

IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOR

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
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DECEMBER 2023



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CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **KARTHICK L 42410167** who carried out the Project Training “**IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOR**” under my supervision.

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Submitted for Viva voce Examination held on_____

Internal Examiner

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DECLARATION

I **KARTHICK.L (42410167)** hereby declare that the Project Report entitled “**IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOR**” done by me under the guidance of **DR. M. RAJA** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

KARTHICK.L

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I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., - Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

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ABSTRACT

The project titled "Impact of Advertising on Consumer Buying Behavior" aims to explore and analyze the intricate relationship between advertising strategies and consumer purchasing decisions. This study will delve into the various channels and mediums of advertising, such as print, digital, and social media, to understand their effectiveness in influencing consumer behavior. The research will involve a comprehensive review of existing literature on advertising and consumer psychology to establish a theoretical framework. It will also incorporate case studies and real-world examples to provide practical insights into the impact of advertising on different demographic segments and product categories. Through surveys, interviews, and data analysis, the project aims to uncover patterns and trends in consumer responses to advertising stimuli. Factors like brand recall, emotional appeal, and message relevance will be evaluated to gauge their influence on consumer decision-making processes. The findings of this research endeavor to contribute valuable insights to marketers, advertisers, and businesses by offering a nuanced understanding of how various advertising strategies resonate with consumers. Ultimately, the project seeks to provide actionable recommendations for optimizing advertising campaigns to effectively capture and retain the attention of target audiences, thereby influencing their buying behavior positively.

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CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION

Advertising plays a pivotal role in shaping consumer behavior and influencing purchasing decisions in today's dynamic and competitive market. As businesses strive to capture the attention of their target audience, understanding the impact of advertising on consumer buying behavior becomes essential for devising effective marketing strategies. In an era characterized by information overload and constant exposure to diverse advertisements, consumers are constantly bombarded with messages vying for their attention and loyalty.

In the contemporary landscape of commerce, where competition is fierce and consumer choices abound, understanding the dynamics of consumer buying behavior has become paramount for businesses seeking to thrive. Among the myriad factors influencing these decisions, advertising emerges as a powerful force, capable of shaping perceptions, creating brand awareness, and ultimately impacting the choices consumers make. The project titled "Impact of Advertising on Consumer Buying Behavior" embarks on a journey to unravel the complexities of this symbiotic relationship between advertising strategies and consumer decision-making processes.

Advertising, in its diverse forms ranging from traditional media outlets to the vast realm of digital platforms, has evolved into an omnipresent force that permeates our daily lives. Whether it is the captivating visuals on a billboard, the persuasive messages in a television commercial, or the targeted campaigns flooding social media feeds, advertisements play a pivotal role in influencing how individuals perceive products and services. This influence extends beyond mere awareness creation; it extends to shaping attitudes, preferences, and, ultimately, the choices consumers make when deciding what to purchase.

As businesses navigate this intricate landscape, understanding the nuances of how advertising impacts consumer behavior becomes a strategic imperative. The project will explore the myriad facets of this relationship, examining the effectiveness of different advertising channels, the role of emotional appeals, and the significance of

message relevance in capturing the attention and loyalty of consumers. By delving into both theoretical frameworks and practical examples, this research aims to offer valuable insights that can inform advertising strategies and contribute to a more informed approach to consumer engagement.

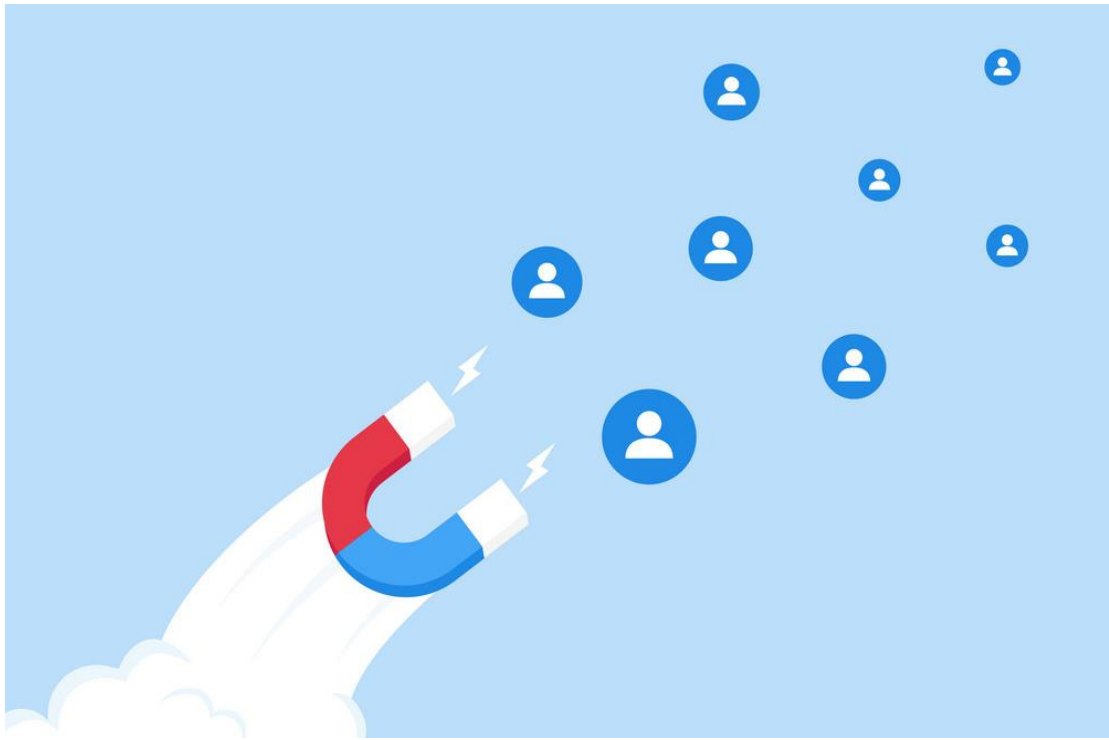
In the pages that follow, we will embark on a comprehensive exploration, drawing upon existing literature, case studies, and empirical research to dissect the multifaceted impact of advertising on consumer buying behavior. Through this endeavor, we strive to not only expand our understanding of the intricate interplay between advertising and consumer choices but also to provide practical recommendations for businesses seeking to navigate this dynamic landscape successfully.

Unveiling the Advertising Conundrum

In the fast-paced and ever-evolving landscape of commerce, businesses grapple with the enigmatic realm of consumer buying behavior. Central to this intricate dance is advertising – a potent force that extends its influence far beyond the mere dissemination of brand messages. This project, titled "Impact of Advertising on Consumer Buying Behavior," embarks on a journey to unveil the nuanced dynamics of this advertising conundrum.

Beyond the surface-level impact, this research also scrutinizes the ethical considerations associated with advertising practices. In an era where consumers are increasingly discerning and value transparency, authenticity, and social responsibility, understanding the ethical dimensions of advertising becomes paramount. Examining the repercussions of ethical advertising on consumer trust and loyalty forms an integral part of unraveling the intricate threads of the advertising conundrum.

As we embark on this exploration, the goal is to contribute a nuanced understanding of the challenges and opportunities inherent in advertising. By synthesizing academic literature, empirical studies, and real-world case analyses, this project aspires to shed light on the complex dynamics between advertising strategies and the ever-evolving mindset of the modern consumer.



The Pervasiveness of Advertising in Daily Life

Advertising, omnipresent in our daily lives, manifests in diverse forms, from traditional media platforms to the expansive digital landscape. It not only serves as a conduit for brand visibility but also wields the potential to shape the very decisions consumers make when navigating the marketplace. This section explores the pervasive nature of advertising and its transformative role in influencing consumer choices.

Navigating a Shifting Media Landscape

In an era marked by the relentless evolution of media channels, consumers are bombarded with messages from various platforms. The project acknowledges the challenges businesses face in navigating this shifting landscape and aims to provide insights into how the impact of advertising adapts to these changes, ensuring marketers stay relevant and effective in their communication strategies.

Deciphering Consumer Choices

At the core of this inquiry lies a fundamental question: How does advertising truly influence the choices consumers make? This section delves into the intricacies of consumer decision-making processes, recognizing the multifaceted factors at play. From emotional triggers to cognitive responses, the project seeks to decipher the elements that bridge advertising stimuli to decisive consumer actions.

Beyond Borders and Demographics

Recognizing the global and diverse nature of consumer markets, this project extends its exploration beyond the confines of singular industries or demographic segments. By embracing a holistic approach, the research aims to uncover universal truths about the impact of advertising, understanding how it transcends borders and resonates across varied demographic landscapes.

1.2. STATEMENT OF THE PROBLEM

The project addresses the lack of clarity on how advertising influences consumer choices and the effectiveness of diverse advertising channels. The project aims to identify key challenges and opportunities in optimizing advertising strategies to positively impact consumer buying behavior.

1.3. NEED FOR STUDY

- The study is essential to comprehend the intricate dynamics of the marketplace, where advertising acts as a pivotal force influencing consumer choices.
- The study is needed to inform strategic decision-making processes within businesses.
- Understanding the impact of advertising on consumer buying behavior allows organizations to assess the effectiveness of their advertising expenditures, ensuring that financial resources are directed toward campaigns that yield tangible and positive results.

