

REPORT
UHU005 – HUMANITIES FOR ENGINEERS

**Effect Of Advertising On Consumer
Purchasing Decisions**



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April 2024

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LETTER OF TRANSMITTAL

Date: May 16th, 2024

Respected Ma'am,

This is to inform you that we are submitting our report entitled "The Effect of Advertisement Strategies on Consumer Purchasing Decisions" as partial fulfilment of the Professional Communication Course (UHU003) requirement.

This report examines the impact of various marketing and advertisement strategies on consumer purchasing decisions. It provides an in-depth analysis of how different advertising techniques influence consumer behavior and decision-making processes. Additionally, the report explores the psychological and social factors that drive consumers to respond to certain marketing strategies.

By interacting with consumers, conducting surveys, and analyzing their responses, we aim to understand the effectiveness of these strategies from the consumers' perspectives. Our study highlights key trends and insights into consumer behavior in relation to marketing efforts.

Through this report and the survey conducted, we seek to shed light on how marketing strategies shape consumer choices and the overall impact on purchasing decisions. Given the significant role marketing plays in today's marketplace, our findings offer valuable insights for businesses and marketers.

Most Sincerely,

Nimish Sikka (102115102)

Khushal Trehan (102115120)

Krishna Arora (102115131)

CERTIFICATE

This is to certify that the project report on ‘The Effect of Advertisement Strategies on Consumer Purchasing Decisions’ is a bonafide project work done originally by Nimish Sikka (102115102), Khushal Trehan (102115120) and Krishna Arora (102115131)) in fulfilment of the project work given by the School of Humanities and Social Sciences, Thapar Institute of Engineering and Technology during the year 2024.

Ms Rishita Goyal

ACKNOWLEDGEMENT

At the outset, we would like to articulate this project on the topic "The Effect of Advertisement Strategies on Consumer Purchasing Decisions" as a small journey that was a remarkable learning experience. The successful completion of this project is only because of the extraordinary support, guidance, counselling, and motivation from our respected teachers at the Thapar Institute of Engineering and Technology. This journey was also incomplete without the support of our family and friends.

We firstly express our heartfelt thankfulness to our professor **Ms. Rishita Goyal** for her invaluable guidance in this project. She was present during all the crucial and decision-making moments this project went through. The deep insights into the subject provided by her were instrumental in completing this project qualitatively and timely. Her support allowed us to acquire knowledge on the various avenues that this project has explored. Her direction in making us think about unique conceptual and practical aspects of marketing and advertisement strategies significantly contributed to the successful completion of this project.

We extend our gratitude to all our friends for their encouragement and support.

ABSTRACT

This comprehensive report delves into the intricate relationship between advertising and consumer purchasing decisions, a dynamic interplay that significantly shapes contemporary consumer behavior. Advertising serves as a potent tool of persuasion, exerting a multifaceted influence on consumer preferences, perceptions, and ultimately, purchase choices. Through an extensive examination of diverse theoretical frameworks and empirical studies, this report aims to elucidate the nuanced effects of advertising on consumer decision-making processes.

One key aspect explored within this report is the impact of various advertising strategies on consumer attitudes and intentions. From emotive appeals that tap into deep-seated desires to celebrity endorsements that leverage aspirational imagery, advertising techniques wield considerable power in shaping consumer perceptions and driving purchasing behaviour. By dissecting the mechanisms behind these strategies, this report seeks to uncover the underlying psychological processes that govern consumer responses to advertising stimuli.

Moreover, this report scrutinizes the evolving landscape of advertising channels and their role in reaching and engaging target audiences. With the advent of digital platforms, traditional modes of advertising have been supplemented by an array of online channels, offering unprecedented opportunities for brands to connect with consumers in increasingly personalized ways. By analyzing the effectiveness of different advertising mediums and their respective reach and engagement metrics, this report provides valuable insights into optimizing advertising strategies for maximum impact.

Furthermore, ethical considerations inherent in advertising practices are also examined within this report, with a focus on their implications for consumer welfare. As advertising continues to evolve, questions surrounding transparency, authenticity, and consumer privacy have become increasingly prominent. By exploring these ethical dilemmas and proposing potential frameworks for responsible advertising practices, this report aims to foster a more ethical and consumer-centric approach within the advertising industry.

In conclusion, by synthesizing existing research findings and offering insights into future directions, this report contributes to a deeper understanding of the complex interplay between advertising and consumer behavior in contemporary society. It is hoped that the findings presented herein will serve as a valuable resource for marketers, advertisers, and researchers alike, as they navigate the ever-changing landscape of consumer culture and advertising dynamics.

INTRODUCTION

Advertising is a pervasive element of modern society, intricately woven into the fabric of our daily lives. From the billboards lining city streets to the sponsored posts that populate our social media feeds, advertising surrounds us, influencing our thoughts, desires, and ultimately, our purchasing decisions. In the vast marketplace of goods and services, where countless brands compete for consumers' attention and loyalty, advertising plays a central role in shaping consumer behavior.

The impact of advertising on consumer purchasing decisions is a subject of profound interest and importance, not only for businesses seeking to thrive in competitive markets but also for scholars exploring the complexities of contemporary culture and society. This report aims to delve into this intricate relationship, examining the various ways in which advertising influences consumer behavior, the underlying mechanisms at play, and the broader implications for individuals and society as a whole.

