



## The Impact of Advertising on Consumers Perception

Sonali sankhla<sup>1</sup>, Dr. Akshay Katiyar<sup>2</sup>

<sup>1</sup>PG, Research scholar, JNVU, Jodhpur, India.

<sup>2</sup>PG, Research guide, Professor, JNVU, Jodhpur, India.

**Email ID:** sankhlasonali9@gmail.com<sup>1</sup>, akshayakatiyar@gmail.com<sup>2</sup>

### Abstract

*Now-a-days marketing is the need of the hour. It can be defined as a tool for the different companies those who want to attract and influence the customers' perception. In today's society consumers have intense powers on the other hand market is dynamic and have intense competition. Due to education & technology enhancement perception and behaviour of the customers is getting changed constantly. We know very well that companies can stay in market only when their customers want so for maintaining the existence the behaviour and perception needs to be monitored on the regular basis. Hence it is necessary to get a deeper understanding of impact of advertising via different platforms on consumers. Not only the large MNCs are using the advertising techniques but also the small retailers do so to enhance the sale of their product. The purpose of this research paper is to focuses on the effects of TV, radio, newspapers, magazines, and the internet advertising on awareness, interest, conviction, purchase and post purchase behaviour of a customer. It reveals a fact that there is a positive correlation between advertising exposure, consumer attitude and purchase intentions. It emphasizes that advertising has the power to shape consumers perceptions and influence the decision-making process. The current study will provide a significant contribution to the existing literature on the impact of advertisements in shaping the behavioural aspect and perception of a customer.*

**Keywords:** Advertising Exposure, Internet Advertising, Purchase Intentions, Contribution, Dynamic, Monitored.

### 1. Introduction

Competition in market is increasing day by day. Since the invention of media, it has always been a powerful tool and it is the high time for the advertising managers to grab the attention of the consumers through advertising and sales promotion. Media plays a crucial role in effecting the consumers perception and behaviour. It has the potential to effect consumers purchase decisions. According to Sama (2019), "A sizeable marketing budget is spent on advertising. The trend of using digital media platforms for advertisements is growing. In the ever-evolving landscape of commerce, advertising stands as the formidable bridge connecting products and services to the vast realm of consumer consciousness. The pervasive influence of advertising permeates every facet of our daily lives, from the billboards lining urban thoroughfares to the targeted promotions that infiltrate our digital spaces. As businesses vie for attention in an

increasingly competitive marketplace, so understanding the influence of advertising on consumers' perception has become a current topic of discussion. the surface allure of persuasive messages and captivating visuals lies a complex interplay of psychological, emotional, and cognitive processes that shape how individuals perceive, evaluate, and ultimately engage with advertised offerings. In order to find out the reality it is necessary to explore the multifaceted dimensions of advertising by undertaking a deep study of the mechanisms we will try to understand that how it moulds consumers attitude, preferences and behaviour. This research aims to understand the nuanced relationship between advertising & consumers perception. This study will find out the mechanisms that governs this dynamic interaction. This study aspires to contribute insights that not only deepen our academic understanding but



also offer practical implications. As we embark on this intellectual journey, it becomes imperative to appreciate the significance of advertising as a potent force that not only reflects societal values but also actively shapes them. Efficacy of an advertisement extends beyond its ability to capture attention; it lies in its capacity to influence perceptions, evoke emotions, and, ultimately, guide consumer decisions. This study aspires to contribute insights that not only deepen our academic understanding but also offer practical implications for marketers navigating the challenging trends of consumer engagement. As we embark on this intellectual journey, it becomes imperative to appreciate the significance of advertising as a potent force that not only reflects societal values but also actively shapes them. The efficacy of an advertisement extends beyond its ability to capture attention; it lies in its capacity to influence perceptions, evoke emotions, and, ultimately, guide consumer decisions. This research aims to shed light on the ways in which advertising serves as a catalyst for the construction of consumer reality. As we move ahead in the desired direction, we will traverse the theoretical landscapes that underpin the relationship between advertising and consumer perception, explore the diverse methodologies employed to study this phenomenon, and present findings that contribute to a nuanced understanding of the advertising-consumer perception nexus. Through this exploration, we aim to empower businesses, scholars, and decision-makers with knowledge that transcends the superficial allure of marketing messages, fostering a deeper comprehension of the profound impact advertising exerts on the intricate tapestry of consumer perception. The efficacy of an advertisement extends beyond its ability to capture attention; it lies in its capacity to influence perceptions, evoke emotions, and, ultimately, guide consumer decisions. [1-5]

