



A STUDY ON THE INFLUENCES OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR

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Abstract

This paper aims to examine the impact of advertisements on consumer buying behavior by analyzing the real-time effects of entertainment, familiarity, advertisement spending, and social imaging in advertisements on consumer buying behavior. A conceptual model is formed with four independent variables and their relationship with consumer buying behavior. Primary data from adult consumers and secondary data from books and journals were used to do this analysis. The analysis of primary data shows significant relationships and compares the strengths of the relationship amongst entertainment, familiarity, advertisement spending, and social imaging in advertisement with consumer buying behavior. Future research can test other variables like brand associations, and brand trust to unearth further cognitive and attitudinal structural relationships with consumer buying behavior. Similar research can also be conducted on a definite type of advertisements like email advertisements, social media advertisements etc. The paper puts together a set of independent variables that have never been tested together before. This uncovers some of the most important factors that should be given focus upon while running an advertisement.

Keywords: Consumer Buying Behaviour, Advertisement, Entertainment, Familiarity, Advertisement Spending, Social Imaging.

Introduction

Advertising is a method of communication used to persuade an audience to purchase a product or service and to provide information to viewers. It is regarded as a crucial and indispensable factor for the economic success of marketers and enterprises (Ryans, 1996). Advertising is often a paid type of exposure or promotion by a sponsor that reaches via conventional media such as television, newspapers, commercial radio advertisements, magazine mail, and billboards, as well as

newer media such as blogs, websites, and text messaging (Ahmed & Ashfaq, 2013).

When it comes to designing fresh commercials, marketers have always reacted to shifting company needs. As industrialisation boosted the availability of produced goods, the 20th century saw a dramatic rise in advertising. But, at the time, few firms engaged in advertising. In the late 1980s, television, radio, billboards, and newspapers were the primary mediums for advertising. Businesses are increasingly moving towards digital advertising in the present day. Social

media and mobile advertising are so important to businesses that they may soon replace television advertising. In Bangladesh, the Digital Marketing movement is only beginning to blossom. Most significant local and global corporations are now using digital marketing in full force.

The primary objective of advertising is to influence purchasing behaviour; nevertheless, this effect on brand is often altered or enhanced by people's recollections. Memories of the brand are established in the consumer's mind via brand-related connections (Khan, Siddiqui, Shah & Hunjra, 2012). Continuously influencing thought, assessment, and ultimately purchasing are these brands (Romaniuk & Sharp, 2004). In the literary study of advertising's influence on efficacy, consumers' purchasing behaviour has always been accorded a great deal of weight and space (Ajzen, 2002). Most of the time, customers' purchasing decisions are influenced by their attitude about the product's marketing (Smith et al., 2006). A high-quality advertising is likely to persuade customers to purchase the advertised goods, while a low-quality advertisement would likely have the opposite effect.

Prior research on the efficacy of advertising and the influence of advertising on consumer purchasing behaviour revealed favourable correlations. But, in this work, we have examined the effect of several distinct factors on customer behaviour by introducing a combination of variables. The objective of this article is to discover which of these characteristics has the most influence on customer behaviour and which has the least. This will assist marketers in focusing on the relevant aspects and maximising the effectiveness of their advertising.

We hope that the research will provide advertising academics and executives with insights that will help them comprehend the intricacies of advertising and aid marketers in developing more effective advertising strategies.

Context Of the Research

The following is a summary of significant studies on the issue relevant to the current study:

In their 2016 study, "An empirical approach to consumer purchasing behaviour in the Indian car market," Maheshwari, Seth, and Gupta argue that advertising effectiveness effects customer purchasing behaviour favourably.

Ha, John, Swinder, and Muthaly (2011) observed in their research article titled "The impacts of advertising expenditure on brand loyalty in services" that advertising spending has an influence on customer perceptions of product quality, consumer loyalty, and consumer satisfaction.

In their 2013 study titled "The Role of Advertising in Consumer Decision Making," Kumar and Raju discovered that commercials may alter a consumer's perception of a specific product.

Advertising has traditionally been recognised as one of the most influential aspects in consumer decision-making. In this work, we have sought to integrate diverse sets of factors from this prior research to evaluate and analyse their influence on customer purchase intent.

