

## **Effects of Commercials on Purchase Behavior**

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### **Abstract**

In today's markets, advertising has a major impact on customer purchasing habits. It reminds people about products and services, informs them, and persuades them. Online marketing, social media, and digital media have all contributed to a more engaging and tailored advertising experience for consumers. Promotional communications influence consumers' tastes, opinions, and purchases all the time. consumer purchasing behavior as a result of advertising by studying the effects of various advertising strategies on brand recognition, interest, and purchase intent. the appealing graphics, catchy slogans, emotive appeals, and celebrity endorsements that make up advertising's psychological and emotional components. Additionally, it delves at how digital ads, social media influencers, and targeted marketing contribute to demand generation. Effective advertising, according to the study, does more than just boost product sales; it also strengthens consumer satisfaction and loyalty to the brand. Nevertheless, consumers' trust and decision-making can be negatively impacted by deceptive ads and overly promotional tactics.

**Keywords** Advertising, Consumer Behaviour, Digital Marketing, Brand Loyalty, Buying Decision

### **Introduction**

Ads play a key role in today's marketing and commercial strategies. Companies in today's cutthroat business climate rely on advertising to spread the word about their wares, draw in consumers, and build recognition of their brands. Commercials reach consumers through several digital mediums, including television, newspapers, radio, social media, websites, and mobile applications. Ads like these have an effect on people's opinions, tastes, and ultimately, their spending habits. Consequently, ads have a significant impact on how people shop in brick-and-mortar stores and on the internet. The term "consumer buying behaviour" describes how people find, research, choose, utilize, and assess goods and services to meet their requirements and desires. Consumer choices are impacted by a myriad of elements, including personal, social, psychological, and cultural effects. Because it strikes a chord with people on an emotional and rational level, advertising is one of the most effective forms of marketing communication. Many marketing strategies aim to persuade customers to buy a certain product or brand by appealing to their emotions, providing discounts, showcasing attractive images, or using celebrity endorsements. The advertising industry has been greatly impacted by the exponential rise of digital technologies and social media. Nowadays, businesses are getting better results from their advertising campaigns by using individualized and targeted approaches. Businesses may reach customers on a personal level and sway their purchasing decisions with interactive content and influencer marketing on platforms like Instagram, YouTube, Facebook, and e-commerce websites. Another perk of digital ads is that they let

companies learn what customers want so they can tailor their recommendations to them. Businesses benefit from advertising because it boosts sales and profits, and consumers benefit because it informs them about products' features, quality, price, and availability. On the other hand, consumers' faith in brands could take a hit if ads are overly exaggerated or misleading. Thus, in order to keep honesty and long-term connections with customers, ethical advertising tactics are key.

### **Why Advertising Is Crucial in Today's Markets**

The expansion and improvement of contemporary marketplaces are greatly influenced by advertisements. It connects businesses with buyers by detailing offerings, costs, and characteristics of various brands. Advertising helps businesses in today's cutthroat business climate draw in more clients, boost sales, and establish a solid foothold in the market. Additionally, it raises customer consciousness regarding the existence of new products and technological advancements in the market.

Changing people's purchasing habits is one of advertising's primary goals. Advertising campaigns aim to persuade customers to choose one brand over another by using appealing copy, images, and slogans. In the end, product demand and customer loyalty are both boosted by ads that successfully pique consumers' attention and earn their confidence. Additionally, it aids companies in setting their products apart from rivals in competitive marketplaces.

Because people now spend so much time on their phones, tablets, and computers, advertising has taken on a greater significance in the modern digital age. When compared to more conventional forms of advertising, digital advertising allows businesses to swiftly and cheaply reach a huge audience. Advertising that is both effective and engaging for customers can be further enhanced by using personalized ads that are based on their interests and online behavior. Production, employment, and market rivalry are all boosted by modern advertising, which in turn helps the economy thrive. By promoting products and services, it helps fund media companies like TV, newspapers, radio, and online platforms. In addition, ads enlighten buyers on a product's benefits, risks, and proper use, which ultimately leads to better purchases.

Advertising, though, needs to be honest and upstanding. Ads that are overly dramatic or misleading might damage credibility and throw off buyers. Hence, in order to keep the ties between businesses and consumers strong, responsible advertising is crucial.

### **Types of Advertising Media**

When companies want to get their promotional messages out to consumers, they use what are known as advertising media. Organizations can influence customer buying behavior and reach specific target audiences through many forms of advertising media. To sell their wares, businesses in today's markets utilize a mix of traditional and digital media.

