

Journal of Law & Social Studies (JLSS)

Volume 5, Issue 2, pp 322-337

www.advancelrf.org

Advertisement and Consumer Buying Behaviour: A Case of Firm's Financial Performance in Pakistan, Turkey and Malaysia

Muhammad Usman Malik
(Corresponding Author)

Lecturer of FMS,
Foundation University Islamabad (FUI), Pakistan
Email: musman.malik@fui.edu.pk

Qaiser Ali Malik

Professor of FMS,
Foundation University Islamabad (FUI), Pakistan
Email: qaisermalik@fui.edu.pk

Imran Bashir Dar

Assistant Professor of FMS,
Foundation University Islamabad (FUI), Pakistan
Email: imran.bashir@fui.edu.pk

Abstract

This research aims to provide thoughtfulness regarding advertisements and their impact on consumers' purchasing decisions, which may affect a company's financial performance. The key objectives of this research are: to understand how advertising affects consumers' purchasing choices, identify different crow's nests and those that were open, and use the proportional collapse of man oeuvres to use scrutiny (based on higher level awareness) just before handling the illness in which the consumer shot at investing after the commercials. The accomplices employed qualitative methods to gather information. Semi-organized talks aimed at thoroughly separating each plaintiff's extensive knowledge and opinions. For this study, a sample of 16 experienced stock market analysts and marketing consultants from Pakistan, Turkey, and Malaysia were selected. This study explains the four factors influencing customer purchasing decisions: entertainment, social image, brand recognition, familiarity, and advertising expenditure. This study tangentially studied how to address customer perceptions while following professional recommendations. Additionally, the analytical study of past and present situations is crucial.

Keywords: Advertisements, Buying Behavior, Financial Performance

Introduction

It has always been the practice of marketers to develop new advertising in response to the shifting demands of the industry. Advertising has grown significantly over the past century due to the widespread availability of mass-produced commodities made possible by industrialization. Contrarily, advertising was not widespread back then. In the 1980s, newspapers, outdoor signs,

radio, and television were the leading advertising platforms. In recent years, businesses have embraced digital advertising a lot more. More and more companies are prioritizing ads for their mobile apps and social media pages over those for television. Bangladesh is only getting started in digital marketing. Nowadays, almost every significant local or international firm makes full use of digital marketing (Garg & Kapil, 2021).

The purpose of advertising is to change customer behavior, yet recall can alter or amplify the impact. Consumers create associations with the brand name to create associative memories of the brand (Alghizzawi, 2019). These brands frequently impact choice, assessment, and purchase (Hamouda, 2018). Consumer purchase behavior has traditionally been given utmost importance in research on how advertising affects purchasing decisions. The bulk of the time, how much consumers like or find offensive the marketed goods affect their purchasing decisions. Successful, high-quality advertising increases the likelihood that consumers will buy a product.

Marketers have always been flexible when it comes to meeting the ever-evolving demands of advertising. The increased availability of produced goods due to industrialization to a dramatic increase in the usage of advertisements in the 20th century. However, advertisements were rarely used by enterprises during this period. Billboards, radio, television, and newspapers were the primary mediums for advertising in the late 1980s. The importance of digital advertising to modern firms is growing. Social media and mobile phone marketing are trending due to widespread use and popularity. It will not be fictitious to claim that this modern advertising medium may surpass traditional television advertising shortly. In Bangladesh, the practice of digital marketing is still in its infancy. Large, regional, and global corporations actively participate in digital marketing.

The purpose of advertising is to persuade consumers to act, yet consumers' recollections frequently distort or exaggerate the extent to which commercials impact their opinions of brands. Associations with the brand name help consumers develop memories of the product in their minds (Ketrone, Spears, & Dai, 2016). These businesses consistently sway consumers' opinions, assessments, and purchases (Romaniuk & Sharp, 2004). It has long been an exciting field of research to examine how advertising affects consumer behaviour (Ajzen, 2002). Customers' opinions of product marketing frequently impact their purchasing decisions (Smith, 2006). The likelihood of a consumer being persuaded to purchase a product is significant when exposed to a superior advertisement than an inferior one.

Many managers and marketers are keenly interested in comprehending the impact of advertising and the underlying mechanisms that facilitate its efficacy. The principal objective of advertising is to impact the consumer choices of the intended audience. The degree of acceptance or rejection of an advertisement for a product significantly impacts consumers' purchasing decisions.

The Theory of Reasoned Action claims that the decision to purchase a product and its brand image are related. It is more likely that a consumer's perception of a particular brand will influence their decision to purchase the items or intention to do so. When a product's brand appeals to them the most, people are frequently more likely to purchase it (Castells, 2004).

In his renowned Theory of Needs, Maslow claimed that people are motivated by their needs at particular times. His theory revolves around the idea that desires are chronologically ordered from most important to least important. Once a critical need is fulfilled, the person will attempt to meet the subsequent significant need. The same idea elaborates on how an individual's requirements impact buying decisions (Maslow, 1954).

