

Analyzing different types of advertising and its influence on customer choice

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Abstract

Marketers spend money on a variety of media platforms in order to influence consumer purchasing choice. Every advertisement on every media platform has a unique composition that engages the customers in a different way depending on the platform. The purpose of this research is to determine five types of advertisement and its influence on consumer purchasing choice at selected retailer stores in Erbil. It is a quantitative approach that is used to analyze data that has been obtained by the researcher. The Manager has circulated the survey to consumers of retailer stores and has gathered responses from those customers. When conducting the current study, the researcher employed a questionnaire in order to gather information. In the first segment, demographic questions were asked, beginning with the customer's gender and marital status and progressing to other inquiries. The second section had questions about the company's products and services. The second part of questionnaire was regarding five types of advertisement as independent factors and consumer purchasing choice at selected retailer stores in Erbil. When it comes to the sampling process, it will be a random sampling method, which means that almost all consumers at retailer stores in Erbil will have equal odds of being picked for the findings revealed that all five advertisements will have positive and significant influence on consumer purchasing choice at selected retailer stores, however, it was found that online advertising is the most effective and efficient among all five advertisements to bring consumer attentions while making decision in selecting certain brand or a product at their daily, weekly and monthly shopping at retailer stores in Erbil. The study recommended that management of firms in retail stores should consider it a requirement to adequately market their products, since doing so will provide them a competitive advantage over their competitors.

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

I. INTRODUCTION

These days, no one is immune to the widespread impact of the mainstream media. Advertising is well-known for having a long-lasting influence on clients, even when compared to other marketing techniques. Every year, a significant portion of a company's revenue is spent on advertising the company's products and services to potential customers (Hani et al. 2018). Various studies and researches have been undertaken on this subject in order to have a

better understanding of what advertising is actually about. According to Cerri et al. (2018), it is a strong commercial instrument that has the potential to alter people's minds and behaviors, which is why it is utilized for a variety of goals by firms of all sizes and industries. Specifically, according to Martins et al. (2019), it is the circulation or dispersion of knowledge pertaining to a concept, a service, or an item. Advertising has been around from the beginning of time, when individuals would employ symbols or visual messages on handcrafted goods to entice customers to their

products. Advertising used to be limited to just providing information about a product or service, but today's advertisements must also serve to establish brand image, shape brand loyalty, and most crucially, persuade consumers to purchase the product or service being advertised. The most important aspect of running a business is to generate sales and profits. It is necessary for a business to produce sufficient sales to pay its operational costs while also earning a respectable level of profit in order to survive and develop in the market. Because of the significance of sales to a company's existence as well as the relationship that exists between customers and sales, it is vital for businesses to engage in advertising campaigns that can influence consumers' decisions to purchase their products. Advertising is now an inescapable part of every successful marketing strategy. Advertisement has risen to become one of the most important means of communication between businesses and the people who consume their products or services. Advertising is often regarded as the most important aspect in the success of any organization on a global scale (Han & Guo, 2018).

Print advertising (newspapers, magazines, and brochures), outdoor advertising, broadcast advertising (television, radio), internet advertising (social media, display advertisements), and product placement advertising are all examples of distinct sorts of media (ads displayed through movies and shows). The primary goal of advertising is to influence a customer's purchasing behavior. The efficacy of

advertising messages, which is defined as the extent to which the presumed purpose of the advertisement was achieved, is commonly used to assess the influence of advertising (Hüttel et al. 2018). Advertising, when used as a promotional technique, is an important instrument in increasing product awareness in the minds of potential customers in order for them to make an eventual purchase choice. People may judge the quality of a thing by accumulating information about it, which they often obtain via marketing. As a result of technical and economic advancements, firms that are competing against one another in this decade and the next decades have a significant challenge in changing customer perceptions of products and directing their purchasing decisions. When businesses are experiencing financial difficulties, the first item they cut from their budgets is advertising spending. This is due to a lack of understanding of the influence of advertising on customer purchase decisions. Companies who invest more time and effort in learning about their consumers, the sorts of advertisements they use, and the efficacy of each type may put up strategic plans for their budgets, allowing them to spend less money more intelligently in the long run. Furthermore, just a few research have examined the impact of advertisements in influencing customer purchase decisions in retailer stores (Grewal et al. 2019).

