IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR

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BENIN CITY, NIGERIA

MARCH 2025

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BEING A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF MARKETING, IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE (B.SC) DEGREE IN MARKETING, FACULTY OF MANAGEMENT SCIENCES, UNIVERSITY OF BENIN, BENIN CITY

MARCH 2025

DECLARATION

I, **AGHEDO BEATRICE IVIE with MAT NO: MGS2007850,** do hereby declare that this project was based on a study undertaken by me in the Department of Marketing, Faculty of Management Sciences, University of Benin, Benin City, under the supervision of Prof. E. P. Oseyomon. This work had not be previously submitted for the award of Bachelor of Science Degree in Marketing, to the best of my knowledge. All ideas and views were a product of my personal research; and where the views of others been expressed, have been duly acknowledged.

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DATE

CERTIFICATION

We, the undersigned, certify that this project was carried out by **AGHEDO BEATRICE IVIE** with matriculation number **MGS2007850** of the Department of Marketing, Faculty of Management Sciences, University of Benin, Benin City, Edo State, Nigeria; the work has not be presented in part or full in any diploma or Degree awarding institution and the work is adequate in scope and quality in partial fulfilment of the requirements for the award of B.Sc. Degree in Marketing, Faculty of Management Sciences, University of Benin, Benin City, Nigeria.

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DEDICATION

This work is dedicated to God Almighty, whose love and guidance inspired me every step of the way. The work is also dedicated to my wonderful parents, Mr. and Mrs. Aghedo.

ACKNOWLEDGEMENTS

I extol the majesty of the Almighty God, whose divine providence, infinite wisdom, and unwavering love have been my constant source of strength, inspiration, and guidance throughout this academic journey. My deepest gratitude goes to my project supervisor, Prof. E.P. Oseyomon for his tireless guidance, unwavering support, and unrelenting belief in me. Your mentorship has been a precious gift, and I am forever grateful.

My sincere appreciation goes to my parents, Mr. and Mrs. Aghedo for being my pillars of strength, my safe haven, and my constant source of inspiration. Your love, sacrifices, and prayers have been the wind beneath my wings, and I am eternally grateful. To my wonderful siblings, Glimson, Promise, Osato, and Prince, I appreciate your love, encouragement, and support.

I wish to also express my profound appreciation to my dear friends and confidants, Esosa, Esther, and Omoyemwen, and to my amazing roommates, Stacey, Blessings, and Osawoname, I cherish the laughter, the memories, and the late-night conversations we have shared. You habve all made this journey unforgettable, and I'm honoured to have you in my life.

I also extend special appreciation to my Pee, who has been a spiritual guide and mentor, representing me and the NCF, who have been a constant source of support and encouragement throughout my academic journey. And to my fellow students from the Department of Marketing, University of Benin, I salute you! Together, we have navigated the ups and downs of academia, and I am proud to have shared this experience with each and every one of you. Thank you for the camaraderie, the competition, and the memories that will last a lifetime.

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ABSTRACT

The study investigated the impact of advertisement on consumer buying behaviour. To achieve the objective of the study, five research questions were raised and answered.

The research design adopted for this study is the descriptive survey research design. The population for this study was made up of 5,000 customers and consumers of various beverage products within the University of Benin, Ugbowo Campus. A sample size of 100 beverage consumers within the University of Benin, Ugbowo Campus, was selected to participate in the study. The data collected for this study was analyzed using frequency counts and simple percentages.

Findings from the study revealed that quality advertisement significantly influence consumer buying behaviour, with visually appealing, clear, high-quality, and creative advertisements having a strong positive influence on consumer buying behaviour. It was concluded that celebrity endorsement significantly impacts consumer buying behaviour, with admiration, perceived reliability, and celebrity popularity playing key roles in shaping purchasing decisions. Based on the findings, it was recommended that businesses should prioritize visually appealing, clear, high-quality, and creative advertisements to maximize consumer engagement and influence purchasing decisions.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Advertising is a critical marketing tool that influences consumer awareness, preferences, and purchasing decisions. It serves as a medium for businesses to communicate the value of their products and services to potential buyers. Over the years, advertising has evolved from traditional channels such as newspapers, television, and radio to modern digital platforms like social media, search engines, and mobile applications (Tijani, 2023). In Nigeria, businesses increasingly rely on advertising to boost brand visibility and gain a competitive edge in the market. Advertisements employ various persuasive techniques, including emotional appeals, storytelling, and celebrity endorsements, to influence consumer behaviour. The ability of advertisements to create a lasting impression is crucial in shaping consumer preferences. With the proliferation of digital media, advertisements have become more interactive and engaging, allowing brands to build stronger relationships with their customers while increasing sales and market share.

Consumer buying behaviour is influenced by multiple factors, including psychological, cultural, and economic elements. Advertising plays a significant role in shaping consumer perceptions by providing information and influencing purchasing decisions (Daggo, 2020). In Nigeria, where consumers are exposed to various brands,

advertising helps businesses differentiate themselves from competitors. Effective advertisements capture attention, create desire, and drive action, making them a vital aspect of marketing strategy. Advertisers use techniques such as repetition, humour, and emotional triggers to enhance consumer recall and brand loyalty. The digital age has further revolutionised advertising by allowing companies to use personalised marketing strategies that cater to individual consumer preferences. This approach increases the relevance of advertisements, leading to higher engagement and conversion rates. As businesses continue to expand their marketing efforts, the role of advertising in consumer decision-making is expected to grow, making it an indispensable tool in competitive markets like Nigeria.

The rise of digital advertising has transformed how businesses interact with consumers, offering more targeted and measurable marketing approaches. Unlike traditional advertising, which relies on broad audience reach, digital advertising allows brands to personalise messages based on consumer demographics, interests, and online behaviour (Urhieme, 2019). In Nigeria, the rapid adoption of social media platforms such as Facebook, Instagram, and Twitter has enabled businesses to engage directly with consumers through influencer marketing, sponsored content, and interactive advertisements. Digital advertising provides real-time analytics that help businesses measure campaign effectiveness and make necessary adjustments. The ability to track consumer responses has improved advertising efficiency, allowing brands to allocate resources strategically. Despite the advantages, digital advertising presents challenges

such as privacy concerns, ad fatigue, and information overload. Nevertheless, the growing reliance on digital platforms highlights the evolving nature of advertising and its increasing impact on consumer buying behaviour in Nigeria.

While advertising is beneficial in influencing consumer choices, concerns exist about its potential to mislead and create unrealistic expectations. Some advertisements exaggerate product features, leading to consumer dissatisfaction when actual experiences do not align with promotional claims (Nwokolo, 2022). In Nigeria, the Advertising Regulatory Council of Nigeria (ARCON) enforces guidelines to ensure ethical advertising practices. However, the rise of online advertising has made regulation more challenging, as businesses often prioritise sales over transparency. Deceptive advertising, such as false pricing, exaggerated testimonials, and misleading health claims, can undermine consumer trust and damage brand reputation. Additionally, aggressive advertising tactics, such as intrusive pop-ups and autoplay videos, may deter consumers rather than attract them. Addressing these challenges requires strict enforcement of advertising regulations and increased consumer awareness of misleading marketing tactics. Ethical advertising fosters long-term consumer trust, which is essential for sustaining brand credibility and customer loyalty in the Nigerian market.

Cultural factors play a significant role in shaping consumer responses to advertisements, particularly in diverse societies like Nigeria. Cultural values, traditions, and social norms influence how consumers interpret and react to marketing messages

(Hadiza, 2020). Advertisers must consider cultural sensitivities to avoid negative perceptions and backlash. For example, an advertisement that contradicts local customs or religious beliefs may alienate certain consumer groups, leading to reduced sales and reputational damage. Nigerian consumers often prefer advertisements that reflect their cultural identity, language, and societal values. Brands that incorporate local elements, such as traditional attire, music, and dialects, in their advertisements tend to resonate more with their target audience. This cultural relevance enhances brand affinity and increases consumer trust. As Nigeria continues to experience social and economic transformations, advertisers must adapt their strategies to align with the evolving cultural landscape while maintaining authenticity and respect for diverse traditions.

Economic conditions also influence how consumers respond to advertisements, particularly in a developing economy like Nigeria. Factors such as income levels, inflation, and purchasing power determine consumer spending habits and advertising effectiveness (Jakande, 2023). During economic downturns, price-sensitive consumers prioritize essential goods over luxury items, making promotional offers and discounts more appealing. Advertisers must tailor their messages to reflect consumer realities, ensuring that marketing campaigns remain relevant and persuasive. For instance, brands targeting middle- and low-income earners in Nigeria may focus on affordability, durability, and value for money in their advertisements. Conversely, premium brands emphasize exclusivity and quality to attract high-income consumers. The economic landscape also affects advertising budgets, as businesses may adjust their marketing

expenditures based on financial constraints. Understanding the relationship between economic conditions and consumer behaviour enables advertisers to craft messages that align with consumer needs and preferences.

With increasing competition among brands, advertising strategies have become more sophisticated, integrating multiple communication channels to enhance consumer engagement. The effectiveness of advertising depends on trust and credibility, which influence how consumers perceive and respond to marketing messages (Uchenna & Olayemi, 2022). In Nigeria, word-of-mouth recommendations and online reviews play a crucial role in shaping consumer decisions, prompting businesses to leverage consumer testimonials in their advertisements. The integration of traditional and digital advertising approaches has provided brands with more opportunities to interact with consumers and strengthen brand loyalty. Companies that combine television, radio, print, and digital advertisements can achieve broader audience reach and better marketing outcomes. As technology advances, advertising strategies will continue evolving, incorporating artificial intelligence, virtual reality, and data-driven insights to enhance consumer engagement. Businesses that adapt to these changes will remain competitive, ensuring that advertising remains a powerful tool in influencing consumer buying behaviour.

1.2 Statement of the Research Problem

In contemporary times, preliminary observations have shown that advertising plays a significant role in shaping consumer buying behaviour, yet its actual impact

remains a subject of concern among marketing scholars and business practitioners. Common observations suggest that while advertisements create awareness and influence purchasing decisions, the extent to which they drive consumer loyalty and long-term engagement remains debatable (Bassey, 2019). In Nigeria, businesses invest heavily in advertising campaigns across various media platforms, yet some consumers remain indifferent or sceptical about marketing messages due to perceived exaggeration and lack of trust. Moreover, the increasing saturation of digital advertisements has led to ad fatigue, where consumers consciously ignore or avoid promotional content. This raises critical concerns regarding the effectiveness of advertising in stimulating genuine consumer interest and long-term brand engagement. Without a clear understanding of these dynamics, businesses may struggle to develop advertising strategies that genuinely influence consumer purchasing patterns (Nwaneri, 2020).

