



## Conceptual Assessment of the Impact of Advertising on Consumer Purchasing Decisions

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### **Abstract**

Advertising is becoming a common tactic for putting goods, services, and concepts in the marketplace. Yet, an excessive reliance on advertising might be detrimental and unpopular with the target audience, who frequently view excessive advertising as information overload. Despite the expanding Regardless of critiques regarding the success or lack thereof of advertising, its importance in modern marketing management is undeniable. With a particular focus on Nigeria as a developing economy, this exploratory study was designed to critically assess the effectiveness of advertising in convincing customers to accept a new or an existing product. The primary goal was to investigate how advertising affected consumer purchasing behaviour in the Nigerian environment. The goal of the study was to identify any positive or negative associations between advertising and consumer purchasing behaviour. It also hypothesizes the impact that constant product promotion has on consumers' purchasing decisions. The results show that Advertisements that are presented appropriately will undoubtedly inspire people to try the specific product, and they should run long enough to pique their interest and prompt them to make a purchase. The report advises that different client categories and their purchasing habits be properly understood. And the company, along with others, must make an effort to comprehend the purchasing patterns of its consumers in order to determine the "what, why, where, when, and how" they purchase; otherwise, an unstructured advertising campaign won't be successful.

**Keywords:** Consumers, Behavior, Advertisement, Products, Attitude, Buying

### **Introduction:**

In recent years, a bevy of marketing techniques have fought for global domination, with many boasting a lucrative combination of well packaged advertising tools, communications features, websites, and ever presence in the print and electronic media. Unfortunately, many consumers do not seem to have any definable views on advertising. They enjoy entertaining commercials, especially if they do not interrupt their favorite programmes. Once in a while, they acclaim the creativity evident in some print advertisement (Kotler and Armstrong 2010). Advertising makes mass marketing possible by making prospective customer aware of the availability and unique quality of specific goods and services. However, Marketing Managers in production companies today faces a more complex and challenging environment than their predecessors. They are saddled with Value Added Tax (VAT), unrealistic exchange rates, decreasing consumer purchasing power, rationalization of consumer purchases and ever increasing gap between the haves and have-nots this quickening pace of change, the rise in diversity and the increase in complexity are creating new challenges in marketing particularly in the advertising field (Ogechie 1997; Kenneth and Donald 2010) Getting tired of all advertng is very easy because we are so media saturated every day (Agwu 2012); this is because we all have and listen to televisions, radios, read various magazines, newspapers, outdoor signages, direct mails and now new innovation by websites and text messages. Some of these have to filter out to function because it serves a purpose for both the consumers and the providers. Without advertising the world would probably narrow or very different. A good advertisement persuades the customer to the final purchase and keeps them motivated to do a certain action (Kenneth and Donald 2010). So advertising



has an important role in today's businesses. The advertising not only persuades the customer to buy only but also gives them the options that can be considered when they go to purchase to distinguish the products among many. So when the customer goes to purchase any thing he will once think about it that there is a certain product with certain features (Agwu 2013; Ikpefan, et al., 2014).

Advertising has been such a persuasive and intrusive socio-economic force in Nigeria, as in other countries, that neither manufacturer nor consumers can ignore it (Bardi 2010; Agwu 2012). As a communication medium, advertising invades our streets, offices, villages and homes, pushing in messages about various products and services, ideas, persons (dead or alive) and institutions through various media outlet (Ozoh 1998). It does this intensively and persistently that it is only our natural abilities to selectively perceive and recall information that saves us from the thralldom of what communication experts have described as "information overload" (Nwosu, 1990)

It is in the light of the above discussion that this study intends to critically examine the usefulness of advertising in persuading consumers to adopt new or existing products. This study intends further to investigate the important role advertising plays towards increasing sales volume with a view to drawing the attention of others manufacturers to immense contribution of advertising to the realization of sales objectives.

#### **Review of Related Literature:**

Kenneth and Donald (2010) emphasized that an essential part of a marketing plan is advertising. With the intention of boosting sales or bringing the audience's attention to the organization's goods and services, the goal is to promote business and communicate the information they wish to transmit to the target audience. The first impressions that clients have of a firm are influenced by advertising;

If done correctly, it can only draw in new clients (Ogbodoh 1990). According to Baker (1996), who highlighted the history of advertising, it is frequently believed that advertising's purposes are modern. It is widely believed that the premise is unfounded since there is nothing that exists that we are unaware of and because ads are fairly contemporary.

According to Li et al. (2002), public perceptions of advertising have been a subject of study for decades, and findings shows that consumers' attitudes towards advertising as an institution are usually more favorable. Many consumers recognize not only the negative societal effects of advertising, but also the positive economic impact of the advertising industry (Osuaquwu and Eniola, 1998; Li et al., 2002; Agwu 2012).

#### **Definitions of Advertising**

Several academics have characterized advertising in a variety of ways. The Nigeria Code of Advertising Practice, published by the Advertising Practitioners Council of Nigeria (APCON) in 2005, defines advertising as a kind of media communication about goods, services, or concepts that is funded by a sponsor who can be recognized. The aforementioned definition reveals that advertisements must be paid for by a specific sponsor and that their purpose is to teach people about products or services, motivate them to act by using them, and raise brand awareness.

