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**THE EFFECT OF ADVERTISING CAMPAIGN ON
CONSUMER BUYING BEHAVIOUR: PETRONAS (M)
BERHAD**

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MASTER OF SCIENCE MANAGEMENT

UNIVERSITI UTARA MALAYSIA

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**THE EFFECT OF ADVERTISING CAMPAIGN ON
CONSUMER BUYING BEHAVIOUR: PETRONAS (M)
BERHAD**



**Thesis Submitted to School of Business Management,
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ABSTRACT

This study was conducted to investigate how advertising affected Petronas (M) Berhad consumer' purchasing Behaviour. The literature offered talks about the idea of advertising campaign and consumer purchasing behaviour. The researcher employed a descriptive and explanatory study methodology that quantitatively describes and explains the effect of advertising campaign on consumer purchasing behaviour. An information sample of 385 respondents was used. The independent variable was determined to be advertising campaign and the dependent variable was found to be consumer buying behaviour. Advertisements that are impressive, understandable, grabbing, and memorable were thought of as sub-variables of advertising. The collected information from those who responded was then examined. A two-tailed correlation analysis revealed a high and favourable link between consumers buying behaviour and advertisements that are impressive, understandable, attention grabbing, and memorable. The correlation research also shows a strong advertising campaign between consumers' buying behaviour and commercials that are compelling, memorable, and understandable. Additionally, multiple regressions were used. Based on the findings of this study, it is advised that effective advertising campaigns that use. The projections could be utilized to increase consumer and beat competitor. This study thus contributes a fresh perspective to the existing corpus of research that will aid scholars in their quest to comprehend how advertising influence consumer buying behaviour.

Key Words: Advertising campaign, consumer buying behaviour, Petronas

ABSTRAK

Kajian ini dijalankan untuk menyiasat bagaimana pengiklanan mempengaruhi gelagat pembelian pengguna Petronas Berhad. Ulasan karya menawarkan kajian tentang idea pengiklanan dan gelagat pembelian pengguna. Pengkaji menggunakan metodologi kajian deskriptif dan penerangan yang menghuraikan dan menerangkan secara kuantitatif kesan kempen pengiklanan ke atas gelagat pembelian pengguna. Sampel maklumat sebanyak 385 pelanggan telah digunakan. Pembolehubah tidak bersandar ditentukan sebagai kempen pengiklanan dan pembolehubah bersandar didapati sebagai tingkah laku membeli pengguna. Iklan yang mengagumkan, boleh difahami, menarik dan diingati dianggap sebagai sub-pembolehubah pengiklanan. Maklumat yang dikumpul daripada mereka yang menjawab kemudiannya dikaji. Analisis korelasi dua hujung mendedahkan hubungan yang tinggi dan mendukung antara gelagat pembelian pengguna dan iklan yang mengagumkan, boleh difahami, menarik perhatian dan tidak dapat dilupakan. Penyelidikan korelasi juga menunjukkan pengiklanan yang agak kukuh antara gelagat pembelian pengguna dan iklan yang menarik, mudah diingati dan boleh difahami. Selain itu, regresi berbilang telah digunakan. Berdasarkan dapatan kajian ini, adalah dinasihatkan supaya kempen pengiklanan yang berkesan yang menggunakan peramal digunakan untuk menarik lebih ramai pelanggan dan mengatasi pesaing. Kajian ini dengan itu menyumbang perspektif baharu kepada korpus penyelidikan sedia ada yang akan membantu para sarjana dalam usaha mereka untuk memahami bagaimana pengiklanan mempengaruhi tingkah laku pembelian pengguna.