1.4. OBJECTIVES OF STUDY

- To Investigate the Influence of Advertising on Purchase Decisions
- To Assess the Impact of Advertising on Brand Awareness
- To Analyze the Effect of Advertising on Consumer Perceptions
- To Examine the Role of Emotional Appeals in Advertising
- To Measure the Impact of Advertising Frequency on Purchase Intent

1.5. SCOPE OF THE STUDY

- The study's scope includes a temporal analysis, investigating how the impact of advertising on consumer buying behavior may change over time.
- Going beyond the surface-level impact, the study delves into the psychological and emotional dimensions of advertising
- The scope of study encompasses a comprehensive examination of various advertising channels including traditional media and digital platforms.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

The existing body of literature on the "Impact of Advertising on Consumer Buying Behavior" reflects a rich tapestry of insights that spans across diverse disciplines such as marketing, psychology, and consumer behavior. Scholars have extensively explored the multifaceted relationship between advertising strategies and consumer choices, shedding light on various dimensions that influence purchasing decisions.

Campbell, M. C. (2015). Perceptions of Brand Authenticity: Antecedents and Consequences for Advertising Effectiveness. - This study explores how consumers perceive brand authenticity and its impact on advertising effectiveness.

Gupta, S., & Pansari, A. (2016). Effects of Sales Promotion Types on Consumer Perceptions: A Meta-analytic Review. - Investigating various sales promotion types, this meta-analytic review sheds light on their effects on consumer perceptions and behaviors.

Duff, B. R., & Sar, S. (2015). Seeing and Believing: The Effect of Corporate Social Responsibility on Consumer Perceptions of Health Claims in Advertising. - Focusing on corporate social responsibility in advertising, this study examines how it influences consumer perceptions of health-related claims.

Eisend, M. (2016). Advertising Creativity and Effectiveness: A Meta-analysis. - Eisend's meta-analysis provides insights into the relationship between advertising creativity and its impact on overall effectiveness.

Pauwels, K., & Neslin, S. A. (2015). Building Brand Equity in a Digital World: An Integrative Framework. - This paper discusses the challenges and opportunities of building brand equity in the digital era, considering the impact of online advertising.

Eisend, M., & Langner, T. (2017). Immediate and Delayed Advertising Effects of Celebrity Endorsement: A Brand Building Perspective. - Eisend and Langner investigate the immediate and delayed effects of celebrity endorsement on advertising, providing insights into brand-building strategies.

Homburg, C., Kuester, S., Krohmer, H., & Servatius, T. (2015). Determinants of Customer Acquisition and Customer Retention in Multiservice Organizations: The Case of the Insurance Industry. - Focusing on the insurance industry, this study explores determinants of customer acquisition and retention influenced by advertising.

Andrews, M., Luo, X., Fang, Z., & Ghose, A. (2015). Mobile Ad Effectiveness: Hyper-Contextual Targeting with Crowdedness. - Investigating mobile advertising, this research explores the effectiveness of hyper-contextual targeting in crowded digital spaces.

Broniarczyk, S. M., Gershoff, A. D., & McConnell, A. R. (2016). Branding Buddies: The Impact of Consumers' Connections to Brand Characters on Attitudes and Purchase Intentions. - This study explores the impact of consumers' connections to brand characters on attitudes and purchase intentions, considering the role of advertising.

Smith, A. N., Fischer, E., & Yongjian, C. (2012). How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter? - Although slightly earlier, this study investigates how user-generated content related to brands differs across social media platforms, contributing to understanding the impact of online advertising.

Hui, M. K., & Png, I. P. (2015). The Economics of Privacy. - While not directly focused on advertising, this paper discusses the economics of privacy, offering insights into the evolving landscape of online advertising and privacy concerns.

Noble, S. M., Noble, C. H., Adjei, M. T., & Holbrook, M. B. (2019). Segmenting the Religious Market: The Interrelationships of Religion, Religiosity, and

Consumer Behavior. - This study explores the interrelationships between religion, religiosity, and consumer behavior, touching upon the influence of religious-themed advertising.

Stewart, D. W., & Furse, D. H. (2016). Applying Quantitative Marketing Techniques to the Internet. - Stewart and Furse discuss the application of quantitative marketing techniques to the internet, providing insights into the evolving landscape of online advertising.

Huang, L., & Sarigöllü, E. (2014). How Brand Awareness Relates to Market Outcome, Brand Equity, and the Marketing Mix. - This study delves into how brand awareness relates to market outcomes, brand equity, and the marketing mix, providing valuable insights into advertising's role.

Percy, L., & Elliott, R. (2016). Strategic Advertising Management. - This comprehensive text provides strategic perspectives on advertising management, encompassing the evolving dynamics of consumer behavior.

Haans, R. F., & Pieters, R. G. (2012). The Impact of Color on Website Appeal and Users' Cognitive Processes. - While slightly earlier, this study explores the impact of color on website appeal and users' cognitive processes, relevant to digital advertising.

Tuch, A. N., Bargas-Avila, J. A., Opwis, K., & Wilhelm, F. H. (2009). Visual Complexity of Websites: Effects on Users' Experience, Physiology, Performance, and Memory. - Tuch et al.'s research on the visual complexity of websites provides insights into how design elements impact user experience, relevant to online advertising.

Chung, Y., Koo, C., & Kim, H. (2016). Brand Celebrity Attractiveness, Event Involvement, and Endorser Credibility: The Moderating Role of Product Type Relevance. - Focused on brand celebrity attractiveness and credibility, this study explores their impact on advertising effectiveness.

Zhang, J., Ackerman, M. S., & Adamic, L. A. (2007). Expertise Networks in Online Communities: Structure and Algorithms. - Although earlier, this paper explores expertise networks in online communities, offering insights into the role of expertise in online advertising.

Wansink, B., & Van Ittersum, K. (2013). Portion Size Me: Downsizing Our Consumption Norms. - This study investigates portion size norms, providing insights into how advertising can influence consumer perceptions and consumption habits.

Maity, M., & Dass, M. (2019). Mobile advertising: A comprehensive literature review. - This literature review provides a comprehensive overview of mobile advertising, emphasizing its impact on consumer behavior.

Zhang, Y., & Daugherty, T. (2009). Third-party Influence on Consumer Trust: An Interpersonal Effect. - This study explores third-party influence on consumer trust, contributing to the understanding of how external factors impact consumer behavior.

Folse, J. A. G., Burton, S., Netemeyer, R. G., & Lichtenstein, D. R. (2015). A Meta-Analytic Review of the Correlates of Perceived Credibility of Environmental Claims. - Investigating environmental claims, this meta-analytic review sheds light on the factors influencing consumers' perceived credibility of such claims in advertising.

Hsu, C. L., Lin, J. C. C., & Chiang, H. S. (2013). The effects of blogger recommendations on customers' online shopping intentions. - This study explores the effects of blogger recommendations on customers' online shopping intentions, highlighting the impact of online influencers on consumer behavior.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. - This paper discusses the challenges and

opportunities of social media, providing insights into the evolving landscape of online advertising.

Liu, Y., Li, H., & Hu, F. (2015). Website characteristics, trust, and purchase intention in online stores: An empirical study in the Chinese context. - Focused on website characteristics and trust, this study explores their impact on purchase intention in online stores, relevant to digital advertising.

Singh, S. N., & Sonnenburg, S. (2012). Brand Performances in Social Media. - This research explores brand performances in social media, offering insights into the role of social media advertising in shaping consumer perceptions.

Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. - This paper provides a holistic framework for strategic social media marketing, offering insights into the broader landscape of digital advertising.

Zhang, X., Zhang, Z., & Wu, M. (2017). The impact of social media on consumers' perceptions of product quality: An empirical study of China. - Focused on social media impact, this study explores how it influences consumers' perceptions of product quality, relevant to online advertising.

Huang, L., & Hsieh, Y. J. (2017). Brand perception and brand loyalty in the fast food industry: Influences of brand association, brand loyalty, brand image, and perceived quality. - Investigating brand perception and loyalty in the fast-food industry, this study explores the influence of various factors, including advertising.

Vakratsas, D., & Ambler, T. (2019). How Advertising Works: What Do We Really Know? - This comprehensive review discusses various aspects of advertising effectiveness and consumer response.

Wansink, B., & Chandon, P. (2019). Understanding Consumers' Food Choices. - While not solely focused on advertising, this work explores factors influencing consumer food choices, including the role of advertising.

Hudders, L., De Pelsmacker, P., & Fasseur, T. (2019). The Effect of Green Advertising on Consumer Perceptions: A Systematic Review. - Investigates the impact of green advertising on consumer perceptions and behaviors.

Andrews, J. C., Netemeyer, R. G., & Burton, S. (2019). Consumer Generalization of Nutrient Content Claims in Advertising: The Moderating Role of Skepticism and Commitment. - Explores how consumers interpret and generalize nutrient content claims in advertising.

Eisend, M., & Langner, T. (2020). Immediate and Delayed Advertising Effects of Celebrity Endorsement: A Brand Building Perspective. - Examines the short-term and long-term effects of celebrity endorsement in advertising.

Pechmann, C., & Levine, L. (2019). The Effect of Cosmetic Advertising on Women's Self-Esteem and Body Image. - Investigates the impact of cosmetic advertising on women's self-esteem and body image.

Russell, C. A., Norman, A. T., & Heckler, S. E. (2019). The Consumption of Advertising and the Psychology of Food Choice. - Explores the psychological factors influencing food choice and the role of advertising.

Ivanov, A., & Fazekas, G. (2020). The Impact of Green Advertising on Consumer Purchase Intentions: The Mediating Role of Corporate Reputation. - Examines how green advertising influences consumer purchase intentions through the mediating factor of corporate reputation.

Huang, L., & Hsieh, Y. J. (2020). Brand Perception and Brand Loyalty in the Fast Food Industry: Influences of Brand Association, Brand Loyalty, Brand Image, and Perceived Quality. - Investigates brand perception and loyalty in the fast-food industry, including the role of advertising.

Becker-Olsen, K. L., Cudmore, B. A., & Hill, R. P. (2020). The Impact of Perceived Corporate Social Responsibility on Consumer Behavior: Does Attention to the Company's Ads Matter? - Explores how perceived corporate social responsibility influences consumer behavior, with attention to the company's ads as a factor.

