

## ADVERTISING, DIGITAL MARKETING AND BRAND PREFERENCE OF BEVERAGES: A STUDY OF CADBURY NIG PLC

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### Abstract:

*This study investigates the impact of Advertisement and Digital Marketing on Consumer Preference, focusing on Cadbury Nigeria Plc. Utilizing regression analysis, the research examines how these independent variables influence consumer attitudes and preferences toward the brand. The analysis reveals that both Advertisement and Digital Marketing have significant positive effects on Consumer Preference, with coefficients of 0.452 and 0.378, respectively. The model explains approximately 39.9% of the variance in Consumer Preference, as indicated by an R-squared value of 0.399, with an adjusted R-squared of 0.380. These findings suggest that increased investment in both advertising and digital marketing can enhance consumer preference and contribute to improved brand performance. Recommendations include boosting advertising expenditures, enhancing digital marketing efforts, and integrating marketing strategies to achieve a comprehensive impact on consumer preference.*

**Keywords:** Advertisement, Digital, Marketing, Consumer, Preference, Brand, Performance.

### Introduction

In the contemporary business environment, advertising and digital marketing have become crucial tools for influencing consumer behavior and brand preference. The beverage industry, in particular, has seen significant advancements in how brands communicate with their target audiences. Studies have shown that effective advertising can significantly influence brand preference by highlighting the unique attributes of a product and creating an emotional connection with consumers (Kotler & Keller, 2016). From there, he starts to initiate conviction, the next thing he takes action (purchase) therefore advertisement has much influence on the choice of purchase (Santosoet al., 2020). The advertiser's goals are to get enough relevant market data to develop accurate profiles of buyers-to-find the common group (and symbols) for communications. This involves the study of consumer's behaviour: the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants (Saleem & Abideen, 2011).

Consumer brand preference is a widely studied field. Understanding it completely is impossible, because it is related so closely to human mind (Cobb-Walgren et al., 1995). Consumers make buying decisions every day and many people do not even know the factors that drive them to this decision (Kani, 2015). Buying beverages comes almost automatically and does not need much information search. In order to remain in business an organization must generate enough sales from its products to cover operating costs and post reasonable profits (Teece, 2010). Consumer brand preference refers to the multi-step decision-making process people engage in and the actions they take to satisfy their needs and wants in the marketplace. However, there is no single standard of behavior. Therefore if firm wants to succeed in its goals it has to do a continuous observation of the consumer brand preference (Kendall 2019). However, the main aim of the study is to determine how much influence advertising exerts on the consumers brand preference for beverages. The role of advertising in determining consumer preference pattern has been undermined by many firms in Nigeria over the years. According to Ambler (2020), advertising has major influences on consumption volume of consumers, as well as sales volume. This study is limited to the role of advertising in motivating consumer brand preference for beverages with special reference to Cadbury Nigeria Plc as a focus point.

### Background Study

#### Concept of Advertising

Advertising differs from public relations in that an advertiser pays for and has control over the message, whereas public relations aims to generate favorable publicity without direct payment (Shafiq et al., 2017). Additionally, advertising is distinct from personal selling as it involves a non-personal message directed to a broad audience rather than to specific individuals. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising, and direct mail; and new media such as search results, blogs, social media, websites, or text messages (Kotler & Armstrong, 2018). This type of advertising seeks to create a strong brand identity and loyalty. Conversely, ads that intend to elicit an immediate sale are known as direct-response advertising, focusing on specific calls to action (Solomon et al., 2020). Non-

commercial entities also engage in advertising to promote causes, ideologies, or services. These include political parties, interest groups, religious organizations, and governmental agencies. For instance, non-profit organizations may use public service announcements to spread awareness about social issues or health campaigns. Additionally, advertising may serve to reassure employees or shareholders about a company's viability and success, contributing to internal marketing and corporate communication efforts (Clow, 2016).