Kata kunci: kempen pengiklanan, gelagat pembeli pengguna, Petronas

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TABLE OF CONTENTS

Contents	Pages
Permission To Use.....	i
Abstract.....	ii
Abstrak.....	iii
Acknowledgement.....	iv
CHAPTER ONE	
1.0 Introduction.....	12 -13
1.1 Background of study.....	14-16
1.2 Statement of the Problem.....	17-19
1.3 Research Question.....	19
1.4 Objective of Study.....	19-20
1.5 Signification of the study.....	20-21
CHAPTER TWO	
2.1 Introduction	22
2.2 Advertising.....	22-25
2.3 The purpose of advertising.....	25-27
2.4 Advertising Media.....	27-28
2.5 The Concept of Advertising.....	28-30
2.6 Advertisings Models.....	30-33
2.7 Consumers Buying Behaviour.....	33-34
2.8 Factors Effect Consumer Buying Behaviour.....	34-35
2.9 Factors Influence Consumer Buying Behaviour.....	35-36
2.10 The Influence of Advertising on Consumer Purchasing.... Behaviour	36
2.11 Brand Values and Intention to Purchase	37-38
2.12 Theoretical Framework.....	38
2.13 Model of Advertisement.....	39
2.13.1 AIDA Model.....	39-41
2.13.2 Foote, Cone, and Belding (FCB) Model.....	41-42
2.14 Concept of Consumers Buying Behaviour	

2.14.1	Model Consumer Behaviour.....	43
2.14.2	Advertisement Media.....	43
2.14.3	Electronic Media Advertising.....	43
2.15	Relationship between Impressive Advertising on.....	44-45
	Consumer Buying Behaviour	
2.16	Relationship between Understandable Advertising on.....	45-46
	Consumer Buying Behaviour	
2.17	Relationship between Grabbing Advertising on.....	46-47
	Consumers Buying Behaviour	
2.18	Relationship between Memorable Advertising and.....	47-48
	Consumers Buying Behaviour	
2.19	Consumer Buying Behaviour Theories.....	49-50
2.20	Conceptual Frame Work.....	51

CHAPTER THREE

3.1	Introduction.....	52
3.2	Research Approach.....	52-53
3.3	Research Design.....	53-54
3.4	Data types and Data Sources.....	54
3.5	Population of the study.....	54
3.6	Sampling Procedure.....	55
3.7	Sample Size.....	55
3.8	Sampling Technique.....	55-56
3.9	Data Collection Instrument.....	56
3.10	Data Collection Procedure.....	56
3.11	Data Analysis.....	56-57
3.12	Descriptive Statistics.....	57-58
3.13	Research Instruments.....	

CHAPTER FOUR

4.1	Introduction.....	59
4.2	Response Rate.....	59

4.3	Demographic Profile of the Respondents.....	60
4.3.1	Age.....	60-61
4.3.2	Gender.....	62-63
4.3.3	Race.....	
4.3.4	Education Level.....	64
4.3.5	Monthly Personal Income (RM).....	65-66
4.4	Finding on Independent Variable.....	66
4.4.1	Are you Petronas Consumer?.....	66-67
4.4.2	By which mode of Petronas advertisement are your getting..	67-71
	attached?	
4.5	Reliability of Data.....	71
4.6	The correlation analysis's findings.....	72-74
4.7	Hypotheses testing	74-75
4.8	Mean and Std Division for Questionnaire.....	75
4.9	Multiple Regression.....	76-77
4.10	ANOVA Analysis.....	78
4.11	Conclusion.....	78-79
CHAPTER FIVE		
5.1	Introduction.....	80-81
5.2	Discussion.....	81-82
5.3	Recommendation.....	82--83
5.4	Limitation.....	83
REFERENCES.....		84-88
APPENDIX I: QUESTIONNAIRE.....		89-95

LIST OF TABLES

NO	CONTENT	PAGES
	Table 1: Demographic of respondent.....	60
	Table 2: Age of Respondent.....	60
	Table 3: Gender of Respondent.....	62
	Table 4: Race of Respondent.....	62
	Table 5: Education Level of Respondent.....	64
	Table 6: Monthly Income of Respondent.....	65
	Table 7: Petronas Consumer Analysis.....	66
	Table 8: Mode of Petronas Advertising.....	67
	Table 9: Reliability of variable.....	71
	Table 10: Corelation Matrix.....	73
	Table 11: Questionnaire Means and Standard Deviations.....	75
	Table 12: Chi Square Test for Advertising and Consumer.....	75
	Buying Behaviour	
	Table 13: Multiple Regression Model Summaries.....	77
	Table 14: ANOVA Analysis.....	78