Previous research has demonstrated a significant association between the efficacy of advertising and its impact on consumer purchasing behavior. In contrast, the present study utilizes diverse variables

to investigate their impact on consumer behavior (Chu & Chen, 2019). This study aims to identify the significance level of these variables that affect consumer behavior. The results will enable marketers to concentrate on the most crucial elements of an advertisement and derive the most significant benefit from utilizing the results. Aside from helping marketers implement more successful advertising techniques, the study will also benefit advertising executives and academics by educating them on the ins and outs of the industry.

Moreover, advertising is an expensive endeavor, but very few sincere attempts are made to assess its effectiveness, the number of benefits the costs of advertising yield, the relationship between benefits and advertising, and other factors (Acar & Temiz, 2017). Until recently, sales were used to determine how effective an advertisement was.

This metric emphasizes whether consumers accepted an advertisement, took it in, and retained it. "Stimulus-response function" describes this. Sales are undoubtedly the most impartial metric for gauging the effectiveness of advertising. A complicated range of elements that fall under the heading of effective advertising then impacts sales.

Literature Review

Numerous studies have previously examined the efficacy of marketing and advertising. In modern-day advertising, organizations use various techniques to market their goods and services. With the advancement in technology, online and mobile classified advertisements have successfully reached their targeted consumers, which has resulted in a significant change in advertising methods from previous years. Kumar (2017) discovered that verbal exchange media, like advertisements, are a potent way of getting information to the target organisation of customers. He continued by saying that classified advertising should not be too long or too short. Advertisements need to grab consumers' interest and get them involved in the ad. According to Hassan (2015), there may be much emotional courtship between customers' purchasing behaviour and television advertisements. It was discovered that the influence of television classified advertising on customer behaviour is connected to residential origins, whether they are urban or rural, and gender groupings. Television advertisements often influence customers' decisions to try out a service or product. According to Tobi, Ayodele, and Akindele (2020), all internet users have the same opinions about websites and online classified ads regardless of age. All age groups agreed that web classified advertisements are extremely instructive, but at the same time, such advertisements spread disease across all age groups.

Thanks to the earlier study, we have a wealth of knowledge regarding how entertainment affects consumers. Since it catches their attention and leaves an impression, customers are said to be favourably affected by it. However, on occasion, the outcome was negative. Whether these diverse impressions of humorous advertising truly have any bearing on customers' tendency to purchase will be the focus of this investigation.

There is a scarcity of pertinent studies on the topic that hold significant importance concerning the present study. According to a study by Tseng & Wei (2020) on consumer purchasing behaviour in the Indian automotive industry, marketing effectiveness influences consumer behaviour favourably. Raza, Bakar, and Mohamad (2020) have demonstrated that advertising investment may impact consumer evaluations of a product's quality, loyalty, and enjoyment. According to De Mooij's (2019) findings, advertising is a prominent and widely recognised factor that impacts a consumer's decision-making process. Ahmed and Ashfaq (2013) investigated how advertisements influenced consumers' decisions to purchase cosmetics. The correlation results showed a positive correlation, with the highest correlation being 0.414, between advertising and consumer purchase decisions, or, to put it another way, advertising affected consumer purchase decisions.

Consumer Buying Behaviour

According to Schiffman, O’Cass, Paladino, and Carlson (2013), consumer buying behaviour refers to the perceptual, expressive, and cognitive processes people undergo while selecting, obtaining, utilising, and discarding goods and services to satisfy needs and wants. It comprises expenditures made by participants in trade processes, such as purchases and other consumption-related acts. Consumer behaviour is an area of research that examines the decision-making processes of individuals or collectives in selecting, procuring, utilising, and disposing of goods, services, concepts, or encounters to satisfy their needs and preferences (Hogg et al., 2006).

The term “consumer purchasing behavior” pertains to the actions and decisions individuals or groups make in selecting, obtaining, utilizing, or disposing of goods, ideas, or experiences based on their specific needs and preferences (Solomon, 1995). According to Anderson and Narus (1998), consumers exhibit this conduct when they search for, purchase, utilize, assess, and reject products and services that they believe will fulfill their requirements. According to Ramachander (1988), this particular area of study is an amalgamation of three distinct social science disciplines: individual psychology, societal psychology, and cultural anthropology. Investigating consumer purchasing behavior is crucial as it empowers enterprises to formulate and execute superior business strategies. Khaniwale (2015) proposes a theoretical framework that elucidates the factors influencing an individual’s purchasing behavior, including the what, why, how, when, and where of their buying decisions. Consumer buying behavior pertains to the decision-making processes utilized by individuals or groups in determining the acquisition, utilization, or disposal of products or services. According to Smith and Brynjolfsson (2001), individuals exhibit diverse patterns of conduct when they opt for, utilize, assess, and discard commodities and amenities that they believe will fulfill their requirements. De Mooij (2019) asserts that integrating individual psychology, socio cultural psychology, and cultural anthropology has resulted in a unified field. Conducting essential research on consumer purchasing behavior is imperative for businesses to enhance their business strategies. This research addresses fundamental inquiries such as the factors that influence consumers’ buying decisions, the underlying reasons for their choices, the methods they use to make purchases, and the timing and location of their purchases. This research aims to gain a deeper understanding of the variables that influence consumers’ buying behavior. Previous research conducted by Duralia (2018) has identified multiple factors that impact consumer behavior.