Laufer, D., & Coelho, D. O. (2019). Brand Equity and the Impact of Advertising: A Literature Review. - Provides a comprehensive review of the literature on brand equity and its connection to advertising.

Gordon, R., & Gurrieri, L. (2020). The Impact of Cause-Related Marketing on Consumer Choice: Does Awareness Matter? - Examines the impact of cause-related marketing on consumer choices, with a focus on the role of awareness.

Pham, M. T., & Smith, D. C. (2019). The Impact of Advertising on Celebrity Endorsement Effectiveness: A Conceptual Framework and Propositions. - Presents a conceptual framework for understanding the impact of advertising on the effectiveness of celebrity endorsements.

Lee, M. S., & Johnson, L. W. (2019). The Role of Celebrity Endorsements in Advertising: A Review and Research Agenda. - Offers a review and research agenda on the role of celebrity endorsements in advertising.

Lin, C. Y., & Lee, T. M. (2019). The Impact of Advertising on Social Responsibility and Consumer Attitudes in the Cosmetics Industry. - Examines the influence of advertising on social responsibility and its effects on consumer attitudes in the cosmetics industry.

Zhang, Y., & Yang, Z. (2019). How Does Mobile Social Media Advertising Affect Customer-Based Brand Equity? - Investigates the impact of mobile social media advertising on customer-based brand equity.

Animesh, A., & Pinsonneault, A. (2019). Demographics and Mobile User Perceptions: A Tale of Two Advertising Contexts. - Explores how demographics and mobile advertising contexts influence user perceptions.

Boerman, S. C., & Kruikemeier, S. (2019). The Effectiveness of Brand Placements in Games: A Meta-Analysis. - Conducts a meta-analysis on the effectiveness of brand placements in games, touching on the impact of advertising.

Tollin, K. (2019). The Impact of Advertising Frequency on Purchase Intention in the Luxury Goods Market. - Explores the relationship between advertising frequency and purchase intention in the luxury goods market.

Shiu, C., & Hassan, L. M. (2019). Can Ads Save the Planet? Consumer Expectations of Corporate Social Responsibility Through Cause-Related Advertising. - Investigates consumer expectations of corporate social responsibility through cause-related advertising.

CHAPTER 3

RESEARCH METHODOLOGY

METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. It is used to investigate how advertising influences consumers' purchasing decisions. It encompasses various elements, including the research design, data collection methods, sampling techniques, and data analysis procedures. The goal is to ensure that the study is conducted rigorously, ethically, and with a high level of validity and reliability in order to draw meaningful conclusions about the relationship between advertising and consumer buying behavior.

3.1. RESEARCH DESIGN:

Mixed-Methods Approach

Utilize a mixed-methods research design, combining quantitative and qualitative methods. This approach provides a comprehensive understanding of the impact of advertising on consumer buying behavior.

3.2. SAMPLING TECHNIQUE:

Simple Random Sampling

This technique involves randomly selecting a subset of participants from a larger population, ensuring that each member has an equal chance of being included. It is considered one of the most unbiased methods.

3.3. SOURCES OF DATA:

- Surveys & Questionnaires
- Website Analytics
- Sales & Purchase Data
- Consumer Reviews & Feedbacks

3.4. STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about Customers and the second part contained the respondent 's opinions on Consumer Purchase Intentions.

3.5. SAMPLE SIZE

The sample size for this research project is 110

SAMPLE DESIGN

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types- probability sampling and non-probability sampling. In this research, only nonprobability sampling is used.

○ Sampling

- Sampling design : Probability sampling
- Sampling technique : Simple Random sampling
- Sample unit : Customers
- Sample size : 110 respondents

3.6. PERIOD OF STUDY

The period of the study is to determine that research process is carried out for 3 months.

3.7. AREA OF THE STUDY:

The targeted people are the customers of various products and services.

3.8. HYPOTHESIS:

HYPOTHESIS - 1

- ▶ H0: Advertising has no significant impact on consumer buying behaviour.
- ▶ H1: Advertising significantly influences consumer buying behaviour.

3.9. TOOLS FOR ANALYSIS:

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are

3.9.1. PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.9.2. ANALYTICAL TOOLS(SPSS)

Tool for testing the Hypothesis (SPSS)

- Correlation

CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

○ PEARSON CORRELATION

The Pearson correlation coefficient (r) is the most common way of measuring a linear correlation. It is a number between -1 and 1 that measures the strength and direction of the relationship between two variables.

CHAPTER 4

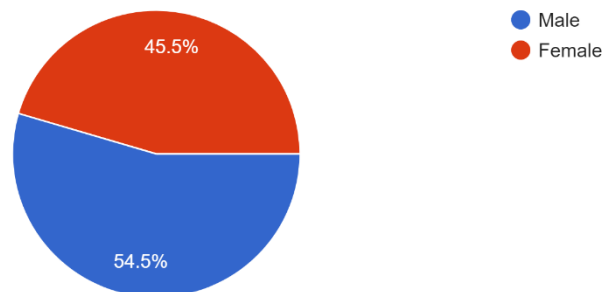
DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

4.1.1 Table indicating the gender of respondents

Gender	Count	Percentage
Male	60	54.5%
Female	50	45.5%

Gender
110 responses



INTERPRETATION

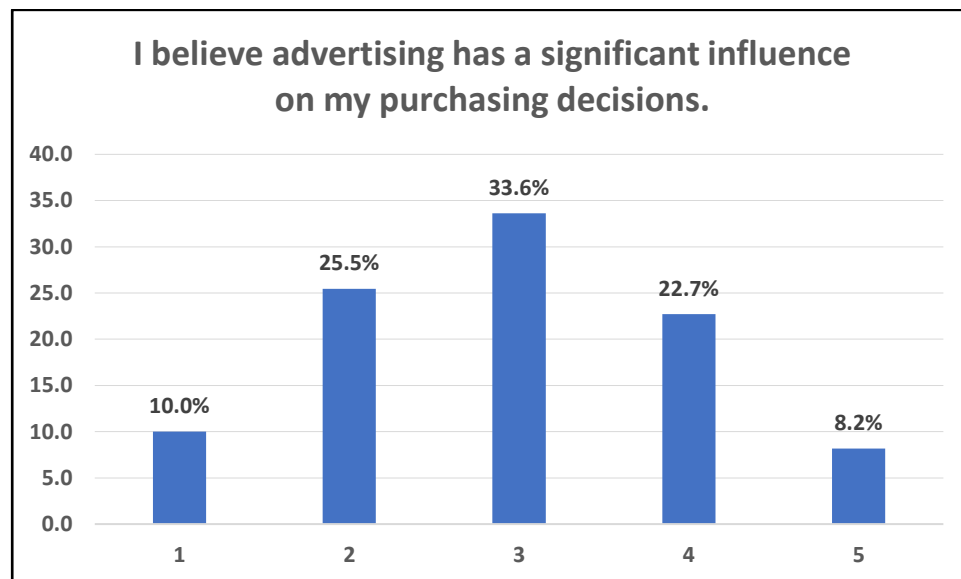
From the above table it is interpreted that the gender of the respondents is male 54.5% and number of respondents in female are 45.5 %.

INFERENCE

Majority 54.5% of the respondents are male.

4.1.2 I believe advertising has a significant influence on my purchasing decisions.

Responses	No of Respondents	Percentage
Strongly disagree	11	10%
Disagree	28	25.5%
Neutral	37	33.6%
Agree	25	22.7%
Strongly agree	9	8.2%
	110	



INTERPRETATION

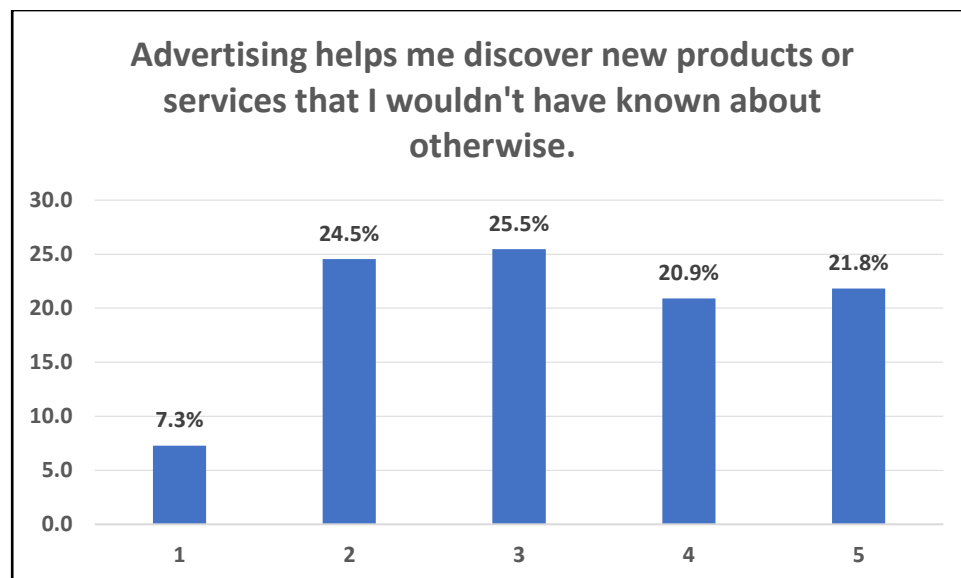
From the table it is interpreted that the percentage of Strongly disagree is 10%, disagree is 25.5%, neutral is 33.6%, agree is 22.7%, strongly agree is 8.2%

INFERENCE

The majority of the respondents are 33.6% Neutral for this questionnaire.

