



THE EFFECT OF BRAND IMAGE AND ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR IN IRAQ

Ali Khalaf Mohammed Al Sukaini

Alkunooze University college, Business Administration Department

ali.khalaf@kunoozu.edu.iq

Article history:	Abstract:
<p>Received: May 20th 2022 Accepted: June 20th 2022 Published: July 28th 2022</p>	<p>Brand image and advertising are an important part of any company's performance as brand image is an implicit tool that has the potential to positively influence consumers' buying behavior and advertising is a motivating factor for any type of business as it is the Mediation is the message you send that stays in the client's mind. The purpose of the study was to examine the impact of brand image and advertising on the purchasing behavior of Iraqi consumers. The data collection technique used was a questionnaire survey with a non-probabilistic convenient sampling technique. There were 200 questionnaires have been distributed, and 175 replies were collected over 1 month. The findings suggest that brand image and advertising have a considerable favorable impact on customers' purchasing decisions. People have favorable impressions of a company's image. Iraqi youth are more aware of their social status, which is why they choose branded products, and advertising has a beneficial impact on their purchasing behavior, according to research. Finally, the paper discusses the study's shortcomings, consequences, and recommendations for further research.</p>

Keywords: Brand image, Advertisement, Consumer buying behavior

1. INTRODUCTION

Brand image is the main factor that contributes to brand equity, that implies the consumer's overall perception and experience of a brand's effect on their behavior Lu, A, Gursoy and Lu, C. (2015). The core objective of marketing efforts is to affect consumers' conceptions and perspectives on a brand image in their minds, also to encourage actual buying behavior Bian and Moutinho (2011). As customers identify brands with themselves, brand image is comparable to self-image. In this fiercely competitive world, a strong brand identity is essential for developing a well-positioned brand Arslan and Zaman (2015). Businesses have always exerted a strong influence on customers' psychological attachment to a company depend on their connection with a brand image Keller (2001).

Advertising is an element of an advertising mix that also includes product, price, location, and advertising, Singh (2012). As essential instruments for increasing product awareness and conditioning a potential consumer's mind to make a buying intention. Each location has its unique culture, and marketers make use of a range of images. and symbols to publicize their products Kavaratzis (2004). Everything presently in the digital world, including culture, habits, and technology, is undergoing a process of globalization Suárez-Orozco and Qin-Hilliard (2004).

The current trade war in global and expanding markets is not just about price, but also about customer attraction, loyalty and relationship building Dowling and Uncles (1997). Advertisement is essential for every company to improve its performance graph because it's a highly effective approach for attracting customers to your products. Advertisement is the greatest powerful and effective marketing technique available because its favorable effect on consumers' buying behavior Smith (2011). It's a great method of communicating with and conveying the message you send to your audience, The current trade war in global and expanding markets is not just about price, but also about customer attraction, loyalty and relationship building Dowling and Uncles (1997).

Since brand image and advertising are important factors for the success of any business, The primary goal of this research is to look into the effects of brand image and advertising on customer purchasing decisions. We're particularly interested in learning how people in Basra perceive companies and how brand image and advertising influence people's purchasing decisions. Section II presents the literature review and hypotheses. Sections III and IV detail the practice and consequences of the study. Section five discusses the conclusion, the research's limitations, and more recommendations and opportunities for this research.



