



Influence of Advertisements on Consumer Behavior: A Study of Graduate and Postgraduate Students

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Research Article

Abstract

Purpose: This research investigates the effect of advertisements in broadcast media (TV, radio), print media (newspaper, magazine), and online (internet) media on consumers' awareness (AWR), interest (INT), conviction (CON), purchase (PUR), and post-purchase (PPUR) behavior.

Method: A quantitative research approach based on primary data was applied in this study. This study conducted surveys using a structured questionnaire in both electronic and paper formats among the graduate and post-graduate students located in Chattogram, Bangladesh. 404 usable responses were used for data analysis using Kruskal-Wallis (K-W) test.

Results: The study reveals that advertising in broadcast, print, and online media has a statistically significant effect on customers' awareness (AWR), interest (INT), conviction (CON), and buying behavior (PUR).

Implications: The research provides insights to marketers regarding the preference toward media selection and promotional efforts.

Keywords: Advertisements, broadcast, print, online media, consumer behavior, Kruskal-Wallis (K-W) test.

1. Introduction

The term "marketing communication" encompasses various strategies businesses employ to communicate with customers. Marketing communication creates and distributes communications to persuade consumers to buy a product or service. Contrarily, advertising is a form of marketing communication in which companies use advertisements to convince customers to purchase their goods. Advertising and marketing communication both attempt to help businesses communicate their products or services. Advertising aims to spark consumers' attention and convince them to purchase a specific good by changing their mindset on numerous levels. Advertising is frequently utilized to grab consumers' attention and influence their purchasing decisions (Bergkvist et al., 2016). One of its most prolific integrated marketing communication strategies for persuading customers to purchase a product is advertising (Moore et al., 2004). Consumer intentions have always intrigued marketers. Marketers use various media platforms to communicate with their target audience. Advertising's primary goal is to affect consumer behavior favorably. Since media advertisements immediately impact consumers' attitudes and, ultimately, their decision to buy a product, marketers should use them efficiently while implementing their plans and strategies. In a saturated market, advertising companies must use different promotional offers to catch consumers' attention. A substantial proportion of the promotional budget goes on advertising, including digital media platforms, which are

increasingly used for advertising. The purpose of this study is to examine the significance of various media advertisements on consumer behavior (CB), such as awareness (AWR), interest (INT), conviction (CON), purchase (PUR), and post-purchase (PPUR). According to Opeodu and Gbadebo (2017), advertisements on different media channels majorly impact consumers' decisions. Therefore, selecting a suitable media source for advertisements is essential for promoting goods and services (Singh, 2012). Considering that consumers prefer advertisements to other sources of information, advertisers must carefully consider the media mix choices available (Shrivastava, 2014). This research has employed broadcast (TV and radio), print (newspapers, and magazines), and online (internet) media advertising as the media platforms. This study is expected to provide insight for marketers in selecting media platforms for promoting their products and services. Considering the high expenses of advertisements in today's media, choosing the right medium can only be overemphasized. Therefore, marketing agencies must comprehend the contribution of divergent media advertisements on CB.

2. Literature Review

While advertising is intended for consumers, it is essential to focus on how consumers behave in response to advertisements, especially the advertising media. Different media types have varied effects on consumers' buying behavior. Advertisements aim to spark interest in the product and persuade consumers to buy it (Jindal et al., 2022). Some people think of advertising as the creator of the image of the products or services. Advertising reflects the present and the past in its words and imagery that define the future (Prakash & Begum, 2017). According to Morden (1991), advertising is used to start building up knowledge about a product or service and to create an essential awareness of it in the minds of potential customers.

The marketer's message reaches the target audience through the medium, which may be visual, auditory, textual, or a combination. Marketers frequently employ media such as newspapers, magazines, radio, television, and public transportation to reach their target demographic. According to Ayanwale, Alimi, and Ayanbimipe (2005), the latest trend in online advertising. In a study, Jogi and Vashisth (2021) demonstrate that online advertisements significantly influence consumers' purchasing decisions; they also revealed how businesses use the internet and social media to increase consumer awareness of their products.