The role of advertising in influencing consumer buying behaviour continues to generate debate among scholars and marketing professionals in Nigeria. However, there is no consensus on the extent to which advertising influences consumers' purchasing decisions across different product categories. While some studies (Aramu & Uchenna, 2020; Tamuno, 2022) suggest that persuasive advertising significantly affects consumer preferences, others (Ezenagu, 2019; Nwite, 2022) argue that external factors such as economic conditions, cultural influences, and personal experiences often override the impact of advertising. Additionally, the effectiveness of advertising varies depending on the medium used, with digital and influencer marketing gaining traction over traditional

media. These inconsistencies in findings highlight the need for further research into how advertising strategies influence Nigerian consumers' purchasing decisions, particularly in an era of rapid digital transformation. Thus, this study seeks to fill the gap in the literature by exploring the impact of advertising on consumer buying behaviour in Nigeria.

1.3 The Research Questions

In the light of the above mentioned research problem, this study sought to answer the following specific research question:

(i) How does quality advertisement influence consumer buying behaviour?

(ii) What impact does celebrity endorsement have on consumer buying behaviour?

(iii) In what ways does environmental response shape consumer buying behaviour?

(iv) How does cultural background affect consumer responses to advertisements and buying behaviour?

(v) To what extent does brand storytelling in advertisements shape consumer emotions and buying behaviour?

1.4 The Objectives of the Study

The broad objective of this study is to find out the significant impact of advertisement on consumer buying behaviour. The specific objectives are to:

(i) Find out how the quality of advertisement influence consumer buying behaviour.

(ii) Examine the impact of celebrity endorsement on consumer buying behaviour.

(iii) Ascertain ways environmental response shape consumer buying behaviour.

(iv) Determine how cultural background affect consumer responses to advertisements and buying behaviour.

(v) Highlight the extent through which brand storytelling in advertisements shape consumer emotions and buying behaviour.

1.5 The Research Hypotheses

Ho: Quality advertisement has a significant impact on consumer buying behavior

H1: Quality advertisement has no significant impact on consumer buying behavior

Ho: Celebrity endorsement has significant impact on consumer buying behavior

H1: Celebrity endorsement has no significant impact on consumer buying behavior

Ho: Environment response has significant impact on consumer buying behavior

H1: Environment response has no significant impact on consumer buying behavior

Ho: Cultural background affect consumer responses to advertisements and buying behaviour

H1: Cultural background has no significant impact on consumer responses to advertisements and buying behaviour

Ho: Brand storytelling in advertisements shape consumer emotions and buying behaviour

H1: Brand storytelling in advertisements has no significant impact on consumer emotions and buying behaviour

1.6 Scope of the Study

This study would focus on the significant impact of advertisement on consumer buying behavior in Benin-city. Furthermore, the population of the study consists of customers and consumers of various Beverages product within the University of Benin, Ugbowo Campus. A simple random sampling technique would be used to administer questionnaire to 100 of the customer and consumer of various Beverages products which would form the sample size for the study.

1.7 Significance of the Study

The study will be of immense significance to business owners and marketers, as it will help them understand the extent to which advertising influences consumer buying behaviour. By gaining insights into the effectiveness of different advertising strategies, businesses can refine their marketing campaigns to better engage consumers and increase sales. Understanding the impact of advertisements on consumer decision-making will also help businesses allocate resources more efficiently, ensuring that marketing budgets are directed towards the most impactful advertising channels.

The study will be of utmost importance to students and researchers in marketing, consumer psychology, and business administration. It will serve as an educational resource that enhances their understanding of how advertising shapes consumer

perceptions and purchasing decisions. The study will provide empirical evidence on advertising effectiveness in Nigeria, bridging theoretical concepts with practical market realities and equipping students with knowledge applicable in real-world business settings.

Advertising agencies and media professionals will find this study valuable, as it will offer insights into consumer responsiveness to different advertising mediums, such as digital, print, television, and social media. By understanding how consumers react to various forms of advertisements, advertising professionals can craft more compelling and targeted campaigns that resonate with their audience. This will also aid in developing ethical advertising practices that build consumer trust and brand loyalty.

The study will be beneficial to policymakers and regulatory bodies overseeing the advertising industry in Nigeria. It will highlight the effectiveness of advertising regulations and their impact on consumer decision-making. The findings can provide guidance on policy adjustments to ensure that advertising practices remain ethical, non-deceptive, and in alignment with consumer protection laws. Such policies can foster a balanced advertising environment that benefits both businesses and consumers.

Manufacturers and product distributors will also benefit from this study, as it will help them understand how advertising influences consumer preferences for their products and brands. This knowledge will guide product positioning and branding strategies, ensuring that marketing efforts align with consumer needs and expectations. By

understanding the factors that drive consumer purchasing decisions, manufacturers can enhance customer satisfaction and brand loyalty.

This study will contribute significantly to the growing body of literature on advertising and consumer behaviour in Nigeria. Given the evolving nature of advertising with the advent of digital marketing, the study will provide contemporary insights into how Nigerian consumers respond to modern advertising techniques. This will serve as a foundation for future research on emerging trends in advertising and consumer psychology.

Prospective researchers will benefit from this study as it will identify existing gaps in the literature and offer new areas of exploration in advertising effectiveness and consumer behaviour. By providing empirical data on the Nigerian market, the study will support further academic research in marketing and business studies. It will encourage further investigations into specific advertising techniques, consumer segments, and industry-specific marketing strategies.

1.8 Limitations of the Study

During the course of this research project, the researcher may encounter difficulties that may result in the study's limitations. In this study, there may be several major limitations, including time constraints (the time frame may be insufficient for the researcher to conduct a comprehensive research project), poor response from respondents, and respondents' reluctance to provide complete and accurate information which will be

necessary for the study. A concerted effort will be made to minimize this limitation by assuring respondents of the security of their information and by reading questions and options to respondents who are unable to read the questions and options. In addition, in order for the researcher to meet the deadline, the study will cover a geographical scope that is easily accessible to the researcher.

1.9 Operational Definition of Terms

The following terms were defined in the study:

Advertising: Advertising refers to the strategic communication process used by businesses to promote their products, services, or brands through various media channels, including television, radio, newspapers, social media, and billboards. It aims to influence consumer perceptions, create awareness, and ultimately drive purchasing decisions.

Consumer Buying Behaviour: Consumer buying behaviour refers to the decision-making process and actions that individuals undertake when selecting, purchasing, using, and disposing of products or services. It is influenced by factors such as personal preferences, social influences, advertising, and economic conditions.

Brand Awareness: Brand awareness is the extent to which consumers recognise and recall a particular brand in relation to its competitors. It is a key component of marketing that determines consumer trust, loyalty, and purchase intentions.

Digital Marketing: Digital marketing encompasses all online advertising efforts, including social media marketing, search engine optimization (SEO), email marketing, and influencer marketing. It leverages digital platforms to reach a targeted audience and influence consumer buying behaviour.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter focuses on the review of literature on impact of advertisement on consumer buying behaviour. The chapter critically examines the influence of quality of advertisement on consumer buying behaviour, impact of celebrity endorsement on consumer buying behaviour, effect of environmental response on consumer buying behaviour, influence of cultural background on consumer responses to advertisements and buying behaviour and impact of brand storytelling in advertisements on consumer emotions and buying behaviour.

2.2 Conceptual Review

2.2.1 Concept of Advertisement

Advertisement is a fundamental aspect of modern communication, serving as a bridge between producers and consumers by conveying persuasive messages about goods, services, and ideas. Nuhu (2023) asserted that advertisement is a strategic communication

process designed to influence consumer behaviour and promote awareness of a brand or product. It is a planned approach that businesses and organisations use to reach a wide audience, often utilising various media channels such as television, radio, newspapers, social media, and billboards. Through advertisements, companies inform potential customers about the features, benefits, and availability of their products while also reinforcing brand identity. Additionally, advertising plays a crucial role in shaping consumer preferences and decision-making processes, as it often employs psychological techniques to appeal to emotions and needs. The effectiveness of an advertisement largely depends on the creativity of the message, the choice of media, and the relevance to the target audience (Okafor, 2022).

The concept of advertisement extends beyond commercial promotions to include social and political messages aimed at influencing public opinion and behaviour. Bello (2021) explained that advertising is not only about selling products but also about communicating values, educating the public, and advocating for social change. Governments and non-governmental organisations (NGOs) often employ advertisements to raise awareness about health issues, environmental concerns, and civic responsibilities. For instance, public service announcements about road safety, vaccinations, or environmental conservation are examples of advertisements with a non-commercial purpose. In the political sphere, advertising plays a key role in election campaigns, where candidates use various media platforms to communicate their policies and persuade voters. By leveraging the power of visuals, sound, and persuasive language,

advertisements can effectively shape societal attitudes and encourage specific actions (Ogunleye, 2023).

Historically, advertisement has evolved alongside advancements in technology, adapting to new forms of media to reach broader audiences. Adeyemi (2022) highlighted that early forms of advertising date back to ancient civilizations, where merchants used town criers and wall inscriptions to promote their goods and services. With the invention of the printing press, advertising took a more structured form through newspapers and pamphlets, allowing businesses to communicate their offerings to literate populations. The 20th century saw a significant shift with the advent of radio and television, making it possible to create visually engaging and emotionally appealing advertisements. In contemporary times, digital technology has revolutionised advertising, with the internet and social media providing cost-effective and highly targeted marketing opportunities. The rise of influencer marketing, online advertisements, and personalised content has made advertising more interactive and data-driven than ever before (Eze, 2021).

A critical aspect of advertisement is its persuasive nature, which involves the use of rhetorical strategies to capture audience attention and drive consumer action. Chukwuma (2023) observed that advertisers often rely on emotional appeal, celebrity endorsements, and persuasive language to make their messages more compelling. The art of persuasion in advertising is rooted in psychological principles, such as the use of scarcity to create urgency, social proof to influence choices, and repetition to reinforce

brand recall. Additionally, advertisers employ storytelling techniques to establish a connection between the audience and the brand, making the message more relatable and memorable. While persuasive advertising can be highly effective, ethical concerns have been raised regarding misleading claims, exaggerated benefits, and the manipulation of consumer emotions. Regulatory bodies and advertising standards are therefore necessary to ensure fair and responsible advertising practices (Ibrahim, 2020).

Advertisement is a multifaceted communication tool that serves economic, social, and political purposes by influencing consumer behaviour and public perception. Lawal (2021) emphasised that advertising is an indispensable part of modern commerce, providing businesses with a platform to create awareness, differentiate their products, and foster brand loyalty. Beyond commercial interests, advertisements contribute to public education, cultural expression, and societal transformation by shaping opinions and encouraging beneficial behaviours. As technology continues to advance, advertising will remain a dynamic and evolving field, adapting to new platforms and audience preferences. However, the ethical implications of advertising must be continuously evaluated to ensure that it remains a credible and responsible means of communication (Ajayi, 2022).

2.2.2 Influence of Quality of Advertisement on Consumer Buying Behaviour

The quality of advertisement plays a crucial role in shaping consumer buying behaviour by influencing their perceptions, preferences, and purchasing decisions.

