

**The Effect of Advertising on Consumer Buying Behavior:  
The Case of Berger Bangladesh**

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## DECLARATION

The author hereby declares that this project paper is the original study undertaken by his unless stated otherwise, due to acknowledgment has been given to references quoted in the bibliography. The views and analyses in this study are that of author's based on the reference made; and this does not constitute an individual to use this study as technical tool for investment.

Signature :

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Date :



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## **CHAPTER ONE: INTRODUCTION**

This is the first chapter. It establishes the study's framework. It demonstrates the relevance of advertisement by taking its influence on customer purchasing behavior through the lens of BERGER BANGLADESH's advertisement campaign and practices. It discusses the study's statement, the research issue, the research goals, the research questions, the study's significance, the study's scope and limitations, the study's definition of terms, and the study's structure.

### **1.1 BACKGROUND OF THE STUDY**

The world today is more tumultuous, unpredictable, and demanding than (Waite, 2016) A company's products or services must be of high quality and reasonably priced.

To increase sales and earnings, consumers must be informed about the product's products. This is called promotion in marketing. The promotional mix is a business's overall marketing communication programme that includes advertising, personal selling, sales promotion, public relations, and direct marketing. Product marketing is the organization's way of communicating with consumers. Among all marketing methods, advertising is the most effective in influencing viewers' minds and exposing them to a product or service (Apejoye, 2013)

Advertising is part of the promotional mix, used to raise awareness of products and services and purchase purchases. Marketers utilize these techniques to communicate. In today's competitive international economic climate, advertising is a vital commercial activity.

If you've ever seen or heard of someone trying to sell you anything, you've probably seen or heard of someone trying to sell you something.

The American Marketing Association defines consumer behavior as “the dynamic interplay of emotion and cognition, behavior, and environment through which human beings perform the exchange portions of their lives.” Peter (1995) defined consumer behavior as “the behaviors and decision processes of persons who purchase goods and services for personal consumption.” Morris (1998) divides consumer behavior into two parts: final purchase activity visible to us and choice

process including complicated factors not visible to us. In reality, purchase behavior is the culmination of a protracted consumer decision-making process (Oliver, 2014)

As defined by Nyffenegger (2016), the word "consumer" refers to both consumers and consumers.

The goods are purchased by “end users” or “ultimate consumers” for final usage. The organizational consumer encompasses profit-driven and non-profit groups (NGOs). Local, state, and federal institutions acquire products, equipment, and services to operate their operations. Manufacturing firms acquire raw materials to make and market their own goods. They purchase advertising services to reach consumers (Opreana & Vinerean, 2015).

In today's globalized and digitalized world, advertisement is one of the most important economic activity. The cost of executing and running advertisements for services and products is a major expense for businesses.

Companies expect that consumers will buy their products because of advertisements that promote a brand or product. McCann (1998) argued that advertising is the greatest prophet for purchase. Technological advancements are constantly renewing and changing broadcasting modes. Among them, advertising medium is widely employed. Advertisements are persuasive communications that provide product information to consumers through production or supply institutions. Advertising is frequently the most essential aspect of marketing and promotional efforts (Clow & K. E., 2013)

There are several mediums for advertisement. Print (newspapers, periodicals, brochures) and outdoor (billboards, events) are the most widely utilized (Camilleri, 2018).

Its major behavior is to impact advertising decisions. People's recollections alter and increase this brand impact. Brand memories are connections made by the consumer with the brand name. These brand cognitions influence deliberation, appraisal, and ultimately purchases (Ekkekakis & Brand, 2019)

Advertising has a major impact on consumer buying behavior. A favorable initial impression makes a viewer more inclined to pay attention and less likely to ignore a subsequent advertisement. By increasing the ability to encourage and influence behavior, this rewarded attention increases



consumer participation. The greater recurrence of seeing the ad due to impression also increases its salience in memory (Kuisma, 2015).

Tall structures, notably in Addis Ababa, have been growing for some time now. Addis Ababa has been named one of the top ten tourism destinations in the world.

As a result, consumer demand and spending power are rising. As a result, several firms vie for their target kinds' of attention. To thrive in this competitive climate, most firms rely on advertisement as a marketing technique. BERGER BANGLADESH is one of these firms. BERGER BANGLADESH makes and sells paints. Paints, varnishes, and products are available.

The paint business is divided into decorative/architectural and industrial paints. Decorative paints are used to decorate homes, offices, and enterprises. Industrial paints include automotive, marine, protection, and specialty paints. The decorative paints business is rising significantly due to increased demand for building, shelter, and other public and private works. Because of this, Berger Bangladesh Factory concentrates on providing user-friendly and eco-friendly decorative paints.

The present research examines how advertisements in BERGER BANGLADESH influence consumer purchasing behavior. Finally, the study's findings will recommend the ideal blend of advertising, consumer purchasing habits, and management personnel' ability to attract and influence their customers. It will also examine the impact of advertising on consumer purchasing behavior in BERGER BANGLADESH.

## **1.2 STATEMENT OF THE PROBLEM**

In today's competitive and dynamic market, all marketers, including paint companies, use advertising to reach their target audiences (Ottman, J. A. 2017)

According to Mittal and Pachauri (2013), their message and information are not powerful enough to catch customers' attention. Because the content is insufficient or irrelevant, the advertising has little possibility of influencing consumer purchasing behavior.

Advertising must be consistent enough to be accepted and have an effect on consumer buying behavior when compared to previously processed and stored data (Hussain & Ali, 2015).

According to Ashley (2015), consumers are more inclined to connect with brands that convey emotional messaging. Positive emotional appeals drive category-based processing and give a powerful brand cue. It is possible to transfer the effect and beliefs associated with a category from memory to an item (Rothbart, 2015)

Advertising, unlike manufacturing and sales costs, is included in a firm's overall cost, according to Dangelico & Vocalelli, (2017). Nonetheless, advertising costs are included in selling and distribution costs, increasing the firm's cost of production. Also, if advertising raises manufacturing costs, why do companies continue to do it? This research will evaluate and explore these concerns. Advertising is expensive, its impacts are sometimes unpredictable, and it may take time for it to affect consumer buying behavior. For these reasons, many companies consider it reasonable to minimize or eliminate advertising expenses.

Conversely, some companies believe that advertisement is unneeded when their brands are already successful without it. This behavior ignores the idea that advertising is an investment, not a cost.

Companies spend a lot of investment on advertisement to keep their product in the customer's mind. Advertisement has shown to be a powerful method for communication, but companies are still unsure about what ingredients to use and how to affect consumer buying habits.

Several studies have been done on this subject, however most of them focused on general advertising. The impact of advertising on manufacturing companies, whereas Kumar (2016) studied the impact of advertising on consumer behavior. Furthermore, none of the preceding studies addressed the impact of advertising on consumer buying behavior in the case of Berger Bangladesh's plant. We all identify with the paint industry and market. We live in buildings that have paint on the outside and inside, therefore we need to understand this market.

Determining how advertising traits (Impressive, Simple to Understand, Attention-Grabbing, Memorable, Creative and Honest) affect consumer buying behavior is the goal of the proposed research (BERGER BANGLADESH).

### **1.3. RESEARCH QUESTIONS**

#### **1.3.1. THE MAIN RESEARCH QUESTION**

Does Advertising affect consumer buying decision?

#### **1.3.2. SUB-RESEARCH QUESTIONS**

1. How much does advertising media influence consumer buying behavior?
2. Is there a link between advertising and consumer buying behavior?
3. How does advertising influence consumer buying habits?

### **1.4. AIM AND OBJECTIVES OF THE STUDY**

#### **1.4.1. Aim of the study**

This study will use descriptive statistics, correlation, and multiple regression to examine the impact of advertising on consumer purchasing behavior in BERGER BANGLADESH. The research would conduct surveys to gather data for the study's aims. This study will also examine relevant literature review.

#### **1.4.2. OBJECTIVES OF THE STUDY**

Essentially, this research seeks to learn more about the topic by surveying experts and analyzing relevant papers. These individuals use BERGER BANGLADESH's products and services.

This study's main behavior is to assess the effect of advertising on consumer buying decisions. This study also has the following specific goals.

1. The purpose of this study is to determine which advertising mediums have the most impact on consumer
2. Determine the direct relationship between advertising characteristics and consumer buying behavior.

## **1.5. SIGNIFICANCE OF THE STUDY**

This research sought to determine its significance to the company, academics, and researchers. This study will describe the effect of advertising variables on BERGER BANGLADESH customers' buying decisions. Consumers' decision making is influenced by variables such as the advertisement's Impressiveness and clarity. It would help BERGER BANGLADESH marketing department reorient their advertising approach, acquire target market and increase sales. The study should enhance the organization's advertising and promotional efforts by offering realistic knowledge on essential advertising challenges. This study's results will add to current information and research on the relationship between advertising and consumer buying behavior.

For academics, this work would serve as a foundation for future research. To do this, relevant and genuine sources shall be mentioned.

## **1.6. SCOPE OF THE STUDY**

Advertising efficacy has been researched mainly in the past, concentrating on recognition, memory, opinion, brand awareness, associations. However, this study analyses advertising characteristics such as being Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative, and Honest.

Various media are used to convey advertisements, but the present study concentrates on TV, Newspaper, and Radio. BERGER BANGLADESH's customers are now spread throughout the nation, however this study mainly focuses on Addis Ababa.

