

Effects of Advertisement on Consumers Buying Behavior with References to Soft Drinks in Indore (Madhya-Pradesh) India

Zubair Ahmad Wani^a and Firdoos Yousuf^b

^a Department of Commerce, Government Degree College, Bijbehara, University of Kashmir, India. ^bDepartment of Statistics, Government Degree College Women, Anantnag, University of Kashmir, India.

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ABSTRACT

Advertisement is a method used to attract people's attention. Advertising plays a great role in marketing. The amount of money spent globally on promoting goods, services, concepts, ideas, and personalities makes one realize the importance of advertising. It is arguable how much advertising draws in customers. Advertisement is necessity in this competition- driven market. Understanding how advertisements affect consumer behavior will help firms to build a better ad that addresses each factor. To be a successful entrepreneur, one should understand the buying behavior and also the factors which influences the consumer to buy the product. The objective of this paper is to find out how much advertisement brings effect on the consumer's buying behavior with reference to Soft Drinks. By using 5-point Likert scale with cross sectional data, 609 questionnaires were distributed in Indore District as a sample, and received 600 complete questionnaires from respondents after field survey. With the help of Kirkpatrick model that contain one dependent and two independent variables, a conceptual framework was developed. Data was examined by using different statistical techniques such as Descriptive statistic, Correlation analysis, and Regression analysis. Results of our study are strong because the evidences show that advertisements have significant impact on consumers buying behavior and their choices.

KEYWORDS

Advertising, Consumer behavior, Soft drinks, Consumer preferences

1. Introduction

In a globalized market, selling a product or a service is a complex task. This is particularly due to the enormity of choice available to the consumers in the market. Therefore, convincing a consumer to buy a particular product demands carefully devised marketing strategies to mould the consumer preferences towards that particular product. In this regard, promotion of a product or service has become fundamental and exceptionally important. Promotion simply means creating an instinct or compelling customers to consider off to buy a product of interest. A product/service can be promoted in various ways including advertising, sales promotion, publicity and personal selling which

are collectively known as promotion mix. Promotion mix is the fourth component of marketing mix and plays a significant role in making marketing program to achieve its desired goal.

The pervasive effect of mass media (newspapers, radio, television, advertising, movies, magazines, and the Internet) is something that no one can avoid in today's world. The constant shower of messages through these mediums affects the different dimensions of consumers' lives. They determine what consumers' drive, eat, drink and watch to a greater extent. Out of the different promotion strategies, advertising is considered as most authoritative and influential in creating a lasting impression of a product/service. Its primary impact is that it can actually change a product's negative impression in consumer's mind to a positive one. In today's world of fierce competition and rapidly evolving technology, fashion, and consumer preferences, advertisements have become even more crucial and serve as a significant supplement to personal selling. Advertising plays a more important role in the marketing of consumer products than industrial products. Frequently purchased and low unit value products generally require heavy advertising support.

With brands like Coca-Cola and Pepsi now marketed in the same way in many countries of the world, global marketing and advertising has become quite a buzzword. Advertising plays the role of a motivator and de-motivator also in social advertising. Therefore, in consideration to above phenomenon, this study has twin objectives. Firstly, the study aims to analyze the impact as well as the manner in which advertisements influence consumer's mind and stimulate them to buy Soft Drinks. Secondly, it also makes an effort to elucidate the elements that are crucial in shaping consumers' decisions and preferences.

2. Literature Review

Awan et al. [1] carried out study on growing fast food industry in Pakistan and drew a conclusion that media ads play an energetic role in attracting new and quality food items. They postulated that it is the media which is influencing the consumers to save time and buy fast food rather than wasting time in cooking. According to Niazi et al. [4], commercials are a powerful instrument for persuading listeners, readers, and viewers to purchase goods and services because of their compelling force. Saleem and Abideen [6], while studying the impact of advertisements on different age groups in Pakistan, stated that advertisements have appositive effect on the consumer's behavior regardless of their age. Moreover, flow of advertisement turns around the consumer's buying decisions.

Chinnapen-Sathan et al. [2], Niazi et al.[4] and Rasool et al.[5] analyzed the role of advertisements in the Soft Drink market in Mauritius and found that advertisements affected the consumption level positively. Furthermore, higher amount of money spent on advertisements by giant companies had helped them to acquire larger market shares and conferred leadership to the Coca-Cola in the Mauritian soft drink market. In a similar vein, Pepsi has also increased its market penetration a significant chunk of the population has developed strong preferences towards it. Given this, the importance of advertising in soft drink market has grown phenomenally and reached to an undisputable level.