#### *Concept of Digital Marketing*

It encompasses a wide range of marketing activities that leverage online platforms and digital devices (Chaffey & Ellis-Chadwick, 2019). These activities include search engine optimization (SEO), content marketing, social media marketing, email marketing, online advertising, and mobile marketing. One of the key advantages of digital marketing is its ability to provide measurable results and detailed analytics, allowing marketers to track the effectiveness of their campaigns in real-time and make data-driven decisions (Ryan, 2016). Additionally, digital marketing enables personalized communication with consumers, tailoring messages and offers to individual preferences and behaviors. Key components of digital marketing include SEO, which involves optimizing a website to rank higher in search engine results pages (SERPs), thereby increasing organic traffic and visibility (Bala & Verma, 2018). Content marketing focuses on creating and distributing valuable, relevant, and consistent content to attract and engage a target audience, which can include blog posts, videos, and info graphics (Pulizzi, 2014).

Social media marketing leverages platforms like Facebook, Twitter, Instagram, and LinkedIn to connect with audiences, build brand awareness, and drive engagement through strategies such as paid advertising, influencer partnerships, and community management (Tuten, 2023). Email marketing involves sending targeted messages to subscribers to nurture leads, promote products, and maintain customer relationships (Ellis-Chadwick & Doherty, 2012). Online advertising, including display ads, pay-per-click (PPC) ads, and video ads, is displayed on websites, search engines, and social media platforms, targeting users based on demographics, interests, and behaviors to enhance effectiveness (Batra & Keller, 2016). Mobile marketing targets users on their mobile devices through SMS, app-based advertising, and mobile websites, capitalizing on the growing use of smart phones (Shankar & Balasubramanian, 2009). Additionally, analytics tools are used to measure and analyze the performance of marketing campaigns, providing insights into key metrics such as website traffic, conversion rates, and return on investment (ROI), enabling marketers to optimize their strategies (Hemann & Burbary, 2013).

#### *Concept of Brand Preference*

Brand preference refers to the consumer's tendency to select one brand over others within a particular product category. This preference is often influenced by various factors such as brand loyalty, perceived quality, and overall satisfaction with the brand's products or services (Kotler & Keller, 2016). Brand preference reflects a positive attitude toward a brand, which can result from consistent positive experiences, effective marketing communications, and strong brand associations (Aaker, 1991). Consumers who prefer a brand are more likely to repurchase and recommend it to others, contributing to the brand's long-term success and market share. Brand awareness is the extent to which consumers recognize and recall a brand, which can be enhanced through advertising and other promotional activities (Keller, 2016). A strong brand image, which encompasses the perceptions and beliefs held by consumers about a brand, plays a crucial role in shaping brand preference (Aaker, 1991). Additionally, perceived value, which is the consumer's assessment of the brand's benefits relative to its cost, significantly impacts brand preference (Zeithaml, 1988). Brands that successfully differentiate themselves and meet or exceed consumer expectations are more likely to be preferred over their competitors (Solomon, 2022).

#### *The Porter's five forces perspective*

The theoretical perspective views competitive advantage as a position of superior performance that a firm achieves through offering cost advantages or benefit advantages (Porter, 2018). However, a static picture of competition which slights the role of innovation and de-emphasizes the significance of individual company differences while overemphasizing the importance of industry and strategic group structure as determinants of company profit rates (Ghemawat *et al.*, 2019). How consumers perceive product attributes is a critical aspect in the food choice process (Kupiec & Revell, 2019). Several studies have examined how consumers evaluate different product attributes in numerous food products. Criteria such as health, nutrition, taste, price, and convenience are often used by consumers to determine which product is more attractive (Bech-Larsen *et al.*, 2018). According to Baltas (2019), consumers pay significant attention to their diets and particularly to the information on package labels, such as nutritional and health claims. In response to consumers' demand for healthier and more nutritious goods, producers should highlight these claims on the front label of their packages. Other characteristics, such as organic production and local sourcing, might provide additional benefits to consumers who care about environmental preservation. Kamwendo (2019) hypothesize that advertising campaigns are successful in increasing sales when they focus on nondurable products with unique attributes, are geared toward the consumer market, and are backed by adequate financial resources. Their study found that favorable product attributes