Review of Published Works

Entertainment

One of the key factors for developing advertisements has been amusement. Entertainment is utilised to attract consumers' attention. A compelling and

amusing advertisement is more likely to be remembered by customers than a dull one. Thus, entertainment boosts the efficacy of advertising. This is why many businesses spend a great deal of money on hilarious ads (Mandan, Hossein & Furuzandeh, 2013).

Previous research indicates that fun in advertising increases client happiness (Chang, 2006). Later empirical investigations investigated this claim. For instance, Duncan and Nelson (1985) did a study on the effects of commercial entertainment on customers. They analysed 157 advertising-related answers and discovered that amusing adverts may affect consumers. It effects the acceptance and consumption of the product by customers (Duncan & Nelson, 1985). In a similar vein, Chang (2006) researched the effects of amusing commercials on customer satisfaction and the effect it has on their behavioural intentions. Based on his study of 152 participants, he discovered that engaging advertisements may boost customer pleasure, hence influencing consumer purchasing behaviour. But the use of humour in commercials might be problematic since a big number of individuals may not find the same notion amusing. In their book, Gulas and Weinberger argue that a failed effort to create engaging advertisements is a missed chance to engage with customers. It may even upset customers, causing them to flee. This danger was shown in a 1999 Super Bowl advertising for 'Just for Foot'. It depicted a gang of white males pursuing a barefoot, black Kenyan runner who was eventually drugged and compelled to don a pair of running shoes against his will (p. 174). The advertising provoked widespread criticism (Gulas & Weinberg, 2006).

Engaging commercials are not always hilarious ones. Advertisements that are thrilling and suspenseful may also be considered entertaining. Apple's 1984

Super Bowl ad is one of the most prominent instances of all time. It left people in amazement and was quickly able to attract people's attention. It was incredibly efficient at distributing information about a new age of computers. It also had a significant role in generating revenue for the business.

Professor Teixeira of Harvard University has undertaken intriguing research on this topic and published a paper titled "Why, When, and How Much to Entertain Consumers in Advertisements?" The research is based on a face tracking study (software used to detect facial expressions) conducted in reaction to TV commercials. This is the most recent and first research of its sort (Teixeira, Picard & Kaliouby, 2013).

Depending on its kind, Teixeira discovered that entertainment plays both a cooperative and a confrontational function (i.e., location in the ad). When entertainment relates to a brand, it functions as a persuasive tool at both the interest and purchase phases. Entertainment that is unrelated to the brand functions primarily as an attraction mechanism during the interest stage, working indirectly but directly with the ad's final objective.

Previous research has supplied us with a variety of insights into the effects of entertainment on consumers. It is believed to positively affect customers by capturing their attention and leaving a lasting impression. In certain instances, though, the influence was bad. In this study, we will try to determine whether these varying perceptions of amusing advertising really influence consumers' purchasing intentions.

Familiarity

Alba & Hutchison (1987) defined familiarity as the quantity of product- or service-related experiences a customer has

accumulated. These experiences include exposure to commercials, contacts with salespeople, word-of-mouth contact, trials, and consumption. According to Johnson and Russo (1984), familiarity is equivalent to knowledge. Johnson and Kellaris (1988) investigated the role of experience in familiarity. Literature review indicates that knowledge, experience, and familiarity are tightly connected. According to Alba and Hutchison's (1987) definition, brand familiarity is the accumulation of associated consumer interactions with a brand (Ballester, Navarro & Sicilia, 2012).

The influence of familiarity with a brand may be detected via a process known as "Product-class cues." In many instances, the product category or subcategory to which the brand belongs might serve as a hint. A customer may want "fruit juice" with their meal. Research on categorization processes has identified the significance of "usually" as a measure of the intensity of link between a category idea and its members (Rosch, 1975; Medin & Smith, 1981). A brand's prototypicality is a measure of how representative it is of its product category. In practise, prototypicality is determined by people's judgements of how "excellent an example" they think a category's subject to be. Prototypical brands are more likely to be recalled more quickly and often (Nedungadi & Hutchinson, 1985; Barsalou, 1985; Rosch & Mervis, 1975). This increases the likelihood of inclusion in the evoked set and the likelihood of selection.