1. The Evolution of Advertising

To understand the present-day influence of advertising on consumer purchasing decisions, it is essential to trace its evolution over time. Advertising has a rich history that dates back centuries, from the hand-painted signs of ancient civilizations to the printed advertisements of the Industrial Revolution. With the advent of mass media in the 20th century, advertising underwent a transformation, reaching larger audiences through radio, television, and print media.

In recent decades, the rise of the internet and digital technologies has revolutionized the advertising landscape once again, enabling brands to target consumers with unprecedented precision and reach them across multiple online platforms. The evolution of advertising reflects not only advancements in technology but also shifts in cultural norms, societal values, and consumer expectations.

2. The Psychology of Advertising

At the heart of advertising's influence lies the field of consumer psychology, which seeks to understand the underlying mechanisms that drive consumer behavior. Advertising employs a variety of psychological techniques to capture attention, evoke emotions, and persuade individuals to make purchasing decisions.

One such technique is the use of persuasive messaging, which appeals to consumers' desires, aspirations, and insecurities. By framing products and services in a compelling narrative and highlighting their benefits, advertisers seek to create a sense of need or desire in consumers' minds. Additionally, the use of social proof, such as testimonials or endorsements from celebrities and influencers, can enhance the credibility and appeal of advertised products.

3. The Role of Advertising Channels

In today's digital age, advertising can reach consumers through a myriad of channels, including traditional media such as television, radio, and print, as well as digital platforms such as social media, search engines, and mobile apps. Each advertising channel offers unique advantages and challenges, and advertisers must carefully consider their target audience, objectives, and budget when selecting the most effective channels for their campaigns.

4. Consumer Behavior and Decision-Making Processes

Central to understanding the effect of advertising on consumer purchasing decisions is an examination of consumer behavior and decision-making processes. Consumers are influenced by a myriad of factors, including personal preferences, past experiences, social influences, and situational contexts. Advertising acts as a catalyst in this process, shaping perceptions, attitudes, and intentions towards advertised products and brands.

5. Ethical Considerations in Advertising

In addition to its persuasive power, advertising raises important ethical considerations that merit careful examination. Advertisers must navigate a delicate balance between promoting their products and services and respecting consumers' rights to make informed choices. Issues such as truthfulness, transparency, and the use of manipulative tactics are central to discussions of advertising ethics and require ongoing scrutiny and debate.

6. Conclusion

In conclusion, the relationship between advertising and consumer purchasing decisions is a complex and multifaceted one, shaped by a myriad of factors including technological advancements, psychological principles, and ethical considerations. By exploring these themes in depth, this report aims to provide insights into the dynamics of advertising and its impact on consumer behavior, while also raising important questions about the role of advertising in contemporary society.

REVIEW OF LITERATURE

The extensive exploration of literature has shed light on the complex relationship between advertising and consumer purchasing decisions. This research endeavours to bridge the gap in theoretical understanding concerning the factors influencing consumer behavior by delving into the various dimensions that consumers encounter in the context of advertising. Specifically, it examines how advertising impacts consumer purchasing decisions and overall consumer behavior, taking into consideration societal attitudes towards advertising.

The research aims to uncover the common threads that connect advertising to consumer decision-making, and how these factors influence purchasing behavior. By doing so, it seeks to identify effective coping mechanisms and support systems that can mitigate any negative effects of advertising on consumer decision-making processes.

By exploring this issue, we gain a deeper understanding of the intricate mechanisms involved in consumer behavior, which can then inform the development of strategies and policies aimed at promoting informed consumer choices and fostering positive consumer experiences. This research has significant implications for businesses, policymakers, and consumers alike, as it provides insights into how advertising can be leveraged to enhance consumer welfare and promote responsible consumption.

1. "Analysis of Online Advertising Content on Purchase Decision in Marketplace." 2019 International Conference on Computer Science, Information Technology, and Electrical Engineering (ICOMITEE).

The study investigates how a consumer's judgment of online advertising, feelings about online advertising, and attitudes toward online advertising all influence a consumer's decision to purchase a product. The findings demonstrate that a consumer's judgment of online advertising has no significant positive effect on their attitudes toward online advertising. However, a consumer's feelings about online advertising do have a significant positive effect on their attitudes toward online advertising. Likewise, a consumer's attitudes toward online advertising have a significant positive effect on their attitudes toward the brand they are considering. Finally, a consumer's attitudes toward the brand have a significant positive effect on their purchase intention. In other words, while a consumer's judgment of the quality of online advertising does not necessarily influence their decision making, their feelings about and overall perception of the advertising do.

2. "Consumer Decisions Under the Influence of social media & Behavioral Targeting," 2022 International Conference on Decision Aid Sciences and Applications (DASA).

This is an article about how social media and the internet influence consumer decisions. It discusses the impact of Behavioral targeting on consumer choices. The authors used a quantitative research approach to study this topic. They found that social media and the internet have a growing influence on how consumers make purchasing decisions. The study helps marketers understand how to better target consumers with their products.