Conceptual Framework

Research Model

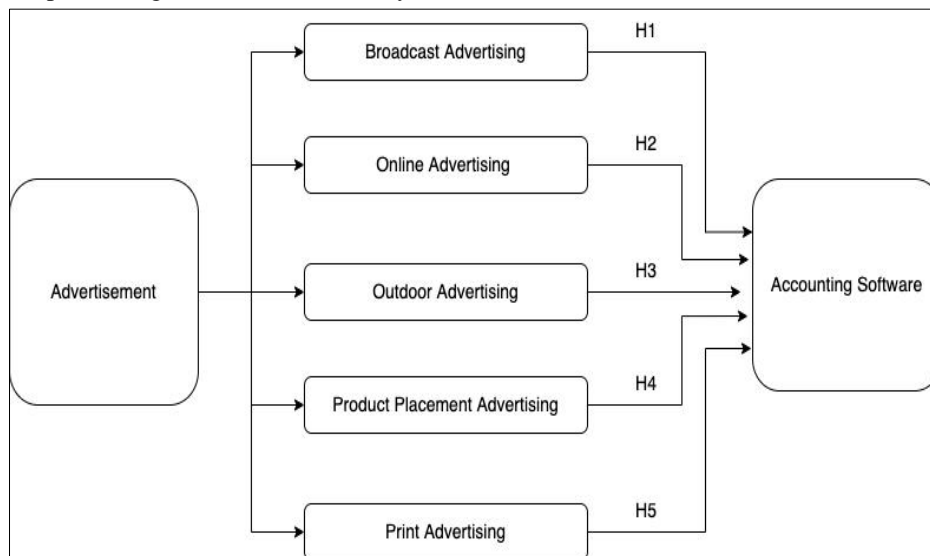


Figure 1: Research Model

Research Hypotheses

H1: Broadcast advertising will have a significant and positive influence on consumer purchasing choice.

H2: Online advertising will have a significant and positive influence on consumer purchasing choice.

H3: Outdoor advertising will have a significant and positive influence on consumer purchasing choice.

H4: Product placement advertising will have a significant and positive influence on consumer purchasing choice.

H5: Print advertising will have a significant and positive influence on consumer purchasing choice.

II. LITERATURE REVIEW

Advertisement

Advertising, in general, is mass media material that is designed to convince audiences of readers, viewers, or listeners to take action on items, services, and ideas that have been presented to them (Whitley et al. 2018). According to Todri et al. (2020), it is a strong marketing instrument that has the potential to alter people's minds and behaviors, which is why it is utilized for a variety of objectives by industrial giants, non-profit organizations, and even the tiniest retail institution. It is an advertising tool that is used to transmit information about products, services, or ideas to a specific target audience. Advertising, according to Huddleston et al. (2018), is a vital component of the marketing process between a product and its target market, and it helps to generate rapid sales by going across geographical borders and stimulating the purchase of a certain product. As a result, advertising allows us to gain a thorough understanding of the complex interaction that exists between the customer, the firm, the brand, and the company's offerings or products and services. Marketing strategy techniques, according to Sama, (2019), are ineffective unless organizations understand the behavior of their consumers and develop their plans based on this understanding. The use of marketing as a communication tool within a corporation is one of the most powerful methods of exerting direct influence over the market. It was developed a formalized formal Specifically, according to Kuokkanen & Sun, (2020), the stated function of advertising is to make the potential market aware of the fact or availability of a product in the market place. Making an advertising message credible is difficult, yet it is necessary to pique the consumer's interest enough to encourage them to try the product. Furthermore, Chen et al. (2019) elaborated that the advertisement only adds value to what the customer has already perceived and learned about the brand, and that the main advertisement task is to present the entire advertisement idea in such a way that the product is always fresh in the minds of the consumers they target. It was underlined that advertising is persuasive in nature, and that it influences people's lives when they are creating or selecting a brand, as well as enhancing the market value of the companies that advertise. Reich & Maglio, (2020) also discovered that advertising is a fantastic source of product learning for consumers. It is either information advertisements or image advertisements that carry out this

learning process. However, research has shown that the presence of informational content in an advertisement is the primary tool for creating learning about the product, whereas the presence of image content has a relatively minor role in creating learning about the product. Furthermore, this prestige strategy does not work in every product category with the same effectiveness to support the purpose of learning, as has been demonstrated. Advertising has the potential to alter the image of a product (Voramontri & Klieb, 2019). Alé-Chilet & Moshary, (2022) noted that brand advertisements play an important role in encouraging customers to purchase the same brands, as well as in improving the performance of any firm and its image in the competitive marketplace. As you are well aware, commercials have a critical role in influencing customer behavior and purchasing decisions. Advertisements serve as a form of motivation for consumers, causing them to purchase a specific product. Advertisements are also a valuable tool for establishing credibility. A consumer is considerably influenced if he is seeking for information about the product's quality and pricing. Product assessment and brand recognition can also help to develop a positive attitude about purchasing. Personal motivation, needs, attitudes, and values, as well as personality characteristics, socio-economic and cultural background (including age and gender), professional status, and social influence of various kinds exerted by family, friends, and colleagues, as well as society as a whole are all factors that influence consumers' purchasing decisions and behavior. As a consumer, each individual has his or her unique set of standards of judgment and distinct conduct in all facets of his or her role. However, there are certain commonalities that exist behind the surface of individual differences, which allow us to describe the behavior of specific types or groups of individuals. When an advertiser conducts a thorough study of consumer behavior, he or she gains a more in-depth understanding of their target segments, which is extremely useful when making strategic advertising decisions, particularly when defining target markets and developing the advertising appeal and message (Stasi et al. 2018).