2. LITERATURE REVIEW

Consumer buying behavior

Consumer behavior, according to Jisana (2014), refers to how people make decisions based on the resources they have accessible, such as money, effort, and time. Kumar provides comprehensive description of consumer behavior, et al (2016). According to this definition, "consumer behavior" is a term that relates to the actions made by individuals or groups in making decisions about and utilizing the products, services, ideas, and experiences they want Orji, Abubakar, and Usman (2017). People's shopping habits can have a substantial influence on the economy of a country Machová, Korcsmáros, Esseová & Marča. (2021). To fulfill their customers' needs, companies develop marketing strategies Sheth and Sharma (2005). Consumer behavior is defined by Asiegbu, et al., (2012) as a synthesis of buying and using items or services. "Recognize the need, conduct an information search, conduct a pre-purchase evaluation, conduct a purchase, consume, conduct a post-consumption review, and divest. Watson and Yan (2013) seven steps that comprise the customer buying decision-making process. Customers understand brand value in their purchase decisions, according to Gustafson and Chabot (2007), although customer demographics have no substantial correlation and impact on brand awareness. Branded products are favored by people. Higher prices because they perceive branded items to be of higher quality than non-branded items. Additionally, brand choice works as a status indicator. Wood (2000) summarized that managing a brand includes using marketing tactics for a particular brand, product, or series. Customers' perceptions of product value and loyalty to the brand will be strengthened if brands are well managed Aaker (1996). A brand, according to marketers, is a promise to buyers that product quality will remain consistent in the future, and that this promise will result in higher sales.

Munthiu (2009) found that consumers form attitudes and take action. Some consumers are more inclined to form a positive opinion, a preference for a particular brand. Facing the dilemma of brand choice, It seems that people who have positive reviews of such brands are more inclined to buy the brand. Delveech (2001) argues that this is based on brand choice, as customers with brand preferences are more attentive in obtaining the necessary attributes of their favorite brand when deciding which brand offers the lowest price, they will have a lower price sensitivity than their chosen brand.

BRAND IMAGE

Since the 1950s, "Brand Image" has emerged as a prominent topic in consumer behavior studies. Brand image reflects the personality of the brand. Keller's advice to Aaker, who defines "brand identity" as "a series of meaningful connections." Consumer perspective, whether emotional or logical, shapes brand image. According to Ghodeswar (2008), "a powerful brand image enables customers to figure out what the customer wants to fulfilled by the brand, to differentiate the brand from competitors, And increase the likelihood that consumers will buy the brand. "A company's services or products can help it gain a stronger market position, sustained competitive advantage, and greater market share (Bharadwaj, Varadarajan, and Fahy, 1993).

For this reason, some empirical findings confirm that positive image is associated with brand equity (Faircloth, Capella, and Alford, 2001; Biel, 1992; Aaker, 1991; Keller, 1993), loyalty (eg, Koo, 2003; Kandampully & Suhartanto, 2000; Nguyen & LeBlanc, 1998), buying behavior (Hsieh et al., 2004) and Roth brand performance (1995). "Images are mental concepts created by clients based on less specific perceptions of overall stimuli; it emerges from a creative process where these selected sensations are extended, intensified, and structured," Reynolds (1965). Image, in the opinion of Kotler (2001), is " the bundle of impressions, beliefs, and ideas that a people has regarding a particular item." Keller (1993), by contrast, Labels make image as "the collection of brand-related perceptions in the mind of consumers".

Aaker (1991) presented a concept of a brand image that was comparable to Keller's, characterizing it as a collection of compounds that are frequently systematized in a beneficial fashion. However, Del Rio, Vazquez, and Iglesias (2001) define brand image as a set of associations and characteristics that buyers identify through a brand name." Consumer perceptions can be shaped by previous shopping experiences and familiarity with the brand, which might influence their buying decision (Aaker, 1991). Brand image has a main effect on how customers perceive the total excellence of a creation/facility (Aaker, 1991; Keller, 1998; Yasin, 2007).

ADVERTISEMENT

According to Hidayat, D.N. (2020), advertising is an excellent way to engage individuals and change their attitude towards products. Consumer purchase awareness, environmental influence and emotional factors were all moderately correlated. When consumers have a strong emotional connection to a



product, they make a decision to buy that product. Consumers sometimes switch brands only to experiment with new brands Karani and Fraccastoro (2010). People's purchasing habits alter with their financial level, and males favor advertisements more than females. Advertisement and repetition in ads for pricey products have no positive effect on customer purchasing behavior. Advertisement is a marketing promotional a technique used to pique people's interest in a specific activity for a product/service Shimp and Andrews (2012). Emotional responses influence consumer buying habits in a good way.

