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Role of Advertising in Consumer Purchase Decision in Coimbatore City

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Abstract
This study examines the role of advertising in consumer purchase decision. Data was collected from 30-50 response in Coimbatore city using Questionnaires. Thus, study explain how advertisement influences consumer awareness and buying behaviour.

Keywords: Advertisement, Consumer Behaviour, Purchase Decision, Brand Awareness, Social Media Advertising.

1 Introduction

1.1 Introduction

Advertising is an important tool used by businesses to communicate information about their products and services to consumers. It helps create awareness, provide information and attract customers. Advertisements are presented through different media such as television, newspapers, social media, websites and mobile applications. Mainly children's are attracted more now a days.

Consumer purchase decisions refer to the process through which consumers identify their needs, compare available products and finally decide what to buy. Now as by the growth of technology the advertisement are applied after knowing our needs. Advertising can influence this process by providing information about products, prices, features, quality and offers.

In today's competitive market, businesses use advertising to attract consumers and build brand awareness. Therefore, studying the role of advertising in consumer purchase decisions helps to understand how advertisements affect consumers' buying behaviour.

1.2 Evolution of Advertising

Advertising has developed significantly over time.

Traditional Advertising

Earlier advertising primarily depended on:

- Newspapers
- Magazines
- Posters
- Billboards
- Radio
- Television
- Direct mail
- These media allowed businesses to communicate with large groups of consumers.
- **Digital Advertising**
- The development of the internet introduced:
- Search engine advertising
- Website advertising
- Social media advertising
- Email advertising
- Mobile advertising
- Video advertising
- Display advertise **Social Media and Influencer Advertising**
- Social media has created new forms of advertising involving:
- Influencers
- Content creators
- Sponsored post
- Short-form videos
- Product reviews
- User-generated content

As a result, consumers now interact with advertising in a more immediate and interactive manner.

1.3 Need for the Study

The study is useful for understanding how advertising affects consumer buying decisions. It helps identify the factors in advertisements that

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attract consumers and influence their product choices.

The study also provides useful information for businesses to understand consumer responses to different advertising methods. In today's competitive market, the advertisement plays important role for marketing.

1.4 Objectives of the Study

1. To study the role of advertising in consumer purchase decisions.
2. To understand the factors that influence consumers through advertising.
3. To identify the impact of different advertising media on consumers.
4. To study the awareness created by advertisements among consumers.
5. To attract the consumer source are available for 24/7 through digital platform.

1.5 Scope of the Study

The study focuses on the role of advertising in influencing consumer purchase decisions. It covers different forms of advertising such as television, newspapers, social media and online advertising. The study also considers consumer Awareness, interest and buying behaviour towards advertised products. The study is limited to consumer/student in the Coimbatore city. Use of social media would make work easy.

1.6 Limitations of the Study

1. The study is limited to the selected respondents.
2. The taste and prefer is different for every individuals, according to individual the preference will change.
3. The study is based mainly on the information provided by respondents.
4. The time and resource limitations may affect the scope of the study.

2. Review of Literature

2.1 Review of the Study

The study reviews the role of Advertising in attracting the consumer purchase decision. Previous studies show that advertising can influence consumer awareness, interest and purchase behaviour. Factors such as attractive content, social media advertisements, brand image, offers and celebrity influence may affect consumers' choices. Social became an important because add through is not attracting it also make the consumer to purchase though it gives details plus review of product. The review shows that advertising change the attitude and make to buy. The media has the review helps to understand how different forms of advertising influence consumers and their purchase decisions

Verma (2009) – studies advertising influence on buying decision.

Sandhe(2016)– Studied advertising and buying behaviour

2.2 Research Gap

The role of advertisement is although summers several studies of consumer decision, current purchase decision of consumers is going towards other source not through digital platform and social media advertising. This study attempts to address this gap.

3. METHODOLOGY

Methodology refers to the systematic process and methods used to conduct a research study. It explains how the research is carried out, including the collection of data, selection of respondents, sample size, research design, and tools used for analysing the data. It helps the researcher to collect relevant information and arrive at meaningful findings and conclusions.

