

Examining Various Forms of Advertising and Effect on Consumer Decision-Making

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Abstract

Marketers invest in a range of media channels to sway consumers' decisions on what to buy. Every media platform's advertising has a distinct composition that, depending on the medium, attracts viewers in a different way. The goal of this study is to identify five different forms of advertising and how they affect customers' decisions to buy at particular unorganised retail establishments in Chhattisgarh. The researcher uses a quantitative method to analyse the data that was collected. Customers of retailer outlets have been given the survey by the researcher, who has collected their replies. A questionnaire was used by the researcher to collect data for the current investigation. The sampling procedure will use a random sampling method, meaning that nearly all customers at disorganised retail stores in Chhattisgarh will have an equal chance of being chosen for the study. The results showed that all five advertisements will significantly and positively influence the products that consumers choose to buy, but online advertising is the most efficient and effective way to draw customers' attention when they are choosing a brand or product for their daily, weekly, or monthly shopping. According to the report, retail establishments should see effectively marketing their items as a need in order to get a competitive edge over rivals.

Keywords - *Broadcast advertising, Online advertising, Outdoor advertising, Product placement, print advertising, consumer purchasing choice*

1. Introduction

These days, the mainstream media's pervasive influence affects everyone. Even in comparison to other marketing strategies, advertising is widely recognized for its ability to leave a lasting impression on customers. A substantial amount of a business's annual income is allocated to reaching new consumers with its goods and services (Hani et al. 2018). Numerous investigations and analyses have been conducted on this topic to gain a deeper comprehension of the true nature of advertising. Cerri et al. (2018) claim that because it is an effective commercial tool with the ability to change people's thoughts and behaviours, businesses of all sizes and sectors use it for a range of purposes. Martins et al. (2019) define it as the dissemination or circulation of information about an idea, service, or product. Since the dawn of time, people have used symbols or visual statements on handcrafted objects to draw clients to their products. This practice is known as advertising. In the past, advertising could just serve to inform customers about a good or service; now, they must also build brand loyalty, develop the image of the company, and—most importantly—persuade them to buy the promoted good or service. The creation of revenue and profits is the most crucial component of managing a corporation. For a firm to thrive in the marketplace, it must generate enough revenue to cover its overhead and turn a profit that is reasonable. Given the importance of sales to a business's survival and the link that exists between customers and sales, companies must run advertising campaigns that have the power to sway consumers' decisions to buy their goods. Nowadays, advertising is an essential component of every effective marketing plan. One of the most significant channels of communication between companies and the consumers of their goods and services is now advertising. According to Han and Guo (2018), advertising is frequently seen as the most crucial component of any company's success on a worldwide basis.

There are various types of media that display advertisements, such as print advertising found in newspapers, magazines, and brochures, outdoor advertising, broadcast advertising on television and radio, internet advertising on social media and display ads, and product placement advertising. Persuading a consumer to make a purchase is advertising's main objective. Advertising impact is often evaluated using the definition of advertising messages' effectiveness, which is the degree to which the advertisement's intended goal was fulfilled (Hüttel et al. 2018). When employed as a promotional strategy, advertising plays a crucial role in raising potential buyers' knowledge of a product so they will ultimately decide what to buy. A person may assess the quality of anything by gathering information about it, much of which comes from marketing. Businesses that are fighting alongside each other in this and the upcoming decades face a great difficulty in influencing customers' opinions of items and helping them make purchases because of economic and technological improvements. Spending on advertising is usually the first line item removed from budgets when organisations face financial challenges. This results from a failure to comprehend how advertising affects consumers' decisions to buy. Businesses may create strategic plans for their budgets and ultimately spend less money more wisely if they devote more time and resources to researching their target audience, the kind of ads they employ, and the effectiveness of each type. Moreover, only a small number of studies have looked at how ads affect consumers' decisions to buy products at retail establishments (Grewal et al. 2019).

