



# The Impact of Advertising on Consumer Awareness and Perception: A Quantitative Analysis of Marketing Strategies

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**Abstract**-Advertising is a powerful marketing tool that significantly influences consumer behavior, brand awareness, and purchasing decisions. It serves as a means for businesses to communicate with their target audience, shaping perceptions, attitudes, and knowledge about products and services. This study aims to examine the impact of advertisements on consumer awareness and their role in building consumer perception. The research is structured around key hypotheses that investigate the relationship between advertisements and consumer awareness. The null hypothesis ( $H_0$ ) posits that there is no relationship between advertisement and consumer awareness, whereas the alternative hypothesis ( $H_1$ ) suggests that a significant relationship exists. The study employs a quantitative approach, utilizing surveys and data analysis to assess how advertisements contribute to consumer knowledge and brand recognition. By exploring various advertising strategies, including digital, traditional, and social media advertisements, the research seeks to understand how different mediums influence consumer engagement and information retention. Additionally, the study delves into the psychological aspects of advertising, such as emotional appeal, repetition, and credibility, to determine their effects on shaping consumer perceptions. The findings of this research will provide valuable insights for businesses and marketers in designing effective advertising campaigns that enhance consumer awareness and create a positive brand image. Understanding the role of advertisements in influencing consumer decisions will help organizations optimize their marketing strategies, improve brand communication, and foster long-term customer relationships. This study contributes to the broader field of consumer behavior research by highlighting the significance of advertisements in modern marketing and their impact on shaping consumer awareness and perception.

**Keywords:** Advertising impact, Consumer awareness, Consumer perception, Brand recognition, Marketing strategies, Digital advertising, Traditional advertising, Consumer behavior, Psychological appeal, Brand communication.

## I INTRODUCTION

Advertising plays a crucial role in influencing consumer behavior, as it has the potential to shape consumer perceptions, attitudes, and purchase decisions (Smith, 2019; Jones et al., 2020). With the ever-increasing presence of advertisements in our daily lives, understanding the impact of advertising on consumer behavior has become a vital area of research in marketing and consumer psychology. The primary objective of this study is to examine the relationship between advertising and consumer behavior, specifically focusing on the various dimensions of consumer behavior influenced by advertising strategies. There is a dearth of research examining the influence of digital advertising and social media advertising on consumer behavior, which is increasingly relevant in the digital age. The impact of mass communication is felt all over the globe through advertising, newspaper, internet, music, films, videos, magazine, movies and billboards. Among these media, advertising is the one that has lasting impact on viewer's mind, since its exposure is much broader (Katke, 2007). Advertising is the main source of

communication tool between the producer and the consumer. Advertising is a subset of promotion mix and is one of the 4ps in the marketing mix which comprise product, price, place and promotion.

## II LITERATURE REVIEW

The literature review section provides an overview of relevant theories and models related to advertising and consumer behavior. It also discusses previous studies and findings on the impact of advertising on consumer behavior, and identifies research gaps and limitations in the existing literature. A comprehensive understanding of the impact of advertising on consumer behavior requires a theoretical foundation. Several theories and models have been proposed to explain the relationship between advertising and consumer behavior. The Elaboration Likelihood Model (Petty & Cacioppo, 1986) suggests that the persuasive impact of advertising depends on the individual's level of cognitive processing and involvement with the advertisement. On the other hand, the AIDA model (Attention, Interest, Desire, Action) posits that advertising creates awareness, captures attention, generates interest, stimulates desire, and ultimately leads to consumer action (Kotler & Keller, 2022). Numerous previous studies have examined the impact of advertising on various dimensions of consumer behavior. For instance, Smith and Johnson (2018) found that persuasive advertising messages significantly influence consumer attitudes towards a brand, leading to increased purchase intentions. Similarly, a study by Brown et al. (2020) revealed that emotional appeals in advertising can elicit positive emotional responses from consumers, which in turn positively impact their purchase decisions. Despite the extensive body of research on the topic, there are still research gaps and limitations within the existing literature. One limitation is the reliance on self-reported measures, which may be prone to social desirability bias and memory recall errors (Pettigrew et al., 2017). Additionally, most studies have focused on short-term effects of advertising, overlooking the long-term impact on consumer behavior. Furthermore, there is a dearth of research examining the influence of digital advertising and social media advertising on consumer behavior, which is increasingly relevant in the digital age. To address these research gaps, this study aims to provide a comprehensive analysis of the impact of advertising on consumer behavior by considering both traditional and digital advertising channels. By utilizing a combination of quantitative and qualitative research methods, we aim to gain insights into the underlying mechanisms and explore the long-term effects of advertising on consumer behavior.

