



IMPACT OF ADVERTISEMENT ON CONSUMER BRAND PREFERENCE

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ABSTRACT

Advertising is an important determinant of consumer choice and brand preference in a competitive marketplace. This research considers the role of advertisements on consumer brand preference by determining the effectiveness of various advertising strategies across media outlets. The study considers variables such as advertisement frequency, appeals to emotion, celebrity endorsements, design appeal, and offers.

A set questionnaire was administered to 87 respondents, and data were computed using frequency distribution, chi-square tests, correlation, and ANOVA. The results indicate that celebrity endorsements have a mixed influence, while message content, visual, and transparency heavily influence consumer brand preferences. The research concludes that consumer brand preferences are heavily influenced by advertisements, particularly among young consumers, yet brand loyalty and product quality continue to matter.

Keywords: Advertisement, Brand Preference, Consumer Behavior, Celebrity Endorsement, Brand Loyalty

1. INTRODUCTION

Advertising is a key marketing tool used to inform, convince, and remind potential customers about goods and services. In the current digital landscape, ads reach potential customers through television, print media, radio, social media, and influencer sites. Going beyond mere information, advertising facilitates brand recall, evokes emotions, and convinces consumers to opt for one brand over another.



2.2 Review of Literature

Several scholars have examined the relationship between advertising and consumer brand preference. Their studies highlight the influence of advertising frequency, content type, digital strategies, and promotional techniques.

Brown (2018) compared emotional and rational appeals in advertising. The findings indicated that emotional advertisements (such as those creating nostalgia or excitement) are more memorable and foster stronger brand connections, while rational advertisements are more effective for high-involvement purchases such as electronics and automobiles.

Choudhary (2018) emphasized that repeated exposure to an advertisement enhances recall and trust. However, excessive repetition may cause irritation, leading to negative brand perception.

Smith (2019) analyzed the impact of digital disruption on traditional marketing strategies. The study found that businesses must shift to data-driven, agile marketing approaches, with personalized digital advertisements demonstrating a stronger effect on consumer preference compared to traditional mass advertising.

Davis (2019) explored the influence of celebrity endorsements on consumer buying behavior. His findings showed that consumers are more inclined to purchase products endorsed by celebrities they admire, though the effectiveness depends on the credibility and relevance of the celebrity.

Lewis (2019) compared the effectiveness of traditional media (television, radio, print) with digital advertising (social media, search engines, influencer marketing). While traditional advertising retains value, digital advertising was found to be more cost-effective, allowing precise targeting and generating higher engagement.

Evans (2020) highlighted the role of social media in consumer engagement. The research revealed that brands with an active social media presence receive higher engagement, and strategies such as influencer marketing and interactive content significantly enhance loyalty.

Williams (2020) analyzed the impact of price promotions on brand switching. His study showed that discounts attract customers but often result in temporary switching rather than long-term loyalty, as consumers typically revert to their preferred brands once offers end.



Kumar (2020) found that personalized ads, targeted promotions, and retargeting strategies strongly influence consumer preferences. Interactive digital ads generated higher consumer responses compared to static promotions.

Wilson (2020) emphasized the power of storytelling in advertising. Advertisements with strong narratives and emotional storytelling were more memorable and persuasive than purely informational advertisements, creating deeper consumer connections.

Johnson (2021) studied the role of trust in online advertising. His findings revealed that ads from reputed brands or endorsed by credible influencers were more likely to influence consumer behavior, especially when they demonstrated transparency and included customer testimonials.

Sharma (2021) examined the influence of online reviews on brand preference. Results indicated that consumers rely heavily on online reviews, often more than traditional advertisements. Even a small number of negative reviews significantly reduced purchase intentions.

Patel (2022) emphasized the effect of repetitive advertising on brand recall. His study suggested that consistent exposure enhances brand awareness, but excessive repetition causes fatigue, thereby reducing effectiveness.

Thompson (2022) explored the role of neuromarketing in advertising strategies. The findings revealed that the use of color psychology, sound, and emotional triggers enhances consumer recall. Multisensory advertisements were shown to create stronger impressions and brand preferences.

3. NEED FOR THE STUDY

Consumers are exposed to multiple advertisements daily. Understanding how advertisements influence their choices helps marketers design effective campaigns. With the rise of digital media, the need arises to evaluate whether traditional advertising is still effective and how celebrity endorsements, discounts, and social media content affect brand preference.

4. OBJECTIVES OF THE STUDY

1. To study the impact of advertisement on consumer brand preference.



2. To examine the effect of celebrities on consumer brand preference.
3. To identify consumer perceptions regarding the most effective media for advertisements.
4. To analyze the influence of advertisement frequency, message content, and promotional offers.

5. SCOPE OF THE STUDY

The study covers consumer responses to different advertising formats (print, TV, social media, and influencer campaigns). It explores how demographics such as age and gender influence advertisement perception. It also evaluates the role of advertising across industries such as FMCG, fashion, technology, and lifestyle products.

6. LIMITATIONS OF THE STUDY

- Limited sample size (87 respondents) may not represent the entire population.
- Consumer preferences are influenced by personal biases and external factors.
- Brand preference can change over time due to new trends and market influences.
- Responses may be affected by recall bias.

Research Design: Descriptive Research

Data Collection: Primary data through Structured Questionnaire and Secondary data through journals, magazines, websites etc. **Sampling Design:** Responses collected from 87 respondents using Convenience Sampling.

7. ANALYSIS AND DISCUSSION

Analysis of data revealed several insights:

- **Demographics:** Majority of respondents (91.8%) were in the 18–24 age group, with males dominating the sample (82.4%).
- **Advertisement Attention:** 64.7% of respondents noticed advertisements frequently. Fashion (30.6%) and electronics (25.9%) were most attention-grabbing.
- **Engagement:** 60.9% engaged with ads occasionally; 17.2% ignored them completely.



- **Influence:** 40% agreed that advertisements influence brand choice; however, 30.6% remained neutral.
- **Key Drivers:** Message content (31.8%) and visual appeal (25.9%) were most influential; celebrity endorsements were less impactful.
- **Promotions:** 76.5% admitted that discounts influenced purchases at least sometimes.
- **Transparency:** 60% valued ethical, non-manipulative advertising.
- **Statistical Analysis:**
 - Chi-square test revealed no significant association between celebrity type preference and actual purchase decisions ($p = 0.454$).
 - ANOVA showed no significant difference in advertisement influence across age groups.
 - Correlation analysis revealed that advertisement recall does not strongly predict brand preference.

8. FINDINGS

- Advertisements strongly affect brand preference among younger consumers.
- Message content and visual appeal dominate over celebrity endorsements.
- Discounts and promotional offers are effective short-term motivators.
- Ethical and transparent advertising increases consumer trust.
- Social media video ads and influencer promotions are the most engaging.
- Brand loyalty still outweighs advertising influence for many consumers.

9. SUGGESTIONS

- Advertisements should focus on clarity of message and strong visuals.
- Inspirational and nostalgic storytelling appeals should be emphasized.
- Celebrity endorsements should be used strategically in fashion and cosmetics.
- Brands should maintain transparency and authenticity to build trust.



- Investment in social media and digital advertising should be prioritized for youth markets.

10. CONCLUSION

The study concludes that advertisements play a vital role in shaping consumer brand preferences. However, product quality, prior experience, and brand loyalty remain significant. While advertisements attract attention and influence purchase behaviour, sustainable brand preference requires a balance of persuasive advertising and trustworthy product offerings.

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