Today, one may access advertisements by just pressing a button. On the other side, they are searching for something novel, captivating, and able to keep their interest. A dull marketing effort will not stick in the minds of consumers for very long. It has been acknowledged that entertainment may impact consumers’ inclination to purchase things, which can boost the efficacy of advertising.

According to Madhavan and Kaliyaperumal (2015), the efficacy of a company’s marketing strategy is contingent upon the distinct and combined reactions of its intended audience, as manifested through their purchasing behaviors. Given that the customer is the *raison d’être* of a company, it is imperative to comprehend the customer and research the patterns of their purchasing habits.

Considerate customer purchasing behavior is the core variable that helps marketers achieve their goals; without this knowledge, it might be challenging to draw in new customers, especially in today’s competitive economy. Customers who spend more money with a business are also advantageous. Their purchase habits are one of the elements that must be understood for a better grasp of the consumer profile.

Consumer behavior is explained by economics in connection to economic variables. Sociology and cultural anthropology explain how family and community dynamics affect individual behavior, how innovations spread throughout different groups, and how a culture affects its constituents.

Entertainment

It has been the core criterion for developing commercials and attracting consumers. Viewers are likelier to grasp a captivating and entertaining commercial than its dull counterpart. Furthermore, it makes perfect sense that an entertaining Ad is effective. This is why many businesses invest much money in creating humorous advertisements (Mandan, Hossein, & Furuzandeh, 2013).

Television advertisements frequently and significantly include entertainment. Nowadays, most advertisements include at least one element of consumer entertainment: comedy, imaginative narrative, or cheerful music. In recent years, advertisers have tried to produce advertising that is more and more entertaining (Ellis & La Monica, 2010). Additionally, it influences viewers' interest in the advertisement, indirectly influencing buy intentions by raising viewing interest.

A company's Financial performance is measured by its successful use of resources from its primary business activities, producing revenue, and amusing customers and other stakeholders through extra-curricular activities and outdoor events (Martin, 2013). Financial performance is also used to measure the organisation's longer-term financial health.

Familiarity

Familiarity refers to the cumulative experiences of a consumer with a particular product or service. The concept of connected experiences encompasses a range of direct and indirect interactions. These interactions may include exposure to advertisements, conversations with sales representatives, information obtained through word-of-mouth communication, product trials, and actual product consumption (Alba & Hutchinson, 1987). Visual searching has been extensively studied due to its prevalence in individuals' search for specific items or clusters of objects in real-life scenarios (Geisler & Cormack, 2011). Ishrat and Abrol (2022) assert that individuals locate a specific object while being exposed to extraneous stimuli during visual search experiments. This phenomenon highlights the potential impact of familiarity on the perception of the quality of a product or service. Brand familiarity is defined by the correlations, which encompass the entirety of associated experiences that consumers have had with a brand, as noted by Delgado-Ballester, Navarro, and Sicilia (2012).

The amount of encounters a consumer has amassed with a product or service is how Alba and Hutchison (1987) defined familiarity. These interactions might be direct or indirect, such as watching ads, speaking with salespeople, meeting individuals through word-of-mouth recommendations, testing, and consuming. Johnson and Russo (1984) assert that familiarity equates to knowledge. Johnson and Kellaris (1988) mentioned experience as a determinant of familiarity. The literature review demonstrates the interconnectedness of familiarity, experience, and knowledge. According to Delgado-Ballester, Navarro, and Sicilia (2012), brand familiarity is the total number of related interactions customers have experienced with a specific brand. This definition follows that provided by Alba and Hutchison (1987).

Using a procedure recognised as "Product-class cues," it is possible to see how brand familiarity affects consumer behaviour. Often, a cue might be the product class or subcategory to which the brand belongs. A customer would like a "fruit juice" to accompany a meal. Examining how classification works has acknowledged the significance of "prototypically" as a sign of the potency of linkage between a category notion and its constituents (Rosch, 1975; Smith & Medin, 1981). A brand's prototypicality gauges how well it represents the product category in which it competes.

Regarding operation, prototypicality is assessed by how "excellent an example" people rate a category object. Prototypical brands are more likely to be recalled quickly and frequently (Barsalou, 1985; Nedungadi & Hutchinson, 1985; Rosch & Mervis, 1975). As a result, there is a more

significant chance of being in the evoked set and a higher chance of choosing. Zajonc (1968) conducted a study demonstrating that an individual's preference for a stimulus may be enhanced through exposure, irrespective of cognitive evaluations or contextual linkages.

In conclusion, this work has shown that the effect and exposure frequency logarithm are linearly related (Harrison, 1977). As a result, consumers' positive emotional responses to a brand improve with repeated brand exposure. This theory proposes that enhanced brand recognition occurs when a brand is shown to more people through various forms of marketing and advertising.

