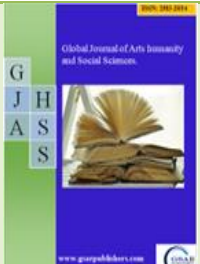
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Advertising as a Tool in Facilitating Consumer's Purchasing Power Using Nigeria Bottling Company (NBC) Plc, Kano Branch as a Case Study

BY

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Abstract

Advertising is a crucial element in promoting products and influencing consumer purchasing decisions. This study examines the impact of advertising on consumer purchasing power, using the Nigerian Bottling Company (NBC) Plc, Kano City branch as a case study. The research aims to investigate the effect of advertising on the company's sales and profitability, as well as its relationship with consumer purchasing behavior. A survey research design was employed, and data were collected using questionnaires and purposive sampling. The results show a significant positive correlation between advertising and consumer preference, with advertising found to build primary demand and lead to a significant improvement in sales. This study contributes to the existing body of knowledge on advertising and consumer behavior, providing valuable insights for businesses operating in the fast-moving consumer goods (FMCG) industry. The findings can inform NBC's advertising strategies, enhancing its competitiveness and market share in the Nigerian market.

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Introduction

It is no news that the use of advertising has increased significantly in the 21st century. This is because, Advertising has become an integral part of the social and economic communication system for both consumers and businesses (Belch & Belch, 2003). Advertising plays a crucial role in the modern marketplace with businesses investing billions of dollars annually to reach and persuade consumers. In today's competitive market, effective advertising plays a vital role in influencing consumers purchasing decisions (Kotler et al., 2009). As a tool for facilitating consumer purchasing power, advertising can inform, persuade, and influence consumer behavior, ultimately driving business growth and success. In the same vein, Chukwu, et al (2019) observed that Advertising is a promotional strategy that serves as a major tool in creating product awareness in the minds of potential consumers to make a purchase decision. It reminds, reassures, and influences the decisions of the consumers on their acceptability of the product advertised.

Similarly, Advertising plays a significant role in shaping customers' purchasing power, indirectly influencing their buying decisions and financial choices. While it doesn't directly increase the amount of money in customers' pockets, it can empower them

in several ways to make more informed, efficient, and satisfying purchasing decisions. According to (Ingavale, 2013), advertising brings brand equity to a firm which leads to higher sales and profitability. He added that advertising promotional strategy creates top-of-the-mind awareness of a brand in the minds of potential customers and aims at facilitating brand recall.

Bonney (2014) in his study observed that Marketers invest in a variety of media outlets to manipulate customer behavior and among these media platforms, advertisement has a distinctive and unique pattern that especially engages customers. In other words, He believes that Advertising is increasingly becoming important as it has the potential to boost sales and help the economy of any nation to grow. At various stages of economic development, advertising becomes an important economic tool, performing different roles according to the needs of the economy. Through advertising, the mass media bring already existing goods and services to the attention of buyers from all walks of life to sell the product, idea, or service.

Previous studies have highlighted the significance of advertising in shaping consumer attitudes and behaviors. In the context of the



fast-moving consumer goods (FMCG) industry, advertising is a key driver of sales and market share (Nielsen, 2018).

The Nigeria Bottling Company, a subsidiary of The Coca-Cola Company, has consistently committed to brand promotion and advertising campaigns to enhance market share. However, with the recent economic downturn, companies face declining patronage and stiff competition, making effective advertising crucial to gaining a competitive edge. Despite significant investment in advertising, there is a lack of understanding about how advertising effectively facilitates consumer purchasing power, particularly among consumers of NBC in Kano state. This research aims to bridge this gap by examining the impact of advertising on consumer purchasing power, providing valuable insights for marketers, advertisers, and businesses operating in the FMCG industry. The findings will contribute to the existing body of knowledge on advertising and consumer behavior, offering practical recommendations for businesses to develop effective advertising campaigns that drive consumer engagement and loyalty, ultimately facilitating consumer purchasing power.

Study Objective

The objective of this study includes

- To examine the relationship between advertising and consumer purchasing behavior of Nigeria Bottling Company, Kano branch.
- To examine the extent to which advertising builds primary demands of Nigeria Bottling Company Kano Branch.
- To examine the extent to which advertisements build preference of Nigeria Bottling Company, Kano Branch.