In a study, Zajonc (1968) proved that exposure to a stimulus may increase a person's preference for that stimulus regardless of cognitive judgements or contextual relationships. Essentially, this line of enquiry has established that effect is a linear function of exposure frequency (Harrison, 1977). So, when exposure to a brand rises, positive emotional responses to the brand increase. It indicates that the

more exposure a brand receives via commercials and campaigns, the more exposure it receives, which ultimately leads to increased brand recognition.

According to Zajonc and Markus (1982), familiarity may result in a favourable opinion of a service or product. When a customer encounters a familiar service or brand, they may experience a sense of warmth and familiarity. Hence, familiarity with the brand instils consumers with a feeling of reliability.

All prior academics have established how familiarity with a brand generates a psychological shift in the customers' perceptions. It has been observed that familiarity often inspires good feelings about a brand in the minds of consumers. This article will try to determine whether these psychological alterations ultimately influence a consumer's decision to buy a product.

Social Imaging

Mostly, advertisements impact how we interpret the world around us. Through many forms of advertising, notably television commercials, the characteristics of a product's user are shown. It occasionally reveals the socioeconomic status, lifestyle, and opinions of a product's consumers.

This approach applies quite well to beauty products. A 2009 study found that one of the most important beliefs propagated by the media is society's view of beauty and attractiveness. Thin, gorgeous women and handsome, muscular guys are everywhere. And as media dominance grows, so does the demand to adhere to these values (Russello, 2009).

In 2008, the YWCA USA issued Beauty at Any Cost, a study that examined the effects of the media's beauty obsession on American women and girls. This sensation

of uncertainty and fixation is likely to motivate the purchasing of cosmetic items (Britton, 2012).

The mass media is the most effective means of disseminating these pictures that symbolise social ideas (Tiggemann, 2003). Advertising promotes social messaging and a desirable lifestyle by showing the position of the ideal customer and by stimulating consumer purchasing behaviour (Pollay & Mittal, 1993).

In addition to the beauty sector, "Rolex" is an excellent example of a societal image produced completely by advertising. In this day of mobile phones, it is not necessarily the greatest product on the market, nor does it bring much use to one's life. But, by strategic placement of advertisements, they have attracted millions of customers. They have depicted top athletes and members of exclusive clubs in their commercials. They have defined the perfect customer's lifestyle, including where they reside, where they hang out, etc. In a sense, they have delivered the public a subliminal message that 'Rolex' is solely for the wealthy and smart; it is what distinguishes one from the ordinary. Rolex is now more of a social status symbol than a timepiece. So, a newly wealthy individual might want to purchase a Rolex in order to feel like a member of the "exclusive" class.

Even Apple's highly functional smart watch was unable to compete with Rolex, as reported by Tech Times: "Apple may be the top smart watch seller in the world, and it can take pride in the fact that it has beaten Samsung, Sony, and LG, but the Cupertino company is still no match for luxury watchmaker Rolex."

Previous research has shown that stereotyping and categorising a certain gender or group of individuals has a significant effect on the general population. Individuals feel pressured to

seem a specific way in order to get a sense of belonging. This might have beneficial and bad effects on society. Therefore, the emphasis of this study will be on determining whether 'social image' in advertisements is effective in persuading consumers to buy a product by appealing to their desire to belong to a particular social class.

Spending

Advertising expenditures may have an influence on people's purchasing behaviour in the sense that the more the expenditure, the higher the quality and frequency of advertisements. It may leave a lasting imprint on the consumer's mind. Advertising is a significant extrasensory indicator of product quality (Milgrom & Roberts, 1986). High advertising expenditures indicate that a company is investing in its brand, indicating that it has made a substantial financial commitment to the product and so suggesting that the product may be of higher quality (Kirmani & Wright, 1989). Therefore, advertising expenditure levels are strong indications not just of product quality but also of good deals (Archibald, Haulman & Moody, 1983).

