

The Impact of Promotion and Advertising on Consumer Brand Choice

Amina Shabbir

Research Associate

Department of Management Sciences, COMSATS University Islamabad, Lahore Campus

Email: aminarajpoot17@gmail.com

Hasan Kamran

Finance Executive

GCC Solutions, Cayan Business Center, Dubai, United Arab Emirates

Muhammad Ayaz

Student of MPA at Institute of Administrative Sciences, University of the Punjab, Lahore

Abstract

Branding is crucial in today's business world, giving market positioning, competitive resistance, and growth potential. This study examines the complicated dynamics of brand selection in Lahore, Pakistan, and how advertising and promotion affect it. In this research data collected from a wide spectrum of people using structured surveys and evaluated it using regression and correlation to gain insights. Through extensive demographic profiling, we identify customer behaviors and preferences that drive brand choices. The study's analysis focuses on how brand choice affects sales volume, market share, and profitability. Organizations use these performance metrics to improve branding initiatives and acquire a competitive edge. This research also comprehensively investigates brand selection's complicated dynamics, underlining the need for continued research into its causes and effects. Researchers believe that firms can maximize their branding strategies to attract and retain consumers and dominate ever-changing markets by comprehending and analyzing this complexity. The findings underline the power of advertising to shape client choices. This research shows how advertising develops confidence by validating brand claims, improving recognition, creating positive linkages, and boosting brand preference. However, neglecting advertising is the main cause of brand loyalty decline. Investigators also encourage a careful and measured advertising strategy that emphasizes specific goals to improve brand choices. The study highlights the need for more research on brand choice processes in physical and service product categories. Examining how marketing mix parameters including price, distribution, product attributes, and promotions affect brand preference is promising. Future research could examine corporate image and the intricate relationship between brand image and consumer loyalty.

Keywords: Advertising, Promotion, Brand choice, Consumer Brand, Consumer Satisfaction, Purchasing Intent, Brand preference.

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Introduction

Advertising definitions vary. It has many definitions. Advertising convinces readers, viewers, and listeners to acquire goods, services, and ideas. Marketing success depends on advertising, according to a 2009 Mukesh and Ranju Trehan study. J.Thomas Russell and W. Ronald Lane (2001) define it as a promotional strategy to inform a targeted group about products, services, or ideas. Three reasons why advertising matters from C.L. Tyagi and Arum Kumar (2004). First, advertising helps companies reach marketing goals on time. Second, politicians embrace advertising because it engages their audience, especially today. Economic growth is affected last. Newspapers, TV, and radio inform producers and workers on government policies and economic plans (Barbara, 1997).

Most people grow up with TV, ads, movies, videos, billboards, publications, music, newspapers, and the internet. Advertising is the most memorable marketing tool due to its wide reach. The promotion mix includes advertising, product, pricing, and site. Advertisements inform consumers and influence purchases. Advertising, sales promotion, and PR help businesses reach large audiences. Television advertising reaches more people than other mediums. The attitude, conduct, lifestyle, and exposure to other viewpoints might be affected by it. TV ads can affect a nation's culture. Advertising started anciently (Batra, 1986).

To lure customers, societies employed symbols and visuals. These chemicals have promoted for millennia. These are old.

Promotional items handmade and limited. This was increased for promotion later. Today, manufacturers and consumers communicate mostly through ads. Ads dominate the consumer market, so a company requires promotions to become famous. Advertisers target potential customers to affect their awareness, opinions, and purchases. Keep clients intrigued with their products through heavy spending. Understanding how potential clients' preferences affect behavior is crucial. Advertising influences purchasers' brand preferences. Advertising focuses on purchase. Brand perception is altered or reinforced in people's memories. Consumers remember brand associations. Brand cognition impacts planning, evaluating, and buying (Bell 1976).

