

A Study of Advertising on People's Willingness to Buy

Pengxu Zhu *

Department of CCIT, University of Toronto Mississauga, Mississauga, L5L1C6, Canada

* Corresponding Author Email: pengxu.zhu@mail.utoronto.ca

Abstract. In modern society, advertising plays an important role. This study examines the multifaceted effects of advertising on consumer buying behavior, focusing on how different advertising strategies influence people's willingness to buy. By combining a literature review, consumer surveys, and an analysis of advertising campaigns across a variety of media, the study examines key aspects of advertising, including emotional appeal, message content, and credibility. The study also delves into the role of digital media in enhancing the impact and effectiveness of advertising, particularly in the context of personalized and targeted advertising. The key findings suggest that emotional engagement, brand trust, and perceived value of advertisements play an important role in influencing consumers' willingness to buy. The study also suggests that while digital and targeted advertising is highly effective in influencing the younger demographic, traditional advertising media such as television and print continue to have a significant impact on the older demographic.

Keywords: Digital advertising, personalization, Advertising Value, Brand Trust.

1. Introduction

Advertising plays a big role in modern society. It can inform and persuade potential customers about products and services and also influence consumer choices, advertising has the ability to shape consumer preferences and set trends. It can make certain products seem desirable and thus influence the way people spend their money. If used correctly, advertising can have many positive effects on society and the economy. What the author would like to introduce is how advertising affects people's willingness to buy. Why do people become attracted to the product after watching an advertisement?

2. Types of Advertisements

There are many types of advertisements, and each type of advertisement has its own target group and audience. For example, digital advertising is a fast-growing industry and includes various forms such as banner ads, and search engine ads. Social media advertising is a subset of digital advertising and is a popular type of advertising in the modern world that uses social media platforms to promote products, services, or brands such as Facebook, TikTok, and Instagram platforms where ads can be customized to target specific audiences based on a wide range of demographics [1]. The advantage of this type of advertising is the ability to target specific audiences based on demographics, interests, behaviors, etc. Advertisers can use a mix of content types such as text, images, videos, and interactive elements to keep the audience engaged and convey the message effectively. Effective social media advertising requires in-depth knowledge of the chosen platform and target audience. There's also Product Placement, which is a way to unobtrusively market a product to them through a movie, TV show or online video [2]. Utilizing the context and emotional connection of the content, the product is marketed in a less direct way than traditional advertising, and unlike traditional advertising, there are fewer distractions while still capturing the viewer's attention. By placing products within popular content, brands can increase their visibility and awareness, but the cost of implanted advertising can vary greatly, depending on the popularity of the medium and the nature of the implant. Implanted advertising is a strategic approach that, when done well, can increase brand awareness and affinity without the overt nature of traditional advertising. Traditional advertising, such as print ads in newspapers and magazines, remains an essential channel for reaching audiences, especially for specific demographics or interest groups. Such advertisements have unique characteristics and

advantages that favor particular marketing strategies. Advertisers can choose publications that best suit their target demographic, thereby increasing the relevance and effectiveness of their advertisements. Print media is often seen as a reliable source of information that can provide credibility to the publicity it contains, and as tangible objects, newspapers and magazines offer a tactile experience. Some consumers prefer paper media to digital content, and readers of newspapers and magazines are typically more engaged and may spend more time viewing advertisements than online. Brochures and flyers are a cost-effective and versatile form of print advertising that can effectively attract specific target audiences, especially at the local level. These materials can be distributed directly and provide a practical way for businesses to communicate with their audiences. Their success depends on quality design, a clear message, and a strategic distribution plan. When used effectively, they can significantly enhance marketing efforts and create a tangible connection between a business and its potential customers [3]. Not all advertisements are suitable for everyone; for example, the impact of alcohol advertisements on young people's drinking behavior is a serious concern, and there is a correlation between young people's exposure to alcohol advertisements or promotions and subsequent alcohol consumption. Young people who have viewed alcohol advertisements are more likely to drink alcohol [4].

3. Reasons Advertisements Make People Want to Buy

Social media advertising is used to significantly influence consumer behavior and attitudes in a variety of ways, including targeting and personalization. Targeted, personalized ads ensure that consumers see ads that are more relevant to their interests, needs, and preferences [5]. This increased relevance can make ads more engaging and effective, as the product or service feels more directly applicable to the consumer's life. In the case of cell phones, for example, when consumers view and engage with smartphone ads, they should be provided with valuable information that meets their needs. Consumers like to focus on the details of the product or service being advertised. Advertisers should develop smartphone advertisements that are easy to capture consumers' attention. Consumers find smartphone advertisements credible, enjoyable, and a good informational reference for purchasing products. However, they may also perceive smartphone advertisements as unwelcome, intrusive, and annoying, and therefore develop negative feelings toward the advertised brand [6].