This study employed descriptive and explanatory research methods in one region. These designs were chosen because they will generate a wide number of answers from a diverse spectrum of individuals. This approach seeks to explain people's perception and behavior based on the data obtained.

## **1.7. LIMITATIONS OF THE STUDY**

The study will employ convenient and targeted sampling. In convenient sampling, the sample selection process continues until the required sample size is attained. In this case, the sample is required at random (Robinson, 2014).

The willingness of respondents to read and honestly answer the questionnaires will severely restrict the research's findings. This study's limitations include the lack of relevant reading resources throughout the research process.



## **CHAPTER TWO: LITERATURE REVIEW**

### **INTRODUCTION**

Several steps were done to address the research questions. One of these steps is examining relevant advertising ideas and theories.

So this chapter reviews the topic. This will be grouped around three main themes: theoretical framework, empirical data, and research gap. This chapter concludes with the study's conceptual framework and hypotheses.

### **2.1. THEORETICAL FRAMEWORK**

Advertising was revolutionized by psychologists Walter D. Scott and John B. Watson in the early twentieth century. “Man has been called the thinking animal, but he may be called the creature of suggestion,” Scott claimed. He is sensible, but more suggestible”. He exhibited this via his director-consumer advertising. John B. Watson, former Johns Hopkins University chair, was a famous psychologist in the 1920s. After leaving academics, he worked in advertising, applying behaviorist notions to the medium. This appealed to the consumer's core emotions: love, hatred, and fear. As a result of the shifting social backdrop, this sort of advertising was incredibly effective and established the role of psychology in advertising.

Advertising agency NW Ayer & Son was established in late 19th century. It promised to develop, produce, and execute a full advertisement package for its clients. By 1900, advertising had become a profession and the advertising agency had become the creative hub. At the same time, CharlesLouis Havas, the first French organization to organize, expanded his news agency's services to include advertisement brokerage. Initially, agencies were newspaper advertisement brokers. N. W. Ayer & Son was the first full-service agency to handle advertising material.

N.W. Ayer was located in 1869 in Philadelphia (Meshesha, 2018) Ayer & Son was the first full-service agency to handle advertising material.

## **2.2. MODELS OF ADVERTISEMENT**

Though there are several models of advertisements just two models are reviewed in detail for the purpose of this study.

### **2.2.1. AIDA MODEL**

The AIDA model depicts in detail how advertising influences consumer behavior and buying choices. It stands for attention, interest, desire, and action, all of which are related to consumer behavior and advertising. The first element, attention, represents the stage in which the brand succeeds to grab the consumer's attention via advertising. Companies who use proper methods of communication to reach the mass market create attention, interest, desire, and attractiveness for their goods in the market. They all have three main stages: cognitive (what the receiver knows or perceives), emotional (what the receiver feels or affects), and behavioral (what the consumer does) (Hernández-Ortega, 2018).

One of the early models was AIDA, DAGMAR stands for Designing Goals for Measurable Results. This approach will be built around four communication stages: awareness, understanding, conviction, and action. According to Colley, this model explains a learning process in which customers fulfill a sequence of specified functions. The model anticipates a purchase only once all stages are accomplished. The authors claim the model is dynamic, with each step reliant on the previous one. The AIDA Model hierarchy is as follows:

#### **2.2.1.1 AWARENESS**

It is the initial step of AIDA model hierarchy where individuals learn about products. Advertisers present their products, services, and information regarding product usage. Initially, advertisers educate their target demographic about the awareness and its products (Wijaya, 2015). According to Hassan & Shiratuddin (2015), awareness is the initial step in the communication process.

#### **2.2.1.2 INTEREST**

The goal of every product or service advertisement is to generate interest among target audiences (Castronovo & Huang, (2012). Consistent purchase of a product shows customer interest (Kourouthanassis, 2016). Examples of aggressive sales tactics used by pharmaceutical corporations to create product interest in target products include:

### 2.2.1.3 DESIRE

The third step of the AIDA model hierarchy deals with target consumers' desire to acquire a product or service. In advertising, desire is defined as the intensity of desire for a product. Advertisers create desire by explaining the qualities and advantages of their products.

Advertisers try to increase product exposure to customers at this level (Thompson & Malaviya, 2013).

### 2.2.1.4 ACTION

At the fourth level of the AIDA model hierarchy, a customer takes action by purchasing a product or service. At this stage, customers are willing to pay for a product or service. Several incentives may motivate a customer to behave (purchase). For example, low prices typically inspire customers to acquire something (Zukin, 2018). The action stage involves actual purchasing. Effective advertising, according to Hoyer and Macinnis (2009), promotes pleasant sensations that lead to actual purchase products.

## 2.3. CONCEPT OF CONSUMERS BUYING BEHAVIOR

Marketing experts examining customer purchasing behavior quickly realized that despite numerous similarities, consumers were not all same. Many consumers disliked “me too” products and preferred highly distinct products that fulfilled their specific demands and represented their personalities and lifestyles.

A marketing mix for each of these groups or segments was developed based on these results. They also employed positioning strategies and created advertising campaigns to change the perception of their products as more suited to particular market segments (Steenkamp, 2014).

## 2.4. MODELS OF CONSUMER BEHAVIOR

Various consumer models can aid in understanding customer behavior. Berkman (2017) defines two types of consumer models. Economic, Educational, Psychological, and Social Models Howarth Sheth, Engel-Blackwell-Kollat, and Nicosia. Since the modes are so diverse, just a handful will be examined in this study.



## **2.5. ADVERTISEMENT MEDIA**

Morden (1991) divides advertising into four categories: print, electronic or broadcast, outdoor, and other media. Few of them will be reviewed in this study due to their relevance.

### **2.5.1. PRINT MEDIA ADVERTISING**

Newspapers, magazines, journals, handbills, etc. are examples of print media. Today, no newspaper or magazine can survive without revenue. Print media advertising is still the most common type, and advertising revenue for mass media has been progressively growing. Print media solely appeals to the sense of sight.

### **2.5.2. ADVERTISING IN ELECTRONIC OR BROADCAST MEDIA**

Radio, TV, movies, video, and the internet are all electronic media. As audio exclusively, radio attracts the sense of sound solely (ears). Radio advertising is more effective in rural areas than in cities. Television is a more effective advertising medium because it appeals to both the senses of sight and sound (eyes and ears). Advertising messages are broadcasted through various techniques, such as spot announcements and sponsored shows. But broadcasting media is an extremely costly kind of advertising. Movies, video, and the internet are used for advertising.

## **2.6. THE INFLUENCE OF AD. MEDIA ON CONSUMERS BUYING BEHAVIOR**

The study of consumer perception and advertisement on consumer buying behavior. The study was conducted in Pakistan. 150 questionnaires were randomly distributed. Adverts had a substantial positive advertisement on consumer buying behavior, according to the study Quality advertisement and positive perception may also improve consumer buying behavior.

Nashit Zafar (2018) investigated the effective of advertising on consumer buying decisions. The study was conducted in Pakistan. The approach adopted was quantitative. Data was collected via random sampling from 200 questionnaires distributed. The study found a strong link between advertising and consumer purchasing behavior. So did it demonstrate a link between environmental relationship and consumer buying, the study found that consumers purchase products based on advertisements rather than emotions.

### 2.6.1. INFLUENCE OF TELEVISION AD ON CONSUMERS BUYING BEHAVIOR

Chambers (2015) studied the effects of TV commercials on children's health and family budgets. As a consequence, commercials alter children's habits and cause violence. It strains parents and strains the family finances. The study found a positive correlation between TV watching and time spent with children and family.

Fossen & Schweidel, (2017) investigated how consumer background and TV advertising impact buying behavior. The study included both male and female teens from urban and rural areas. ANOVA, percentage analysis, and means counts were used to indicate that rural youths prefer advertisements over their urban counterparts. Urban youths watch advertisements for products they think are necessary and nice. Advertisements impact male purchase behavior more than female consumers.

Yousaf and Shehzad (2013) studied the impact of TV ads on illiterate and literate Pakistanis. Illiterate watch more than 2 hours of TV ads every day whereas literate watch less than 2 hours. In terms of content, educated people favor ads, whereas illiterate people prefer content. Illiterates are affected behaviorally whereas literates are impacted mentally. The message in the advertisements is not always genuine, thus not all literates try all products shown on TV. But illiterates trust in the content and try to purchase the products.

Advertising commercials are the most effective. It has an audio-visual impact (Anisimova et al, 2014). TV commercials are memorable thanks to clever slogans, song and dance routines, and celebrity endorsements. Advertisers may choose from a wide range of channels and programming to advertise on. With regional channels, even illiterates can view and watch the advertisements.

Arshad (2014) studied the impact of effective advertising on consumer behavior. The study was conducted in seven Pakistani cities. It utilized a random sample of 300 people. The study concluded that TV commercials are more compelling than other forms of advertising because they present and create perception.

### 2.6.2. INFLUENCE OF NEWSPAPER AD ON CONSUMERS BUYING BEHAVIOR.

According to Bansal and Gupta (2014), newspaper ads influence consumer behavior. The study picked 1017 advertisements from current English newspapers. The study indicated that many newspaper ads were informative and excellent for persuading consumers to purchase shop products.

