

**Project Report
On
The Effect of Advertisement on Consumer Brand Preference**

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Letter of Transmittal

August 30, 2020

Mohammad Afsar Kamal
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Subject: Submission of Project Report on “The Effect of Advertisement on Consumer Brand Preference.”

Dear Sir,

With due respect, I beg to inform you that, I am a student of BBA, 41th batch & dept. of DBA at Uttara University. I am very glad to submit you my project report prepared on **“The Effect of Advertisement on Consumer Brand Preference.”**

I have given my best effort to prepare the report with relevant information that I have collected from various sources during my project program from 20st June to 25th August 2020.

I pray and hope that the mistake of the report may have, will be kindly excused. So I cordially request to you evaluating this report & enough kind to receive this report.

Sincerely yours

.....

Avishekh Banerjee
ID: 2163011025
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Student's Declaration

I declare that the Project Report on **“The Effect of Advertisement on Consumer Brand Preference”** includes the results of my own research works, pursued under the supervision of Mohammad Afsar Kamal, Assistant Professor, School of Business, Uttara University.

I also declare that the internship report is prepared for academic purpose only. This report is not submitted by others.

.

.....

Avishekh Banerjee

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Program: BBA

Major: Marketing

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Supervisor's Declaration

This is to certify that Avishekh Benerjee a student of BBA, ID: 2163011025, has successfully completed his project report on **“The Effect of Advertisement on Consumer Brand Preference”** under my supervision for the partial fulfillment of the award of BBA degree.

He has done his job according to my supervision and guidance. He has tried his best to do this successfully. I think his program will help him in the future to build up his finer career.

.....

Mohammad Afsar Kamal

Assistant Professor

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Acknowledgement

With God, all things are possible; for he has made it possible by giving me the ability and strength to carry out this study. I say thank you Almighty Allah.

Works like this kind cannot be carried out without the help and guidance of an experienced person. I therefore wish to express my profound gratitude to Mohammad Afsar Kamal my supervisor for her suggestions, support, patience and constructive criticism throughout the research period.

Not forgetting the Lecturers and staff in the Department of BBA, School of Business, Uttara University.

Lastly, to my parents, husband, children, brother and sisters who by their encouragement gave me the strength to carry on when all hope was lost. I say Allah Bless you all.

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Abstract

The proliferation of assorted brands of food drinks in the country has led to cut-throat competition for increased market share being witnessed among the operators in the food drink industry. When competition is keen and the consumers are faced with brand choice in the market, it becomes imperative for the manufacturers to understand the major factors that can attract the attention of buyers to his own brand. These then form the basis for marketing planning and action. This study, which was based on a survey of 315 randomly selected consumers of food drinks in Lagos, 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. 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 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 but take positive steps to increase their market share.

Section- 01 Justification of the Study

1.1 Introduction

The essence of being in business by any business outfits is to produce for sales and profits. In order to remain in business an organization must generate enough sales from its products to cover operating costs and post reasonable profits. For many organizations, sales estimate is the starting point in budgeting or profit planning. It is so because it must be determined, in most cases, before production units could be arrived at while production units will in turn affect material purchases.

However, taking decision on sales is the most difficult tasks facing many business executives. This is because it is difficult to predict, estimate or determine with accuracy, potential customers' demands as they are uncontrollable factors external to an organization. Considering, therefore, the importance of sales on business survival and the connection between customers and sales, it is expedient for organizations to engage in programmes that can influence consumers' decision to purchase its products. This is where advertising and brand management are relevant. Advertising is a subset of promotion mix which is one of the 4ps in the marketing mix i.e product, price, place and promotion. As a promotional strategy, advertising serve as a major tool in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. As its name suggests, mass communication uses the same message for everyone in an audience. The mass communication tools trade off the advantage of personal selling, the opportunity to tailor a message to each prospect, for the advantage of reaching many people at a lower cost per person (Etzel et al., 1997).

Today, definitions of advertising abound. We might define it as communication process, a marketing process, an economic and social process, a public relations process or an information and persuasion process (Arens, 1996).