LIST OF FIGURES

CONTENT	PAGES
Figure 1: Model for the Advertising Process Elements.....	28
Figure 2: Stages of the Purchasing Process.....	32
Figure 3: AIDA Model.....	40
Figure 4: Conceptual Framework specifying Research..... Variables.	48
Figure 5: Pie Chart on Age of respondent by percent.....	61
Figure 6: Pie Chart on Race on Respondent by Percent.....	63
Figure 7: Pie Chart on Race of respondents.....	63
Figure 8: Pie Chart of Education Level by percent.....	64
Figure 9: Monthly Income of Respondent.....	66
Figure 10: Tried to buy Petronas Products.....	68
Figure 11: Recommend Petronas Product.....	68
Figure 12: Impressive A result decided buy the product...	69
Figure 13: Impressive Motivates Consumer Purchasing.....	70

CHAPTER ONE

INTRODUCTION

This chapter serves as an introduction. It establishes the study's framework. By considering the Petronas advertisement campaign, it emphasises the significance of advertising based on its effect on consumer buying behaviour. The study's background, the problem statement, the objectives, the research questions, the relevance of the study, its scope and limitations, the definition of words, and its organisation are all provided.

A consumer is someone who purchases and makes use of goods. Hence, customers are both the engine of the production cycle and a vital component of every country's economic structure. Without consumer demand, however, a country risks impending collapse. Based on their preferences and tastes, consumers desire a variety of items. The buying of a good by people is influenced by its consciousness. An individual's liking and taste for a good can also be influenced by environmental and psychological factors. Over time, preferences and tastes for wonderful things change. Thus, commercials have an impact on customers' choices in terms of taste and preference. Sachin, 2009).

The main goal of advertising is to widely publicise products. Raising consumer awareness of a product's applications and advantages is known as advertising. This meets the requirements of the marketer by making a product available to individuals who desire it, which boosts sales. In the words of Cohen, advertising was a type of business activity that uses innovative approaches to create compelling mass media messages that support concepts, products, and services in ways that advance the advertiser's goal, satisfy customers, and advance the welfare of society and the economy, in 1988 Cohen. According to Cohen's definition, advertising has three purposes: it boosts a company's sales; it ensures that customers receive excellent service; and, ultimately, it promotes the social and economic well-being of society. A variety of media, including radio, television, billboards, magazines, newspapers, and

internet, can be used for advertising. In 1988, Cohen. An individual's liking and taste for a good can also be influenced by environmental and psychological factors. Over time, preferences and tastes for wonderful things change. Thus, commercials have an impact on customers' choices in terms of taste and preference. When it comes to their purchases, consumers are reputed to be logical and seek to maximise their satisfaction with goods they buy (Sharma, 2009).

The definition of consumer behaviour is the actions that consumers do to find, acquire, use, assess, and discard products and services that they believe will meet their requirements. The focus of consumer behaviour is on how people choose to allocate their limited resources time, money, and effort to consumption-related goods (Solomon, 1994). What they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after they buy it and the implications of that judgement, and how they dispose of it are all examples of consumer behaviour. Stated differently, consumer behaviour refers to how people purchase, utilise, and discard goods, services, concepts, or experiences (Loudon, 1988).

Advertising has a powerfully motivating effect on customers' purchase decisions. Advertising is typically more successful when it targets products with inherent attributes. It is necessary to use the goods to learn its qualities as they are unknown at the time of purchase. Additionally, advertising on a product makes the most sense when there is a good likelihood of differentiating it (Schiffman, 1993). Customers might not be aware of the product and its ability to meet their wants and desires in the absence of advertising. Eight different forms of advertising are included in the advertising mix, according to Kotler and Keller (2006): events and experiences, interactive marketing, direct marketing, sales promotion and exhibitions, public relations and publicity, advertising, personal selling, and word-of-mouth.

1.1 Background of the study

The world is more unstable, disorganised, and difficult than ever (Kanter, 1995). It is insufficient for a company to offer high-quality goods or services at competitive rates. The advantages of items must be presented to consumers through various channels in order to increase sales and profits. This is referred to as promotion in marketing. The promotional mix, which combines sales promotion, personal selling, advertising, public relations, and direct marketing, is a term used to describe a company's overall marketing communication strategy (Kotler, 2012). Through a well-planned marketing strategy, the company must communicate the product's message to its target market. Advertising is one of the most powerful marketing tactics since it may persuade viewers and expose them to a certain good or service (Katke, 2007).

