



# IMPACT OF ADVERTISEMENT IN CONSUMER BEHAVIOUR WITH REFERENCE TO "SPOTIFY APP"

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## Abstract

Consumers' perceptions and preferences have changed rapidly with the rapid emergence of digital technologies and the internet in the current era. Marketers have focused on using social media platforms for advertising and promotion of products and services. In the following study, the impact of advertisement on customer behaviour with a special reference to the Spotify app. Spotify is an online platform that the audience uses for streaming their desired audio and music and this audio-streaming platform has developed an exclusive advertising presence on social media sites. Primary quantitative methods have been followed for collecting and analysing reliable and relevant data associated with the research context. The results indicate that advertisements have the potential to influence customers' perceptions towards a business and eventually lead to a change in their decisions. Apart from this, marketers use different social media sites for advertising the services or products they offer and it helps to create awareness and knowledge among the audience. Previously, marketers used offline mediums for advertising and in the current era, marketers use online platforms for advertising as online advertising has been identified to be more effective and efficient to attract consumers. Thus, it has been identified that the Spotify app uses online advertising due to its effectiveness to influence consumer behaviour.

**Keywords:** *Advertisements, consumer behaviour, buying intention, online promotion*

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## Introduction and background

In the contemporary era, with the emergence of digital media and the internet, marketers have focused more on investing in social media sites for attracting and retaining consumers through advertising. Emerging technologies and digitalisation have changed the way of

operating marketing activities as well as consumers' focus. As per the statements of Sama (2019)<sup>1</sup>, different advertising mediums consist of different effects and influences on consumers. Consequently, competition has increased highly in the contemporary business market and regarding this, the need for attracting and reaching a larger population has become essential for marketers. In order to ensure business success and increase profitability, business organisations use different social media platforms for advertising.

Spotify is an online platform used for audio streaming and this platform has been launched in 2008. Moreover, the platform has been used by millions of users it offers both paid and non-paid audio streaming services. Spotify has developed an efficient advertising service, which has grabbed the attention of millions of people throughout the world to access this platform (Spotify, 2023)<sup>2</sup>. Online advertisements have become among the major factors attracting and influencing consumer behaviour in the current era. Regarding this, in the present study, the factors associated with advertisements and consumer behaviour has been identified with a special reference to the Spotify app.

Consumer buying behaviour refers to the specific actions taken by the customer before purchasing any product online or offline. There are four types of consumers buying behaviour such as "complex buying behaviour," "variety-seeking behaviour," "dissonance-reducing buying behaviour" and "habitual buying behaviour" (Auf et al. 2018)<sup>3</sup>. Complex behaviour occurs when the customer is buying something very expensive and highly involved in the buying process such as purchasing a mobile. Thereafter, dissonance-reducing behaviour occurs when the customer is confused between brands as well as the customer highly involved in the purchasing such as purchasing a car. Furthermore, habitual behaviour occurs when the customer is habituated with the purchasing not so involved with the process such as buying grocery products. Besides, variety seeking behaviour occurs when the customer buys different types of products just because of variety.

On the other hand, there are several factors that influence the buying behaviour of the customers which are presented in the figure above. Socio-demographic factors, product related factors, psychographic factors and supply related factors are the major influential factors for buying behaviour of customers (Dangi & Gupta & Narula, 2020)<sup>4</sup>. These four factors influence the attitude, subjective norms and perceived nature of the customers which impacts the intention of the customers and that influences buying behaviour of them.

### **Objectives of study**

The overall objective of this study is to analyse the respondent responses toward advertisement impact on consumer behaviour for marketing purposes.

To analyse the attitude of respondent toward advertising and consumer behaviour relationship.