However like any industry competition has become very tense for the major brands as they have to fight to retain and grow their market share due to the shift of consumer preference from purely mobile services to internet based services. These foremost mobile operators have to now compete with solely internet providers like ntel, spectra net and smile etc for market share. (Dr Cross Oghoi Daniel-2019). Dr. Mustafa KARADENİZ(2013

)Advertisementsarethemostimportantfactorincreatingbrandpreferenceandenormoussums are spent on advertising. However, many obstacles may restrain ad's effects on brand selection. There is a relation between consumers' exposure to advertising and their possibility to buy the advertised ones. Research on the effectiveness of celebrity endorsements is well established and the benefits to be gained have been well-recognized (Atkins & Block, 1983; Erdogan, 1999; Misra & Beatty, 1990). Mazzini Muda (2010)- Advertisers must find a unique way to break through the ad clutter in order to be effective in their communications. Ronald E. Goldsmith (2000)- the concept of celebrity has been and will continue to be interest to scholars practitioners in marketing and advertising. Seung-A Annie Jin (2014)-Advertisers are increasingly capitalizing on consumers' skyrocketing usage of social media sites, including Facebook, Twitter, and Pinterest, to promote their brands.

1.2 Justification of the Study

- The study motivated to know about the effect of advertisement on consumer brand preference and to find out the exactly product what is consumers demand. This research helps to obtain detailed information on the brand by a good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite
- The sole purpose of a business is to sell products and services to earn profits. Advertising helps a business to earn profits by enabling more people to know about the products and services and thus resulting in more sales. The consumers on the other hand will never get to know about the products and services if they are not advertised. Advertisements help the consumers to make decisions regarding which product and service to buy. With the help of advertisements, a consumer gets the best possible options.

Today, the advertising industry has become a huge industry because of the large number of products and services being offered. As a result, the competition has also increased, requiring every businessman to promote his products and services in the best possible manner. This has further led to the development of new advertising techniques and an increase in the number of advertising agencies which are available today. The aim of every promotional campaign is to enable the products to reach the right people by increasing the awareness about the product, its benefits and drawbacks. This is important for the success of a business.

- The topic of the thesis is “The Effect of Advertisement on Consumer Brand Preference.” Advertising may influence consumers in many different ways, but the primary goal of advertising is to increase the probability that consumers exposed to an advertisement will behave or believe as the adviser wishes. Thus the ultimate objective of advertising is to sell things persuasively and creatively.

Section- 02 Objective of the Study

2.1 Research Objectives

The main objective of this research is to examine the advertisement on consumer brand preference.

- To examine the influence of advertising on consumer buying behaviours
- To determine the influence of age on advertising

Section- 03 Methodology

Data Source

According to **Adeolu B. Ayanwale's Journal- (2005)** "The Influence of Advertising on Consumer Brand Preference" The data used for this study were obtained from basically two sources. Primary and Secondary. However, the major data for the work were collected by means of structured question- naire. Three hundred and fifty (350) copies of questionnaire were administered on the members of the public through trained personnel in three major cities namely: Lagos, Ibadan and Ile-Ife at 150,100, and 100 copies, respectively. The res- pondents were selected randomly at each of the locations while the distribution was aimed at reflecting the population of each of these cities. However, three hundred and fifteen (315) of the questionnaire representing 90% of the total was responded to. In 138 representing 92% from Lagos, 77(77%) from Ibadan while all the 100 questionnaire were responded to in Ile-Ife. Of the total of 315 respondents, 158(50.165) were male 157(49.84%) were female.

The secondary data that were also of great assistance were extracted from the company's annual reports and other in-house publications for the period under study

Data Processing

The data was organized according to the relevance to the study about to be conducted. Data processing was done non-analytically to achieve the goal of the study.

Section- 04 Discussion

Objective- 01: To examine the influence of advertising on consumer buying behaviours.

Analysis of Data

Both descriptive and inferential statistics were used in analyzing the data collected. The responses by the consumers to some items of the questionnaire were compiled into tables according to the main variables being examined. Percentage analysis was used in examining variables such as consumer brand preference, media preference awareness sources, etc while inferential statistical model, (Chi-Square) was used in testing the hypothesis generated from the study. The values calculated was compared with the tabulated values of using 5% significance level and 2 degrees of freedom.

RESULTS

Vital socioeconomic parameters of interest were investigated to bring to the fore salient characteristics of the respondents.