Promotion

The promotion mixes assign consumer-focused advertising. Today's business promotion is sophisticated and costly. Thus, company competitiveness is plagued by changing consumer perceptions and decisions. Economics has yet to overcome the existence promotion problem. It alters customer choices, defying economic assumptions. Advertising has been studied extensively. Mixed images and messages make advertisements more believable. Arthur Berger (2011) says advertising affects people's views and actions. It serves large companies, non-profits, and small stores.

Consumer behavior analysis explains customer behavior in various situations. It examines economic, social, and psychological factors that affect consumer behavior. Kids may not simply choose commercial information and individuals as role models.

We relate and want to look and shop like them. Exposure causes brand and advertisement recall, according to hierarchy-of-effects advertising models. Cognitive processes create product like and buying intent. These ideas influence customer behavior, such as buying marketed goods. With so many products and services, several companies promise similar functionality. Thus, companies are finding it tougher to differentiate their products and services by usefulness. Functional feature ads are unsustainable since competitors can imitate them. Brand image is introduced by marketers. (Biel, 1990)

Consumers become disorganized when faced with multiple items. They associate brands with current recollections and may alter their memories to promote new products. They can label recent information by brand or product group. Brand awareness, understanding, and emotional attachment are key to this technique. People should overlook or handle brand extension issues. Advertisers today struggle to reach clients without advertising. Modern audiences have several outlets because of globalization. Modern clients have several marketing options in a globalized marketplace. Consumerism generally links personal fulfillment to material possessions and overconsumption. This study compares male and female shopping habits. This study examines advertising's effects on consumer buying behavior and attitudes (Bishop, 1997).

Advertising

Advertising efficacy is how well it achieves a goal. Advertising requires significant financial resources, thus assessing its impact is vital. Worldwide acquisition. To evaluate advertising, procedures, and measurements must be created and used to verify results. The following considerations make judging efficacy difficult. Advertising interacts complexly with corporate variables like behavior, marketing policies, and finances. Environmental factors like competition and economics affect it. These interactions are hard to isolate. The impacts of advertising vary and cannot always be quantified. Advertising may have long-term consequences that take longer than the costs (Dyer, 1982).

A firm uses advertising to promote or sell its products or services. Italian "advertising" means "to turn towards." Advertising can also reassure employees and shareholders about a company's future. Sponsors fund advertising in newspapers, magazines, TV and radio advertisements, outdoor advertising, and direct mail. Modern platforms like blogs, webpages, and text messages contain them.

Commercials use "branding," A strategy that establishes a connection between a specific product description or image and its distinct attributes, to increase

sales. Political movements, interest organizations, religious institutions, and governments spend money on non-consumer advertising. Nonprofits can influence via free public service announcements.

The 1920s tobacco advertising operations led by Edward Bernays, known as the "Madison Avenue" creator, helped launch modern advertising. Advertising cost US\$592.43 billion worldwide in 2015. The biggest advertising conglomerates worldwide include Interpublic, Omnicom, Publicist, and WPP.

Advertising helps marketing managers sell products, services, and ideas when used properly. Customers are targeted for product marketing. This is shown by companies spending a lot of time and money on product advertising (Gold, 1987). Advertising has changed many times. First came production. In this context, mass production was used to market products in enormous quantities. Product advertising was unnecessary because demand exceeded supply (Holt, D, 1983). They promoted themselves.

Competition led to an oversupply of things. Companies had to market their products as sales oriented. This usually involved highlighting their products' USPs to convince customers to buy them over their competitors. Therefore, the items became disconnected from their production amounts Belk, R. W. et, al. (2004). Companies used several selling tactics. Advertising combines these methods with marketing's backing. Advertising has been important since trade began. Word-of-mouth advertising was always the mainstay, but now we have several media platforms. Traditional word-of-mouth advertising remains the most appealing across all platforms (Ajzen, 1980)

Early advertising was limited in length and region. Typical broadcast commercials last 10–60 seconds. Two-page print ads are normal, although sometimes smaller. Thus, advertising has to be effective. This effort sought to grab the consumer's attention, establish itself as meeting their needs, identify the product, and convey the sales message (Goldman, R. 1992).