### **Review of Literature**

There are various media and platforms for advertising and in order to ensure success through advertising, marketers must identify the most popular platform for advertising. According to Voorveld et al. (2018)<sup>5</sup>, each social media platform consists of unique features and experiences for advertising. Regarding this, marketers must select suitable media for advertising the brand and potential services. Customer engagement is another essential factor associated with advertising as the main aim of advertising is to attract consumers and create awareness and collaboration with them. Twitter has been identified to be the leading social media platform which has improved its customer engagement by enhancing positivity and satisfaction (de Oliveira Santini et al. 2020)<sup>6</sup>. There are numerous other social media platforms that allow advertising and these are cost-effective as well. Advertising creativity is among the most vital factor and it helps to ensure the success and achievement of the activities. As opined by Hackley and Hackley (2021)<sup>7</sup>, effectively designed creative advertising has the potential to attract consumers and, in this regard, it is used as a marketing strategy. Marketers must ensure that the audience understands the inner message and intention of the advertising, which will eventually help them to achieve the marketing goal through the advertising. Consumer behaviour involves the intention and activities associated with the identification of potential products or services and ultimately, purchasing the product or services. The main factors associated with consume includes, Situational factors include situation, time, store locations or features of online sites. In short, situational factors include every factor associated with the buying atmosphere. It has been observed that situational factors can lead to influence impulsive buying behaviour among consumers (Atulkar and Kesari, 2018)<sup>8</sup>. Apart from this, the motivational activities of the marketers are also included in situational factors and these factors can even attract consumers who are not willing to purchase. Therefore, it can be stated that this is among the most vital factors related to consumer behaviour. Consumers hold various reasons for purchasing a product or service and addressing these reasons can help to improve customer satisfaction and provide them with their intended products or services. The emergence of the internet and online platforms has provided effective opportunities for both consumers and retailers (Nguyen, 2018)<sup>9</sup>. Apart from this, marketers use data analytics and other advanced technologies for gaining knowledge about consumer needs and demands as well as assessing reviews and feedback. Advertising is a form of communication used to

persuade audience, viewers, readers, or listeners to take some action with respect to products, ideas, or services. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common (Manivasagan & Saravanan, 2016)<sup>10</sup>. An Advertisement is one of the topical strategies of many brands for the promotion of their product. The purpose of mass advertisements is to gain attention for the product, ensuring prolonged association with consumers, or for the purpose of recall of their product in customers' mind (Rai, N. 2013)<sup>11</sup>. Advertising is a promotion strategy which serves as a major tool in creating product awareness in the mind of the consumer to take purchasing decision (Chukwu, B., Kanu, E., & Ezeabogu, A. 2019)<sup>12</sup>. Consumer buying behavior is mostly affected by some factors which include culture, family, and brand image (Fatima, S., & Lodhi, S. 2015)<sup>13</sup>. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and the marketing changes in today's competitive markets, and this management tool refers to the re-analysis and re-design of tasks and processes inside and outside the organization (Sunderaraj, R. (2018)<sup>14</sup>. Consumer perception is also developed globally by engaging the customers in variety of activities, by creating healthy opportunities for the customers, by fulfilling social responsibilities and by putting the customer needs above all (Malik, M. E., Ghafoor, M. M., & Iqbal, H. K. 2014)<sup>15</sup>. Advertisement and consumer behaviour have a strong relation. The role of advertisement is to influence the consumer decision-making process and influence consumer decisions in all stages based on the marketing and advertising goals (JOHN, A. M., & TS, J. 2022)<sup>16</sup>. Digital advertising involves finding the right online marketing mix for the potential customers who would influence their behaviour while purchasing the products and services (Zari, T. S. 2021)<sup>17</sup>. In the modern world desktop online advertising and mobile advertising has also gained popularity along with the traditional form of advertisement like newspaper advertisement, radio advertisement, cinema, and magazines. But it is very important the advertisement should be designed and conveyed in such a way that it creates curiosity and awareness to the consumer (KATIYAR, P. 2019)<sup>18</sup>. Social media is a platform that lets us participate in social networking. Today it is the best source for news updates, marketing, education, and entertainment. The social media are increasingly influencer and changing the way the consumer behaviour how they make the decisions to buy (Kaikini, A. A., & Bhat, S. S. 2019)<sup>19</sup>.

### **Methodological approach**

The *primary source* has been used in this study and as the quantitative design has been chosen therefore a *survey* has been conducted. Although primary sources are more time

consuming than the secondary sources, it is more efficient to use original data rather than secondary data. Managers of Spotify and managers of other online companies have been approached for participating in the survey and provided their personal opinions on the statement.