Businessmen often utilize print media to advertise. It is also known as press advertising and covers newspaper, advertising, and journal ads. Newspapers in English or Kiswahili are included in paper print out. These are the news, views, and events sources (Malemba, A. (2015). Newspapers are also a highly prevalent advertising medium.

The advertiser sends out a message to millions of people through the newspaper. According to Gooding (2016), the benefits of newspapers include wide distribution and immediate access to a big audience. Because of the wide publication, advertising costs are inexpensive. Newspapers are usually published daily. So an advertisement may be repeated daily to remind a reader. Advertisement newspaper may be offered to newspapers at little notice.

### 2.6.3. INFLUENCE OF RADIO AD ON CONSUMERS BUYING BEHAVIOR

Advertising agencies adapt their communication strategies to meet the individual demands of diverse consumers. A greater price and lower buying frequency of products impact favorably the consumer perception of shop promotional communication supplied via radio programmes and outdoor advertising, according to the Central Place theory, the perception of radio as an intimate medium of communication in the absence of visual media fundamentally influences how individuals listen to radio programmes, analyze information, and make judgments. Localized radio commercials keep consumers informed of market changes (Quesenberry, K. A., 2020). Radio advertisements affect listeners seven days a week and throughout work hours.

Radio advertisements are precisely placed and targeted to certain consumer segments, increasing listener reaction. Commercial information is a "new cool-tier" of the entertainment sector (Meshesha, 2018).

Consumer products firms utilize radio for campaigns more than television because radio advertisements may be more precisely targeted than visual media (Deepak, & Jeyakumar, 2019). In emerging nations, radio advertisements provide both entertainment and market information. The short-term influence of radio advertisement on shop-level promotions and store choice is substantial, however loyalty drives choice.

## **2.7. AD CHARACTERISTICS AND CONSUMERS BUYING BEHAVIOR**

It will also look at the relationship between advertising and consumer buying habits. As stated before, there is a significant link between advertising and consumer buying behavior. Advertising has a major impact on consumer purchasing behavior. A positive initial impression makes a viewer more inclined to pay attention and less likely to ignore a subsequent advertisement (Barnett, 2014).

### **2.7.1. RELATIONSHIP BETWEEN IMPRESSIVE AD AND CONSUMERS BUYING BEHAVIOR**

Prabakaran (2012) says buying starts in the mind. You won't get the buyer's money until you wow them. He concluded that the basic function of advertisement is to differentiate the promoted product, grab the product's attention, and convince people to purchase it. Impressive advertisement builds demand. It informs the customer about the product's price and features, increasing sales. This kind of advertisement connects customers and suppliers. It also educates and persuades the public. This might include product characteristics, style, value, price, and availability. Moreover, impressive advertising alters consumer attitudes. His or her emotions are stoked and manipulated, leading to action (i.e. purchase).

Clave (2014) linked newspaper readers' satisfaction with print news content and print advertising to numerous active purchase choices. People who were inspired to buy after reading local newspapers and paying attention to print ads were motivated by the impressiveness and attractiveness of the deal offered in the ad, the newspaper's level of influence, and the quality of information provided by the news outlet. Determining the commercial function of impressive and appealing advertising in influencing consumer purchase intent is the goal of this study.

This study's alternative (a) hypothesis are:

**Inspiring advertising influences consumer purchasing behavior.**

## 2.7.2. RELATIONSHIP BETWEEN UNDERSTANDABLE AD AND CONSUMERS BUYING BEHAVIOR

Complex advertisement is best. The more complex the advertisement, the more difficult it is to understand and recall. Lema (2016) advises businesses to create more effective advertising campaigns that engage consumers. The stage's advertising messaging should be simple to understand. The advertisement's simplicity allows it to enlighten consumers and help them make informed decisions. The advertisement should provide information about the product's specification, features, quality, and function. The researcher tracked and studied various media advertisements for this study. For example, the Coca-Cola advertisement was both imaginative and simple. I hope this paper's readers agree.

Abdul Malek (2015) has implications for Malaysian stakeholders. There are two implications of implications: theoretical and managerial. In terms of theoretical implications, the study confirms that drivers of consumer attitudes toward advertising may be utilized in a highly controlled media environment. In terms of managerial implications, the results help media executives create numerous advertising strategies to boost consumer attitude of advertising. Aiming to create a positive consumer attitude, some strategies recommended are: first, verifying the advertisement's sources; second, keeping the message informative, customer-oriented, simple to understand and up-to-date; third, incorporating elements of fun, excitement and surprise; and finally emphasizing the concept of "Made in Malaysia". The last method should be expanded in our nation, particularly to import and export enterprises. We have a bad attitude towards "Made in Ethiopia".

Thus, the following alternative (a) hypotheses will be studied:

**Ha2: Easy-to-understand advertising is associated with increased consumer purchases.**

### 2.7.3. RELATIONSHIP BETWEEN A. GRABBING AD AND CONSUMERS BUYING BEHAVIOR

"Humans are visual creatures," according to Pražmo (2022). He went on to say that our eyesight is the sense we use the most. This biological situation did not emerge by chance; it has evolved over thousands of generations. Pictures are significantly more appealing to our eyes than text.

People appreciate product products, according to Prabakaran (2012), and they feel that the product's quality is as good as the advertisement suggests. This study reveals that using television consumers to promote an advertisement has a significant and favorable influence on consumer purchasing behavior. Their interest in purchasing and experimenting with different or new products has increased as a result of television advertisements.

Many consumers, according to Adeolu (2016) did not purchase whatever was offered or inexpensive. Brand loyalty will be earned if a product is good value for money. Advertising, on the other hand, aids in presenting product quality, price, and value to consumers. In addition, the authors suggest the following key aspects. First, continue to look for ways to purchase quality so that consumers get good value for their money when they buy the brand.

Second, create a more effective advertising strategy that captures the attention and interest of consumers. The company's advertising messaging should be easy to grasp and remember at this point. The messages must be compelling and innovative enough to attract and create brand preferences, as well as inspire consumers to switch to the product's brand by altering their perceptions of competing companies' products.

As a result, the following alternative (a) hypotheses will be relevant to this investigation:

**Ha3: There is a statistically significant link between attention-getting advertisements and customer purchasing behavior.**

#### 2.7.4. RELATIONSHIP BETWEEN MEMORABLE AD AND CONSUMERS BUYING BEHAVIOR

According to KETEMA, (2021), an advertisement must be memorable to the viewer in order to be effective. The corporation sponsoring the ad is just squandering time and money if the viewer does not remember the ad after watching it. In order for an advertisement to be effective, the viewer must be able to recall what occurred throughout the ad and, more crucially, whose product is being promoted. That kind of recall is the mark of an effective advertisement.

Advertisements must ingrain themselves in the minds of customers. "You want customers to remember your commercials, so they remember your company," Brassington and Pettitt (2001) advise businesses on how to make ads memorable. To set yourself apart from other, comparable businesses, strive to generate outstanding marketing materials."

Memory has always played an important role in understanding the process and impacts of advertising. The function of memory is acknowledged in all of the hierarchy of effects models presented to depict the mental phases consumers go through in reaction to advertising (Martínez, P. (2015)

According to Khan, M. T. (2013), when a product's sales volume improves, it is because the customer is aware of and believes in the product's value, which is achieved via effective product advertisement. When a corporation engages in generic advertising initiatives, according to Metha (2000), it has a significant influence on the firm's market performance.

As a result, the following alternative (a) hypotheses will be relevant to this investigation:

**Ha4: There is a statistically significant positive association between memorable advertising and customer purchasing behavior.**

### 2.7.5. RELATIONSHIP BETWEEN CREATIVE AD AND CONSUMERS BUYING BEHAVIOR

A creative aspect should be included in an advertisement, according to Alalwan, A. A. (2018)

The goal of this innovation is to develop something fresh, original, and incredibly enticing to consumers. In truth, advertising is a creative activity in and of itself. Advertisement that is both creative and innovative is a win-win situation. It promotes product development and innovation while lowering the risk of the product becoming obsolete. There are more sales when there is more innovation, which offsets the expense of innovation. More sales result from innovation, and the company grows. People become richer and their living standards rise as a result of the increased employment. An effective advertisement will educate the customer about the product or service you provide, but it must also be unique in order to get their attention. An effective ad must capture the attention of the customer, and the more imaginative you can be with your ad, the more effective it will be.

As a result, the following alternative (a) hypotheses will be relevant to this investigation:

**Ha5: Creative advertising and consumer purchasing behavior have a favorable and statistically significant association.**

### 2.7.6. RELATIONSHIP BETWEEN HONEST AD AND CONSUMERS BUYING BEHAVIOR

Trust is a state of assurance, according to Shultz (2018) "a midway state between knowing and not knowing." M. Bansal and S. Gupta (2014) examined the impact of informational content of newspapers on customer behavior in their Global Journal of Finance and Management newspaper. The effect of newspaper advertisements was determined by the fact that advertisements with more trustworthy (honest) content influenced more customers than advertisements with skewed informational content. For electronics and durable items, the impact of logical informational content and its likelihood of being loved by a customer was highest. The quantity of information displayed was found to be unaffected by the advertisement's size.

As a result, it is clear that commercials for various products use different advertisement strategies to motivate their customers, and such information can be useful in determining the impact of



advertisements on customers not only for newspaper advertisements but also for all other types of advertisements.