Anusha (2019) discovered in her research that online advertising influences customer purchasing decisions favorably since it raises product awareness. Additionally, it offers a cutting-edge approach to target the buyer immediately. In their study, Bhat et al. (2020) examined how online advertising affected Indian consumers' purchasing decisions and found that online advertisements favorably influence customers' purchasing decisions. The study's authors have demonstrated that internet advertising has supplanted traditional methods of consumer targeting as the preferred strategy. A study by Singh and Dalal (1999) revealed that business websites could serve the same purposes (to inform and convince) as other media networks. As a result, they should be appropriately regarded as an advertising medium.

Tobi et al. (2020) conducted a study to investigate the impact of online marketing on consumer purchasing patterns amongst internet users in Nigeria. The findings showed that online advertising considerably impacted customer purchasing behavior. So, it was suggested, among other things, that businesses use online advertising more to get customers to buy things that are good for business. Jayaprakash and Joseph (2018), in a case study, examined the effects of online advertising on consumer buying behavior toward mobile phone users and revealed that both men and women are affected by online advertising, and can affect consumers' purchasing decisions irrespective of age and income levels.

In a study of Nigerian businesses, Jenyo and Soyoye (2015) evaluated online marketing and consumer purchase behavior. They showed that online marketing and customer purchasing decisions in Nigerian businesses have a substantial relationship. Vipin and Faizal's (2021) study aimed to comprehend how online

advertising affects customer purchasing decisions. They discovered that because people view online advertising as a point of contact with the business, it significantly influences consumers' purchase decisions. In a study, Zari (2021) presented a research framework that addressed the influence of digital advertising on consumer behavior. The study talks about the different kinds of digital advertising and shows that age, income, and occupation are firmly linked, and digital advertising affects consumers' decisions about what to buy.

Rajagopal (2011) conducted a study to examine the effect of radio advertisements on urban commuters' shopping habits and to ascertain the function of radio advertising in communicating sales promotion information. According to the study, the effect of radio commercials on consumer behavior and physical, cognitive, and economic factors significantly impacts how urban consumers shop at retail establishments. The varied effects of leading and challenging retail enterprises' advertising campaigns on anticipated product sales show that radio advertisements significantly arouse customers and increase sales volume in various retail outlets (Panagopoulos & Green, 2008). Due to their more accessible access to radio transmissions, metropolitan commuters have a greater sense of intimacy with the broadcasts (Kuffert, 2009).

Local radio advertisements inform listeners about market trends (Sauls & Greer, 2007). Listeners are influenced by radio commercials every day of the week and throughout working hours (Rajagopal, 2011). Radio advertisements use enthusiasm and acceptance of diversity as persuasive strategies to market goods and services during working hours, with the idea that access to commercial information is the "new cool tier" of the entertainment industry. They target audiences based on age, gender, and ethnicity (Gijzel et al., 2008). Mengko (2018) undertook a study to examine how TV advertising affects consumer purchasing decisions. This study's findings demonstrate the important influences that credibility, interaction, and informativeness have on consumer purchasing decisions. Anjum, B., Irum, A., & Naheed, D. (2015) found a positive association between Pakistani consumer purchasing behavior and television advertising.

Earlier, various research on television advertising and consumer purchasing patterns was conducted by various academics. Separately examined in these studies was the effect of television advertising on consumer purchasing behavior (Haroon et al., 2010; Ansari & Joloudar, 2011). Studies have shown that television advertisements have the most substantial effects on viewers, convincing them to begin purchasing and significantly impacting how customers perceive products (Ansari & Joloudar, 2011). Hassan (2015) seeks to determine whether the residential background of consumers-rural versus urban, has a different impact on the purchasing decision due to television commercials. Additionally, this study contrasts how TV commercials affect men and women and compared to men, women are more influenced by TV commercials when purchasing.

Ansari and Joloudar (2011) attempted to investigate the effects of Avishan Company's (a clothing producer in Iran)TV advertisement on consumers' attention to the advertisement, interest in purchasing, desire for purchasing, the action of purchasing, and ultimately consumers' satisfaction. The findings demonstrate that the TV ad grabbed viewers' attention and inspired curiosity, desire, and purchasing behavior. In a study, Chukwu et al. (2019) investigated how advertising affected customer purchasing decisions in Enugu State, Nigeria. The study results indicate a significant and favorable association between the dependent variable, consumer purchasing behavior, and the independent variables, emotional response, environmental response to the brand, brand awareness, and sensory-stimulated advertising.