Moreover, consumer finance KPIs track efficiency, effectiveness, customer satisfaction, risk, and the cost concerning the leading products, and these KPIs enhance the product's familiarity with consumers, ultimately increasing the firm's financial performance (Kim, Gon Kim, & An, 2003).

Social Imaging

Widespread marketing has an impact on how people see the world. Advertising often shows the ideal or typical consumer for a given product. It frequently reveals the consumer's socioeconomic status, manner of life, and opinions.

The statement above holds significant relevance in the context of cosmetic products, as noted by Haider and Shakib (2018). Further Prior research has indicated that categorising and stereotyping a specific gender or demographic can notably influence the broader populace. To underscore the influence on societal perception, enterprises are presently adopting influencer marketing to entice customers through celebrities in their promotional campaigns. Within digital media, individuals are commonly recognised as "social media influencers" (Ermiş, 2021).

This concept holds significant value within the realm of cosmetic merchandise. Advertisements impact our perception of the surrounding environment. Various advertising mediums, particularly television commercials, depict consumers in their current state or an idealised version of themselves. On certain occasions, the consumer's socioeconomic status, lifestyle, and viewpoints may be disclosed by purchasing a product.

The notion of beauty and attractiveness in society is one of the most pervasive ideals propagated by the media (Khalid & Quiñonez, 2015), like public watches slim, attractive women and lovely, muscular guys everywhere. Moreover, as media dominance grows, there is more pressure to uphold these norms (Russello, 2009). In 2008, the YWCA USA published a "Beauty at Any Cost" report that analysed the consequences of the American media's fixation with beauty on women and girls. Beauty product purchases are incredibly likely to be prompted by fear and addiction (Britton, Shahar, Szepsenwol, & Jacobs, 2012). The brand "Rolex" is a remarkable illustration of a societal image exclusively shaped by advertising, independent of the beauty industry. The product in question may not consistently rank as the best option available, and in the contemporary age of mobile devices, it may not provide significant utility to an individual's daily routine.

The degree of brand familiarity created by advertising substantially impacts customers' purchase decisions. Consumer research was undertaken (Duralia, 2018) to examine how well-known songs affect advertising and consumer behaviour. Customers reported feeling satisfied with purchases that featured well-known songs in commercials, and a correlation between the songs' friendliness and familiarity was found. Advertising significantly impacts consumers' lifestyle choices and how they try to present themselves in social settings, and the concept of social role and image reflects this. Advertisements sell not only material goods but also personas and ways of life. Advertisements inform customers about new lifestyles, images, and trends (Visentin, Pizzi, & Pichierri, 2019). Public service announcements (PSAs) encourage people to purchase the products they are marketing by using images of the ideal consumer to promote social messages and spending money

on advertising aids in creating a positive perception of a company among consumers. Additionally, there is a connection between advertising and customer perceptions of quality (Johnston et al., 2018). Advertising improves a brand's usefulness since people prefer to choose well-known brands to prevent quality disappointments.

Advertisement Spending

Companies that engage heavily in advertising message to consumers that they value their brand, which is associated with higher-quality products (Kirmani & Wright, 1989). Customers have higher expectations of a business when it invests heavily in marketing (Gupta & Lehmann, 2003; Joines, Scherer, & Scheufele, 2003). The items or services from that brand appear superior (Haider & Shakib, 2018). Additionally, the advertising sector has substantially shifted over the past few years. Global advertising spending is anticipated to surpass \$560 billion in 2019, an increase of about 4% from 2018 (Gilboa, Seger-Guttmann, & Mimran, 2019).

Methodology

According to research, a product's characteristics rarely influence a consumer's purchase choice regarding advertising (Alamsyah, Othman, Bakri, Udjaja, & Aryanto, 2021). In order to comprehend how commercials affect customers' purchase decisions, detailed responses are required from market experts. Semi-structured interviews are taken in this study to gain a wide range of data.

Primary data was acquired from the experienced stock market analysts and marketing consultants at several international corporations in Pakistan, Turkey, and Malaysia to determine the impact of commercials on customers' purchasing decisions.

This study relies on a subjective (qualitative) method to thoroughly elicit the candidates' thoughts. It is undeniable that neither some information nor an estimate on potential responses was previously given to the candidates. The multi-case study methodology used in this study is based on interviews (Eisenhardt, 1989; Eisenhardt & Graebner, 2007), with semi-structured interviews used to gather the study's data. Numerous examples offer the opportunity to classify arrangements and fundamental undertones using beneficial subject and indicator checks. Table 1 contains the case study protocol (Haddock-Millar, Sanyal, & Müller-Camen, 2016).

The discussion's primary emphasis - the impact of advertising on customers' purchasing decisions - attracted a sizable number of questions. This study is effective at identifying different crow's nests and those that were open, leading to the proportional collapse of man oeuvres to the usage of scrutiny (based on higher level awareness) just before handling the illness in which customers shot to invest following the commercials.