Advertisement persuades consumers to use a product at the very least during their lifetime. Celebrities who appear in advertisements have a larger positive effect on the public Schouten, Janssen, and Verspaget, (2020). Oftentimes, consumers rely on ads instead of various resources such as family, friends, and reference groups to form their judgments about a product. Advertisement implies individuals of all economic levels but has no higher impact on costlier products Kirmani and Wright (1989). Advertisers today choose to create internet advertisements instead of television advertisements, owing to the added value of interactivity in advertisements.

Interactivity in advertisements leads to increased consumer engagement, which contributes to brand loyalty. In internet advertising, feedback is a major component of strategic planning. Bala and Verma (2018). Advertisers in developing markets use well-known people in their advertising to raise the image of their products Malik, et al (2013). Single and several celebrity endorsements have varying effects on purchasing behavior. This study demonstrates that multiple celebrity advertisements positively effect consumer behavior and attitude toward brands, advertisements, and purchase decisions, but only for low-involvement products; for higher-involvement products, there seems to be no significant difference between single and many celebrity advertisements.

Because of that, Schudson, M. (2013). asserted that advertising is essential in the modern age because it functions as a method for shaping society's attitudes toward products. Advertisements enable individuals to obtain information and make purchasing decisions. People's emotional, psychological, and behavioral

characteristics all have a substantial impact on their buying decisions. There is a high optimistic correlation between television advertisements and consumer buying conduct. Television advertisements are essential in shifting consumers' purchasing focus and establishing new habits around canned foods Fathi and Marwan (2010).

Additionally, Kurajdova and Táborecka-Petrovicova (2015) stated that demographic considerations have a substantial effect on customer purchasing demand trends. Age has a negative correlation with a customer's purchasing desire, but gender and income have no meaningful correlation. All demographic characteristics have an indirect effect on consumer purchasing behavior. Today, people buy for their social status, self-esteem and spiritual satisfaction. Consumer purchasing behavior is strongly associated with social standing and brand loyalty. Among brand loyalty and customer buying behavior, income has no moderate relationship Khor, (2010).

In accordance with the literature assessment, various types of researchers it can be inferred that different kinds of researchers were done their studies outside of Iraq and that the overwhelming majority of studies focused on manufacturing enterprises. Due to the different environmental contexts of the countries studied, the conclusions of the study may not be sufficiently relevant or directly relevant to the context of Iraq. More research is needed, however, to identify the effects of advertising, brand image, and customer purchasing behavior. Take a look at the Iraqi influence. As a result, the goal of this study was to see how advertising and brand image affected Iraqi customers' purchasing decisions..

THEORETICAL FRAMEWORK

This study examines two significant drivers of consumer buying behavior: advertisement and brand image Ampofo (2014), Suwant. (2015), Shabbir (2016), and Jan, et al (2019) features shown to be connected with consumer buying behavior.

H1: Brand image is significantly related to consumer buying behavior

H2: Advertising is significantly related to consumer buying behavior.