4.1.3 Advertising helps me discover new products or services that I wouldn't have known about otherwise.

Responses	No of Respondents	Percentage
Strongly disagree	8	7.3%
Disagree	27	24.5%
Neutral	28	25.5%
Agree	23	20.9%
Strongly agree	24	21.8%
	110	



INTERPRETATION

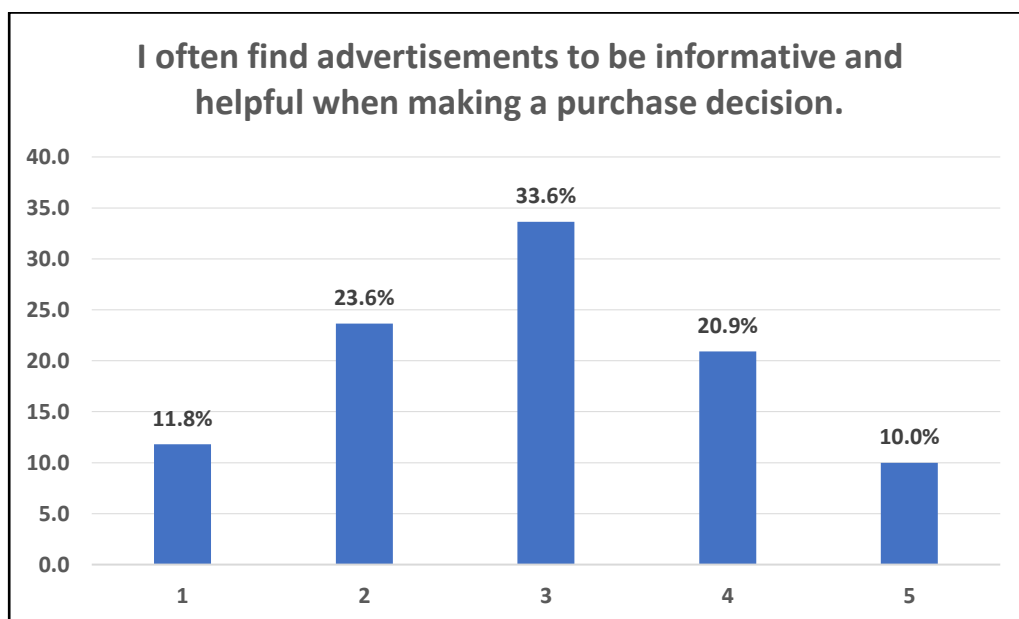
From the table it is interpreted that the percentage of Strongly disagree is 7.3%, disagree is 24.5%, neutral is 25.5%, agree is 20.9%, strongly agree is 21.8%

INFERENCE

The majority of the respondents are 25.5% Neutral for this questionnaire.

4.1.4 I often find advertisements to be informative and helpful when making a purchase decision.

Responses	No of Responds	Percentage
Strongly disagree	13	11.8%
Disagree	26	23.6%
Neutral	37	33.6%
Agree	23	20.9%
Strongly agree	11	10%
	110	



INTERPRETATION

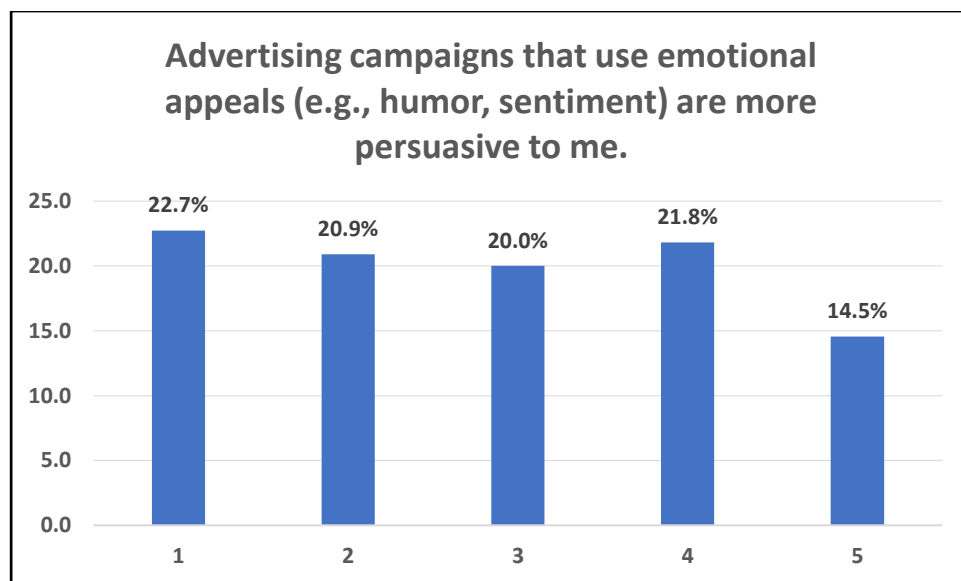
From the table it is interpreted that the percentage of Strongly disagree is 11.8%, disagree is 23.6%, neutral is 33.6%, agree is 20.9%, strongly agree is 10%

INFERENCE

The Majority of the respondents are 33.6% neutral for this questionnaire

4.1.5 Advertising campaigns that use emotional appeals (e.g., humor, sentiment) are more persuasive to me.

Responses	No of Responds	Percentage
Strongly disagree	25	22.7%
Disagree	23	20.9%
Neutral	22	20%
Agree	24	21.8%
Strongly agree	16	14.5%
	110	



INTERPRETATION

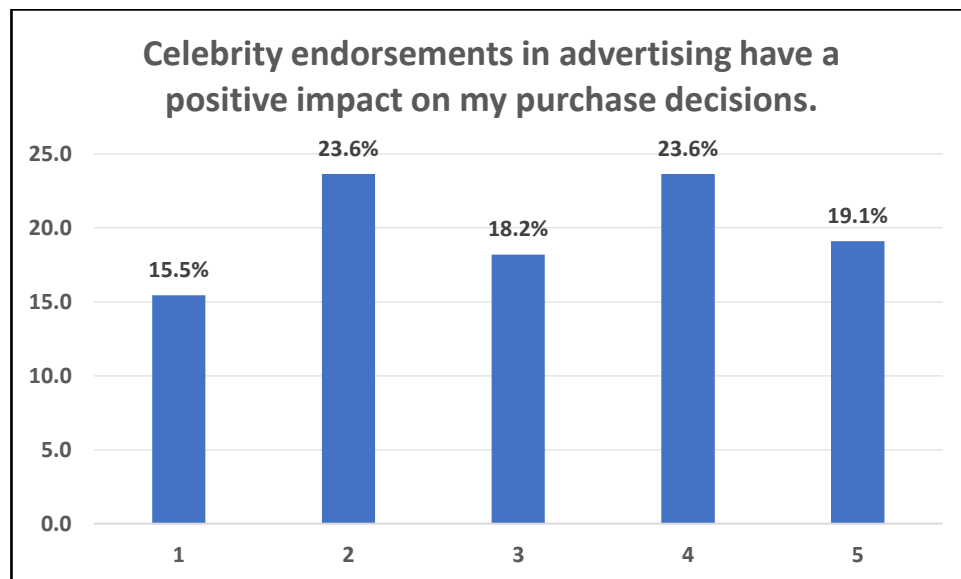
From the table it is interpreted that the percentage of Strongly disagree is 22.7%, disagree is 20.9%, neutral is 20%, agree is 21.8%, strongly agree is 14.5%

INFERENCE

The Majority of the respondents are 22.7% strongly disagree for this questionnaire

4.1.6 Celebrity endorsements in advertising have a positive impact on my purchase decisions.

Responses	No of Responds	Percentage
Strongly disagree	17	15.5%
Disagree	26	23.6%
Neutral	20	18.2%
Agree	26	23.6%
Strongly agree	21	19.1%
	110	



INTERPRETATION

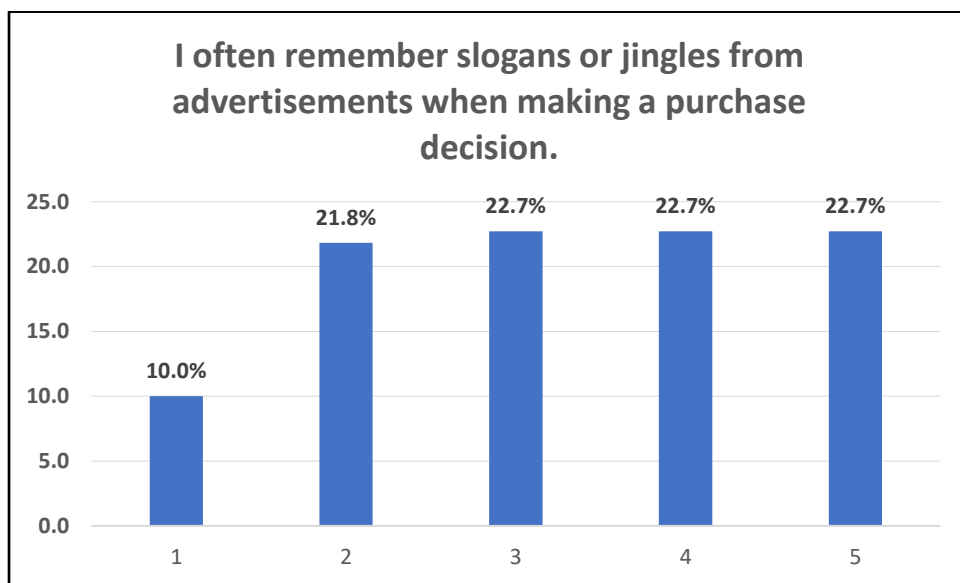
From the table it is interpreted that the percentage of Strongly disagree is 15.5%, disagree is 23.6%, neutral is 18.2%, agree is 23.6%, strongly agree is 19.1%