2.1 Advertising Rationality

Connecting prospective customers and impacting their awareness, attitudes, and buying behavior is the prime objective of advertising. Advertisers spend considerable money on ensuring consumers' interest in their products, and they must comprehend what drives potential customers' behavior if they want to be effective. The advertisers aim to obtain enough relevant market information to develop detailed buyer profiles and determine the target audience, which requires understanding consumer behavior.

An advertisement aims to get the target audience's attention, communicate with them, and encourage them to purchase products or services. Rao & Rao (2012) stated that a series of activities are performed through advertising, namely raising consumer awareness, conveying the benefits and qualities of the product, reminding customers, encouraging repeat business, and helping to build a customer base. Customers are affected by the graphics in a dynamic presentation (Roggeveen, Grewal, Townsend, & Krishnan, 2015). According to Srinivasan and Bodapati (2006), advertisements influence store decisions. Electronic screens influence purchases as well (Roggeveen & Grewal, 2016). Customer loyalty's effects impact the business on customer satisfaction (Magi & Anne, 2003). However, many consumers are persuaded to make purchases in a category by advertisements (Seiler & Yao, 2017). One of the critical factors that affect purchase intention is advertising effectiveness. According to Calder et al. (2009), media content used by consumers has a beneficial impact on how effective advertisements are. People are more inclined to pay attention to an advertisement if it is engaging and generates a desire to buy; if it does, it is more likely to be remembered (Alalwan et al., 2017). According to a study by Dwivedi et al. (2017), innovative and appealing products will likely attract more customers (as cited in Gupta & Kumar, 2022).

2.2 Consumer Behavior (CB) Stages

Before making a final purchase, the consumer goes through several stages. The customer goes through numerous steps to decide before purchasing, receiving a service, or taking advantage of an offer (Kotler, 2009). Another consumer behavior definition is the study of how, what, when, and why people buy. It describes the purchasing process for everyone willing to purchase, including individuals, households, groups, and organizations. (Kotler & Keller, 2011). Consumers' buying behavior can be defined as the cognitive, emotional, and physical processes people use to choose, buy, use, and discard goods and services to satisfy their needs and desires. (Schifman & Kanuk, 2009).

Lewis created the AIDA model, which dates back to the 1800s, to structure sales negotiations. It now informs all marketing facets, including commercials, and details the several stages that trigger a purchase. One of the well-known models still used in modern advertising research is the one just mentioned. The entire purpose of an advertisement is to attract notice, pique interest, persuade, and ultimately inspire conviction. According to the AIDA model, advertising is crucial in capturing consumers' attention, creating their interest, inspiring desire, and ultimately motivating them to purchase the promoted good or service. The goal of marketing efforts during the awareness phase is to make the brand recognizable and attract potential buyers. The marketer's job is to attract potential customers' interest once they know the product or service exists. The marketer's main objective is to convince the consumer of the advertisement to take action and buy the good or service. Affinity is created and maintained through customer responses to advertising, which can considerably impact consumer behavior.

Besides, prominent models like AIDA (Lewis, 1898), AIDCA (Bedell, 1940; Kitson, 1921), and Lavidge and Steiner (1961) presented a more detailed customer route through a framework for evaluating advertising effectiveness from raising awareness to ultimate behavior. Furthermore, Ikechukwu et al. (2017) investigated the AIDCA model from the perspective of contemporary advertising and found that it can be used to assess the effectiveness of media advertisements on CB. The Lavidge and Steiner (1961) model was followed in this study in order to quantify the impacts of media advertisements on several CB stages, including AWR, INT, CON, PUR, and PPUR.

2.2.1 Awareness (AWR)

Awareness is the key to obtaining a customer's attention. Marketing professionals must therefore begin by determining the intended audience and its reasons for purchasing a particular good or service (Bhattacharjee

& Kumar, 2016). Before the customer can take the appropriate steps to buy a specific product, the advertisement must first capture his attention (Ikechukwu et al. (2017).

2.2.2 Interest (INT)

After attracting the customer's attention, the next step is stimulating their interest and developing a natural inclination toward the goods. Emphasizing and displaying advantages and benefits may increase customer interest (instead of focusing on features, as in traditional advertising). It should also stir emotions to argue that this purchase is a good deal, the right move, a wise choice, etc. Additionally, informing the buyer of the dire consequences of not purchasing the good or service is crucial.