Literature Review

Evolution of Advertisement in Nigeria

Advertising in Nigeria has historical roots dating back to the era of town criers, who served as primary messengers for important community events, intertribal conflicts, celebrations, and other significant announcements. Even today, many villages in Nigeria continue to rely on town criers for disseminating essential information, compensating them for their services in kind. Additionally, early advertising methods included hawking, where vendors would vocally promote their goods, highlighting their features and benefits. However, as commercial activities grew, traditional advertising methods gradually gave way to modern mass media communication, which proved more effective in delivering advertising messages to a broader audience. Nevertheless, traditional media still persists in some regions of Nigeria as a means of advertising. (Arowomole, 2002).

Modern advertising in Nigeria began with the inception of the country's first newspaper, "IWE IROYIN." According to Ogbodoh (2003), when "IWE IROYIN" started its publication, it featured advertisements in the form of announcements for events like births, weddings, deaths, church activities, job openings, shipping schedules, and more. As additional newspapers such as Anglo Africa (1863), Lagos Weekly Records (1891), Lagos Standard

(1892), Nigeria Pioneer (1914), and others emerged, the scope of newspaper advertising expanded significantly. These advertisements supplemented the revenue generated from government and commercial advertising. By 1960, advertising had expanded its reach to include magazines and broadcasting. Magazines introduced color to Nigerian advertising, marking a significant development. Radio took advantage of the intimate nature of the human voice, while television leveraged movement to enable dramatic advertising presentations. Nigerian advertising companies played a pivotal role in shaping the advertising landscape, including the Royal Niger Company, which later transformed into the United African Company (U.A.C), Lever Brothers, Cadbury, and A.J. Scard, among others. These companies partnered with institutions like the Daily Times, Nigeria Television Authority (N.T.A), and Federal Radio Corporation of Nigeria (FRCN), laying the groundwork for Nigerian advertising to flourish.

Advertising as a Tool of Competition

For over thirty years, a considerable number of scholars have argued against the applicability of the strong force theory across all market sectors. These scholars propose that when it comes to marketing frequently purchased goods (such as food or drink in mature markets), volumes of advertising merely reflect an attempt to maintain a market share in competitive, but fragmented markets like in the case of Nigerian Bottling Company Plc. The total volume of advertising does not affect the total market size (ISBA 2004). The simple yet highly complex reality is that advertising works in diverse ways, yielding various effects, which are influenced by numerous intrinsic and extrinsic variables. Advertising takes advantage of the subconscious mind as it creates its messages. By appealing to elements of the subconscious which is beyond the average person's control, advertising can influence the conscious mind. The effect that advertising is trying to achieve is to influence a person's conscious decision-making by appealing to the subconscious. It is trying to get that person to decide to buy.

Concept of Consumer Behavior

Consumer behavior has long been a focal point for both researchers and marketers, garnering extensive study over the years and remaining a subject of ongoing investigation. Various perspectives exist among researchers regarding the reasons behind the prominence of consumer behavior in academic and research circles. One prevalent viewpoint is the recognition that consumer behavior directly influences the overall performance of businesses (Kotler & Keller, 2012).

Consumer buying behavior encompasses the decision-making process through which individuals allocate their valuable resources (time, money, and effort) toward consumption-related items. This encompasses various aspects such as what they purchase, the reasons behind their purchases, timing of purchases, preferred purchasing locations, frequency of purchases, utilization patterns, post-purchase evaluation, the influence of such evaluations on future behaviors, and methods of disposal.



As noted by Proctor et al. (2002), the primary objective of analyzing consumer buying behavior is to elucidate the reasons behind consumers' actions within specific contexts. Another perspective posits the importance of understanding the motives and mechanisms underlying individuals' purchase decisions. Armed with such insights, companies can formulate more effective strategic marketing initiatives. By comprehending how consumers are inclined to respond to different stimuli and environmental factors, businesses can tailor their marketing strategies accordingly. Undoubtedly, marketers equipped with a deep understanding of consumer behavior gain significant competitive advantages in the marketplace, as emphasized by Schiffman et al. (2001).

Advertising and Consumer Purchasing Power

Advertising plays a crucial role in enhancing consumer purchasing power by furnishing them with information regarding products and services, thereby augmenting brand awareness. The primary objective of advertisers is to connect with potential customers and shape their awareness, attitudes, and purchasing behaviors. According to Ayanwale et al. (2005), consumer behavior analysis seeks to elucidate the motives behind consumers' actions within specific contexts. It endeavors to identify the factors influencing consumer behavior, particularly the economic, social, and psychological aspects, which can inform the optimal marketing mix for management decisions. Economic theory aims to establish correlations between selling prices, sales volumes, and consumer income, akin to the evaluation of advertising expenditure against sales performance.

