



## Influence of Persuasive Advertising on the Buying Behavior of College Students in Coimbatore City, Particularly with Regard to PG Students

<sup>1</sup>Dr. Vinod Patil and <sup>\*2</sup>Dr. Shubham Gupta

<sup>1</sup>Professor & Head of Department of Business Administration, Hindusthan College of Arts and Science Coimbatore, India.

<sup>\*2</sup>Assistant Professor, Department of Business Administration, Hindusthan College of Arts and Science Coimbatore, India.

### Abstract

Through enticing offerings that would fulfil their goals and desires, persuasive advertising attempts to persuade a consumer to acquire a product or service. Advertising, which is a component of the marketing mix, is frequently utilised to draw in new potential clients and keep hold of current ones. The main goal of advertising is to inform consumers about the goods. Consumers are persuaded to buy a product or service by persuasive advertising based on their feelings, not on the facts. As a result, it has grown to be crucial for marketing and sales. Advertising behaviour can be divided into two categories: ethical behaviour and unethical behaviour. The purpose of the study is to clarify the moral and immoral facets of advertising and ascertain how they affect college students' purchasing decisions. This study looks at the strategies employed in ads to influence and persuade consumers to purchase a product. The study also lists the numerous marketing channels that are employed for student-targeted advertising. This essay shows the findings from a quantitative study that was done among PG-level college students who were chosen using simple random sampling.

**Keywords:** Ethical methods, unethical methods, persuasive techniques

### Introduction

Advertising-based persuasion is generally understood to be "human communication intended to influence others by changing their views, values, or attitudes"(Simons, 1976). This particular marketing strategy is not quite the same as informed advertising, which essentially gives the customer concrete information about the nature and capabilities of the product. With persuasive marketing, the assumption is that the buyer already has a basic understanding of the product but has to be convinced of its appeal and benefits in order to distinguish it from the competition (Tatum, 2003). Understanding consumer requirements and wants and persuading them with various claims about the good or service are the main goals of persuasive advertising.

Lifestyle products are merchandise that is seen as an outflow of an individual style, inclinations, values, lifestyle and economic wellbeing. It includes food, clothes, fashion, home decor, beauty, fitness etc. In lifestyle products the advertisement is play a vital role in most of the advertisers are use a persuasive advertising to influence the customer to purchase. The decision to purchase a lifestyle product is influenced by a variety of personal, psychological, cultural, and environmental factors. Visual, acoustic, and linguistic

resources are employed as persuasive strategies to persuade clients to buy lifestyle products.

### Techniques Used by the Advertisers to Persuade

Today with lots of brands and ads promoting them, advertisers have to be more competitive and persuasive. The following are the various techniques used by the marketers.

#### Bandwagon

Through this tactic, customers become more sensitive to peer pressure, which causes them to make poor decisions without giving them much thought. It makes sure the audience is aware of what is going on around them.

#### Claims

In order to catch the consumer's attention and convince them to buy, advertisers highlight a variety of the product's qualities and advantages. Additionally, it contributes to the brand's perceived reliability. For instance, a baby manufacturer would use the emotive phrase "the brand loved by moms everywhere" in its advertising.

**Celebrity**

This method of product promotion uses a renowned person or influencer. It promotes knowledge of and faith in that product. It causes the audience to feel something.

**Creativity**

To capture consumers' attention with interesting and artistically appealing advertising, advertisers sometimes develop fictional narratives. To captivate and pique the interest of consumers, they create stories about brands or products using video, audio, and language resources.

**User-generated content**

These ads are created by social media users with any content like video, text, images ad reviews. It has exploded in popularity on social media; they post images or video of themselves using the product.

**Scarcity**

Scarcity technique is used to make consumers worry about that they'll miss out and they make the product feel exclusive or available only for a limited period. Advertisers use various ways that create numerical scarcity. For example, seasonal offers, special editions etc.

**Ethical Persuasion**

**Rational Persuasion**

Rational persuasion is the technique for spreading out realities to make a position which impacts choices and ways of behaving. Advertisers don't have to utilize definitive power or convey intimidations. It's gives factual information about the product, and highlights the features as well as benefits of the product. Advertisers make use of influences on logical reasons to convince the consumer to purchase.

**Factual Information**

Factual or informative advertising is the class that checks out how to utilize when advertisers have an intricate item or administration, and they need to teach their client. Individuals need to comprehend the items and how it takes care of their concerns, before they can conclude regardless of whether the item is ideal for them. It focuses on the product attributes, quality, its problem-solving capacity and performance.