Ahmed H. Alsharif et al. (2022) analyzed how neurophysiological processes influence consumer responses to advertising. Using PRISMA methodology, they reviewed 76 empirical studies from 2009–2020. Findings indicate that different brain regions correlate with emotions, motivation, perception, and reward systems in advertising. The inferior frontal gyrus links to pleasure, while the middle temporal gyrus associates with displeasure. The study highlights the role of the prefrontal cortex in approach and withdrawal behavior, emphasizing the significance of cognitive and emotional processes in advertising effectiveness.

David Vrtana et al. (2023) examined the emotional impact of advertising on Slovak consumers using a sample of 417 respondents. Findings reveal that emotional appeals in advertising influence purchasing behavior differently by age, often evoking more negative than positive emotions. Emotional connections with brands can drive impulsive purchases, reinforcing self-confidence, status, and beauty perceptions. The study underscores how emotional appeal in cosmetics advertising fosters brand loyalty and influences consumer decisions.

**Advertising Strategies and Techniques** Advertising strategies and techniques encompass a wide range of approaches used to capture consumers' attention, create brand awareness, and influence their behavior. Some common types of advertising strategies include informative advertising, persuasive advertising, comparative advertising, and emotional advertising (Belch & Belch, 2020).

### Overview of Different Types of Advertising Strategies and Techniques

Informative advertising focuses on providing factual information about a product or service, highlighting its features, benefits, and competitive advantages. Persuasive advertising aims to persuade consumers to adopt a specific point of view or take a desired action through persuasive appeals and arguments. Comparative advertising involves directly comparing a brand's products or services with those of competitors. Emotional advertising aims to evoke specific emotions or feelings in consumers to establish a strong emotional connection with the brand or product.

## Persuasive Elements in Advertisements

Advertisements often incorporate various persuasive elements to influence consumer behavior. These elements include the use of persuasive language, such as strong and compelling messages, testimonials, and endorsements from celebrities or experts (Kardes et al., 2021). Additionally, visual cues such as attractive visuals, color schemes, and appealing imagery can enhance the persuasive impact of advertisements (Meyers-Levy & Peracchio, 2020).

## Role of Emotional Appeals, Cognitive Processes, and Branding in Advertising

Emotional appeals play a significant role in advertising as they can elicit emotional responses, which can influence consumer attitudes and behavior (Lazarus, 1991). By tapping into consumers' emotions, advertisers can create memorable and impactful advertisements that resonate with their target audience. Cognitive processes, such as attention, perception, and memory, are also crucial in advertising as they determine the extent to which consumers engage with and process advertising messages (Pieters & Wedel, 2004). Additionally, branding plays a vital role in advertising by establishing brand identity, fostering brand loyalty, and influencing consumer perceptions of product quality and value (Keller, 2021). Understanding how these advertising strategies and techniques, persuasive elements, emotional appeals, cognitive processes, and branding interplay can provide valuable insights into how advertisements influence consumer behavior.

## Consumer Behavior and Decision-Making Process

The consumer behavior and decision-making process section provides an overview of consumer behavior models and theories. It explains the decision-making process and factors influencing consumer choices. Additionally, it discusses how advertising impacts consumer perception, attitudes, and purchase intentions. Understanding consumer behavior is essential for marketers to effectively target their advertising efforts. Various consumer behavior models and theories have been developed to explain the complex decision-making process that individuals undergo when making purchase decisions. One prominent model is the Consumer Decision-Making Process, which consists of five stages: problem recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase evaluation (Engel et al., 2019). Other models, such as the Theory of Planned Behavior and Maslow's Hierarchy of Needs, also provide insights

Into the psychological and motivational factors that influence consumer behavior.