The varieties of tools on social media like facebook provide an opportunity for companies to engage with consumers through multi-way communication on social media channels and allow consumers to communicate with representatives of the brand and with each other. It is important to that companies know how the use of social media advertising as communication strategy impact positively or negatively on consumer's perceptions. Before implementing social media in companies and services, the first step to understand its potential use and effectiveness. As ashok vemuri explained four buckets can be used to define values of using social media:

1. **Accelerated awareness** – social media can always be used to generate rapid awareness through customer base by announcing and advertising in the network, driving the much-needed awareness to notify the new services and products.
2. **Deepen customer relationships** – by having a strong and well-executed social network community, customer affinity will be grown and improve thus attract new and present customers to use social networks in turn reducing costs for customer-services. Engaging in customer relations and involve them in several topics to get feedback and improving the services.
3. **Foster innovations** – as understand by observing communities, customers themselves will promote the companies and services and suggesting improvements for new ways to solve problems, communicate even in close hours. This can also be a

problem collecting and analysing the data but the pros especially the feedbacks will accelerate the service improvement leading to more customers' satisfaction.

4. Drive transactions – using social networks specially forums can make a ground for discussing new transaction tutorials for customers, people can talk and learn new ways and trade fast and simple by using these methods (Schwab Trading community).

Globally, the digital marketing advertising is expanding at a rate of about 22% annually. We believed it would be beneficial to consider how our changing consumer behaviour and society are reflected in the explosion of online shopping and digital marketing advertising at the heart of its success. Despite the fact that people have been using printing for at least 5,000 years, Johannes Gutenberg's development of the printing press in the 1500s marked a permanent shift in consumer behaviour. Manufacturers were given the ability to reach thousands of individuals by the modest newspaper. Newspaper advertisements were used by manufacturers of the time to sway and alter consumer behaviour. Newspapers' success is further demonstrated by the fact that they continue to alter consumer behaviour to this day. When commercial radio first appeared in the 1910s and 1920s, the same thing happened. Despite being a government monopoly at the time, radio stations found businesses willing to pay for the right to broadcast their commercials.

Digital marketing advertising, formerly known as Internet marketing advertising, is doing the same thing in the modern day. Digital marketing advertising, on the other hand, is altering consumer behaviour in a way that hasn't been seen before in print, radio, television, or the movies. Or even offline media like hoardings and displays that are placed along roadsides. Here are some ways that digital marketing has impacted and still influences customer behaviour in light of the global spread of the Internet and the increased availability of relatively inexpensive web-accessible gadgets. Below are some of sample of Petronas advertising on Sosial media.



Petronas Advertising on YouTube Channel



Petronas Advertising on Facebook Channel

1.2 Statement of the problem

All marketers, including oil and gas businesses, connect with their target consumers through advertising in the competitive and unstable world of today (Mittal & Pachauri, 2013). In the words of Mittal and Pachauri (2013), their method of communication and the knowledge provided in the advertisements are not compelling and relevant enough to grab customers' attention. Marketing has no chance of influencing consumers' buying behaviour since the data is either insufficient or too irrelevant. When compared to previously processed and kept in long-term storage information, advertising must be sufficiently consistent to be accepted and have an impact on customers' purchasing behaviour (Tannenbaum & Schultz, 1988).

Consumers are more inclined to associate with brand advertising that convey emotional values and sentiments, according to Geisler (1987). This is true because powerful brand cues and increased category-based processing are both provided by positive emotional appeals. The effect and convictions connected to this group of objects in memory are transmitted to the thing in question itself if the categorization process is successful (Stone, 1982). Gupta & Beccera (1999) assert that while advertising costs are different from those associated with manufacturing and sales, they are nevertheless included in a company's overall costs. Nevertheless, the cost of advertising is included in the costs associated with selling and distributing goods, which suggests that in contemporary company, it raises the firm's cost of production. In addition, why and how do businesses continue to use advertising if it drives up production costs? In this study, these topics will be examined and analysed. Advertising is expensive, frequently has ambiguous results, and occasionally takes time before it has any effect on consumers' purchasing decisions. These factors lead many businesses to believe that occasionally reducing or eliminating advertising expenses is justified.

On one hand, some businesses occasionally believe that advertising is superfluous when their brands are already achieving excellent success without it. Such actions tacitly disregard the reality that advertising is an investment rather than merely a one-time cost or a pointless exercise. Companies invest a lot of money in advertising because they want to keep their goods at the forefront of customers' minds. Advertising has been shown to be an effective medium for communication, but businesses are still unsure of the right ingredients to use and how these ads can influence consumers' buying behaviour.