**Unethical Persuasion**

**Manipulation**

**Conceptual Framework**

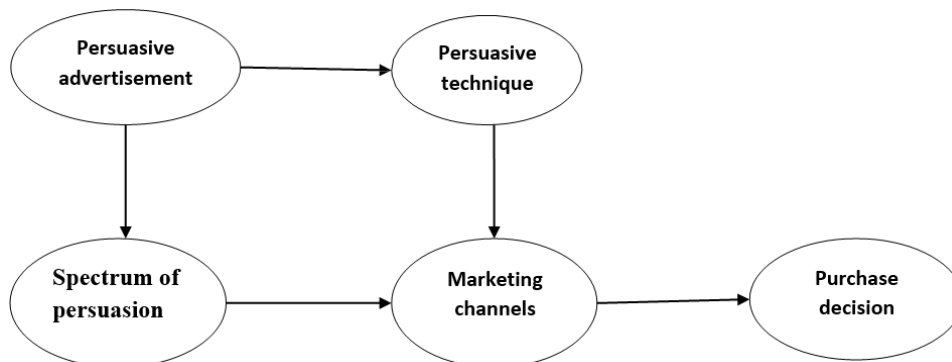


Fig 1: conceptual framework of persuasive advertisement

According to dictionary manipulation is to “directed or influence wisely”. Manipulation is defined as the outside influences to get people to buy a product or service. Nowadays advertising is becoming a manipulative to rather than inspirational or informative.

**Manipulative Techniques Utilized by the Advertisers**

**Deceitful Advertising**

Deceitful advertising uses the untruthful facts to exaggerate false claim, hide facts or give unclear statements thereby manipulating the consumer in buying their products.

**Fallacious Arguments**

Fallacious argument is the use of invalid or bad argument to promote their products.

**Emotional Persuasion**

The most popular method of persuasion utilized by advertising is emotional persuasion, which takes use of customer emotions. This commercial appeals to the consumer's emotions by warning him of hazards or making incredible promises.

**Statement of Problem**

Although there is literature on purchase decisions, there is still a need to identify new strategies for influencing a consumer's choice. This research study identifies and discusses the current persuasive advertising tactics in use. The full range of persuasion was covered in the questionnaires that were created. To determine the most effective technique for using lifestyle items with college students.

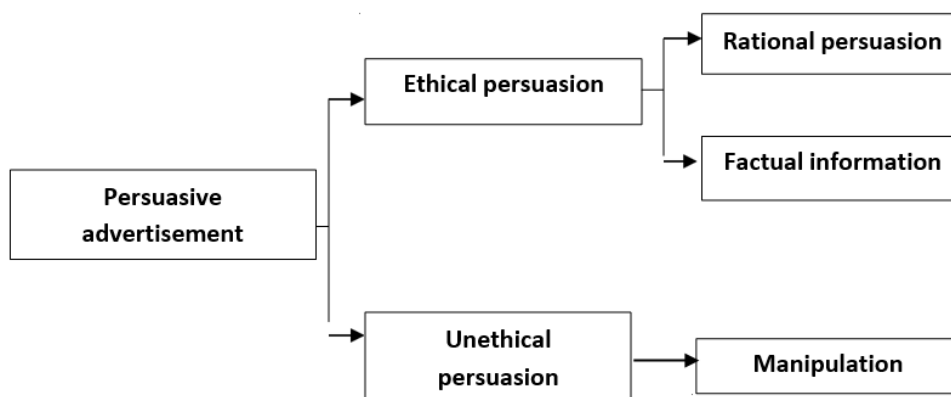
**Research Questions**

- i) What are the types of persuasive advertisements and how it affects the purchase decision?
- ii) Which technique is more effective in persuading the customers?
- iii) What are the marketing channels to use for persuasion and which channel is highly noticeable by customer?

**Objectives of Study**

- To explore the strategies employed in advertisements that influence and persuade consumers to purchase a product.
- To research the range of persuading advertising and how it influences college students.
- To identify the most effective advertising channels for college students' lifestyle products.

**Spectrum of Persuasion**



**Fig 2:** Various categories of persuasive advertisement

**Research Methodology**

The nature of this study is descriptive. For the study, both primary and secondary data are used. The primary source of data for the study is a questionnaire that was carefully designed. Students in Coimbatore city colleges seeking PG degrees make up the study's population. A sample of 206 college students is used to acquire the data (PG). The ranking algorithm and chi-square test are employed for analysis. Simple random sampling is the sample technique employed.

**Rank analysis**

Marketing channels are used for persuasion and which channel is highly noticeable by customers?

| Effective media               | Print Media | Radio | Television | Outdoor Media | Internet | Total respondents |
|-------------------------------|-------------|-------|------------|---------------|----------|-------------------|
| Average number of respondents | 24.8        | 31    | 63.2       | 52.4          | 34.5     | 206               |
| Rank                          | 5           | 4     | 1          | 2             | 3        |                   |

The rank analysis shows that television (63.2) is the most effective media than other Medias.

**Conclusion**

From the study of identified the persuasive techniques of advertisement, spectrum of persuasion and its effects on lifestyle products among college students was identified. The study's findings showed that while 45.89% of respondents believed commercials were deceptive, 52.9% of respondents' buying decisions were influenced by advertisements. The results of the chi-square test indicate that there is a correlation between gender and degree (qualification) with persuasive strategies and the range of persuasion. Additionally, it was discovered that television outperforms print, radio, outdoor, and online media in terms of delivering sufficient information, clarity, attracting attention, and stimulating consumer interest. The study's findings on persuasive strategies and how to pique customer interest. Different persuasion techniques are employed on various people, and persuasive methods vary greatly. Thus, a variety of factors that use a variety of ways to stimulate the consumer's mind affect their decision-making.

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