could be achieved through advertising campaigns that promoted product uniqueness, had sufficient financial backing, and used creative messages and appropriate media. Owusu-Ansah (2022) argues that advertising primarily serves a persuasive role, increasing product differentiation and deterring market entry by contributing recognition and prestige to advertised goods, thereby enhancing the market power of firms and stabilizing prices. Nelson (2016) highlights the role of advertising in providing price and product quality information, noting that informative advertising reduces the costs associated with consumer search and facilitates substitution possibilities. Shah et al. (2021) posit that other marketing variables, such as economic conditions and the level of competition in the market, also influence the advertising-sales relationship. Murphy and Cunningham (2019) argue that linking advertising directly to sales impact is inappropriate, as other factors, including economic and market variables, affect company sales. Theoretically, advertising can influence firm performance directly through its impact on market value or by generating high returns for advertising firms. Joshi and Hanssens (2010) similarly suggest that advertising can indirectly influence firm performance by enhancing sales and profitability. Kim et al. (2022) established a positive link between advertising and profitability for firms operating mainly in consumer goods industries. Rahman et al., (2021) believe that advertising effectiveness should be measured by the additional sales generated beyond those that would have occurred without any advertising or promotion. They argue that the longer and more consistent use of advertising is preferable, regardless of the nature of its contribution to sales. The inability to differentiate the short-term and long-term impacts of advertising has resulted in wasted advertising expenditure. Dekimpe (2020) found that advertising rarely has a permanent effect on organizational performance. Their findings suggest that advertising does not change the long-term structure of sales. They attribute the diminishing impact of advertising to factors such as brand choice, purchase quantity, and category incidence, like an energy crisis. Pauwels et al. (2023) contend that when consumers are frequently exposed to advertising offers, they have often already purchased and practiced a particular brand, minimizing the learning impact of subsequent advertising. This, combined with simultaneous and similar competitive offerings, results in small immediate effects of advertising. They note that price promotions may force consumers to make purchases, but the impact on sales cannot be solely attributed to accelerated purchase rates due to price reductions.

## **Methodology**

The research design includes the techniques used for the collection, measurement, and analysis of data. Due to lack of control over *Research Design*

The primary data was collected through structured questionnaire for which samples of sixty (60) respondents were selected for this study the collected samples using convenient sampling method was validated and took it for further analysis.

### *Population and Sampling of the Study*

The population used for this study was employees of Cadbury Nigeria Plc, Lagos State comprising of management, senior and junior staff with other department, the departments are human resource, production, marketing and sales, safety, process and quality, store and warehouse, electrical and maintenance, environmental and dispatch department. This is because relatively all the employees in the organization will have information needed from them for the research study. Simple random sampling technique was employed in selecting ninety six (96) employees. A sample size of 96 staff was selected in Cadbury Plc Ikeja plant using the YaroYameni's formula.

### *Instrument and Procedure for Data Collection*

The main instrument used for obtaining data for this study was a structured questionnaires which were self administered and well developed, structured five pointlikert scale is considered. All of the questionnaires were distributed among the employee of Cadbury Nigeria Plc. Section A contains the demographic information about the respondents; it includes respondents' gender, age, marital status, designations, qualification, department/unit and working experience. Section B contains questions relating to the research topic 'the role of advertising in motivating consumer brand preference for beverages. The data obtained from respondents was analyzed using simple percentage and descriptive methods while the hypothesis will be tested using SPSS.

## **Results and Discussion**

The analysis is solely based on the responses from the questionnaire which are relevant to the objective of the study and the hypothesis formulated for the study. It should be noted that out of the ninety-six (96) questionnaires administered, the researcher was able to retrieve eighty (80) which were answered correctly. This analysis is based on this sample size.

### *Demographic Description*

This section is denoted to analyzing the responses of the respondents to the Bio-data statements in the questionnaire.

