

Effect of Advertisement and Consumers Behavior Related To the Product

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Abstract — Adults below the age of twenty four are exposed to food advertisements. Most of the food advertisements are Energy-Dense, nutrient-poor (ENDP). Since, the exposure of such advertisement is more due to technologies which are influencing young adults for the consumption of unhealthy diets. Young adults have the poorest dietary behaviors which are affecting their development stage which causes them to encounter their transformations which enable them to gain independence, responsibility and long term health related behavior. Therefore, young adults are an important group to understand what influences them to buy foods that are shown online. To comprehend the effect of food advertising on young people' buying intention, qualitative and quantitative techniques are used. Survey is carried out to study the attitude of consumers and to gain knowledge about the online and offline food advertisements which are influencing them to buy. This study attempts to provide information about the social media platform which is affecting consumers buying behavior.

Keywords: Advertisement, Business, Consumers, Obesity, Social Media, Modern Communication

I. INTRODUCTION

Advertisements skyrocketed over the twentieth century as development increased the availability of manufactured and fabricated commodities. Companies utilize advertisements to market their services and goods. Using knowledge, research, and experience to develop adequate and successful purchasing tactics based on client preferences (Kusharga Pal, et.al 2019).

Food promotion in the past has shown to own a major effect on food selections, eating patterns and usage. Childhood obesity and overweight afflict children and adolescents in the United States, and the problem is getting more frequent. Eating low-nutritional-density meals, such as ultra-processed foods, is one of the psychological risk factors for obesity (UPF). Previous study on adolescent populations has linked food marketing to overconsumption of low-nutritional-density foods. Teenagers may continue to choose and consume these kinds of meals because of focused marketing, favorable attitudes and trust toward advertising promoting low-nutrient density foods like UPFs. (Chiong R, et.al 2022)

Advertising is a mode of communication that occurs when an audience is encouraged to engage in relation to a corporate submission. Majority of food brand children's goods sold on television are also advertised online, and they frequently incorporate highly prominent online games. They have the potential to be more engaging and interesting than traditional media. Children may spread the word about a brand's website by sending an email to their friends that welcomes or invites them to visit it. This is referred to as viral marketing (Kanupriya Dang, et.al 2019).

Traditional food advertising channels include all sorts of television, billboards, radios, & printed (books and magazines). In the electronic age, however, ads occur through digital networking sites including Twitter, Facebook. Online networking promotion is described as "golden use of via media platforms technology, networks, as well as technology develop, interact, distribute, but then trade valuable products". Social media is also employed in social marketing, which uses promotional strategies to change a person's attitudes. The food and health sectors employ social media as part of their marketing strategy to extend the reach of their brands and content. The majority of young Australians, those between the ages of 18 and 29, are the most habitual social media users. (Annika Molenaar, 2021).

Instagram and WhatsApp are two social media platforms which are used as advertising tools is expanding. Over the years, it has been clear that the world of advertisements has taken on a new dimension in which items, goods, and services are marketed, advertised, and purchased on online social media platforms. (Usman Bello Balarabe, et.al.2020).

Advertisement is a form of interaction that gives consumers knowledge and encourages them to decide to purchase a particular item or service. It is regarded as a crucial and indispensable component for the expansion of organizations' and entrepreneurs' economies. Typically branding becomes a kind of awareness or promotion that is paid for by a funder and spreads through a variety of traditional channels including televisions, newspapers, talk stations, publications, mails, display ads, or contemporary communications including weblog, webpages, and messaging services. (Tashrifa Haider, et.al 2017).

Through advertising, modern communications have an effect that is felt globally. Although an advertisement in the mainstream press has an effect on audiences, cable news has the broadest viewership and is the most effective kind of advertisement. Advertisement has the power to affect a person's attitude, conduct, and, in the long run, lifestyle and national culture. In order to compete in a consumer market where advertising dominates, a business might strengthen the brand of their product by spending in promotional activities (B.A.CHUKWU, e.t al. 2019)

In order to be efficient and impact human nature, the advertising has to complete that procedure in receiving and processing. This implies that the spectator must experience it visually in order to grasp and comprehend it. Because of this, marketers make advantage of emotional cues and psychology quirks in their commercials. (Kristina Predanocytova et al 2018,)

Advertising is one of the most important external cues, which reinforces the consumer. Consumers have some needs and wants when they are not satisfied, it leads to a drive. The main advertising task is to get attention, to hold the

interest, to arise the desire and to obtain the action of the consumer (Reetika Madaan, et al 2015.,).

II. MAIN BODY

Farisa Gazal did a research in 2016 to establish and comprehend the notion of an advertisement's significance in the customer's minds. A study method relies on cross-sectional gathered data via questionnaire acquired by field study with the aid of survey. They employed mixed primary and secondary data in their investigation. Additional information was gathered through scientific articles, textbooks, publications, the websites, and magazines, among several other sources. The main objectives of this study was

- 1) It builds & comprehends a notion about an advertisement's significance there in the minds of customers.
- 2) What more advertising may impact a customer's thoughts that motivate her/his purchasing choice regarding FMCGs?
- 3) Identify and describe the elements that influence customer preferences and decisions

Out of the findings mentioned that this has been observed every individual uses FMCGs regularly, as buyers were aware of both the marketing events in electronic and print media, among other things. Advertising has an impact on people, and they are all accustomed to using these products. The outcomes concur with Abideen as well and according to, need advertisements. who demonstrated that this type of activity has been observed simultaneously with individuals of various age levels, including those in old age, middle - aged, adolescent maturity level, and even those in the school age, claimed that the internet has an impact on the consumer's mind and buying habits. noted the findings and commented that the prevalence on advertising spreads knowledge regarding costs, features, durability, components, as well as a variety of other topics. Due to which, buyers frequently gravitate favor affordable goods. Additionally, they have discovered that now the particular kind of commercials encourages people to buy the items as quickly as feasible by influencing their purchasing habits (Dr. Abdul Ghafoor Awan et al.2016),.