Background

The Liu family needle shop in Jinan advertised on this bronze plate during the Song Dynasty in China. The first printed advertising medium was this. Ancient Egyptians wrote advertising messages and wall ads on papyrus. Pompeii and ancient Arabia contain political propaganda and advertisements. Lost or original papyrus advertising were quite common in historical Greece and Rome. In Asia, Africa and South America, wall or rock canvas is still used for viable advertising. Stone paintings from 4000 BC in India are the origin of wall painting (Gorn, 1982).

Ancient Chinese oral advertising began using bamboo flutes to sell candy, according to the Classic of Rhyme (11th to 7th centuries BC). It is common practice to advertise using calligraphic signboards and painted sheets. Copper printing plates

from the Song period are the oldest known printed advertisement medium. Posters with bunny logos were printed on square paper. Above and below the logo were "Jinan Liu's Fine Needle Shop" and "We buy high-quality steel rods and make fine-quality needles, to be ready for use at home in no time". As urbanization and illiteracy increased in Europe in the Middle Ages, cobblers, millers, tailors, and blacksmiths used visual symbols like boots, suits, hats, clocks, diamonds, horseshoes, candles, and bags of flour instead of written signs. The sellers sold produce from carts and wagons in the urban square, using street callers (town criers) to announce their presence. These ads were first compiled in Guillaume de la Villeneuve's thirteenth-century poem "Les Currieres de Paris".

Advertising appeared in English weekly newspapers in the 18th century. The printing press made books and newspapers more accessible, so these early print ads promoted them. The prevalent sickness in Europe raised the demand for pharmaceuticals, therefore these ads promoted them. However, fraudulent and deceptive "quack" ads were a major concern, prompting advertising content laws (Haley, 1984)

19th century

London-born Thomas J. Barratt is credited with creating modern advertising. Barratt created a successful marketing plan for Pears Soap using slogans, pictures, and words. He often says "Good morning." The phrase "Have you used Pears' soap?" was common throughout the 20th century.

Barratt popularized many advertising fundamentals during his lifetime. He stressed the reputation of Pears' durable brand image and substantial promotion to promote the product's accessibility. The importance of reevaluating the market to account for shifting consumer preferences and social mores was something he grasped. According to his 1907 statement, "tastes evolve, fashions evolve, and businessmen must adapt accordingly." In today's market, a successful idea from a generation ago would be useless and nonpaying. Modern ideas are distinctive and appeal to current tastes, but they are not always better. Advertising grew as the 19th-century economy expanded globally. The expansion of mail-order advertising was prompted by the method's popularity in the US. The French daily *La Presse* pioneered paid advertising in June 1836. This action helped the newspaper lower its price, increase readership, and boost profits. Thus, all newspapers quickly embraced this strategy. Palmer founded the modern Philadelphia advertising agency around 1840. In 1842, Palmer purchased a substantial quantity of discounted ad space in multiple newspapers, which he subsequently resold to advertisers for a premium.

N.W. Ayer & Son, an advertising firm originated in the late 19th century, changed the situation. Ayer and Son designed, developed, and implemented complete advertising campaigns for clients. Advertising had established itself as a profession by 1900, with the advertising firm serving as the hub for inventive strategy. Charles expanded his French newscast agency, *Haves*, to include advertising broking, making

it the first of its kind. Newspaper advertising was initially sold by agencies. The first to manage advertising content as a service was N. W. Ayer & Son opened in Philadelphia in 1869.

20th century

As industrialization boosted product supply, US advertising skyrocketed. The industry needs workers to buy manufacturing products to profit from this higher output rate. Mass marketing was invented to influence people's economic behavior. In the 1910s and 1920s U.S. advertising industry believed human inclinations could be "channeled" into a want to buy goods. Edward Bernays, Sigmund Freud's nephew, is widely acknowledged as having laid the groundwork for contemporary PR and advertising. Under Herbert Hoover, the US government-sponsored advertising in the 1920s. During his 1925 address to the Associated Advertising Clubs of the World, Hoover emphasized that "Advertising Is a Vital Force in Our National Life." Julius Klein, director of the United States Bureau of Foreign and Domestic Commerce, made the statement, "Advertising is the key to world prosperity." in October 1929. A European economic journal from 1933 claimed that this was a component of the "unparalleled" government-business relationship of the 1920s.