3. "Impact of digital media marketing on purchasing behavior in the low hill urban areas of Himachal Pradesh," 2022 OPJU International Technology Conference on Emerging Technologies for Sustainable Development (OTCON).

This is an article about the impact of digital media marketing on purchasing behavior in low hill urban areas of Himachal Pradesh [1]. It discusses a study that investigated how factors influencing digital media advertising affect the purchasing decisions of FMCG consumers. The study found that many respondents watch digital advertisements to gather information.

4. "Measuring the Effect of Advertising Value and Brand Awareness on Purchase Intention through the Flow Experience Method on Facebook's Social Media Marketing Big Data," 2020 8th International Conference on Cyber and IT Service Management (CITSM).

Data as information is currently overgrowing with large amounts so that it requires good insight and strategy for marketers to analyze it. Big data is channeled through information media, which is also increasing. Marketers need to plan and select media to convey marketing messages efficiently and effectively. Marketers must communicate and act as communicators and promoters so that messages transmitted are useful and attract consumers to provide positive feedback. Advertising programs and building relationships with the community but also building a corporate image. The purpose of advertising is to convey information or remind about the uses and benefits of a product. Delivering information about products or promoting products is an activity that is vital for the success of the company's product sales. Now it is not only large companies that advertise their products, but small companies or MSMEs are now DOing it—empirical phenomena related to Indonesia's big data seeing from active users of social media. Based on data quoted from the Hootsuite report in January 2018, out of 132.7 million internet users, 130 million are active social media users. Meanwhile, internet users who use mobile phones total 177.9 million, with active social media users reaching 120 million. The number of active social media users in Indonesia for one year increased by 23% or 24 million users compared to the same number in January 2017. Big data or also called data that has a large amount of data, which is then grouped into structured data, unstructured data, and semi-structured data.

PROBLEM STATEMENT

Advertising exerts a significant influence on consumer purchasing decisions, yet the exact nature and extent of this influence remain complex and multifaceted. While advertisers invest substantial resources in creating persuasive campaigns to sway consumer behavior, questions persist regarding the effectiveness and ethical implications of these efforts. Therefore, the statement of the problem in this report encompasses several key aspects:

1. Understanding the Mechanisms of Influence

The primary challenge lies in unravelling the intricate mechanisms through which advertising impacts consumer purchasing decisions. Despite decades of research into consumer psychology and advertising effectiveness, gaps remain in our understanding of how different types of advertising stimuli (e.g., visuals, messages, endorsements) interact with individual characteristics and situational factors to shape consumer behavior.

2. Exploring Moderating Factors

Another aspect of the problem is the identification and examination of moderating factors that influence the effectiveness of advertising on consumer purchasing decisions. Factors such as demographic variables (age, gender, income), cultural differences, and technological advancements (e.g., rise of digital advertising) may interact in complex ways to either enhance or diminish the impact of advertising messages on consumers.

3. Ethical Considerations

Ethical concerns surrounding advertising practices pose a significant challenge. Issues such as truthfulness, transparency, and the use of manipulative tactics raise questions about the moral responsibility of advertisers and the potential harm to consumer welfare. Balancing the pursuit of profit with ethical considerations remains a persistent dilemma in the advertising industry.

4. Impact on Vulnerable Populations

A critical dimension of the problem is the examination of how advertising affects vulnerable populations, including children, adolescents, and individuals with limited financial literacy or cognitive abilities. The potential for advertising to exploit vulnerabilities and promote unhealthy consumption behaviours underscores the need for regulatory safeguards and responsible advertising practices.

5. Assessing the Overall Effectiveness

Ultimately, assessing the overall effectiveness of advertising in influencing consumer purchasing decisions requires a nuanced understanding of its impact across various contexts, industries, and demographic segments. While advertising undoubtedly plays a central role in driving consumer demand and shaping market trends, its efficacy and return on investment vary widely depending on factors such as product type, target audience, and competitive landscape.

In light of these challenges, the statement of the problem sets the stage for a comprehensive exploration of the effect of advertising on consumer purchasing decisions. By addressing these key areas of inquiry, this report aims to deepen our understanding of the complex dynamics at play and offer insights into the implications for advertisers, consumers, and policymakers alike.

OBJECTIVE

- To analyze how different advertising strategies impact consumer purchasing decisions.
- To investigate the effectiveness of various marketing techniques in influencing consumer behavior.
- To evaluate the role of emotional and psychological triggers in advertisements on consumer choices.
- To examine consumer preferences and responses to traditional vs. digital advertising methods.
- To understand the long-term effects of advertising campaigns on brand loyalty and consumer retention.

METHODOLOGY

1. Sampling Method

The target population encompasses consumers across various demographics and geographic locations.

Stratified random sampling is employed to ensure representation across different age groups, income levels, and geographic regions.

Statistical considerations are utilized to determine an appropriate sample size with sufficient power for analysis, considering the diversity of consumer demographics.

2. Data Collection

Questionnaires and surveys are designed to measure consumer attitudes towards advertisements and their impact on purchasing decisions.

The survey aims to capture self-reported consumer behavior and perceptions regarding the influence of advertisements on their purchasing choices.