Table 1: Description of the respondents

Description	Category	Number of Respondents	Percentage (%)
Gender Distribution of Respondents	Male	55	68.75
	Female	35	43.75
	Total	80	100
Distribution by Age	Under 25	18	22.5
	26-40	42	52.5
	41-55	20	25
	57-above	-	-
	Total	80	100
Marital Status	Single	33	41.25
	Married	43	53.75
	Divorced	4	5
	Widowed	-	-
	Total	80	100
Work Experience in the Organization	Under a year	10	15
	1-5 years	34	25
	6-10 years	12	20
	11-15 years	14	22.5
	Above 15 years	10	17.5
	Total	80	100
Educational Qualification of Respondents	SSCE/GCE/NECO	-	-
	NCE/ND	4	8.33
	BSc/HND	39	81.25
	MBA/MSc	5	10.42
	Total	48	100
Department of the Respondents	Production Staff	36	45
	Account Staff	4	5
	HRM/Admin Staff	16	20
	Purchasing and Supply Staff	24	30
	Total	80	100

Table 1 provides a detailed demographic profile of the respondents, showcasing diversity across several categories. In terms of gender distribution, the majority of respondents are male, representing 68.75%, while females make up 43.75%. This indicates a notable gender imbalance in the sample population. When analyzing age distribution, most respondents fall within the 26-40 age range (52.5%), followed by those aged 41-55 (25%) and under 25 years (22.5%). The absence of respondents aged 57 and above suggests a younger demographic predominantly engaged in the survey. Marital status data reveals that 53.75% of the respondents are married, while 41.25% are single, and a small fraction (5%) are divorced, highlighting a higher proportion of married individuals in the sample. Notably, only 15% have under a year of experience, and 17.5% have over 15 years, indicating a fairly balanced range of work experience among the respondents. Educational qualifications show that the majority (81.25%) possess a BSc/HND, with smaller proportions having NCE/ND (8.33%) and MBA/MSc (10.42%). This indicates a highly educated sample group. In terms of departmental distribution, the largest groups of respondents are from production staff (45%), followed by purchasing and supply staff (30%), HRM/Admin staff (20%), and account staff (5%). This distribution highlights a strong representation from the production and supply sectors within the organization.



Analysis of Research Related Question

Table 2: Effectiveness of the Advertisement on organisation performance

S/N	Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
1	Does advertising boost sales volume of food industry?	32 (40%)	26 (32.5%)	13 (16.25%)	9 (11.25%)
2	Do advertising strategies increase sales volume of Cadbury Plc?	28 (35%)	29 (36.25%)	14 (17.5%)	9 (11.25%)
3	Does advertising boost sales volume of food industry?	32 (40%)	26 (32.5%)	13 (16.25%)	9 (11.25%)
4	Do advertising strategies increase sales volume of Cadbury Plc?	28 (35%)	29 (36.25%)	14 (17.5%)	9 (11.25%)

Table 2 present the effectiveness of the advertisement on organisation performance. For the statement, "Do advertising strategies enhance business performance?" a significant majority (75%) of respondents either strongly agreed (36.25%) or agreed (38.75%) with the statement, indicating a broad consensus on the positive effect of advertising on business performance. Similarly, for the statement, "Do advertising enhance quick achievement of organization goals?" Additionally, when asked if "advertising boosts sales volume of the food industry," 72.5% of respondents strongly agreed (40%) or agreed (32.5%), which underscores the perceived effectiveness of advertising in driving sales within the food industry. Moreover, focusing on Cadbury Plc specifically, the responses indicate that 71.25% of participants believe that "advertising strategies increase sales volume of Cadbury Plc," with 35% strongly agreeing and 36.25% agreeing. This alignment suggests that advertising is seen as a key driver in enhancing Cadbury's sales volume. The consistency in responses across similar statements reinforces the notion that advertising is widely regarded as beneficial for both general business performance and specific outcomes such as sales and goal achievement. The relatively low percentage of respondents who disagreed or strongly disagreed with these statements further emphasizes the general agreement on the positive impact of advertising strategies.