As a result, the following alternative (a) hypotheses will be relevant to this investigation:

**Ha6: Honest advertising and consumer purchasing behavior have a favorable and statistically significant association.**

## **2.8. RESEARCH GAP**

Following such important studies, it can be stated that numerous researchers explored and studied various elements of advertising and its effect on consumer purchasing behavior. However, previous scientific works and theories had significant contradictions.

Many scholars have studied their work in context. That is why this study focuses on the consumer behavior of emerging cities like Addis Ababa.

Most previous works agree that advertisement is required and should be ongoing. It increases market share and profits. Some researchers discuss the impact of advertising on management operations and try to provide solutions to improve customer attitudes.

With this knowledge, the following research gap is based. Individual and organizational consumers are the two types of consumers based on category. But most studies simply look at individual consumers. They omitted to emphasize the major characteristics of advertisement that have greater effect on consumers purchasing behavior.

The second flaw is that there are few independent variables. Unlike earlier studies, this one will utilize them as a benchmark. Since studies have problems, the researcher of this study tries to provide information and theories that remove the weaknesses.

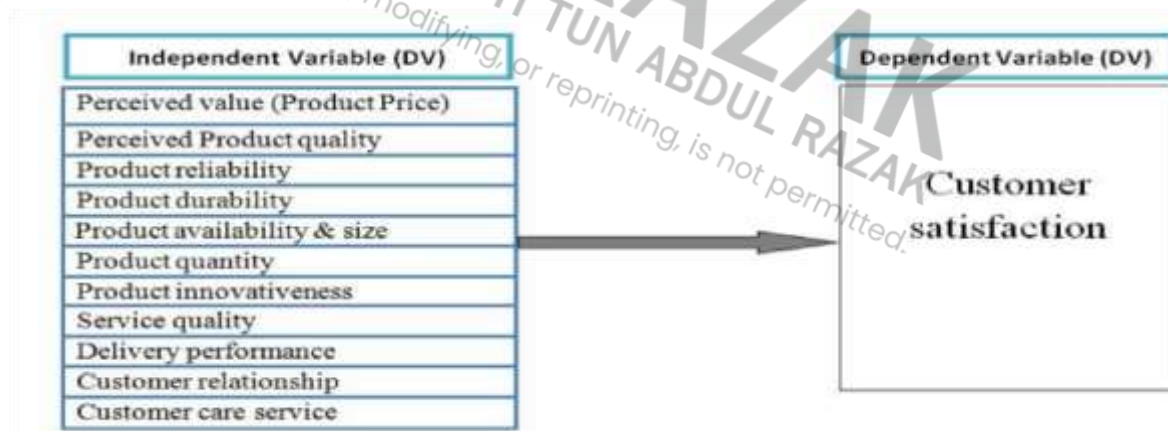
## 2.9. CONCEPTUAL FRAME WORK

By definition, a conceptual framework is an oral or written explanation that illustrates a presentation visually or narratively. According to Coleman & Money, (2020) a conceptual framework is a collection of basic concepts and principles used to shape a future presentation. A theoretical framework is a conceptual framework.

An intermediate theory that tries to link all parts of inquiry, including problem characterization and analysis.

A conceptual framework may operate as a road map for empirical inquiry. Because conceptual framework is so close to empirical inquiry, it takes several shapes depending on the research issue or problem.

This study develops a framework to comprehend the relationship between a dependent variable and eleven independent factors. The assessment of the conceptual framework's elements/variables will help comprehend the phenomena since each element/variable will answer unique research questions. This conceptual framework considers dependent and independent variables.



### 2.9.1. DEPENDENT VARIABLE: CUSTOMER SATISFACTION

Customer buying behavior is related to how much the product/ service gives them the satisfaction. Anderson and Narus (1984, p. 66) define satisfaction as a "positive emotional state arising from the evaluation of all elements of a business's working relationship with another firm." One of Berger's main goals is to give the greatest customer service possible, linking customers to technology through specialized services such as free technical assistance on surface preparation, color consulting, and specific colour schemes, among other things. Many variables impact consumer decision-making, including cultural, societal, personal, and psychological considerations. Consumer behavior is influenced most broadly and deeply by cultural influences. The decision-making process connected with consumer buying and the elements that influence the buying process are two valuable views offered by the consumer buying process. Studying value as a formative construct is one method to address the relationship between consumer value and satisfaction. On the other side, others have questioned whether customer value is indeed necessary as a construct. Berger provides Home Decor Service, where one may acquire a variety of painting services, in line with this perspective that satisfaction comprises both economic and noneconomic components.

### 2.9.2. INDEPENDENT VARIABLE: PERCEIVED VALUE

Product costing is the process of calculating the eventual cost of a product during the design stage Ulaga and Eggert (2006). In the context of manufacturing enterprises, Fynes and Voss (2005) discovered that pricing and customer satisfaction are inversely connected. As a result, the major relationship cost-driver is identified as direct product costs, i.e. the price charged by a supplier. One of the most important facilitators for proper pricing in customer negotiations is product costing. Furthermore, product pricing can uncover the connections between design criteria and cost considerations, allowing for the early identification of cost-cutting opportunities. Returning to the case, Berger is attempting to deliver the greatest painting solutions to the market at reasonable pricing. They have a variety of product categories with varying prices.

### 2.9.3. INDEPENDENT VARIABLE: PERCEIVED PRODUCT QUALITY

The transcendent notion of excellence is based on Plato's discussion of beauty and is drawn from philosophy. According to Pirsing (1992, p.73), describing quality as perfection entails understanding it as a direct experience apart from and antecedent to intellectual abstractions. Precision of operations and exceptional product quality are ensured by production and quality testing machines from well-known manufacturers in Asia, Europe, and America. Modern technologies, such as automatic and semi-automatic manufacturing and filling lines, are used in the plants. Raw materials of consistent quality from reputable companies are utilized, and the production and quality assurance processes are overseen by the finest in the business. Berger Paints manufactures ornamental, industrial, and marine paints, as well as binders and polymers

### 2.9.4. INDEPENDENT VARIABLE: PRODUCT AVAILABILITY AND INNOVATIVENESS

Internally, the marketing department discusses how to provide new products and inventive painting solutions to fulfil the demands of varied customers. The approach of focusing on minimizing the time it takes to bring new items to market is known as time-to-market. The marketing department oversees Home Decor centers around the country, matching consumers' wants with the company's ability to provide them. As a result, Berger's products are on the market. Whitney (1990) claims that the process is self-contained, with little to no outside intervention. Maintaining contact with national dealers and ensuring that Berger goods are available throughout the United States. Early introduction implies "hooking" consumers before the competition and therefore building their loyalty, resulting to higher market share. Early introduction means "hooking" customers before the competition and thereby developing their loyalty, and thus leading to increased market share.

### 2.9.5. INDEPENDENT VARIABLE: DELIVERY PERFORMANCE

Suppliers' ability to fulfil delivery timetables, respond to changes in delivery schedules, and consistently deliver the proper items is referred to as delivery performance (Ulaga, 2003, p. 684). To satisfy client demand, Berger constantly maintains good delivery performance. Consumers

are unconcerned whether a supplier or distributor has a problem. To ensure proper delivery, Berger maintains a robust distribution chain and logistic assistance throughout the nation.

#### 2.9.6. INDEPENDENT VARIABLE: SERVICE QUALITY AND SUPPORT

Customer service refers to the capacity to deliver a service or product exactly as promised. A service is a set of more or less intangible activities that generally, but not always, take place through exchanges between customers and service staff, or between customers and the company's physical resources, commodities, and/or systems, and are supplied as solutions to customer issues. Customer service is providing assistance to customers prior to, during, and after a transaction. Berger provides an online customer care facility where you may obtain product guidance from specialists. They feature a customer service line where you may obtain immediate help and information about their product.

#### 2.9.7. INDEPENDENT VARIABLE: CUSTOMER SATISFACTION

Satisfaction is defined as a pleasant emotional state arising from an assessment of all aspects of a company's working relationship with another company (Anderson and Narus, 1984, p. 66). One of Berger's main goals is to give the greatest customer service possible, linking customers to technology through specialized services such as free technical assistance on surface preparation, color consulting, and specific color schemes, among other things. Satisfaction, in this view, includes both economic and noneconomic factors. Berger provides a Home Decor Service to increase client happiness by providing a variety of painting services.