Broadcast Advertising

Having been in existence for a longer amount of time, television sets have become a permanent fixture in all upper and middle-class houses, and they are not uncommon even in the lower sections of society, such as urban and rural households (Ketelaar et al. 2018). Advertisements on television assist customers in making purchasing decisions for items and services, and they play an important role in giving useful information. Advertisement makers employ a variety of tactics to engage the audience in order to boost the appeal of advertisements and to combat the problem of advertisement avoidance. Advertising through the

television media blends sight, sound, and action, appealing to the senses, and as a result, it draws a great deal of attention and reaches a large number of people. (Galoni et al. 2020). Those to television advertising appear to be more intense than reactions to print advertisements, according to research. When it comes to reaching customers, advertisers believe that using television rather than print media is more successful (Högberg et al. 2019). The use of television advertising helps marketers to demonstrate and inform a large number of people about their company, product, or service. Television appeals to both the literate and the ignorant, and this is one of the characteristics that distinguishes television from other media (Dhiman et al. 2018). Because television is seen as a combination of audio and video elements, it has a distinct advantage over other mediums in that it gives companies with instant validity and fame, as well as the largest opportunity for innovative advertising campaigns (Weismueller et al. 2020). Despite the fact that there are only a few research available on radio commercials and their socioeconomic influence, it appears that radio advertisements have a beneficial impact on consumer purchasing decisions based on the studies I discovered. Promoting products and services accounts for around twelve percent of the operational budgets of supermarkets, department shops, and big shopping malls. When it comes to particular advertising alternatives such as generating an acceptable communication mix and producing messaging, radio advertising was discovered to be the most often employed promotional element. Given the strong competition that retailing enterprises are facing, efficient marketing and advertising are required to motivate consumers across all demographics and market groups (McClure & Seock, 2020). Food retailers, such as supermarkets and department shops, respond quickly to radio advertising that broadcast promotional messages about product sales. Radio ads that are more entertaining while also conveying a message are more likely to be heard by radio commercial listeners.

A sense of comedy is infused into the most popular kind of radio advertisement on sales promotions at retail establishments in order to enhance emotional value. The brand's humour is seen by the audience, and an attitude toward the brand develops. Consumers' purchase intentions are greater when the commercial is amusing and moderate in tone rather than when the campaign is only focused on communicating a message (Kizgin et al. 2018). The most remembered advertising among radio listeners have been those that have elicited the most favorable emotions and have been the most easily comprehended by the audience. Radio advertisements, despite the fact that they account for a tiny proportion of the total amount of media available, are significant for marketing and advertising in big cities and

metropolitan areas. The television advertising is another sort of broadcast advertisement. TV advertisements tend to make use of well-known presenters and compelling messaging, as well as audiovisual effects, all of which are used in conjunction to create a vivid presentation of products and services. The advancement of technology has resulted in an increase in the number of options to advertise on television in recent years (Chin et al. 2020).

Online Advertising

In recent years, online advertising has taken on new forms that provide greater advantages over traditional means of advertising such as print media, television, and radio. There has been a significant increase in the amount and variety of internet advertisements. Businesses are spending more money on internet advertising than they were previously. Companies that engage with consumers through online social networking sites have a better chance of having an effect on their purchase decisions. Customers are now more likely to share their thoughts about products and services through online social networks such as Facebook than they are to just be recipients of information (Pérez-Villarreal et al. 2019). Clients may readily communicate with one another through these networks, exchanging their experiences, ideas, and information with one another (Luo et al. 2020). Researchers (Liao et al. 2020) discovered that online social networks had an influence on every step of the purchase decision process for customers who shop at grocery stores to varying degrees. Customers may engage with supermarkets and other customers using Facebook's capabilities, and they can also view comments from other customers on supermarkets' Facebook sites, according to the findings. Individuals have come to see online social networks as a significant and useful tool and source of information about products and services, as well as indications for their own behavior and action (Kao & Du, 2020). Consumers' decisions about which items and services to purchase are influenced by their involvement and debate on the internet. The Internet, and particularly social media, have altered the way consumers and advertisers connect with one another (Panwar et al. 2019). Customers may survey, choose, and purchase items from businesses all over the globe, which is one of the many advantages of the internet. Enterprises can reach a worldwide client population, allowing customers to profit from businesses all over the world (Camilleri et al. 2019). The quick development in online advertising revenues, according to Ikonen et al. (2020), "indicates the potential of international web advertising as a viable alternative to traditional media." When you take into consideration the expansion of online advertising, there is no doubt that the internet is a potent and viable alternative to traditional media advertising." Companies are becoming more