Numerous research has been done in this field that are similar, however most of them focused on advertisements in general. Raju (2002) studied the effects of advertising on customer behaviour, Farashah (2011) examined the effects of advertising on manufacturing companies, Kumar (2003) examined the influence of advertising on consumer decision-making. Oil and gas goods were taken into consideration because they meet the requirements for commodities on which advertising is effective. There are numerous oil and gas brand on the market that differ but have the same function.

Other than that, the problem of advertising is need to create brand awareness. Company needs to capture your customer's attention in order to spread the news about your business, products, and services. To do this, a firm must regularly develop a distinctive and unified strategy to evoke their customers' brand recognition by putting advertisements in locations that will garner a lot of attention and are pertinent to what the organisation does. These advertisements ought to highlight the advantages of your offerings and entice viewers to purchase your goods. The second problem is to remain competitive. Nowadays, there are so many rival businesses that a business must do everything it can to be competitive. It could be time to consider doing the same if your rival is advertising on blogs, websites, and the local newspaper. Because if you choose not to do so, your rival will probably conclude the year with more sales because more people learned about their company thanks to their advertising efforts. Therefore, while you chose not to promote in order to draw attention to your business and spread the word about what it does, your rival boosted both their sales and the number of clients they served. Company left with nothing more than a huge zero for both.

Company can maintain competition by using advertising to show them that you are one of many companies that provide a specific service or commodity.

Numerous research has been done in this field that are similar, however the majority of them focused on advertisements in general. Raju (2002) studied the effects of advertising on customer behaviour, Farashah (2011) examined the effects of advertising on manufacturing companies, Kumar (2003) examined the influence of advertising on consumer decision-making. The studies also concentrated on various organisations, but none of them addressed how advertisements affected Petronas consumer Buying behaviours. We all identify with the oil and gas industry, making it a crucial market. In order to fill this information, the suggested study describes the advertising characteristics (Impressive, understandable, Attention Grabbing, Memorable) that affect customers' purchasing decisions in the case of Petronas Malaysia.

1.3 Research Question

- 1) Does advertising campaign influence consumer buying behaviour?
- 2) Which advertisement media has more influence on consumers buying behaviour?
- 3) Do the advertising campaign directly influence consumers buying behaviours?
- 4) Does impressive advertising, memorable advertising, understandable advertising and grabbing advertising influence consumer buying behaviour?

1.4 Objective of the Study

Essentially, the goal of this research is to learn more about the subject by studying relevant materials and surveying experts to find out their opinions. These people are Petronas's clients and customers who use its goods and services. This study's main goal

is to examine and quantify how advertising effect consumers' buying behaviours. The study also emphasises the specific goals.

- 1) To examine the effect of advertising campaign on consumer buying behaviour
- 2) To examine which advertisement media has more influence on consumers buying behaviour.
- 3) To investigate how advertising campaign directly influence consumer buying behaviour.
- 4) To investigate how impressive advertising, memorable advertising, understandable advertising and grabbing advertising influence on consumer buying behaviour?

1.5 Significance of study

This study would outline the role that advertising factors play in influencing consumers' decisions to purchase Petronas products and services. Understanding the factors that determine the decision, such like the advertisement campaign impressive, attention grabbing, understandable advertising and memorable advertising, by the group of consumers, it would be helping on consumer. In order to better target the market, realign Petronas marketing department's advertising approach, and increase sales over time. The study is expected to improve the investigated the company's advertising and promotional strategies by providing pertinent information on basic advertising issues. The findings of the research would contribute to the body of knowledge and scholarly work on how advertising affects consumer purchase behaviour.

1.6 Scope of the study

The effectiveness of advertising has been studied in the past using a variety of techniques, mostly focused on acknowledgment, Lucas and Britt (1963) used recall, opinion, awareness of brand associations, and ratings as examples. However, this study measures the effectiveness of advertising on consumers' purchasing decisions using the following criteria: being impressive, memorable., attention-grabbing, and understandable.

As previously stated, there are various media platforms that can be utilised to disseminate advertising messages; however, this research focuses mainly with TV, print, broadcast, and social networking ads. This study's methodology employed an area-specific exploratory and descriptive strategy.

These designs were chosen because they would have the benefit of eliciting a significant number of answers from a diverse group of respondents. This strategy would give a meaningful and accurate account of what happened while attempting to explain people's perceptions and actions considering the facts that would be gathered.