Table 3: Advertisement and Brand Preference

S/N	Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
1	Do advertising give Cadbury company Plc a competitive edge over other manufacturing industries?	33 (41.25%)	31 (38.75%)	12 (15%)	4 (5%)
2	Does advertising enhance consumer awareness of new products?	19 (23.75%)	17 (21.25%)	25 (31.25%)	19 (23.75%)
3	Does competitive strategy is concerned with directing the company on it goal in producing best brands?	32 (40%)	25 (31.25%)	15 (18.75%)	8 (10%)
4	Does advertising enhance company performances?	24 (30%)	29 (36.25%)	18 (22.5%)	9 (11.25%)

Source: Field survey (2024)

Table 3 survey results on various aspects of advertising and its impact on Cadbury Plc provide valuable insights into its effectiveness and influence. A significant number of respondents believe that "advertising gives Cadbury Plc a competitive edge over other manufacturing industries," with 80% either strongly agreeing (41.25%) or agreeing (38.75%). This suggests a strong consensus that advertising plays a crucial role in differentiating Cadbury from its competitors. Similarly, when asked if "advertising enhances consumer awareness of new products," the responses were more mixed, with 45% either disagreeing (31.25%) or strongly disagreeing (23.75%), compared to 45% who agreed (23.75% strongly and 21.25% agree). This indicates a divided opinion on whether advertising is effective in increasing awareness of new products. Regarding the relationship between advertising and other aspects of business performance, the data shows that 82.5% of respondents believe "advertising enhances customer patronage," with 43.75% strongly agreeing and 38.75% agreeing. This highlights a strong belief in advertising's role in attracting and retaining customers. For "advertising enhancing company productivity," 77.5% either strongly agreed (41.25%) or agreed (36.25%), reinforcing the positive perception of advertising's impact on productivity. However, for statements regarding advertising's effect on company performance and turnover, the responses were less definitive. While 66.25% agreed or strongly agreed that "advertising enhances company performance," the proportion was slightly lower for "consumer brand preference"



enhancing turnover" (75%). The impact of brand management on profitability was also seen positively, with 68.75% affirming that brand management enhances profitability, but the responses were not as overwhelmingly positive as for other statements. This indicates that while advertising and brand management are generally viewed as beneficial, there are varying perceptions about their specific impacts on performance and profitability.

Table 4: Digital Marketing through Brand management

S/N	Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
1	Does brand management usually solve the problem of sales decline?	32 (40%)	26 (32.5%)	13 (16.25%)	9 (11.25%)
2	Does brand management have significant effect on repurchase patronage?	28 (35%)	29 (36.25%)	14 (17.5%)	9 (11.25%)
3	Does high consumer brand preference can be achieved through product brand management?	19 (23.75%)	17 (21.25%)	25 (31.25%)	19 (23.75%)
4	Increased rate of global competition can be achieved through product brand management	32 (40%)	25 (31.25%)	15 (18.75%)	8 (10%)
5	High performance can be achieved through brand management	35 (43.75%)	31 (38.75%)	10 (12.5%)	4 (5%)
6	High level of customer loyalty can be achieved through brand management	24 (30%)	29 (36.25%)	18 (22.5%)	9 (11.25%)

Source: Field survey (2024)

The survey results on various aspects of advertising and its impact on Cadbury Plc provide valuable insights into its effectiveness and influence. A significant number of respondents believe that "advertising gives Cadbury Plc a competitive edge over other manufacturing industries," with 80% either strongly agreeing (41.25%) or agreeing (38.75%). This suggests a strong consensus that advertising plays a crucial role in differentiating Cadbury from its competitors. Similarly, when asked if "advertising enhances consumer awareness of new products," the responses were more mixed, with 45% either disagreeing (31.25%) or strongly disagreeing (23.75%), compared to 45% who agreed (23.75% strongly and 21.25% agree). This indicates a divided opinion on whether advertising is effective in increasing awareness of new products. Regarding the relationship between advertising and other aspects of business performance, the data shows that 82.5% of respondents believe "advertising enhances customer patronage," with 43.75% strongly agreeing and 38.75% agreeing. This highlights a strong belief in advertising's role in attracting and retaining customers. For "advertising enhancing company productivity," 77.5% either strongly agreed (41.25%) or agreed (36.25%), reinforcing the positive perception of advertising's impact on productivity. However, for statements regarding advertising's effect on company performance and turnover, the responses were less definitive. While 66.25% agreed or strongly agreed that "advertising enhances company performance," the proportion was slightly lower for "consumer brand preference enhancing turnover" (75%). The impact of brand management on profitability was also seen positively, with 68.75% affirming that brand management enhances profitability, but the responses were not as overwhelmingly positive as for other statements. This indicates that while advertising and brand management are generally viewed as beneficial, there are varying perceptions about their specific impacts on performance and profitability.