INFERENCE

The Majority of the respondents are 23.6% for both disagree and agree responses

4.1.7 I often remember slogans or jingles from advertisements when making a purchase decision.

Responses	No of Responds	Percentage
Strongly disagree	11	10%
Disagree	24	21.8%
Neutral	25	22.7%
Agree	25	22.7%
Strongly agree	25	22.7%
	110	



INTERPRETATION

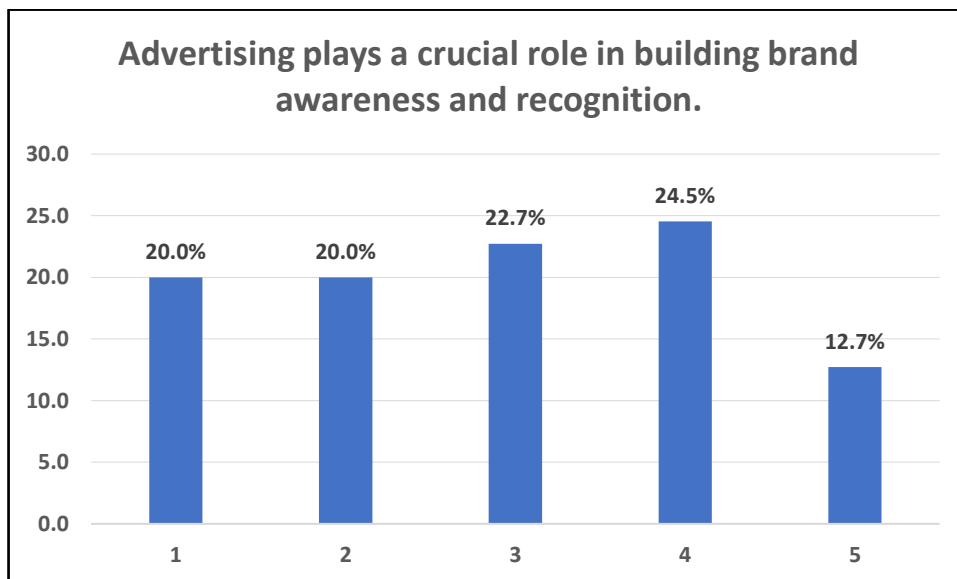
From the table it is interpreted that the percentage of Strongly disagree is 10%, disagree is 21.8%, neutral is 22.7%, agree is 22.7%, strongly agree is 22.7%

INFERENCE

The Majority of the respondents are 22.7% for Neutral, Agree and Strongly agree responses.

4.1.8 Advertising plays a crucial role in building brand awareness and recognition.

Responses	No of Responds	Percentage
Strongly disagree	22	20%
Disagree	22	20%
Neutral	25	22.7%
Agree	27	24.5%
Strongly agree	14	12.7%
	110	



INTERPRETATION

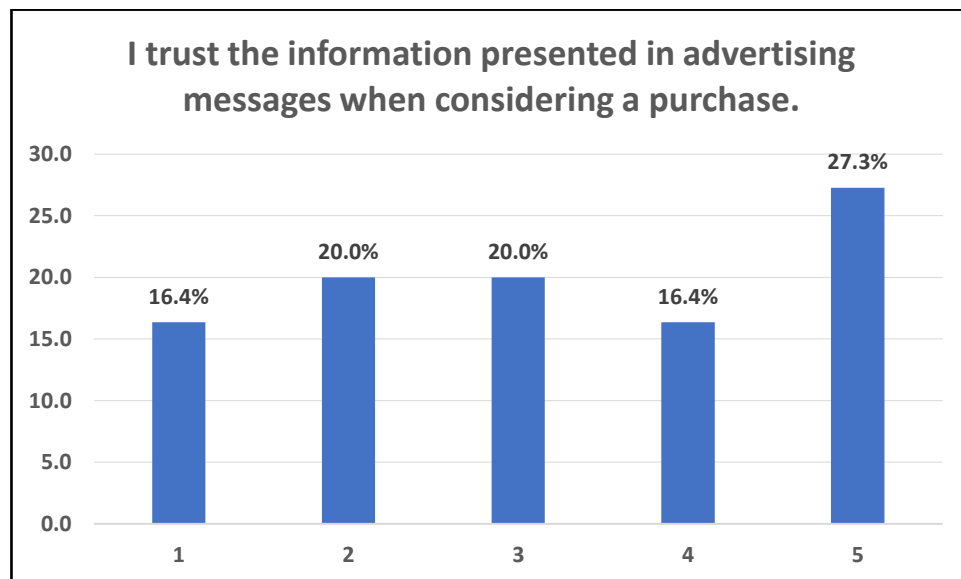
From the table it is interpreted that the percentage of Strongly disagree is 20%, disagree is 20%, neutral is 22.7%, agree is 24.5%, strongly agree is 12.7%

INFERENCE

The majority of the respondents are 24.5% from the response agree.

4.1.9 I trust the information presented in advertising messages when considering a purchase.

Responses	No of Responds	Percentage
Strongly disagree	18	16.4%
Disagree	22	20%
Neutral	22	20%
Agree	18	16.4%
Strongly agree	30	27.3
	110	



INTERPRETATION

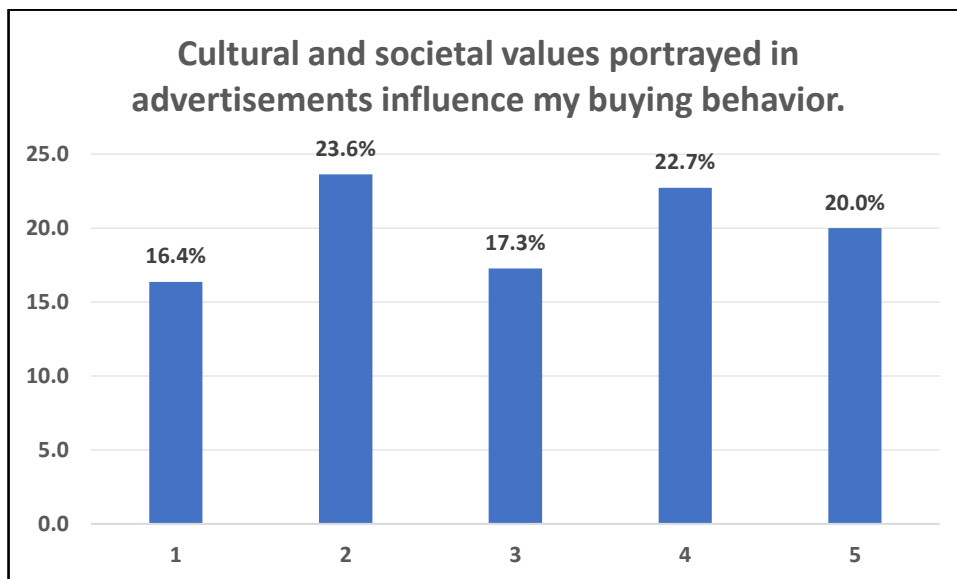
From the table it is interpreted that the percentage of Strongly disagree is 16.4%, disagree is 20%, neutral is 20%, agree is 16.4%, strongly agree is 27.3%.

INFERENCE

The majority of the respondents are 27.3% from the response Strongly agree.

4.1.10 Cultural and societal values portrayed in advertisements influence my buying behavior.

Responses	No of Responds	Percentage
Strongly disagree	18	16.4%
Disagree	26	23.6%
Neutral	19	17.3%
Agree	25	22.7%
Strongly agree	22	20%
	110	



INTERPRETATION

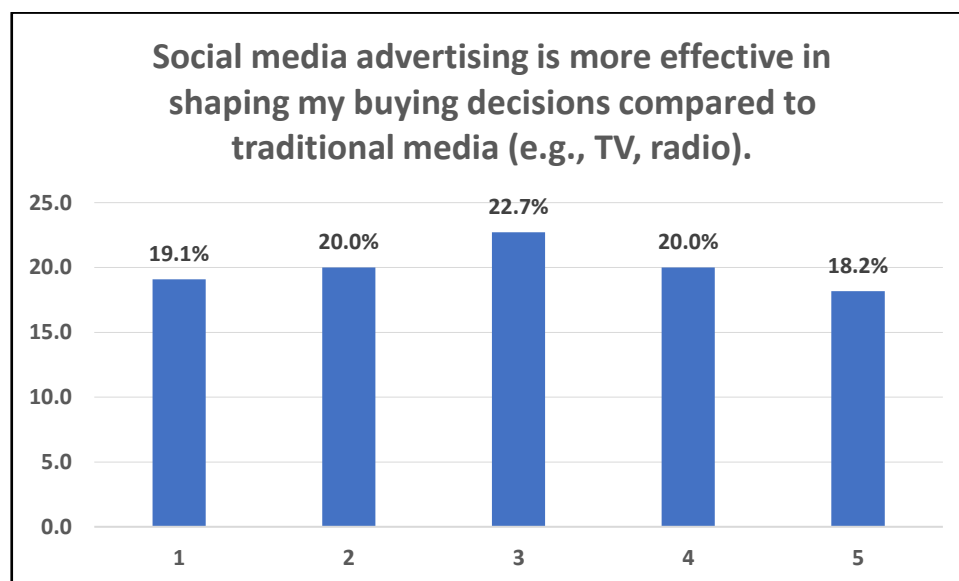
From the table it is interpreted that the percentage of Strongly disagree is 16.4%, disagree is 23.6%, neutral is 17.3%, agree is 22.7%, strongly agree is 20%.

INFERENCE

The majority of the respondents are 23.6% from the response disagree.

4.1.11 Social media advertising is more effective in shaping my buying decisions compared to traditional media (e.g., TV, radio).

