deviations have more varied ratings, indicating a broader range of consumer preferences. Therefore, Table 9 illustrates that Dove is the preferred body soap brand with a mean rating of 4.39, while Head & Shoulders is preferred for shampoo due to its higher average rating and lower price.

The findings of this study indicate that advertising has a significant impact on consumers' buying behavior. Participants reported being exposed to an average of five advertisements per day through different media channels such as television, radio, newspapers, and the internet. The majority of participants agreed that advertising influenced their product preferences, brand loyalty, and impulse buying.

The results of the correlation analysis show a positive relationship between exposure to advertising and the impact of advertising on consumers' buying behavior. The findings also suggest that the type of media used, the message conveyed, and the timing of the advertisement significantly affect its effectiveness, with the following interpretations:

To make ads more convincing, advertisers created intrusive ads that incorporated loud and bold effects, such as the phrase "Good for health," to catch the attention of viewers. The ads were effective in their persuasiveness due to their initial exposure to the audience. Second, after reaching the target audience, they engaged their attention.

The results indicated that there was no statistically significant link between successful appeal and customer purchase behavior. So, it can be inferred that individuals won't necessarily run out and buy the goods after seeing the commercial because of the appeal utilized alone unless the product sounds suitable to them. The employment of personalities in ads is the second element of advertising. The results indicated that the persona utilized in soap advertising for particular brands had a stronger influence on viewers.

In the segment of body soaps, the personality utilized is crucial in convincing customers to purchase a product at least once. Celebrities and personalities like Shahrukh Khan, Kareena Kapoor, and Madhuri Dixit have supported Lux soap, which is used in nearly all commercial body washes. In addition to India, cinema stars from that nation have promoted Lux in other nations. Lux utilized the tagline "Beauty soap of cinema stars" for this. Body soaps successfully cornered the market by featuring celebrities in their advertisements, whereas buyers were driven to shampoo by the captions and keywords as well as celebrity endorsements as per the sensitivity/condition of hair.

Primarily in the shampoo category, keywords and captions are employed in commercials as influential and attention-grabbing elements. Consumers are drawn to headlines like "the new," "the improved," and "better than ever" for a lifetime.

The findings also demonstrated a strong correlation between persuasion and the commercial's keyword and caption. So, it follows that advertisers repeat the same brands with these powerful captions to meet the wants of consumers' innovations.

Dove and Pears are preferred because of their high quality and subsequent marketing, followed by Dettol and its medicated characters and Lux respectively. More consumers are affected by Dove's and Tresemme's advertisements than Head & Shoulders in the area of Shampoo. Yet, due to competitive pricing, users prefer Head & Shoulders compared to other brands.

These findings support the notion that people actively learn to modify their sentiments toward a particular brand. The number one factor influencing a consumer's purchase decision is advertising.

Suggestions

Given research findings that consumers often associate products with the personalities featured in advertisements, organizations should consider developing or hiring such engaging personalities to enhance the effectiveness of their advertisements.

As television remains the primary medium for consumer attraction, businesses should focus their advertising efforts on satellite channels including OTT platforms. Consumer recall of a company's marketing is largely influenced by language, presentation, and value. Therefore, businesses should prioritize these aspects in their advertising strategies.

To maintain widespread exposure in the market, businesses should periodically incorporate fresh and more appealing word-of-mouth advertising strategies. Continuous customer feedback and suggestions are crucial for companies, ensuring that they remain responsive to consumer needs.

Consumers generally do not respond favorably to advertisements that appear artificial. Therefore, businesses should create advertisements that feel natural and establish a direct connection with consumers.

6. Conclusion

This research concludes that advertising significantly influences consumers' buying behavior. The study identifies key factors affecting the effectiveness of advertising, including the choice of media, message content, and advertisement timing. The findings underscore the importance for businesses to thoughtfully consider these factors when crafting advertising strategies, aiming to maximize their impact on consumers' purchasing decisions. Moreover, the study emphasizes the need to develop compelling advertisements that evoke positive emotions, foster brand loyalty, and stimulate demand for products or services.

Limitations of the Study

The study has limitations that affect the generalizability of the results. The use of a random participant selection method may have introduced selection bias, limiting the study's validity. Additionally, the research focused exclusively on residents of the north state, which restricts the applicability of the findings to a broader population. The small sample size, specific to the north state, further hinders the ability to generalize the study results to the entire population, as customers from other states were not included in the analysis.

Compliance with ethical standards

Statement of informed consent

Informed consent was obtained from all individual participants included in the study.

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