2.2.3 Conviction (CON)

The customer then develops the conviction that the product will provide him with the full benefit. It is a strategy for convincing customers that they require the product or service and that it will meet their requirements. There is a big difference between being interested in something and desiring it. A television commercial must generate a strong impulse or awaken a buried need in the consumer's imagination. This is only possible if the 5 M's (Mission, Message, Media, Money, and Measurement) have been appropriately integrated into the advertisement.

2.2.4 Purchase (PUR)

Finally, at this point, the consumer decides to buy the product after convincing himself of the degree of satisfaction he would have from using it, which implies that the last stage is what pushes customers to take action, such as making a purchase or spreading the good word of mouth. The degree of conviction must be guaranteed, or it must get customers curious enough to learn more about the product when a firm uses advertisements to promote its brand image.

2.2.5 Post-Purchase Behavior (PPUR)

Consumers assess a product's performance in the post-purchase stage in light of their expectations and then decide whether they are satisfied or dissatisfied with it. A product's performance is contrasted with consumers' perceived expectations at the post-purchase stage. This assessment incorporates consumer experience and education, influencing future purchases (Schiffman & Kanuk, 2009). Chaffey and Smith (2008) discovered that satisfied customers have better post-purchase behavior due to receiving good after-sales support. According to Reddy (2017), online media allows customers to communicate their post-purchase opinions regarding items.

3. Hypotheses and Research Framework

The impacts of three different media types on CB stages have been the main focus of this study. Consequently, the following hypotheses are put forth:

H1: Broadcast media, print media, and online media advertisements significantly influence the AWR stage of CB.

H2: Broadcast media, print media, and online media advertisements significantly influence the INT stage of CB.

H3: Broadcast media, print media, and online media advertisements significantly influence the CON stage of CB.

H4: Broadcast media, print media, and online media advertisements significantly influence the PUR stage of CB.

H5: Broadcast media, print media, and online media advertisements significantly influence the PPUR stage of CB.

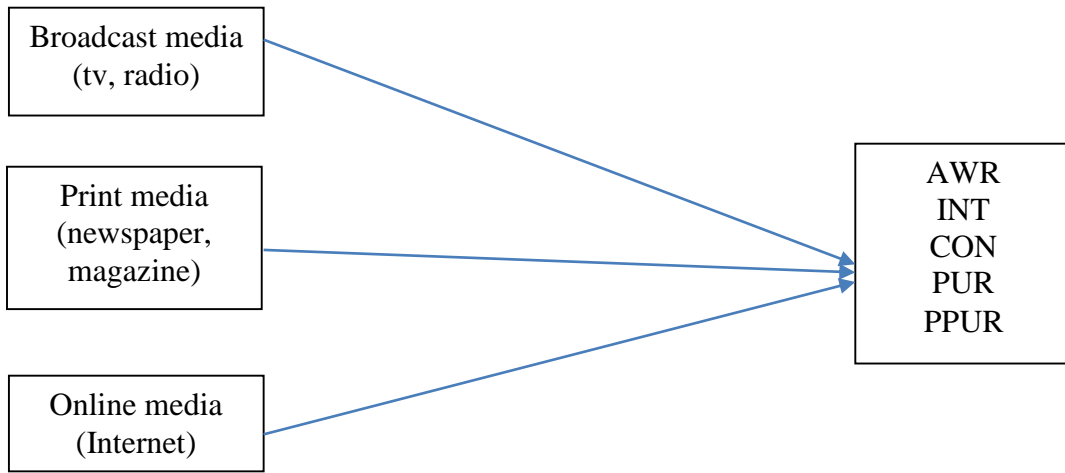


Fig.1: Research Framework

4. Methodology

The quantitative research design was used for the study, and the survey method was applied for the data gathering. Following convenience sampling, male and female students enrolled in graduate and postgraduate programs at the University of Chittagong comprised the respondents. A structured questionnaire was used to gather information. After excluding incomplete or partial responses 404 responses were included for data analysis. The questionnaires were distributed in electronic and paper formats, allowing the researcher to compile data from diverse participants. In this study, existing measurements were employed. The items used in the survey for measuring the influence of advertising on consumer behavior are from Sama (2019). All constructs were evaluated on a five-point Likert scale, where 1 indicates complete agreement, and 5 indicates complete disagreement. The first two constructs (AWR, INT) have four items, while the third has three items (CON). PUR and PPUR, the fourth and fifth constructs, both have two items. Data processing was conducted using SPSS 29 software. By measuring Cronbach's alpha, the scales' internal consistency was examined. Cronbach's alpha values were more significant than 0.70 and hence acceptable (Nunnally, 1978).