To market packaged cigarettes, tobacco corporations became significant advertisers. When they engaged Bernays to promote tobacco smoking, tobacco corporations pioneered new advertising methods. Advertising encouraged workers to adopt a "modern" lifestyle and abandon their old traditions and communal structure. The American Association of Foreign Language Newspapers influenced immigrant workers. From its advertising agency roots, the AAFLN centralized much of the immigrant press. Advertising was a select few business careers for females at the turn of the 20th century. Advertisers and agencies valued women's input during the creative phase because women did most of the household shopping. A woman in the United States created the first ever sexually explicit commercial for soap. Although on a mild note today, the add featured a pair with the phrase "A skin you love to touch." "Walter D. Scott and John B. Watson used psychological theory in advertising in the 1920s.

On the radio from the 1920s

Radio equipment manufacturers and dealers launched the first radio stations in the early 1920s to boost radio sales. The Angeles Times reported this De Graaf, L. B. (1970). Several non-profits started radio stations after this. These organizations included clubs, schools, and civic groups. It was typical for one business to sponsor each radio programming as sponsorship grew widespread. The company would be mentioned briefly at the opening and termination of supported programs. However, radio position holders rapidly understood that they could increase profits through the sale of sponsorship rights in limited time slots to multiple corporations across their broadcasts rather than to individual firms every show (Asker, 1996).

Commercial television in the 1950s

Du Mont Television Network began selling ad time to several advertisers in the early 1950s according to De Graaf, L. B. (1970). After struggling to obtain sponsors for numerous programs, Du Mont sold fractional advertising blocks to many companies. This became the US commercial television standard. However, single-sponsor broadcasts like The US Steel Hour have remained common. Sponsors sometimes wrote the show, including having their advertising firm write it. Fewer organizations use a single sponsor, except the Hallmark Hall of Fame.

Cable television era in 1980s

Cable television and MTV debuted in the late 1980s and early 1990s according to Eisenmann, T. R. (2000). MTV pioneered the music video, which consumers watch for the advertising message rather than as a byproduct. Ad-only stations like QVC, Shop TV Canada and Home Shopping Network arose as cable and satellite television grew more popular.

On the Internet from the 1990s

The ad server boosted online publicity contributing to the 1990s "dot-com" boom said to Donaldson, D. (2008). Advertising income powered entire companies that offered vouchers and permitted Internet. As the twenty-first century began, Google and other websites personalized adverts based on web browsing performance. This has spurred alike efforts including interactive advertising. Since 1925, advertising costs relative to GDP has remained stable despite major media shifts. Baker, L. E. (2007) said that Newspapers, periodicals, streetcar signs, and outdoor posters dominated American advertising in 1925. About 2.9% of the GDP went to advertising. Television and radio dominated advertising by 1998. Advertising spending as a percentage of GDP was 2.4%. Guerrilla marketing uses staged interactions in public areas, giveaways of brand-covered cars, and interactive advertising where viewers may participate. Unpredictable advertising makes customers buy goods or ideas. Interactive and "embedded" commercials, such as product placement, text message voting, and campaigns using Facebook or Twitter, are becoming more common. Recently, the advertising business model has changed. Advertising is given to startups in exchange for ownership in media for equity. Media firms get payment for their shares if the company expands and is sold. Domain name investors often choose to "park" their domains, allowing third parties to display ads on them in exchange for advertising revenue. Typically, these advertisements are displayed on pay-per-click search engines such as Google or Yahoo. However, they can also be seen on domain names that users have selected through interactions with registrars or domain leases. Websites operated by registrars often provide access to WHOIS records, which facilitate the identification of individuals or organizations responsible for registering a domain name.