Table 1: Distribution of consumers by sex

<i>Sex</i>	<i>Frequency</i>	<i>Percentage</i>
Male	158	50.16
Female	157	49.84
Total	315	100

Source: Analysis of Field Survey (2000)

Table 1 above revealed that consumers of the products are almost evenly distributed among both sexes, with the number of males marginally higher than that of female. This may suggest gender neutrality in the consumption of the products.

Table 1: Distribution of consumers by sex*Age in Years* *Frequency* *Percentage*

<10	21	6.67
11-15	27	8.57
16-20	29	9.21
21-25	42	13.33
26-30	35	11.11
31-35	49	15.56
36-40	46	14.6
41-45	24	7.62
46-50	10	6.03
51-55	12	3.81
56-60	11	3.49
Total	315	100.00

Source: Analysis of Field Survey (2000)

As presented above, the Table 2 showed the consumers' age range between 10 and 60 years. Its could be seen from the distribution that the modal age group is between 31-35 with about 15 percent of the total sample. Over 30 percent of the respondents are within the age range of between 31-40 years. The obvious implication of this finding is the dominance of youths in the market for the products of this company. Elderly people may not be too eager to consumer the product for reasons ranging from health to finance.

Table 3 shows that the three brands (Bournvita, Milo and Richocco) made up more than 75% of the brand preference of consumers. The large number of brands highlights the high competitiveness of the industry and the need for concerted efforts by the various companies not only to maintain their market but to increase their market share.

<i>Brands</i>	<i>Frequency</i>	<i>Percentage</i>
Bournvita	122	38.83
Milo	70	22.22
Richo	59	18
Vitalo	16	5.8
Ovaltine	10	3.8
Lipton	8	2.54
Others	18	5.71

Source: Analysis of Field Survey (2000)

Table 4: Consumers reasons for brand preference

<i>Reasons</i>	<i>Frequency</i>	<i>Percentage</i>	
Advertisement	159	50	
Quality	124	39	
Availability	19	6	
Price	6	1	
Packaging	3	1	
No Response	4	2	

Source: Analysis of Field Survey (2000).

The reasons for brand preference by the consumers depicted by the Table 4 above range from Advertising (50.48%) to Packaging (0.95%). The importance role of advertising in retaining and increasing the company's market is obvious from the result and instructive to the management of the company. Advertising and Quality difference made up about 90% of the reason for the observed brand preference.

Table 5 shows Bournvita topped the preference table of Cadburys product with 65.59% of the consumers expressing their preference

Table 5: Consumers' preference for Cadbury's brands

<i>Brand</i>	<i>Frequency</i>	<i>Percentage</i>
Bournvita	122	65.69
Richocco	59	31.59
Pronto	5	2.69
Total	186	100

Source: Analysis of Field Survey (2000)

The Table 6 highlights the reasons advanced for preferring Bournvita by the respondents. Most 42.62% of the consumers gave advertising as the reason for their preference, while 2.46% of the consumers gave the packaging of the brand as their reasons for preference. Tables 6 and 7 shows the prevailing role of advertising in promotion of Bournvita. Obviously Bournvita is the most advertised product of the company, no wonder that it is the most preferred of the company's products.

Table 6: Consumers' reasons for preferring Bournvita

<i>Reasons</i>	<i>Frequency</i>	<i>Percentage</i>
Advertisement	52	42.62
Quality	49	40.16
Availability	13	10.55
Price	5	4.1
Packaging	3	2.46

Source: Analysis of Field Survey (2000)

Table 7 shows that the most (59.05%) consumers were aware of Bournvita through advertising. However, 2.86% could not remember how

Table 7: Consumers' sources of awareness of Bournvita

<i>Sources</i>	<i>Frequency</i>	<i>Percentage</i>
Advertising	186	59.05
Word-of-Mouth	97	30.79
Sales Promotion	23	7.3
Can't Remember	9	2.86

Source: Analysis of Field Survey (2000)

Table 8 shows the number of years consumers have been aware of Bournvita. Analysis from the Table showed that 47.94% of the consumers have known the brand for over 20 years while 14.92% of them have known it over 5 years. This product does not seem to follow the product lifecycle model going by the experience and increased demand for it inspite of long years of its introduction into the market. The assertion that some products may not follow the product lifecycle model may be true in this case.