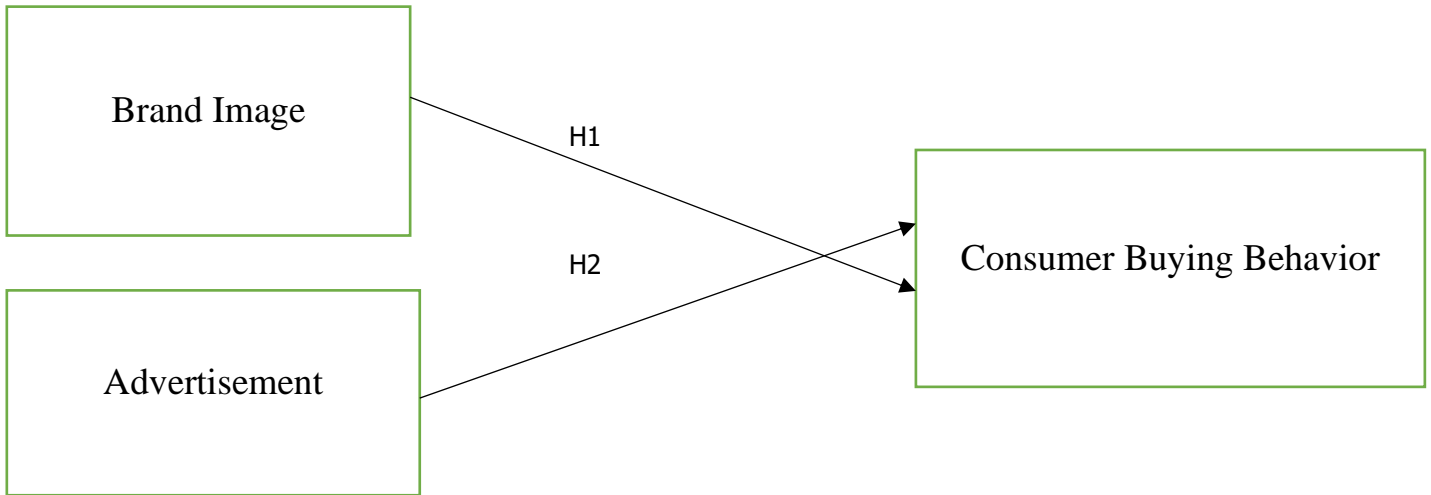


Figure 1. Hypotheses developed in this study

There are two independent variables in this study, one of which is the dependent variable.. Brand image and Advertisement are independent variables, whereas consumer buying behavior is dependent. These variables can represent key aspects affecting consumer buying behavior, so this framework also provides research directions.

3. METHOD AND MATERIAL

This study uses a questionnaire to measure the impact of brand image and advertising on customer buying behavior, based on the current data. Rather than using techniques like content analysis, the survey method was chosen because of its capacity to measure human attitudes and opinions. The researchers' questionnaire was divided into two sections..

The primary unit contains information about defendants' characteristics, such as age, masculinity,

marital status, education, and income, measured using a nominal value scale.

The second section includes questions about brand image, advertising, and customer buying behavior, all of which are graded on a five-point Likert scale.

The researcher chose an educational institution (Alkunooze University College, Basra, Iraq) and general market consumers as his sampling frame, from which he disseminated questionnaires using a non-probabilistic convenient sampling method. Surveys were dispersed in a random manner to members of people in general and throughout the college's departments.

DEMOGRAPHICS:

200 questionnaires were distributed by the researcher, 175 of which were correctly completed by defendants. 106 were completed by feminine respondents, while 69 were completed by male defendants, representing a percentage of 60.6 % and 39.4 %, respectively.

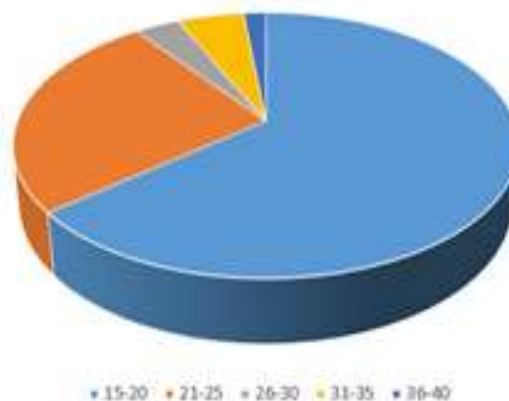


Figure2: The age of the respondents



Table 1: Frequency of Response Rate

Option	Number	Percentage
Number of questionnaires distributed in total	200	100%
Number of questionnaires duly completed and returned	175	87.5%
Number of questionnaires that have not been returned or answered	25	12.5%

Table 2: Profile of the respondents

Respondents Characteristics	Frequency	Percentage
Gender		
Male	69	39%
Female	106	61%
Total	175	100%
Age		
15-20	112	64%
21-25	45	25.70%
26-30	6	3.40%
31-35	9	5.10%
36-40	3	1.70%
Total	175	100%
Marital status		
Single	159	90.9
Married	16	9.1
widow	-	-
Total	175	100%
Education Qualification		
Intermediate, bachelor student	105	60%
Bachelor	51	29.1%
Diploma	9	5.1%
Master	7	4%
PhD	3	1.7%
Total	175	100%

4. FINDINGS AND DISCUSSION

Researchers employed various regression models and Pearson correlations to evaluate the relationship between factors in order to study brand image and advertising and their impact on customer buying

behavior. statistically descriptive, to identify the respondents' tendencies, the researcher calculated both mean and standard deviation.