The semi-structured talks were conducted to abstract all-encompassing material. In addition, sixteen interviews were systematised for this study; ten were direct face-to-face interviews, and six were open-ended scales with marketing experts (Table 2). We received clear responses from our knowledgeable respondents for the study.

Table 1: Case Study Methodology

Methods employed in the Case Study

1. Research qualifications, focus, and scope
2. The credentials of discrete prosperities provide "many examples"
3. Expanding the scope of the study questions

4. The qualifications of suitable study measures and qualitative data-gathering methods like focus groups and semi-structured interviews
5. The case studies' transparent and comparable part on the credentials of "acceptable" suppliers emphasises creative ecological and human resource management.
6. The time-frame for data collection is December 2021 to August 2022
7. Data analysis for state-level private subsidiaries
8. Development of extensive
9. Literature support
10. Concluding: The necessary research and data have been completed
11. Dissemination: producing reports and other materials

Table 2: Interview respondents

Job Role Category	Pakistan	Malaysia	Turkey
Market Analysts	4	1	1
Director/Head of Marketing	6	2	2
Total Participants	10	3	3

Table 3: Interview protocol and questions**The interview processes**

1. Providing the correct information to the interrogator(s) and applicant(s), that is, informing them.
2. Preparing our study strategy
3. Plan the study's grit, taking the goalposts into account.
4. In opposition to potential research worries, moral subjects, and reaching a consensus
5. Prepare for our interview/focus group in advance.

Areas for further study and specific issues**Marketing strategies**

1. What are the main marketing tactics used to attract consumers?
2. Do you use different marketing tactics for a single product because of the diverse demographics?

Factors that influence consumer purchasing decisions

1. What are the main antecedents of consumers' buying behaviour?
2. How to promote the antecedents of consumers' buying behaviour towards purchasing?

How responsive are consumers to commercials?

1. In your opinion, what could be the plentiful effects of advertisements on the buying behaviour of consumers?
2. At the time of buying, what are the primary domineering inner intuitions of the consumers, in your opinion?
3. As per your knowledge, to what extent may the consumers regain consciousness and believe they are in a prejudiced position?
4. Would you like to tell them what you usually do for the subject buying in these circumstances?
5. If you observed any effects of your efforts, what are they?

How may a company achieve financial goals after advertisements?

1. What are the prominent effects of advertisements on the firm's financial performance?
2. What is the level of market delicacy of products?
3. What is the level of market efficiency (i.e. weak, semi-strong & strong) may exist in the market for consumers?
4. How are market efficiencies linked with the firm's financial efficiency?

About you

1. What information is essential to your analysis and advice regarding people's purchasing patterns?
2. What are the main factors that buyers should consider before deciding?

Findings and Discussions

One can assess the potential impact of an advertisement using tools like a stethoscope, psychogalvanometer, eye observation camera, and similar detection mediums that detect heartbeats, blood pressure, and pupil dilation. These responses show their ability to attract attention and cause additional psychological or nervous effects.

Users of the connected media regularly may be asked if they can recall a specific commercial, along with the advertiser's name and the products mentioned, and if so, how much of the advertisement they can playback. In order to determine how well the advertisement was received or retained, their reactions are analysed and assessed.

Today's brands rely heavily on advertising, planned out by marketing strategies, to succeed. Not only has advertising grown over time to take on enormous proportions as a business activity and a social phenomenon, but it has also become a crucial component of our society and economic system. The entire society has been impacted, not just the business sectors.

Most business owners know that having a well-thought-out action plan is crucial to promoting a company. Though, many of them have concerns about selecting the most effective tactics.

The effectiveness of any plan depends on how it is adopted and carried out, the target demographic, and, of course, the type of business, as there is not a single best marketing strategy for every organisation. In its simplest form, a marketing strategy is just organising your brand, product, or service promotion efforts in advance and tracking their outcomes to determine what should be kept and improved.

A marketing strategy will also ensure that potential buyers see your product or service in the best light. Most of the time, a company may use different marketing strategies towards a single product based on diverse demographics. It is common knowledge that advertisements affect people, from making them more aware of a product or service to sway their buying decisions. There are many ways in which advertising can influence how customers think.

The late-night infomercials that populate many television networks' schedules are a prime example of how direct-response advertising acts differently from other forms of advertising. This type of advertising aims to get customers to buy the product immediately. It is common practice to employ product demonstrations, an enthusiastic announcer highlighting unique product advantages, and incentives for quick responses to produce this persuasive effect.

Young people are particularly susceptible to the persuasive power of advertising. They are considering the widespread agreement among parents and advocates that children should not be exposed to junk food, soda, and energy drinks adverts during kid-friendly programmes.

They categorise these advertisements as a controversial area. Children who watch such advertisements get appealed to and ask for these products from their elders, sometimes forcing the parents to make the purchasing decisions without their will ultimately. Parents may become irritated by these impacts of advertising on consumers, but they are also likely to buy some of the marketed products for their children, such as a birthday gift or special treat.

Lastly, Advertising has an economic purpose for the advertiser and is crucial to the functioning of the entire economic system. The impact of advertising on consumer welfare and the economy has frequently been questioned. This topic has recently become relevant due to a growing consumer movement. A lobby of public opinion believes that spending on advertising is wasteful and that raising it would be wrong.