Chapter 2

LITERATURE REVIEW

2.1 Introduction

Several steps were performed to attempt to answer the study's questions. Reviewing pertinent theories and concepts regarding advertising and consumer buying behaviour is one of these phases. As a result, this chapter reviews the literature on the subject. Three main elements would use to organise this: the topic's theoretical foundation, relevant empirical data, and the identified research gap. The theoretical framework and study hypotheses would present at the conclusion of this chapter.

2.2 Advertising

Any sort of compensated non-personal presentation and marketing of concepts, products, or services by a designated sponsor is known as advertising. Advertisers include commercial enterprises as well as educational institutions, nonprofits, and governmental bodies that communicate with specific audiences. Advertising can effectively spread messages, whether they are intended to increase brand preference or to inform consumers (Kotler, P., & Armstrong, G. 2012).

Given how quickly consumer preferences and requirements shift from one brand to another, advertising seems to be a simple, effective technique to keep the public informed about the products and services that a company has to offer. For this reason,

advertising should establish a clear connection between customer wants and business offers (Michael J. Phillips, 1997). Most of the time, nobody is aware of the newest product or version available, let alone how to utilise it or where to get it.

It is any sort of compensated, non-personal marketing of a sponsor's ideas or goods. At a cheap cost per exposure, advertising can reach large numbers of geographically scattered consumers. Customers frequently perceive marketed goods as being more trustworthy due to their nature. Its impersonality and lack of direct persuasion are drawbacks (Armstrong and Kotler, 2012). Advertising, according to (Kotler, 2000), is any form of compensated non-personal presentation and promotion of concepts, products, or services by a sponsor who has been named. Advertisers include commercial enterprises as well as educational institutions, nonprofits, and governmental bodies that communicate with specific audiences.

Advertising is an economical means to spread messages, whether they are intended to educate or increase brand favour. Most individuals grow up in a world where the mass media is pervasive, including television sets advertising, films, videos, banners, magazines, music, and paper. Advertising is known for having the longest lasting effect on viewers' minds of all marketing tools because of how widely it is seen. Advertising can assist businesses in raising customer awareness of an unmet need or introducing an item that consumers could find useful. When new products are introduced to the market, this influence is frequently apparent. Prior to corporations promoting them and attempting to spur client demand through advertising, customer knowledge of these products is frequently poor (Saleem, S., & Abideen, Z. 2011).

The goal of advertising is to influence consumer perceptions, preferences, and purchasing decisions. The attitude-towards-the-ad theory is the one that has the biggest impact on marketing and advertising research. However, the way a consumer feels about an advertisement can affect how they feel about a business and even whether they intend to buy (Goldsmith & Lafferty, 2002).

Advertising is utilized to promote politicians, increase the public's understanding about social concerns which include drinking and drug use, and encourage the purchase for. Consumers are finding it more difficult to reject the work of advertisers, who continually search for new ways to communicate with prospects (Belch and Belch, the year 2012). Advertising is a key strategy for raising consumer awareness of a product and preparing them to make a purchasing decision. Reaching potential customers and influencing their awareness, attitudes, and purchasing behaviour is the main goal of advertising (Ayanwale et al., 2005; Adelaar et al., 2003).

Guerrilla marketing is a recent innovation in advertising that uses unconventional strategies like organised comes across within public spaces, giveaways of goods like cars that are covered in brand messages, as well as interactive advertising that allows the viewer to respond and become a part of the advertising message. Numerous businesses are adopting guerrilla marketing more frequently. Customers purchase the product or concept as a result of the surprising and creative nature of this sort of promotion. This is a reflection of the rising popularity for interactive and "embedded" advertising, which includes techniques like product placement, text-based voting for customers, and numerous innovations using social networking sites like facebook and twitter (GeetaSonkusare, 2013).The following points can be seen from the definitions stated, advertising serves to further public interest objectives by promoting concepts, products, and services. Advertisers might be recognised by their supporting organisations or by the sources of the opinions and ideas they promote (Kotler, 2008).

Several authors have provided definitions of advertising. (American Marketing Association, 2010) defines advertising as a non-personal means of presenting and promoting concepts, products, or services by a designated sponsor. The ultimate objective of advertising is to raise consumer brand awareness, which in turn affects how they behave when making purchases. Advertising is a key component of getting the consumer's attention, so it is done in a way that increases publicity, enables information to have an impact on brand awareness, and ultimately influences consumer decision-making (Percy, L., and Rossiter, J. R. 1977).