3.1 Research Design

The study follows a descriptive research design to understand the role of advertising in consumer purchase decisions in the Coimbatore area.

3.2 Source of Data

Primary data

Primary data is collected through a questionnaire survey and interview.

Secondary data

Secondary data is collected from books, journals, articles, websites and existing studies have exploited by Ai tools in education Google search, ChatGPT etc.

3.3 Sample Size

The study covers 30-50 respondents from the Coimbatore area.

3.4 Statistical Tools

The following statistical tools can be used depending on the final questionnaire and data structure.

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Percentage Analysis
Used to understand demographic characteristics and response distributions.

Mean and Standard Deviation
Used to understand the average response and variation.

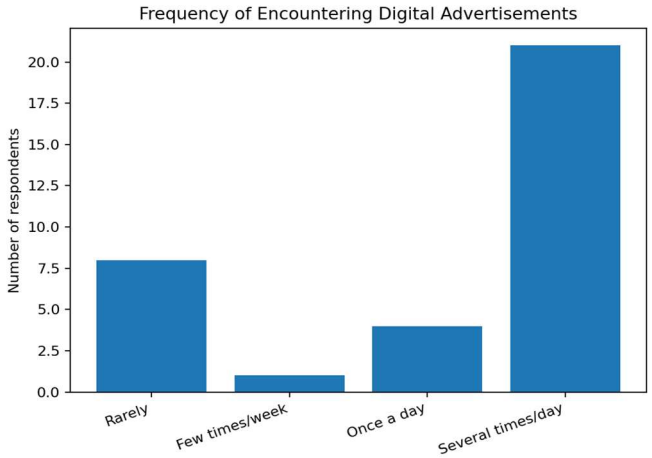
Correlation
Measure the relationship between two variables.

Regression
Used to value of one variables on another variables.

4. DATA ANALYSIS AND INTERPRETATION

Actual Google Forms responses used: 34 respondents. Paired responses used for Tools 2–4: 34.
The report below presents four tools with result, graph and simple interpretation.

Tool 1: Frequency and Percentage Analysis
Formula: Percentage = (Frequency ÷ Total valid responses) × 100.
The graph shows how frequently respondents encounter advertisements while using digital media

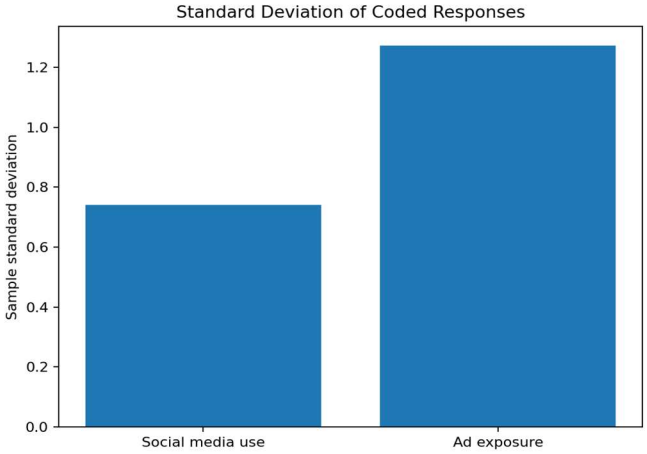


Response	Frequency	Percentage
Rarely	8	23.5%
Few times/week	1	2.9%
Once a day	4	11.8%
Several times/day	21	61.8%

Interpretation: The most common response was "Several times/day", selected by 21 respondents (61.8%).