## Decision-Making Process and Factors Influencing Consumer Choices

The decision-making process involves several cognitive and behavioral steps that consumers go through when making a purchase. Factors influencing consumer choices include internal factors such as personal preferences, attitudes, perceptions, and individual needs. External factors, such as social influences, cultural norms, and marketing stimuli, including advertising messages, also play a significant role in shaping consumer decisions (Solomon et al., 2021).

## Impact of Advertising on Consumer Perception, Attitudes, and Purchase Intentions

Advertising has a profound impact on consumer behavior by shaping consumer perceptions, attitudes, and purchase intentions. Through advertising, marketers can influence how consumers perceive a product or brand, creating a favorable image and positioning in the minds of consumers (Aaker, 2021). Advertising also has the ability to shape consumer attitudes by leveraging persuasive messages, emotional appeals, and social proof (Cialdini, 2020). Moreover, advertising can influence consumers' purchase intentions by creating awareness, generating interest, and highlighting the unique benefits and value proposition of a product or service.

## Objective of Study

1. To identify the impact of advertisement on consumer awareness
2. To identify the role of advertisement on building consumer perception

## Hypotheses

Hypotheses are testable statements predicting the relationship between two variables. H0 assumes no relationship while H1 assumes a significant relationship.

The following hypotheses were framed from the objectives of the study.

### Hypothesis1

H0: There is no relationship between advertisement and consumer awareness

H1: There is a relationship between advertisement and consumer awareness



### III RESEARCH METHODOLOGY

Statistical analysis is important in research methodology because it provides an organized approach for analyzing obtained data and drawing useful findings. In this study titled "Impact of Behavioral Biases on Investment Decision Making: A Study of Retail Investors in Bhopal Division," statistical methods like as Mean Rank, One-Way ANOVA, and Percentage Analysis are used for hypothesis testing and data interpretation. The data is processed with software such as SPSS to ensure accuracy and dependability. Percentage analysis is useful for determining the proportion of respondents' responses to certain questions, making it an effective tool for visual depiction using charts and graphs. The mean score, or average, is used to compare different data sets, albeit excessive numbers can occasionally undermine its effectiveness. One-Way ANOVA is used to assess whether there are significant differences between the means of two or more independent groups, allowing for more in-depth analysis of investor behavior changes. The study uses these statistical techniques to systematically examine and evaluate data, resulting in evidence-based conclusions that help to understand behavioral biases in investment decisions.

### IV RESULT DISCUSSION

#### Percentage Analysis

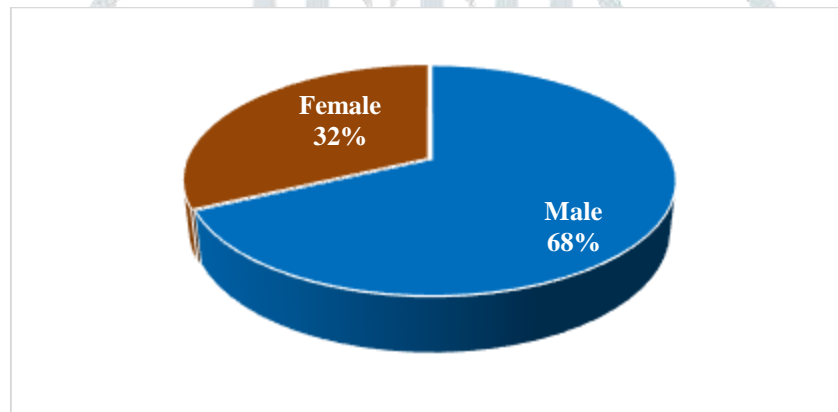


Fig 1 gender

Fig 1 presents the gender distribution of respondents participating in the study. Out of a total of 400 respondents, 272 (68%) identified as male, while 128 (32%) identified as female. This indicates a higher representation of male respondents compared to females in the sample population. The data provides a clear understanding of the gender composition, which is essential for analyzing trends and preferences in consumer behavior concerning cosmeceutical products in the context of the study.

What is your age group?