Table 3: Descriptive Statistics

	Mean	Std. Deviation	N
Brand Image	3.731	0.430	175
Advertisement	3.435	0.636	175
Consumer Buying Behavior	3.315	0.860	175

As can be seen from Table 3, the average score of brand image is 3.731, which is close to 4, indicating that the overwhelming majority of respondents' answers are positive, and their answers support the brand image on the five-point Likert scale, and these responses can vary by as much as 0.430 from the average responses of respondents. Advertisement's mean value is 3.435,

which is close to 4, indicating that, The vast majority of respondents believe that advertising influences their purchasing decisions in a good way. These replies might be 0.636 for a change in advertising and 0.860 for a change in consumer buying behavior on a five-point scale ranging from "strongly disagree" to "strongly agree."



Table 4: Correlations

		Brand Image	Advertisement	Consumer Behavior	Buying Behavior
Brand Image	Pearson Correlation	1	0.516	0.660	
	Sig. (2-tailed)				
	N				
Advertisement	Pearson Correlation	0.516	1	0.732	
	Sig. (2-tailed)				
	N				
Consumer Behavior	Pearson Correlation	0.660	0.732	1	
Buying Behavior	Sig. (2-tailed)				
	N				

**Correlation is significant at the 0.01 level (2-tailed).

Brand image is positively connected with purchase behavior, as seen in Table 4., with a value of 0.660 and a significance of 1%. Advertising was also positively correlated with purchase behavior, with a score of 0.732, a significance of 1%. A correlation of 0.660 indicates that brand image and consumer purchase behavior explain 21.9% of the difference (0.660) 2. A

correlation of 0.732 indicates that advertising and consumer purchase behavior explain 10.49% of the difference (0.660) 2 Examining brand effect Images and advertising Effects on consumer buying behavior, various regression analyses were also performed using the Darbin-Watson test to determine the nature of the association.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.592	0.350	0.323	0.8621	1.871

- a. Predictors: (Constant), Brand image, Adv
- b. Dependent Variable: Consumer Buying Behavior

A full summary of the results is shown in Table 5. R-squared represents the change in consumer buying behavior (dependent variable) as a result of the influence of brand image and advertising (independent variable).

The R-squared value is 0.350, and the independent factors (brand image and advertising) have a 35% influence on the dependent variable (consumer buying

behavior). Compute Durbin-Watson to examine the nature of the correlation between study variables, whether positive, negative, or zero.

Durbin-Watson is 1.871, which is less than 2, indicating a positive autocorrelation between the variables studied

Table 6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.694	2	16.397	270460	0.000
	Residual	102.598	172	0.617		

- a. Predictors: (Constant), Brand image, Adv
- b. Dependent Variable: Consumer Buying Behavior

Table 6 illustrates whether the degree of significance is acceptable or not. Table 6 shows that the significant

value is 0.000, which is less than .05. As a result, it is acceptable and demonstrates the substantial influence



of brand image and advertisement on customer ordering conduct.

Table 7: Coefficients

Model		Std.Error		Standarized Coefficients	t	Sig.
		B		Beta		
1	(Constant)	- 0.459	0.545		- 0.847	0.399
	Brand Image	0.819	0.156	0.415	5.574	0.000
	Advertisement	0.228	0.190	0.171	2.219	0.29

a. Dependent Variable: Consumer Buying Behavior

Table 7 shows the effect of each independent factor on the dependent variable as beta values. The findings suggest that consumer purchasing behavior is influenced by brand image., with a beta value of 0.415. It explains why 41.5 % of the disparity in purchasing behavior is due to brand image, which has a significant level of 0.000 and supports hypothesis H1. Likewise, with a beta value of 0.171, advertising has a significant impact on consumer buying behavior. It shows that advertising makes a 17.1% difference in buying behavior with a significance of 0.29, supporting H2. It shows that H2 is partially supported on a weekly basis compared to H1.