2. Conceptual Framework and Hypothesis

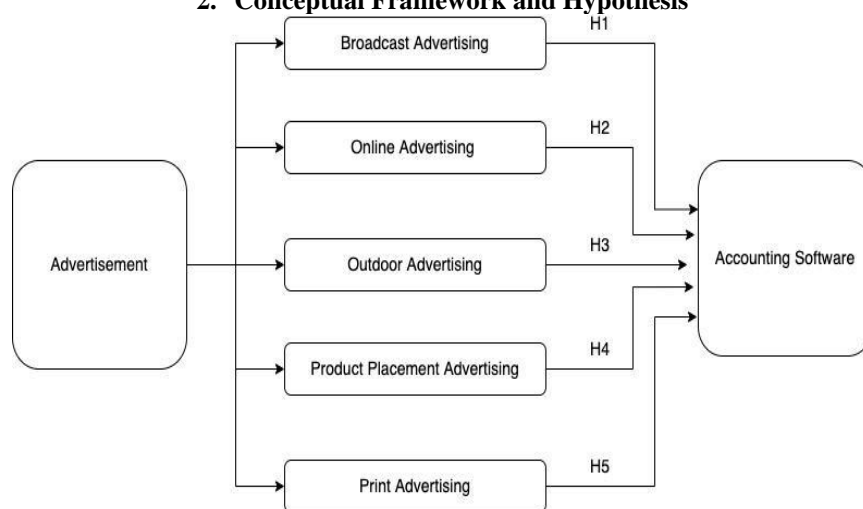


Figure 1: Research Model

- H1:** The way that consumers choose to buy will be significantly and favorably impacted by broadcast advertising.
H2: The way that consumers choose to buy will be significantly and favorably impacted by online advertising.
H3: The way that consumers choose to buy will be significantly and favorably impacted by outdoor advertising.
H4: The way that consumers choose to buy will be significantly and favorably impacted by product placement.
H5: The way that consumers choose to buy will be significantly and favorably impacted by print advertising.

3. Literature Review

(a) Advertisement

In general, advertising is mass media content intended to persuade readers, viewers, or listeners to act upon products, services, or ideas that they have been introduced to (Whitley et al. 2018). Todri et al. (2020) claim that it is an effective marketing tool with the power to change people's attitudes and actions, which is why big businesses, nonprofits, and even the smallest retail establishment use it for a range of purposes. It is a technique for advertising that is used to tell a particular target audience about goods, services, or ideas. Huddleston et al. (2018) assert that advertising is an essential part of the marketing process that occurs between a product and its target market. It facilitates fast sales by bridging geographical boundaries and encouraging the purchase of a certain product. Because of this, advertising enables us to fully comprehend the intricate relationship that exists between the client, the business, the brand, and the offers or goods and services of the organization. According to Sama (2019), marketing strategy tactics are useless unless businesses comprehend the behaviour of their target audience and build their strategies accordingly. One of the most effective ways to directly affect the market is for a firm to utilize marketing as a communication instrument. It grew into a formalized framework. To be more precise, Kuokkanen & Sun (2020) claim that the purpose of advertising is to inform prospective customers about the existence or accessibility of a product on the market. Although it might be challenging to make an advertisement seem believable, it's essential to catch consumers' attention long enough to persuade them to try the product.

Furthermore, Chen et al. (2019) clarified that the purpose of the advertisement is to present the entire idea so that the product continues to remain new in the thoughts of the consumers it targets, and that the commercial merely adds value based on what the consumer previously viewed and learned about the brand. The persuasive aspect of advertising was emphasized, along with how it affects people's decisions to create or choose brands and increases the market value of the businesses that use it. According to Alé-Chilet & Moshary (2022), brand ads are crucial for boosting sales of the same brands among consumers and enhancing a company's performance and reputation in a cutthroat industry. Commercials have a crucial role in shaping consumer behaviour and purchase decisions, as you are well aware. The purpose of advertisements is to incentivize customers to buy a certain product. Another useful instrument for building credibility is advertising.