A total of 8 questions including the demographic questions have been created in a questionnaire which have been used for data collection. SPSS software and Excel was the two core elements used for generating graphs from the numerical data collected from the survey. Descriptive statistics, correlation statistics, reliability statistics and graphs have been generated which are statistically interpreted in this study.

### Findings and analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
3. Advertisement has a great impact on the perception of the customers which changes their decisions	51	0	4	3.37	.958
4. Advertising about the products and services enhances customer awareness and that impacts their buying decisions	51	0	4	3.35	.955
5. Effective advertising strategies has positively influenced customer buying behaviour of Spotify	51	0	4	2.96	1.248
6. Online advertisement is more effective than offline advertisement on buying behaviour of customers	51	0	4	3.10	1.204
7. Social media platforms are highly impactful on consumer buying behaviour which changes the perception of the customers	51	0	4	3.49	.903
8. Effective advertisement strategy improves brand reputation in the market which influences buying behaviour of customers	51	0	4	2.75	1.412
Valid N (listwise)	51				

**Figure 1: Descriptive statistics**

(Source: IBM SPSS)

Descriptive statistics is an important part of statistical analysis which helps to know about the average of the survey responses through the mean values (Amrhein & Trafimow & Greenland, 2019)<sup>25</sup>. In simple words, it is used to understand whether most of the participants have given positive or negative responses to the questions in the survey. Besides, the mean values need to be more than 1 for proving that the average percentage of the respondents have given positive responses. It is identified that the mean values of all the variables are 3.37, 3.35, 2.96, 3.10, 3.49 and 2.75. All the mean values are greater than 1 and that indicates the average

percentage of the participants in the survey have given positive reactions to the statements in the questionnaire.

		Correlations					
		3. Advertisement has a great impact on the perception of the customers which changes their decisions	4. Advertising about the products and services enhances customer awareness and that impacts their buying decisions	5. Effective advertising strategies has positively influenced customer buying behaviour of Spotify	6. Online advertisement is more effective than offline advertisement on buying behaviour of customers	7. Social media platforms are highly impactful on consumer buying behaviour which changes the perception of the customers	8. Effective advertisement strategy improves brand reputation in the market which influences buying behaviour of customers
3. Advertisement has a great impact on the perception of the customers which changes their decisions	Pearson Correlation	1	.946**	.882**	.904**	.941**	.840**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	51	51	51	51	51	51
4. Advertising about the products and services enhances customer awareness and that impacts their buying decisions	Pearson Correlation	.946**	1	.850**	.891**	.932**	.794**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	51	51	51	51	51	51
5. Effective advertising strategies has positively influenced customer buying behaviour of Spotify	Pearson Correlation	.882**	.850**	1	.960**	.852**	.936**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	51	51	51	51	51	51
6. Online advertisement is more effective than offline advertisement on buying behaviour of customers	Pearson Correlation	.904**	.891**	.960**	1	.875**	.909**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	51	51	51	51	51	51
7. Social media platforms are highly impactful on consumer buying behaviour which changes the perception of the customers	Pearson Correlation	.941**	.932**	.852**	.875**	1	.822**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	51	51	51	51	51	51
8. Effective advertisement strategy improves brand reputation in the market which influences buying behaviour of customers	Pearson Correlation	.840**	.794**	.936**	.909**	.822**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	51	51	51	51	51	51

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Figure 2: Correlation statistics**  
(Source: IBM SPSS)