Table 8: How long consumers have known Bournvita

<i>No of Years</i>	<i>Frequency</i>	<i>Percentage</i>
Over 20 years	151	47.94
Over 15 years	75	23.81
Over 10 years	42	13.33
Over 5 years	47	14.92
Total	315	100

Source: Analysis of Field Survey (2000)

Table 9 reveals five different media used in advertising Bournvita and how consumers viewed them in order of preference. The results showed that most consumers (71.43%) expressed their preference for TV advertising of Bournvita while Newspaper and Magazine advertising shared 4.44% consumers each. The powerful combination of sound and vision in the TV advertisements might be reason behind the expressed preference for this media.

Table 9: Consumers perception of media use in ad-vertising bournvita

<i>Media</i>	<i>Frequency</i>	<i>Percentage</i>
Television	225	71.43
Radio	45	14.29
Out door display	17	5.4
Newspaper	14	4.44
Magazine	14	4.44
Total	315	100

Source: Analysis of Field Survey (2000)

Objective- 02: To determine the influence of age on advertising

The study on consumer purchase in the food drink industry was based on a survey of 315 consumers and sought to examine the influence of advertising on consumers' purchase of Bournvita, one of the products manufactured. It was also designed, among other things, to investigate the relationship between age group and advertising influence seeking to know specifically whether reception of advertising efforts is dependent on consumers' age bracket.

The obtained data from the survey supported the motion that brand preference exists in the food drink industry and that advertising efforts can affect product preferences. Of more than 12 different food drinks brands which featured in this study, Bournvita topped the brand preference table both in the food drink industry in general and in Cadbury's food drink brands in particular implying that it still remains the favorite food drink consumers and enjoys undisputed loyalty among the largest percentage of the respondents.

According to the respondents, advertising and quality are the major factors responsible for the success of Bournvita. Very few subjects cited other reasons such as price, packaging and availability for their choice of the brand. The implication of this is that price and other variables seem not to count much to the consumers as long as the quality of a product is maintained and the brand is also supported by heavy advertising reminding and persuading consumers to continue to buy.

Considering the number of years this product has been in existence vis-à-vis the time it has been known by the respondents, majority of the consumers claimed to have known Bournvita for between 10 and 20 years. And for Bournvita to have been in existence for more than 20 years and still remain the delight of many consumers of food drinks, it is evident that the brand has enjoyed a relatively prolonged life cycle.

The results of the study also showed that advertising of various kinds served as the respondents' major source of awareness of Bournvita. A combination of different media, both electronic and print, are employed in advertising Bournvita. Of these, however, Television is seen as the most potent and effective medium which most consumers (71.43%) cited. This implies that

Television, as a medium of advertising a product, has more impact on the respondents when compared with any other media being used for the same purpose.

In the final analysis, the null hypothesis stated for the study was not rejected as the chi-square test revealed that age group of consumers does not determine the reception of advertising efforts

Table 10 presented the perception by age group of the influence of advertising on Cadburys product in an attempt to test the formulated hypothesis. From the results in the Table 10, 54.17% children and 51.61% youths agreed to the fact that advertising had influence on the sales of Bournvita. The results was used to draw up a contingency χ^2 table to obtain the χ^2 calculated. At 2 df and 5% significance level, the χ^2 tabulated is 5.991 while the calculated χ^2 value was 0.559 which is lower. We therefore do not reject the null hypothesis and conclude that age group of consumers does not determine the reception of advertising efforts of Cadbury Nigeria Plc.

Table 10 presented the perception by age group of the influence of advertising on Cadburys product in an attempt to test the formulated hypothesis. From the results in the Table 10, 54.17% children and 51.61% youths agreed to the fact that advertising had influence on the sales of Bournvita. The results was used to draw up a contingency χ^2 table to obtain the χ^2 calculated. At 2 df and 5% significance level, the χ^2 tabulated is 5.991 while the calculated χ^2 value was 0.559 which is lower. We therefore do not reject the null hypothesis and conclude that age group of consumers does not determine the reception of advertising efforts.