interested in online advertising as a result of the tremendous growth of internet advertising over the previous decade. The number of individuals who connect and spend time online is rising all the time, according to statistics (Hani et al. 2018). Generally speaking, internet advertising is more welcoming than previous forms of advertising in this century, which may be stated as follows: As defined by Wikipedia, social media is "a collection of internet-based apps that is built on the ideological and technological underpinnings of Web 2.0, and it allows for the production and exchange of user-generated content" (Cerri et al. 2018). The use of social media offers several advantages, including the ability to link businesses with customers, create connections, and nurture those relationships in a timely and cost-effective manner, as (Martins et al. 2019). The distinct characteristics of social media, as well as its enormous popularity, have transformed traditional marketing strategies such as advertising and promotion (Hanna, et al., 2011). Because of social media's significantly higher level of efficiency when compared to other traditional communication channels, industry leaders have stated that companies must participate in social media platforms such as Facebook, Twitter, Instagram, and others in order to succeed in online environments. If marketers want to establish a successful online advertising plan that includes social media platforms such as Facebook, YouTube, and Twitter, they must first understand what it is that makes these websites so popular. According to the findings of the research, the primary motivations for utilizing these websites are motivated by the need of consumers to establish and maintain social ties (Han & Guo, 2018). Because their primary purpose on social media platforms is to interact with other people, rather than with businesses, customers reject corporations who attempt to transplant their digital techniques into social contexts and make similar overtures (Hüttel et al. 2018). Businesses may find that they need to learn how to participate in the discourse in order to engage with their target audience as a result of this knowledge.

Outdoor Advertising

In recent years, there has been a significant increase in the amount of outdoor advertising. Outdoor billboards aid in the development of brands and the reinforcement of their images in the minds of potential customers (Grewal et al. 2019), refers to any word, letter, model, sign, board notice, device, or representation that is utilized for the purpose of advertisement, notification, or direction outside of a building. It is the most ancient kind of advertising in the history of the globe. When compared to other media, outdoor advertising has received less attention in the literature. The majority of the research were concerned with determining the efficacy of outdoor advertising, particularly

in terms of memory and recognition (Whitley et al. 2018). There haven't been many research on people's views (Todri et al. 2020). Supermarkets, in addition to websites and fliers, create advertising for their establishments that are displayed on building facades, billboards, and public transportation vehicles to inform customers of their existence, as well as signs displaying current promotions that are being offered at the supermarket.

Outdoor advertising comprises advertising on billboards or signboards, advertising on the exterior of a building, and advertising on the side of the road. Outdoor advertising has been around for a very long time. The Egyptians, for example, used a huge stone obelisk to announce laws and treaties thousands of years ago, according to one source. When compared to other media, outdoor advertising has generated a disproportionately little amount of literature. The majority of research concentrated on determining the efficacy of outdoor advertising, particularly in terms of memory and recognition (Huddleston et al. 2018). There haven't been many research done on people's attitudes (Sama, 2019). There are a variety of factors affecting the competitive environment of the outdoor industry, including increased competition and product proliferation, overcapacity, and shifting customer expectations, to name a few. Despite revenue growth, outdoor advertising continues to be "one of the least explored of any mass medium," according to the Advertising Research Foundation (Chen et al. 2019). There have been a limited number of research undertaken, and of those, only a few have looked at the components that contribute to its success (Kuokkanen & Sun, 2020). A significant increase in the use of atypical formats, such as street furniture (such as bus shelters and information kiosks), alternative media (such as arenas and stadiums, airborne media, and marine media), and transit advertising, has accompanied the expansion of outdoor advertising (e.g., buses, airports). The outdoor advertising will continue to grow and diversify over the next several decades, not only because of its cost-effectiveness, but also because it appears to be the only unavoidable realm from which to reach increasingly difficult-to-reach consumers and the ideal anchor of integrated marketing communication strategies. A study conducted by (Reich & Maglio, 2020) found that the following are the most commonly utilized instruments of outdoor advertising: Billboards made out of panels and posters that are immovable and distinct from one another, Racquet billboards, stations, and cylindrical towers are examples of street furniture. Transit panels are seen in airports, trains, subways, buses, and taxis, among other places. Billboards are the most popular and commonly utilized kind of outdoor advertising among the several forms of outdoor advertising media described above. Billboards placed on highways are more appreciated in a

cultural environment because they are safer than billboards placed in city areas and more convenient because drivers may pay more attention to billboards on highways because of their visibility from a distance, which will undoubtedly aid in increasing brand awareness and increasing brand recognition (Voramontri & Klieb, 2019). According to the Outdoor Advertising Association of America, Inc. (2015), billboards are the most effective and biggest medium of advertisement for out-of-home marketing campaigns. Alé-Chilet & Moshary, (2020) conducted research on creativity in traditional outdoor advertising in Castellon (Spain) and Warrington (United Kingdom) and discovered that the true power of outdoor media lies in its ability to creatively summarize the entire idea of the advertising message. They concluded that when compared to other mediums such as television commercials, pictures from magazines, or newspaper advertisements, outdoor advertising requires the following characteristics: distinct features, appropriate look of the content, effective use of language, and a distinct messaging style.