Brand image and advertising, according to past research, have a major impact on customer purchasing behavior. The findings suggest that customers take their decision to buy a branded goods very seriously. Consumer purchasing behavior is strongly influenced by brand image, which is linked to it. Advertising has a substantial impact on consumer purchasing behavior, as seen by the findings, which reveal that advertising plays a big role, particularly in teen behavior

5. CONCLUSION AND RECOMMENDATIONS

In Iraq, two separate elements, advertising and brand image, were discovered to be linked to customer purchasing behavior. The researchers wanted to see if there was a link between brand image and sales in this study, advertising and customer buying behavior. A questionnaire was used for this purpose, and responses from respondents were gathered using a non-probabilistic convenient sampling methodology. After conducting all essential SPSS tests, Brand image has been found to have a significant positive impact on consumers' purchasing behavior, as it is an implicit device that can positively influence people's purchasing decisions. and teenagers in Iraq are becoming increasingly conscious of branded products as a manner of showcase her personality symbol. Advertising also has a positive impact on consumer buying behavior.

The researchers can conclude this study by pointing out that when people learn about a brand and develop good impressions, loyalty and associations with it, the brand image is automatically strengthened in their minds and the brand changes in their buying behavior. To take root. Based on this research, we can conclude that advertising is today an extremely important marketing tool for attracting and retaining consumers.

Also, this study may become more accurate in the future. The sample size can be increased. Since this study was limited to the citizens of Basra city, more cities will be studied in the near future.

The research provides companies and organizations with recommendations on how to improve their marketing efforts and advertising strategies to attract more customers. with the help of this research, marketing managers of businesses can comprehend the serious importance of brand image and advertisement in boosting any organization. This is an accurate depiction of society, with brand image and advertisement playing an important part in influencing individual's buying behavior.

REFERENCES

1. Aaker, D. A (1991). Managing brand equity. New York: Macmillan.
2. Aaker, D. A. (1996). Measuring brand equity across products and markets. California management review, 38(3).
3. Aaker, J. L. (1997) 'Dimensions of brand personality', Journal of Marketing Research, Vol. 24, pp. 347–356.
4. Aaker, J. L. (1999). The malleable self: The role of self-expression in persuasion. Journal of
5. Alden, D. L., Steenkamp, J. B. E., & Batra, R. (1999). Brand positioning through advertising in Asia, North America, and Europe: The role of global consumer culture. Journal of marketing, 63(1), 75-87.