3.1. Evoke Emotional Responses

These advertisements may evoke emotional responses such as happiness, nostalgia, or even fear through will through emotional connections. These emotions can create a psychological connection to the product and influence buying behavior. Many ads tell stories that resonate with viewers' experiences, desires, or dreams. By creating narratives that viewers can relate to, brands can establish an emotional connection. Once a consumer feels emotional resonance then there is a high likelihood that they will buy the product. For example, a car advertisement may show a family enjoying a scenic drive, and the person watching the advertisement feels happy, so there is a high likelihood that they will consume the product. Personalization and targeting rely on data analytics, which can provide valuable insights into consumer behavior, and personalized ads use big data to analyze what people normally like to browse, which in turn can be used to make product recommendations to us. This also recommends products that people are interested in or that they need or lack, which greatly increases the likelihood that people will buy them. Moreover, this type of advertising can significantly reduce expenditure, targeting specific market segments, and enterprises can reduce the waste of information dissemination to a wide range of uninterested audiences. However, there are drawbacks to personalized advertising; consumers' privacy may be violated. Over-personalization can sometimes feel intrusive and lead to negative perceptions of the brand [7].

3.2. Advertising Value: More Important

The statement that "ad value is more important than attitude toward the ad for purchase intention" highlights a key aspect of advertising effectiveness. The value of an advertisement is the perceived usefulness or benefit that the consumer derives from the advertisement. Ad value can be informational. When an ad is perceived as valuable, it can increase consumers' knowledge or appreciation of the product and thus influence their purchase intention. The attitude of an advertisement is the consumer's overall evaluation or feeling about the advertisement itself. This attitude may be influenced by a variety of factors, such as the creativity of the advertisement, its relevance, the credibility of the information provided, and the emotional response it evokes. A positive attitude towards an advertisement can lead to a more favorable view of the brand and its products. If an advertisement provides valuable information or fulfills an emotional need, it can directly influence consumers' perceptions of the benefits of the product [8]. A positive attitude towards an advertisement can enhance brand image and promote positive associations, but this may not always translate directly into purchase intention. Attitudes towards advertising are more about consumer engagement and feelings towards the advertisement, which can influence purchase intentions, but often more indirectly. Advertising values may be considered more important in driving immediate purchase intent, but attitudes toward advertising play an important role in brand building and long-term customer loyalty. The results of the study suggest that advertising values have a greater impact on purchase intention than attitudinal advertising, then advertising stimuli are a strong negative moderator that significantly reduces overall advertising.

3.3. Impact of Brand Use

Impact of brand use on existing memories and responses to advertisements. Brand use can significantly influence consumers' recall and response to advertisements based on their experience and association with the brand, and frequent use of a brand can enhance memory associations. Consumers who frequently use a brand are more likely to recall it quickly and positively when they see the ad in question, and continued use strengthens the brand's image and perception in consumers' minds. Positive experiences with a brand lead to emotional attachment, which fosters brand loyalty. This emotional bond can make consumers more receptive to a brand's advertising because they already have a positive attitude toward it. Advertisements from trusted brands are often perceived as more credible and persuasive. Implications for advertising effectiveness may be enhanced persuasiveness, where advertising can be more persuasive for loyal customers because it resonates with their positive experiences, and resistance to competing advertisements, where those with a strong attachment to a brand may show resistance to competitors' advertisements because their existing brand preferences dominate their decision-making process. Brand use shapes existing memories and is influenced by existing memories that affect how consumers process and react to advertising [9]. The depth and nature of the consumer's experience with a brand play a critical role in determining the effectiveness of advertising efforts, underscoring the importance of a consistently positive consumer experience and strong brand relationship management.