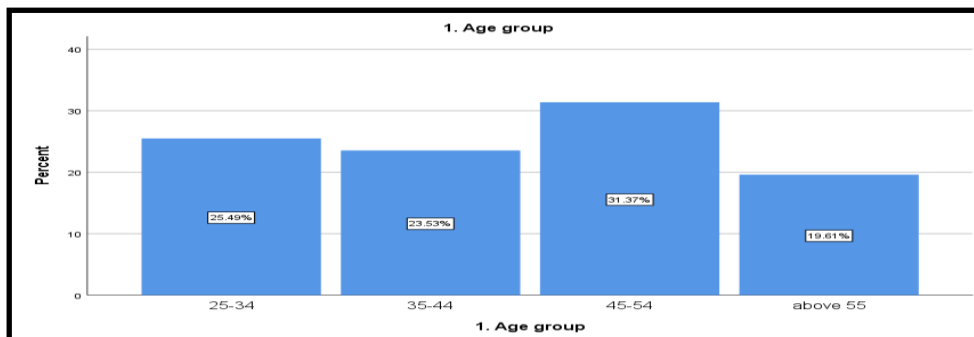
Correlation statistics is another significant part of statistical analysis which includes the evaluation of relationship type between the variables of a study (Obilor & Amadi, 2018)<sup>26</sup>. There are two types of variables such as dependent variables (DV) and independent variables (IV). The DV of this study is consumer buying behaviour and the IV of this study is advertisement. The identification of the relationship type is based on the probability (P) value of the variables as per the figure above. The P values should be less than 0.05 for ensuring that there are positive relationships whereas P values which are more than 0.05 will indicate negative relationships. Thereafter, the P values of the variables are 0.946, 0.882, 0.904, 0.941 and 0.840 which are less than 0.05. As per the rules, there are positive relationships between the IV and the DV of this study as the P values are less than 0.05. In other words, advertising is positively impactful on consumer buying behaviour as these two components share positive relationship.

Reliability Statistics	
Cronbach's Alpha	N of Items
.973	6

**Figure 3: Reliability statistics**  
(Source: IBM SPSS)

Reliability statistics is another significant part which helps to check the reliability of the collected data. This is based on the value of cronbach alpha which should be

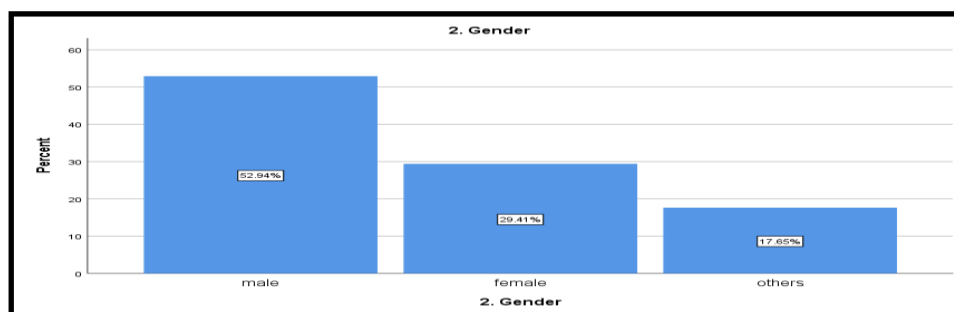
less than 0.70 for indicating that all the evaluated findings are reliable (Hajjar, 2018)<sup>27</sup>. Using reliable data is one of the core goals of research studies which make it remarkable. The value of cronbach alpha is 0.973 as per the figure above which is less than 0.70 and that proves all the collected and used data in this study are reliable.



**Figure 4: Age of the participants**

(Source: IBM SPSS)

The respondents were asked about their age as a basic demographic question and based on that four groups were created. 25-34 group, 35-44 group, 45-54 group and above 55 group were the specific groups created. About 25.45% of the managers were between 25-34 years old, nearly 23.53% of the managers were between 35-44 years old, 31.37% of the participants were between 45-54 years old and about 19.61% of the managers were above 55 years old.