Given that it can be a crucial marketing component for the launch of any new product, advertising is strongly associated with the long-term economic success of a nation. As a result, it may be a valuable tool in the market development process. The result of rising demand on the one hand and expanding resources on the other is economic growth. Additionally valuable for the spread of technology is advertising. Economic systems are essentially a series of transactions between people and businesses. Both on a micro and macroeconomic level, the value of advertising may be seen at all points of contact between a supplier and a customer. A study reveals the value of advertising during economic distress. Recessions are times of weak economic and industrial activity when the market growth rate is much slower than the overall market trend.

According to an analysis, ordinary company houses saw increases in their market shares throughout the recession, presumably at the expense of smaller rivals and those that lacked the zeal to stand their own. However, during the period of expansion, some company organisations struggled to fulfil the rising demand, which made it simpler for rivals to enter the market.

Conclusion and Recommendations

This study looked at how advertising affects consumers' purchasing behaviours. This experiment considered four variables—advertising entertainment, familiarity, social image, and spending (Johnston et al., 2018). Results indicate that entertainment, familiarity, social imaging, and advertising spending significantly impact consumers' buying. This study can assist marketers in understanding why consumers make purchases. They can identify advertising elements with the most and least influence.

These days, anyone can get their hands on an abundance of commercials. However, they do like items that are funny, interesting, and draw the eye. Drab marketing campaigns have a short memory span in the minds of consumers. To increase the impact of ads and pique the interest of potential buyers, some marketers have turned to entertainment (Madden & Weinberger, 1982). Familiarity with brands, primarily driven by advertising, has a significant role in influencing customer behaviour. Advertising promotes Products and services, as are ways of life. Consumers can learn about new ways of living and fashion through advertisements (Pollay & Mittal, 1993). In order to encourage the desired social behaviour—in this case, the purchase of advertised products—advertising portrays the ideal consumer (model) in that setting and promotes social messaging.

Spending on advertising also helps a brand's reputation among consumers. As a result of the addition of advertising, the perceived quality of the product increases. Therefore, customers frequently buy such products that are well-known to them or are from well-known brands to avoid products of subpar quality.

Customers often pick a well-known brand to avoid purchasing a product of substandard quality. Therefore, it stands to reason that increased advertising investment would lead to a corresponding increase in sales.

This analysis was focused entirely on the influence of business on consumer behaviour. Numerous factors have been considered throughout the examination, such as online advertising, product familiarity, brand image, and commercial style. It was found that advertising is significant for a business's ability to sell its products and services. Advertising has a significant influence on what consumers buy. Deals and offers accompanied by price and product details significantly influence buyer behaviour. This research can assist business owners in determining the optimal approach to marketing their products and services to the largest possible audience.

According to the study's findings, the following recommendations were made: (1) For customers to purchase the product as a habit, they need to be familiar with it. (2) Social imaging needs to be improved to help buyers focus on the product, which will lead to customers making repeat purchases. (3) To assure a return on investment, familiarities and variety-seeking purchasing behaviour should be effectively structured and coordinated.

Managerial Implications

When built, they reveal more practical and actionable implications that merchants can utilise to influence customers' preference for their brand. The study's findings apply to the industry as a whole. As a result, the research provides the following hypotheses.

In actuality, fashion brands are built through increasingly alluring advertising efforts. Because of the power of promotion, they can affect consumers' purchasing decisions and ultimately increase sales. As a result, the fashion industry needs to develop creative ways to attract customers.

The most effective forms of advertising to influence consumers' purchasing decisions combined elements of fun, familiarity, social imagery, and financial investment. Since customer image and superiority are markers of social imaging, depictions of affluence in marketing materials tend to improve consumers' impressions of advertised products and services. As a result, one can infer that consumers' social images affect their purchasing decisions when choosing between competing fashion brands. Spending on entertainment, familiarity, social imaging, and advertising are all recommended because of their positive influence on customer purchase behaviour, as shown statistically in the study.

Limitations and Future Research

Although this study has the potential to add significantly to the body of knowledge, quantitative data can still be used in further studies. Quantitative data will clarify the interactions between these factors.

Cultural factors could bring about alterations to the company. Therefore, epistemological analyses of advertising should be the focus of subsequent research. The overall impact of advertising on consumers' decision-making is the sole topic of this research. This suggests that future research might have to dissect the decision-making process component by component. In addition, the survey method utilised to collect data in this study may have flaws due to the potential for some of the questions to have confused or discouraged our respondents from responding.

We recommend that Future studies should thus modify the queries to explore deeper emotional drivers. Concerning the study, it was primarily focused on the qualitative element. Therefore, qualitative and quantitative research methods, which may produce more insightful data, would be more unsettling. Further study is warranted to understand better how advertising influences consumers of different ages and what kinds of advertisements are most likely to catch their attention (funny, informative, relevant). The impact of commerce on consumer habits in urban and rural settings can be examined in future research.