Advertising is often seen as valuable because it fulfills important communication tasks including informing, persuading, reminding, and enhancing salience. It also adds value and supports other firm initiatives. Kotler (1997) outlined in their submission

Advertising is any sort of compensated non-personal presentation and promotion of concepts, products, or services by a sponsor who has been named. While advertising, according to Ferrel (1991), is a sort of paid non-personal communication that is disseminated by mass media, including radio, television, newspapers,



magazines, direct mail, public transportation vehicles, billboards, and outdoor displays. In conclusion, the fact that advertising is paid for and involves a business transaction sets it apart from publicity. Advertising communications, whether they be written, spoken, or visual, are geared towards a general audience.

### **Objectives of Advertising:**

According to Zsai et al. (2007), an advertising aim is a particular communication job that must be carried out with a certain target audience throughout a particular time frame. According to the authors, advertising objectives may be divided into four categories based on their main goal:

Advertising that informs consumers about new features or products is used to create initial demand. Persuasive advertising: This technique convinces customers that a product is the best value for their money in order to increase demand for that brand.

Advertising that compares one brand to one or more other brands, either directly or indirectly, falls under category C.

Advertising that serves as a constant reminder is employed to keep customers thinking about a product. For adults, this type of advertising is more crucial.

Before creating an advertising campaign to determine consumers to buy, they have to be informed and convinced by the benefits of the product. Before setting advertising objectives we should remember the tagline "Marketing sells, advertising tells!" in order to set them correctly (Backhaus and van Doorn 2007).

### **Achieving Advertising Objectives:**

According to Herbert Krugman's fundamental law from 1965, an advertisement must be seen a minimum of three times to be successful. Nowadays, a lot of advertisers believe that three exposures are insufficient to have an impact on the consumer's memory, mostly due to the clutter that already exists. Churchill (1995) emphasized that finding the bare minimum of exposures need to be successful is based on two ideas:

1. **Effective frequency:** This is the quantity of times a message must be presented to a target audience in order to accomplish a specific goal.
2. **Actual reach:** This is the targeted goal.

### **Goals of advertising:**

Advertising planning is to establish and clarify advertising goals which are derived from the firm's overall communication objectives. The following are advertising goals according to Kenneth and Donald (2010)

- **Building Brand Image:** One of the most important advertising goals is building brand and corporate images. A strong brand creates brand equity. Brand equity is said to be a set of characteristics that makes a brand different and better to both customers and businesses. These benefits can be enhanced when they combine effective for advertising with quality products. Higher levels of brand equity are distinct advantage as customers make purchase decision. Advertising is a critical component of building brand equity. Successful brand processes two characteristics that is the top of the mind and the customers' top choice. When customers are asked to identify brand that quickly comes to mind from a product category, one or two brands are nearly always mentioned. These names are always top of the mind brands. The term top choice suggests exactly what the term implies. This is the first on second pick when a customer reviews his or her evoked set of possible purchasing alternatives.
- **Providing Information:** Apart from building brand recognition and equity, advertising serves other goals. Advertising is often used to provide information to both customers and business buyers. Information can help in purchasing process appears to be simple, which can entice



customers to finalize the purchasing decision and travel to the store. For business-to-business situations, information from some advertising leads various members of the buying center to consider a particular company as they examine their options.

- **Persuasion:** Advertising can convince customers that a particular brand is superior. Advertising can show customers the negative consequences of failing to use a particular brand. Changing consumer attitudes and persuading them to consider a new purchasing choice is a challenging task. Persuasion techniques are used more frequently in broadcasting media such as television and radio rather than in print.
- **Supporting Marketing Effort:** Advertising can be used to support other marketing functions. Manufacturers use advertising to support trade and consumer promotions such as theme pack aging or combination offers.
- **Encouraging Action:** Many firms set behavioral goals for advertising programs. A television commercial that encourage viewers to take action by dialing a toll-free number to make a quick purchase is an example. Infomercials and home shopping network programmed heavily rely on immediate purchasing responds. Action-oriented advertising is likely to be used in the business-to-business sector. When it is often the goal is to generate sales leads. Many business advertisements provide web addresses or telephone numbers that buyers can use to request more information or more easily make a purchase. The 5 advertising goals of building image, providing information, being persuasive, supporting other marketing effects and encouraging action are not separate ideas. They work together in key ways. Image and information are part of persuasion. The key advertising management objective is to emphasize one goal without forgetting the others.

### **Discussion and Conclusion:**

The advent of advertisement has proven to be a veritable factor in the sales and merchandising of products and services in the consumer industries. Advertisement, as found out in this study, has contributed a great deal to increasing the sales of products and services in various organizations in Nigeria and indeed globally. The use of advertisement has given organizations ways of increasing their profit bases and also attracting customers to their brand. It serves to make customer aware of brands that are available in the market and also assist customers in choosing the ones that will benefit and also appeal to them most. As stated earlier, customer's curiosity and appetite are wetted when they see product with good adverts and this ultimately increased their buying capabilities. This study discovered that customers are more interested in the quality of products and also the price must be affordable. Putting into consideration both the low level income and high level income to achieve from their products. This study have assisted in the understand that only the urban area dwellers are really enjoying the benefits of advertising because of their ability to read and write by understanding whatever message an advert convey to them. The urban dwellers have easy access to TV, radio and print media advert, giving them opportunities to choose among multitudes of products. In the rural areas, most of the dwellers are used to their local lives; therefore, it would be very difficult to persuade them to buy a product they have never seen or heard about before. However, in order to draw their attention, the message an advert will carry in this kind of community must be short and simple in the language that they will understand.

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