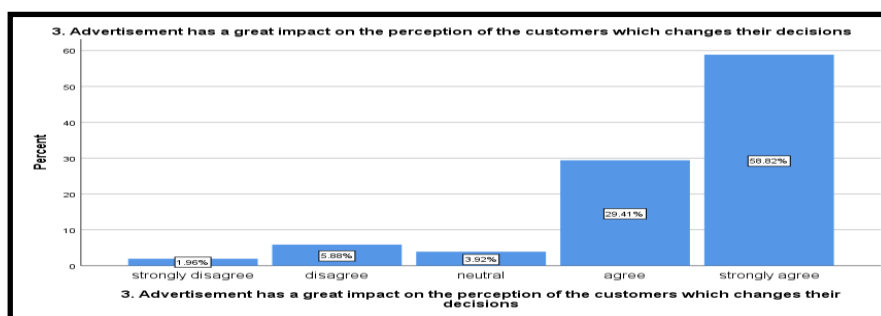


**Figure 5: Gender of the participants**

(Source: IBM SPSS)

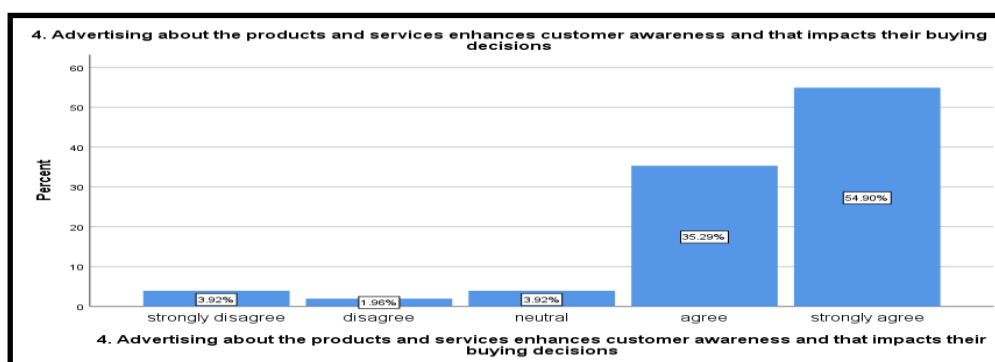
Nearly 52.94% of the managers in the survey were male, 29.41% of the participants were female and about 17.65% of the managers were from other sexual orientations. It can be noticed that the percentage of males in managerial posts is higher than females.





**Figure 6: Advertisement has a great impact on the perception of the customers which changes their decisions**  
(Source: IBM SPSS)

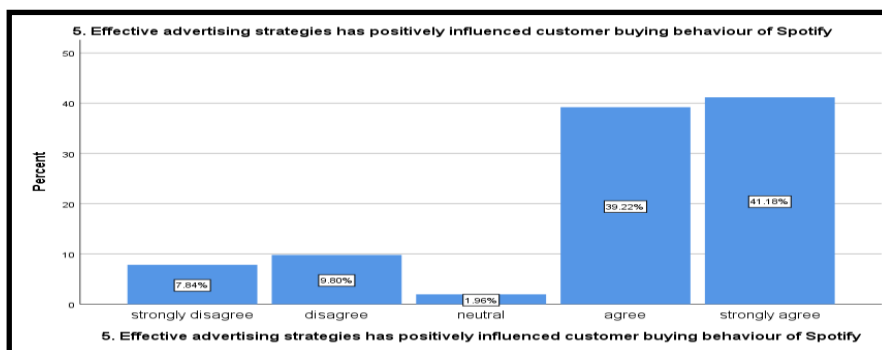
The first statement was about the impacts of advertisement on the perception of the customers. About 58.82% of the managers have “strongly agreed” and 29.41% of the managers have “agreed” with the statement by stating that advertisement is highly impactful on the perception of the customers which influences the purchasing decisions. Besides, 5.88% of the managers have “disagreed” and 1.96% of the managers have “strongly disagreed” with the statement and opinionated that only advertisements cannot impact the perception of the customers, including this, product quality and features also plays crucial roles.