Responses	No of Responds	Percentage
Strongly disagree	21	19.1%
Disagree	22	20%
Neutral	25	22.7%
Agree	22	20%
Strongly agree	20	18.2%
	110	



INTERPRETATION

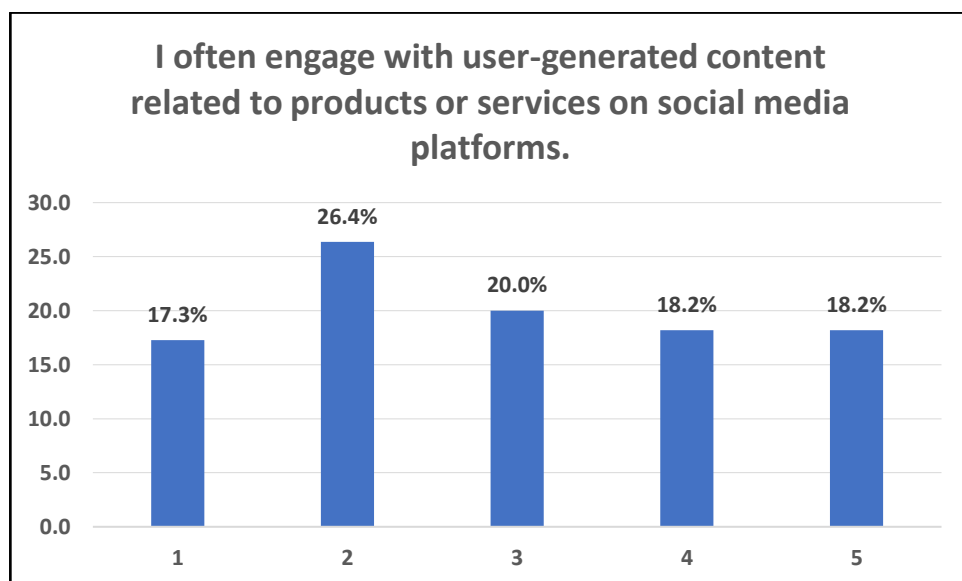
From the table it is interpreted that the percentage of Strongly disagree is 16.4%, disagree is 23.6%, neutral is 17.3%, agree is 22.7%, strongly agree is 20%.

INFERENCE

The majority of the respondents are 22.7% from the response neutral.

4.1.12 I often engage with user-generated content related to products or services on social media platforms.

Responses	No of Responds	Percentage
Strongly disagree	19	17.3%
Disagree	29	26.4%
Neutral	22	20%
Agree	20	18.2%
Strongly agree	20	18.2%
	110	



INTERPRETATION

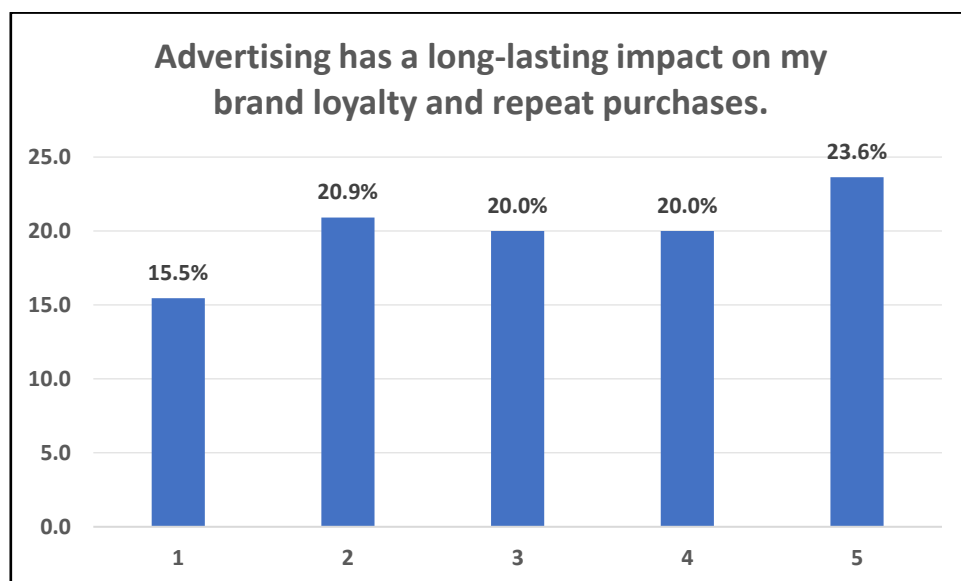
From the table it is interpreted that the percentage of Strongly disagree is 17.3%, disagree is 26.4%, neutral is 20%, agree is 18.2%, strongly agree is 18.2%.

INFERENCE

The majority of the respondents are 26.4% from the response disagree.

4.1.13 Advertising has a long-lasting impact on my brand loyalty and repeat purchases.

Responses	No of Responds	Percentage
Strongly disagree	17	15.5%
Disagree	23	20.9%
Neutral	22	20%
Agree	22	20%
Strongly agree	26	23.6%
	110	



INTERPRETATION

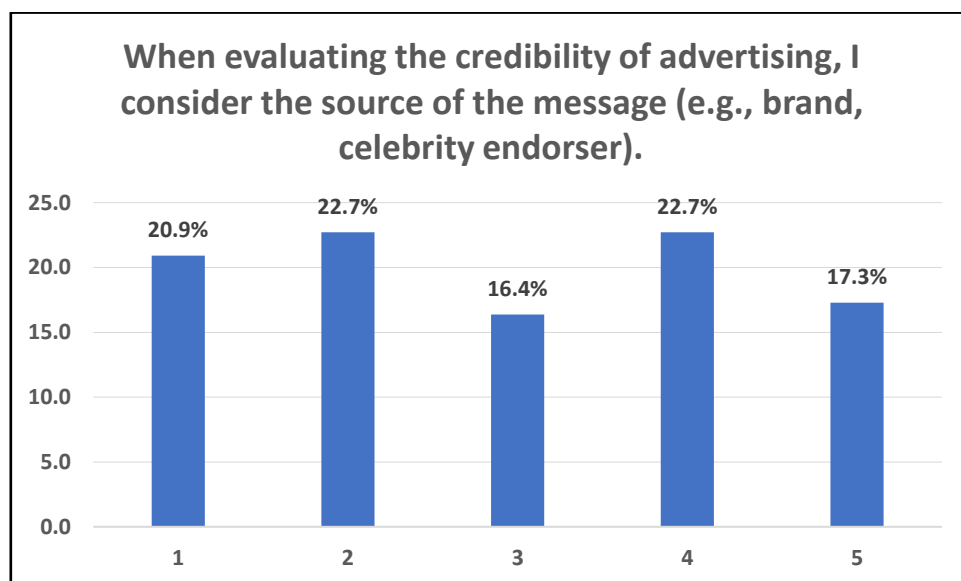
From the table it is interpreted that the percentage of Strongly disagree is 15.5%, disagree is 20.9%, neutral is 20%, agree is 20%, strongly agree is 23.6%.

INFERENCE

The majority of the respondents are 23.6% from strongly agree.

4.1.14 When evaluating the credibility of advertising, I consider the source of the message (e.g., brand, celebrity endorser).

Responses	No of Responds	Percentage
Strongly disagree	23	20.9%
Disagree	25	22.7%
Neutral	18	16.4%
Agree	25	22.7%
Strongly agree	19	17.3%
	110	



INTERPRETATION

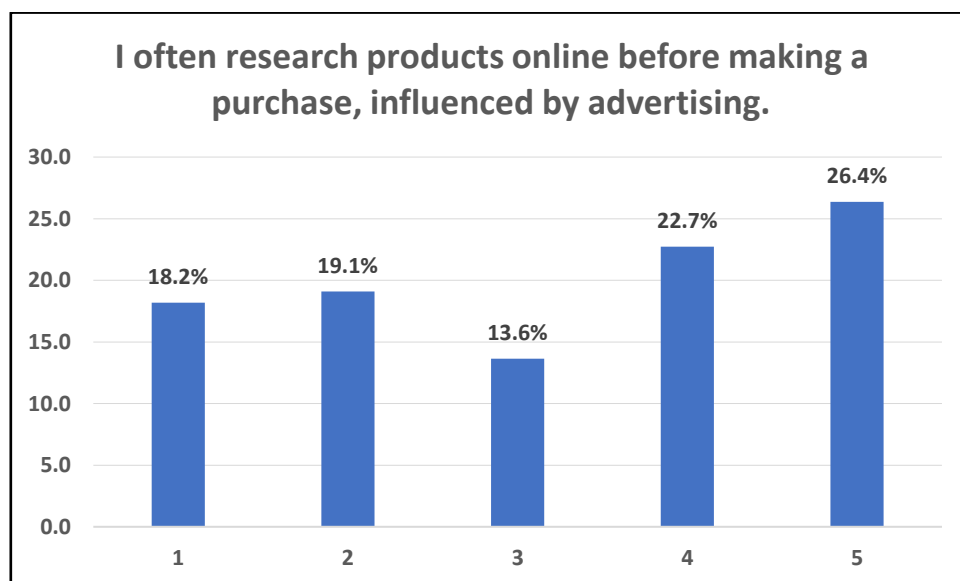
From the table it is interpreted that the percentage of Strongly disagree is 20.9%, disagree is 22.7%, neutral is 16.4%, agree is 22.7%, strongly agree is 17.3%.

INFERENCE

The majority of the respondents are 22.7% from disagree and agree.