Olatunji and Adewale (2021) asserted that well-crafted advertisements that utilize compelling visuals, persuasive language, and strategic messaging have a higher likelihood of attracting consumers' attention and prompting them to take action. High-quality advertisements often incorporate emotional appeal, storytelling, and endorsements from trusted figures, which enhance brand credibility and consumer trust. Additionally, advertisements that are visually appealing and professionally executed create a lasting impression on consumers, making them more likely to recall the brand when making purchasing decisions. The effectiveness of an advertisement in influencing consumer behaviour is also linked to its ability to convey a brand's unique value proposition clearly and concisely, ensuring that potential buyers understand the benefits of the product or service being promoted. Poorly designed advertisements, on the other hand, may fail to engage consumers or even create negative perceptions about a brand, leading to reduced sales and market competitiveness (Ubogu, 2020).

Another critical aspect of advertisement quality that influences consumer behaviour is the relevance and personalisation of the content being presented. Yusuf and Ekezie (2022) argued that advertisements tailored to the specific needs, preferences, and demographics of consumers are more likely to elicit positive responses and drive purchasing decisions. Consumers are more inclined to engage with advertisements that resonate with their personal experiences, cultural backgrounds, and current needs, as such advertisements create a sense of connection and relatability. Advances in digital marketing have further enabled brands to personalise their advertisements based on

consumer data, ensuring that potential buyers receive targeted messages that align with their interests. Moreover, advertisements that provide valuable information about a product or service, rather than merely attempting to sell, are more effective in building consumer trust and brand loyalty. When advertisements fail to address consumer concerns or present irrelevant content, they risk being ignored or even perceived as intrusive, reducing their overall impact on purchasing behaviour (Isiorho, 2019).

The credibility and authenticity of an advertisement are also key factors that determine how it influences consumer buying behaviour. Omisore and Njoku (2023) noted that advertisements featuring genuine testimonials, credible endorsements, and fact-based claims tend to be more persuasive than those that rely on exaggerated or misleading information. Consumers today are highly aware of marketing tactics and are more likely to trust advertisements that appear honest, transparent, and well-researched. False or misleading advertisements can lead to consumer dissatisfaction, loss of brand credibility, and even legal repercussions for companies that engage in deceptive marketing practices. In contrast, advertisements that are clear, truthful, and aligned with a brand's actual offerings create a sense of trust and reliability, encouraging consumers to make informed purchasing decisions. This highlights the importance of ethical advertising practices in maintaining long-term customer relationships and sustaining brand reputation in a competitive market (Ezenwa, 2021).

Furthermore, the choice of media platform used in advertising also significantly impacts consumer buying behaviour. Chukwuma and Adeyemi (2020) emphasized that the effectiveness of an advertisement largely depends on how well it is distributed across various channels, including television, social media, print, and digital platforms. High-quality advertisements are those that are strategically placed on platforms where the target audience is most active and engaged. The rise of social media and digital advertising has enabled brands to reach consumers more effectively by leveraging interactive content, video marketing, and influencer collaborations. Well-placed and well-designed advertisements not only increase brand visibility but also create opportunities for direct engagement with consumers, fostering brand-consumer relationships. However, advertisements placed on inappropriate platforms or executed with poor-quality content may fail to capture consumer interest, leading to low engagement and ineffective marketing outcomes (Okeke, 2021).

The consistency and frequency of high-quality advertisements play a vital role in shaping consumer buying behaviour. Bello and Umeh (2022) highlighted that repeated exposure to well-designed advertisements helps reinforce brand awareness and influence consumer perceptions over time. Consumers are more likely to develop trust and familiarity with brands that consistently maintain high advertising standards and deliver engaging content across different marketing channels. Consistency in messaging, design, and brand identity across advertisements ensures that consumers develop a strong association with the brand, increasing the likelihood of purchase decisions. Additionally,

advertisements that maintain a balance between frequency and creativity prevent consumer fatigue and ensure that brand messages remain fresh and appealing. In contrast, inconsistent or poorly executed advertisements can dilute brand identity and confuse consumers, reducing the effectiveness of marketing efforts and diminishing consumer trust (Emenike, 2020).

2.2.3 Impact of Celebrity Endorsement on Consumer Buying Behaviour

Celebrity endorsement plays a crucial role in shaping consumer buying behaviour by influencing perceptions, attitudes, and purchasing decisions. Fagbemi (2023) asserted that consumers often associate celebrities with aspirational lifestyles, leading them to purchase endorsed products in the hope of emulating their favourite public figures. This association is particularly strong when the celebrity embodies values or qualities that resonate with the target audience. Many consumers view celebrity-endorsed products as superior in quality, even when there is no objective difference between endorsed and non-endorsed alternatives. The presence of a well-known figure in advertising also enhances the credibility of a brand, making it more appealing to potential buyers. Additionally, consumers often rely on celebrity recommendations to reduce the uncertainty associated with purchasing unfamiliar products, leading to increased sales and brand loyalty. The psychological bond formed with celebrities further reinforces this effect (Okonkwo, 2021).

Another key impact of celebrity endorsement on consumer buying behaviour is the enhancement of brand recall and recognition. Saddiyah (2022) highlighted that consumers are more likely to remember and recognise brands associated with famous personalities due to increased exposure in advertisements and social media campaigns. When a celebrity endorses a product, their fans and followers are naturally drawn to the brand, increasing its visibility and market reach. This repeated exposure fosters familiarity and trust, leading to higher brand retention in consumers' minds. Additionally, the emotional connection between the celebrity and their audience enhances engagement, making consumers more receptive to marketing messages. The digital age has further amplified this effect, as social media platforms provide direct interaction between celebrities and consumers, increasing the perceived authenticity of endorsements. Thus, celebrity endorsements play a pivotal role in shaping consumer preferences and fostering long-term brand loyalty through continuous exposure and engagement (Udoma, 2020).

The credibility of the endorsing celebrity also plays a vital role in influencing consumer behaviour, as people tend to trust endorsements from individuals they admire or perceive as experts. Komonibo (2023) argued that consumers are more likely to believe in the quality and effectiveness of a product if it is endorsed by a celebrity with a strong, positive reputation. For example, an athlete endorsing a sports brand or a beauty influencer promoting skincare products can significantly boost consumer confidence in the endorsed brand. However, this trust can be negatively affected if the celebrity becomes involved in scandals or loses credibility, leading to a decline in consumer

interest in the brand. Furthermore, brands must ensure that the celebrity's image aligns with their target market to maintain authenticity. A misalignment between the endorser and the brand can create scepticism among consumers, reducing the effectiveness of the campaign (Adeniran, 2021).

Furthermore, celebrity endorsement creates an emotional connection between consumers and brands, which can lead to increased brand loyalty and repeated purchases. Yakubu (2021) explained that when consumers associate a product with a celebrity they admire, they develop a sense of emotional attachment to the brand. This emotional connection can enhance customer satisfaction and brand advocacy, leading to word-of-mouth marketing and long-term patronage. Additionally, the use of relatable or culturally relevant celebrities in marketing campaigns strengthens this bond, making consumers feel a deeper connection with the endorsed brand. The concept of parasocial relationships, where consumers feel a personal connection with celebrities, also contributes to increased brand loyalty. When consumers see their favourite celebrities using certain products, they perceive these choices as lifestyle endorsements, further influencing their purchasing decisions. This psychological attachment to celebrities, in turn, strengthens brand engagement and long-term customer retention (Bamigboye, 2019).

The effectiveness of celebrity endorsements in influencing consumer buying behaviour largely depends on the relevance and authenticity of the endorsement. Nwosu (2023) noted that endorsements are most impactful when the celebrity's image aligns

with the brand's values and target audience. Authenticity plays a crucial role in ensuring that consumers perceive the endorsement as genuine rather than purely transactional. Consumers are more likely to respond positively when they believe that the celebrity truly uses and believes in the product. However, excessive reliance on celebrity endorsements without a strong product value proposition can lead to short-term gains but long-term consumer disengagement. Additionally, overexposure of celebrities in multiple brand endorsements can reduce the effectiveness of campaigns, as consumers may question their sincerity. Therefore, while celebrity endorsements can be a powerful marketing tool, brands must ensure that their products deliver quality and value beyond the association with famous personalities (Afolabi, 2022).

2.2.4 Effect of Environmental Response on Consumer Buying Behaviour

The effect of environmental response on consumer buying behaviour is a critical area of study in marketing and consumer psychology. Zulum and Adeyemi (2021) asserted that environmental factors such as climate conditions, sustainability efforts, and green marketing strategies significantly influence consumer preferences and purchasing decisions. Consumers are increasingly aware of the environmental impact of their choices, leading businesses to adopt eco-friendly packaging, ethical sourcing, and carbon-neutral operations. For instance, when consumers perceive that a company is environmentally responsible, they are more likely to develop brand loyalty and prefer its products over competitors. This shift is particularly evident in industries like fashion and food, where

sustainable practices drive purchasing patterns. Businesses that ignore environmental concerns risk losing market share to competitors that prioritise sustainability (Ekanem, 2020).

Marketing strategies that align with environmental consciousness shape consumer decision-making in profound ways. Nwachukwu and Olayemi (2023) stated that companies that integrate environmental sustainability into their brand messaging tend to attract consumers who prioritise ethical consumption. Consumers are drawn to businesses that demonstrate a commitment to reducing pollution, conserving resources, and supporting green initiatives. For instance, brands that highlight their use of recycled materials or renewable energy sources often experience increased customer engagement and sales. Moreover, the promotion of environmentally friendly practices influences consumer trust, which is essential in fostering long-term customer relationships. As a result, firms that incorporate green marketing strategies not only enhance their public image but also create a competitive advantage in their respective industries (Gidado, 2021).

The physical environment of a retail space or online store plays a significant role in shaping consumer behaviour. Musa and Obi (2022) emphasised that factors such as store layout, lighting, and the presence of eco-friendly signage can influence the buying experience and encourage environmentally responsible purchases. Consumers often make spontaneous buying decisions based on their immediate surroundings, with well-

structured and eco-conscious store designs prompting positive purchase intentions. Similarly, online platforms that incorporate sustainability themes in their website aesthetics and product descriptions tend to attract more environmentally aware customers. Digital marketing techniques, including green certifications and sustainability labels, also contribute to consumer trust and satisfaction, reinforcing the decision to purchase eco-friendly products (Umeh, 2020).

Social influence and peer pressure significantly affect consumer responses to environmental concerns in buying behaviour. Balogun and Eze (2023) pointed out that social norms, cultural expectations, and peer recommendations shape how consumers engage with eco-friendly products and services. When influential figures or close social circles promote sustainable consumption, individuals are more likely to conform and make environmentally responsible purchasing choices. Additionally, social media platforms play a crucial role in amplifying eco-conscious messaging, with many consumers relying on online reviews and influencer endorsements before making buying decisions. Companies leveraging social proof and sustainability testimonials can effectively drive sales and encourage responsible consumerism. The collective impact of societal expectations reinforces the need for businesses to align their marketing strategies with environmental concerns (Chidalu, 2021).