Table 10: Advertising influence on age group

<i>Response</i>	<i>Children (6-15 years)</i>	<i>%</i>	<i>Youths (16-35 years)</i>	<i>%</i>	<i>Adults (36-60 years)</i>	<i>%</i>	<i>Total</i>
Yes	26	54.17	80	51.61	54	48.21	166
No	22	45.83	75	48.39	58	51.79	155
Total	48	100	155	100	112	100	315

Source: Analysis of Field Survey (2000)

The implication of this is that whether male or female, the advertising impact affects the respondents alike. The purpose of advertising in creating awareness and influencing purchasing decision in consumers can be achieved through effective campaign aimed at a well-selected target market irrespective of the age group in the chosen market segment.

Section- 05 FUTURE FORWARD

5.1 Future forward

The current study has contributed to the research on The Effect of Advertisement on Consumer Brand Preference. This approach was undertaken in response to the identification of a gap in research Advertisement on Consumer Brand Preference in the literature.

This chapter will discuss the theoretical and practical implications of the results from the two studies. This will be followed by an overview of the limitations of the current study, and possible areas for future research on recruitment sources identified during the analysis and evaluation of the results of the current study.

5.2 Implications

1. First, only 10 articles were reviewed to do this study. Clearly, there will be other The Effect of Advertisement on Consumer Brand Preference- related articles published in other journals. However, in mitigation of this limitation, the strength of the study is the ability to make comparisons with the findings of the earlier study of The Effect of Advertisement on Consumer Brand Preference -related work conducted by other researchers. By comparing the results of this study with those of other researchers, it has been identified with some certainty that the significant changes and trends that have occurred in the use of The Effect of Advertisement on Consumer Brand Preference in the industries of Bangladesh.
2. Second, each article was classified based on the judgement of the authors. The fact-finding for classifying the articles in this study, the fundamental theories and research methods used could differ from the other researcher's perspectives. However, these differences are only minor and that the comparisons made of the results are accurate and that the changes and trends identified in the demand of The Effect of Advertisement on Consumer Brand Preference.
3. Information was not sufficient. It was hard to obtain some of the information from the websites.

Some of the theories and definitions don't get matched entirely with the present context of the economy and financial organization in Bangladesh. It gets matched partially instead.

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Appendices

Appendix 1: Introducing Consulted Articles

sl	Article name	author(s)	Journal Name	Volume, (Issue), page no.	Year	Publisher
1	Effect of Advertisement on Consumer Brand Preference	Cross Ogohi Daniel	International Journal of Business Marketing and Management	, P.P. 26-31 ISSN: 2456-4559	2019	Researchgate
2	THE EFFECTS OF ADVERTISEMENTS ON THE CONSUMERS' BRAND PREFERENCE OF WHITE GOODS	Dr. Mustafa KARADENİZ	”, International Journal of Advertising	, S. 191-210	2013	Researchgate
3	Impact of Celebrity Credibility on Advertising Effectiveness	Sadia Aziz Usman Ghani Abdullah Niazi	Pakistan Journal of Commerce and Social Sciences	Vol. 7 (1), 107-127	2013,	Researchgate
4	Breaking through the Clutter in Media Environment: How Do Celebrities Help	Mazzini Muda* , Rosidah Musa & Lennora Putit	Social and Behavioral Sciences	42 (2012) 374 – 382)	2010	Researchgate-

5	Following Celebrities' Tweets About Brands: The Impact of Twitter-Based Electronic Word-of-Mouth on Consumers' Source Credibility Perception, Buying Intention, and Social Identification With Celebrities	Seung-A Annie Jin Joe Phua	Journal of Advertising,	43(2), 181–195	2014	Researchgate
6	Effects of ad quality & content-relevance on perceived content quality	Henriette Cramer	Yahoo Labs Sunnyvale, CA henriette@yahoo-inc.com	1-4	2015	Technovation
7	The Effects OF Celebrity Endorsement in Advertisements	Mwendwa Mildred Zipporah Dr. Hellen K. Mberia	International Journal of Academic Research in Economics and Management Sciences	3, No. 5 ISSN: 2226-3624	2014	Researchgate
8	Social Capital in the creation of Human Capital and Economic Growth: A Productive Consumption Approach	Soumyananda Dinda	Economic Research Unit, Indian Statistical Institute,	50586,	2015	Researchgate
9	Why Marketers Should Study Public Policy	David W. Stewart	Journal of Public Policy & Marketing	34 (1)	2015	Researchgate