(b) Broadcasting Advertising

Television sets are a familiar sight in both urban and rural families, and they have been around for a longer period of time, making them a permanent fixture in all upper-class and middle-class homes (Ketelaar et al. 2018). Television advertisements play a vital function in providing consumers with helpful information and help them make decisions about what products and services to buy. To increase their attractiveness and address the issue of people avoiding commercials, marketers use a range of strategies to keep viewers interested. Television advertising appeals to the senses by combining sight, sound, and motion; as a consequence, it attracts a lot of attention and reaches a big audience (Galoni et al., 2020). Research indicates that reactions to television commercials seem to be stronger than those to print advertisements. Advertisers feel that employing television is more effective than print media when it comes to reaching customers

(Högberg et al. 2019). Television advertising is a useful tool for marketers to educate and acquaint a broad audience about their brand, goods, or services. One of the things that sets television apart from other forms of communication is its ability to appeal to both the literate and the uninformed (Dhiman et al. 2018). Television has a clear edge over other media as it is perceived as a fusion of aural and visual components. It provides businesses with rapid credibility and notoriety while also offering the greatest potential for creative advertising campaigns (Weismueller et al. 2020). Supermarkets and department stores, which are food merchants, react fast to radio advertisements that convey sales signals about their products. Listeners to radio commercials are more likely to hear entertaining commercials that also have a message.

(c) Online Advertising

Online advertising has evolved in recent years to offer more benefits than more conventional kinds of advertising seen in print, radio, and television. The quantity and diversity of online adverts have significantly increased. Companies are investing a greater amount of money than they did in the past on online advertising. Businesses that interact with customers on social media websites stand a greater possibility of influencing their purchasing decisions. Consumers are no longer only information consumers; rather, they are increasingly likely to use online social networks like Facebook to express their opinions about goods and services (Pérez-Villarreal et al. 2019). Through these networks, clients may easily communicate with one another, sharing information, ideas, and experiences (Luo et al. 2020). Researchers (Liao et al. 2020) found that consumers who buy at grocery shops were influenced by online social networks at different stages of the decision-making process. The results show that customers may use Facebook to interact with supermarkets and other customers. They can also examine comments made by other customers on the supermarkets' Facebook pages. People now view online social networks as important and practical resources for knowledge about goods and services, as well as cues for their own conduct and decision-making (Kao & Du, 2020).

In general, internet advertising is more accepting than other types of advertising in the twenty-first century. This may be expressed as follows: "A group of internet-based applications that relies on the conceptual and technical foundations of Web 2.0, and it facilitates the creation and distribution of content created by users" is how Wikipedia defines social media (Cerri et al. 2018). According to Martins et al. (2019), social media usage has a number of benefits, such as the capacity to quickly and affordably establish connections, foster relationships, and connect businesses with customers. Traditional marketing techniques like advertising and promotion have changed as a result of social media's unique qualities and immense popularity (Hanna, et al., 2011).

(d) Outdoor Advertising

The quantity of outdoor advertising has increased significantly in recent years. According to Grewal et al. (2019), an outdoor billboard is any phrase, letter, approach, sign, board notice, device, or illustration that is used for a reason of advertisement, notification, or guidance beyond a building. These billboards help build brands and reinforce their images in the minds of potential customers. This is the oldest kind of advertising in global history. The literature has given outdoor advertising less consideration than other media. Most studies focused on evaluating the effectiveness of outdoor advertising, especially with regard to recall and recognition (Whitley et al. 2018). Few studies have been conducted on people's opinions (Todri et al. 2020). Supermarkets advertise their businesses on billboards, building facades, and public transportation vehicles in addition to their websites and flyers. They also make signs that list current promotions they are running at their stores and alert customers to their presence.

Signage and billboard advertising, building exteriors, and roadside advertising are all considered forms of outdoor advertising. There has been outdoor advertising for a very long time. For instance, one story claims that thousands of years ago, the Egyptians announced laws and treaties using a massive stone obelisk. Outdoor advertising has produced a disproportionately small amount of literature in comparison to other media. Most studies focused on evaluating the effectiveness of outdoor advertising, especially with regard to recognition and recall (Huddleston et al. 2018). Alé-Chilet & Moshary (2020) studied creativity in conventional outdoor advertising in Warrington, United Kingdom, and Castellon, Spain. They found that the capacity of outdoor media to artistically encapsulate the complete concept of the advertising message is what gives it its actual force. They came to the conclusion that, in contrast to other media like television commercials, magazine pictures, or newspaper ads, outdoor advertising needs the following qualities: distinctive features, a suitable look for the content, efficient language use, and a unique messaging style.