Shih et.al.[7] also carried a similar study to analyze Consumer's buying behavior and their level of satisfaction with different beverages available in Taiwan. The study revealed that the buying behavior is determined by different demographic variables. For

instance, young female liked handmade drinks while older female liked self-prepared drinks. The bottled drinks were mostly sought after by young males. The study also demonstrated that there is positive but indirect impact of advertising on consumer buying behavior and consumer satisfaction. Wani [8] also stated that consumer buying behavior is very important in the field of marketing as it forms the very basis of marketing strategies. The external and internal factors have significant influence on consumer's behavior which impacts their purchasing process and decision. Therefore, having an insight of these factors enables marketers to better understand and predict not only the demand but also the purchasing motives and purchasing frequency of the product or service. Given this, it is the consumer behavior (whether positive or negative) that makes or breaks the fortune of business.

3. Research Methodology and Variables

Using a questionnaire and a field survey, cross-sectional data was gathered for the study project. With the use of a questionnaire, primary data was gathered. The data has been collected on consumer buying behavior and its different measurements. These dimensions include Necessity, Pleasure and Stimulation. Figure 1 depicts the study's conceptual model.

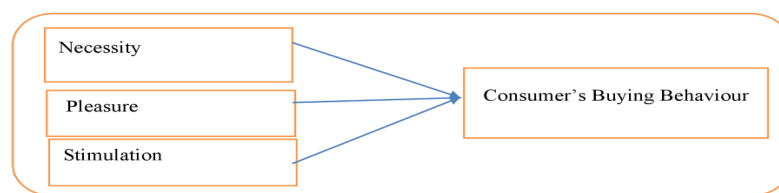


Figure 1. Conceptual Model

3.1. Sample and Measurement Scale

A five-point Likert scale (ranging from strongly agree to strongly disagree) based questionnaire were used to measure the response of sampling population. The respondents included shop-keepers, college and university students, street hawkers, and franchise staff. The data has been collected from the different areas of Indore district during

the year 2021. Out of the 609 surveys that were distributed, 600 had incomplete forms gathered. SPSS 20.0, the Statistical Package for Social Sciences, was used to analyze the data. Upon entering the data into an Excel spreadsheet and subsequently utilizing SPSS, we examined the following metrics: Average mean, Standard Deviation, Correlation, Pearson(r), R Square, and ANOVO.

4. Analysis of data

There were 328 men and 272 women among the 600 responders in total which reveals that 54.66% of the respondents are male whereas 45.34% are female respondents. This analysis clearly highlights that sample is dominated by the male respondents. The results of the survey showed that consumers of age groups between 15-25 and 26-35 are more satisfied with soft drinks in this district.

4.1. Analyzing Descriptive Data

Twelve questions with three independent variables—necessity, pleasure, and stimulation—form the basis of the study's cross-sectional data. The descriptive statistics indicates that 87% of the people believed that advertising is necessary to attract the customers' attention. A significant proportion of people are neutral regarding the effects of advertisements. However, what is encouraging is that only a minimum percentage of people have negative perception about the effects of advertisements on soft drink market.

Table 1. Effects of Necessity advertisement on Consumer's Buying Behavior

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Is advertising essential to drawing in customers?	10	17	50	270	253
2. Does print advertisement and audio video to be necessary?	70	95	122	138	175
3. Is the street or outdoor advertisement relevant to your day-to-day activities?	90	94	96	140	180
4. In this competitive market, any product can't survive without advertisement?	70	90	62	190	188
5. Do you buy the soft drinks when you feel it's necessary?	55	95	112	200	138
6. Does a badly placed outdoor or street advertisement make it less attractive?	68	92	148	150	142

Table 2. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.632	0.400	0.250	30.033

Dependent Variable: Consumer Buying Behavior

Independent Variable: Necessity of Advertisement

Table 3. ANOVA

	Sum of Squares	DF	Mean Square	F-ratio	P-value
Regression	2401.972	1	2401.972	2.663	0.178
Residual	3608.028	4	902.007		
Total	6010	5	674.0		

Interpretation of Results

Based on the data presented in the Table 1, 46.5% of customers agree and 38.33% strongly agree that advertisements are vital to attract consumers, while 9.17% show no opinion. When asked if print media advertisements are necessary, 23% agree, 29.17% strongly agree, and 20.33% are neutral. About the relevance of outdoor and street advertisements to daily life, 23.33% of respondents agree, 30% strongly agree, and 16% are neutral. Customers agree (31.67%) and strongly agree (31.33%) that street ads are not attractive because they are inadequately displayed, according to the fourth question. Customers agree—33.33% of them strongly agree—and feel that a product cannot survive in this cutthroat market without advertising, according to the fifth question. Customers who purchase items when they feel it is required agree to the last question, with 25% agreeing and 23.67% strongly agreeing.