Yoo, Donthu, and Lee (2000) investigated the influence of marketing mix elements on customer behaviour. The strategy focuses on the indirect impact of these factors on brand loyalty. Since advertising spending affects consumer expectations of product or service quality (Kirmani & Wright, 1989; Yoo, Donthu & Lee, 2000; Moorthy & Zhao), its role should be indirectly linked to brand loyalty, implying that rather than the advertisement itself, advertising's impact on customer perception of the firm is more important in influencing consumer buying behaviour (Ha, Janda & Muthaly, 2011).

Earlier research indicated that when a substantial amount is spent on advertising

and other marketing initiatives, people begin to anticipate more from the company. It provides the illusion that the goods or service is of higher quality. In this research, we will attempt to determine how customers' connections with 'Advertising Expenditure' and 'Brand' influence their purchasing decisions. In other words, we will seek to determine how customers view advertising expenditures and if they are eventually influenced to acquire the advertised goods.

Consumer Purchasing Conduct

Consumer purchasing behaviour refers to the processes involved when people or groups choose, acquire, consume, or dispose of items, services, ideas, or experiences to satisfy their wants and aspirations (Solomon, 1995). A consumer's search for, payment for, use of, evaluation of, and disposal of items and services that they believe will meet their requirements (Schiffman & Kanuk, 2007). Individual psychology, sociocultural psychology, and cultural anthropology merge to form this discipline of social science (Ramachander, 1988). A theory that explains what, why, how, when, and where a person makes a purchase (Green, 1992); it is especially significant to research consumer purchasing behaviour since it enables businesses to develop and implement improved business strategies (Khaniwale, 2015).

This study will aim to determine what variables influence customer purchasing behaviour. According to prior research, a number of factors have an effect on customers. This is explained briefly below:

At now, individuals have access to an unlimited quantity of commercials. Nonetheless, they prefer something novel, engaging, and capable of capturing their attention. Dull advertisement will not remain in the thoughts of customers long enough. Hence, entertainment has been

referred to as a crucial advertising approach for boosting advertising effectiveness and encouraging consumers to make a buy (Madden & Weinberger, 1982).

The familiarity developed by advertising for a particular brand is another significant element that influences customer purchasing behaviour. Macinnis and Park (1991) investigated the influence of known songs on advertising and consumer behaviour via research with consumers. In their study, customers expressed happiness with items with recognisable songs, and a correlation between the familiarity of the songs used in advertising and its likability was established.

Social role and image show the amount to which advertisements impact an individual's lifestyle and his or her desire to display himself or herself in a socially acceptable way. In addition to selling goods and services, advertisements also offer image and way of life. With advertisements, consumers learn about new lifestyle, image, and trends (Pollay & Mittal, 1993; Burns, 2003). Advertising encourages social action towards the acquisition of a product by displaying the position of the ideal buyer and promoting social messaging and lifestyle.

Moreover, advertising expenditures establish favourable brand perceptions in the eyes of customers. Aaker and Jacobson (1994) also establish a correlation between advertising and the perception of quality. Hence, advertising investment is positively correlated with perceived quality, resulting in a larger number of purchases from that brand, since buyers prefer to purchase from a well-known brand to prevent quality disappointments.

Conceptual Framework

The influence of advertisement and how advertisements work is a question that

most marketers and managers try to find an answer to. The primary objective of advertisement is usually to impact the consumer's buying behaviour. Most of the time consumers buying behaviour is influenced by liking or disliking of consumer towards the advertisement of the product, advertised (Smith & Neijens, 2006). In the words of Gorn (1982), the consumer behaviour towards a product is wholly depending on advertising, without any consideration of the features of the product.

To analyse more about the effects of advertisement and the factors of advertisement that influences the consumer buying behaviour, a conceptual framework is built. The hypotheses for this research are formulated based on the literature review to build a conceptual model for the research (**Figure 1**).