In their study on food and drinks, Ayanwale et al. (2005) highlighted advertising and product quality as pivotal factors contributing to product success. This suggests that, to consumers, factors such as price and other variables hold less significance compared to consistent product quality supported by robust advertising efforts. The study findings indicated that advertising, across various mediums including electronic and print, served as the primary source of consumer awareness. Consequently, combinations of different media platforms are utilized in advertising strategies. There has been a controversy in determining whether advertising's primary role is informative or persuasive. Galbraith (2005) believes that advertising influences and persuades the consumer to make purchases only when the consumer does not know what they want. He contended that the fact that wants could be synthesized by advertising, catalyzed by salesmanship, and shaped by discrete manipulations of advertisers, shows that the wants are not very urgent. Nevertheless, some advertising themes are very persuasive and have the power to manipulate the dispositions of brand loyalty.

Review of Related Studies

Widayat et al. (2022) investigated the influence of advertising variables, electronic word of mouth, and brand awareness on the purchase decisions of 250 consumers of fashion products in Indonesia. The study found that advertising variables, such as ad appeal and brand awareness, significantly impact consumer

purchase decisions. Electronic word of mouth was also found to have a positive impact on purchase decisions.

Yadav (2022) examined the impact of advertising on the buying behavior of 23 consumers of luxury pens. The study revealed that advertising significantly influences consumer preferences for brand, color, and price. The study also found that consumers are willing to pay a premium for luxury pens that are advertised effectively.

Gde Satia Utama et al. (2021) explored how advertisements influence consumer buying behavior in Malaysia and India. The study found that advertisements significantly impact consumer purchasing decisions, with cultural factors influencing the effectiveness of advertisements.

Kumari and Kumar (2020) investigated the relationship between advertisements and the buying behavior of 100 consumers of beauty products in Ranchi town. The study found a positive correlation between advertisements and consumer purchasing decisions, with advertisements significantly influencing consumer preferences for beauty products.

Kumari and Sangita (2020) examined the impact of different media channels on consumer purchasing behavior. The study found that printing, broadband, outdoor, and social media have a positive and significant impact on consumer purchasing behavior while broadcasting media has no significant impact.

Rehman et al (2014) in their research on how advertising affects the buying behavior of consumers in Pakistan analyzed the impact of advertisement on consumer buying behavior, and the results of correlation indicated that advertising is positively correlated with buying behavior at the highest correlation of 0.414 or in other words consumer buying behavior is impacted by advertisement. His research further revealed that advertisements provide consumers with the information they need about the advertised product which in turn becomes a source of awareness when consumers discuss the information with their friends and families whereby this information tends to influence consumers on what they buy, how they buy, when they buy, where they buy and how they buy.

Consequently, (Ahmed and Ashfaq, 2013) conducted a study to explain the impact of advertising on consumers' buying behavior in purchasing cosmetics products. The findings of the study showed that 41% of respondents were influenced by product quality, 39% were influenced by to persuasiveness of the advertisement and 20% were influenced by the information provided by the advertisement.

(Kumar A, 2011) conducted a study of advertising and consumer buying behavior with special reference to Nestle Limited, India found that advertising and sales promotion together with the image of a company influences the consumer buying decision. They added that the quality and price of a product also influence a consumer's purchase of a good. (Kumar A, 2011) study also found that consumers decide to purchase a particular product after being exposed to advertisements which raises their level of awareness of

the product, product price, product benefits, and product quality. The study also found that some consumers use advertisements to compare various advertised products before deciding to purchase.

Furthermore, Yelbert (2010) researched the effects of advertisements for hair products on students' purchasing habits. Yelbert's research revealed that some people had a negative perception of advertising. They described advertising as a way of promoting inferior products to increase sales. Also, advertisers did not give full information about the product her research findings indicated that many students are influenced to adopt hairstyles in advertisements.

Niazi et al. (2012) researched effective advertising and its influence on consumer buying behavior (information management and business review). This research established that advertising is an effective tool to attract people and to divert their attitude positively toward a product. The research revealed that there is a moderate relationship between consumer purchase attention, environmental factors, and emotional factors. It is evident in all these studies that there is a relationship between advertising and consumer purchasing behavior.