#### 2.9.8. INDEPENDENT VARIABLE: CUSTOMER RELATIONSHIP

Only by having the right product at the right price at the right place at the right time can a consumer goods firm stay successful. Getting these stars to align, on the other hand, requires the entire supply chain to function as one. When Berger places its emblem on a product, it serves as a quality assurance. Berger is accountable for its whole supply chain in order to maintain that quality. If the quality of the connection affects performance, then the relationship must be maintained in order to maintain performance. Fundamentally, the continuation of the connection between the maker and the supplier is unimportant in and of itself. A good connection is vital

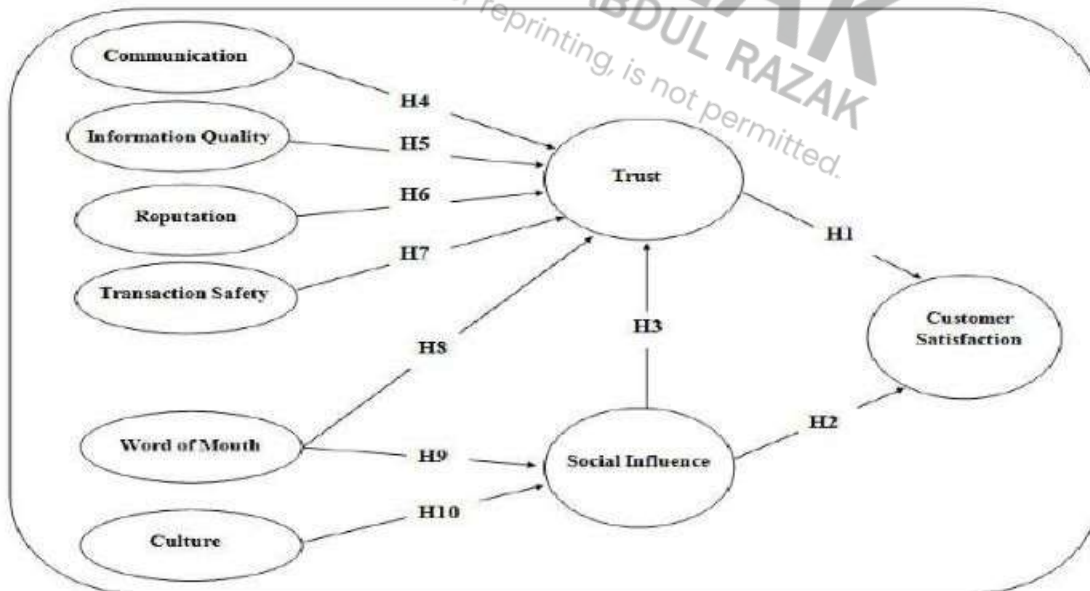
because it enables greater information sharing, better communication, and trust, all of which can help with planning, coordination, problem resolution, and adaptability (Fynes et al, 2005), and hence manufacturing company performance.

### 2.9.9. INDEPENDENT VARIABLE: PERSONAL INTERACTION

Personal connection is recognized as one of the most important challenges in commercial and industrial marketing, both in practice and theory. Individuals representing organizations' activities always have an impact on organizational relationships (Granovetter, 1985). Berger has an excellent working relationship with its customers and dealers. As part of Berger's Corporate Social Responsibilities, the marketing department organizes different events and activities. Berger has been working to help autistic and developmentally challenged youngsters in Bangladesh for the past two years.

### 2.10. RESEARCH HYPOTHESES

The suggested research model establishes operational links among the various variables. In terms of defining relationships, the present model may be seen of as an extension of Trust theory.



Hypothesis 1. A better degree of consumer happiness will emerge from a higher level of consumer satisfaction.

Hypothesis 2. A better degree of social influence among consumers will emerge from a higher level of consumer satisfaction.

Hypothesis 3. A better degree of social influence among consumers will emerge from a higher level of trust

Hypothesis 4. A better degree in the level of communication among consumers will emerge from a higher level of trust

Hypothesis 5. The quality of information on websites has a positive impact on the level of trust

Hypothesis 6. A higher level of reputation for a corporation has a favorable influence on the amount of trust.

Hypothesis 7. A higher level in the level of transaction safety has a favorable influence on the amount of trust.

Hypothesis 8. A better degree in the level of WOM has a favorable influence on the amount of trust.

Hypothesis 9. A better degree in the level of WOM has a positive impact on the level of social influence

Hypothesis 10. Culture has a positive impact on the level of social influence

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **INTRODUCTION**

This chapter discusses the study's methodology, including research strategy, research type, sample and sampling methodologies, data collecting source, data collection tools, study reliability and validity, and data analysis.

#### **3.1. RESEARCH METHODOLOGY**

Two research methodologies exist. Qualitative and quantitative research.

Qualitative research does not attempt to quantify its studies via statistical analysis. It aims to describe numerous elements of human and social behavior. Often, rather than statistics, descriptive data is used in this research. It usually consists of in-depth interviews, group discussions, and informal observations.

Quantitative research studies quantitative qualities, events, and relationships. Quantitative research seeks to create mathematical models, theories, and hypotheses about natural occurrences. Beginning with a hypothesis or broad assertion about a general link between variables.

Surveys and experiments are popular strategies used by quantitative researchers to test hypotheses or claims.

As a result, the researcher used quantitative research to describe the impact of advertising on customer purchasing behavior. This study also quantifies the effect of independent factors (AD characteristics) on the dependent variable (customer purchase behavior).

#### **3.2. RESEARCH DESIGN**

The research design outlines how the researcher collects data related to the research topics. It is a broad blueprint for analysis, measuring, and analyzing data to solve a research problem. It summarizes the research process from hypothesis formulation through data analysis (Panayiotou & Stergiou, 2020).



The research is classified as descriptive, explanatory, or exploratory. Descriptive research seeks to describe and understand the present. It exists to describe the current state of affairs. It is concerned with existing or emerging situations, relationships, practices, beliefs, points of view, or attitudes. Descriptive research is used to describe the current state of affairs.

With a well-conducted issue, we may ask why things are the way they are. Explanatory research seeks to answer these questions. Explanatory research seeks to explain the purpose “why”. The researcher analyses and explains why and how something happens, not just what it is. Explanatory research seeks to understand events via casual relationships.

Exploratory research is conducted when prior studies are few or nonexistent. It helps to understand a scenario and prepares you for further issue. Exploratory research is done when a problem is not clearly defined. Its purpose is to learn more about a subject and better understand a problem.

This researcher studies the impact of advertising on consumer purchasing habits. So the researcher will do descriptive research. The researcher will also use correlation and regression to examine the causal relationships between the dependent variable (customer purchasing behavior) and the independent variables AD characteristics.

### **3.3 DATA SOURCES AND DATA TYPES**

This study's major data source. Customer surveys will provide primary data. To investigate the impact of advertising on consumer purchasing behavior, primary data will be obtained using questionnaires from primary sources.

### **3.4. STUDY POPULATION**

The population is the complete group of people, events, or things that the researcher is interested in. It is the grouping of cases or units from which the researcher seeks to draw conclusions. Defining the population according to the study's goals is a significant stage in research design. This study's target population is all Addis Ababa Berger Bangladesh Factory customers. The population is limitless. Thus, the study will utilize non-probability sampling, which is especially purposive and handy since it allows the researcher to quickly assess the population and problem characteristics.

### **3.5. SAMPLING**

#### **3.5.1 SAMPLE SIZE**

Sampling is the practice of utilizing a small population of a larger population to establish generalizations. Sampling is a part of research design. Agyemang, (2016) defines sampling as the purposeful selection of a set of people whose data may be used to infer conclusions about a broader group, the population. This makes it possible to perform research on a small population within a restricted time period.

The sampling utilized to choose samples from the specified population was convenient sampling. Using this method, sample selection is carried out until the desired sample size is attained. It includes picking at random the cases that provide the best sample (Denscombe, 2017)

#### **3.5.2. SAMPLING**

This study's sampling design is non-probability sampling. It is possible to examine the research subject and obtain theoretical understanding via non-probability sampling (Vehovar, Toepoel & Steinmetz, 2016). Purposive & convenient sampling was utilized to choose samples from the specified population.

### **3.6. DATA GATHERING TOOL**

A questionnaire based on a survey of relevant literature was created to collect firsthand data. This study used questionnaires to obtain data. Thus, questionnaires concentrate on the impact of advertising on customer purchasing behavior.

The questionnaire uses a Liker scale of 1 to 5, with 1 representing strong disagreement and 5 strong agreement. The researcher will advise the respondents to indicate the best appropriate response throughout the questioning process. Respondents must also respond wisely and quickly.

### **3.7. DATA COLLECTION**

The study collects data using questionnaires. The questionnaires were sent to Berger Bangladesh's consumers.

The questionnaires have four parts. It incorporates questions on respondents' personal profiles, questions about respondents' general knowledge, and questions about the impact of advertising on customers' purchasing behavior.

### **3.8 DATA ANALYSIS**

The purpose of analysis is to create an empirical model with carefully established relationships from which relevant conclusions may be formed (Agnihotri et al, 2016). Due to the study's quantitative character, descriptive statistics, correlation, and multiple regression will be required to analyze the data.

The data will be entered into SPSS 20. The data will be checked for mistakes and consistency before being examined. The study's data were provided in text, tables, and figures.

#### **3.8.1 DESCRIPTIVE STATISTIC**

Frequencies will be utilized to describe the customer profile and characteristics. Andy Field (2006) defines frequencies as the number of times certain subcategories of a phenomena occur, from which the percentage and cumulative percentage may be readily calculated.

### **3.9. ETHICAL ISSUES**

The data will only be used to understand how advertising affects customer purchase behavior. The researcher is also exclusively responsible for performing the research and adhering to all organization and university standards. The won't be transferable to anybody or any organization. The research is done in accordance with university procedures. Following the four steps of research ethics are good design, data collecting, data analysis, and correct sharing of findings. The research's prior goals and motives will be stated. There must be no misunderstanding or abuse of the organization's data.

## **CHAPTER FOUR**

### **4.1 INTRODUCTION**

The results of the research reported in this chapter will be illustrated with examples and commentary. The data analysis of the results is built upon the research objectives presented in the first chapter of this study. Starting with sample characteristics in Section 4.2. Data from the survey's questionnaires and graphs have been used to explain the research type. 4.3. Detailed survey data and analysis have been done to examine the responses, which are covered in section 4.5. Summarizing the chapter's conclusion.