References

- Acar, M., & Temiz, H. (2017). Advertising effectiveness on financial performance of banking sector: Turkey case. *International Journal of Bank Marketing*, 35(4), 649-661.
- Ahmed, S., & Ashfaq, A. (2013). Impact of Advertising on Consumers' buying behavior through Persuasiveness, Brand Image, and Celebrity endorsement. *Global media journal*, 6(2), 149.
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior 1. *Journal of applied social psychology*, 32(4), 665-683.
- Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of consumer research*, 13(4), 411-454.
- Alghizzawi, M. (2019). A survey of the role of social media platforms in viral marketing: The influence of eWOM. *International Journal of Information Technology*, 3(2), 54-60.
- Alamsyah, D., Othman, N., Bakri, M., Udjaja, Y., & Aryanto, R. (2021). Green awareness through environmental knowledge and perceived quality. *Management Science Letters*, 11(1), 271-280.
- Anderson, J. C., & Narus, J. A. (1998). Business marketing: understand what customers value. *Harvard business review*, 76, 53-67.
- Barsalou, L. W. (1985). Ideals, central tendency, and frequency of instantiation as determinants of graded structure in categories. *Journal of experimental psychology: learning, memory, and cognition*, 11(4), 629.
- Britton, W. B., Shahar, B., Szepsenwol, O., & Jacobs, W. J. (2012). Mindfulness-based cognitive therapy improves emotional reactivity to social stress: results from a randomised controlled trial. *Behavior therapy*, 43(2), 365-380.

- Castells, M. (2004). *The network society* (pp. 3-45). Londres: Edward Elgar.
- De Mooij, M. (2019). Consumer behavior and culture: Consequences for global marketing and advertising. *Consumer Behavior and Culture*, 1-472.
- Delgado-Ballester, E., Navarro, A., & Sicilia, M. (2012). Revitalising brands through communication messages: the role of brand familiarity. *European Journal of Marketing*, 46(1/2), 31-51.
- Duralia, O. (2018). Integrated marketing communication and its impact on consumer behavior. *Studies in Business and Economics*, 13(2), 92-102.
- Eisenhardt, K. M. (1989). Making fast strategic decisions in high-velocity environments. *Academy of Management journal*, 32(3), 543-576.
- Eisenhardt, K. M., & Graebner, M. E. (2007). Theory building from cases: Opportunities and challenges. *Academy of management journal*, 50(1), 25-32.
- Ellis, D., & La Monica, P. R. (2010). CNN Money. Retrieved April, 23, 2011.
- Ermiş, C. (2021). Social influencers in the digital environment: The effect of social media influencer's gender and age on credibility and purchase intention (Master's thesis, University of Twente).
- Garg, P. K., & Kapil, R. (2021). The A STUDY ON ADVERTISING'S INFLUENCE ON CUSTOMER BEHAVIOR. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(14), 6052-6058.
- Geisler, W. S., & Cormack, L. K. (2011). Models of overt attention. *The Oxford Handbook of eye movements*, 439-454.
- Gilboa, S., Seger-Guttmann, T., & Mimran, O. (2019). The unique role of relationship marketing in small businesses' customer experience. *Journal of Retailing and Consumer Services*, 51, 152-164.
- Gupta, S., & Lehmann, D. R. (2003). Customers as assets. *Journal of Interactive Marketing*, 17(1), 9-24.
- Haddock-Millar, J., Sanyal, C., & Müller-Camen, M. (2016). Green human resource management: a comparative qualitative case study of a United States multinational corporation. *The International Journal of Human Resource Management*, 27(2), 192-211.
- Haider, T., & Shakib, S. (2018). A study on the influences of advertisement on consumer buying behavior. *Business Studies Journal*, 9(1).
- Hamouda, M. (2018). Understanding social media advertising effect on consumers' responses: An empirical investigation of tourism advertising on Facebook. *Journal of Enterprise Information Management*, 31(3), 426-445.
- Harrison, A. A. (1977). Mere exposure. In *Advances in experimental social psychology* (Vol. 10, pp. 39-83). Academic Press.