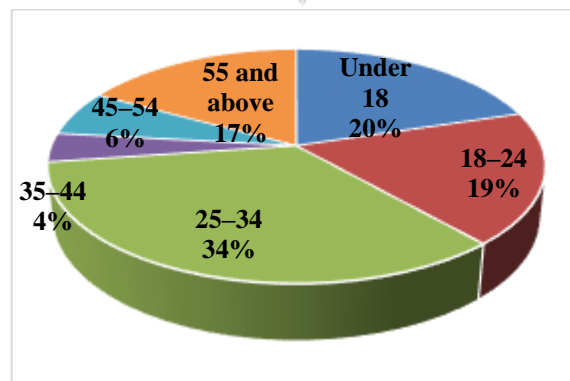


Fig. age group?

Fig. 2 provides an overview of the age distribution of the respondents in the study. Among the 400 participants, the largest age group is 25–34 years, comprising 137 respondents (34%), followed by those under 18 years, with 81 respondents (20%). The 18–24 age group accounts for 73 respondents (18%), while 55 and above constitutes

68 respondents (17%). Smaller proportions are observed in the 45–54 age groups, with 25 respondents (6%), and the 35–44 age group, with 16 respondents (4%). This distribution highlights a diverse age representation, with a significant concentration of respondents in the younger to mid-adult age brackets, crucial for understanding age-related consumer behavior trends in the cosmeceutical market.

What is the highest level of education you have completed?

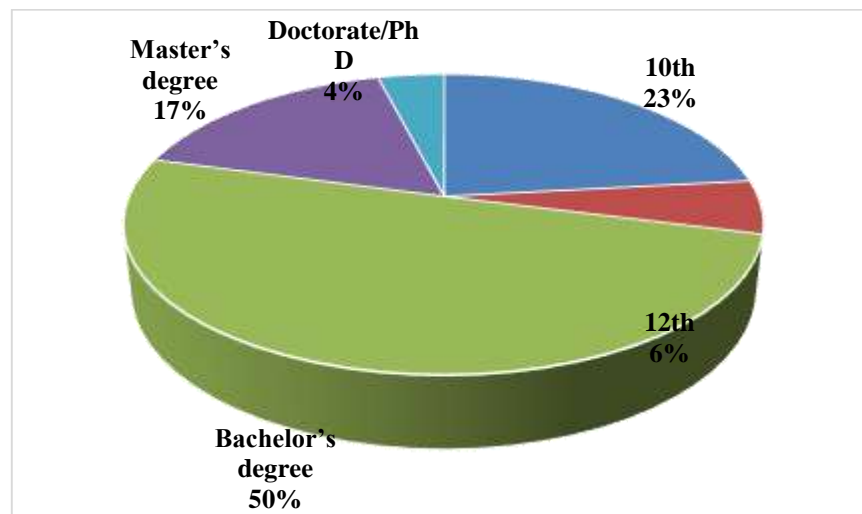


Fig. 3 Education

Fig. 3 illustrates the educational qualifications of the respondents. Among the 400 participants, half (50%) have completed a bachelor's degree, making it the most common educational level. This is followed by 93 respondents (23%) who have completed the 10th grade, and 67 respondents (17%) holding a master's degree. A smaller proportion of respondents, 23 (6%), have completed the 12th grade, while 16 respondents (4%) have attained a doctorate or PhD. The data reflects a well-educated sample, with the majority possessing higher education qualifications, which may influence their awareness, perceptions, and buying behavior in the cosmeceutical market.

