
A REVIEW ON THE IMPACT OF THE ADVERTISEMENTS ON THE CONSUMER BEHAVIOR

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Abstract

The current study analyzes the psychological impact on a customer of newspaper ads and thus his estimation of the consumer's psychological influence. The effectiveness of the ad. The research also contrasts the human interpretation of a newspaper advertisement with the expected perception of a newspaper. Perception of the commercial. In order to influence customer behavior, psychological effect and perception are critical aspects found. The advertising used for the research ranged from goods to services. The criteria of Resnik and Stern were used to determine the amount of ads details given in the ads for the newspaper. The study showed that 40 percent of ads were informative, while only 26 percent were considered by the average customer to be informative in 2013. Other features of newspaper ads, such as perception of product quality and performance, components/contents and special offers, were similarly compared.

Keywords: *Consumer Behavior, Content Analysis, Impact of newspaper advertisement.*

I. INTRODUCTION

In the business economy, advertisement is a major part. It plays an important role in encouraging customers to either use or increase their consumption of that brand by using a specific brand. In a developing country such as India, where its scope is to almost every household, newspapers form an efficient form of media. According to the 55th Annual Report of the Registrar of Newspapers for India (RNI) in 2011, with almost 330 million newspapers circulating daily, India leads the world in terms of newspaper circulation and it developed at a rate of 6.25% over the previous year[1]. Similarly, according to Nielsen Company estimates, expenditure on newspaper advertising in India in 2011 was US\$ 4 billion and is expected to rise at an impressive pace. Therefore, the purpose of this study is to identify the role that information content plays in influencing consumer behavior and thus



affecting their perception and attitude towards that brand. Advertising is defined into two basic categories, such as informative and informative.

Ads that [2] are transformational. Informative advertising is one that objectively provides consumers with real facts (i.e. price, quantity, etc.) and other brand information in such a way that a customer may have more trust in deciding the merits of purchasing the brand. One that uses various psychological attributes to distinguish it from the experience of using other products is transformative advertising. In their review, Resnik and Stern identified 14 points based on which it may be assumed that television advertising is informative [3]. A research was performed by Chan and Chan in which they used television advertising to discover the insightful content [4]. In his research, Kassarian addressed content analysis as a theoretical, objective, quantitative definition of the content of communication and its effect on customer and marketing behavior [5].

In his review article, Holbrook concentrated on the impact played by content analysis on attitude, cognition and buying behavior. In his research, Celsi addressed the significance of felt participation, i.e. the overall subjective feeling of a consumer's personal relevance [6]. In his research, Albernethy found that magazine ads provide more insightful content than TV advertising. In his research, Albernethy and Butler found that newspaper advertising was more insightful than magazine advertising [7]. In their research, Olson and Reynolds, Mitchell, Edell and Staelin, Khan, Azam and Khan have shown how advertising works and the role of content advertising [8][9].

The study was conducted by choosing 1017 different ads from English newspapers with sufficient reader numbers. Any duplicated advertisements have not been chosen for the analysis aims to eradicate any inconsistencies in the outcome that can arise due to replication. Durable items, health and cosmetic products, clothing and services were also included in the ads chosen for the report. Any government schemes and promotional marketing ads were omitted from the chosen sample. The commercial selection period was maintained for 6 weeks to include a wide range of advertisements. Then a unique number was given after selecting the advertisements so that they could be recognized later and their respective measurements were noted down. The selected sample was then evaluated twice by a graduate with an effective understanding of this area and then by the author using the Resnik and Stern criteria [3]. The research was carried out separately and the degree of inter-code reliability obtained was 0.96 to 1. Kassarian defined much more than 85 percent of this reliability level [5]. Emotional appeal was also taken into consideration while trying to figure out whether the commercial was insightful or not. In order to find out how many ads were viewed as insightful by a customer, 5 recruits were asked to comment on it without awareness of the criteria and a median of their result was taken as a final result. In a parallel process, 5 more recruits were asked to pick the ads that inspired them to explore the product, and as a final result, a median of their outcome was taken.

The following data (Table 1) on the type of information present in newspaper ads was disclosed in an analysis of the advertising. It was discovered that 77.58 per cent of details

about product availability was included in the advertising. It was also found that at least one cue included 93.58 percent ads. 83.5 percent of ads were found to contain at least 2 signals.

Table 1: Types of Advertisements

Type of Information	No. of Commercial Ads Containing the Cue	% of Sample
Price or value	255	25.07%
Quality	512	50.34%
Performance	130	12.78%
Components and contents	412	40.51%
Availability	789	77.58%
Special Offers	310	30.48%
Taste	16	1.5%
Packaging or Shape	105	10.32%
Guarantees or Warrantees	130	12.78%
Safety	18	1.7%
Nutrition	15	1.47%
Independent Research	62	9.04%
Company Sponsored Research	11	1.08%
New Ideas	2	0.19%

Table 2: Impact of Advertisement on the Consumer behavior

Category	Total no. of ads	No. of informative ads	No. of informative ads according to consumer	No. of Ads Influencing the consumer	No. of Informative ads Influencing the customer	Percentage correlation between influence and informative ads
Durables	360	220	145	255	185	84.09%
Pharma	25	17	12	21	14	82.3%
Foods and beverages	42	11	10	35	9	81.8%
Services	210	82	51	110	52	63.41%
Cosmetic apparels and footwear	280	44	28	195	12	27.3%
Miscellaneous	100	34	19	52	21	61.76%

II. CONCLUSION

The current study focuses on the effect of consumer behaviour on information quality. It is possible to determine its effect from the fact that advertisements with more information content were found to affect more consumers than advertisements with less information content. For electronics and durable goods, the influence of informative content and its



likelihood of being liked by a customer was greatest. For apparels where individuals were more impacted by their emotional appeal, it was found to be the least. With 2.7 indicators per advertising, advertisements have been found to be very insightful. It was noticed that the amount of information present was independent of the advertisement's size. Advertisements related to electronic goods were found to be more factual than apparel-related advertisements that were predominantly transformative. It should be understood that advertisements of various products use different techniques to influence their customers, and such knowledge can be useful not only for newspaper ads but for all other types of advertising in obtaining its effect on customers.

III. REFERENCES

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