Print Advertising

Many businesses have made investments in printed materials such as pamphlets, brochures, and flyers in order to better promote their products and enhance their sales. A flyer is a marketing tool that is often overlooked by marketing professionals, despite the fact that retail companies are constantly concerned with the efficacy of their promotional methods, such as flyers. According to Stasi et al. (2018), flyers are an important part of any marketing strategy. When compared to those who did not get or pick up flyers in the supermarket, 8.4 percent of those who did receive or pick up flyers in the supermarket used the flyers throughout their shopping and purchased a greater quantity of items, according to the findings of the study (Ketelaar et al. 2018). It was discovered that while choosing businesses, Chinese customers pay close attention to sales promotions (such as free gifts, samples, loyalty programs, discounts and coupons), according to the findings of the study. According to Galoni et al. (2020), promotional methods such as print ads, direct mail, customer loyalty programs, and discounts are more likely to draw consumers to retail businesses, ultimately resulting in a purchase being made by them. Högberg et al. (2019) presented a compelling argument for print media advertising in the internet age by examining media consumption habits in the United States of America and other countries. They asserted that the amount of money spent on newspaper, magazine, and business paper advertisements accounts for approximately 40% of all media advertising expenditure in 2004, with broadcast, cable TV, and radio accounting for an additional 44% of the total media advertising dollar spent in 2004. They came to the conclusion that persons who were exposed

to print advertising were more likely to recognize the substance of the advertisement than people who were exposed to an internet version of the identical advertising message.

Print media is an advertising approach that has been employed by a large number of businesses to market their products and services over time. It may be described as printed communications, as opposed to broadcast or electronically transmitted communications, and encompasses all newspapers, newsletters, booklets, pamphlets, magazines, and other printed publications, as well as all newsletters and other printed publications. Since 1605, print media has been regarded as the most affordable method of mass communication, and it has proven to be a popular medium of advertising among readers and those who were interested in important topics of the day (Dhiman et al. 2018) Many advertisers that used print media to attract customers placed their adverts in magazines, newspapers, point-of-purchase displays, and other places to attract customers (Schreiner et al. 2019). McClure & Seock, (2020) asserted that the effectiveness of print advertising is impacted by consumers' opinions regarding advertising in general and specifically print advertising. Print media is widely acknowledged to have an important role in educating and molding people's opinions and attitudes (Kizgin et al. 2018). According to the author, print media is also conveniently accessible everywhere and at any time (Chin et al. 2020). Research into traditional print advertising has already shown that color print advertisements have a positive impact on consumer behavior and financial outcomes (for example, attitude toward the advertising or willingness to buy (Pérez-Villarreal et al. 2019).

Product Placement Advertising

Product placement has evolved over the years, from "the practice of placing brand name products in movies as props" (Luo et al. 2020) to "the paid inclusion of branded products or brand identifiers, through audio and or visual means within mass media programming" (Liao et al. 2020), and more recently as "the purposeful incorporation of a brand into an entertainment vehicle" (Kao & Du, 2020), to "the practice of placing brand name products in movies as props (Panwar et al. 2019) Accordingly, the relevant literature distinguishes different types of placement in movies, such as verbal, visual, and audiovisual placement, depending on its importance within a scene (subtle or prominent) (Camilleri et al. 2019), degree of integration with the plot, and relationship with the main character(s) (Ikonen et al. 2020). Product placement is the deliberate insertion of commercial material into noncommercial contexts, i.e., a product plug formed via the fusion of advertising and entertainment, or a product plug generated through the

fusion of advertising and entertainment. Hani et al. (2018), while conventional media is in decline, newspaper circulation is down, and one in every four U.S. households has a DVR that allows consumers to avoid ads, product placement has presented advertisers with a potential new approach to interrupt people in their daily lives. Cerri et al. (2018) in general, people have a good view toward product placement, with the exception of specific instances such as the placement of illicit items (drugs, booze, and cigarettes). The cost of product placement in television shows and movies was \$3.8 billion in 2011, and it is likely to reach more than \$14 billion by 2014, according to industry estimates (Martins et al. 2019). For the goal of attracting the attention. As more people strive to avoid commercials, the technique of brand placement, which is the integration of companies into entertainment media, notably television and movies, has grown in popularity (Han & Guo, 2018). Television programs or shows, stage plays, music, videogames and novels are all examples of where you might find them (Hüttel et al. 2018). The trademarks or goods of certain marketers have been included into video games that are an excellent match for their respective brands or products. For example, in car-racing games, BMW offers a variety of different kinds of racing cars to choose from; in the computer game FIFA International Soccer, an Adidas billboard is presented in the background as a backdrop. Both theory and practice have demonstrated that the employment of celebrities and other well-known persons in advertising produces a great deal of exposure and attention. Grewal et al. (2019). In recent years, the use of celebrities in advertising has been a staple of contemporary advertising, since it has been discovered that using celebrities in advertising has the potential to increase the financial returns of organizations that employ this strategy in their commercials. Apejoye is an abbreviation for Apejoye (2013).

The amount of research done on brand placement over the past two decades has been little, but it has emerged as a fascinating issue in marketing (Whitley et al. 2018). In spite of the fact that product placement is becoming increasingly popular as a marketing tactic, there is insufficient scientific data about the effectiveness of product placement in influencing customer responses (Todri et al. 2020). A considerable influence on brand awareness and customer purchase decisions may be achieved through this sort of marketing because customers relate the film world to their own and take on the goals of the items featured in the film. This, in turn, has an impact on their views and purchase decisions. It was found that participants' memories were more stimulated when the brand was integrated into the storyline of the film to a greater extent than when the brand was not integrated. When it comes to product placements in

movies, they must be less repetitious and less noticeable in order to avoid acting as a distraction while consumers are viewing a movie (Huddleston et al. 2018), according to the authors. In order to raise awareness and influence customer decision, celebrities are being used in a variety of ways. Sama, (2019) did a study and concluded that, before employing celebrities, advertising should be aware of the criteria that should be used in the selection process. The company must exercise caution and thoroughly research the celebrity's lifestyle and current societal acceptance before endorsing him or her in order to prevent creating a bad image that may have a detrimental impact on the product.