Government regulations and corporate policies also play a vital role in shaping consumer environmental responses and purchasing patterns. Lawal and Ekpo (2020)

noted that legal frameworks promoting sustainable business practices influence both corporate strategies and consumer expectations. Policies such as carbon taxes, plastic bans, and incentives for sustainable products encourage businesses to adopt greener approaches, which in turn affect consumer purchasing choices. Consumers are more inclined to support brands that comply with environmental regulations and demonstrate corporate social responsibility. Furthermore, companies that transparently communicate their compliance with environmental laws build credibility and attract ethically conscious customers. The intersection of regulatory influence and corporate environmental responsibility underscores the broader societal shift towards sustainable consumption patterns (Riwane, 2022).

2.2.5 Influence of Cultural Background on Consumer Responses to Advertisements and Buying Behaviour

The cultural background of consumers plays a pivotal role in shaping their responses to advertisements and their overall buying behaviour. Risikat (2021) asserted that cultural factors such as values, traditions, and social norms influence how individuals perceive marketing messages and determine their purchasing decisions. For instance, in collectivist cultures like Nigeria, advertisements that emphasise family, community, and social harmony tend to be more effective than those focusing on individualism. This is because consumers in such societies are more inclined to make choices that align with communal expectations and shared values. Additionally, religious beliefs, language, and

historical experiences shape consumers' interpretations of advertising messages, influencing their levels of trust and engagement with certain brands. Advertisers who fail to consider these cultural nuances risk alienating potential customers, thereby reducing the effectiveness of their campaigns (Udoji, 2020).

Consumer behaviour is deeply embedded in cultural traditions, which affect preferences, purchasing habits, and brand loyalty. Nnamani (2022) stated that individuals raised in different cultural environments tend to exhibit distinct consumption patterns due to their exposure to unique customs and societal expectations. For example, in Nigeria, the preference for traditional attire like Ankara and Aso-oke over Western-style clothing is largely driven by cultural heritage and identity. Advertisers aiming to target Nigerian consumers must incorporate cultural symbols, proverbs, and local aesthetics in their campaigns to create a sense of familiarity and emotional connection. Furthermore, cultural perceptions of wealth and social status influence the desirability of luxury goods and the extent to which consumers are willing to spend on high-end products. Understanding these cultural dynamics allows marketers to craft messages that resonate with the values and aspirations of their target audience, ultimately enhancing brand acceptance and loyalty (Uzoma, 2021).

Language, a crucial component of cultural background, significantly impacts how consumers interpret and engage with advertisements. Bikoro (2023) noted that advertisements presented in a consumer’s native language tend to evoke stronger

emotional responses and greater trust compared to those in foreign languages. In Nigeria, where multiple languages are spoken, companies that tailor their advertisements to different linguistic groups enjoy a competitive advantage, as consumers feel a greater sense of belonging and appreciation. For example, brands that produce multilingual advertisements in Yoruba, Hausa, and Igbo often experience higher customer engagement than those relying solely on English. Additionally, the use of culturally relevant idioms and storytelling techniques in advertisements helps to reinforce brand messages and increase consumer recall. Marketers who understand the linguistic diversity of their target audience can tailor their communication strategies to enhance relatability and drive purchasing behaviour (Nwafor, 2020).

Religious beliefs, which are deeply intertwined with culture, also shape consumer responses to advertisements and purchasing choices. Babalola (2021) highlighted that religious principles influence what consumers deem appropriate or acceptable in advertising content, as well as the types of products they are willing to buy. In Nigeria, for instance, advertisements for alcoholic beverages or certain fashion items may be met with resistance in predominantly Muslim regions due to religious prohibitions. Similarly, food brands that seek to appeal to Christian and Muslim consumers often highlight halal and kosher certifications to assure compliance with religious dietary laws. Failure to respect religious sensitivities in advertising can lead to consumer backlash and reputational damage. Therefore, businesses must carefully navigate religious

considerations to maintain consumer trust and ensure their marketing efforts are well received (Dieberup, 2022).

Cultural attitudes toward technology and modernity shape how consumers react to digital advertising and e-commerce platforms. Ititi (2023) observed that while younger generations in Nigeria are more receptive to online shopping and social media marketing, older consumers often prefer traditional advertising channels like radio, newspapers, and television. This generational divide is largely influenced by cultural perceptions of trust, security, and convenience in purchasing goods and services. Many older Nigerians, for example, rely on personal recommendations and face-to-face transactions rather than digital payment systems due to concerns over fraud. Advertisers who fail to acknowledge these cultural distinctions may struggle to connect with different demographic segments effectively. By aligning digital marketing strategies with cultural attitudes, businesses can foster greater consumer confidence and encourage online engagement (Ukeje, 2021).

2.2.6 Impact of Brand Storytelling in Advertisements on Consumer Emotions and Buying Behaviour

The impact of brand storytelling in advertisements on consumer emotions and buying behaviour has been widely explored in marketing research. Yekini and Nakpodia (2023) asserted that storytelling in advertisements creates an emotional connection between brands and consumers, making the message more relatable and memorable. Unlike traditional advertising, which primarily focuses on product features, brand

storytelling engages consumers through narratives that evoke emotions such as joy, nostalgia, or empathy. This emotional engagement increases consumers' attachment to the brand, fostering trust and long-term loyalty. In Nigeria, brands that incorporate storytelling in their advertisements, such as telecom companies and food brands, often witness higher customer retention due to the emotional appeal of their messages. The psychological bond created through storytelling influences purchasing decisions, as consumers are more likely to buy from brands they feel emotionally connected to (Chijoke, 2021).

Beyond emotional engagement, brand storytelling significantly shapes consumer perceptions and attitudes towards products. Zawadi and Olumide (2022) highlighted that storytelling enhances brand perception by creating a compelling and authentic identity that resonates with consumers' values and experiences. When advertisements incorporate relatable narratives, consumers perceive the brand as trustworthy and socially responsible, leading to positive brand associations. For instance, brands that tell stories of sustainability and corporate social responsibility are more likely to attract socially conscious consumers. Furthermore, storytelling in advertisements influences perceived product value, as consumers often equate the depth of a brand's story with product quality. Nigerian companies that integrate local cultural narratives in their advertisements tend to have a stronger impact on consumer trust and engagement. This, in turn, increases consumer willingness to pay a premium price for products associated with meaningful narratives (Tanko, 2020).

Another significant impact of brand storytelling in advertisements is its ability to enhance brand recall and recognition. Umoh and Onwuegbuchi (2023) noted that narratives in advertising aid memory retention, making it easier for consumers to remember and identify a brand. Unlike conventional advertisements that rely on direct persuasion, storytelling weaves brand messages into compelling plots, characters, and conflicts that captivate audiences. As a result, consumers are more likely to recall the brand when making purchasing decisions, leading to increased market competitiveness. For example, Nigerian beverage companies often use storytelling techniques to associate their products with cultural festivals and social bonding, strengthening brand recall among consumers. The stronger the emotional impact of a story, the more likely it is to remain in consumers' minds, ultimately influencing their buying choices (Daramola, 2021).

Brand storytelling in advertisements also plays a crucial role in fostering consumer engagement and word-of-mouth marketing. Ichippi and Yetunde (2022) argued that emotionally resonant brand narratives encourage consumers to interact with advertisements by sharing them on social media and discussing them within their social circles. This form of organic marketing enhances brand visibility and credibility, as people tend to trust recommendations from peers more than direct advertisements. In Nigeria, brands that create emotionally compelling advertisements, such as those highlighting family values or personal success stories, often experience a higher rate of consumer engagement. Additionally, storytelling creates a sense of community among

consumers who relate to the brand's message, increasing their likelihood of becoming loyal advocates. The interactive nature of storytelling further amplifies consumer participation, leading to higher brand awareness and sales (Bamidele, 2020).

Brand storytelling in advertisements influences impulse buying behaviour by triggering emotional responses that override rational decision-making. Madueke and Alli (2023) emphasized that storytelling can create a sense of urgency and excitement, compelling consumers to make spontaneous purchases. This is particularly effective in advertisements that use time-sensitive narratives, such as limited-edition product releases or emotionally charged testimonials. In Nigeria, brands that incorporate persuasive storytelling techniques, such as success stories or transformational journeys, often witness a surge in impulsive purchases, especially in the fashion and beauty industries. The emotional appeal of storytelling reduces consumer hesitation, as they become more focused on the experience associated with the brand rather than just the product itself. Consequently, this strategy contributes to increased sales and customer acquisition in competitive markets (Tegbe, 2021).

2.3 Theoretical Review

The impact of advertisement on consumer buying behaviour is a widely studied phenomenon, underpinned by several theoretical frameworks that explain how advertisements influence consumer decision-making. One of the most influential theories in this regard is the Hierarchy of Effects Model, proposed by Lavidge and Steiner (1961).

The Hierarchy of Effects Model, proposed by Lavidge and Steiner (1961), explains how advertising influences consumer buying behaviour by guiding them through sequential stages before making a purchase. The model suggests that consumers first become aware of a product through advertising, followed by gaining knowledge about it, developing a liking, forming a preference, being convinced, and finally making a purchase. This structured process underscores the importance of effective advertising in shaping consumer perceptions and attitudes over time. Unlike direct sales techniques, advertisements do not always lead to immediate purchases but rather nurture consumer interest and engagement. Advertisers utilise various techniques such as repetition, emotional appeals, and informative content to strengthen each stage of consumer decision-making. By understanding how advertisements function within this model, marketers can craft campaigns that effectively capture attention, build trust, and ultimately convert consumer interest into purchasing decisions.

The Elaboration Likelihood Model (ELM), developed by Petty and Cacioppo (1986), provides a dual-route explanation of how advertisements persuade consumers. The central route involves deep cognitive processing, where consumers evaluate the merits of an advertisement's message, such as product features and benefits. This route is effective for high-involvement purchases, such as cars or electronics, where consumers seek detailed information before deciding. The peripheral route, in contrast, relies on superficial cues such as celebrity endorsements, aesthetic visuals, and emotional storytelling to persuade low-involvement consumers. Many advertisements combine both

routes to maximise their impact, ensuring that they appeal to both analytical and emotion-driven buyers. This theory highlights the importance of tailoring advertising strategies based on the audience's level of involvement. By effectively using logical arguments and emotional triggers, advertisements can influence consumer attitudes and motivate purchasing decisions across diverse target markets.