These studies demonstrate a consistent relationship between advertising and consumer purchasing behavior, highlighting the significance of advertising in shaping consumer attitudes and decisions. However, it is important to note that individual perceptions and influences may vary, and advertising may not always lead to purchases but can create awareness and attention.

Research Methodology

The study utilized the survey research design to investigate the relationship between advertising and consumer purchasing behavior. The design was chosen because it enables the understanding of the relationship between the independent variables (advertising) and the dependent variable (consumer purchasing power). The design has been used by various researchers including Kothari (2006), the study population consisted of staff of Nigeria Bottling Company, Kano, and Consumers of Nigeria Bottling Company products. The population was selected to provide answers to research questions. A combination of purposive sampling was used to select key informants such as company managers, sales managers, and marketing managers while random sampling was used to select respondents among consumers of Nigeria Bottling Company Products. Studies such as Kumar (2011), Cooper and Schindler (2014), Zikmund et al. (2013), Hair et al (2015) among others also utilized the combination of these two sampling techniques in their studies.

A total sample size of 200 was used for the current study, respondents were requested to complete the structured questionnaire voluntarily. The questionnaire used as the research instrument was divided into two sections, A and B section. The A section collected demographic data while the B section gathered information related to the study objective.

Data analysis was carried out using frequency tables and percentage calculations to provide answers to the research questions. The analysis was presented in rows and columns for easy understanding with responses expressed as percentages based on a total of 100%.

Data Presentation and Analysis

Validity and reliability test.

To ascertain the internal reliability of the instrument, Cranach's alpha coefficient was calculated for each scale. The alpha value results were 0.85 and 0.83 respectively, all values are above the standard value of 0.70, indicating good internal consistency reliability. Thus we can interpret the result with confidence.

Descriptive Analysis.

The descriptive analysis provides an overview of the demographic characteristics of the respondent and the study's main variables. The table discusses the descriptive analysis of the respondent relationship with NBC product advertisement in terms of patronage. Table one shows descriptive results of the demographical variables of the respondents.

Section A: descriptive results of demographic

Table 1: Gender of Respondent

Gender of respondent	Frequency	Percent (%)
Male	122	61
Female	78	39
Total	200	100

Source: field survey, January, 2024

Table 2: Age Range of the Respondents

Age Range	Frequency	Percent (%)
16-20	8	4
21-25	124	62
26-30	56	28
30+	12	6
Total	200	100

Source: field survey, January, 2024

Section B: Research Questions

Table 3: How often are you exposed to NBC product advertisements?

Option	Frequency	Percent (%)
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Very often	56	28
Often	124	62
Less often	20	10
Not at all	0	0
Total	200	100

Source: field survey, January 2024

Table 3 above shows 62% and 28% respectively of respondents who have been exposed to NBC product advertisements. This means that the majority of the respondents have been exposed to NBC product advertisements.

Table 4: Which of the following media channels do you most often see in NBC advertisements?

Option	Frequency	Percent (%)
Television	63	32
Radio	41	20
Social Media	27	14
Billboards	52	26
Newspapers	11	5
Magazines	6	3
Total	200	100

Source: field survey, January, 2024

Table 4 shows 32% of the respondents were exposed to NBC advertisements through the Television media channel.

Table 5: What factor influences your purchasing decision of Nigeria Bottling Company products?

Option	Frequency	Percent
Price	20	10
Quality	36	18
Adverting	68	34
All of the above	76	38
Total	200	100

Source: field survey, January, 2024

Table 5 above shows that 38% and 34% respectively of the respondents indicated that all the listed options, as well as advertising option, influenced their purchasing decision of Nigeria Bottling Company Products. This shows that the majority of the

respondents were influenced by advertising factors as well as all of the above options.

Table 6: How Important is advertising in your purchasing decision for Nigeria Bottling Company product

Option	Frequency	Percent
Very important	46	23
Important	126	63
Not very important	24	12
Not at all important	4	2
Total	200	100

Source: field survey, January, 2024

Table 6 above shows, 23% and 63% respectively believe that advertising plays an important role in the purchase of Nigeria Bottling Company products.

Table 7: How loyal are you to purchasing Nigeria Bottling Company products?