Additionally, it has been claimed (Kotler, P. Y. K., 2019). These as advertisements raise brand awareness, which in turn influences consumers' views about the brand and their purchase behaviour (Dahlen & Lange, 2005). (Dahlen and Lange, 2005), as well as suggested that when advertising exposure increases, brand awareness likewise rises and non-consumers' views alter. Advertising on billboards is a type of marketing that uses sizable outdoor advertising buildings to convince an audience to do something (Wray 1997). They are often located in commercial hubs and other busy regions. On highways, there is outdoor advertising

Along general roadways or near shopping areas. Due to their nature and typical settings, billboards are designed to remind their audience of important information. As a mobile audience only has a few moments to look at a billboard, it must be carefully planned and creatively designed to capture attention, be simple to read, understand, and retain, and have an immediate impact on the audience.

2.3 The purpose of advertising

According to Kotler (2008), advertising goal a specific communication task that must be accomplished by a particular target group within a defined amount of time. Advertising goals can be divided into four categories depending on whether they are intended to inform, convince, recall, or reinforce:

Informative advertising - figures prominently during a product category's early development stages, when the goal is to create initial demand. Initially, producers had to explain to customers what advantages their goods offered. It tries to spread knowledge and awareness about new items or new function of already current goods (Kotler, 2003).

Persuasive advertising - becomes significant at the competitive stage, when it is intended to develop discerning demand for a specific brand. Comparative advertising, which blatantly contrasts two or more brands, can also be persuasive. It seeks to establish a connection between a product or services and consumer desire, conviction, and purchase (Kotler, 2003).

Reminder advertising - is crucial for older products. Its goal is to encourage consumers to repurchase products or services (Kotler, 2003).

Reinforcement advertising - It is crucial for mature products as well and tries to persuade current buyers that they have made the right decision (Kotler, 2003). Each advertisement is a unique kind of communication which must be successful not just for a single client but also for a large number of target consumers. This means that distinct goals should be established for each unique advertising effort. Advertising is a type of promotion, and like a promotion, it should have goals. This necessitates that the target audience be identified with specificity and that the impact that advertising is meant to have on the customer be made abundantly obvious (Armstrong & Kotler, 2012).

A key element is integrated marketing communications (IMC) is advertising. According to Kotler & Keller (2010) and Eagle and Kitchen (1999), integrated marketing communications (IMC) refers to the process of creating and managing a communications programme that enables a brand to communicate with a range of consumers via the use of numerous media channels. In order to help consumers make judgements about their daily purchases, advertising has developed into an essential communications system (Belch & Belch, 2003). Consumers in market-based economies are now dependent on advertising along with other kinds of promotion seeking information that will help them make judgements about what to buy (Belch, 2003). Advertisement frequently gives consumers cause for buying (2004, Keller).

(Aynawale, Alimi, and Ayanbimipe, 2005) assert that advertising aids in conveying to consumers the value and quality of a product. As a result, it significantly affects consumer brand preference. Promotion can affect how customers feel about items, how they feel when using and buying them, and how they behave, such as choosing a certain store and brand when they shop (Peter and Donnelly, 2007). Advertising, sales promotion, public relations, and personal selling make up the promotion mix's four key components.

2.4 Advertising media

According to (Morden, 1991), as quoted by (Rasool, M. S., et al., 2012), there are four different types of advertising media: print, electronic or broadcast, as well as additional media advertising. A select handful of them will be examined in this research according to how they relate to the research.

Print Media Advertising

Newspapers, magazines, journals, handbills, and other print media are included. Today, no newspaper or journal could exist without ad money. Print media advertising continues to be the most popular type, which has led to an annual increase in revenue from advertising for mass media. Print media only involves the eyes, or the organ of sight.

Advertising in electronics or broadcast media

Radio, television, films, video, and the internet are all examples of electronic or broadcast media. The radio solely appeals to the organ of hearing because it is an audio device. Compared to metropolitan areas, advertising on radio is more successful in rural communities. Television is more attractive and efficient as an instrument for advertising since it is a sort of communication that appeal to both one's senses of sight as well as hearing (the ears).