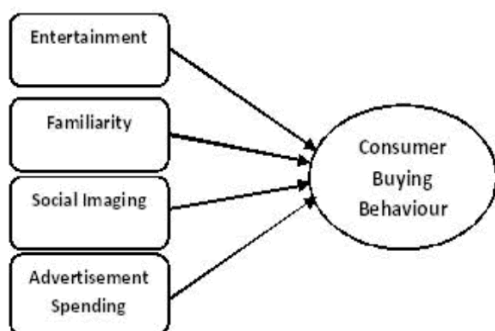


Figure 1. Consumer Buying Behaviour.

Methodology

This study required a structured and definite plan to identify the relationship between different variables and test hypotheses. For this reason, this research was conducted following the formal research design.

The data collection technique used in this study comprised of playing out an up close and personal meeting with the respondents who are consumers of any product or have been exposed to any sort of advertisement. The review poll was planned and conveyed

to target respondent arbitrarily. All together for the research to deliver a reasonable result, the data must be comprised of a large number of populations. Hence, the survey was conducted among 544 consumers.

As the research framework indicates, there are four independent variables and one dependent variable. So an adjustment in the independent variable will change the dependent variable. In this manner, to examine the research questions and test the theory a Causal review is required. This study is focused on finding out the impact of advertising on consumer buying behaviour. This paper also clarifies the structure of a connection amongst the independent and dependent variables. Therefore, this study can be considered as Causal or Explanatory research. Explanatory research shows a connection between factors and also the course of the relationship.

The sampling method that was used in this research is 'random sampling method'. Students, professionals and aged people were considered for the survey. The age limit was minimum 18 years. The data was mainly collected among the people from different parts of Dhaka city, which is the capital of Bangladesh. The data collection took place from November 2017 to March 2017.

A closed survey comprising of 21 items were presented to the respondents and asked to give their opinion. In some cases, for better understanding of the respondents the questions were translated to the native language (Bengali). Any queries and problems in understanding the questionnaire were resolved by the interviewees immediately.

For this study, a total of 620 consumers were approached. Among them, 544 surveys were used for the analysis. The response rate however was approximately

87.74%. The remaining 76 questionnaire were eliminated due to some errors such as, being filled in incorrectly or were left incomplete.

Data Analysis

Descriptive Statistics

The analysis for this study is based on 544 respondents. Among them, 57.5 % (313 participants) were male respondents and 42.5% (231 participants) female respondents. In terms of gender, among the 544 respondents who participated in the survey, 210 (36.9%) were at the age range of 18 to 25 years; 163 respondents (30%) were at the age range of 26 to 40 years; 107 respondents (19.6%) were at the age range of 41 to 60 years; and 73 (13.4%) respondents were aged above 60 years (Table 1).

Gender	Percentage
Male	57.5%
Female	42.5%
Age	Percentage
18-25	36.9%
26-40	30%
41-60	19.6%
73 and above	13.4%

Reliability Analysis

In this research, the analysis was done using statistical software SPSS, version 20. To check the reliability of factors, internal consistency coefficients (Cronbach's Alpha) were assessed. According to George and Mallery (2003), reliability coefficient of 0.7 is acceptable, more than 0.8 is good and more than 0.9 is considered excellent. The reliability scores in this research were: Entertainment (0.7),

familiarity (0.71), social imaging (0.765), advertisement spending (0.765) and consumer buying behaviour (0.747). It shows all the variables have the Alpha value in the 'acceptable' range (George & Mallery, 2003) (Table 2).

Item	Cronbach's Alpha
Entertainment	0.699
Familiarity	0.519
Social Imaging	0.766
Advertisement Spending	0.765

Pearson Correlation

We can measure the relationship among the independent and dependent variables with Pearson test.

According to the Table 3, the correlation (r) of Entertainment is 0.440, Familiarity is 0.460, Social Imaging is 0.364 and for Spending is 0.344. This indicates a significant positive relationship between the independent variables and the dependent variable, Consumer Buying Behaviour. The table also shows that for all the variables, the p-value is 0.000, which is less than 0.01. Therefore, the null hypothesis in this research can be rejected and concluded that there is a positive relationship between the independent variables and dependent variable Consumer Buying Behaviour.

SPSS uses a single asterisk (*) to indicate whether a particular correlation is significant at the 0.05 level and a double asterisk (**) to indicate whether a particular correlation is significant at the .01 level. Significance indicates that it is significantly different from 0 (zero), which is the Null Hypothesis.