Option	Frequency	Percent (%)
Very loyal	44	22
Loyal	108	54
Not very loyal	36	18
Not at all loyal	12	6
Total	200	100

Source: field survey, January, 2024

Table 7 above shows that 76% are loyal to purchasing Nigeria Bottling Company products. Indicating that the majority of the respondents are loyal to the purchase of Nigeria Bottling Company products.

Table 8: What factor contributes to your loyalty to Nigeria Bottling Company products?

Option	Frequency	Percent
Price	27	13.5
Quality	30	15
Adverting	43	21.5
Brand image	11	5.5

All of the above	89	44.5
Total	200	100

Source: field survey, January, 2024

Table 8 above shows that 13.5% of the respondents indicate that price contributes to their loyalty to NBC products, while 15% and 21.5% indicated quality and advertising respectively, 5.5% and 44.5% indicated brand image and all of the above as the factors which contributed to their loyalty to Nigeria Bottling Product.

Discussion and Findings.

Relationship between Advertising and Consumers Purchasing Decision on NBC product, Kano Branch.

Analysis of the data suggests that advertising plays a significant role in shaping consumer's purchasing decisions with 38% of respondents indicating that advertising influences their purchasing decisions (table 5). Table 6 further shows that 63% of the respondents consider advertising important or very important in their purchasing decisions which also proves the positive relationship between advertising and consumers' purchasing decisions. Collaborating these findings, a study by Kotler et al. (2009) found that advertising plays a significant role in shaping consumer attitudes and preferences, and ultimately influences purchasing decisions. The study also found that television is the most effective medium for influencing purchasing decisions, followed by radio and social media (Table 4). This finding is consistent with existing research that highlights the importance of advertising in shaping consumer attitudes and preferences (Kotler et al., 2009). This supports the theoretical construct of the hierarchy of effect theory which explains how advertising influences consumer purchasing decisions through a series of cognitive, affective, and behavioral stages. The theory suggests that advertising first creates awareness (cognitive stage) followed by knowledge, liking preference conviction, and finally purchase (behavioral stage).

Advertising Builds Primary Demand for Nigeria Bottling Company Products.

The findings suggest that advertising builds primary demands. Table 3 shows that 62% of the respondents are often exposed to NBC products, indicating a high level of advertising reach and frequency. Furthermore, table 6 suggests that 70% of the respondents consider advertising important or very important in their purchasing decisions. By analyzing these findings, we can conclude that advertising builds primary demands for Nigeria Bottling Company products to a large extent. Supporting these findings, Gerard Tellis's (2004) work in "Effective Advertising: Understanding When, How and Why Advertising" highlights the importance of advertising in creating awareness and generating interest among consumers. In line with our findings, David Weedmark (2011) further explains how primary demand advertising is used to promote a product rather than a brand and can benefit multiple producers within an industry.

Effectiveness of Advertisement in building preference for Nigeria Bottling Company products as against other soft drinks brands.

Analysis of the findings shows advertisement is effective in building preference, with 21.5% of respondents indicating that advertising contributes to their loyalty to NBC products (Table 8) and 44.5% indicating that all factors including advertising contribute to consumer's loyalty to a product. This suggests that advertising effectively reaches and persuades consumers, ultimately building their preference for the advertised product. This is consistent with the studies of Nowacki R & Beata Zatwarnicka-Mudura (2019) who found that storytelling in advertising can build product preference by creating an emotional connection with the target audience. Jenkins (2003) also emphasized the importance of advertising and its impact on building product preference.

Conclusion

The result of this study shows that Advertising is an essential element in facilitating the purchase of Nigeria Bottling Company products. Generally, business owners believe advertising provides a public service because it gives them information about their products in its broadest sense, this is in the affirmative as advertisements constitute a vital link for information between producers and consumers. The study further revealed that advertising does more than merely inform, its job is to sell, and facilitate the purchase of products by consumers. In other words, successful adverts skillfully engage the minds of the consumers and motivate them to buy the product advertised. Thus, these research findings provide valuable insights for marketers and advertisers, emphasizing the need for effective advertising strategies that resonate with target audiences and drive business growth. By investing in advertising, Nigeria Bottling Company's Kano branch has continued to build brand awareness, influence purchasing decisions, and drive consumer loyalty, ultimately facilitating consumer purchasing decisions.

This research offers a framework for businesses to develop effective advertising campaigns that drive consumer engagement and loyalty, ultimately facilitating consumer purchasing power in the competitive market landscape.

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