3. Data Collection Procedure

Data collection is conducted through Google Forms, ensuring ease of access and convenience for participants.

Participants are provided with informed consent prior to engaging in the survey.

We had collected and analysed the data of 143 people.

Measures include assessing consumer attitudes towards advertisements, perception of advertisement effectiveness, and their subsequent impact on purchasing behavior.

Secondary data collection involves reviewing existing literature and research studies on the relationship between advertisements and consumer behavior.

4. Data Analysis

Quantitative Analysis: Software is used to conduct statistical analysis, which includes regression models, correlation analysis, descriptive statistics, etc. In order to strengthen the relationship between variables, the analysis is carried out.

Qualitative Analysis: In addition to the thematic analysis of the interview and focus group transcripts to bring widely relevant topics, patterns, and insights to the forefront. One of the ways to interpret them was by arranging codes and explaining their meanings.

5. Integration of Findings

Data triangulation is employed to provide a comprehensive understanding of the impact of advertisements on consumer purchasing decisions.

The findings are contextualized within the existing literature and theoretical frameworks, allowing for a deeper interpretation of the results and their implications for marketing strategies and consumer behavior theories.

PROCEDURE

1. Survey Formulation

Survey and questionnaire items are developed based on relevant theoretical frameworks and literature within the field of consumer behavior and advertising psychology.

To ensure reliability, validity, and transparency, survey instruments undergo rigorous testing and refinement through pilot studies and expert review.

2. Data Collection

Data is collected through surveys designed to capture consumer attitudes and behaviors towards advertisements and purchasing decisions.

Participant consent is obtained in accordance with ethical principles, ensuring voluntary participation and confidentiality of responses.

3. Focus Group/Interview Conduct

Focus groups or qualitative interviews may be conducted to delve deeper into consumer perceptions and experiences related to advertisements and purchasing decisions.

Participants are recruited based on criteria relevant to the study, and semi-structured discussions allow for exploration of significant themes and insights.

A comfortable and conducive environment is established to encourage open and candid discussions among participants.

4. Analyzing Data

Qualitative data is analyzed through thematic classification and transcription, identifying recurring themes and patterns in consumer responses.

Quantitative data analysis involves statistical methods to examine relationships between variables and identify factors influencing consumer purchasing decisions.

Integration of quantitative and qualitative data provides a comprehensive understanding of the impact of advertisements on consumer behavior.

5. Reporting and Dissemination

Research findings are compiled into a comprehensive report or article, detailing the key findings and implications for marketing practice.

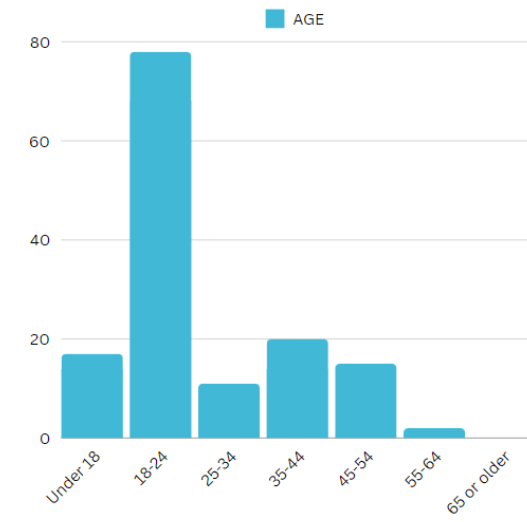
Publication of research findings in relevant journals, conferences, and other media channels ensures dissemination to the academic community and industry practitioners.

Results are presented to stakeholders including marketing professionals, advertising agencies, and policymakers to inform the development of effective advertising strategies and consumer-focused interventions.

Through these systematic procedures, this study aims to shed light on the intricate relationship between advertisements and consumer purchasing decisions, providing valuable insights for marketing practitioners and policymakers alike.

ANALYSIS

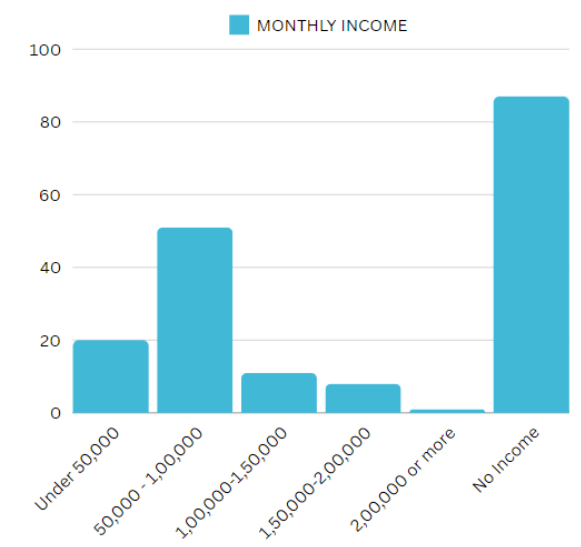
1. Age



we can speculate that advertisers might target certain age groups more than others. For example, in our case its mostly the age group of 18-24.