## **2. Literature Review**

Impact of advertising on consumer perception Advertising is a common platform in modern times to make the economy consumer driven. It plays a crucial role in shaping individuals' perceptions, attitudes, and

behaviors. A comprehensive review of the existing literature reveals a rich tapestry of insights, theories, and empirical evidence that collectively contribute to our understanding of how advertising impacts consumer perception. The work can be proved with the help of the previous undertaking studies in this field. Advertising is a common platform in modern times to make the economy consumer driven. It plays a crucial role in shaping individuals' perceptions, attitudes, and behaviors. A comprehensive review of the existing literature reveals a rich tapestry of insights, theories, and empirical evidence that collectively contribute to our understanding of how advertising impacts consumer perception. The work can be proved with the help of the previous undertaking studies in this field.

## **3. Theoretical Framework**

### **3.1 AIDA Model**

it means attention, interest, desire and action. It is a long served foundational frame work for understanding the sequential stages of consumer response towards advertising. Scholars have explored and refined this model to align with the intricacies of contemporary advertising landscapes. [6]

### **3.2 ELM (Emotional Likelihood Model)**

ELM provides a psychological perspective on how individuals process advertising messages. Emotional cognitive responses Research emphasizes the pivotal role of emotions in advertising effectiveness. Emotions influence consumer perceptions and attitudes towards brands and products. On the other hand, cognitive responses contribute to the formation of consumer perception. [7]

### **3.3 Consumers Test & Credibility**

The credibility of the source delivering the advertising message plays a critical role in shaping consumer perceptions. Consumers are more likely to trust and be influenced by messages from credible sources, whether they are celebrities, experts, or user-generated content whereas deceptive advertising abrade the trust of consumers that leads towards the negative perception for the product. To avoid this, ethical advertising practices should be applied to maintain the brand reputation.

### 3.4 Cultural & Social Issues

Cultural values & norms significantly affect the consumers' perception so the strategy for advertisements must be culturally sensitive. When we discuss about this aspect we can't avoid mentioning the influence of social media. Due to the impact of this the impact of advertising has extended beyond traditional limit. Peer recommendations, influencer marketing and user generated content are some of the factors that contribute in shaping consumers perception in a new and dynamic manner.

### 3.5 Technology and Personalization

The advertising patterns changed a lot due to developed technology Personalized advertising, retargeting, and interactive content are some of the influential tools that cater to individual preferences, & shape consumer perceptions on a more individualized level.

### 3.6 Advertising and Consumer Well Being

Scholars examine the ethical dimensions of advertising, particularly concerning vulnerable consumer groups such as children, elderly individuals, and individuals with specific health conditions. Understanding the potential harm caused by manipulative or deceptive advertising practices is crucial for safeguarding consumer well-being.

### 3.7 Sustainability and Social Responsibility

The growing emphasis on sustainability and corporate social responsibility has prompted investigations into how socially responsible advertising practices influence consumer perceptions and choices. Consumers are increasingly scrutinizing brands for their environmental and social commitments. In conclusion, the literature on the impact of advertising on consumer perception encompasses a broad spectrum of theories, methodologies, and themes. From traditional models like AIDA to cutting-edge neuro-scientific approaches, scholars have sought to unravel the intricate dynamics that define this complex relationship. This review sets the stage for a nuanced exploration of the subject, emphasizing the need for ongoing research to keep pace with the evolving landscapes of advertising and consumer behaviour.

Interpret the findings in the context of existing literature for impact of advertisement on consumer perception. [9]

### Conclusion

#### Impact of Advertising on Consumer Perception

In the relentless pursuit of consumer attention and loyalty, advertising stands as an omnipresent force, weaving its narrative into the very fabric of our daily lives. This research has endeavoured to explore the intricate relationship between advertising and consumer perception, drawing upon a rich tapestry of theoretical frameworks, empirical evidence, and contemporary insights from the literature. As we conclude this exploration, several key themes emerge, underlining the profound impact advertising exerts on the construction of consumer reality.

- **Multifaceted Nature of Advertising Impact:** The findings presented in this study underscore the multifaceted nature of advertising impact on consumer perception. From capturing initial attention to evoking emotional responses and influencing cognitive processes, advertisements navigate a complex landscape of human psychology. The AIDA model and the Elaboration Likelihood Model (ELM) aptly capture this sequential journey, highlighting the diverse mechanisms at play.
- **Emotional Resonance and Cognitive Engagement:** Emotional appeals, as evidenced in the study, continue to be a potent tool for advertisers. Emotions, whether joy, fear, or nostalgia, serve as catalysts in forging lasting connections between consumers and brands. Concurrently, cognitive engagement, as illuminated by the study, reinforces the enduring significance of informative and thought-provoking advertising content in shaping consumer perceptions.
- **Source Credibility and Trustworthiness:** The study aligns with existing literature in emphasizing the pivotal role of source credibility in the effectiveness of advertising. Consumers,

guided by trust, are more likely to embrace and internalize messages delivered by credible sources. This resonates with the enduring importance of trust in forging positive consumer perceptions.