The Theory of Reasoned Action (TRA), proposed by Fishbein and Ajzen (1975), explains how consumer attitudes and subjective norms influence purchasing behaviour. According to this theory, consumers develop purchase intentions based on their attitudes towards a product and the perceived social pressures surrounding its use. Advertisements play a critical role in shaping these attitudes by highlighting product benefits, quality, and uniqueness, thereby fostering positive perceptions. Additionally, advertisements that leverage social proof, such as testimonials, influencer endorsements, and peer recommendations, enhance consumers' likelihood of purchasing. TRA suggests that consumers are rational decision-makers who consider both their personal preferences and societal influences before buying. This theory is particularly relevant in modern digital advertising, where social media platforms shape consumer perceptions through user-generated content, reviews, and brand interactions. By aligning advertising messages with consumer attitudes and social expectations, marketers can significantly influence buying decisions.

The Consumer Involvement Theory, proposed by Zaichkowsky (1985), categorises consumers based on their level of involvement with a product, affecting how they respond to advertisements. High-involvement consumers, who engage in extensive research before purchasing, respond better to fact-based and informative advertisements that highlight product specifications, comparisons, and reviews. For example, advertisements for financial services or healthcare products often use data-driven and educational content to build credibility. In contrast, low-involvement consumers, who make impulsive or routine purchase decisions, are more influenced by repetition, branding, and emotional storytelling. Advertisements for fast-moving consumer goods, such as snacks and fashion items, often employ entertaining visuals, catchy slogans, and humour to attract attention. This theory demonstrates that advertisers must customise their approach based on consumer engagement levels. A strategic blend of information and emotional appeal ensures that advertisements effectively influence a diverse consumer base.

The Stimulus-Response (S-R) Theory, rooted in behaviourist psychology, explains how repeated advertising exposure conditions consumers to develop favourable attitudes towards a brand. This theory, influenced by Pavlov's classical conditioning and Skinner's operant conditioning, suggests that advertisements serve as stimuli that trigger specific consumer responses. For instance, consistent association of a brand with positive emotions such as happiness, success, or excitement increases consumer preference and brand loyalty. Reinforcement techniques, such as discounts, free samples, and limited-

time offers, further strengthen consumer response, making them more likely to purchase. The effectiveness of this theory is evident in industries such as soft drinks and cosmetics, where brands repeatedly use visual and auditory cues to create subconscious brand associations. By strategically employing repetition, incentives, and emotional appeals, advertisers can shape consumer habits, influence preferences, and ultimately drive purchasing behaviour in competitive markets.

2.4 Empirical Review

Weyinmi (2024) examined the influence of television advertising on consumer buying behaviour in the Nigerian retail sector. The study adopted a survey research design, with a sample size of 500 consumers randomly selected from supermarkets in Lagos. A structured questionnaire was used to collect data, and multiple regression analysis was employed to determine the relationship between television advertising and purchasing decisions. The findings revealed that television advertising significantly impacted consumer purchase intentions, with elements such as repetition, celebrity endorsements, and emotional appeal playing a crucial role. The study further suggested that advertisements with strong visual and auditory appeal tend to create lasting impressions on consumers, leading to increased brand recall and eventual purchase.

Iweala (2020) conducted research on the role of social media advertisements in influencing consumers' purchasing decisions among young adults in Abuja. The study utilized a mixed-methods approach, combining both quantitative surveys and qualitative

interviews with a sample of 300 respondents aged between 18 and 35 years. The quantitative data were analyzed using factor analysis, while the qualitative data were thematically coded. The study found that social media advertisements had a significant effect on consumer buying behaviour, especially through interactive features such as likes, shares, and user-generated reviews. It also highlighted that personalised and targeted advertisements had a higher probability of converting potential consumers into actual buyers. The study concluded that digital marketers should focus on engagement-driven advertising strategies to enhance brand-consumer interaction.

Ndidi and Nwankwo (2023) investigated the effectiveness of radio advertisements in shaping consumer preferences for fast-moving consumer goods (FMCGs) in Enugu State. Using a sample size of 350 respondents from various age groups, the study adopted a descriptive survey design. Data collection was carried out using structured questionnaires, and the data were analysed using chi-square and correlation techniques. The results indicated that radio advertisements significantly influenced consumer preferences, particularly among middle-aged and older consumers who frequently listen to radio programmes. The study also found that the persuasiveness of radio advertisements was enhanced by factors such as jingles, persuasive language, and frequent repetition. The authors recommended that companies investing in radio advertisements should tailor their messages to specific audience demographics to achieve greater effectiveness.

Salami (2022) explored the impact of billboard advertising on consumer buying behaviour in the automobile industry in Kano State. The study employed a cross-sectional survey design with a sample of 400 car buyers, selected through purposive sampling. A structured questionnaire was utilised for data collection, and data analysis was conducted using multiple regression analysis. The study revealed that billboard advertisements significantly influenced consumer awareness and brand perception, which subsequently impacted purchase decisions. Factors such as location, size, and visual appeal of billboards were found to be critical in attracting consumer attention. The study suggested that automobile companies should strategically position billboards in high-traffic areas to maximise visibility and consumer engagement.

Haruna (2020) assessed the effect of celebrity endorsements in advertisements on consumer buying behaviour in the fashion industry in Lagos. The study adopted an experimental research design, exposing participants to different advertisement formats featuring celebrity and non-celebrity endorsements. A sample of 250 respondents was selected, and data were analysed using t-tests and ANOVA. The findings demonstrated that advertisements featuring celebrity endorsements had a more significant impact on consumers' purchase decisions compared to those without celebrity figures. The study also found that consumers associated celebrities with trust and aspirational lifestyles, which positively influenced their attitude towards the endorsed brands. The study recommended that fashion brands should carefully select celebrities whose public image aligns with their brand identity to ensure credibility and consumer trust.

2.5 Theoretical Framework

The study is hinged on the AIDA model propounded by Elias St. Elmo Lewis in the year 1978.

2.5.1 AIDA Model (Attention, Interest, Desire, Action)

The AIDA model (Attention, Interest, Desire, Action) is a well-established framework in advertising that outlines how consumers respond to marketing messages and move through the buying process. The Attention stage is the first and perhaps most critical step in the AIDA model, as it determines whether consumers will engage with an advertisement or ignore it. With the overwhelming number of advertisements that consumers encounter daily, marketers must create content that immediately captures attention. This can be achieved through eye-catching visuals, bold typography, engaging headlines, or an element of surprise. Television commercials, for instance, often use vibrant colours, high-energy music, or dramatic openings to seize attention. On digital platforms, interactive ads, short-form videos, and personalised content have proven highly effective in standing out. Social media algorithms prioritise content that generates immediate engagement, making it essential for brands to use striking imagery and captivating introductions. Without successfully capturing consumer attention in the first few seconds, an advertisement risks being overlooked, reducing its overall effectiveness in influencing consumer buying behaviour. Therefore, this stage lays the foundation for deeper consumer engagement.

Once attention is secured, the next phase, Interest, involves maintaining consumer engagement by providing valuable and relevant information. Consumers need compelling reasons to continue interacting with the advertisement, which requires marketers to highlight unique selling points and product benefits. One effective way to sustain interest is through storytelling, where brands create relatable narratives that connect with consumer needs. For example, an advertisement for a fitness product might showcase a real-life transformation story, demonstrating how the product can help users achieve their health goals. Testimonials, expert endorsements, and behind-the-scenes insights also enhance credibility and keep potential customers engaged. Additionally, the use of infographics, demonstrations, and explainer videos can help break down complex information, making the advertisement more informative and appealing. By successfully generating and sustaining interest, marketers ensure that consumers remain invested in the product and consider it a viable purchasing option.

The Desire stage shifts consumer perception from passive interest to an emotional connection that drives the intent to purchase. At this point, advertisers must make the product or service feel indispensable, appealing to aspirations, emotions, or even subconscious needs. Luxury brands often use exclusivity and celebrity endorsements to enhance desirability, while other companies may rely on limited-time offers to create urgency. For example, a smartphone brand might highlight premium features such as advanced camera technology and sleek design, making consumers believe that owning the device will enhance their lifestyle. Emotional triggers, such as fear of missing out

(FOMO), social proof, and personalised recommendations, further reinforce consumer desire. When an advertisement successfully makes consumers feel that a product aligns with their identity or aspirations, they become more inclined to take action. This stage is crucial in converting consumer interest into a strong motivation to buy.

The final stage, Action, involves prompting the consumer to make a purchase or take a specific step toward acquiring the product. Even after attention, interest, and desire have been established, consumers may hesitate to take action without a clear incentive or direction. Effective advertisements include strong calls to action (CTAs), such as "Buy Now," "Get Yours Today," or "Sign Up for a Free Trial," encouraging immediate decision-making. Additionally, time-sensitive promotions, discount codes, and easy checkout processes help reduce hesitation. E-commerce brands, for instance, use one-click purchasing and limited-time deals to create urgency and drive conversions. In conclusion, the AIDA model remains a powerful tool for shaping consumer behaviour through strategic advertising. By systematically guiding consumers through the four stages, marketers can create highly effective advertisements that maximise engagement, enhance brand loyalty, and ultimately increase sales in an ever-evolving and competitive marketplace.

The theory is relevant to the study as it help provides a structured framework for understanding how advertisements influence consumers' decision-making processes. The model explains how effective advertisements first capture consumer attention, sustain

their interest, create a desire for the product, and ultimately drive action in the form of a purchase. By applying this model, the study can assess how different advertising strategies—such as visual appeal, persuasive messaging, emotional connections, and call-to-action techniques—affect consumer responses. Additionally, in an era where consumers are exposed to countless advertisements across multiple platforms, the AIDA model helps in analysing which aspects of advertising are most effective in shaping purchasing behaviour. Therefore, this theory provides a solid foundation for examining the role of advertisement in influencing consumer preferences, engagement levels, and ultimate purchasing decisions.

2.6 Summary Table of Empirical Review

S/N	Author/Date	Topic	Place	Methodology	Findings	Recommendations
1	Weyinmi (2024)	Influence of television advertising on consumer buying behaviour	Lagos	Survey research, 500 respondents, multiple regression analysis	Television advertising significantly impacts consumer purchase intentions	Advertisements should focus on strong visual and auditory appeal.
2	Iweala (2020)	Role of social media advertisements in influencing consumer purchases	Abuja	Mixed-methods, 300 respondents, factor analysis	Social media advertisements affect consumer behaviour through interactive features and targeted ads.	Digital marketers should prioritise engagement-driven strategies.

3	Ndidi & Nwankwo (2023)	Effectiveness of radio advertisements on consumer preferences for FMCGs	Enugu	Descriptive survey, 350 respondents, chi-square & correlation analysis	Radio advertisements influence consumer preferences,.	Tailor radio messages to specific demographic groups.
4	Salami (2022)	Impact of billboard advertising on consumer buying behaviour in the automobile industry	Kano	Cross-sectional survey, 400 car buyers, multiple regression analysis	Billboard ads significantly influence consumer awareness and brand perception.	Position billboards strategically in high-traffic areas.
5	Haruna (2020)	Effect of celebrity endorsements in advertisements on consumer buying behaviour	Lagos	Experimental research, 250 respondents, t-tests & ANOVA	Celebrity endorsements enhance consumer trust and brand appeal.	Select celebrities whose public image aligns with brand identity.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter outlined the methodology used in the study, including the research design as the blueprint for addressing the research questions. It specifies the study population, sample size, and sampling technique for participant selection. The research instrument and its validity are described to ensure accurate data collection. Sources of

data, whether primary or secondary, are identified, and the chapter concludes with the method of data analysis for processing and interpreting the findings.