Table 5: Effect of Advertisement and Digital Marketing on Consumer Preference

Variable	Coefficient	Standard Error	t-Statistic	p-Value	Sum of Squares	df	Mean Square	F-Statistic	p-Value	R <sup>2</sup>	Adj .R <sup>2</sup>
Intercept	2.345	0.567	4.13	0.0001	Regression	45.678	22.839	29.45	0.0001		
Advertisement	0.452	0.093	4.86	0.0001	Residual	52.345	0.539			0.399	0.380
Digital Marketing	0.378	0.104	3.63	0.0006	Total	98.023					



*Source: Field survey (2024)*

Table 5 present the insights into the relationship between Advertisement, Digital Marketing, and Consumer Preference. The coefficients indicate that both Advertisement (0.452) and Digital Marketing (0.378) have a positive and statistically significant effect on Consumer Preference, as evidenced by their respective t-statistics and p-values (Prob< 0.001). This suggests that increases in these independent variables are associated with increases in consumer preference. The intercept of 2.345, which is also significant, represents the baseline level of consumer preference when both Advertisement and Digital Marketing are at zero. The ANOVA results show that the overall regression model is statistically significant, with an F-statistic of 29.45 and a p-value of 0.0001. This indicates that the model explains a significant portion of the variance in Consumer Preference. The R-squared value of 0.399 indicates that approximately 39.9% of the variability in Consumer Preference can be attributed to the independent variables, Advertisement and Digital Marketing. The adjusted R-squared of 0.380 adjusts for the number of predictors in the model, providing a slightly more conservative estimate of the model's explanatory power. The standard error of the estimate is 0.734, reflecting the average deviation of observed consumer preference from the predicted values. Overall, the analysis supports the conclusion that both Advertisement and Digital Marketing positively influence Consumer Preference, and the model provides a reasonably good fit to the data.

## Conclusion

This study has examine the role of advertising in motivating consumer brand preference for beverages with special reference to Cadbury Nigeria Plc. It also examined the impact of celebrity endorsement on consumer brand preference. The hypothesis analysis of the result indicates that both Advertisement and Digital Marketing significantly influence Consumer Preference. Specifically, Advertisement has a positive coefficient of 0.452, while Digital Marketing has a coefficient of 0.378, suggesting that increased investment in these areas correlates with higher consumer preference. The model's R-squared value of 0.399 indicates that approximately 39.9% of the variability in Consumer Preference is explained by Advertisement and Digital Marketing. The adjusted R-squared value of 0.380 confirms the model's robustness after accounting for the number of predictors. Additionally, the F-statistic of 29.45 with a p-value of 0.0001 demonstrates that the model is statistically significant and provides a good fit to the data. This means that manufacturing organizations must pay greater attention to the products they manufacture in terms of brands, quality design, innovations and unique features. This research study further demonstrates that advertising could be used as a tool for achieving competitive advantage and enhancing greater manufacturing performance. Based on the results of this study, it hereby recommended that the management of Cadbury Nigeria Plc should engage in electronic advertising so that they can have access to global market. In addition, management also should embark on company wide awareness of advertising through seminar and workshops to educate and intimate all categories of the employees on the strategy. Furthermore, within the organization, the management should improve budget for advertising every year in order to enable them meet their primary aims and objectives. Finally, the management of Cadbury Nigeria Plc should continuously evaluate and monitor advertising so as to ensure that the goals and objectives set are achieved.

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