Table 3: Pearson Correlation

	Entertainment	Familiarity	Social imaging	Spending	Consumer buying behaviour	Sig (2-tailed)
Entertainment	1	0.350**	0.336**	0.334**	0.440**	0.000
Familiarity	0.350**	1	0.370**	0.289**	0.460**	0.000
Social imaging	0.336**	0.370**	1	0.466**	0.364**	0.000
Spending	0.334**	0.289**	0.466**	1	0.344**	0.000
Consumer buying behaviour	0.440**	0.460**	0.364**	0.344**	1	0.000

Regression Analysis

According to **Table 4**, $R^2=0.331$ which means the independent variables express the dependable variable 31.1%.

The Analysis of variance (ANOVA) table below determines the overall significance of the model. Since the P value in the table is <0.05 , we can say that the model is significant.

Table 4: Anova Table

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	90.710	4	22.678	66.697	0.000**
	Residual	183.265	539	0.340		
	Total	273.975	543			

The results from the co-efficient table (**Table 5**) show the level of significance for each variable. From the table below, we can see that all the IVs have significant impact on DVs as the p-value for all three independent variables are $p<0.05$.

Table 5: Co-Efficient

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.214	0.157		7.737	0.000
	Entertainment	0.245	0.037	0.259	6.572	0.000
	Familiarity	0.288	0.039	0.293	7.434	0.000
	social imaging	0.088	0.033	0.112	2.675	0.000
	Spending	0.098	0.033	0.121	2.957	0.000

The standardized Beta value shows that among the four independent variables, Familiarity has the most significant impact with 29.3%, followed by Entertainment (25.9%) Advertising Spending (12. 1%) and Social Imaging in Advertisement (11.2%).

https://www.amazon.in/KiKiluxxa-Sipper-Tumbler-Silicon-Black/dp/B0BN27BNHG/ref=asc_df_B0BN27BNHG/?tag=googleshopdes-21&linkCode=df0&hvadid=61953321304

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demonstrates that all factors have a favourable effect on customer purchasing behaviour. This indicates that advertising influences the purchasing behaviour of people. Yet, among the four independent factors, we can observe that Familiarity and Entertainment have the most influence. So, it is evident that the psychological effect of Familiarity on customers results in good purchasing behaviour. In this instance, the majority of customers have seen Entertainment as a good brand signal rather than a negative one.

"Advice Expenditure" ranks third in terms of importance. This suggests that individuals' associations with 'Spending' and 'Brand' are likely to induce them to purchase a product. In other words, advertising expenditures are relatively effective in convincing consumers to make a purchase. Social Imaging in Advertising is seen as having the least influence. It indicates that the desire to be a part of a specific group might influence the purchase of a product. Yet customers are more concerned with other issues than the advertisement's "social image."

When consumers see an advertising for a product, they are more likely to purchase it, and they also feel safer purchasing the advertised goods. A consumer acquires a sense of confidence in a brand after seeing its advertising. They were also seen to gather product information from advertisements, learn about the product's use and advantages, and then make a purchase choice based on this knowledge. Consequently, advertising is a very effective marketing technique for increasing sales.

This research has certain shortcomings that must be addressed. We could have collected a bigger sample size if we had access to a wider population. Second, it would have been preferable if we could have recruited individuals from a variety

of age groups, particularly those older than 60 years. It would have been more intriguing to get their views on contemporary advertising. Lastly, this study may have included a broader variety of factors to examine the same issue from a new angle.

Conclusion

This research examined the effect of advertising on consumer purchasing behaviour. For this aim, four independent factors were considered: Entertainment in Advertising, Familiarity with Advertising, Social Imagery in Advertising, and Advertising Expenditure. The investigation leads to the conclusion that advertising has a major influence on consumer purchasing behaviour. This research may assist marketers in comprehending what motivates consumers to make a buy. They can identify which aspect of advertising has the most influence and which has the least. Although this research can make a substantial addition to the body of knowledge, qualitative data may be employed for future research. Qualitative data will provide lighter on the link between these factors.

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