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**SAVITRIBAI PHULE PUNE  
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**Influence Of Advertisement On  
Consumer Behaviour**

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*Llm 2<sup>nd</sup> Years*

*Subject : Consumer Law*

*Submitted To: Asst Prof. Vaishnavi Desai*

*[Academic Year 2022-2023]*

**1] Abstract**

Marketers invest in various media platforms to influence consumer behaviour (CB). Advertisement on every media platform has a different composition that engages the consumers in a distinct way. Digitalization has led to changes in consumers' media habits. Hence, a deeper understanding of advertisements on different media platforms and its implications on CB need to be established. This article focuses on the effects of television (TV), radio, newspapers, magazines and the Internet advertisements on awareness (AWR), interest (INT), conviction (CON), purchase (PUR) and post-purchase (PPUR) behaviour of consumers. The impact of TV and the Internet for creating AWR, INT and CON among the consumers is statistically evident. The results also revealed that magazines and newspapers are effective media in influencing PUR and PPUR behaviour of consumers. Advertising managers can take a cue from this research and enhance the objectivity of advertisements by investing in appropriate media.

## 2] Introduction

Publicizing a product or service through compensated announcements made by a specific sponsor is known as advertising. Advertising aims to inform about the brand or product, convince to purchase or carry out a task, and to remember and reinforce the brand message. Advertising is a tool used to inform current and potential clients about businesses. Usually, it gives details about the advertising company, the characteristics of its products, where to get them, etc. Advertising is essential for both customers and vendors. For the sellers, it is more crucial. In the present era of mass manufacturing, manufacturers cannot imagine driving sales of their products without advertising them. Personal selling is greatly complemented by advertising. Advertising has bought.

## 3] How does advertising work

### Advertising<sup>1</sup>

One element of a company's marketing plan is advertising. Advertising is a tool used by businesses to spread information about their goods and services across a variety of media. With the development of technology, the conventional formats of print and broadcast advertising have given way to more contemporary digital options. With the help of technology, businesses can now target customers more precisely and monitor the success of their advertising initiatives.

A little history will be presented first. The first forms of contemporary advertising, including as catalogues, labels, trade cards, photographs, and business papers, appeared as early as the late 1700s. Basically, companies started looking for distinctive methods to set themselves apart from the competition. Despite the fact that methods and media have continued to advance.

## 4] Different modes of advertising

There are tonnes of different types of advertising techniques floating around out there, and each one is tailored to a particular audience. You could encounter the following frequent advertising

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<sup>1</sup><https://www.indeed.com/career-advice/career-development/types-of-advertising>

techniques as a consumer in the current era: Print advertisements are those that appear in publications like magazines, newspapers, and other printed materials. On-air ads for podcast, radio, and television Brochures, catalogues, newsletters, and other materials distributed by mail are known as "direct mail advertising."

**Mobile advertising** - Ads that appear on a mobile device or through social media, apps, or websites are referred to as mobile advertising.

**Pay-per-click advertising** - enables businesses to bid on keywords relevant to their industry and only incurs costs when a customer clicks the ad.

**Displayed advertising** - Online banner and pop-up adverts known collectively as "display advertising"

**social media advertisement** - Ads on social media that are targeted to particular demographics are based on the personal data people submit on their social media profiles.

**product placement advertising** - A product that is subtly mentioned in a television programme or motion picture is known as product placement advertising.

**outdoor advertising** - Advertisements that may be seen outside, such as those on billboards, structures, the sides of buses and trains, etc.

## 5] Advertisement has an Impact on purchasing decision of consumers.

### i. How does advertising affect your buying decisions<sup>2</sup>

Let's take a little example to illustrate how advertising may affect you as a consumer. Imagine yourself as a new pet owner who just uploaded a tonne of pictures of your dog to Facebook, where they undoubtedly received a lot of likes. According to data from the IJAC research (International Journal of Automation and Computing), in order for a dog food commercial to effectively persuade you to buy, it would probably need to:

**Know you're its target audience:** Realize you are its intended audience: Your puppy photos, postings about your new dog, and any other pet-related clicks made you an ideal target for that Purina advertisement

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<sup>2</sup> <https://medium.com/@BrandBerryMarcom/how-advertising-impacts-consumer-purchase-decision-making-62415d283d53>

Elicit an emotional response from you-Your emotional reaction should be elicited by: Is your pet care strategy harming your dog's health if they aren't eating the "most nutritious food on the market"?