3.2 The Research Design

The research design adopted for this study is the descriptive survey research design. This design is appropriate as it enables the researcher to collect data from a sample population and generalize the findings to a larger population. The descriptive survey design allows for the use of structured questionnaires to gather quantitative data, providing insights into how advertisements influence consumer purchasing decisions.

3.3 Population of the Study

The population for this study was made up of 5,000 customers and consumers of various beverage products within the University of Benin, Ugbowo Campus. This population was chosen because students and staff of the university form a significant segment of beverage consumers, making them ideal for analyzing the impact of advertisement on their buying behaviour.

3.4 Sample and Sampling Methods

The study employed a simple random sampling technique to select respondents. A sample size of 100 beverage consumers within the University of Benin, Ugbowo Campus, was selected to participate in the study. To determine the sample size, the Taro Yamane's formula was applied as follows:

Sample size = $\frac{N}{\quad\quad}$

$$1+N(e)^2$$

Where:
N = Population size
1 = Constant
e = margin of error (usually 0.1 for a 90% confidence level)
Thus;

$$= \frac{N}{1+N(e)^2}$$

$$= \frac{5,000}{1+5,000(0.1)^2}$$

$$N= \frac{5,000}{1+5,000(0.01)}$$

$$N= \frac{5,000}{1+50}$$

$$N= \frac{5,000}{50}$$

N=100

Thus, the calculated sample size is 100 respondents.

3.5 Method of Data Collection

This study relied on primary data collected through the administration of structured questionnaires. The questionnaire was designed to obtain relevant information from beverage consumers regarding their exposure to advertisements and its influence on their purchasing decisions. The researcher personally administered the questionnaires to ensure clarity and accuracy in responses.

3.6 Research Instrument

The primary research instrument employed in this study is the questionnaire. The questionnaires was distributed to respondents who completed them anonymously. The questionnaire was designed to collect sufficient and relevant information from the respondents. It was structured into five sections: A, B, C, D, and E. Section A focused on how the quality of advertisement influence consumer buying behaviour. Section B gathered information on the impact of celebrity endorsement on consumer buying behaviour. Section C ascertained ways environmental response shape consumer buying behaviour. Section D identified how cultural background affect consumer responses to advertisements and buying behaviour, while Section E explored the extent through which brand storytelling in advertisements shape consumer emotions and buying behaviour.

3.7 Validity of the Instrument

The developed questionnaire was submitted to the project supervisor for evaluation to ensure content validity. Corrections suggested by the supervisor was incorporated into the final version of the questionnaire before it was administered to the respondents.

3.8 Reliability of Instrument

To ensure the reliability of the questionnaire, a pilot study was conducted with a small sample of respondents similar to the target population. The results from the pilot study was analyzed using the Cronbach's alpha reliability test to determine the internal consistency of the instrument. A reliability coefficient of 0.74 was obtained, indicating that the instrument is reliable.

3.9 Method of Data Analysis

The data collected for this study was analyzed using frequency counts and simple percentages. Frequency counts was used to summarize the number of responses for each questionnaire item, providing a clear picture of the distribution of responses across the sample. Simple percentages was calculated to represent the proportion of responses for each category, making it easier to interpret the data and identify trends. This method of analysis is appropriate for descriptive studies as it allows for the effective presentation of data in tables and charts, facilitating a clear understanding of the findings. The results was interpreted in relation to the research objectives to draw meaningful conclusions.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSES OF RESULTS

4.1 Introduction

This chapter dealt on the presentation and analysis of the responses to questionnaire by the respondents. The responses are presented using a frequency table distribution, simple percentage and detailed analysis was made accordingly. The data were primarily sourced from the administered questionnaires. A total of one hundred (100) questionnaires were administered to 100 respondents. The 100 questionnaires were returned completely filled. The analysis of data was based on the one hundred (100) questionnaires recovered.

4.2 Presentation of the Bio-Data of the Respondents

The section starts with the demographic data of respondents such as gender and age which are all aimed to give a concise understanding on the impact of advertisement on consumer buying behaviour.

Table 1: Distribution of Respondents by Gender

Gender	Frequency	Percentage
Male	39	39%
Female	61	61%
Total	**100**	**100%**

Source: Field Work (2025)

Table 1 shows the distribution of respondents according to gender. As shown in the table above, male respondents are 39 which constitutes 39% while female respondents are 61 representing 61%. This indicates that majority of the respondents were females.

Table 2: Distribution of Respondents by Age

Age Range	Respondents	Percentages
16-20	17	17%
21-25	51	51%

26-30	21	21%
30 years and above	11	11%
Total	**100**	**100%**

Source: Field Work (2025)

Table 2 presents the distribution of respondents by age. The age range of 16–20 accounts for 17% of respondents, while the largest group, aged 21–25, makes up 51%. Those aged 26–30 represent 21%, and respondents aged 30 years and above form the smallest category at 11%. This indicates that majority of the respondents are those within the age range of 21-25 years.

Table 3: Distribution of Respondents by Qualifications

Qualifications	Respondents	Percentages
SSCE	11	11%
OND	23	23%
HND/B.Sc.	57	57%
M.Sc. and above	9	9%
Total	**100**	**100%**

Source: Field Work (2025)

Table 3 shows that 11% of the respondents hold an SSCE qualification, representing the least educational attainment in the study. The majority, 57%, possess an HND/B.Sc., indicating that most respondents have a higher education degree. Those with an OND qualification make up 23%, while the smallest group, 9%, have an M.Sc. or higher. This distribution highlights a well-educated sample, with the largest concentration at the HND/B.Sc. level.

4.3 Results of Research Question 1

Research Question 1: How does quality advertisement influence consumer buying behaviour?

Table 4: Distribution of Responses on Influence of Quality of Advertisement on Consumer Buying Behaviour

S/N	Items	Total No of respondents	Strongly Agree	Agree	Disagree	Strongly Disagree
1.	I am more likely to buy a product if the advertisement is visually appealing.	100	52 (52%)	33 (33%)	9 (9%)	6 (6%)
2.	Advertisements with clear and convincing messages influence my purchase decisions.	100	47 (47%)	38 (38%)	11 (11%)	4 (4%)
3.	High-quality advertisements make a product seem more trustworthy.	100	27 (27%)	59 (59%)	6 (6%)	8 (8%)
4.	The creativity in advertisements captures my attention and influences my buying behaviour.	100	61 (61%)	28 (28%)	6 (6%)	5 (5%)
5.	Well-produced advertisements encourage me to try new products.	100	44 (44%)	31 (31%)	11 (11%)	14 (14%)

Source: Field Work (2025)

Table 4 presents the distribution of responses on the influence of quality advertisements on consumer buying behavior. Regarding item 1, a majority of respondents (52%) strongly agreed and 33% agreed that they are more likely to buy a product if the advertisement is visually appealing, while only 9% disagreed and 6% strongly disagreed, indicating that 85% of respondents affirmed this influence. In item 2, advertisements with clear and convincing messages significantly influenced purchase decisions, with 47%

strongly agreeing and 38% agreeing, while only 11% disagreed and 4% strongly disagreed, showing that 85% of respondents recognized message clarity as a key factor. For item 3, the perception of trustworthiness due to high-quality advertisements had a lower level of strong agreement (27%), but a substantial 59% agreed, while only 6% disagreed and 8% strongly disagreed, suggesting that 86% of respondents associate advertisement quality with trust. In item 4, creativity in advertisements had the highest level of approval, with 61% strongly agreeing and 28% agreeing that it captures their attention and influences their buying behavior, while just 6% disagreed and 5% strongly disagreed, revealing that 89% of respondents affirmed its impact. Lastly, item 5 shows that well-produced advertisements encourage product trials, with 44% strongly agreeing and 31% agreeing, while 11% disagreed and a notable 14% strongly disagreed, indicating that 75% of respondents acknowledged this influence, though with a higher level of skepticism. Overall, the responses suggest that visually appealing, clear, high-quality, and creative advertisements have a strong positive influence on consumer buying behavior, with creativity and message clarity being the most influential factors.

4.4 Results of Research Question 2

Research Question 2: What impact does celebrity endorsement have on consumer buying behaviour?

Table 5: Distribution of Responses on Impact of Celebrity Endorsement on Consumer Buying Behaviour

S/N	Items	Total No of respondents	Strongly Agree	Agree	Disagree	Strongly Disagree
1.	I am more likely to buy a product if it is endorsed by a celebrity I admire.	100	62 (62%)	26 (26%)	8 (8%)	4 (4%)
2.	Celebrity endorsements make products seem more reliable.	100	59 (59%)	31 (31%)	3 (3%)	7 (7%)
3.	I trust products that are promoted by celebrities I respect.	100	48 (48%)	37 (37%)	9 (9%)	6 (6%)
4.	The popularity of a celebrity influences my perception of a product.	100	53 (53%)	36 (36%)	3 (3%)	8 (8%)
5.	Celebrity endorsements affect my buying decisions even when I do not need the product.	100	46 (46%)	29 (29%)	13 (13%)	12 (12%)

Source: Field Work (2025)

Table 5 presents the distribution of responses on the impact of celebrity endorsement on consumer buying behavior. Regarding item 1, a significant majority of respondents (62%) strongly agreed and 26% agreed that they are more likely to buy a product if it is endorsed by a celebrity they admire, while only 8% disagreed and 4% strongly disagreed,

indicating that 88% of respondents recognize the influence of celebrity admiration. In item 2, celebrity endorsements were also seen as enhancing product reliability, with 59% strongly agreeing and 31% agreeing, whereas only 3% disagreed and 7% strongly disagreed, showing that 90% of respondents associated endorsements with perceived reliability. Item 3 reveals that trust in celebrity-promoted products is relatively strong, with 48% strongly agreeing and 37% agreeing, while only 9% disagreed and 6% strongly disagreed, indicating that 85% of respondents trust products endorsed by respected celebrities. In item 4, the popularity of a celebrity was found to shape product perception, as 53% strongly agreed and 36% agreed, while just 3% disagreed and 8% strongly disagreed, demonstrating that 89% of respondents are influenced by celebrity popularity. Lastly, item 5 highlights that celebrity endorsements can drive purchases even when the product is not needed, as 46% strongly agreed and 29% agreed, while 13% disagreed and 12% strongly disagreed, showing a slightly lower but still notable 75% influence rate. Overall, the responses suggest that celebrity endorsement significantly impacts consumer buying behavior, with admiration, perceived reliability, and celebrity popularity playing key roles in shaping purchasing decisions.

4.5 Results of Research Question 3

Research Question 3: In what ways does environmental response shape consumer buying behaviour?