(e) Print Advertising

To better market their goods and increase sales, a lot of companies have invested in printed materials like flyers, brochures, and booklets. Retail businesses are often worried about the effectiveness of their promotional strategies, including flyers, but a flyer is a marketing tool that is frequently disregarded by marketing experts. Stasi et al. (2018) assert that flyers are a crucial component of every marketing plan. The study's findings indicate that 8.4% of people who received or picked up flyers at the supermarket used them throughout their shopping and made larger purchases than those who did not (Ketelaar et al. 2018). The study's conclusions showed that Chinese consumers are particularly attuned to sales promotions (including freebies, samples, loyalty programmes, discounts, and coupons) while making business decisions. Promotional techniques including print advertisements, direct mail, customer loyalty programmes, and discounts are more likely to entice customers to retail establishments, where they will eventually make a purchase, claim Galoni et al. (2020). By analysing media consumption patterns in the US and other nations, Högberg et al. (2019) made a strong case for print media advertising in the era of the internet. They claimed that the amount of money spent on advertisements in newspapers, magazines, and business papers makes up about 40% of all the money spent on media advertising in 2004. The remaining 44% of the money spent on media advertising was claimed by broadcast, cable TV, and radio. They concluded that those who were exposed to print advertisements had a higher likelihood of understanding the commercial's content than those who were exposed to an online version of the same advertisement.

(f) Product Placement Advertising

Product placement has changed over time. It was once defined as "the practice of placing brand-name products in movies as props" (Luo et al. 2020). Later, it was defined as "the paid inclusion of branded products or brand identifiers, through audio and/or visual means within mass media programming" (Liao et al. 2020). More recently, it was defined as "the purposeful incorporation of a brand into an entertainment vehicle" (Kao & Du, 2020). Because of this, the pertinent literature makes a distinction between various forms of placement in films, including verbal, visual, and audiovisual placement, based on factors like the placement's significance within a scene (subtle or prominent), degree of integration with the plot, and relationship to the main character or characters (Ikonen et al. 2020). Product placement refers to the intentional introduction of commercial content into noncommercial settings. It may also be defined as a product plug that is created when advertising and entertainment are combined. Hani et al. (2018) found that although traditional media is dwindling, newspaper readership is down, and one in four American homes has a DVR that lets users skip commercials, product placement has given advertisers a potentially novel way to annoy people in their everyday lives. Cerri and associates (2018) Apart from certain cases like the placement of illegal goods (drugs, alcohol, and cigarettes), people's perceptions of product placement are generally positive. Industry estimates indicate that the expense of product placement in films and television shows was \$3.8 billion in 2011 and is expected to rise over \$14 billion by 2014 (Martins et al. 2019) in order to draw attention to yourself.

(g) Consumer Purchasing Decisions

Advertising shapes people and society by influencing people's opinions, perceptions, and purchase decisions. The importance of advertising has grown in the modern era. Advertisements must be presented in an eye-catching way and spark people's curiosity enough to get them to test the product in question and buy it. An unstructured advertising campaign will not provide positive results, according to another study, unless firms have a solid understanding of their many client groups and their purchasing behaviours. This will enable them to ascertain the what, why, when, and how of their customers' purchases (Sun & Kuokkanen, 2020). Regardless of age or educational attainment, advertising generally has a greater influence on consumer brand purchase than gender, suggesting that gender has little bearing on the impact of advertising. The results of their research indicate that advertising has a significant impact on consumers' decisions and purchase behaviour (Chen et al. 2019). High-quality, creative advertisements have the power to sway consumers' decisions, which will eventually boost sales for the concerned business.

4. Methodology

The goal of this study is to identify five different forms of advertising and how they affect consumers' decisions to buy at unorganized retail store in Bilaspur city. Quantitative approach has been used by the researcher for the present study. Researcher has decided to select a sample of 120 respondents for the present study. Customers visiting at different stores were selected randomly and survey is conducted with the help of a questionnaire which respondents have to fill and return to the researcher. The customer's gender and marital status were the initial demographic questions to be asked in the first segment before moving on to additional questions. The company's goods and services were the subject of the questions in the second segment. The second section of the questionnaire focused on customer purchase decisions at certain retail establishments and five different forms of advertisements as independent factors. Out of the 120 questionnaires distributed, 12 were found incomplete and invalid.