Stimulate your senses - Lighten up your senses: By displaying that lovely dog in your line of sight and enticing you to click on a link to the chow

Based on this hypothetical encounter with a social media advertisement, you may be beginning to realise how simple it is to affect consumers' purchase decisions.<sup>3</sup>

## **Emotional spending**

People are influenced to spend money by a variety of different emotions, including post-pandemic "revenge buying," a deeply ingrained passion for travel and entertainment, and a plethora of other factors. Your particular money personality is mostly responsible for the motivation behind making new purchases. Your unconscious financial attitudes and beliefs are shaped by your upbringing and experiences, your financial education—or lack thereof—and even plain ol' genetics. These factors all contribute to the development of your money personality. Money personalities with certain characteristics include "emotional spenders." Making purchases to elevate your social standing by obtaining material possessions is known as emotional spending. It gives the buyer a feeling of ease and puts rapid satisfaction ahead of financial stability in the long run.

### **ii] How to be mindful of spending triggers**

Knowing your spending triggers might be useful if you suspect that you occasionally fall into the emotional spender group. A scenario, person, location, or feeling that tempts you to spend money is known as a spending trigger. Knowing what will make you go for your wallet can make you more conscious when you are targeted by an advertising, whether it's that fancy-pants outfit, a brand you can't seem to stop buying, or just plain and simple boredom

### **iii] Companies basically want us to shop till we drop**

At the end of the day, a company's main objective is to convince you to choose their product over that of the opposition. They make more money as you make more purchases. In reality,

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<sup>3</sup> <https://www.meettally.com/blog/how-does-advertising-influence-your-buying-decisions>

the U.S. advertising sector was valued \$239 billion as of 2019, showing that they are certainly ready to make significant investments to achieve that aim. While there isn't really a way to avoid their relentless advertising, especially in today's technologically advanced world, being aware of your spending triggers and financial personality might help you stay one step ahead of the game. Keep an eye out for the numerous ways that advertising influences or targets you, and never forget that you are in charge of your money. If you're attempting to stop spending emotionally and regain control over your take Tally into consideration. The Tally is a You must be approved for and accept a Tally line of credit in order to profit from one. Based on your credit history, the annual percentage rate (APR), which is the same as your interest rate, will range from 7.90% to 29.99%. Based on the credit history, the APR will change as the market does. Annual costs range from 0 to 300 dollars.] and deceptive seduction. Payoff credit card debt app

## **6] LAWS AND ACT GOVERNING ADVERTISEMENT<sup>4</sup>**

Advertising in india has seen the vast transformation .From the Doordarshan and Prasar Bharti way of advertising to the modern television channel and media, however with increasing misuse ,such as promoting a prohibited medicine , promotion of alcohol ,forced the government to pass several laws to keep in check such Advertisement <sup>5</sup>. Legislation that are responsible for controlling misleading Advertisement are:-

**A. CONSUMER PROTECTION ACT 1986 AND ADVERTISING:-** Under this act , section 6 talks about the right to inform about the quality , quantity,potency,purity, etc to protect unfair trade and practice .While section 2(r) of the act define unfair trade practise which covers the gamut of false Advertisement and false allurement.

**B. CABLE TELEVISION REGULATIONS ACT 1995 CABLE TELEVISION AMENDMENT ACT ,2006:-** Under section 6 of the act, says that no person will transmit through cable service Advertisement unless Advertisement is in conformity with

<sup>4</sup> Written by Pranav Rudresh <https://blog.ipleaders.in/laws-governing-advertisement-india/last> seen on 12/12/2022

<sup>5</sup> <https://blog.forumias.com/regulation-of-advertisements-in-india/>

Advertisement code. Under rule 7 it ensures that Advertisement code should not offend the morality, decency and religious aspect of the people.