Importance of Research

The research topic is crucial for any study on consumer brand choice. The market has several local and international brands. Consumers and brand producers must understand how promotions and advertising influence customer decisions. Faced with a brand customer advertising another brand. That marketing highlighted mortified and interesting new features. The consumer will switch brands. Promotions and advertising influence customer brand choice. If a brand has the most customers and anticipates product adjustments. So, the customer will never switch brands. The brand choice was heavily influenced by advertising. Consumers learn about brands through advertising.

Research Purpose

The study will examine customer brand choice. The goal of this study is to determine how marketing and advertising affect brand preference. My research shows that brand advertising benefits men. Brand promotion tools. That will result in the most permanent customers.

Research Question

1. What factors influence consumer brand choice on a firm?
2. What factors influence promotion on consumer brand choice?
3. What factors influence advertisement on consumer brand choice?

Literature Review

This study observes how advertising disturbs customer purchases. The influence of brand image, influence, and endorsements from celebrities in advertising significantly affects customers' intentions to purchase products. Ads shape product image, which influences buying behavior. The study collected primary data from surveys and secondary data from the Internet, journals, and business publications. Surveys were conducted in January 2013. The sample includes 120 people. They included 50 government or semi-government workers, 30 commercial workers, and 40 private workers.

Creative and well-executed commercials affect customer buying patterns and behavior, according to the study. Product quality and price affect consumer buying behavior. Celebrity endorsements also affect consumer buying habits. Thus, the study reveals that these qualities' positive effects on customer purchase behavior show brand loyalty, promoting the advertised goods, and changing buying intentions.

Brand-promotion relationship. It's exciting to study how brand loyalty and consumer behavioral factors like purchase frequency and level affect sales promotions. Data from AC Nielsen was analyzed. Short-term discounts and promotions seldom affect brand choices. These changes only affect customer behavior and purchases over time. Promotional activities make low-priced brands more enticing to price-conscious consumers.

Print, radio, TV, infomercials, advertorials, billboards, and kiosks are advertisements. These ads can be static or interactive. These communication methods are expensive for businesses. Companies usually curtail advertising during economic downturns. Advertising is the most accurate way to promote and evaluate a product. In this context, current technology helps present the product in a way that engages the target audience.

This article uses a case study of "LULU Hypermarket, The Avenue, and Muscat Grand Mall" in Al Ghubra, near Al Khuwair and Bausher, to demonstrate how advertising affects customer decision-making. SPSS was used for correlation analysis to assess the association between LULU Hyper Market, Muscat Grand Mall, and The Avenue ads and customer experience and purchase conduct. Analysis illustrate a strong positive association between variables. Seeing how quickly consumers switch brands and want different products shows that advertising is a convenient and successful way to tell the market about a company's offerings. According to Michael J. Phillips in 1997, advertising connects consumer needs to company products and services. People are often unaware of the latest product on the market or how to use a high-quality item.

Encoding is often disregarded by doctrine and operators in the communication process. This paper proposes a simple way to control it. The study examines a way to measure how well advertising messages match consumer comprehension. To determine if the advertisement was understood and to determine the causes of any misinterpretation, the written material was examined.

Over the past decade, several studies have examined advertising's effectiveness. Advertising efficacy is measured by ad memory, recognition, brand awareness, click-through rate, attitude towards the ad and firm, and purchase consideration. This study examines three basic measures: ad sentiment, clicks, and memory. Three criteria were assessed for their ability to predict purchasing decisions. Advertisements, sales promotions, and PR are mass communication methods for dealers.

The goal of mass communication is to reach every member of an audience with the same message. Many definitions exist for advertising. Advertising can be communication, marketing, economic and social, public relations, or information and persuasion. Functionally, Advertising is the practice of for-profit companies, nonprofits, and individuals using various forms of mass communication to convey predetermined, impersonal messages.

Advertising informs or persuades a target audience. It raises awareness and knowledge of a product or service among potential clients.