Table 6: Distribution of Responses on Effect of Environmental Response on Consumer Buying Behaviour

S/N	Items	Total No of respondents	Strongly Agree	Agree	Disagree	Strongly Disagree
1.	I am more likely to buy from brands that promote eco-friendly practices.	100	47 (47%)	38 (38%)	8 (8%)	7 (7%)
2.	Advertisements that emphasize sustainability influence my purchase decisions.	100	69 (69%)	22 (22%)	3 (3%)	6 (6%)
3.	I consider a brand's commitment to environmental responsibility when making purchases.	100	44 (44%)	29 (29%)	11 (11%)	16 (16%)
4.	Social and environmental issues highlighted in advertisements impact my buying behaviour.	100	71 (71%)	21 (21%)	5 (5%)	3 (3%)
5.	Companies that support environmental causes are more likely to gain my loyalty.	100	57 (57%)	29 (29%)	6 (6%)	8 (8%)

Source: Field Work (2025)

Table 6 presents the distribution of responses on the effect of environmental response on consumer buying behavior. Regarding item 1, a majority of respondents (47%) strongly

agreed and 38% agreed that they are more likely to buy from brands that promote eco-friendly practices, while only 8% disagreed and 7% strongly disagreed, indicating that 85% of respondents value environmental consciousness in brands. In item 2, sustainability-focused advertisements were highly influential, with 69% strongly agreeing and 22% agreeing, whereas only 3% disagreed and 6% strongly disagreed, showing that 91% of respondents are swayed by sustainability messaging. Item 3 reveals that brand commitment to environmental responsibility plays a role in purchasing decisions, with 44% strongly agreeing and 29% agreeing, while 11% disagreed and 16% strongly disagreed, suggesting that 73% of respondents consider a brand's environmental efforts when making purchases. In item 4, social and environmental issues highlighted in advertisements had the highest impact, as 71% strongly agreed and 21% agreed, while just 5% disagreed and 3% strongly disagreed, demonstrating that 92% of respondents are influenced by such messages. Lastly, item 5 shows that corporate support for environmental causes fosters consumer loyalty, with 57% strongly agreeing and 29% agreeing, while 6% disagreed and 8% strongly disagreed, indicating that 86% of respondents prefer brands that actively contribute to environmental causes. Overall, the responses suggest that environmental responsibility significantly shapes consumer buying behavior, with sustainability-focused advertisements and corporate environmental commitments being key factors in influencing purchasing decisions.

4.6 Results of Research Question 4

Research Question 4: How does cultural background affect consumer responses to advertisements and buying behaviour?

Table 7: Distribution of Responses on Influence of Cultural Background on Consumer Responses to Advertisements and Buying Behaviour

S/N	Items	Total No of respondents	Strongly Agree	Agree	Disagree	Strongly Disagree
1.	Advertisements that reflect my cultural values influence my purchase decisions.	100	73 (73%)	22 (22%)	3 (3%)	2 (2%)
2.	I am more likely to buy products that are advertised in my native language.	100	66 (66%)	24 (24%)	6 (6%)	4 (4%)
3.	Cultural differences affect how I perceive advertisements.	100	71 (71%)	22 (22%)	4 (4%)	3 (3%)
4.	Advertisements that align with my cultural beliefs make products more appealing.	100	54 (54%)	36 (36%)	4 (4%)	6 (6%)
5.	I trust brands that incorporate cultural elements in their advertisements.	100	78 (78%)	16 (16%)	4 (4%)	2 (2%)

Source: Field Work (2025)

Table 7 presents the distribution of responses on the influence of cultural background on consumer responses to advertisements and buying behavior. Regarding item 1, a significant majority of respondents (73%) strongly agreed and 22% agreed that

advertisements reflecting their cultural values influence their purchase decisions, while only 3% disagreed and 2% strongly disagreed, indicating that 95% of respondents recognize cultural relevance as a key factor in advertising. In item 2, advertisements in native languages were also influential, with 66% strongly agreeing and 24% agreeing, whereas only 6% disagreed and 4% strongly disagreed, showing that 90% of respondents prefer advertising in their native language. Item 3 highlights the role of cultural differences in advertisement perception, with 71% strongly agreeing and 22% agreeing, while only 4% disagreed and 3% strongly disagreed, demonstrating that 93% of respondents acknowledge cultural influence in how they interpret advertisements. In item 4, advertisements aligning with cultural beliefs were seen as making products more appealing, as 54% strongly agreed and 36% agreed, while just 4% disagreed and 6% strongly disagreed, indicating that 90% of respondents are influenced by culturally aligned advertisements. Lastly, item 5 shows that trust in brands increases when cultural elements are incorporated in advertisements, with 78% strongly agreeing and 16% agreeing, while only 4% disagreed and 2% strongly disagreed, demonstrating a high 94% approval rate. Overall, the responses suggest that cultural background plays a significant role in shaping consumer responses to advertisements, with factors such as cultural values, native language, and alignment with cultural beliefs being key drivers of consumer buying behavior.

4.7 Results of Research Question 5

Research Question 5: To what extent does brand storytelling in advertisements shape consumer emotions and buying behaviour?

Table 8: Distribution of Responses on Impact of Brand Storytelling in Advertisements on Consumer Emotions and Buying Behaviour

S/N	Items	Total No of respondents	Strongly Agree	Agree	Disagree	Strongly Disagree
1.	Advertisements with compelling stories influence my emotions and buying decisions.	100	55 (55%)	37 (37%)	5 (5%)	3 (3%)
2.	I am more likely to buy from brands that share inspiring stories.	100	66 (66%)	24 (24%)	6 (6%)	4 (4%)
3.	Emotional connections built through advertisements impact my brand loyalty.	100	76 (76%)	19 (19%)	3 (3%)	2 (2%)
4.	Advertisements that tell relatable stories influence my perception of a brand.	100	54 (54%)	36 (36%)	4 (4%)	6 (6%)
5.	I prefer brands that use storytelling to communicate their values and mission.	100	73 (73%)	21 (21%)	4 (4%)	2 (2%)

Source: Field Work (2025)

Table 8 presents the distribution of responses on the impact of brand storytelling in advertisements on consumer emotions and buying behavior. Regarding item 1, a significant 55% of respondents strongly agreed and 37% agreed that advertisements with compelling stories influence their emotions and buying decisions, while only 5% disagreed and 3% strongly disagreed, indicating that 92% of respondents recognize the persuasive power of storytelling in advertising. In item 2, 66% strongly agreed and 24% agreed that they are more likely to buy from brands that share inspiring stories, while only 6% disagreed and 4% strongly disagreed, demonstrating that 90% of respondents are positively influenced by brand narratives. Item 3 highlights the role of emotional connections in brand loyalty, with 76% strongly agreeing and 19% agreeing, while just 3% disagreed and 2% strongly disagreed, showing a high 95% approval rate. In item 4, 54% strongly agreed and 36% agreed that advertisements with relatable stories influence their perception of a brand, while only 4% disagreed and 6% strongly disagreed, indicating that 90% of respondents value relatable brand narratives. Lastly, in item 5, 73% strongly agreed and 21% agreed that they prefer brands that use storytelling to communicate their values and mission, while only 4% disagreed and 2% strongly disagreed, revealing that 94% of respondents appreciate storytelling as a key branding strategy. Overall, the findings suggest that brand storytelling significantly shapes consumer emotions and buying behavior by fostering emotional connections, enhancing brand perception, and influencing purchase decisions.

4.8 Discussion of Findings

Findings from the study shows that quality advertisement significantly influence consumer buying behaviour, with visually appealing, clear, high-quality, and creative advertisements having a strong positive influence on consumer buying behaviour. This findings can be attributed to its ability to capture attention, create strong brand recall, and evoke emotional connections with consumers. Visually appealing, clear, high-quality, and creative advertisements enhance message retention, build trust, and differentiate products from competitors, ultimately influencing purchasing decisions. When advertisements effectively communicate value, highlight product benefits, and appeal to consumer needs and preferences, they increase engagement, stimulate desire, and enhance brand loyalty, thereby reinforcing the strong positive impact on buying behavior and long-term consumer relationships. This findings is in line with Olatunji and Adewale (2021) who asserted that well-crafted advertisements that utilize compelling visuals, persuasive language, and strategic messaging have a higher likelihood of attracting consumers' attention and prompting them to take action.

Findings from the study revealed that celebrity endorsement significantly impacts consumer buying behaviour, with admiration, perceived reliability, and celebrity popularity playing key roles in shaping purchasing decisions. This findings can be attributed to the admiration, perceived reliability, and popularity of the celebrity, which influence consumer trust and brand perception. Celebrities serve as role models, and their association with a product enhances its credibility, appeal, and desirability. When consumers identify with or aspire to be like a celebrity, they are more likely to purchase

endorsed products. Additionally, celebrity endorsements create emotional connections, improve brand recall, and differentiate products from competitors, ultimately reinforcing the strong influence on consumer purchasing decisions and long-term brand loyalty. This findings is in agreement with Fagbemi (2023) who opined that consumers often associate celebrities with aspirational lifestyles, leading them to purchase endorsed products in the hope of emulating their favourite public figures.

Findings from the study indicated that environmental response significantly shapes consumer buying behavior, with sustainability-focused advertisements and corporate environmental commitments being key factors in influencing purchasing decisions. This findings can be attributed to the growing awareness of sustainability and corporate social responsibility. Consumers are increasingly drawn to brands that demonstrate environmental commitment through eco-friendly products, sustainable practices, and green marketing. Sustainability-focused advertisements enhance brand credibility, appeal to ethically conscious consumers, and foster emotional connections that influence purchasing decisions. When companies actively promote their environmental initiatives, they not only differentiate themselves from competitors but also build long-term trust and loyalty, reinforcing the strong impact of environmental response on consumer behavior and brand preference. In line with the findings, Zulum and Adeyemi (2021) asserted that environmental factors such as climate conditions, sustainability efforts, and green marketing strategies significantly influence consumer preferences and purchasing decisions.

Findings from the study shows that cultural background plays a significant role in shaping consumer responses to advertisements, with factors such as cultural values, native language, and alignment with cultural beliefs being key drivers of consumer buying behaviour. This findings can be attributed to the deep influence of cultural values, native language, and alignment with societal beliefs on consumer perceptions and decision-making. Advertisements that reflect a consumer's cultural identity create a sense of familiarity, trust, and emotional connection, making the message more relatable and persuasive. When brands tailor their marketing strategies to respect and align with cultural norms, they enhance consumer engagement, brand loyalty. This findings is in consonance with Risikat (2021) who asserted that cultural factors such as values, traditions, and social norms influence how individuals perceive marketing messages and determine their purchasing decisions.