**C. RESTRICTION ON ADVERTISING UNDER THE CIGARETTE AND TOBACCO ACT,2003:-**Section 5 of this act prohibits both direct and indirect Advertisement of tobacco products in all forms of audio , visual media.

**D. ADVERTISING REGULATIONS UNDER DRUG AND MAGIC REMEDIES ACT ,1954 AND DRUGS AND COSMETIC ACT 1940:-** Under section 29 it imposes a penalty who use report of a test or analysis made by the Central Drugs Laboratory for purpose of Advertising any drugs .The punishment prescribed for such an offense is fine upto five hundred rupees and imprisonment upto 10 years.

**E. ADVERTISING RESTRICTIONS UNDER PRENATAL DIAGNOSTIC TECHNIQUES ( REGULATION AND PREVENTION OF MISUSE ) ACT 1994.YOUNG PERSON ( HARMFUL PUBLICATION ACT 1956)-** Advertising regarding prenatal determination of sex available in genetic counselling centre , laboratory is prohibited under this act. While section 3 of the young person ,imposes penalty for Advertising making harmful publications.

**F. The INDIAN PENAL CODE AND CRIMINALITY OF ADVERTISEMENT:-** Advertising related to offence, hiring of contract killer or inciting violence , terrorism is legal and punishable under Indian Penal Code.

**G. TRANSPLANTATION OF HUMAN ORGAN ACT 1994:-** Under this act it disallows any publication or Advertising of any sort of human organ and control evaluation , stockpiling and transplantation.

## 7] ADVERTISING STANDARDS COUNCIL OF INDIA BANNED ADVERTISE

**Advertising sector watch dog (ASCI)** has upheld complaints against 200 misleading Advertisement including Hindustan Unilever Ltd ,Dabur India, Uber, Hindustan Petroleum .

- **The consumer Complaint Council(CCC)** claims of Hindustan Unilever ltd (HUL) for its lever ayush soap saying based on 5000 years old Ayurveda scriptures with 15 Ayurveda herbs, besides other claims were inadequately substantiated .

- **Shahrukh khan** promotes a **fairness cream** to build trust in consumers for the brand or product . Madhuri Dixit feeding instant noodles to her kids as a healthy snack makes the customer believe on the product. When a product is endorsed by a celebrity ,it increases the products sales volume due to their influence, even when viewers are aware that jt may be no more than a marketing gimmick and that celebrity may not use the product in reality .

Though there are no stringent laws in india which make the celebrities endorsing the product for misleading Advertisement, a consumer can bring an action towards the celebrity promoting any food product under section 24 of Food Safety and Standards Act,2006.

- **Beganin Caraethes** brought an case against Australian Drink Company .He said he is a regular consumer of Red Bull for 10 years,but has not developed any wings or shown any signs of improved intellectual or physical abilities as the tagline of the product suggest “Red Bull gives you Wings”.

- In 2014 , **Cosmetic Company L’Oréal** was forced to admit that L’Oréal Paris Youth Code Skincare products were not clinically proven to boost genes and give visibly young look and so was banned from making claims about the products without scientific evidence .

- In 2013, **UK supermarket claim Tesco** was criticised for misleading Advertisement campaign in the awake of its horse meat scandal according to the telegraph. The UK Advertising Regulator (ASA) has to banned the campaign.

- One of the **sneaker** named ,New Balance has sold with claims to help the consumer to burn their calories . No Act of Advertising laws confirmed that and the shoe turned out to be an injury hazard

## 8] Conclusion:

Consumers should be informed of the things they should buy based on their own needs rather than on advertisements. Consumer awareness of the items will drive businesses to alter their advertising strategies.

Numerous laws now in place in India regulate the presentation of offensive and deceptive advertisements.

In order to implement the requirements, it is imperative that once an advertising violates public confidence, the regulators act right away. This is because the majority of advertisements are disregarded by consumers and ignored by statutory bodies. The method of advertisement is anticipated to undergo significant change as a result of the planned Broadcasting Bill, 2007. The requirement for a uniform legal framework governing advertising has increased.

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