#### **1. Print Media Advertising**

Print media is one of the oldest forms of advertising and includes newspapers, magazines, brochures, pamphlets, and posters. Businesses use print advertisements to provide detailed information about products, discounts, and services. Newspapers are useful for reaching local audiences, while magazines target specific groups based on interests such as fashion, business, health, or sports.

## **2. Television Advertising**

Television advertising is a powerful audio-visual medium that reaches a large audience. It combines sound, visuals, and motion to create an emotional impact on consumers. Companies use television commercials to increase brand awareness, demonstrate product usage, and influence purchasing decisions. Despite the rise of digital media, television remains an important advertising platform.

## **3. Radio Advertising**

Radio advertising is commonly used to reach consumers through audio messages. It is cost-effective and suitable for local and regional marketing. Businesses use catchy slogans, jingles, and voice promotions to attract listeners. Radio advertising is particularly effective for promoting retail stores, events, and community services.

## **4. Outdoor Advertising**

Outdoor advertising includes billboards, banners, posters, hoardings, transit advertisements, and digital display boards placed in public locations. This type of advertising targets people traveling on roads, public transport, and crowded urban areas. Outdoor advertisements are designed to attract attention quickly through creative visuals and short messages.

## **5. Digital and Online Advertising**

Digital advertising has become one of the most important forms of advertising in the modern era. It includes advertisements on websites, search engines, mobile applications, social media platforms, and online shopping sites. Businesses use targeted advertising techniques to reach consumers based on their interests, online activities, and preferences. Digital advertising is interactive, cost-effective, and measurable.

## **6. Social Media Advertising**

Social media platforms such as Instagram, Facebook, YouTube, and X have transformed modern advertising. Companies use sponsored posts, influencer marketing, video content, and interactive campaigns to engage consumers directly. Social media advertising helps businesses build strong relationships with customers and increase brand visibility.

## **7. Direct Marketing**

Direct marketing involves communicating directly with consumers through emails, text messages, telemarketing, and catalogues. It allows businesses to provide personalized offers and product information to selected customers. This form of advertising helps companies maintain customer relationships and encourage repeat purchases.

## **8. Celebrity and Influencer Advertising**

Businesses often use celebrities and social media influencers to promote products and services. Celebrity endorsements increase brand credibility and attract consumer attention. Influencer marketing is especially effective among younger consumers who follow online personalities and trust their recommendations.

## **9. Cinema Advertising**

Cinema advertising includes promotional videos shown before movies in theatres. It targets audiences in an entertainment environment where viewers are more attentive. Companies use cinema advertisements for launching products, promoting brands, and creating strong visual impressions.

## **10. Mobile Advertising**

Mobile advertising involves promotional messages delivered through smartphones and tablets. It includes app advertisements, SMS marketing, mobile games, and location-based advertisements. As smartphone usage continues to grow, mobile advertising has become an effective way to reach consumers instantly.

different types of advertising media help businesses communicate with consumers in various ways. The selection of advertising media depends on factors such as target audience, budget, product type, and marketing objectives. Combining traditional and digital advertising methods often produces better results in modern competitive markets.

## **Conclusion**

It is now well acknowledged that advertising is an indispensable component of contemporary company and marketing endeavors. The creation of awareness, the provision of product information, and the encouragement of purchasing decisions are ways in which it plays a vital role in influencing the purchasing behavior of consumers. Businesses have the ability to effectively interact with customers and establish strong brand awareness by utilizing a variety of advertising media, including television, print, radio, social media, and digital platforms. The research indicates that advertising not only has an impact on the tastes and attitudes of consumers, but it also has a role in the growth of sales, the loyalty of customers, and the level of competition in the market. The link between businesses and customers has been further enhanced by the implementation of contemporary advertising strategies such as influencer marketing, personalized digital commercials, and emotional branding. When it comes to making purchasing decisions, consumers are frequently swayed by persuasive words, special offers, celebrity endorsements, and visually appealing advertisements. There is a significant need for advertising that is both truthful and ethical in order to preserve the trust of consumers and safeguard their interests. Misleading commercials have the potential to cause confusion and have a negative impact on the confidence that consumers have in brands. As a result, companies ought to place their attention on responsible advertising techniques that offer consumers true value and information that is reliable. Even in highly competitive marketplaces, advertising continues to be an effective instrument for influencing the behavior of consumers and fostering the expansion of businesses. As technology and digital communication continue to grow, advertising will continue to develop and play an increasingly important part in shaping the preferences of consumers and the patterns that will emerge in the market in the future.

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