Technological advancement has created new products and services and changed the meaning of several words. Advertising has been less effective due to mass media. Marketers are looking for new, less-crowded media. Consumers can now

choose to participate or ignore marketing messaging and advertising thanks to digital media. Consumers have more control over their preferences and time. All these factors are moving towards interactive marketing. Advertising raises awareness and influences consumers to buy things. Advertisements aim to target specific populations in order to influence their perceptions, values, and purchasing behaviors. Ayanwale et al. (2005) found that advertising influences Bourn vita food drink preferences. Bourn vita quality has been studied before. Advertising seeks to persuade a specific group to take action. Advertising is vital to the economic growth of marketers and competitors (Ryans, 1996). Advertising is a paid promotion sponsored by a company or individual and distributed through television, commercial radio ads, outdoor billboards, newspapers, magazines, blogs, websites, and text messages. Advertising has been increasingly pervasive and influential due to advancement and technology (Leiss et al., 1986). Early advertisers believed advertising had great power to communicate and persuade. Early bullet or hypodermic needle models of communication led to communication effects and this perspective. This notion examines who delivers the message, what is said, to whom it is addressed, and how it is delivered to understand its influence, Tahiri, N. R. (2019).

Egyptians invented advertising using Papyrus is suitable for sales communication, wall posters, and outdoor advertising. Ancient advertising was like this. Greek, Roman, and Indian cultures used wall painting and chocking, Various regions still follow this tradition Armstrong, H. (Ed.). (2009). Modern advertising emerged alongside Mass production emerged during the latter half of 19th and the beginning of 20th centuries. Following the utilization of print advertising, radio and TV publicity took off. Du Mont Television Network pioneered advertising in the initial 1950s. In the 21st century, Digital marketing dominates the worldwide market and customers. Advertising's impact on consumers' buying habits makes it a vital tool for marketers globally. Advertising began giving consumers advice around 1920, It affected customers' social roles, dress choices, and food preferences as well as purchase decisions Williams, T. G. (2002); Sondhi, N., & Singhvi, S. R. (2006).

Advertising efficiency literature has stressed consumers' purchasing behavior Laohapensang, O. (2009). According to Saleem, S., & Abideen, Z. (2011), product advertising affects consumers' buying decisions. Allen et al. (1992) argue that customer conduct is influenced by the emotional response to advertising, namely to the marketed items. Hoch, S. J., & Ha, Y. W. (1986) claim that advertising influences consumer behavior regardless of product quality. Additionally, advertising's impact on customer buying habits has long been debated George, J. M. (1991).

Advertisers use subtle methods to overstate product benefits, causing consumers to experience psychological pressure and freely buy the offered item (Smith et al., 2006). Some say most buyers ignore ads because they find them annoying and dishonest (Yardley, L., 2006). Advertisement is one way a firm can boost its brand through marketing. Marketing is the key link between a company and

its clients. Marketing promotes the firm to fulfill high expectations and satisfy customers, not merely sell items or services, (Okoye et al., 2017).

Advertising is essential to brand development in the marketing mix. Advertising promotes and sells goods. Off-the-page direct response ads aim to sell. In most circumstances, selling is more complicated. Advertising's main goal is to improve consumers' impressions of the brand, which increases the possibility of purchase or repeat purchases (Newman et al., 2010).

Waechter, S. F. (2010). define advertising as "any form of communication, for which payment is made, that promotes an organization's products, services, or ideas and is sponsored by an identified entity." The "paid aspect" refers to the need to pay for advertising space. The media donates Persuasive Service Announcements (PSAs) (Walther et al., 2010). Advertising began with Adam and Eve in the Bible, according to Yohanna (2011). Despite God's command not to eat it, the serpent promoted Knowledge and Wisdom in Genesis 2. Advertising is a complex process that raises awareness of a product and persuades potential consumers to acquire it (Armstrong & Kotler, 1999). We shall review the numerous main reasons for running ads to understand their role in marketing better. Wadhera, R., & Chawla, N. (2017) described a celebrity as an actor, sports figure, entertainer, etc. who is well-known for their achievements outside of the items they promote. Celebrities stand out from the crowd. Media coverage of their personal life makes them vulnerable to public criticism and praise. Politicians, preachers, and opinion makers expect them to be role models and get attention. Brand endorsement and celebrity relevance (Belch & Belch, 2013).