6. Ampofo, A. (2014). Effect of Advertising on Consumer Buying Behaviour: With References to
7. Ansary, A., & Nik Hashim, N. M. H. (2018). Brand image and equity: the mediating role of brand equity drivers and moderating effects of product type and word of mouth. *Review of Managerial Science*, 12(4), 969-1002.
8. Arabia Business Meauay Review, 16(4), 23-34
9. Arslan, M., & Zaman, R. (2015). *Impact of Brand Image and Service Quality on Consumer Purchase Intentions. A Study of Retail Stores in Pakistan*. GRIN Verlag.
10. Asiegbu, I. F., Powei, D. M., & Iruka, C. H. (2012). Consumer attitude: Some reflections on its concept, trilogy, relationship with consumer behavior, and marketing implications. *European Journal of Business and Management*, 4(13), 38-50.
11. Bagozzi, R. P., & Dholakia, U. (1999). Goal setting and goal striving in consumer behavior. *Journal of marketing*, 63(4_suppl1), 19-32.
12. Bala, M., & Verma, D. (2018). A critical review of digital marketing. M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. *International Journal of Management, IT & Engineering*, 8(10), 321-339.
13. Bashir, A., & Malik, N. I. (2009, November). Effects of advertisement on consumer behavior of university students. In *Proceedings* (Vol. 2, pp. 345-63).
14. Behaviour of Consumer in Rural Area. A Case of Pakistan. *Academic Research International*, 5(4), 78 85
15. Belk, R. W. (1975). Situational variables and consumer behavior. *Journal of Consumer research*, 2(3), 157-164.
16. Bharadwaj, S. G., Varadarajan, P. R., & Fahy, J. (1993). Sustainable competitive advantage in service industries: a conceptual model and research propositions. *Journal of marketing*, 57(4), 83-99.
17. Bian, X., & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: Direct and indirect effects. *European Journal of Marketing*.
18. Biel, A.L. (1992), "How brand image drives brand equity?", *Journal of Advertising Research*, Vol. 32 No. 6, pp. 6-12.
19. Consumer Research, Vol. 29 No. 4, pp. 595-600.
20. Del Rio, A. B., Vazquez, R., & Iglesias, V. (2001). The effects of brand associations on consumer response. *Journal of consumer marketing*.
21. Delvecchio, D. (2001). Consumer Perceptions of Private Labels Quality: The Role of Product Category Brand. *International Journal of Retail and Distribution Management*, 34(1), 67-84.
22. Demand for Comestle Products in Bangalooone India. *New Media and Mass Communication*, 27(2), 67-75
23. Dowling, G. R., & Uncles, M. (1997). Do customer loyalty programs really work?. *Sloan management review*, 38, 71-82
24. Fathi All-Share and Marwan Al Salaimh, 2010. The Effects of Television Advertisement on the Behavior of Canned Food Consumer in Small Industries. *European Journal of Social Sciences*, 16(3): 332-341.
25. Florek, M., & Conejo, F. (2007). Export flagships in branding small developing countries: The cases of Costa Rica and Moldova. *Place Branding and Public Diplomacy*, 3(1), 53-72.
26. Ghodeswar, B. M. (2008). Building brand identity in competitive markets: a conceptual model. *Journal of product & brand management*.
27. Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of business research*, 69(12), 5833-5841
28. Gustafson, T., & Chabot, B. (2007). Brand awareness. *Cornell Maple Bulletin*, 105(1).
29. Hidayat, D. N. (2020). Critical discourse analysis and its potential for English language teaching: A study on beauty advertisement products in Indonesia. Available at SSRN 3621263.
30. Jan, M., Haque, A., Abdullah, K., & Anis, Z. (2019). Elements of advertisement and their impact on buying behaviour: A study of skincare products in Malaysia. *Management Science Letters*, 9(10), 1519-1528.
31. Javalgi, R. R. G., Martin, C. L., & Young, R. B. (2006). Marketing research, market orientation and customer relationship management: a framework and implications for service providers. *Journal of Services Marketing*.