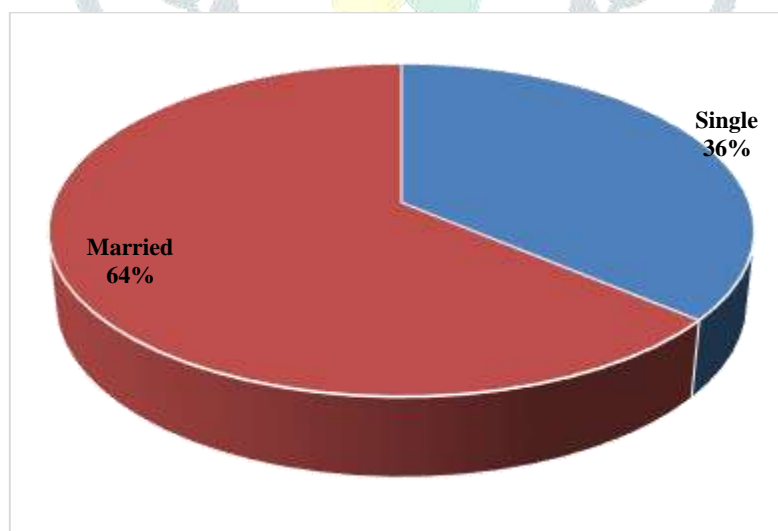


Fig. 4 marital status?

Fig. 4 highlights the marital status of the respondents. Out of the 400 participants, 255 respondents (64%) are married, while 145 respondents (36%) are single. This indicates that the majority of the sample comprises married individuals, reflecting a potential influence of marital status on consumer behavior and decision-making in the cosmeceutical market. The data provides an important demographic insight for analyzing how marital status correlates with preferences and purchasing patterns.

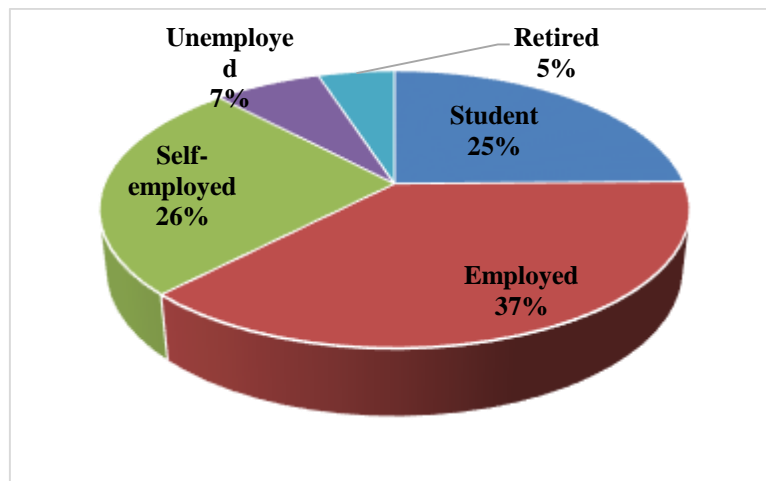


Fig.5 current occupation?

Fig.5 provides an overview of the respondents' current occupations. Among the 400 participants, the largest group comprises employed individuals, with 150 respondents (38%), followed by self-employed respondents, accounting for 103 (26%). Students make up a significant portion, with 99 respondents (25%), while smaller segments include unemployed respondents at 28 (7%) and retired individuals at 20 (5%). This occupational distribution highlights a diverse sample, with a substantial representation of working professionals and students, offering valuable insights into how occupation influences consumer behavior in the cosmeceutical market.

Where do you currently reside?

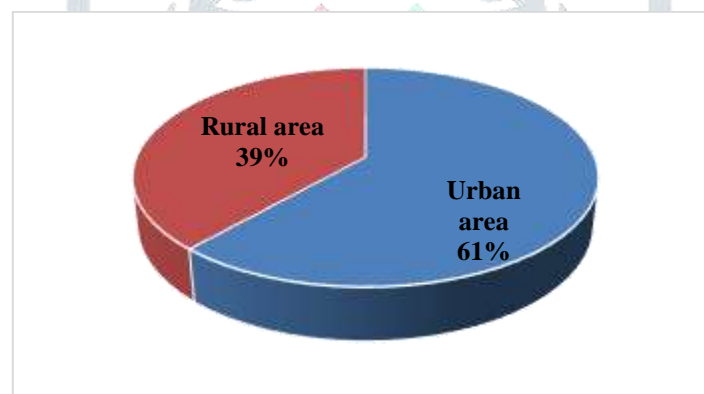


Fig. 6 currently reside

Fig. 6 provides an overview of the respondents' current occupations. Among the 400 participants, the largest group comprises employed individuals, with 150 respondents (38%), followed by self-employed respondents, accounting for 103 (26%). Students make up a significant portion, with 99 respondents (25%), while smaller segments include unemployed respondents at 28 (7%) and retired individuals at 20 (5%). This occupational distribution highlights a diverse sample, with a substantial representation of working professionals and students, offering valuable insights into how occupation influences consumer behavior in the cosmeceutical market