Another study was carried out online by Annika Molenaar and Weiyee Saw online on young adult's attitude towards food advertisement in Australia. The objectives of this study were how young adult's perspectives onto it and encounters using meals advertisement, far more on digital networking. It was explored by qualitative analysis where the selected sample size taken was 166. The population age taken was between 18 to 24. It was an online conversation for four weeks. The use of media platforms and empirical theme research on various health-related topics analyzes actual web language answers by both boards, copied exactly. It had been concluded that Respondents agreed they were always around poor quality eating. Advertisement which affected its capacity to realize wholesome diet behavior as well as produced feeling terrible sorrow. After the evaluation it highlighted the necessity of advertising which promotes healthier diet as well as a flavor and taste that makes it accessible and economical to consume well (Annika Molenaar, et.al. 2021).

Jihane Tabie in 2021, the influence of marketing on customer behavior, and some of the most potent and successful ways to advertise. channel potentially affecting its buyer's actions. In this technical section, they opted to use a survey that asks a set of inquiries about the advertisement. for this Mcd's seems to be a case subject. This survey was distributed to several participants including their household people, their colleagues of different nations and others who use diverse online networking platforms. And a total number among the responses obtained was fifty three. The answers were derived by a survey with its findings from this sampling of thirty persons having different generations, they may subtract several tactics which McDonald's has selected. Besides they understand its goods range, and McDonald's. The food is extremely varied. Every Mcd's restaurant around the world, we can find pretty much similar meals and maybe some are different due to religion and culture. For instance, here in Europe we can find some burgers made of bacon, which does not exist in Muslim countries. In addition, we can find meals for vegans as well as dishes marketed called "Good Food" for kids. In addition to meals, Mcd's offers coffee, frozen creams, doughnuts, smoothies, as well as various desert (Jihane Tabie, et.al. 2021)

Kushagra Pal did another study titled "Effect of Advertisement on Consumer Behavior," in which a questionnaire was utilized to conduct a survey among 100 customers (65 males and 35 females) on Google Forms. These surveys were distributed to numerous customers by email, WhatsApp, Facebook, and so on, and their responses were recorded. Google forms were also used to create graphical presentations. They discovered that 87% of customers feel that advertisements give information about goods and services, and that 1% of consumers hunt for discounts and bargains when advertisements are shown. 77% looked for pricing information. 60% of customers thought that advertisements induce them to make needless purchases, which might be attributed to the increased exposure effect. Nowadays, mobile advertising is the most popular kind of advertising. (Kushagra Pal, Tushar Pal Et.al.)

Yasare Aktas Arnas investigated the influence of food advertisements on children's food shopping requests. The content of television advertising was analyzed using the first phase for their research. An assessment tool (verification box) was created during the second stage of the study to analyze children's t.v viewing plus dietary intake purchase demands made during surfing at a grocery store. This had administered beyond 33,47 moms with children aged 3 to 8 years. When the study's findings were evaluated, it discovered the moment allocated to preschool kids programming which is around one twenty one minutes, and the time spent on ads during this period was approximately 35 minutes. A total of three forty four of the seven seventy five commercials seen was connected to meals (Yasare Aktas 2006 et al.,)

Additionally, this is discovered in the majority of the meal commercials focused on dairy, chip, & yogurt related items including buttermilk, butter, or morning grain products. The findings as well showed about 90 percent of kids ate or ingested stuff and watched TV, similarly that foods people ate the more of included snacks, carbonated beverages, and fruit. And cheesecake, crackers, nuts, etc sweets and desserts.

The findings similarly showed that 8.9% of kids argued with the relatives to buy a certain product, and that of its mom and dad kids urged everyone and its family to buy a things those that were telecasting commercials. It was discovered that kids tended to ask for more sweetened foods and beverages, including sweets, ice cream, biscuits, cakes, and soft drinks (Yasare Aktas Arnas 2006 et.al.).

Usman Bello Balarabe performed a survey in 2020 on the use of social media platforms like WhatsApp and Instagram as a tool for advertising. It demonstrated the user-viral nature of social media, which allows each individual who sees your message to spread the word further within his own network. As a result, information may quickly reach a vast number of people. In order to learn more about the characteristics of the respondents and their utilization of WhatsApp and Instagram as advertising platforms, a survey research approach was employed in this study. 400 Kano metropolitan inhabitants were chosen at random as the sample size for the questionnaire. However, just 392 copies—representing a 98% response rate—were returned as such, a total no. of 392 questionnaires will be used for this analysis. Out of which 70 copies were not fully answered. (Usman Bello Balarabe, et.al. 2020).

III. CONCLUSION

In order to investigate how consumer behavior is influenced, this study examined how significant advertisements are to consumers. This proved that all people are impacted by advertisements. It was shown that participants were often exposed to the promotion of unhealthy foods, which highlights the need to promote a healthy diet. Mobile advertising is currently the most popular sort of advertising tool. Kids are especially susceptible to these advertising effect, as seen by the fact that they frequently want sweeter foods and beverages, such as candy, ice cream, cookies, cakes, and soft drinks.

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