1 0	Building brands identity	Sabin Mindrut, Adriana Manolica*, Cristina Teodora Roman	Procedia Economics and Finance	393 – 403	201 5	American Accounting Association
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Appendix II : Complication of objectives/purpose/hypothesis addressed by the articles

Article no.	objective/purpose/hypothesis
1	Objective The major objective of study is to identify the effect of advertisement on consumer brand preference. The objectives in numerical listing are.
2	Purpose It's widely accepted that advertising activities influence brand equity.³² In addition to this increase, the effects of variables that affect the buying decision phase showed schematically
3	Objectives ● Attitude of consumers to the celebrity credibility in the advertisement. ● 2) Investigate the influence of celebrity credibility on consumer's feelings towards the commercial and the brand. ● 3) To identify the buying intention of consumers towards that advertised brand.
4	Purpose The "Celebrity-Product Match-Up" proposition holds that in order to make an advertisement effective, Forkan (1980) proposed the match-up hypothesis for celebrity selection when he suggested that the message conveyed by the image of a celebrity Much of the research on celebrity match-up or congruity investigates the appropriateness of the match between an endorser and a product based on the endorser physical attractiveness
5	Hypothesis H1: A celebrity with a higher number of followers will be perceived as higher in three dimensions of source credibility (physical attraction, trustworthiness, and competence) than a celebrity with a lower number of followers. H2: A celebrity with a higher number of followers will have a stronger social influence on a consumer's intention to build an online friendship with the celebrity than a celebrity with a lower number of followers. H3: The number of Twitter followers that a celebrity has will interact with the valence of the celebrity's tweets about a brand in influencing consumers' (a) product

	involvement and (b) buying intention. When the number of followers is low, the valence will not have a significant effect. In contrast, when the number of followers is high, positively valenced brand tweets will result in greater product involvement and buying intention than negatively valenced brand tweets.
6	Objective Perceptions of ad quality in isolation Ad quality and aggregate content perceptions
7	Objective To identify the factors that lead to celebrity's influence on audience 2 To examine the effect of celebrity endorsement in advertisement on consumer habits
8	Objective 2.1 discusses how productive consumption develops human capital. Section 2.2 analyses how the developed human capital (or educated individuals) generate and accumulate social capital. Section 2.3 provides standard welfare function and optimizes it with respect to constraint. Section 2.4 analyses the results derived from our model
9	Objective •) Why should marketers study public policy? and • (2) What do marketers have to contribute to an understanding of public policy?
10	Objective . Develop a brand identity framework 2. Study the impact of the brand identity on consumers 3. Establish a hierarchy of the importance of the components in the mind of the consumers 4. Study Nescafe's brand identity impact on its customers

Appendix III: Complication of Methods used in the articles

Article no.	Methods used
1	The philosophical worldview adopted in this research was empiricism and interpretivism. Empiricism worldview was adopted because in this research we plan to observe and experience the effect of advertisement on individuals and groups of

	people, we gathered a group of 100 students on campus and interviewed them as well as gave them questionnaires to answer.
2	In this research, relationship between brand and advertisement is studied. Exploring the effects of advertisements on the brand preference of white goods is aimed. Research process consists of four stages. The first stage is preparation, the second stage is preliminary test phase, the third stage is data collection and the last stage is data analysis.
3	The population for the research study included the MBA students of different universities of Peshawar city. List of universities were taken from Higher Education Commission and from each university one whole class of under graduate students were randomly selected. Data was. A whole sample of 145 members was attained. The sample consisted of both male and female students.
4	The first known practice of celebrity endorsement was in 1800s when Queen Victoria's laundress was used to endorse Glenfield Patent Starch and Mark Twain's face appeared on a bag of flour and two different kinds of cigar boxes
5	Participants and design. Participants were recruited from communication undergraduates at a major university on the East Coast of the United States. There was no monetary compensation, but students were offered course credit for participation. A total of 160 undergraduates participated
6	We use a two-stage Mechanical Turk experiment, limited to US-based participants. We first establish a set of 'good' and 'bad' ads. In the second step we use those benchmarked ads to measure effects on perceived content/site quality.
7	This study will involve secondary information by conducting literature review. The materials used include texts, journals and articles within a period of last two decades. This will help in finding out what has been researched by other scholars especially the factors that lead to celebrity's influence on audience. It will also examine the effect of celebrity endorsement in advertisement on consumer habits