4.1.15 I often research products online before making a purchase, influenced by advertising.

Responses	No of Responds	Percentage
Strongly disagree	20	18.2%
Disagree	21	19.1%
Neutral	15	13.6%
Agree	25	22.7%
Strongly agree	29	26.4%
	110	



INTERPRETATION

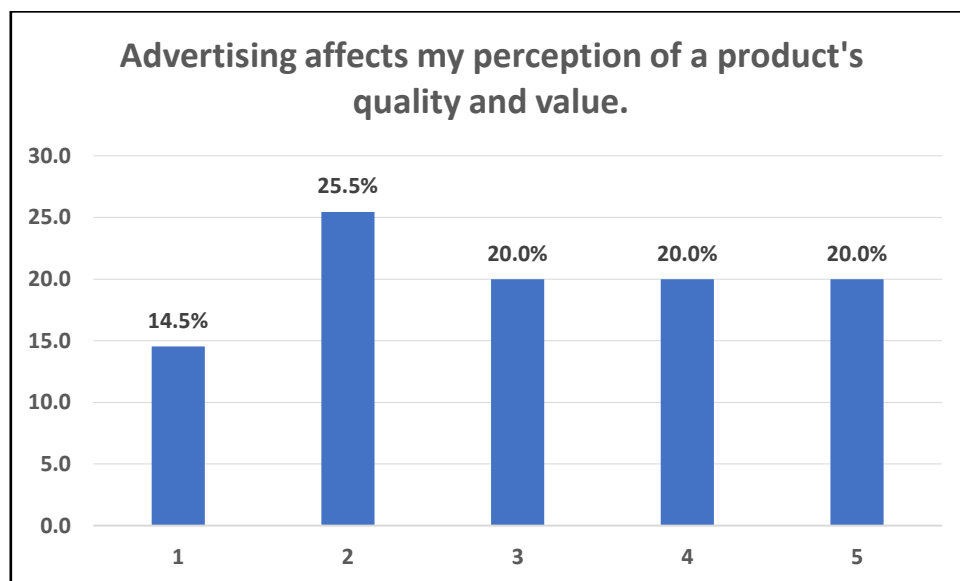
From the table it is interpreted that the percentage of Strongly disagree is 18.2%, disagree is 19.1%, neutral is 13.6%, agree is 22.7%, strongly agree is 26.4%.

INFERENCE

The majority of the respondents are 26.4% from strongly agree.

4.1.16 Advertising affects my perception of a product's quality and value.

Responses	No of Responds	Percentage
Strongly disagree	16	14.5%
Disagree	28	25.5%
Neutral	22	20%
Agree	22	20%
Strongly agree	22	20%
	110	



INTERPRETATION

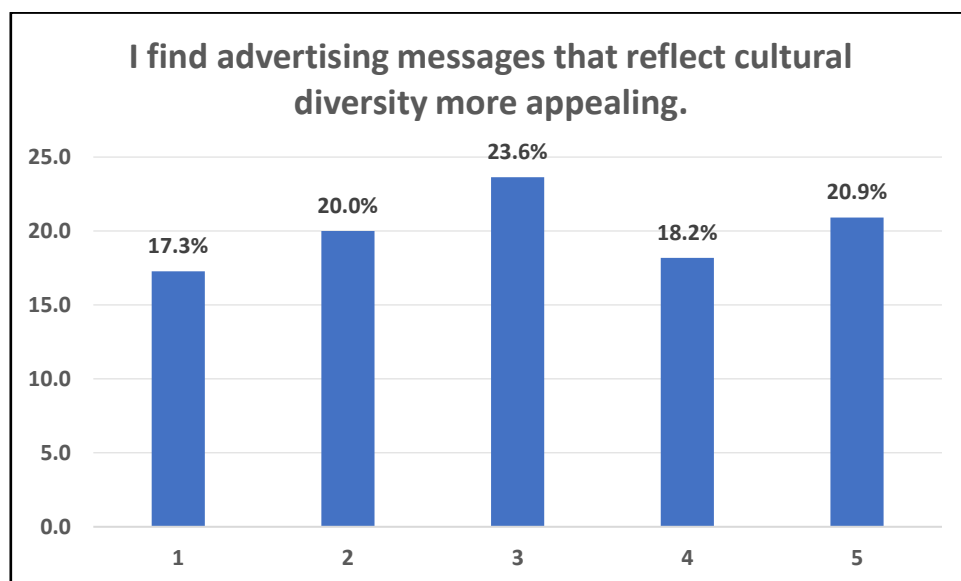
From the table it is interpreted that the percentage of Strongly disagree is 14.5%, disagree is 25.5%, neutral is 20%, agree is 20%, strongly agree is 20%.

INFERENCE

The majority of the respondents are 25.5% from the response disagree.

4.1.17 I find advertising messages that reflect cultural diversity more appealing.

Responses	No of Responds	Percentage
Strongly disagree	19	17.3%
Disagree	22	20%
Neutral	26	23.6%
Agree	20	18.2%
Strongly agree	23	20.9%
	110	



INTERPRETATION

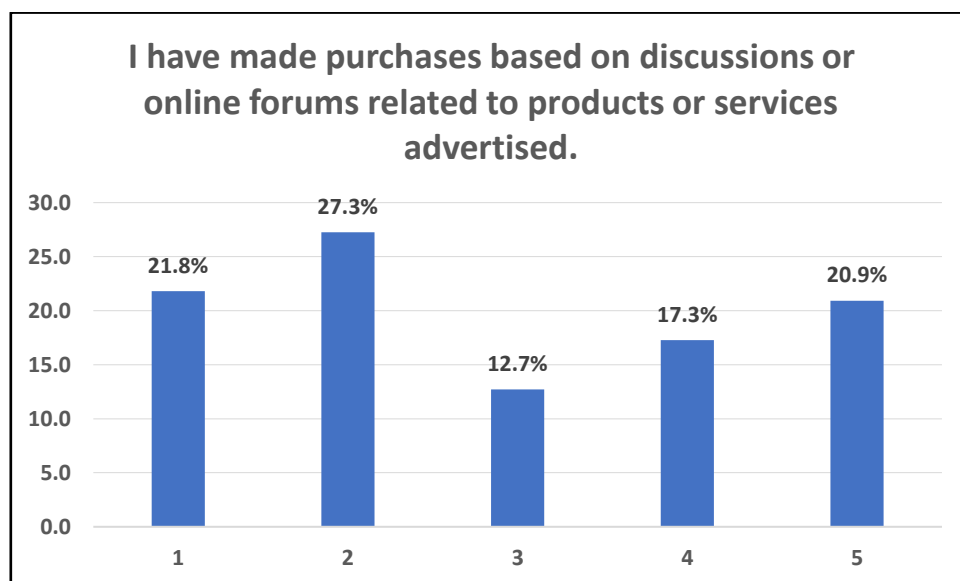
From the table it is interpreted that the percentage of Strongly disagree is 17.3%, disagree is 20%, neutral is 23.6%, agree is 18.2%, strongly agree is 20.9%.

INFERENCE

The majority of the respondents are 23.6% from the response neutral.

4.1.18 I have made purchases based on discussions or online forums related to products or services advertised.

Responses	No of Responds	Percentage
Strongly disagree	24	21.8%
Disagree	30	27.3%
Neutral	14	12.7%
Agree	19	17.3%
Strongly agree	23	20.9%
	110	



INTERPRETATION

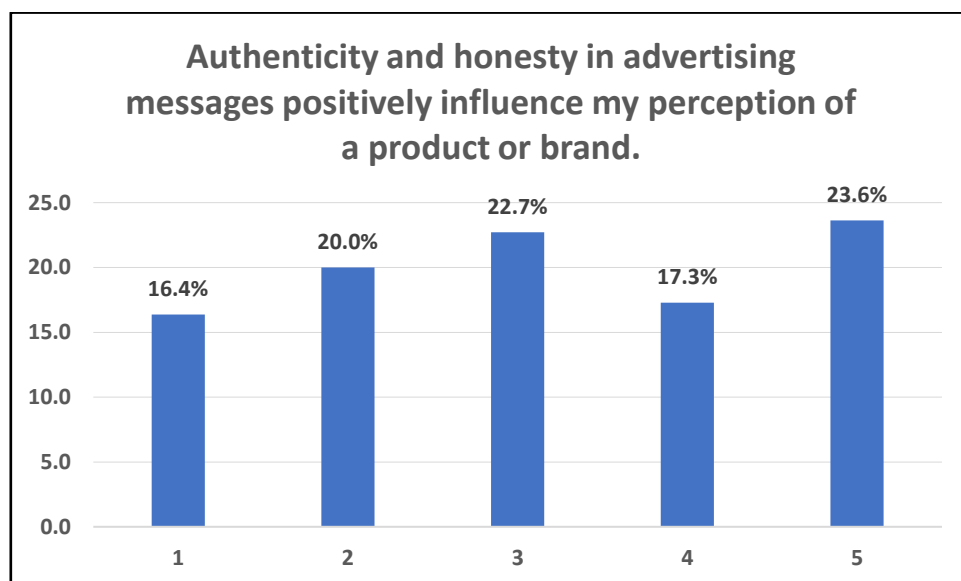
From the table it is interpreted that the percentage of Strongly disagree is 21.8%, disagree is 27.3%, neutral is 12.7%, agree is 17.3%, strongly agree is 20.9%.

INFERENCE

The majority of the respondents are 27.3% from the response disagree.