The regression R value was calculated through Statistical Package for Social Science (SPSS). In addition to it the summary model shows a high degree of positive correlation that is 0.632 between necessity of advertisement and consumer buying behavior. The study was done at 5% Level of Significance which is 0.05 and P value as depicted by ANOVA table is 0.178 which is less than the 0.05. Hence we can conclude that necessity of advertisement has an impact on consumers buying behavior. Dependent

Table 4. Effects of Pleasure advertisement on Consumer's Buying Behavior

STATEMENTS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
7. Does restrictive advertisement also attract your mind and convince you?	25	80	85	150	260
8. Does advertisement a source of pleasure and entertainment?	17	54	39	210	280
9. Do you think that television commercials have vast coverage than anything else?	18	36	35	211	300

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.873	0.762	0.525	13.790

Variable: Consumer Buying Behavior

Independent Variable: Pleasure of Advertisement

Table 6. ANOVA

	Sum of Squares	df	Mean Square	F-ratio	P-value
Regression	609.833	1	609.833	3.207	0.324
Residual	190.167	1	190.167		
Total	800	2	674.0		

Interpretation of Results

According to the Table 4, 25% of customers agree and 43.33% strongly agree that restricting advertisements draws them in, while 14.17% have no opinion. In the eighth question, 35% of respondents agree and 46.67% strongly agree that advertisements

are a source of amusement. According to the 9th question, 35.17% of consumers agree and 50% strongly agree that television ads receive more attention than any other kind of advertising. There is again a high degree of positive correlation (i.e. 0.873) between the pleasure of advertisement and consumers buying behavior as suggested by the R value in model summary table. Dependent Variable: Consumer Buying Behavior

Table 7. Effect of Stimulation Advertisement on Consumer's Buying Behavior

STATEMENTS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10. Does advertisement motivate or encourage you to purchase the product?	24	48	120	310	98
11. Does advertisement always influence your buying habits?	16	51	98	361	74
12. Does advertisement motivate you to shift from one brand to another brand?	29	44	86	338	103

Table 8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.737	0.543	0.086	14.817

Independent Variable: Motivation of Advertisement

Table 9. ANOVA

	Sum of Squares	df	Mean Square	F-ratio	P-value
Regression	261.114	1	261.114	1.189	0.472
Residual	219.553	1	219.553		
Total	480.667	2	674.0		

Interpretation of Results

According to the Table 7, the results of the tenth question indicate that 16.33 consumers highly agree and 51.67% agree that advertisements motivate and encourage people to purchase the goods. 60.17% of customers say that advertisements influenced their purchase decisions in response to the eleventh question. In response to the twelfth question, 56.33% of customers agree and 17.17% strongly agree that advertisements encourage people to switch from one brand to another because of the latter's superior features and benefits. The regression R value was calculated through Statistical Package for Social Science (SPSS). In addition to it the summary model shows a high degree of positive correlation that is 0.737 between motivational advertisement and consumer buying behavior. The study was done at 5% Level of Significance which is 0.05 and P value as depicted by ANOVA table is 0.472 which is less than the 0.05. Hence we can conclude that motivational advertisement has an

impact on consumers buying behavior.

Table 10. Displays the findings of the correlation study comparing the dependent and independent variables of consumers' purchasing behavior.

The following factors determine the correlation between advertisements and consumers' purchasing behavior:	R value	P value
Necessity of Advertisement	0.632	0.178
Pleasure of Advertisement	0.873	0.324
Stimulation of Advertisement	0.737	0.472

In the Table 10, the p value is less than 0.05 and the Pearson r value is significantly higher than the p values, which are parallel to the sigma (2-tailed) value. Thus, it is evident that there is a positive correlation between the advertisement and the purchasing behavior of the customer.

5. Findings and Conclusion

From the above results the study reveals that Advertising is an essential component in successful marketing as a promotional strategy used by the soft drink companies. Print and electronic media have found to be the most successful media because of their high reminder value and wide coverage. The study also revealed that there is a positive correlation existing between the advertisement and consumer buying behavior. The factors like necessity of advertisement, pleasure of advertisement and stimulation of advertisement shows that there is a high degree of positive relation between the advertisement and consumer buying behavior. The results are also shown that these factors have high impact on consumer's buying behavior. According to Chukwu et al. [3], advertisements of necessity and pleasure, raise consumer awareness of products, and have an impact on consumers' purchasing decisions. These findings support their claims. Also Niazi et al.[4] provide evidence that on the behalf of necessity, pleasure, dominance and brand-recall and stimulation advertisement can effects the consumer's buying behavior.

6. Conclusion

Advertisements are the backbone for the soft drink industry, they act as adhesive to retain their customers and target the prospective customers. The consumer's preferences and the attitudes change with the passage of time and age mediums of advertisement also play an important role in promoting the products among masses. The biggest consumer impact is that advertising can actually change a consumer's negative impression of a product to a positive view. Understanding how advertisements affect consumer behavior will help firms to build a better ad that addresses each factor. Whether the firms looking to create television ads, radio ads, newspaper ads, digital ads and more. I've concluded from the above debate that advertisements have the power to alter consumers' purchasing decisions. A consumer's purchasing habit can be made or changed by a variety of factors, including the necessity, pleasure, and stimulation of advertisements. This research has showed that people in Indore city have high influence of

advertisements on their life style particularly on their buying decision process towards the soft drinks.

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