Consumer Purchasing Choice

Individuals and society are shaped by advertising, which influences their views and perceptions, as well as their purchasing behavior. Advertisement has become increasingly essential in the contemporary day. To entice people to try a certain product, adverts need to be presented in an appealing manner and pique their interest sufficiently to persuade them to purchase the item in question. Another research suggests that businesses should have a thorough grasp of their numerous client categories and their purchasing habits in order to discover the - what, why, when, and how - they buy; otherwise, an unstructured advertising campaign will not provide favorable results. - (Kuokkanen & Sun, 2020). In general, the influence of advertising on consumer brand purchase is bigger than the impact of gender, regardless of age or education level, indicating that the impact of advertising is not especially tied to gender. According to the findings of their study, advertising have a considerable influence on customers' purchasing behavior and their choices (Chen et al. 2019). Customers' purchasing decisions can be influenced by imaginative commercials that are of high quality, which will ultimately result in increased sales for the company in question.

Despite the fact that there are only a few research available on radio commercials and their socioeconomic influence. Promoting products and services accounts for around twelve percent of the operational budgets of supermarkets, department shops, and big shopping malls. When it comes to particular advertising alternatives such as generating an acceptable communication mix and producing messaging, radio advertising was discovered to be the most often employed promotional element. Given the strong competition that retailing enterprises are facing, efficient marketing and advertising are required to motivate consumers across all demographics and market groups (Voramontri & Klieb, 2019). Food retailers, such as supermarkets and department shops, respond quickly to radio advertising that broadcast promotional messages

about product sales. Radio ads that are more entertaining while also conveying a message are more likely to be heard by radio commercial listeners (Reich & Maglio, 2020).

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Many businesses have made investments in printed materials such as pamphlets, brochures, and flyers in order to better promote their products and enhance their sales. A flyer is a marketing tool that is often overlooked by marketing professionals, despite the fact that retail companies are constantly concerned with the efficacy of their promotional methods, such as flyers. According to Ketelaar et al. (2018), flyers are an important part of any marketing strategy. When compared to those who did not get or pick up flyers in the supermarket, 8.4 percent of those who did receive or pick up flyers in the supermarket used the flyers throughout their shopping and purchased a greater quantity of items, according to the findings of the study. Galoni et al. (2020) discovered that while choosing businesses, Chinese customers pay close attention to sales promotions (such as free gifts, samples, loyalty programs, discounts and coupons), according to the findings of the study. According to Högberg et al. (2019), promotional methods such as print ads, direct mail, customer loyalty

programs, and discounts are more likely to draw consumers to retail businesses, ultimately resulting in a purchase being made by them.

In recent years, internet advertising has taken on new forms that offer more advantages over traditional forms of advertising such as print media, television, and radio. There has been a significant increase in the size and variety of online advertisements. Businesses are spending more money on internet advertising than they were previously. Companies that engage with consumers through online social networking sites have a better chance of having an effect on their purchase decisions. Customers are now more likely to share their thoughts about products and services through online social networks such as Facebook than they are to just be recipients of information (Dhiman et al. 2018). Clients may readily communicate with one another through these networks, exchanging their experiences, ideas, and information with one another (Weismueller et al. 2020). Researchers (McClure & Seock, 2020) discovered that online social networks had an influence on every step of the purchase decision process for customers who shop at grocery stores to varying degrees. Customers may engage with supermarkets and other customers using Facebook's capabilities, and they can also view comments from other customers on supermarkets' Facebook sites, according to the findings. Individuals have come to see online social networks as a significant and useful tool and source of information about products and services, as well as indications for their own behavior and action (Schreiner et al. 2019). Consumers' decisions about which items and services to purchase are influenced by their involvement and debate on the internet.

In recent years, there has been a significant increase in the amount of outdoor advertising. Outdoor billboards aid in the development of brands and the reinforcement of their images in the minds of potential customers. Outdoor advertising, according to Kizgin et al. (2018), refers to any word, letter, model, sign, board notice, device, or representation that is utilized for the purpose of advertisement, notification, or direction outside of a building. It is the most ancient kind of advertising in the history of the globe. When compared to other media, outdoor advertising has received less attention in the literature. The majority of the research were concerned with determining the efficacy of outdoor advertising, particularly in terms of memory and recognition (Pérez-Villarreal et al. 2019). There haven't been many research on people's views. Supermarkets, in addition to websites and fliers, create advertising for their establishments that are displayed on building facades, billboards, and public transportation vehicles to inform customers of their existence, as well as

signs displaying current promotions that are being offered at the supermarket (Luo et al. 2020).