3.4. Advertising Creating Urgency

Firstly, there are many advertisements that create a sense of urgency, which can motivate people to make faster buying decisions. This strategy is effective because it has a psychological impact on the consumer decision-making process. Secondly, understanding the target audience is vital as some consumers may react negatively to high-pressure tactics, then techniques to create a sense of urgency such as limited-time offers, where the advert usually highlights a limited-time offer, prompting the consumer to act quickly so that they don't miss out on the opportunity. Or creating scarcity, which involves suggesting that the product is in limited supply. Phrases such as "while stocks last" or "limited edition" can create fear of missing out among consumers. The psychological impact on consumers, some of whom are afraid of missing out, is that urgency triggers the fear of missing out on a good deal, forcing consumers to make a quick decision to avoid regret. Also, decision

acceleration, the urgency generated by these tactics can reduce the time consumers spend considering a purchase, thus speeding up the decision. It also increases perceived value; products or offers that are perceived to be scarce or time-sensitive are often perceived to be more valuable, which enhances the desire to acquire them. However, for businesses, urgency-driven advertising can lead to higher conversion rates and increased sales in the short term, and overuse of urgency can lead to consumer skepticism and fatigue, which can potentially harm long-term customer retention. Urgency tactics can negatively impact brand perception, and it's critical for marketers to balance urgency and authenticity. Offers should be authentic, and scarcity claims must also be authentic to maintain consumer trust. Creating a sense of urgency in advertising can be effective in driving immediate sales, but it needs to be executed carefully to avoid negative consumer reactions and maintain brand integrity over time.

3.5. Advertising Disadvantages

However, there are some companies that use false information advertising to exaggerate the value of their products. The act of engaging in deceptive, exaggerated, or outright false advertising to mislead consumers. When false advertising is used to exaggerate a product's functions, features, or benefits, it misleads consumers. False advertising that exaggerates the quality of a product is not only unethical but can also lead to legal consequences and significant damage to a brand's reputation. It is vital for companies to conduct truthful, transparent, and ethical advertising to build and maintain consumer trust [10].

4. Conclusion

Advertising campaigns can influence people's desire to buy a product or service through psychological and marketing strategies such as building brand image and trust and associating the product with a lifestyle or status. Advertising influences consumer perceptions, and emotions by combining message content with psychological techniques. Advertising campaigns can have a profound effect on people's willingness to buy a product or service. These effects are achieved through a variety of strategies and psychological principles. Advertising plays a vital role in raising awareness by informing consumers about a product or service, its features, benefits, and availability. This knowledge can significantly influence purchasing decisions, especially for new or improved products. Advertisements often make use of social evidence, such as customer testimonials or celebrity endorsements, which can influence consumers' willingness to buy by exploiting the human tendency to follow the behavior of others. In short, advertising campaigns are powerful tools for influencing consumer behavior. They work by not only providing information but also by appealing to emotions, building trust, creating perceived needs, and utilizing social influence. The effectiveness of advertising in increasing willingness to buy depends on the extent to which it resonates with the target audience, matches their values and needs, and stands out in a crowded marketplace. Advertising stimulates people in many ways, and it is the desire to buy that gradually builds.

References

- [1] Yuan, L; Xia, H; Ye, Q. The effect of advertising strategies on a short video platform: evidence from TikTok. *Industrial management + data systems*. 2022, Vol.122 (8), p.1956-1974
- [2] Hamouda, M. Understanding social media advertising effect on consumers' responses: An empirical investigation of tourism advertising on Facebook. *Journal of enterprise information management*. 2018, Vol.31 (3), p.426-445
- [3] Olsen, G. D., Pracejus, J. W., & O'Guinn, T. C. Print advertising: White space. *Journal of Business Research*, 2012, 65(6), 855–860.
- [4] Smith, L A; Foxcroft, D R. The effect of alcohol advertising, marketing and portrayal on drinking behaviour in young people: systematic review of prospective cohort studies. *BMC public health*. 2009, Vol. 9 (1), p.51-51

- [5] Xuan, C; 1981- author. The effects of social media advertising in China: theory, practices and implications. London; New York, New York: Routledge. 2023.
- [6] Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 2019, 94, 378–387.
- [7] Kim, N Y. The Effect of Advertising Content Control On Advertising Effectiveness In The Different Forced. *Journal of promotion management*. 2018, Vol.24 (6), p.845-862
- [8] Sharma, A; Dwivedi, R; Mariani, M M.; Islam, T. Investigating the effect of advertising irritation on digital advertising effectiveness: A moderated mediation model. *Technological forecasting & social change*. 2022, Vol.180, p.121731
- [9] Zenetti, G; Klapper, D. Advertising Effects Under Consumer Heterogeneity – The Moderating Role of Brand Experience, Advertising Recall and Attitude. *Journal of retailing*. 2016, Vol.92 (3), p.352-372
- [10] [10] Rhodes, A; Wilson, C M. False advertising. *The Rand journal of economics*. 2018, Vol.49 (2), p.348-369