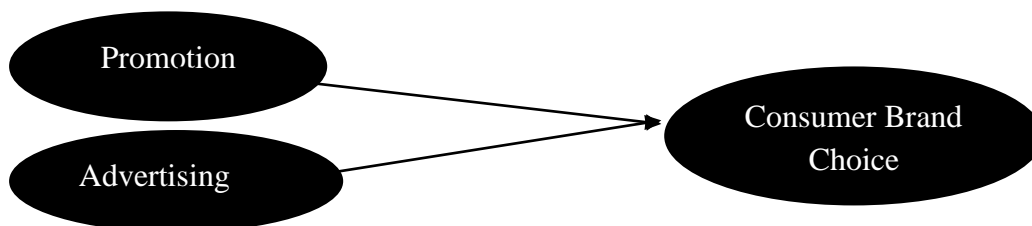
Celebrity endorsements are expected to boost advertising effectiveness by appealing to corporate target audiences or matching endorsers' lives with the advertising message. According to the research gate (OYEDEPO, O. OYESOMI, Kehinde Opeyemi And) Encarta Dictionary (2009), a celebrity is a living person who becomes famous. Celebrity advertising uses famous people to sell things. It involves using celebrities to promote commercial products and services. Advertising is considered marketing, not management.

Hypothesis

H1. There is a relationship between Promotion and consumer brand choice.

H2. There is a relationship between advertising and consumer brand choice

Theoretical Framework



Data Collection

During the course of this examination, a structured questionnaire was sent out to individuals who came from a wide range of demographic backgrounds. This was done as part of the research methodology. Those individuals who now live in the Lahore region are the recipients of the proposed attack. For the purpose of this poll, the focus is on the opinions of this group regarding marketing, advertising, and brand loyalty.

The research population was observed through the use of a random sampling method, which resulted in the selection of a sample size of one hundred individuals. It was ensured that the participants reflected a diverse range of demographic features by implementing a selection process. These factors included gender, age, degree of education, and profession.

The poll is comprised of four sections, and each of these sections is designed to elicit responses from individuals regarding their sentiments and thoughts regarding marketing, commercials, and consumer brand choice. Participants are asked to score the assertions made in each section on a scale that ranges from 1 to 5, with "Strongly Disagree" reflecting the highest possible rating and "Strongly Agree" representing the lowest possible rating.

The survey is structured according to the following arrangement of sections: Demographic Information (Section A), To enable the categorization and examination of responses, participants are requested to provide demographic attributes. This section comprises a total of four questions. Opinions on Promotion (Section B), This section provides statements about how promotion affects the growth of the target market, sales, brand loyalty, and the extension of leisure periods. The following section consists of six questions. Section C of the survey focuses on participants' opinions regarding advertising. They are required to rate statements related to the efficacy of advertising, the longevity of brands, differentiation, media choices, and audience reach. The following section consists of six questions.

Section D, titled "Consumer Brand Choice," explores the effects of advertising on brand perception, the accuracy of brand qualities, the influence of celebrity endorsements, and post-purchase consumer behavior. There are a total of five questions in this section.

Result and Discussion:

Table 1. Descriptive Analysis

Variables	Characteristics	Frequency	Percentage
Age	1 to 20	28	28.0
	21 to 30	29	29.0
	31 to 40	28	28.0
	41 to 50	10	10.0
	Above 50	5	5.0
Gender	Male	62	61.0
	Female	38	39.0
Education	Metric	5	5.0
	Secondary	6	6.0
	Graduation	35	35.0
	Post Graduate	38	38.0
	Other Specify	16	16.0
Occupation	Employed	2	2.0
	Unemployed	25	25.0
	Entrepreneur	14	14.0
	Student	33	33.0
	Other	26	26.0

Explanation

The table shows 100 respondents' ages in five groups. According to the table, 29% of respondents were 21-30. Additionally, 28% were 15–20 years old. A few respondents were 31-40. According to the data, 28% of respondents were 21–30 years old, which was greater than other age groups.