The amount of research done on brand placement over the past two decades has been little, but it has emerged as a fascinating issue in marketing (Liao et al. 2020). In spite of the fact that product placement is becoming increasingly popular as a marketing tactic, there is insufficient scientific data about the effectiveness of product placement in influencing customer responses (Kao & Du, 2020). A considerable influence on brand awareness and customer purchase decisions may be achieved through this sort of marketing because customers relate the film world to their own and take on the goals of the items featured in the film. This, in turn, has an impact on their views and purchase decisions. A study conducted by Panwar et al. (2019) found that participants' memories were more stimulated when the brand was integrated into the storyline of the film to a greater extent than when the brand was not integrated. When it comes to product placements in movies, they must be less repetitious and less noticeable in order to avoid acting as a distraction while consumers are viewing a movie (Camilleri et al. 2019), according to the authors. In order to raise awareness and influence customer decision, celebrities are being used in a variety of ways. Ikonen et al. (2020) did a study and concluded that, before employing celebrities, advertising should be aware of the criteria that should be used in the selection process. The company must exercise caution and thoroughly research the celebrity's lifestyle and current societal acceptance before endorsing him or her in order to prevent creating a bad image that may have a detrimental impact on the product (Schreiner et al. 2019).

III. METHODOLOGY

The purpose of this research is to determine five types of advertisement and its influence on consumer purchasing choice at selected retailer stores in Erbil. It is a quantitative approach that is used to analyze data that has been obtained by the researcher. The Manager has circulated the survey to consumers of retailer stores and has gathered responses from those customers.

Design of the Study

When conducting the current study, the researcher employed a questionnaire in order to gather information. In the first segment, demographic questions were asked, beginning with the customer's gender and marital status and progressing to other inquiries. The second section had questions about the company's products and services. The second part of questionnaire was regarding five types of advertisement as independent factors and consumer purchasing choice at selected retailer stores in Erbil.

Sample Size

When it comes to the sampling process, it will be a random sampling method, which means that almost all consumers at retailer stores in Erbil will have equal odds of being picked for the sample. Twelve surveys were deemed invalid, while the other 108 were completely completed.

IV. FINDINGS

The information was gathered through the use of a questionnaire, which was then examined. Descriptive statistics of frequencies and percentages were produced and examined in accordance with the respondent's personal information profile. As an additional measure of accuracy, the mean and standard deviation for each question have been determined. In addition, regression and correlation analyses were carried out to further refine the results.

Table 1-Demographic Analysis

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
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Table 1 illustrates participants' gender in this study. According to statistical results 62 participants were male and 46 participants were female. This indicates that majority of the responders from the retailer stores customers were male. As for participants' age which have been involved in this study: 17 participants fall under group of age 20-25 years old, 26 participants fall under group of 26-30 years old, 22 participants fall under group of 31-35 years old, 19 participants fall under group of 36-

40 years old, 16 participants fall under group of 41-45 years old and 8 participants fall under group of 46 years old and above. This indicates that majority of participants fall under group of 26-30 years old which means that most of participants were mature and reliable to fulfill the questionnaire. As for participants' marital status: 62 participants were married, 38 participants were single and 8 participants were divorced.

Table 2-Reliability analysis

Variables	Cronbach's Alpha	N of items
Broadcast Advertising	.739	7
Online Advertising	.791	6
Outdoor Advertising	.744	7
Product Placement	.761	7
Print Advertising	.759	6
Consumer Purchasing Choice	.787	7

As seen in table 2, the reliability analysis for five independent factors (Broadcast advertising, Online advertising, Outdoor advertising, Product placement, print advertising) and a dependent factor (consumer purchasing choice); however, it was found that the value of Alpha for broadcast advertising as a type of advertisement = .739 which is more than .6, the result revealed that broadcast advertising is reliable to be examined in collecting data from customers at retailer stores, the value of Alpha for online advertising as a type of advertisement = .791 which is more than .6, the result revealed that online advertising is reliable to be examined in collecting data from customers at retailer stores, the value of Alpha for outdoor advertising as a type of advertisement = .744 which is more than .6, the result revealed that outdoor advertising is reliable to be examined

in collecting data from customers at retailer stores, the value of Alpha for product placement advertising as a type of advertisement = .761 which is more than .6, the result revealed that product placement advertising is reliable to be examined in collecting data from customers at retailer stores, the value of Alpha for print advertising as a type of advertisement = .759 which is more than .6, the result revealed that print advertising is reliable to be examined in collecting data from customers at retailer stores, and the value of Alpha for consumer purchasing choice as a dependent variable = .787 which is more than .6, the result revealed that consumer purchasing choice is reliable to be examined in collecting data from customers at retailer stores.

Table 3-Correlations 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

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

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 retailer stores in Erbil.