### **4.2 SAMPLE CHARACTERISTICS**

Pre-university students, undergraduates, post-graduates, and workers from a range of industries make up the sample. The purpose of this study is to shed light on how advertising affects consumer behavior. The study looks at both positive and negative consequences of advertising. The study also looks at consumer psychology. In order to complete this study accurately, the researcher focused on people who were currently using Berger paints. Under the probability sampling method, the sampling process will be straightforward random sampling. Instance Size 100 people made up the sample. Due to time and financial restrictions, the surveys are only sent to a large number of locations with the assistance of friends and relatives.

### **4.3 RESEARCH TYPE**

Through the use of questionnaires, we will be able to collect data from secondary sources, such as books, newspapers, and online databases that cannot be accessed anywhere else. Therefore, the questionnaire survey is the most effective strategy for this study's data collection. It utilizes a structured questionnaire. Quantitative data are necessary for a structured questionnaire. Questionnaires have been created as a result of this. Primary data has been gathered through observation and questionnaires, while secondary data has been gathered through journals, websites, research papers, and other sources. The majority of the main data in this study will be utilized to generate a recommendation. Response options will be organized based on interval scale. There are five possible responses. All measurements were conducted using five-point Likert scales (Table 1).

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Table 1: Five-point of liker type scales

#### 4.4 DEMOGRAPHICS OF THE RESPONDENTS

A total of 100 respondents, with 80 male and 20 female Berger Paint consumers making up the sample. Out of 100 sampling units, it is said that 75% of people are men and 25% of people are women. 50% of the responders are in their 30s to 40s, which is the bulk of the population. 28% of responders are under 30 years old, while 22% are over 45. Younger generations thus make up the majority of replies. The majority of respondents are Service members, according to the replies' manner. I note that 38% of them are employed in the military, 34% are company owners, 8% are housewives, 6% are teachers, and the other 14% are in various occupations. We can observe that 30% of respondents are single and 70% are married. The split of age and gender categories is shown in Tables 2.

Variables		Frequency	Percent (100%)
Gender	Male	75	75
	Female	25	25
Age Group	Below 30	28	28
	Between 30-40	50	50
	Above 40	22	22
Marital Status	Married	70	70
	Unmarried	30	30
Profession	Entrepreneurs	34	34
	Government Job	38	38
	Housewife	08	08
	Educator	06	06
	Unemployed/Not Mentioned/ Students	14	14

Table 2: Respondent's demographic

#### 4.5 DESCRIPTIVE STATISTICS

Through descriptive research, this part investigates how advertisements affect consumer product purchase decisions. Seven claims are included in the study's marketing. A 5-point Likert scale is used to measure the variable. 1 being extremely opposed to 5 being firmly agreed. The mean and standard deviation of the responses are computed to determine the respondents' opinions. The study's results are analyzed using mean and standard deviation analysis. More respondents agreed that the variable may have a significant influence on customer buying decisions, which is shown by a higher mean value. The mean value represents the average state of the respondents' feelings, while the standard deviation depicts the variance from the mean. The information below illustrates how advertisements affect customers' choice to make a purchase.

Scale Items of Advertisement	Mean	Std. Dev.
AD1 I Watch/ listen to advertisements	4.05	0.612
AD2 Advertisements stimulate me to purchase the product	3.75	0.660
AD3 Advertisements are necessary to attract the consumer towards the product	4.36	0.706
AD4 Advertisements motivate me to shift from one brand to another brand	3.61	0.803
AD5 Advertisements create awareness on consumers	4.15	0.658
AD6 Advertisements help me to recall the brand in my mind	4.07	0.665
AD7 I usually buy advertised product	3.44	0.854

The table above provides descriptive information for seven different advertising scale components. Advertisements are important to draw the customer toward the product got a high score mean of 4.36 on the entire scale. The respondents consistently responded to scale items 1 through 9 on a scale of 1 to 9. The lowest mean was 3.44 for the scale item "I typically buy the advertised goods." From the preceding data, it can be seen that ads are crucial for luring customers. Additionally, advertising raises customer knowledge of the good and aids in brand recall. The advertisement sample had a grand mean of 3.92 and a standard deviation of 0.692.

#### 4.6 RELIABILITY ANALYSIS

The chapter focuses on the examination of primary information gathered via questionnaire survey. The results of the primary data have been presented and attempted to be explained by the researcher. The study's main goal was to quantify the influence of pricing and advertisement on consumer decision-making on the purchase of consumer products and to examine the connection between the two. First, the Cronbach's alpha coefficient is used to assess dependability. The chapter also focused on utilizing descriptive statistics to investigate the relationship between the state of the advertisement and pricing with customer purchasing decisions as well as age and gender.

The practice of reliability analysis is well-liked and regularly applied. The reliability analysis may be accessed using SPSS in a user-friendly and straightforward way. The most used dependability metric is Chronbach's alpha (George & Mallery.2009). Assurance Analysis According to Gliem & Gliem (2003), a number greater than 0.7 is acceptable and dependable. The researcher utilized Cronbach's alpha Test of Dependability to demonstrate the internal reliability of the used construct.

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Variables	Cronbach's Alpha Coefficient	No. of Items
Advertisement	0.718	7
Consumer Purchase Decisions	0.694	7

The table indicates that the advertising and price have a Cronbach's alpha of 0.718 and the number of items is 7. Consumer purchase decisions have a Cronbach's alpha of 0.694 with 7 items, which is higher than 0.6 and is deemed satisfactory for internal consistency by George and Mallery (2009) and Nunally (1978).

Through descriptive analysis, this part demonstrates the state of customer buying decisions. Seven separate assertions are included in consumer buying decisions. This concept was evaluated on a 5-point Likert scale, with 1 being highly opposed and 5 being firmly in agreement. The mean and standard deviation of the responses were computed to determine the respondents' opinions. The

mean value represents the average state of the respondents' feelings, while the standard deviation depicts how far from the mean the respondents deviate.

*Consumer purchase decision items*

<b>Scale Items of Consumer Purchase Decision</b>	<b>Mean</b>	<b>Std. Dev.</b>
CPD13 I understand my need before taking buying decision	4.13	0.644
CPD14 I understand the brand before buying the product	3.88	0.650
CPD15 I compare the available alternatives before buying	3.94	0.611
CPD16 I evaluate the available features before buying	3.96	0.703
CPD17 I search information from various sources before buying	4.00	0.618
CPD18 I visit a number of shops for purchasing any product	3.69	0.795
CPD19 I take a long time to make a buying decision	3.33	0.919

Individual scale items for consumer buying decisions were displayed in the table above. The first scale item, out of seven, had the highest mean score of 4.13 and the lowest standard deviation of 0.644. The final response, "I take a long time to make a purchase choice," had the lowest mean score of 3.33 and the smallest standard deviation of 0.919. Consumer purchasing decisions had a grand mean of 3.84 and a standard deviation of 0.701.

The study's findings indicate that the respondents utilized a variety of sources to learn about the product alternatives on the market and to compare those options with those that may best meet their needs before making a purchase.

#### 4.7 HYPOTHESIS TESTING

- H1: Advertisement has significant relationship with consumer purchase decisions

At the 5% level of significance, the advertisement's P-Value of 0.012 is significant. So, assumption 1 is confirmed.

*Summary of hypothesis testing*

<b>Hypothesis</b>	<b>Relationship</b>	<b>Standard Coefficient</b>	<b>t-Value</b>	<b>p-Value</b>	<b>Result</b>
H <sub>1</sub>	Advertisement→CPD	0.130	2.513	0.012	Supported

The table shows that the price and advertisement both have p-values of 0.012 that are significant at the 5% level, supporting the validity of both hypotheses.

- H2: Gender moderates consumer purchase decision



*Descriptive statistics of gender*

Gender	N	Mean	Std. Deviation	Std. Error
Male	197	3.846	0.385	0.0274
Female	173	3.847	0.465	0.0354

The data in the table above reveals that the average for men and women was 3.846 and 3.847, respectively, and that the average for men and women's standard deviation was 0.385 and 0.465, respectively. The standard deviation was under 1, whereas the mean value for both genders was above 3. As a result, mean value is justified.

*Independent sample test of gender with consumer purchase decision*

	Levene's Test for Equality of Variances				Sig(2-tailed)	Mean Differences	Std. Error Differences	95% CI	
	F	Sig.	T	df				Lower	Upper
Equal variance Assumed	1.790	0.182	0.15	368	0.988	0.00068	0.04419	0.08620	0.087
Equal variance not assumed			0.15	334.65	0.988	0.00068	0.04473	-0.08730	0.088

The p-value for gender in the table above is 0.182, which is larger than 0.05 and suggests that there is no difference in purchasing decisions between the respondent groups that are male and female. Statistics show statistical parity between men and women. The significance level for the comparison mean t-test was 0.15, which is similarly negligible. Therefore, it may be said that there is no difference between male and female perspectives on customer buying decisions. Therefore, gender has no influence on how consumers choose to buy.

**STATISTICAL ANALYSIS: ANOVA**

Numerous statistical analysis methods are employed to evaluate the goal of the hypotheses that were stated in the preceding section. These statistical methods include one-way ANOVA, regression analysis, and correlation analysis.