5. Data Analysis & Discussion

Table 1: Demographics

Items	Scales	Frequency	Percent
Gender			
	Male	62	57
	Female	46	43
Age			
	20–25	17	16
	26–30	26	24
	31–35	22	20
	36–40	19	18
	41–45	16	15
	46 and above	8	7
Marital status			
	Married	62	57
	Single	38	35
	Divorced	8	7

The gender distribution of study participants is shown in Table 1. Statistics showed that 46 participants were female and 62 participants were male. This suggests that men made up the majority of responders who were shoppers at the retailer stores. Regarding the ages of the participants in this study: Eight participants are 46 years of age and older, while 17 participants are in the 20–25 age group, 26 participants are in the 26–30 age group, 22 participants are in the 31–35 age group, 19 participants are in the 36–40 age group, 16 participants are in the 41–45 age group, and 19 participants are in the 36–40 age group. This suggests that the bulk of participants are between the ages of 26 and 30, indicating that most of them were responsible and mature enough to complete the questionnaire. The marital status of the participants was as follows: 62 were married, 38 were single, and 8 were divorced.

Table 2: Reliability analysis

Variables	Cronbach's Alpha	N of items
Broadcast Advertising	0.739	7
Online Advertising	0.791	6
Outdoor Advertising	0.744	7
Product Placement	0.761	7
Print Advertising	0.759	6
Consumer Purchasing Choice	0.787	7

Table 2 displays the results of the reliability analysis for five independent factors (broadcast, online, outdoor, product placement, and print advertising) and one dependent factor (consumer purchasing choice). Nevertheless, all of the studied variables had values of Alpha greater than 0.7, indicating that these factors were sufficiently reliable to be investigated when gathering customer data at unorganized retail stores.

Table 3: Correlation Analysis

Variables	Pearson correlation	Broadcast	Online	Outdoor	Product Placement	Print	Consumer Purchasing Choice
Broadcast	Pearson correlation	1					
	Sig. (2- tailed)						
	N	108					
Online	Pearson correlation	.598**	1				
	Sig. (2- tailed)	.000					
	N	108	108				
Outdoor	Pearson correlation	.608**	.601**	1			
	Sig. (2- tailed)	.000	.000				
	N	108	108	1081			
Product placement	Pearson correlation	.712**	.693**	.634**	1		
	Sig. (2- tailed)	.000	.000	.000			
	N	108	108	108			
Print	Pearson correlation	.599**	.673**	.609**	.765**	1	

	Sig. (2- tailed)	.000	.000	.000	.000		
	N	108	108	108	108	108	
Consumer Purchasing Choice	Pearson correlation	.705**	.721**	.687**	.699**	.742**	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	
	N	108	108	108	108	108	108

As it was found the correlation analysis between each independent factor and dependent factor (as seen in table 3). The results revealed that the Pearson correlation between broadcast advertising and consumer purchasing choice = .705**, as it can be concluded that there is a positive and strong relationship between broadcast advertising and consumer purchasing choice, since the value = .705** is higher than 0.01, the Pearson correlation between online advertising and consumer purchasing choice = .721**, as it can be concluded that there is a positive and strong relationship between online advertising and consumer purchasing choice, since the value = .721** is higher than 0.01, the Pearson correlation between outdoor advertising and consumer purchasing choice = .687**, as it can be concluded that there is a positive and strong relationship between outdoor advertising and consumer purchasing choice, since the value = .687** is higher than 0.01, the Pearson correlation between product placement advertising and consumer purchasing choice = .699**, as it can be concluded that there is a positive and strong relationship between product placement advertising and consumer purchasing choice, since the value = .699** is higher than 0.01, and the Pearson correlation between print advertising and consumer purchasing choice = .742**, as it can be concluded that there is a positive and strong relationship between print advertising and consumer purchasing choice, since the value = .742** is higher than 0.01. The results concluded that the strongest correlation was found to be between online advertising and consumer purchasing choice at selected unorganized retail store in Bilaspur city.