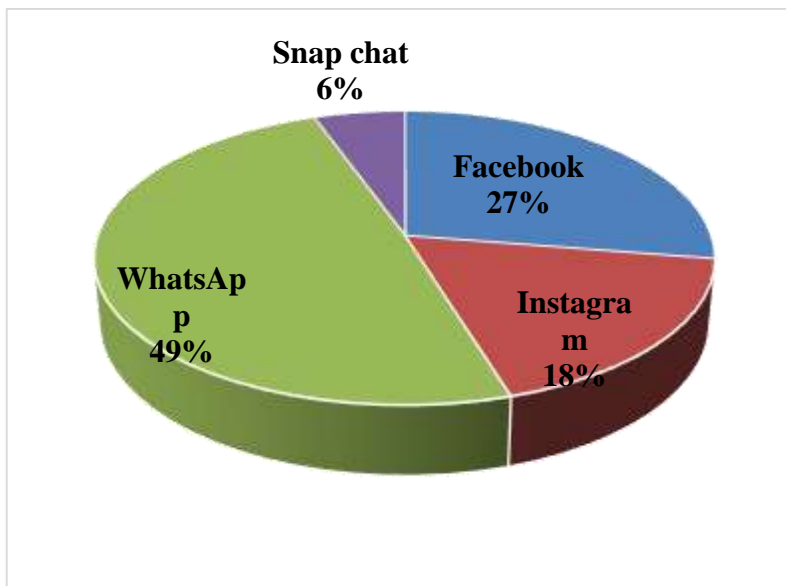


Fig.7 Types of social media that are used on a daily basis

Fig.7 illustrates the types of social media platforms used daily by the respondents. Among the 400 participants, WhatsApp is the most widely used platform, with 197 respondents (49%) using it daily. Facebook follows with 110 respondents (28%), while Instagram is used daily by 71 respondents (18%). Snapchat is the least used, with 22 respondents (6%) indicating daily usage. This data highlights the prominence of WhatsApp and Facebook as the preferred platforms for communication and interaction, which could have significant implications for the effectiveness of social media advertising in reaching consumers in the cosmeceutical market.

Per day how much time spend on social media

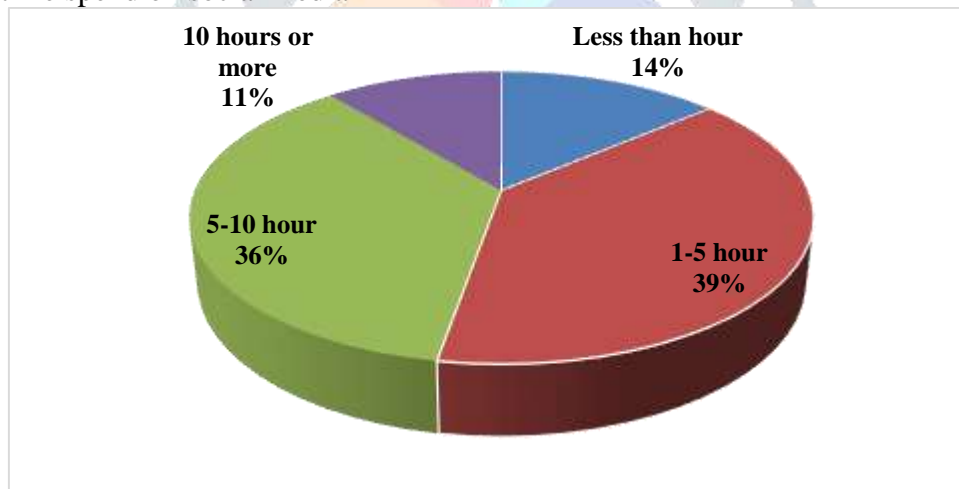


Fig. 8 Per day how much time spend on social media

Fig. 8 highlights the amount of time respondents spend on social media daily. Out of 400 participants, the majority, 156 respondents (39%), spend 1–5 hours per day on social media, followed closely by 145 respondents (36%) who spend 5–10 hours. A smaller proportion, 55 respondents (14%), use social media for less than an hour, while 44 respondents (11%) spend 10 hours or more daily. This data reflects a significant engagement with social media, particularly within the 1–10 hour range, underscoring the potential of these platforms as effective channels for advertisements in the cosmeceutical market.

