

An Investigation of the Effect of Advertising on Consumer Brand Preference

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Abstract- Recent developments in the field of information technology are reflected in every business today, including the food industry, the textile industry, and daily necessities, but the one thing that has not changed is the wedding invitation process. It still performs tasks like bookings, collecting feedback, etc manually. Wedding lawns offer all-inclusive services like catering, decorations, and food. The proposed work has found a solution for paper wastage required for printing wedding invitations. It also speeds up the process by changing the offline invitation process into a digital process thus reducing workload. This web app uses HTML 5, CSS 3, JavaScript, Bootstrap 4, and JQUERY for the front end, and the PHP framework Laravel for the back end.

Keywords-Digital Invitation, Wedding, Web-App, Booking, Testimonial, PHP framework Laravel.

I. INTRODUCTION

Advertising businesses spend a significant portion of their revenues nowadays on advertising in many media, including television, radio, magazines, and others. In the majority of nations, numerous organizations invest a significant amount of money each year in direct and indirect marketing and public relations. But regrettably, less attention is paid to evaluating the success of advertising, and just a small number of businesses and sectors do so [1]. In order to distinguish their goods from those of their competitors and win over customers, enterprises spend millions of dollars developing advertising slogans [2]. Even though the impact of advertising is, without a doubt, a crucial component of its success, most empirical and theoretical models evaluating the impact of advertisements do not take this into account [3].

II. LITERATURE REVIEW

1. Advertisement-

Advertisement plays a crucial role in the survival of any organization [4].

It is the avenue that leads to sales and awareness of a product or service that the organization provides [5]. Advertising can therefore be defined as an act of drawing out the public attention to a good or service in exchange for a monetary value. Therefore advertising in the general sense is an action, and it's not limited to only the use of print media, television, the internet or any other specific medium [6]. Businesses engage in advertisement because it brings them benefits which include winning new customers for the brand.

An advert that educates potential customers about its product in a convincing manner wins new customers. Advertisement creates awareness for a product that otherwise be unknown to people if the advertisement wasn't in play (Ogohi Daniel, 2019) [3] and [7] investigated the impact of advertisement on consumer's brand preference in the telecom industry in Nigeria where he found out that advertisement has a major impact on consumer brand preference [7]. However, he suggests consideration should be made based on industry competitiveness [8]. He chooses the major players of MTN, Airtel and Glo .where the results show that they are all using an advertisement to gain consumer

brand preference strategically. MTN uses already established value to maintain its customers thereby introducing to the new products with better quality, Airtel provides innovative telecom ideas and cheaper mobile services [9] to maintain its market share and Lastly Glo uses celebrities as a tool to generate a love of its product in customers.

[10] the study, which was based on a survey of 315 randomly selected consumers of food drinks in Lagos, Ibadan and Ile-Ife, cities in Southwestern Nigeria, examined the role played by advertising in influencing consumers preference for Bournvita, which is one of the leading food drinks in the Food and Beverage industry in Nigeria. Results revealed that both male and female and different age groups were equally influenced by advertising in their preference for the brand. 38.73% of the consumers showed a preference for Bournvita out of the various brands of the food drink studied. The major reasons advanced for the preference are its captivating advertising (42.62%) and rich quality (40.16%). TV advertising was most preferred by 71.43% of the respondents of all the media used in advertising Bournvita. The need for high preference to advertising is therefore highlighted for companies that want to not only retain their market [11] but take positive steps to increase their market share [12].

2.Customer Perception

Perception is "consumers' belief [13] concerning the service received or experienced" [14]. Moreover, the perception of products and services is often discussed along with expectations. In this vein, expectations are defined as the "desires or wants of consumers" [15], [16]. [17] defined perception as "the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world".

Consumer perceptions about a brand's physical, functional and utilitarian attributes contribute to brand experience. Yet, verbal cues are important stimuli enhancing consumer brand experiences [18], [19]. According to [20], just as individuals have perceived images of themselves, they also have perceived images of products and brands. [21] views, the perception has strategic implications for marketers because consumers make decisions based on what they perceive, rather than based on

objective reality, making it difficult to predict the consumer behaviour [20], [22].

[23] research on brand preference and repurchase intention model: the role of consumer experience has taken perception as a variable on the impact on brand preference and repurchasing intention. The research implies that the symbolic effect of the brand on preference is exerted through its power to reflect or express the favourable identity of the consumer. Consumers perceive this impact either by matching or experiencing the brand, not by describing the brand using human traits. It suggests the importance of experiencing the brand to transfer the inherent value of brand attributes into brand preferences. In the context of technological products, the role of brand personality in shaping consumers' brand experience is emphasized [24]. Thus, it draws an important insight into how consumers perceive the symbolic value of humanizing the brand.

III.FINDINGS

The objective of the research is to know the impact of advertisement on brand preference towards the top 3 sportswear brands. There is an established literature on the role of the influence of advertisement on brand preference where the researcher aims to identify the relationship between advertisement and consumer brand preference.

Another researcher has proposed that there is an effect of advertisement and celebrity endorsement on customer brand preference, while celebrity endorsement is used as a tool to generate brand loyalty among customers [3]. This research shows that out of 211 respondents, 104 chose Nike as the most preferred brand, which is 49% of the total respondent, 71 respondents chose Adidas, which is 34% of the total respondent, and 36 respondents chose puma as the most preferred brand, which is 17% of the respondents. The study validated the role of advertisement and celebrity endorsement in having an impact on customer brand preference which is supported by the findings of research done.

IV.CONCLUSION/ DISCUSSION

This research was a study on the impact of advertisement on customer brand preference towards the top 3 sportswear brands, where the

independent variable is advertisement and celebrity endorsement and the dependent variable are the brand preference, customer perception and customer attitude towards the brand. From the list of the provided brands, Nike topped the list with the most preferred choice.

The findings also show that advertisement and celebrity endorsement have an impact on customer brand preference [23] as for the customer attitude towards the brand, advertisement has a significant impact [10], whereas, for the customer perception towards brands, the advertisement does not have a significant impact.

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