*One way ANOVA by income level with consumer purchase decision*

Consumer Purchase Decisions	Sum of Square	Df	Mean square	F	Sig.
Between Groups	0.596	4	0.149	0.828	0.508
Within Groups	65.507	364	0.180		
Total	66.103	368			

According to the table above, the income level's p-value is 0.508, which is higher than 0.05. This indicates that there is no discernible variation between respondents with different income levels in their purchasing habits. In other words, customers' purchase decisions are not moderated by their economic level.

#### 4.8 CORRELATION ANALYSIS

To determine the correlation between dependent and independent variables, one uses Karl Pearson's correlation coefficient. Consumer purchasing decisions are used as the dependent variable in this study, while price and advertising are used as the independent factors. Without taking moderating variables into account, the connection between dependent and independent variables is shown in the following table.

*Correlation analysis*

		Advertisement	Price	CPD
Advertisement	Correlation	1		
	p-value			
Price	Correlation	0.263	1	
	p-value	0.000		
CPD	Correlation	0.162	0.146	1
	p-value	0.002	0.005	

Levin and Fox (2006) claim that there is little connection between the variables if the p-value is less than 0.3. There is a moderate correlation between the variables if the p-value is more than 0.3 but less than 0.6, and a strong connection between the variables if the p-value is larger than 0.6.

#### 4.9 MULTIPLE REGRESSION ANALYSIS

One of the most popular methods for data analysis in the social sciences is multiple regression. Analyzing the link between a single dependent variable and a number of independent factors is possible using this method. Using the consumer's choice to buy as the dependent variable, and the price and the advertisement as the independent factors Consumer buying decisions are regressed against the independent factors.

##### *Regression analysis*

	<b>Coefficient value of B</b>	<b>Std. Error</b>	<b>t-value</b>	<b>p-value</b>
(constant)	3.078	0.209	14.719	0.000
Advertisement	0.130	0.052	2.513	0.012
Price	0.071	0.034	2.087	0.038
R2	0.038			
Adjusted R2	0.033			
Standard Error of Estimate	0.417			
F- value	7.211			
p-value of F test	0.001			

**Model 1: CPD = 3.0787+0.130AD+0.071P**

Where, CPD= Consumer Purchase Decision, AD= Advertisement P=Price

The R-square for this model is 0.038, or 3.8%, meaning that price and advertisement account for 3.8% of the variation in customer purchase decisions. The advertising coefficient is 0.130. This indicates that adjustments to one unit of advertising result in an increase of 0.130 units in consumer decisions to buy products. The price correlation coefficient of 0.071 indicates that changes in one unit of price result in an increase of 0.071 units in consumer goods purchase decisions. The table shows that the model's F-value and P-value are 7.211 and .001, respectively, both of which are significant at the 5% level of significance. The model is therefore linearly fitted.

## CHAPTER FIVE

### 5.1 SURVEY DATA AND ANALYSIS

#### 5.1.1 BERGER PAINT AWARENESS

The results from Table 3 show how Bangladeshis felt about knowing about Berger Paint. If you have heard of Berger Paints, was the query. Out of 100 respondents, 72 indicated they had heard of Berger Paint, and 28 said they had not. This information comes from the poll. Given that the majority of respondents had heard of Berger Paints, it can be concluded that brand awareness of Berger Paint is increasing.

Response	Percentage
Yes	72
No	28
Total	100

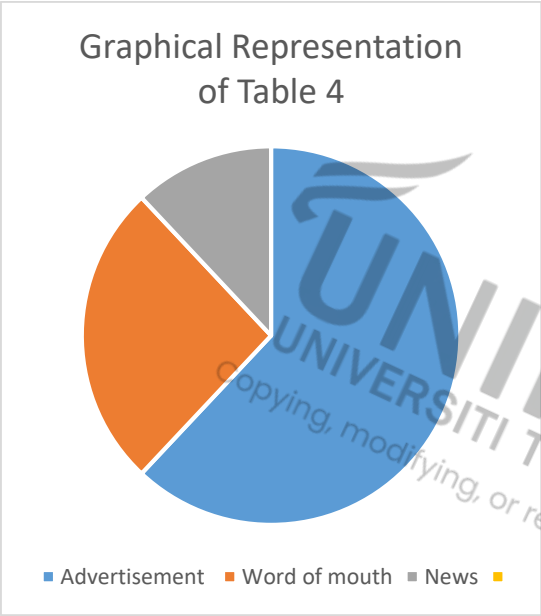
Table 3: Response on awareness on Berger paint

#### 5.1.2 MEDIUM OF LEARNING ABOUT BERGER PAINT

Table 4 is a graphic depiction that clearly demonstrates that 62% of respondents learned about the company via commercials, 12% from news, and the remaining 26% from friends, family, or relatives. Since most respondents enjoyed the media via which they learned about Berger Paint Bangladesh Limited's commercials have been an effective medium for building brand awareness.

	Percentage
Word of Mouth	26
News	12
Advertisements	62
Total	100%

Table 4: Response on the medium of getting to know about Berger Paint



5.1.3 BERGER PAINT QUALITY

The results from Table 5 show how people responded to the quality of Berger paints. If Berger offers the best quality that the clients’ desire was the question. According to the findings, 64% of respondents said that they agreed. Berger will need to keep delivering high-quality services while advancing its technology if it wants to keep its customers happy.

Response	Percentage
Strongly Disagree	0

Disagree	0
Neutral	24
Agree	64
Strongly agree	12
Total	100%

Table 5: Response on Berger Paint's Quality

#### 5.1.4 BERGER PAINT PRICE

The results from Table 6 show how Berger paints Price was received. If Berger offers deals at a greater price was the query. The results show that many consumers believe Berger's product costs are greater now than they were previously. And some individuals believe that the prices of Berger's products are relatively lower than those of competitors. 50% of respondents strongly concur that Berger dealers demand a greater price. Only 10% of respondents felt that the price of Berger's goods is cheaper than that of competitors, while 20% of respondents said that the dealer charges acceptable prices. As a result, it is advised that they consider how the cost of the product will directly impact the degree of consumer happiness. Berger must make every effort to deliver the greatest painting solutions at competitive pricing.

Response	Percentage
Strongly Disagree	10
Disagree	20
Neutral	0
Agree	20
Strongly agree	50
Total	100%

Table 6: Response on Berger Paint's Price

## 5.2 FINDINGS FROM THE RESEARCH STUDY

The main goal is to pinpoint the informational channels via which buyers learn about illusions. Finding the information sources that clients use to learn about Berger Paint was one of the research's key goals. To ensure that they had been achieved, the goals that had been specified had been connected to this results section. To determine how people perceive and are aware of Berger Paint. The study method required to go through questioning in order to reach this goal. From the study, it was discovered that 62 of the participants claimed to have learned about Berger Paint through commercials. We also gained a clear understanding of Berger Paint's degree of awareness. Out of the 72 people that responded to the poll for this subject, it was discovered that they had heard of Berger Paint's illusions.

- According to the study, ads strongly affect customer purchasing decisions. The regression coefficient of advertising was 0.130, the t-value was 2.513, and the p-value was 0.012, all of which were statistically significant at the 5% level.
- The results demonstrated a 0.162 and 0.146 connection between customer purchasing decisions and price, respectively. Therefore, this model could accurately forecast pricing by 14% and advertisement by 16%.
- According to the regression coefficient of 0.071, t-value of 2.087, and p-value of 0.038, all of which were statistically significant at the 5% level, price is one of the elements that influences consumers' purchasing decisions.
- Male and female mean values were 3.846 and 3.845, respectively, which were both over 3; male and female standard deviations were 0.274 and 0.354, respectively, which were both below 1, indicating that both values were acceptable.
- The study's p-value for gender was 0.182, which is more than 0.05, and it indicated negligible, indicating that there was no difference in purchasing behavior between the respondent groups who were male and female. However, the t-test result was less than 0.05 at 0.015.

- The income level's p-value was 0.508, which is higher than 0.05. This indicates that there is no discernible variation between respondents with different income levels in their purchasing habits. In other words, customers' purchase decisions are not moderated by their economic level.

Therefore, it can be claimed that Berger's illusions brand has a good level of awareness and a favourable perception. The study was possible to determine the degree of awareness and perception of the illusions designs of Berger Paint from the survey of these questions.

It might be argued that the company's advertising are educational and have a clear message, which helps people comprehend the brand.

### **5.3 FINAL ANALYSIS FROM DISCUSSIONS:**

According to behavioral psychology, it's essential to facilitate behavioral change by acknowledging clients' novel beliefs, behaviors, and "peak points." Peak moments are distinct times when customers make decisions that have a big impact and that they appear to remember the best. Due to the quick changes in preferences, lifestyles, and technical, educational, and industrial breakthroughs, consumer behavior has piqued the interest of commercial and industrial institutions. Consumer behavior is useful for assessing the components of the marketing mix and identifying potential marketing opportunities (Sah & Karki, 2020).

Before making a choice to buy the goods, the respondents were extremely conscious of their personal demands. As there are alternatives on the market, clients used a variety of sources to get information on various elements of the product. Customers also contrasted the product's features, cost, and quality with those of rival brands. Then make a decision to buy the goods that will meet your demands. According to the study, there are non-statistically significant changes in consumer purchase decisions based on the moderating factors of gender and income level. This showed that there is no association between gender and income level and customer buying decisions. It revealed no distinctions in consumer goods purchase decisions between the responder groups of



men and women. Statistics-speaking, their variance is same. Thus, neither the consumer's gender nor their financial level influence their choice of product.