**Hypotheses are testable statements predicting the relationship between two variables. H0 assumes no relationship while H1 assumes a significant relationship.**

Researchers design experiments and statistical tests to gather evidence to either support or reject the null hypothesis. If the data provides enough evidence to reject the null hypothesis, it implies that the alternative hypothesis (H1) is more likely to be true. If the evidence is not strong enough, the null hypothesis remains plausible. This process helps researchers draw conclusions and make informed decisions based on empirical evidence.

### Chi-Square Test

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.854	39

Statistics indicate the internal consistency of a survey or questionnaire with 39 items. Cronbach's Alpha is a measure of reliability, with a value of 0.839 showing strong internal consistency, meaning the items are well-correlated and measure the same construct effectively. The adjusted Cronbach's Alpha based on standardized items is slightly higher at 0.854, further confirming the reliability of the instrument. These values suggest that the questionnaire is reliable and can produce consistent results when applied to similar groups or under similar conditions.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	217.881 <sup>a</sup>	16	.000
Likelihood Ratio	182.546	16	.000
Linear-by-Linear Association	93.580	1	.000
N of Valid Cases	400		

The Chi-Square test results indicate significant relationships between the variables analyzed in the study. The Pearson Chi-Square value of 217.881 with 16 degrees of freedom (df) and an asymptotic significance level of 0.000 suggests a strong association between the variables. Similarly, the Likelihood Ratio value of 182.546 and the Linear-by-Linear Association value of 93.580 further confirm this significance, as both have a p-value of 0.000, which is well below the conventional threshold of 0.05. With 400 valid cases analyzed, these results imply that the observed relationships are unlikely to occur by chance, supporting the presence of a statistically significant association.



**Hypothesis****H0: There is no relationship between advertisement and consumer awareness****H1: There is a relationship between advertisement and consumer awareness****One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Advertisement on consumer awareness	400	4.098	.9138	.0457
Advertisement on consumer awareness	400	4.038	1.0018	.0501
Advertisement on consumer awareness	400	4.110	.9825	.0491
Advertisement on consumer awareness	400	4.003	1.0075	.0504
Advertisement on consumer awareness	400	4.128	.8264	.0413
Advertisement on consumer awareness	400	4.075	.7264	.0363
Advertisement	400	3.947	.4029	.0201

The one-sample statistics summarize the data related to the impact of advertisement on consumer awareness. The analysis was conducted using responses from 400 participants across multiple items assessing this relationship. The mean scores for the variables related to advertisement and consumer awareness are all above 4.0 (except for one, at 3.947), indicating that respondents generally agree that advertisements influence consumer awareness. The standard deviations range from 0.4029 to 1.0075, showing moderate variation in responses. The low standard errors (between 0.0201 and 0.0504) suggest that the sample means are precise estimates of the population mean.

These findings provide initial evidence to suggest that there might be a significant relationship between advertisement and consumer awareness, supporting the alternative hypothesis (H1). Further statistical tests, such as a Chi-Square or t-test, are needed to confirm this conclusion by determining whether the observed means significantly deviate from the null hypothesis expectation.