Table 4-Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	.219	.95		2.433	.000
Broadcast	.604	.029	.611	1.981	.000
Online	.739	.031	.746	1.543	.000
Outdoor	.532	.041	.539	1.332	.000
Product placement	.598	.062	.603	1.989	.000
Print	.611	.037	.618	1.771	.000

R Square	.71
F	1.2992
a. Dependent Variable: Consumer Purchasing Choice	

The researchers implemented multiple regression analysis to measure customers' satisfaction based on each service quality dimensions. According to the conceptual framework and five research hypotheses which developed by the author, the multiple regression analysis was applied to measure each research hypothesis. The findings revealed that; as for broadcast advertising it was found that there is a positive and significant relationship between broadcast advertising and consumer purchasing choice at retailer stores, as it can be seen that the value of B for broadcast advertising is .604 which is higher than .005 with P-value =.000 this indicates that the first research hypothesis is supported which stated that broadcast advertising will have a significant and positive influence on consumer purchasing choice at retailer stores in Erbil, as for online advertising it was found that there is a positive and significant relationship between online advertising and consumer purchasing choice at retailer stores, as it can be seen that the value of B for online advertising is .739 which is higher than .005 with P-value =.000 this indicates that the second research hypothesis is supported which stated that online advertising will have a significant and positive influence on consumer purchasing choice at retailer stores in Erbil, as for outdoor advertising it was found that there is a positive and significant relationship between online advertising and consumer purchasing choice at retailer stores, as it can be seen that the value of B for outdoor advertising is .532 which is higher than .005 with P-value =.000 this indicates that the third research hypothesis is supported which stated that outdoor advertising will have a significant and positive influence on consumer purchasing choice at retailer stores in Erbil, as for product placement advertising it was found that there is a positive and significant relationship between online advertising and consumer purchasing choice at retailer stores, as it can be seen that the value of B for product placement advertising is .598 which is higher than .005 with P-value =.000 this indicates that the fourth research hypothesis is supported which stated that product placement advertising will have a significant and positive influence on consumer purchasing choice at retailer stores in Erbil, and as for print advertising it was found that there is a positive and significant relationship between online advertising and consumer purchasing choice at retailer stores, as it can be seen that the value of B for print advertising is .611 which is higher than .005 with P-value =.000 this indicates that the fifth research hypothesis is supported which stated that

print advertising will have a significant and positive influence on consumer purchasing choice at retailer stores in Erbil. The findings revealed that all five advertisements will have positive and significant influence on consumer purchasing choice at selected retailer stores, however, it was found that online advertising is the most effective and efficient among all five advertisements to bring consumer attentions while making decision in selecting certain brand or a product at their daily, weekly and monthly shopping at retailer stores in Erbil.

V. CONCLUSIONS FROM THE STUDY

It is possible to deduce from the outcomes of this study that the relationship line between advertisement and consumer purchasing decision is well-fitting; as a consequence, the findings of the study revealed that there is a relationship between advertisement and consumer purchasing behavior. Furthermore, because of the linear link between advertising and consumer purchasing behavior, it is assumed that an increase in advertising in retailer stores would result in an increase in customer purchasing behavior. The goal of this study was to look at the impact of advertising on customers' purchasing decisions and how they behaved. In order to fulfill the study's goal, three fundamental research questions were provided, one of which was to evaluate the influence of advertising on customers' purchasing behavior and the other two of which were to answer the basic questions. Based on the outcomes of the study, it is possible to infer that: Every research aim for this study was met; the overall goal of the study was to explore the influence of advertising on customer purchasing behavior, which was accomplished in the following ways: All of the selected ad features, with the exception of attention-grabbing, have a statistically significant impact on customers' purchasing behavior. ω It was necessary to conduct a correlation analysis in order to better understand the links between variables; the correlation matrix indicated that all coefficients of correlations of independent variables were positively and significantly linked with the dependent variable. ω According to the results of the correlation analysis, all alternative hypotheses proposed for this study are accepted, and the null hypothesis is rejected in full. The quantitative outcome demonstrates that television commercials have an impact on the majority of consumers. This suggests that the majority of those who responded chose internet advertising as their first option. From the regression result, it can be

concluded that online advertising is the most effective and efficient among all five advertisements to bring consumer attentions while making decision in selecting certain brand or a product at their daily, weekly and monthly shopping at retailer stores in Erbil.

VI. RECOMMENDATIONS

Based on the findings of this study, the following recommendations:

- The management of firms in retail stores should consider it a requirement to adequately market their products, since doing so will provide them a competitive advantage over their competitors.
- There is an urgent need to do a cost-benefit analysis of every advertising program, which means that every advertising campaign must be evaluated in order to determine how well it contributes to the achievement of the firm's objectives.
- The industry should conduct seminars/workshops for managers on a regular basis to sensitize and educate them on current best advertising techniques in order to help them keep up with the extremely competitive business trend in the retailer sector.

VII. IMPLICATIONS FOR THEORY AND PRACTICE

As a result of the digital revolution, customers are assaulted with hundreds of advertising messages every minute of every day. Therefore, managers must develop a media mix strategy that will cut through the confusion and have the desired impact. When selecting a medium for displaying advertising, it is important to make an informed decision in order to guarantee that the advertiser's objectives are met. Many studies have been conducted to determine the influence of ads on the sales of merchandise at retail establishments. However, just a few research studies have been carried out after taking five advertising into consideration. This is the one-of-a-kind contribution made by this research to the field of theory.

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