- **Cultural Sensitivity and the Digital Paradigm:** Recognizing cultural nuances emerges as a critical consideration for advertisers seeking to navigate diverse markets. The study emphasizes the necessity of aligning advertising content with cultural expectations to avoid misinterpretations and foster positive perceptions. Moreover, the study's acknowledgment of the digital paradigm aligns with contemporary literature, highlighting the transformative impact of social media and personalized advertising strategies on consumer attitudes.
- **Ethical Dimensions and Social Responsibility:** As the study explores ethical considerations, it aligns with a growing body of literature that scrutinizes advertising practices for potential harm. The findings underscore the need for responsible advertising that respects consumer vulnerability and aligns with ethical standards. Additionally, the study acknowledges the rising importance of sustainability and corporate social responsibility in shaping positive consumer perceptions.
- **Future Directions and Evolving Landscapes:** This research, while contributing valuable insights, also prompts contemplation on future directions. The ever-evolving landscape of technology, the continued fusion of advertising with digital platforms, and the dynamic interplay between consumer activism and brand accountability offer fertile ground for future exploration. As consumer expectations evolve, so too must our understanding of the intricate dynamics that define advertising impact.

In conclusion, this study advances our understanding of the profound impact advertising wields on consumer perception. By synthesizing theoretical frameworks,

empirical evidence, and contemporary insights, we traverse the realms of emotion, cognition, trust, and cultural sensitivity. As advertisers navigate the complex landscape of consumer consciousness, this research serves as a compass, guiding them towards strategies that not only capture attention but also resonate authentically with the diverse perceptions of the ever-discerning consumer. Media portrays a massive influence on the consumers subconscious mind. All the media have different types of effect. Television and social media like Instagram, Facebook, you tube etc lays more influence than print media as it is more preferable to psychological mind due to presence of both audio and video medium for carrying out the information, also it has become very relevant to the current regeneration. As we all know, the maximum amount of work that has to be done has become electronised, increasing our indulgence with the technological gadgets (mobile, laptops, tablet) which directly impact the urge of using the social media platforms. Other than this, we also get lured in the media web due to celebrity influence as it creates as a sense of trust among the consumers. Mothers of age group 30-45 tend to purchase the same things as used by the television stars, in order to look like them or to depict their modern versions. In between media advertisements leads to unnecessary buying practice as the consumer get attracted by the discount technique or sometime doing it as a leisure activity. As every coin has two sides, similarly media platforms have positive as well as negative impact. It's on us to use this responsibly so as to derive preferable outcome which are beneficial or the individual as well as the society.

## References

- [1]. Ayanwale AB, Alimi T, Ayanbimipe MA. The influence of Advertising on the Consumer Behaviour. Journal of Social Sciences 2005;10(1):9-16.
- [2]. Bezjian-Avery A, Calder B, Iacobucci D. New media interactive advertising vs. traditional advertising. Journal of Advertising Research 1998;38(4):23-32.



- [3]. Doyle P, Saunders J. Multi-product advertising budgeting. Institute of Operations Research and Management Science 1990;9(2):97-113.
- [4]. Farooq W, Latif A. How urban children process advertising message: Special reference to television advertising in Pakistan. African Journal of Business Management 2011;5(10):3962.
- [5]. Ho-Dac N, Carson S, Moore W. The effects of positive and negative online customer reviews: Do brand strength and category maturity matter? Journal of Marketing 2013; 77:37-53.
- [6]. Hutter K, Hautz J, Dennhardt S, Fuller J. The impact of user interactions in social media on brand awareness and ~ 175 ~ International Journal of Home Science <http://www.homesciencejournal.com> purchase intention: the case of MINI on Facebook, Journal of Product & BrandManagement 2013;22(5/6):342-351.
- [7]. Jayaraj T. 55th annual report of Registrar of Newspaper for India (RNI) 2011. Retrieved from <http://www.mxmindia.com/2011/12/registered-publications-show-6-25-per-cent-growth-rni-report/>.
- [8]. Keller KL. Conceptualizing, measuring, and managing customer-based brand equity. Journal of Marketing 1993;57(1):1-22.
- [9]. Kohli C, Suri R, Kapoor A. Will social media kill branding? Business Horizons 2014; 1171:1-10.