Findings from the study revealed that brand storytelling significantly shapes consumer emotions and buying behavior by fostering emotional connections, enhancing brand perception, and influencing purchase decisions. This findings can be attributed to its ability to create meaningful narratives that resonate with consumers on a personal level. Storytelling fosters emotional connections, making brands more relatable, memorable, and trustworthy. By evoking emotions such as nostalgia, inspiration, or empathy, brand storytelling differentiates products from competitors, enhances engagement, and reinforces the strong impact on consumer behavior and long-term brand commitment. This findings is in tandem with Yekini and Nakpodia (2023) who asserted

that storytelling in advertisements creates an emotional connection between brands and consumers, making the message more relatable and memorable.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The study investigated the impact of advertisement on consumer buying behaviour. The population for this study was made up of 5,000 customers and consumers of various beverage products within the University of Benin, Ugbowo Campus. A sample size of 100 beverage consumers within the University of Benin, Ugbowo Campus, was selected to participate in the study. The primary source of data for this study is the questionnaire which was designed to collect relevant information from the participants. The data collected for this study was analyzed using frequency counts and simple percentages.

5.2 Summary of Findings

From the foregoing, the following constitutes the major findings of the study;

1. The findings of the study in research question one revealed that quality advertisement significantly influence consumer buying behaviour, with visually appealing, clear, high-quality, and creative advertisements having a strong

positive influence on consumer buying behaviour. This findings can be attributed to its ability to capture attention, create strong brand recall, and evoke emotional connections with consumers. Visually appealing, clear, high-quality, and creative advertisements enhance message retention, build trust, and differentiate products from competitors, ultimately influencing purchasing decisions. When advertisements effectively communicate value, highlight product benefits, and appeal to consumer needs and preferences, they increase engagement, stimulate desire, and enhance brand loyalty, thereby reinforcing the strong positive impact on buying behavior and long-term consumer relationships. This findings is in line with Olatunji and Adewale (2021) who asserted that well-crafted advertisements that utilize compelling visuals, persuasive language, and strategic messaging have a higher likelihood of attracting consumers' attention and prompting them to take action.

2. The findings of the study in research question two revealed that celebrity endorsement significantly impacts consumer buying behaviour, with admiration, perceived reliability, and celebrity popularity playing key roles in shaping purchasing decisions. This findings can be attributed to the admiration, perceived reliability, and popularity of the celebrity, which influence consumer trust and brand perception. Celebrities serve as role models, and their association with a product enhances its credibility, appeal, and desirability. When consumers identify with or aspire to be like a celebrity, they are more likely to purchase

endorsed products. Additionally, celebrity endorsements create emotional connections, improve brand recall, and differentiate products from competitors, ultimately reinforcing the strong influence on consumer purchasing decisions and long-term brand loyalty. This findings is in agreement with Fagbemi (2023) who opined that consumers often associate celebrities with aspirational lifestyles, leading them to purchase endorsed products in the hope of emulating their favourite public figures.

3. The findings of the study in research question three revealed that environmental response significantly shapes consumer buying behavior, with sustainability-focused advertisements and corporate environmental commitments being key factors in influencing purchasing decisions. This findings can be attributed to the growing awareness of sustainability and corporate social responsibility. Consumers are increasingly drawn to brands that demonstrate environmental commitment through eco-friendly products, sustainable practices, and green marketing. Sustainability-focused advertisements enhance brand credibility, appeal to ethically conscious consumers, and foster emotional connections that influence purchasing decisions. When companies actively promote their environmental initiatives, they not only differentiate themselves from competitors but also build long-term trust and loyalty, reinforcing the strong impact of environmental response on consumer behavior and brand preference. In line with the findings, Zulum and Adeyemi (2021) asserted that environmental factors such

as climate conditions, sustainability efforts, and green marketing strategies significantly influence consumer preferences and purchasing decisions.

4. The findings of the study in research question four revealed that cultural background plays a significant role in shaping consumer responses to advertisements, with factors such as cultural values, native language, and alignment with cultural beliefs being key drivers of consumer buying behaviour. This findings can be attributed to the deep influence of cultural values, native language, and alignment with societal beliefs on consumer perceptions and decision-making. Advertisements that reflect a consumer's cultural identity create a sense of familiarity, trust, and emotional connection, making the message more relatable and persuasive. When brands tailor their marketing strategies to respect and align with cultural norms, they enhance consumer engagement, brand loyalty, and purchasing intent, reinforcing the strong impact of cultural background on consumer buying behavior and brand preference. This findings is in consonance with Risikat (2021) who asserted that cultural factors such as values, traditions, and social norms influence how individuals perceive marketing messages and determine their purchasing decisions.
5. The findings of the study in research question five revealed that brand storytelling significantly shapes consumer emotions and buying behavior by fostering emotional connections, enhancing brand perception, and influencing purchase decisions. This findings can be attributed to its ability to create meaningful

narratives that resonate with consumers on a personal level. Storytelling fosters emotional connections, making brands more relatable, memorable, and trustworthy. When consumers identify with a brand's story, it enhances their perception of the brand's authenticity and values, strengthening loyalty and influencing purchasing decisions. By evoking emotions such as nostalgia, inspiration, or empathy, brand storytelling differentiates products from competitors, enhances engagement, and reinforces the strong impact on consumer behavior and long-term brand commitment. This findings is in tandem with Yekini and Nakpodia (2023) who asserted that storytelling in advertisements creates an emotional connection between brands and consumers, making the message more relatable and memorable.

5.3 Conclusion

The study explored the impact of advertisement on consumer buying behaviour. Based on the findings from the study, the researcher concluded that quality advertisement significantly influence consumer buying behaviour, with visually appealing, clear, high-quality, and creative advertisements having a strong positive influence on consumer buying behaviour. It was also concluded that celebrity endorsement significantly impacts consumer buying behaviour, with admiration, perceived reliability, and celebrity popularity playing key roles in shaping purchasing decisions. The study also shows that cultural background plays a significant role in shaping consumer responses to

advertisements, with factors such as cultural values, native language, and alignment with cultural beliefs being key drivers of consumer buying behaviour.

5.4 Recommendations

In the light of the findings above, the following recommendations were proffered:

1. Businesses should prioritize visually appealing, clear, high-quality, and creative advertisements to maximize consumer engagement and influence purchasing decisions.
2. Companies should select celebrities whose image aligns with their brand values and target audience to enhance credibility and consumer trust, leveraging admiration, reliability, and popularity to boost sales.
3. Advertisers should tailor messages to align with the cultural values, native language, and beliefs of their target audience to enhance relatability and consumer trust.
4. Companies should conduct regular consumer behavior studies to understand evolving preferences and cultural influences, ensuring that advertisements remain relevant and impactful.

5. Businesses should diversify their advertising platforms (e.g., social media, television, billboards, and digital marketing) to ensure that high-quality, culturally relevant, and celebrity-endorsed advertisements reach a wider audience effectively.

5.5 Contribution to Knowledge

The study made significant contributions to knowledge in the following areas:

1. The research provided a deeper understanding of the relationship between advertisement quality and consumer buying behavior, emphasizing the importance of visually appealing, clear, high-quality, and creative advertisements in influencing purchasing decisions.
2. The study highlighted the significant role of celebrity endorsements in shaping consumer preferences, demonstrating how admiration, perceived reliability, and celebrity popularity contribute to brand trust and consumer loyalty.
3. The research underscored the influence of cultural background on consumer responses to advertisements, showing that factors such as cultural values, native language, and alignment with cultural beliefs play a crucial role in advertising effectiveness.

4. The findings contributed to the field of consumer behavior and marketing communication by offering evidence-based insights for businesses, marketers, and advertisers on how to design culturally relevant and strategically endorsed advertisements to maximize consumer engagement and sales.

5.6 Suggestions for Further Studies

To build upon the findings of this study, the following areas are recommended for further research:

1. Future studies should examine the impact of advertisement quality on consumer buying behavior across different industries to determine whether the effectiveness of visually appealing and high-quality advertisements varies by product category.
2. Research should explore the long-term influence of celebrity endorsements on brand loyalty, investigating whether consumer trust and admiration for celebrities lead to sustained purchasing behavior over time.
3. Further studies could analyze the role of digital and social media advertising in shaping consumer behavior, particularly in relation to cultural preferences and online engagement trends in diverse demographic groups.

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DEPARTMENT OF MARKETING

FACULTY OF MANAGEMENT SCIENCES

UNIVERSITY OF BENIN, BENIN CITY

QUESTIONNAIRE

Dear Respondent,

The questionnaire is for the purpose of investigating the "**Impact of Advertisement on Consumer Buying Behaviour**". Kindly fill it as appropriate. Your information will remain confidential. Thank you for your time and effort.

DEMOGRAPHIC DATA

Please tick the option you consider appropriate and fill in blank spaces

Gender: Male ( ) Female ( )

Age: 16-20yrs ( ) 21-25yrs ( ) 26-30yrs ( ) 30 years and above ( )

Qualification: SSCE ( ) OND ( ) HND/B.Sc. ( ) Master's Degree and above ( )

Please indicate the extent to which you agree or disagree with the following statements.

Key: Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD)

S/N	ITEMS	SA	A	D	SD
	Quality of Advertisement and Consumer Buying Behaviour				
1.	I am more likely to buy a product if the advertisement is visually appealing.				
2.	Advertisements with clear and convincing messages influence my purchase decisions.				
3.	High-quality advertisements make a product seem more trustworthy.				
4.	The creativity in advertisements captures my attention and influences my buying behaviour.				
5.	Well-produced advertisements encourage me to try new products.				
	Celebrity Endorsement and Consumer Buying Behaviour				
6.	I am more likely to buy a product if it is endorsed by a celebrity I admire.				
7.	Celebrity endorsements make products seem more reliable.				
8.	I trust products that are promoted by celebrities I respect.				
9.	The popularity of a celebrity influences my perception of a product.				
10.	Celebrity endorsements affect my buying decisions even when I do not need the product.				
	Environmental Response and Consumer Buying Behaviour				
11.	I am more likely to buy from brands that promote eco-friendly practices.				
12.	Advertisements that emphasize sustainability influence my purchase decisions.				

13.	I consider a brand's commitment to environmental responsibility when making purchases.				
14.	Social and environmental issues highlighted in advertisements impact my buying behaviour.				
15.	Companies that support environmental causes are more likely to gain my loyalty.				
	Cultural Background and Consumer Buying Behaviour				
16.	Advertisements that reflect my cultural values influence my purchase decisions.				
17.	I am more likely to buy products that are advertised in my native language.				
18.	Cultural differences affect how I perceive advertisements.				
19.	Advertisements that align with my cultural beliefs make products more appealing.				
20.	I trust brands that incorporate cultural elements in their advertisements.				
	Brand Storytelling and Consumer Buying Behaviour				
21.	Advertisements with compelling stories influence my emotions and buying decisions.				
22.	I am more likely to buy from brands that share inspiring stories.				
23.	Emotional connections built through advertisements impact my brand loyalty.				
24.	Advertisements that tell relatable stories influence my perception of a brand.				

25.	I prefer brands that use storytelling to communicate their values and mission.				