Consideration must be given to advertising's beneficial benefits. There are a few instances given. Some marketing professionals assert that the benefit of advertising kicks in when the business is making a presentation to investors. The firm needs a strong advertising plan in order to maintain the confidence of owners and investors and to continue receiving funding for the production of the items. This may increase Berger Paint Company Profile's capital expenditure. Without advertising, many forms of mass media, including newspapers, radio, magazines, and television, would not operate as they do today. Since advertising helps to maintain mass communication medium, which makes them more accessible to the general public, it has a positive impact on society. While most marketers are aware that their commercials don't really affect customers, they do affect how distributors and retailers view their products. However, if advertising go wrong, there can potentially be significant dangers. Promoting a product in the most favorable way possible is the aim of advertising. The creative method allows us a great deal of versatility. The problem emerges when dramatization crosses the line and represents a product inaccurately. The Federal Trade Commission may impose severe fines for false advertising (Ashley, 2017).

#### **5.4 SUMMARY**

This chapter is based on the survey's results and links them to the goal. Overall, the study's findings from the respondents' responses were encouraging, which helped it ultimately reach its goal.

## CHAPTER SIX

### 6.1 LINKING TO RELATED STUDIES

In 2019, Pal and Pal examined how advertisements affect customer behavior. The study's main goal was to investigate how advertisements affect customer purchasing decisions. Consumer purchasing behavior was the dependent variable, whereas internet advertising, product familiarity, brand perception, and style of advertisement were the independent factors. This study demonstrated the enormous impact of advertising on consumer purchasing decisions. The advertisement's information on price discounts and product details, which are also followed by customers, was also explained.

Ammoura (2016) assessed how media advertising affected consumers' purchasing decisions. Investigating the effect of media marketing on consumer purchasing behavior was the study's main goal. The dependent variable was consumer purchasing behavior, whereas the independent variables were media advertisements, web advertisements, and TV advertising. The target market, including demographic, gender, lifestyle, education, responsibilities, interests, dislikes, preference, expectations, requirements, and demands, was determined to be crucial, as were the relevant and proper websites. Otherwise, the intended audience will not see the adverts. This study also showed that persuasive and useful commercials had an impact on consumers' purchasing decisions.

An empirical study on the effectiveness of advertising and infomercials was conducted (Martier et al, 2002). Examining how advertisements affect people's perceptions of the success of infomercial advertising was the study's main goal. The purpose of the study was to look at the variables that affect the infomercials' representations of six different product categories, including exercise equipment and skin care goods. It was discovered that the primary elements that might increase the effectiveness of infomercials include expert commentary, demonstration, product comparison, and extra offers. Additionally, it was shown that consumers' views of infomercials are influenced by their age. The study revealed that customers over the age of 40 believe infomercials are more successful in influencing their purchasing decisions than those under the age of 40.

Ampofo (2014) investigated how advertising affected consumers' purchasing decisions. Examining the influence of advertising on consumer purchasing behavior was the study's primary goal. Consumer purchasing decisions were the dependent variable, whereas marketing, income, price,

cosmetic brand, and other people's recommendations were the independent factors. It was discovered that advertisements had an impact on consumers' decisions to buy cosmetics. According to the study, decreased prices have an impact on consumers' decisions to buy cosmetics.

In relation to consumer durables, Rai (2013) assessed the influence of advertising on customer behavior and attitude. The study's main goal was to determine how marketing affected customer behavior and attitudes about durable goods. Consumer purchasing behavior was the dependent variable, whereas advertisements and consumer sentiments were the independent factors. It was discovered that advertisements had an effect on customer purchase habits and also helped shape attitudes toward buying products.

The influence of successful advertising on customer purchasing behavior was assessed (Arshad et al, 2014). The study's goal was to investigate the occurrence of emotional reactions following the viewing of persuasive advertising that influence customer buying behavior. The study demonstrated that persuasive advertising is a key driver of the emotions that motivate customers to purchase the promoted mobile phone sets.

Shafi (2017) conducted research on the influence of advertising on customer behavior. With reference to the Ponnani Municipality in Kerala, a case study was created. The study's goal was to investigate the beneficial impacts of advertising on consumers. The study's factors included customer choice patterns, degree of satisfaction, education, income, age, and gender. According to the survey, women spend more money on cosmetics, and students are strongly persuaded by advertisements to buy a wide range of new products. The study revealed that customer behavior is primarily influenced by advertising, which informs consumers and serves as a reminder of the goods.

## **6.2 IMPLICATIONS**

The consumer of today is aware of and affected by social media. According to the study's findings, advertisements that provide details about the product, such as the price, are very important in influencing customer purchasing decisions. Advertising is essential for marketing and raising brand recognition across various target markets. The study's findings quantitatively demonstrate that neither gender nor academic background substantially affect customer purchasing decisions.

Therefore, it might not be required to take these moderating elements into account while creating the goods. The effect of promotional materials on customer behaviour has to be researched. In order to promote the sale and draw buyers, marketers should set up unique deals and complementary gifts, as well as various promotional schemes like price off, price reductions, or various events, festive occasions. As these elements affect customer purchasing decisions for consumer products, producers must seriously take into account advertising and price. Research in the future may opt to investigate and study various sales promotions and their impact on customer purchasing patterns. According to the study, price was a deciding factor when people bought consumer goods because they appeared to be price sensitive, acknowledged that price discounts could alter their attitudes toward and intentions for purchases, and mentioned that they preferred to buy the product during sales periods when the lowest price is being offered.

The study's conclusions are essential for further investigation. The product's specifics might be used to undertake further study. Additionally, this study should be expanded with other independent and moderating factors. Additionally, this study might be carried out with actual product purchasers—people who pay money to acquire, use, or eat the thing. For a deeper investigation, a larger sample size and other sampling methods might be utilised. The study might be extended to more locations, and future research could focus on a particular age range.

### **6.3 LIMITATIONS**

The convenience sampling approach used in the study has certain drawbacks, and the data it yields may not be representative of the intended audience. In conclusion, this study focused on five variables to assess their effects on customer happiness, however it is possible that additional variables like pricing, privacy, merchandising, etc. may also have an impact on consumer satisfaction. These variables were not included in this study.

### **6.4 RECOMMENDATION**

In order to provide a clear message to the public about the design, pricing, and colour customization of the designer paint Berger, Berger should place more emphasis on its commercials for Berger

illusions. As the promotional and marketing efforts of illusions are insufficient to persuade the clients, the corporation can air the television programming more frequently on local television channels and radio stations. Berger should also release products that are reasonably priced. Berger Paints may want to rethink their discount approach and provide clients additional discounts. Always stay up to date on their marketing initiatives.

## **6.5 CONCLUSION**

Due to the quality of its products and outstanding marketing tactics, Berger Paints Bangladesh Limited is the market leader in Bangladesh. Bangladesh's paint industry is much more competitive than it ever was. In the paint sector, the level of market competitiveness has been rising daily. Berger today has more rivals in the designer wall painting market than ever before. We may infer from the survey replies that the majority of respondents were aware of this brand name but were not aware of the fairs. Since there is a negative perception of the cost of illusions, the corporation needs to make enough plans to address this problem. In order to maintain its superior and distinguishable position in the market over its rivals, Berger Paint must take the appropriate efforts to raise customer knowledge of and foster a good opinion of the illusions brand.

Berger has some internal and external issues, just like any other business. The peripheral issues are simple to handle since it is simple to identify them. It is challenging to identify the issues that still exist within the organization. Therefore, a focus on identifying and minimizing those issues has to be made. There are various issues noted in this study. The most likely fixes for these flaws are that they should put a lot of effort into marketing their goods, especially through foreign channels, so that consumers can readily recognize them. They should make an extra effort to convince customers that their items are of much superior quality and merit premium pricing because of this. They need to organize a campaign to educate people about their offerings. These are some recommendations that the company's leadership should follow. Additionally, it could assist them in achieving a merited market place in the sector. Berger is the name that people trust in the paint industry. This trust has developed over 300 years and is extremely substantial. Berger is demonstrating to the clients that they have made the proper brand choice with their ongoing product development and desire to offer all types of paint solutions.

This study found that advertisements were statistically significant at the 5% level, demonstrating their major impact on customer purchase decisions. In a similar vein, this study demonstrated that customers are price sensitive and that they base their decisions on price when buying consumer items. According to this survey, customers are significantly impacted by price.

Most industries in business today are increasingly service-oriented. The market is well established for Berger Paint's product, which has a sizable market share. In such a situation, Berger may now fully focus on offering a better service to consumers in order to raise customer satisfaction levels, attract new clients, and keep existing clients. According to the data, customer care and face-to-face interaction are the primary drivers of Berger paint consumption. Dealers play a significant role in influencing clients to buy Berger goods. Customers will be happy if they are, in turn.

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**APPROVAL PAGE**

TITLE OF PROJECT PAPER : THE EFFECT OF ADVERTISING ON  
CONSUMER BUYING BEHAVIOR: THE CASE  
OF BERGER BANGLADESH

NAME OF AUTHOR : MADEHA NUR

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The undersigned certify that the above candidate has fulfilled the condition of the project paper prepared in partial fulfilment for the degree of Masters in Business Administration.

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