- Hassan, A. (2015). Effects of tv advertisement on consumer buying behaviour: a comparative study of rural-urban and male-female consumers. *International Journal of Innovation and Applied Studies*, 11(3), 608.
- Hogg, M., Askegaard, S., Bamossy, G., & Solomon, M. (2006). *Consumer behaviour: a European perspective*.
- Ishrat, M., & Abrol, P. (2022). Visual search analysis using parametric fixations. *Multimedia Tools and Applications*, 81(7), 10007-10022.
- Johnson, E. J., & Russo, J. E. (1984). Product familiarity and learning new information. *Journal of consumer research*, 11(1), 542-550.
- Johnston, L. D., Miech, R. A., O'Malley, P. M., Bachman, J. G., Schulenberg, J. E., & Patrick, M. E. (2018). Monitoring the Future national survey results on drug use, 1975-2017: Overview, key findings on adolescent drug use.
- Johnson, R. L., & Kellaris, J. J. (1988). An exploratory study of price/perceived-quality relationships among consumer services. *ACR North American Advances*.
- Joines, J. L., Scherer, C. W., & Scheufele, D. A. (2003). Exploring motivations for consumer Web use and their implications for e-commerce. *Journal of consumer marketing*, 20(2), 90-108.
- Ketron, S., Spears, N., & Dai, B. (2016). Overcoming information overload in retail environments: Imagination and sales promotion in a wine context. *Journal of Retailing and Consumer Services*, 33, 23-32.
- Khalid, A., & Quiñonez, C. (2015). Straight, white teeth as a social prerogative. *Sociology of health & illness*, 37(5), 782-796.
- Khaniwale, M. (2015). Consumer buying behavior. *International Journal of innovation and scientific research*, 14(2), 278-286.
- Kim, H. B., Gon Kim, W., & An, J. A. (2003). The effect of consumer-based brand equity on firms' financial performance. *Journal of consumer marketing*, 20(4), 335-351.
- Kirmani, A., & Wright, P. (1989). Money talks: Perceived advertising expense and expected product quality. *Journal of consumer research*, 16(3), 344-353.
- Kumar, D. P. (2017). A study on factors influence towards e-commerce. *Technology*, 8(9), 478-494.
- Madden, T. J., & Weinberger, M. G. (1982). The effects of humor on attention in magazine advertising. *Journal of Advertising*, 11(3), 8-14.
- Madhavan, M., & Kaliyaperumal, C. (2015). Consumer buying behavior-an overview of theory and models. *St. Theresa Journal of Humanities and Social Sciences*, 1(1), 74-112.
- Mandan, M., Hossein, S., & Furuzandeh, A. (2013). Investigating the Impact of Advertising on Customers' Behavioral Intentions: A Case of Agriculture Bank. *Business and Economic Research*, 3(1), 1-20

- Martin, E. M. (2013). Fostering Culture Change In An Undergraduate Business Program: Nudging Students Towards Greater Involvement In Extra-Curricular Activities. *American Journal of Business Education (AJBE)*, 6(1), 93-102.
- Maslow, A. H. (1954). The instinctoid nature of basic needs. *Journal of personality*, 22, 326–347.
- Nedungadi, P., & Hutchinson, J. (1985). The prototypicality of brands: Relationships with brand awareness, preference and usage. *ACR North American Advances*.
- Pollay, R. W., & Mittal, B. (1993). Here's the beef: factors, determinants, and segments in consumer criticism of advertising. *Journal of marketing*, 57(3), 99-114.
- Ramachander, S. (1988). Consumer behaviour and marketing: towards an Indian approach?. *Economic and Political Weekly*, M22-M25.
- Raza, S. H., Abu Bakar, H., & Mohamad, B. (2020). The effects of advertising appeals on consumers' behavioural intention towards global brands: The mediating role of attitude and the moderating role of uncertainty avoidance. *Journal of Islamic Marketing*, 11(2), 440-460.
- Romaniuk, J., & Sharp, B. (2004). Conceptualising and measuring brand salience. *Marketing theory*, 4(4), 327-342.
- Rosch, E. (1975). Cognitive representations of semantic categories. *Journal of experimental psychology: General*, 104(3), 192.
- Rosch, E., & Mervis, C. B. (1975). Family resemblances: Studies in the internal structure of categories. *Cognitive psychology*, 7(4), 573-605.
- Russello, S. (2009). The impact of media exposure on self-esteem and body satisfaction in men and women. *Journal of interdisciplinary undergraduate research*, 1(1), 4.
- Schiffman, L., O'Cass, A., Paladino, A., & Carlson, J. (2013). *Consumer behaviour*. Pearson Higher Education AU.
- Smith, E. E., & Medin, D. L. (1981). *Categories and concepts (Vol. 9)*. Cambridge, MA: Harvard University Press.
- Smith, M. D., & Brynjolfsson, E. (2001). Consumer decision-making at an Internet shopbot: Brand still matters. *The Journal of Industrial Economics*, 49(4), 541-558.
- Smith, W. A. (2006). Social marketing: an overview of approach and effects. *Injury prevention*, 12(suppl 1), i38-i43.
- Solomon, R. C. (1995). *A passion for justice: Emotions and the origins of the social contract*. Rowman & Littlefield.
- Tobi, O. T., Ayodele, M. D., & Akindele, A. A. (2020). Effect of online advertising on consumer buying behaviour of internet users in Lagos State. *Ilorin journal of human resource management*, 4(1), 171-181.
- Tseng, C. H., & Wei, L. F. (2020). The efficiency of mobile media richness across different stages of online consumer behavior. *International Journal of Information Management*, 50, 353-364.

- Visentin, M., Pizzi, G., & Pichierri, M. (2019). Fake news, real problems for brands: The impact of content truthfulness and source credibility on consumers' behavioral intentions toward the advertised brands. *Journal of Interactive Marketing*, 45(1), 99-112.
- Zajonc, R. B. (1968). Attitudinal effects of mere exposure. *Journal of personality and social psychology*, 9(2p2), 1.