32. Jisana, T. K. (2014). Consumer behaviour models: an overview. *Sai Om Journal of Commerce & Management*, 1(5), 34-43.
33. *Journal of Marketing*, Vol. 57, pp. 1-22.
34. Karani, K. G., & Fraccastoro, K. A. (2010). Resistance to brand switching: the elderly consumer. *Journal of Business & Economics Research (JBER)*, 8(12).
35. Kavartzis, M. (2004). From city marketing to city branding: Towards a theoretical framework for developing city brands. *Place branding*, 1(1), 58-73.
36. Keller, K. (1993), "Conceptualizing, measuring, and managing customer-based brand equity",
37. Keller, K. (2001), "Building customer-based brand equity", *Marketing Management*, Vol. 10 No. 2, pp. 14-19.
38. Keller, K. (2003), "Brand synthesis: the multidimensionality of brand knowledge", *Journal of*
39. Keller, K. L. (2001). Building customer-based brand equity: A blueprint for creating strong brands.
40. Khor, E.T., 2010. Factors Influencing Consumer Akram Naseem, Sana Javaid, Muhammad Najeeb and Buying Behavior of Luxury Branded Goods (Doctoral dissertation, Universiti Sains Malaysia).
41. Kirmani, A., & Wright, P. (1989). Money talks: Perceived advertising expense and expected product quality. *Journal of consumer research*, 16(3), 344-353.
42. Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2016). From social to sale: The effects of firm-generated content in social media on customer behavior. *Journal of marketing*, 80(1), 7-25.
43. Kurajdova, K., & Táborecka-Petrovicova, J. (2015). Literature review on factors influencing milk purchase behaviour. *International Review of Management and Marketing*, 5(1), 9-25.
44. Lu, A. C. C., Gursoy, D., & Lu, C. Y. (2015). Authenticity perceptions, brand equity and brand choice intention: The case of ethnic restaurants. *International journal of hospitality management*, 50, 36-45.
45. Machová, R., Korcsmáros, E., Esseová, M., & Marča, R. (2021). Changing Trends of Shopping Habits and Tourism During the Second Wave of COVID-19–International Comparison: Reference: Machová, R., Korcsmáros, E., Esseová, M., Marča R.(2021). Changing Trends of Shopping Habits and Tourism During the Second Wave of COVID-19–International Comparison. *Journal of Tourism and Services*, 22 (12), 131-149. *Journal of Tourism and Services*, 12(22), 131-149.
46. *Marketing Research*, 36 (1), 45-57.
47. Malik, M. E., Ghafoor, M. M., Iqbal, H. K., Ali, Q., Hunbal, H., Noman, M., & Ahmad, B. (2013). Impact of brand image and advertisement on consumer buying behavior. *World Applied Sciences Journal*, 23(1), 117-122.
48. McMillan, S. J., & Hwang, J. S. (2002). Measures of perceived interactivity: An exploration of the role of direction of communication, user control, and time in shaping perceptions of interactivity. *Journal of advertising*, 31(3), 29-42.
49. Munthiu, M. C. (2009). The buying decision process and types of buying decision behaviour. *Sibiu Alma Mater University Journals. Series A. Economic Sciences*, 2(4), 27-33.
50. Orji, M. G., Sabo, B., Abubakar, M. Y., & Usman, A. D. (2017). Impact of personality factors on consumer buying behaviour towards textile materials in South Eastern Nigeria. *International Journal of Business and Economics Research*, 6(1), 7-18.
51. Rehman, F., Nawaz, T., Khan, A. & Hyder, S. (2014). How Advertising affects the Buying
52. Shabber, S. (2016). The Impact of Advertisement on Buying Behaviour of the Children. *Journal*
53. Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International journal of advertising*, 39(2), 258-281.
54. Schudson, M. (2013). *Advertising, the uneasy persuasion (RLE Advertising): Its dubious impact on American society*. Routledge
55. Sheth, J. N., & Sharma, A. (2005). International e-marketing: opportunities and issues. *International Marketing Review*.
56. Shimp, T. A., & Andrews, J. C. (2012). Advertising promotion and other aspects of integrated marketing communications. Cengage Learning.
57. Singh, A., & Verma, P. (2017). Factors influencing Indian consumers' actual buying behaviour towards organic food



- products. *Journal of cleaner production*, 167, 473-483.
58. Singh, M. (2012). Marketing mix of 4P's for competitive advantage. *IOSR Journal of Business and Management*, 3(6), 40-45.
59. Smith, K. T. (2011). Digital marketing strategies that Millennials find appealing, motivating, or just annoying. *Journal of Strategic marketing*, 19(6), 489-499.
60. Suárez-Orozco, M. M., & Qin-Hilliard, D. B. (2004). Culture and education in the new millennium. *Globalization: Culture and education in the new millennium*, 1-37.
61. Thompson, C. J., & Hirschman, E. C. (1995). Understanding the socialized body: A poststructuralist analysis of consumers' self-conceptions, body images, and self-care practices. *Journal of consumer research*, 22(2), 139-153.
62. Watson, M. Z., & Yan, R. N. (2013). An exploratory study of the decision processes of fast versus slow fashion consumers. *Journal of Fashion Marketing and Management: An International Journal*.
63. Wood, L. (2000). Brands and brand equity: definition and management. *Management decision*.