**Figure 7: Advertising about the products and services enhances customer awareness and that impacts their buying decisions**  
(Source: IBM SPSS)

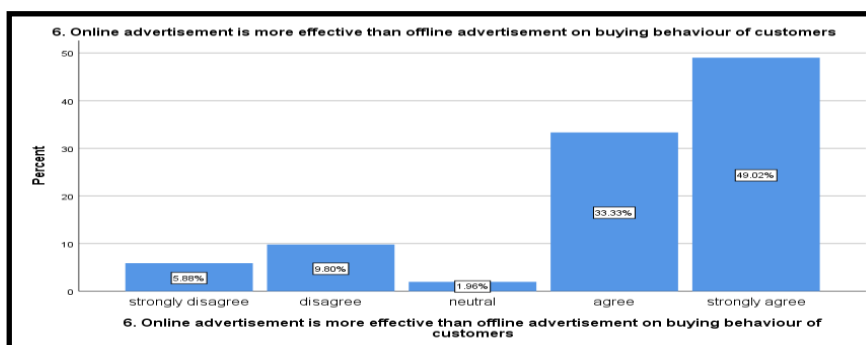
Next, the participants were asked about the impacts of advertisement on brand awareness and its impact on buying behaviour of customers. Nearly, 54.90% of the participants have “strongly agreed” and 35.29% of the managers have “agreed” with the statement and stated that advertisement of products facilities is highly capable of enhancing brand awareness which positively influences buying decisions of customers. On the other hand, around 1.96% of the managers have “disagreed” and 3.92% of the managers have “strongly disagreed” with the statement. They have opinionated that along with advertisements, product and service quality needs to be high for enhancing brand awareness.





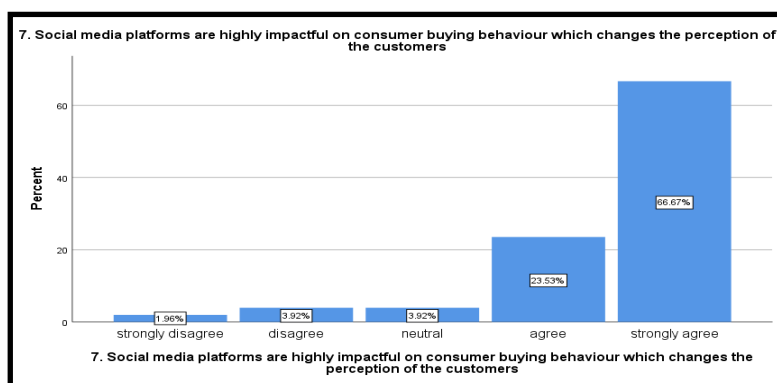
**Figure 8: Effective advertising strategies has positively influenced customer buying behaviour of Spotify**  
(Source: IBM SPSS)

About 41.18% of the managers have “strongly agreed” and 39.22% of the respondents have “agreed” with the next statement which was about the influence of advertising strategies on the buying behaviour of the customers of Spotify. They have stated that effective advertising strategies have influenced the intention of the customers of Spotify and that led to a huge number of subscribers for the company. Apart from that, nearly 9.80% of the managers have “disagreed” and 7.84% of the managers have “strongly disagreed” with the same statement by stating the quality of services and offers were more influential towards buying behaviour of customers.



**Figure 9: Online advertisement is more effective than offline advertisement on buying behaviour of customers**  
(Source: IBM SPSS)

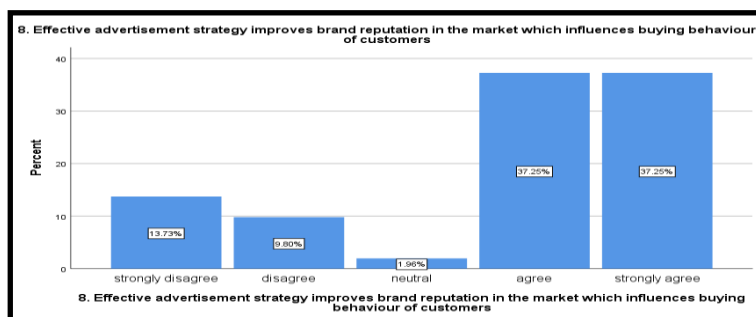
The next statement was about whether offline or online advertising tools are more effective on buying behaviour of customers. About 49.02% of the managers have “strongly agreed” and 33.33% of the managers have “agreed” with the statement by stating that online advertisements are easier and highly effective as most of the people are having online accounts today. Besides, 9.80% of the managers have “disagreed” and 5.88% of the managers have “strongly disagreed” with the statement and opinionated that offline advertising is more effective as face-to-face interactions highly impact the perception of the customers regarding the products and services.