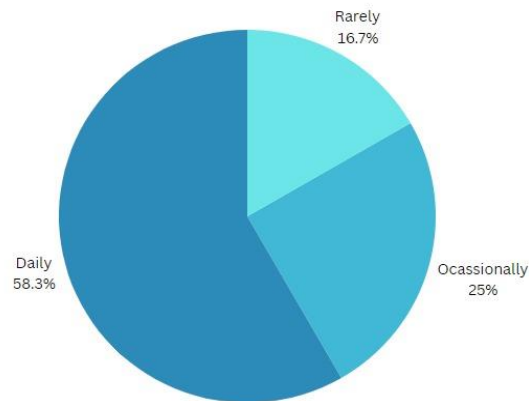
Age is one factor that can influence consumer behavior, but it is just one of many. Other factors include income, lifestyle, and personal preferences.

2. Monthly income



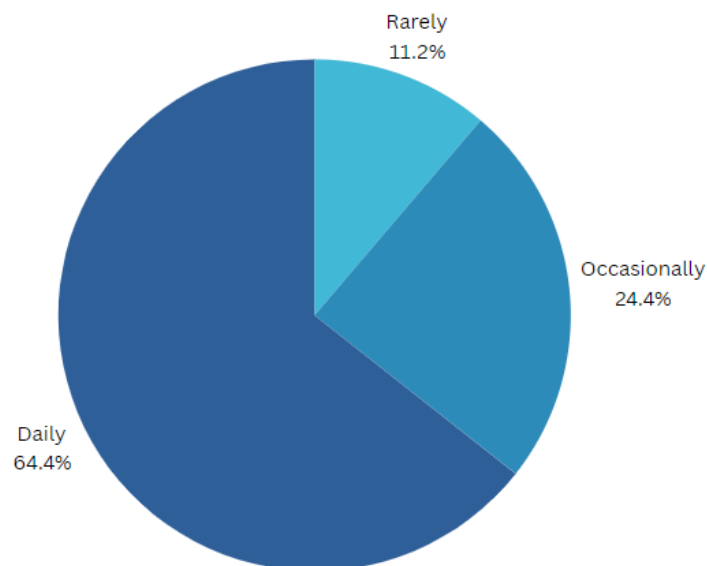
This graph shows that most of the respondents have no income and rely on the family money for living and taking care of their expenses. So brands might want strategies to tackle such situations

3. How frequently do you use social media platforms?



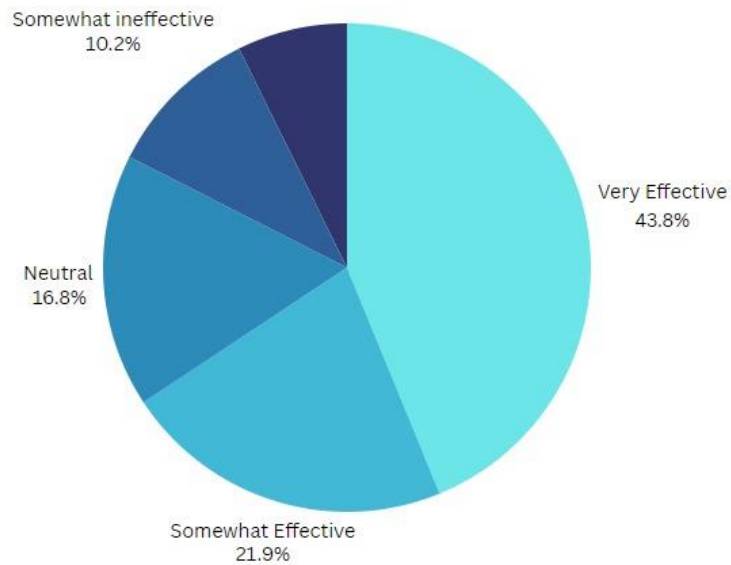
Most people use social media daily, giving brands better chance to reflect on their product, also increasing the options available to the consumers

4. Do you often encounter online advertisements while browsing?



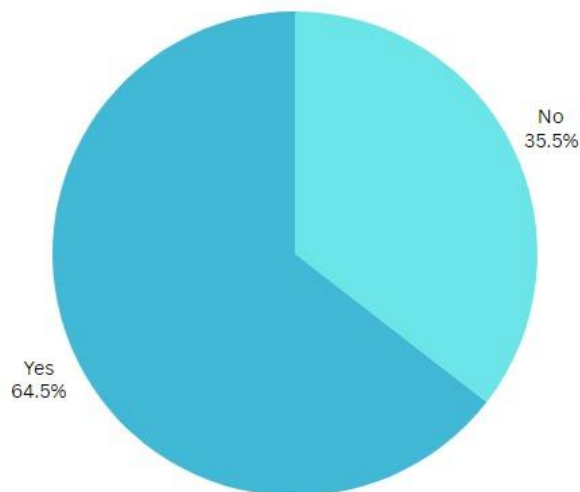
Most people encounter advertisements regarding different things in one way or the other