Table 4: Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	0.219	0.95		2.433	.000
Broadcast Advertising	0.604	0.029	0.611	1.981	.000
Online Advertising	0.739	0.031	0.746	1.543	.000
Outdoor Advertising	0.532	0.041	0.539	1.332	.000
Product placement Advertising	0.598	0.062	0.603	1.989	.000
Print Advertising	0.611	0.037	0.618	1.771	.000
R Square	0.71				
F	1.2992				

a. Dependent Variable: Consumer Purchasing Choice

Multiple regression analysis was used by the researchers to gauge customer satisfaction according to each aspect of service quality. Multiple regression analysis was used to assess each research hypothesis in accordance with the author's five research hypotheses and conceptual framework. According to the results, there is a significant and positive correlation between consumer purchasing decisions made at retailer stores and broadcast advertising. This is demonstrated by the fact that the value of B for broadcast advertising is .604, which is higher than .005 with a P-value of .000. This suggests that the first study hypothesis, according to which broadcast advertising will significantly and favourably affect consumers' decisions to buy at unorganised retail outlets in Bilaspur, is supported. It can be observed that the value of B for online advertising is .739, which is greater than .005 with P-value = .000, indicating that there is a positive and significant association between online advertising and customer purchasing choice at retailer stores. This suggests that the second study hypothesis, according to which internet advertising would significantly and favourably affect consumers' decisions about what to buy at unorganised retail outlets in Bilaspur, is supported. It can be observed that the value of B for outdoor advertising is .532, which is greater than .005 with P-value = .000, indicating that there is a positive and significant association between customer purchasing decision at retailer stores and online advertising. This suggests that the third study hypothesis, according to which outdoor advertising will significantly and favourably affect customers' decisions to buy at unorganised retail businesses in Bilaspur, is supported. Regarding product placement advertising, it was discovered that there is a significant and positive correlation between consumer choice in purchases made at retailer stores and online advertising, as evidenced by the fact that the value of B for this type of advertising is .598—higher than .005 with a P-value of .000. This suggests that the fourth study hypothesis, according to which product placement advertising will significantly and favourably affect consumers' decisions about what to buy in unorganised retail outlets in Bilaspur, is supported. Regarding print advertising, it was discovered that there is a strong and positive correlation between consumer choice in merchant outlets and online advertising, as evidenced by the fact that the value of B for print advertising is .611, greater than .005 with a P-value of .000. This suggests that the fifth study hypothesis, according to which print advertising will significantly and favourably affect consumers' decision to buy at unorganised retail outlets in Bilaspur, is supported. The

results showed that all five advertisements will significantly and favourably affect the choices that consumers make when making purchases at particular retailer stores. However, internet advertising was found to be the most successful in drawing consumers' attention when they are choosing a brand or product for their daily, weekly, and monthly shopping at unorganised retail stores in Bilaspur.

6. Conclusion

The results of this study suggest that there is a well-fitting link between advertisements and consumer purchasing decisions; hence, the study's findings demonstrated the existence of a relationship between advertisements and consumer purchasing behaviour. Furthermore, it is expected that a rise in advertising at retail locations will lead to a rise in consumer purchasing behaviour due to the linear relationship between advertising and consumer behaviour. This research set out to examine the effects of advertising on consumers' behaviour and purchase decisions. The following conclusions may be drawn from the study's results: All of the research objectives were satisfied; the study's main objective was to examine how advertising affects consumers' purchase decisions. This was achieved in the following ways: With the possible exception of attention-grabbing, every characteristic of the chosen ads has a statistically significant effect on consumers' purchase decisions. To gain a deeper understanding of the relationships between variables, a correlation analysis was required; the correlation matrix showed that all independent variable correlation coefficients were positively and strongly correlated with the dependent variable. The correlation analysis results support the acceptance of all alternative hypotheses put out for this investigation and the complete rejection of the null hypothesis. The quantitative result indicates that most customers are impacted by television ads. This indicates that online advertising was the first option selected by the majority of respondents. Based on the regression analysis, it can be inferred that, out of the five advertisements, online advertising is the most successful in grabbing consumers' attention when they are choosing a brand or product for their everyday, weekly, and monthly shopping at unorganised retail stores in Bilaspur.

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