Table 1: Demographic Information

Variables	Category	Frequency	Percentage
Age	Below 30	304	75.2%
	Above 30	100	24.8%
Gender	Male	263	65.1%
	Female	141	34.9%
Education	Graduate	267	66.1%
	Postgraduate	137	33.9%

5. Results

A Kruskal-Wallis test was conducted to determine whether there is a significant influence of different media on the stages of consumer behavior. When three or more conditions needed to be compared when a different group of participants carried out each condition and when the data did not fit the criteria for a parametric test, the Kruskal-Wallis (K-W) test needed to be employed to test hypotheses.

Table: 2 Test Statistics

	AWR_	INT	Con	PUR	PPUR
Kruskal-Wallis H	6.470	8.244	9.894	7.426	4.299
df	2	2	2	2	2
Asymp. Sig.	.039	.016	.007	.024	.117

The test showed a statistically significant influence of various media channels on the consumer behavior stages (Table 2), except the post-purchase stage. The p-values for the first four stages of this study are .039, .006, .007, and .004, all of which are less than .05 (Table:2). The null hypothesis is thus rejected, which means that there is a significant influence of different media advertisements on the AWR, INT, CON, and PUR stages of the CB—the p-value for the PPUR stage is .117, which is greater than 0.05. The null hypothesis is thus retained, and it is assumed that there is no significant influence of different media advertisements on the PPUR stage of CB.

Table: 3 Media preference ranking

	Media preference	N	Mean Rank
AW	Broadcast Media	145	204.44
	Print Media	144	217.65
	Online Media	115	181.08
	Total	404	
INT	Broadcast Media	145	195.96
	Print Media	144	223.74
	Online Media	115	184.16
	Total	404	
Con	Broadcast Media	145	206.39
	Print Media	144	220.11
	Online Media	115	175.55
	Total	404	
PUR	Broadcast Media	145	209.52
	Print Media	144	214.87
	Online Media	115	178.16
	Total	404	
PPUR	Broadcast Media	145	201.28
	Print Media	144	216.10
	Online Media	115	187.02
	Total	404	

Print, broadcast, and online media advertisements significantly influence the AWR, INT, CON, and PUR stages of consumer behavior. Consumers prefer print media over broadcast and online platforms in the AWR stage. The same occurs in the additional phases (INT, CON, PUR, and PPUR), which are depicted in Table: 3. The summary of the hypotheses are presented below (Table 4).

Table: 4 Hypothesis Test Summary

	Statement	Significance	Result
H1	Broadcast media, print media, and online media advertisements significantly influence the AWR stage of CB.	.039	Accepted.
H2	Broadcast media, print media, and online media advertisements significantly influence the INT stage of CB.	.016	Accepted.
H3	Broadcast media, print media, and online media advertisements significantly influence the CON stage of CB.	.007	Accepted.
H4	Broadcast media, print media, and online media advertisements significantly influence the PUR stage of CB.	.024	Accepted.
H5	Broadcast media, print media, and online media advertisements significantly influence the PPUR stage of CB.	.117	Rejected.

6. Discussion

This study validates the hypotheses that broadcast media, print media, and online media advertisements significantly influence the AWR, INT, CON, and PUR stages of CB. Whenever a company needs to notify customers frequently, broadcast media is the optimal means of communication. Firms invest significantly in broadcast media advertisements to ensure high brand identification. According to a study by Arshud et al. (2014) on the influence of effective advertising on consumer behavior, TV advertising is a more effective form of advertising for persuading customers to purchase a product because it shows and shapes their perceptions (cited in Ketema, 2021). TV advertising significantly and positively influences consumer behavior (Bushra, Attiya & Naheed, 2015). They continued by stating that numerous studies had shown that TV advertisements significantly affect customers' perceptions. As a result, it encourages people to make purchases. TV advertisements create a powerful desire to buy the advertised product (Kassu, 2019). The hypothesis result is also supported by Ansari & Joloudar (2011), Hassan (2015), and Zakaria & Akter (2015).