8	This section develops a model that analyses how consumption lead human development (or labour efficiency) improves productivity and thereby economic growth and development. Steger (2002) defines capital as the composition of physical and human capital, here I add the social capital to it for wider sense of capital that is discussed later
9	In their discussion of the “four eras” of marketing, Wilkie and Moore (2003, 2012) observe that the marketing discipline emerged in response to the need to address the complexity associated with moving goods from production centers to concentrations of consumers. In contrast to the discipline of economics, which had historically focused on the production system, marketing arose to address questions and practices related to demand and distribution.
10	The research problem that we considered is the establishment of whether or not the system created by us has relevance and can be applied. We aim to test the impact of the brand identity elements on the consumer’s perception in order to have better knowledge in the field and make the process of building and evaluating a brand easier.

Appendix IV: Complication of conclusions of the articles

Article no.	Conclusions
1	In conclusion the study concluded various findings regarding the effect of advertisement on consumer brand preference and most of the findings showed a positive relationship and that advertisement continues to be among the major elements in maintaining consumer brand preference
2	In the survey questions about factors effecting consumers’ brand preferences have been surveyed. These factors are the prestige that the brand brings, quality of the brand, brand name lasting in mind, attractive brand logo, well-known brand, reliable brand, press advertisements, visual advertisements, reachable brand and discount at market
3	The core idea of this research was to observe the impact of famous person’s credibility and consumer’s mind-set to the commercial, the brand and finally their purchase intentions towards the specific brand. It was also to compare the respondents response towards the brand advertisements of famous celebrities and brand promotion having unknown celebrities. The consequences of this research

	are hopeful as it signifies the effectiveness of celebrity credibility for advertisements.
4	Having a clear concept of what to communicate to target audience alone is not sufficient to be successful in advertising. Advertisers must also do well in the next step, which is to choose the right media and vehicle to place their ads so that the message will be smoothly channelled and reached the intended audience.
5	Theoretical and Managerial Implications The findings of this study have some important theoretical and managerial implications. First, they attest to the potential for celebrity endorsers, particularly those with a high number of followers and prosocial backstories, to promote advertisers' brands and products on Twitter, thereby leveraging microblogging sites as an effective medium for eWoM. Second, because these celebrities are viewed as fellow users of Twitter but simultaneously perceived as being more credible, trustworthy, attractive, and competent than ordinary Twitter users, they are able to provide eWoM regarding brands and products that positively influences their followers' postexposure product involvement, attitudes, and brand loyalty
6	Our results hint that native ads that in isolation have been rated as high quality could still have a negative effect on site credibility and perceived quality if they are too content relevant. Interestingly, we find that in specific circumstances good, content-related ads could have the same effects as bad ads; while no ads did not do better than high quality, non-related ads.
7	Celebrity endorsement in advertisement is the use of testimonial evidence or endorsement, a style that features a highly believable or likeable source endorsing the product. The increase of celebrities endorsing brands has been steadily increasing over the past years. Marketers acknowledge the power of celebrities in influencing consumer- purchasing decisions. Celebrity endorsement can bestow special attributes upon a product that it may have
8	Social capital is a broad term containing the social norms and networks that generate shared understandings, trust and reciprocity, which underpin co-operation and collective action for mutual benefits, and creates the base for economic prosperity. Social capital is accumulated when people interact in a purposeful manner with each other in formal and informal meeting places.
9	An important contribution of the marketing discipline is its view that supply and demand can be efficiently, rapidly, and effectively matched by markets with some important regulation by government. Marketing's most consequential

	contributions lie in addressing these market mechanisms. JPPM seeks articles that address important societal issues and suggest innovative solutions through both market mechanisms and/or government regulation.
10	First conclusion would be the assessment of the brand identity. Reviewing the results, the importance of a strong brand identity is obvious. In order to occupy the designated area of impact from the customer's perception, it is mandatory to take into consideration the undertaken factors. Second conclusion is the established hierarchy between the brand identity elements. It is wrong to have a perception upon the brand identity as an individual asset. It is based on the following elements presented in order of their importance: Products and Packaging, Marketing Collaterals, Logo, Messages and Actions, Signage, Stationery and apparel.