5. How would you rate the effectiveness of the advertisement in influencing your perception of the product/service?



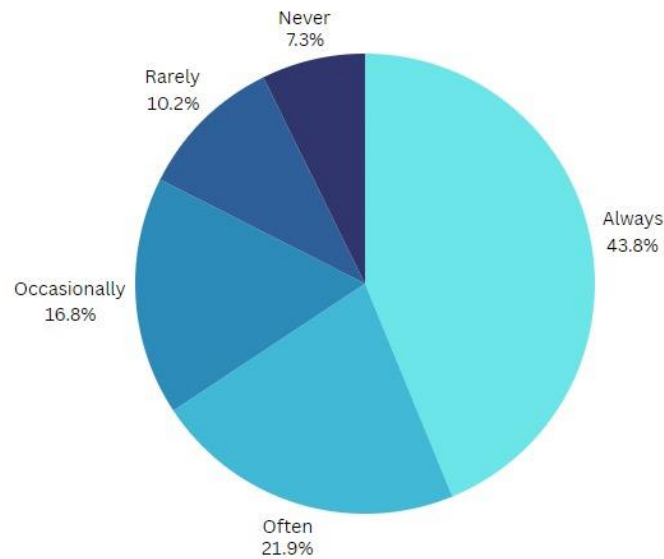
This question basically asks the relevance of the advertisements people encounter. Most of them find it effective

6. Have you ever made a purchase based on an advertisement you saw or heard?



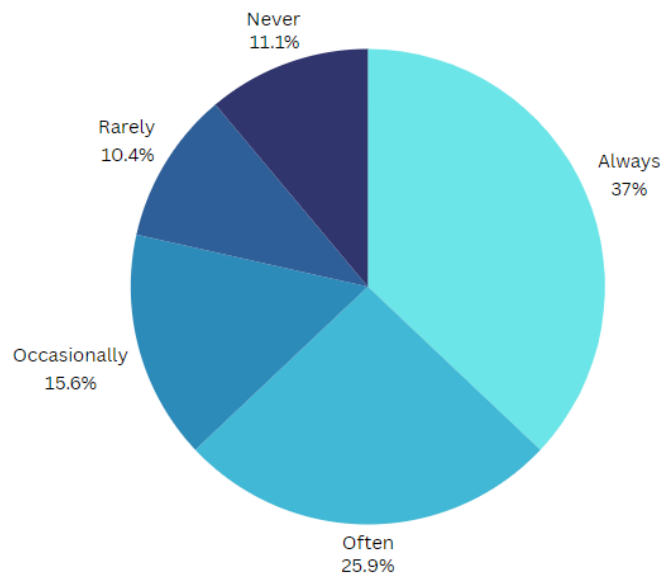
Most respondents went onto buy the product advertised

7. How often do you feel persuaded by advertising to try a new product or service?



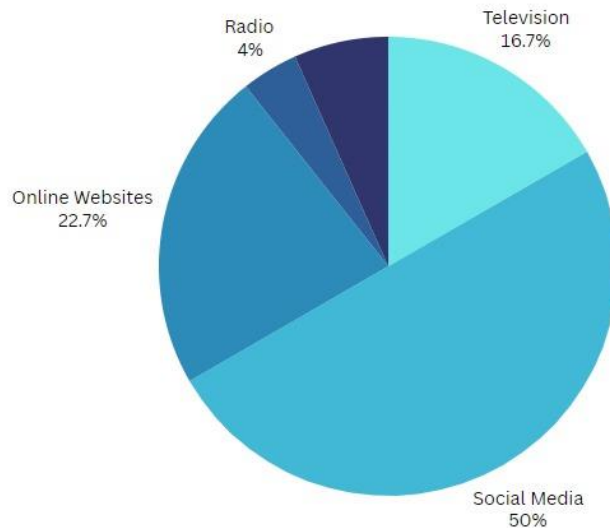
Asking people whether they're tempted to try the product advertised or not. Most of them were always tempted

8. How often do you research a product or service after seeing an advertisement before making a purchase decision?



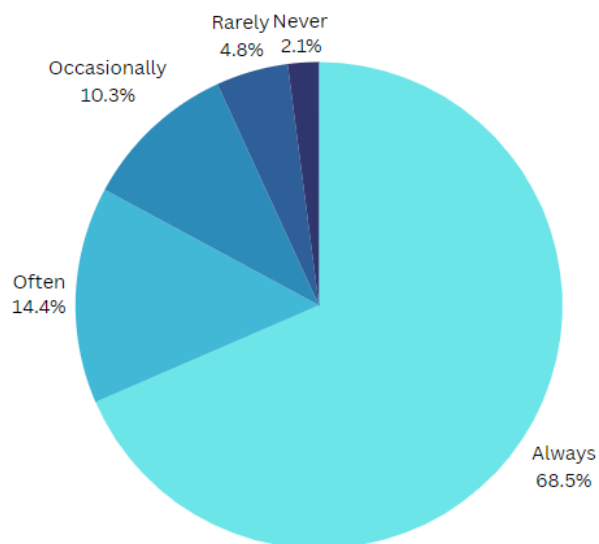
In this particular questions, people tend to research about the product in question in the advertisements, like finding alternatives, comparing prices etc