Radio listeners are enticed by more entertaining advertisements while still conveying the intended message. According to this study on the influence of radio advertisements on consumer behavior, consumers' decisions to purchase at retail outlets are significantly influenced by radio advertisements (Rajagopal, 2011). According to Phiri & Hossain's (2022) findings from their study, radio advertisements positively impact consumers' intentions to make purchases. This finding is consistent with earlier studies, which showed that radio advertisements considerably impact consumers' decision-making (Ayimey et al., 2013; Mustafa & Al-Abdallah, 2020; Srivastava, 2017).

In order to raise awareness of their brands or products, several industries use print advertising, which goes into great detail on the qualities of the products to meet the needs of their target customers (Chaudhry et al., 2017). Prakash & Begum (2017) found that newspaper was ranked as the second most preferred medium of advertisement. Additionally, they noted that customers in remote areas preferred newspaper advertisements over TV advertisements. This finding is consistent with previous research, which found that print media advertisements significantly impact consumer purchasing behavior (Kumar & Singh, 2022; Rao & Rao, 2012; Sorce & Dewitz, 2007).

A further striking finding (Čábyová & Krajčovič, 2017) is that readers think advertising in newspapers and magazines is the second-most reliable source of information (after TV advertising) and is assessed as a significant source of helpful information about new products and services (creating awareness). These media also clearly establish the trends for the purchase of products and brands, according to the study. Most research has found that newspaper advertisements effectively sway people's purchasing choices. This study also highlighted the significance of print media advertising in influencing customer purchase behavior. This explains why, after television, newspapers are one of the most popular media for advertising.

Jogi & Vashisth (2021) stated that online advertising and buying behavior are significantly related. They revealed that online advertisements significantly impact how customers perceive products and are encouraged to buy the product as a result. While investigating the effects of online advertising on internet users' buying decisions, Tobi et al. (2020) found that online advertising significantly influences consumer buying behavior. Given its broad reach and effectiveness in raising awareness, Vipin & Faizal (2021) noted that online advertising substantially impacts customer behavior. The buying decision is influenced by exposure to online advertisements (Ahmed, 2017), which some earlier studies have indicated (Anusha, 2019; Bhat et al., 2020; Tobi et al., 2020).

The null hypothesis is retained for the last hypothesis (H5). It is assumed that there is no significant influence of different media advertisements on the PPUR stage of CB (Table 5). This outcome is consistent with what Ahmed (2017) discovered, which found that compared to PPUR phases, pre-PUR stages are more affected by advertisements. This finding somewhat supports Tang and Chan's (2017) finding that online

media advertisements are more widely utilized to generate AWR. Also, the analysis showed that each media had a different impact on AWR, INT, CON, PUR, and PPUR, as shown in Table 3. Print media is considerably more effective than broadcast and online media during every level of consumer behavior. In summary, the conclusions indicated that broadcast media, print media, and online media advertisements significantly influence the AWR, INT, CON, and PUR stages of CB. However, these various media advertisements are not affecting the PPUR stage of CB.

7. Conclusion

Media advertising is a crucial element in altering customer behavior. Advertising does more than give consumers quick access to product information. Numerous researchers have looked into its effect on consumers and found it compelling. Additionally, the current study has demonstrated how advertisements affect consumer behavior in many phases, including awareness, interest, conviction, purchase, and post-purchase. Consumers are overwhelmed with hundreds of advertising messages in the digital age. As a result, there must be media planning that will create the desired impact. In order to secure the attainment of the advertiser's goals, the media used to exhibit advertising should be carefully chosen. The effect of advertisements on CB has been the subject of numerous research studies. Few studies, however, have considered the five stages of CB. This research's theoretical contribution is just that. This research's essential contribution also suggests that different media platforms influence behavior up to purchase. Media advertisements have no impact on consumers' PPUR behavior.

8. Future Research Potential and Limitations

This study uses convenience sampling that restricts the generalization of the results. Future studies using random sampling will reveal the realistic scenario of the phenomenon. More demographic characteristics of the sample may be included in future research. In addition, choices regarding media preferences and purchasing practices can be a new avenue for further research. It might be possible to do comparative research on tastes or preferences concerning numerous social media platforms and product versions. This study did not employ any mediator, which might be an option for further research. On the same note, future works may comprehensively consider the effects of various cultural or social values on consumer behavior.

Conflict of Interest: The author declares no conflict of interest.

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