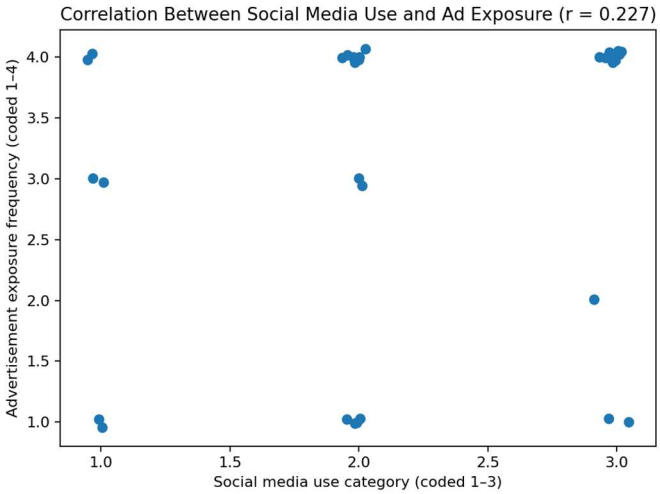
Tool 2: Standard Deviation
Formula: Sample SD = $\sqrt{[\Sigma(x - \bar{x})^2 \div (n - 1)]}$.

Variable	Valid responses	Mean	Sample SD
Social media use (coded)	34	2.235	0.741
Advertisement exposure (coded)	34	3.118	1.274



Interpretation: The SD for social media use is 0.741; the SD for advertisement exposure is 1.274. Advertisement exposure responses show more spread in their coded categories.

Tool 3: Correlation Analysis
Correlation coefficient (r) measures the direction and strength of association between two variables.
Result: r = 0.227.



Interpretation: The correlation is weak and positive. In this sample, higher social-media-use categories tend to be associated with somewhat higher advertisement-exposure categories. This does not prove cause and effect.
Tool 4: Regression Analysis
Regression equation: $\hat{Y} = a + bX$.

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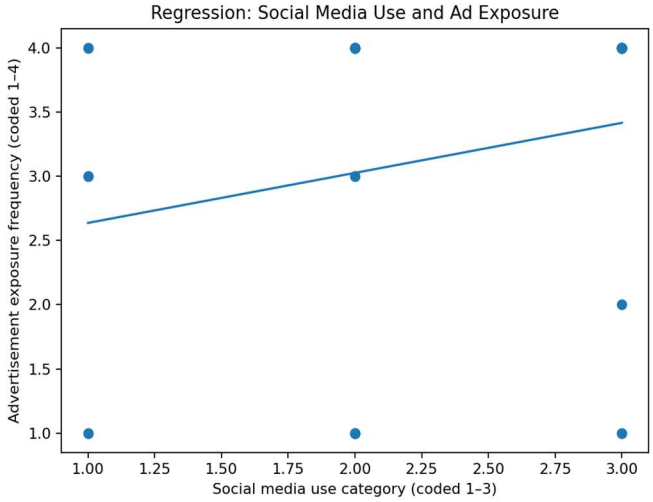
Estimated equation: $\hat{Y} = 2.247 + (0.390 \times X)$.
$R^2 = 0.051$ (5.1%).



Interpretation: A one-category increase in social-media use is associated with a predicted 0.390-category increase in advertisement exposure. The model accounts for about 5.1% of the variation in coded ad exposure in this sample. Because these are ordered categories, interpret cautiously.

5. Findings and suggestion

5.1 Findings

The study finds that advertisement influences consumer purchase decision by creating awareness, attracting customer and helping them choose product.

5.2 suggestion

Companies should provide clean and truthful advertisement, offer attractive discounts, and use social media effectively to attract consumer and increase sales.

6. CONCLUSION

Advertising plays an important role in modern marketing communication. It provides consumers with information about products and brands and can contribute to awareness, interest, brand perceptions and purchase intentions.

The development of digital media has expanded the role of advertising beyond traditional communication channels. Consumers can now encounter advertisements through social media, search engines, websites, mobile applications, online videos and influencer content.

However, consumer purchase decisions are complex and cannot be attributed to advertising alone. Consumers may also consider product quality, price, brand reputation, and reviews.

For businesses, understanding consumer reactions to advertising can support more effective marketing communication. For consumers, awareness of advertising techniques can encourage more informed evaluation of promotional messages.

Overall, the study provides an academic framework for examining the relationship between advertising and consumer purchase decisions and creates opportunities for further research in digital advertising, social media marketing, influencer marketing and consumer behaviour.

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