**9. On which platforms do you find advertisements most influential?
(Select all that apply)**



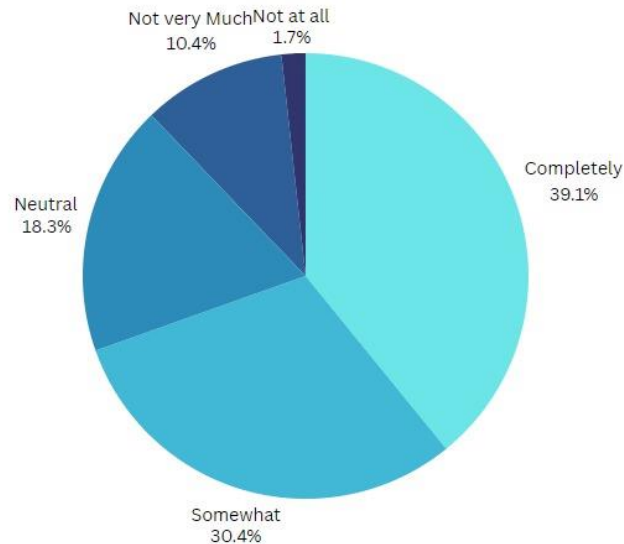
Most people said that the advertisements they found on social media are the most influential and relevant to them

10. How often do you skip or ignore online video advertisements (e.g., YouTube ads) if given the option?



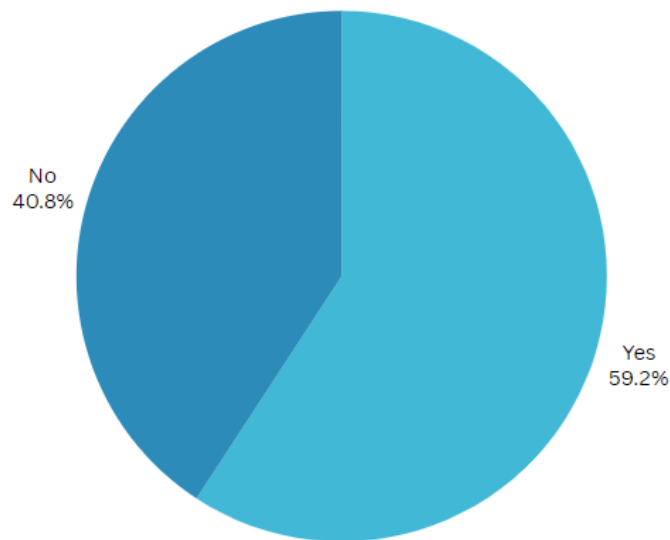
People generally skip advertisements they come across

11. To what extent do you trust the information presented in advertisements?



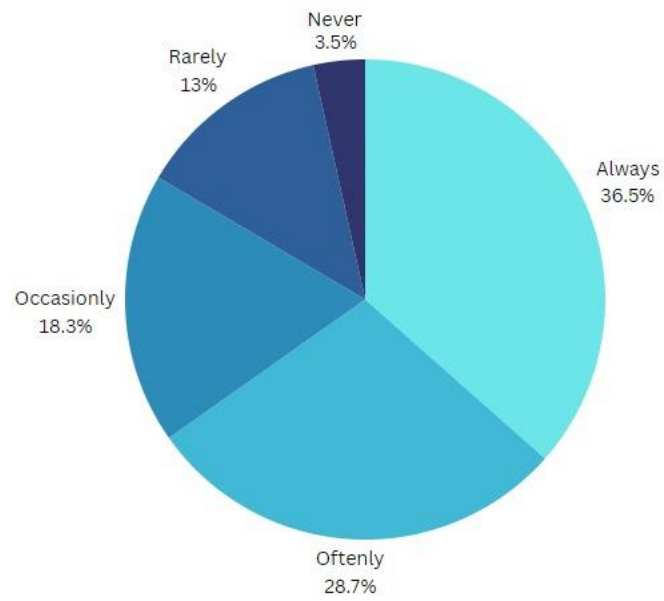
Most people found that the information provided in the advertisements is correct and quite a few people were neutral

12. Have you ever felt misled by an advertisement regarding the actual benefits or features of a product or service?



Most of the respondents were misled by the what was shown in the advertisements

13. After making a purchase based on an advertisement, do you often reflect on whether the product or service lived up to the advertised claims?



Asking them whether they give review of the product advertised

KEY FINDINGS

- Consumers are significantly influenced by advertising strategies when making purchasing decisions.
Many consumers reported that well-crafted advertisements, especially those highlighting discounts, unique product features, and emotional appeal, play a crucial role in their decision to purchase a product.
- Digital advertising, particularly through social media, has a strong impact on consumer behavior.
A majority of consumers prefer digital ads over traditional ones, with social media advertisements being particularly effective due to their interactive and targeted nature.
- Emotional and psychological triggers in advertisements strongly influence consumer choices.
Advertisements that evoke positive emotions, tell compelling stories, or use relatable scenarios are more likely to lead to a purchase. Consumers often remember and are swayed by ads that connect with them on an emotional level.
- Consumers tend to trust brands that use transparent and ethical advertising strategies.
Trust and brand loyalty are higher among consumers who perceive advertisements as honest and ethical. Misleading or overly aggressive ads can deter potential buyers and damage brand reputation.
- There is a growing preference for personalized and relevant advertisements.
Consumers appreciate advertisements that are tailored to their interests and needs. Personalized marketing efforts, such as targeted ads based on browsing history or purchase patterns, are more effective in driving purchasing decisions.