4.1.19 Authenticity and honesty in advertising messages positively influence my perception of a product or brand.

Responses	No of Responds	Percentage
Strongly disagree	18	16.4%
Disagree	22	20%
Neutral	25	22.7%
Agree	19	17.3%
Strongly agree	26	23.6%
	110	



INTERPRETATION

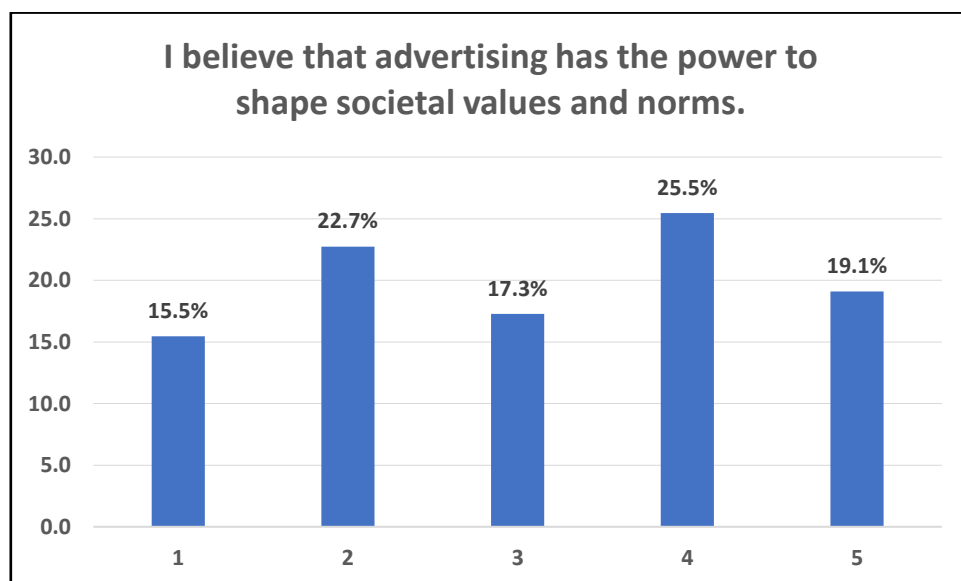
From the table it is interpreted that the percentage of Strongly disagree is 16.4%, disagree is 20%, neutral is 22.7%, agree is 17.3%, strongly agree is 23.6%

INFERENCE

The majority of the respondents are 23.6% from strongly disagree.

4.1.20 I believe that advertising has the power to shape societal values and norms.

Responses	No of Responds	Percentage
Strongly disagree	17	15.5%
Disagree	25	22.7%
Neutral	19	17.3%
Agree	28	25.5%
Strongly agree	21	19.1%
	110	



INTERPRETATION

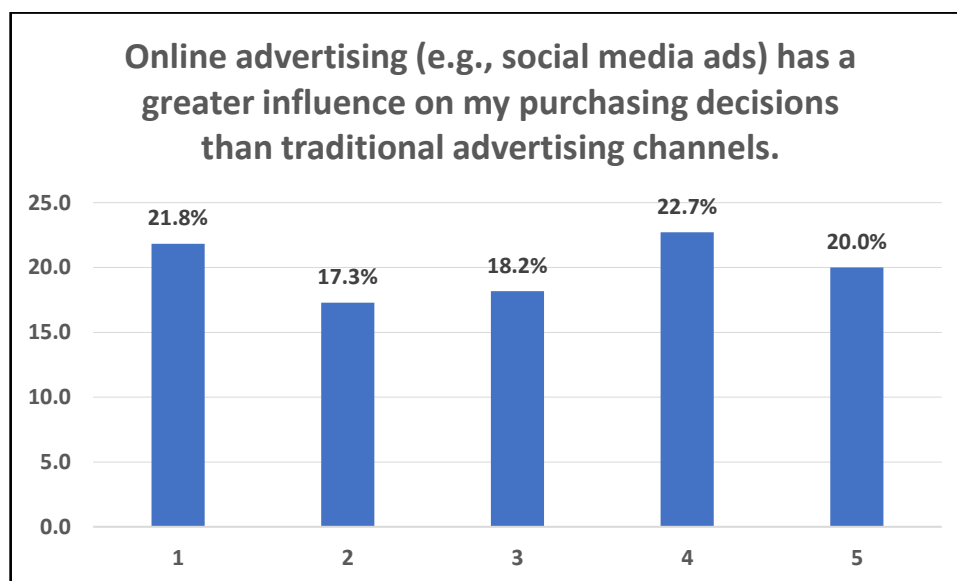
From the table it is interpreted that the percentage of Strongly disagree is 15.5%, disagree is 22.7%, neutral is 17.3%, agree is 25.5%, strongly agree is 19.1%

INFERENCE

The majority of the respondents are from agree and that is 25.5%

4.1.21 Online advertising (e.g., social media ads) has a greater influence on my purchasing decisions than traditional advertising channels.

Responses	No of Responds	Percentage
Strongly disagree	24	21.8%
Disagree	19	17.3%
Neutral	20	18.2%
Agree	25	22.7%
Strongly agree	22	20%
	110	



INTERPRETATION

From the table it is interpreted that the percentage of Strongly disagree is 21.8%, disagree is 17.3%, neutral is 18.2%, agree is 22.7%, strongly agree is 20%

INFERENCE

The majority of the respondents are from agree and that is 22.7%

HYPOTHESIS

- **Null Hypothesis (H0):** Advertising has no significant impact on consumer buying behaviour.
- **Alternative Hypothesis (H1):** Advertising significantly influences consumer buying behaviour.

Pearson's Correlation		
Variable	I believe advertising has a significant influence on my purchasing decisions.	
1.I believe advertising has a significant influence on my purchasing decisions.	Pearson's	
	r	-
	p-value	-
2. I often find advertisements to be informative and helpful when making a purchase decision.	Pearson's	
	r	0.747
	p-value	0.428

INTERPRETATION

Pearson value that was returned was 0.747 indicating a positive relation between the both that shows that the advertising has significantly influences the consumer buying behavior.

INFERENCE

Therefore, there is a significant influence between the advertising and consumer behavior.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1. FINDINGS

- Majority 54.5% of the respondents are male.
- Majority 33.6% of respondents has significance influence on purchase decision.
- Majority 24% of respondents feel that advertising helps them to discover new products
- Majority 34% of respondents feel that advertising is helpful and informative
- Majority 23% of respondents disagree that emotional appeals on advertising is more pesausive.
- Majority 24% of respondents are neutrally agree and disagree with the influence of advertisement in their purchase decision
- Majority 23% of respondents agree with the influence of slogans in the advertisement
- Majority 24% of respondents agree with the building of brand awareness among the customers
- Majority 27% of respondents strongly agree with the information present in the advertisement
- Majority 24% of respondents disagree with the cultural and societal values displayed in the advertisement are influencing the consumer purchase decisions
- Majority 23% of respondents are neutral with the effectiveness of the social media influence

- Majority 23% of respondents disagree with the user generated content in the advertising
- Majority 26% of respondents disagree with the online research before making a purchase
- Majority 25% of respondents disagree with the influence of perception on products quality and value on advertising
- Majority 27% of respondents disagree with the purchase decision based on discussion
- Majority 24% of respondents strongly disagree with the messages in advertising influences positively on consumers
- Majority 23% of respondents agree with the influence of online advertising on purchase decision
- Pearson value that was returned was 0.747 indicating a positive relation between the both that shows that the advertising has significantly influences the consumer buying behavior.

5.2 SUGGESTIONS

- Tailor advertising strategies based on demographic characteristics to effectively target specific consumer segments.
- Allocate resources to ensure that advertising messages are not only creative but also resonate with the target audience emotionally and intellectually.
- Utilize a mix of advertising channels to reach a wider audience and maximize the impact of the campaign.

- Regularly monitor the effectiveness of advertising campaigns and be ready to adapt strategies based on consumer feedback and market changes.
- Invest in strategies that build and maintain a positive brand image to enhance long-term consumer loyalty and repeat purchases.

5.3. CONCLUSION

The project's findings underscore the significant impact advertising has on consumer buying behavior. Social media emerges as a powerful tool for reaching and influencing consumers, particularly among younger demographics. The variability in consumer responses across different platforms suggests the need for a nuanced and targeted approach in advertising strategies. Additionally, the perceived credibility of advertisements plays a crucial role in building consumer trust and influencing purchasing decisions. The project's insights provide valuable guidance for businesses to refine their advertising strategies, enhance consumer engagement, and ultimately drive positive outcomes in terms of increased sales and brand loyalty.

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ANNEXURE – QUESTIONNAIRE
IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOR

1) Name _____

2) Gender _____

3) Profession _____

4) Age _____

5) I believe advertising has a significant influence on my purchasing decisions.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

6) Advertising helps me discover new products or services that I wouldn't have known about otherwise.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

7) I often find advertisements to be informative and helpful when making a purchase decision.

- a) Strongly Agree
- b) Agree

- c) Neutral
- d) Disagree
- e) Strongly Disagree

8) Advertising campaigns that use emotional appeals (e.g., humor, sentiment) are more persuasive to me.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

9) Celebrity endorsements in advertising have a positive impact on my purchase decisions.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

10) I often remember slogans or jingles from advertisements when making a purchase decision.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

- 11) Advertising plays a crucial role in building brand awareness and recognition.
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
- 12) I trust the information presented in advertising messages when considering a purchase.
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
- 13) Cultural and societal values portrayed in advertisements influence my buying behavior.
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
- 14) Social media advertising is more effective in shaping my buying decisions compared to traditional media (e.g., TV, radio).
- a) Strongly Agree
 - b) Agree
 - c) Neutral

- d) Disagree
- e) Strongly Disagree

15) I often engage with user-generated content related to products or services on social media platforms.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

16) Advertising has a long-lasting impact on my brand loyalty and repeat purchases.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

17) When evaluating the credibility of advertising, I consider the source of the message (e.g., brand, celebrity endorser).

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

- 18) I often research products online before making a purchase, influenced by advertising.
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
- 19) Advertising affects my perception of a product's quality and value.
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
- 20) I find advertising messages that reflect cultural diversity more appealing.
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
- 21) I have made purchases based on discussions or online forums related to products or services advertised.
- a) Strongly Agree
 - b) Agree
 - c) Neutral

- d) Disagree
- e) Strongly Disagree

22) Authenticity and honesty in advertising messages positively influence my perception of a product or brand.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

23) I believe that advertising has the power to shape societal values and norms.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

24) Online advertising (e.g., social media ads) has a greater influence on my purchasing decisions than traditional advertising channels.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree.