**Figure 10: Social media platforms are highly impactful on consumer buying behaviour which changes the perception of the customers**

(Source: IBM SPSS)

Nearly 66.67% of the managers have “strongly agreed” and 23.53% of the respondents have “agreed” with the next statement which was about the influence of social media advertisements on the buying behaviour of customers and their perception as well. They have stated that almost everyone has social media accounts nowadays and that makes it easier for companies to reach more people through social media platforms. Apart from that, nearly 3.92% of the managers have “disagreed” and 1.96% of the managers have “strongly disagreed” with the same statement by stating that negative reviews on social media platforms are negatively impactful on the perception of the customers.



**Figure 11: Effective advertisement strategy improves brand reputation in the market which influences buying behaviour of customers**

(Source: IBM SPSS)

Next, the participants were asked about the effects of advertisement on brand reputation and its influence on customer behaviour. Nearly, 37.25% of the participants have “strongly agreed” and 37.25% of the managers have “agreed” with the statement and stated efficient marketing strategies are highly capable of improving brand reputation and establishing a positive brand image. In contrast, around 9.80% of the managers have “disagreed” and 13.73% of the managers have “strongly disagreed” with the statement. They have opinionated that only advertising or marketing strategies cannot be capable of establishing brand reputation in the market.

## Implications

There are implications in online promotional strategies such as there are higher chances of being the victim of cyber-attacks. Social media advertising might be risky regarding the security issues which is an implication (Agung & Darma, 2019)<sup>28</sup>. The number of cyber-attacks has been increasing and that leads to the disclosure of personal information of business companies. On the other hand, there are implications in offline advertisement as well which are costs, time consuming and others. Offline promotional methods require higher costs than online promotions which is one of the major implications and along with that offline advertisements are time consuming.

## Future scope

The use of inline advertising strategies might be more impactful on customers in future as the number of people on social media will be increased. Thereafter, there are higher chances for this study to be used in future for gathering relevant information about the impact of advertisement on customer behaviour.

## Conclusion

It is identified that advertising and promotional strategies are immensely important for business companies to influence the buying behaviour of the customers. Companies should be focused on enhancing awareness among the customers regarding their products and services for enhancing sales rate. Spotify is one of the largest song provider companies which competes with many more companies. Hence, Spotify has one of the highest numbers of subscribers and that has been impacted by their effective advertisement strategies. Different articles and journals have been reviewed and it is identified that most of the authors have opinionated that advertisement has a great role in influencing the intentions and behaviour of the customers. Almost all the managers in the survey have provided positive responses regarding the impacts of advertisements on customer behaviour of Spotify. It can be recommended to the companies to adopt effective online and offline advertising strategies for improving sales rate.

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**Appendix: Survey Questionnaire**

1. Age group  
a) 25-34    b) 35-44    c) 45-54    d) Above 55
  
2. Gender  
a) Male    b) Female    c) Others
  
3. Advertisement has a great impact on the perception of the customers which changes their decisions  
a) Strongly disagree    b) Disagree    c) Neutral    d) Agree    e) Strongly agree
  
4. Advertisement about the products and services enhances customer awareness and that impacts their buying decisions  
a) Strongly disagree    b) Disagree    c) Neutral    d) Agree    e) Strongly agree
  
5. Effective advertising strategies has positively influenced customer buying behaviour of Spotify  
a) Strongly disagree    b) Disagree    c) Neutral    d) Agree    e) Strongly agree
  
6. Online advertisement is more effective than offline advertisement on buying behaviour of customers  
a) Strongly disagree    b) Disagree    c) Neutral    d) Agree    e) Strongly agree
  
7. Social media platforms are highly impactful on consumer buying behaviour which changes the perception of the customers  
a) Strongly disagree    b) Disagree    c) Neutral    d) Agree    e) Strongly agree
  
8. Effective advertisement strategy improves brand reputation in the market which influences the buying behaviour of customers  
a) Strongly disagree    b) Disagree    c) Neutral    d) Agree    e) Strongly agree