Table data suggests a 61% male response rate and a 39% female response rate. Thus, the male response rate is much higher than the female response rate. From 100 respondents, 38% were post-graduate, 35% were graduate, and 16% were other, meaning post-graduate respondents responded better. The highest occupation was a student (33%), self-employed 25%, and salaried 2%. Therefore, student occupation is superior to others.

Correlation Analysis

A correlation is a two-variable association. Correlation is used in research to determine variable associations. Pearson correlation, also known as product-moment correlation or linear correlation, revealed a positive and significant association between customer brand choice and promotion and advertising.

Table 2. Correlation Analysis

Variables	CBC	Promotion	Advertising
CBC	1		
Promotion	.725**	1	
Advertising	.461**	.563**	1

The promotion has a high positive and significant association, while advertising and consumer brand choice have moderate correlations at .725, .461 and .563.

Regression Analysis

A statistical measure of dependent-independent relationship strength. Stepwise regression analysis was used to explore the association between dependent and independent variables by controlling demographic characteristics like gender and age. The table below summarizes the results and interpretation. Promotion and advertising have a .000 regression effect on consumer brand choice, according to the analysis of variance.

$$Y = a + b(x)$$

Table 3. ANOVA Model:

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	13.523	5	4.322	16.65	.000
Residual	6.623	168	.034		
Total	20.146	173			

a. Dependent Variable: CBC

b. Predictors: (Constant), Promotion, advertising.

Table 4 shows the model's general significance ANOVA. Model significance is due to $p < 0.05$. The combination of variables strongly predicts the dependent variable ($F=16.65$; $p < 0.05$).

Table 4 Regression Analysis

Model	Unstandardized Coefficients		Sig.
	B	Std. Error	
Promotion	.755	.075	.000
Advertising	.423	.067	.000

Table 5 displays each variable's model contribution using standardized Beta Coefficients. Beta shows the dependent variable's change per unit change in the independent variable. The t and p values revealed how independent variables affected the dependent variable. T=15.685 is the biggest t value and $p < 0.00$ is the low p-value.

Conclusion

Advertising

Results show that customers believe advertising claims and assume the function is as claimed (Richins, 1995). Thus, regular advertising increases customers' awareness, mental association, and positive perception, leading to stronger brand preference. And reduction is a primary cause of client loyalty decline. Advertising boosts brand loyalty by reinforcing brand values (Shimp, 1997). Brand image is complicated for many reasons, and advertising is a general technique to establish and manage it. Managers should set explicit advertising goals to increase brand choice.

Promotions

Promoting events with long-term aims can create brand choice and powerful, wanted, and unique connections through experimental product presentation (Koler et al., 2008). For brand choice, short-term price reductions of a certain percentage may not be recommended, even if they enhance sales. Sellers and websites often influence brand choice in industrial marketing promotions. Promotions can improve representation and sales in stagnation by making stronger and more thorough reactions. However, a tool is short-term, so brand managers should utilize it with long-term aims to succeed since customers understand low-quality activities. Managers should focus on brand choice rather than promotion.

Recommendation for future research

As noted multiple times in this research, brand choice is one of the most important competitive elements in the past and present that is spreading and organizations aim to add more value than competitors. Brand decisions can benefit the company, consumers, employees, stockholders, and managers.

- Finding possible brand-choice effectiveness factors
- Using more product classes, including services, courses, and cultures
- Assessing how marketing mix (pricing, venue, product, and promotion) affects brand choice.
- Examining how corporate mental image affects marketing mix components and brand choice.
- Comparing brand choice dimensions.
- Examining sales volume, market share, and profit as brand choosing factors.

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