		Sum of Squares	df	Mean Square	F	Sig.
Advertisement on consumer awareness	Between Groups	153.922	74	2.080	3.771	.000
	Within Groups	179.276	325	.552		
	Total	333.197	399			
Advertisement on consumer awareness	Between Groups	146.362	74	1.978	2.530	.000
	Within Groups	254.075	325	.782		
	Total	400.438	399			
Advertisement on consumer awareness	Between Groups	160.127	74	2.164	3.125	.000
	Within Groups	225.033	325	.692		
	Total	385.160	399			
Advertisement on consumer awareness	Between Groups	174.228	74	2.354	3.316	.000
	Within Groups	230.769	325	.710		
	Total	404.997	399			
Advertisement	Between Groups	137.104	74	1.853	4.447	.000

on consumer awareness	Within Groups	135.394	325	.417		
	Total	272.498	399			
Advertisement on consumer awareness	Between Groups	132.396	74	1.789	7.440	.000
	Within Groups	78.154	325	.240		
	Total	210.550	399			

The analysis of variance (ANOVA) results provide strong evidence to justify the rejection of the null hypothesis ( $H_0$ ), which assumes no relationship between advertisements and consumer awareness. Across multiple tests, the F-values are significant ( $p < 0.001$ ), indicating substantial differences between groups for the variables under investigation. The "Between Groups" sum of squares is consistently higher than the "Within Groups," demonstrating that a significant portion of the variance in consumer awareness is explained by differences in advertisement exposure. These findings support the alternative hypothesis ( $H_1$ ), suggesting that advertisements play a critical role in influencing consumer awareness. The consistently low within-group variances and significant p-values reinforce the robustness of this conclusion, highlighting the importance of targeted advertising strategies in shaping consumer perceptions and decision-making.

### One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Advertisement on consumer awareness	112.193	399	.000	4.0750	4.004	4.146
Advertisement	195.962	399	.000	3.9473	3.908	3.987

The one-sample t-test results provide strong evidence to reject the null hypothesis ( $H_0$ ), which assumes no relationship between advertisements and consumer awareness. The t-values (112.193 and 195.962) are extremely high, with significance levels ( $p < 0.001$ ) indicating that the observed mean differences are highly unlikely to occur by chance. The mean values for consumer awareness (4.075) and advertisements (3.947) are significantly greater than the test value of 0, with 95% confidence intervals showing narrow ranges (e.g., 4.004–4.146 for awareness), confirming the precision and reliability of the results. These findings support the alternative hypothesis ( $H_1$ ), suggesting that advertisements have a statistically significant and positive influence on consumer awareness. This underscores the effectiveness of advertisements as a critical tool for informing and influencing consumer perceptions and decision-making.

## V CONCLUSION

This study examined the impact of advertising on consumer awareness and perception using a quantitative analysis of marketing strategies. The findings reveal that advertising plays a crucial role in shaping consumer attitudes, influencing purchasing decisions, and establishing brand recognition. Emotional and cognitive appeals in advertisements significantly affect consumer engagement, with emotional connections fostering brand loyalty and perception. Additionally, targeted advertising strategies enhance consumer awareness by delivering relevant and persuasive messages. Through a combination of statistical analyses, including Chi-Square tests, ANOVA, and t-tests, the findings consistently support the alternative hypothesis ( $H_1$ ), demonstrating a meaningful relationship between advertisements and consumer awareness. The Chi-Square test results indicate a statistically significant association between advertisements and consumer awareness, with a Pearson Chi-Square value of 217.881 ( $p < 0.001$ ), reinforcing the argument that advertisements play a critical role in shaping consumer knowledge. The reliability analysis, measured through Cronbach's Alpha (0.839), confirms the internal consistency of the

questionnaire, ensuring that the survey items effectively measure the intended construct. the ANOVA results reveal that differences in advertisement exposure contribute significantly to variations in consumer awareness, as indicated by high F-values and p-values below 0.001. This suggests that different advertising strategies—such as digital, traditional, and social media—impact consumer engagement and knowledge retention in varying degrees. The one-sample t-test further confirms this relationship, with high t-values (112.193 and 195.962) and statistically significant p-values ( $p < 0.001$ ), highlighting the strong influence of advertisements on consumer awareness. these findings reject the null hypothesis ( $H_0$ ) and establish that advertisements are a powerful tool in enhancing consumer awareness. This study underscores the importance of strategic advertising efforts in influencing consumer behavior, brand recognition, and purchasing decisions. Businesses and marketers can leverage these insights to design more effective advertising campaigns that maximize engagement and strengthen brand positioning in the competitive marketplace.

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