CONCLUSION

In conclusion, the effect of advertising on consumer purchasing decisions is a complex and multifaceted phenomenon with far-reaching implications for businesses, consumers, and society at large. Through a comprehensive examination of the literature, empirical studies, and case examples, this report has shed light on the intricate relationship between advertising and consumer behavior.

Advertising serves as a powerful tool for influencing consumer preferences, perceptions, and ultimately, purchasing decisions. By leveraging persuasive messaging, emotional appeals, and strategic placement across various media channels, advertisers seek to capture the attention and interest of consumers, driving demand for their products and services.

However, the impact of advertising is not without its nuances and ethical considerations. While advertising has the potential to inform and educate consumers, it also has the capacity to deceive, manipulate, and exploit vulnerabilities. Ethical dilemmas surrounding truthfulness, transparency, and the promotion of materialism underscore the need for responsible advertising practices and regulatory oversight.

Moreover, the effectiveness of advertising in shaping consumer behavior is contingent upon a myriad of factors, including individual differences, cultural norms, and technological advancements. Understanding these moderating factors is essential for advertisers seeking to craft targeted and impactful campaigns that resonate with their target audience.

Despite the complexities and challenges inherent in studying the effect of advertising on consumer purchasing decisions, this report has provided valuable insights into the mechanisms, motivations, and consequences of advertising exposure. By synthesizing existing research findings and offering critical reflections, this report contributes to a deeper understanding of the role of advertising in shaping consumer preferences and choices.

Moving forward, continued research and dialogue are essential for advancing our understanding of advertising's impact on consumer behavior and informing responsible advertising practices that prioritize consumer welfare and societal well-being. By fostering greater transparency, accountability, and ethical awareness in advertising, we can strive towards a more informed and empowered consumer culture.

LIMITATIONS OF STUDY

In spite of the precautions, vigilance, and scrupulousness taken by the investigator to make the study objective, it cannot be denied that there are certain limitations.

- The questionnaire was filled primarily by B-TECH students of Thapar Institute of Engineering and Technology, Patiala. This limited the scope of the sample findings to a specific demographic group.
- Due to time constraints, the investigator could not select a sufficiently large sample for the study. This limitation affected the generalizability of the results to a broader population.
- Given the vastness of the topic, much relevant literature was left unread. This may have restricted the depth and comprehensiveness of the study.

APPENDIX

The Effect of Advertising on Consumer Purchasing Decisions.

Thank you for your interest in participating in our survey on "The Effect of Advertising on Consumer Purchasing Decisions." Your insights are crucial in helping us analyze the influence of advertising strategies on consumer behavior. This survey aims to explore various aspects of advertising and its impact on your purchasing decisions.

- Please take a few minutes to respond to the following questions thoughtfully.
- Your responses are completely confidential, and the data collected will be used for research purposes only.

sikkanimish@gmail.com [Switch accounts](#)



Not shared

* Indicates required question

Name

Your answer

Email *

Your answer



Age: *

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 or older

Gender: *

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to say

Monthly income: *

- ☐ Under 50,000
- ☐ 50,000 - 1,00,000
- ☐ 1,00,000-1,50,000
- ☐ 1,50,000-2,00,000
- ☐ 2,00,000 or more
- ☐ No Income



How frequently do you use social media platforms? *

- ☐ Rarely
- ☐ Occasionally
- ☐ Daily

Do you often encounter online advertisements while browsing? *

- ☐ Yes
- ☐ No

How would you rate the effectiveness of the advertisement in influencing your perception of the product/service? *

- ☐ Very effective
- ☐ Somewhat effective
- ☐ Neutral
- ☐ Somewhat ineffective
- ☐ Very ineffective

Have you ever made a purchase based on an advertisement you saw or heard?

- ☐ - Yes
- ☐ - No



How often do you feel persuaded by advertising to try a new product or service? *

- ☐ Always
- ☐ Often
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

How often do you research a product or service after seeing an advertisement before making a purchase decision? *

- ☐ - Always
- ☐ - Often
- ☐ - Occasionally
- ☐ - Rarely
- ☐ - Never

On which platforms do you find advertisements most influential? (Select all that apply) *

- ☐ Television
- ☐ Social media
- ☐ Online websites
- ☐ Radio
- ☐ Print media (newspapers, magazines)



How often do you skip or ignore online video advertisements (e.g., YouTube ads) *
if given the option?

- ☐ Always
- ☐ Often
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

To what extent do you trust the information presented in advertisements? *

- ☐ Completely
- ☐ Somewhat
- ☐ Neutral
- ☐ Not very much
- ☐ Not at all

Have you ever felt misled by an advertisement regarding the actual benefits or features of a product or service? *

- ☐ Yes
- ☐ No



After making a purchase based on an advertisement, do you often reflect on whether the product or service lived up to the advertised claims? *

- ☐ Always
- ☐ Often
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

On a scale of 1 to 10, how positive or negative is your overall attitude towards advertising, with 1 being extremely negative and 10 being extremely positive? *

- | | | | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

In your opinion, what changes or improvements could be made to advertising to make it more effective and trustworthy?

Your answer

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