Advertising messages are disseminated via a variety of techniques, including sponsored programming, spot announcements, and more.

However, advertising in broadcast media is quite expensive. Additionally, advertising is done online, on video, and in movies.

2.5 The concept of advertising

The five processes of sender, encoding, message, decoding, and receiver can be used to describe the idea of advertising. This procedure illustrates the several steps that the message goes through to be created and delivered to the audience. A marketing message is more than just a statement; it is a combination of the company's and its product's depiction. According to Schamn (1995), the advertising process begins with the sender and ends with the receiver.



Figure 1: Model for the Advertising Process Elements

Sender

A definition (Czinkota and Ronkainen, 2008), the person or organisation that decides a message needs to be delivered and chooses a combination of symbols, graphics, music, or words to do so. The sender is solely accountable for the entirety of the process. The sender decides how to structure the message and what data to include for the recipient.

Encoding

In the eyes of (Czinkota and Ronkainen, 2008), encoding is the creation of symbolic groupings that the recipient should be able to comprehend. In reality, it's important to create the message's foundation at this stage. The functional stage of encoding is where the sender of an advertisement notices how the codes work in relation to the recipient of that advertisement.

Message

The full form of encoding is really contained in the message. As defined by (Bovee and Thill, 2002), the message is any notion that may be conveyed verbally or visually. The entire message has now been encoded and is prepared to be transmitted to the audience. From here, the source disseminates the message to the audience using the media or a combination of media that are specified by the source.

Decoding

Understanding the transmitted message is known as decoding. The process of turning a message into an idea is known as translation (Thill and Bovee, 2002). It is also an important part of advertising because it shows how the message's recipient interprets what has been said. Positive feedback is possible if it was properly crafted for the receiver's level of knowledge and comprehension. (Schramm, 1995) breaks down the advertising process into seven sequential steps, where an individual or organisation is defined as the source, a symbolic style is defined as the encoding, a signal is defined

as the transmission, a symbolic style is defined as the decoding, a person or an organisation is defined as the receiver, their response back to the source is defined as feedback, and any distortion in the process is defined as noise.

Before creating the message, the sender should have a thorough understanding of the audience, as suggested (Kotler and Keller, 2006). The audience may have a wide range of preferences or be homogeneous, thus this should be carefully considered. The appropriateness of each component is crucial. If the message is inappropriate, the noise level can rise, which could result in the advertising campaign failing.

2.6 Advertisings models

The cognitive, emotive, and behavioural stages—which a consumer goes through in that sequence before deciding to buy a product—are illustrated in the image below. Four advertising models are used to characterise the stages: the AIDA model, the structure of effects model, the innovation-adoption model, and the hierarchy of requirements model. The AIDA Model was employed in this investigation.

Advertising is a powerful tool that uses imagination, creativity, thoughts, ideas, and innovation to highlight new products and remind consumers about updates to existing ones. Marketing is all about selling, but advertising requires mental originality as well as works of art and beauty. The debate over whether advertising raises or lowers costs has been ongoing for centuries, but it became particularly contentious in the modern era. Maslow's hierarchy is a very famous way to define requirements, however there are many more ways. It lists five need categories in ascending order of complexity, starting with the most basic need. Ego, which is social, physiological, security and safety, and self-actualization are the five conditions that must be met. All these requirements can be satisfied by items that become more significant with time. (Bitner and Zeithaml, 2000).

Information searching

A consumer starts looking for data when they identify a desire that might be satisfied by buying and making use of a good or service. Depending on past experiences and expertise, the client could be able to make the choice at hand. The consumer may need to conduct research if, on the other hand, they have no past experience (Kanuk and Schiffman, 2007).

A customer can learn more about a product from a variety of sources, including personal (family, friends, neighbours, etc.), commercial (salespeople, dealers, retailers, advertising), public (newspapers, radio, television, consumer organisations, specialist magazines), and experiential (handling, examining, using the product) sources (Tudor, 2008).

Evaluation of alternative

Pre-purchase assessment is the third stage, where customers compare numerous brand and good names before deciding. Customers are currently primarily focusing on the qualities the most common important to their requirements. According to Blackwell et al. (2011), consumers frequently assess a brand using factors like quality, size, quantity, and price. When evaluating prospective alternatives, consumers often use two types of information: the list of brands from that they intend to select and the criteria they will use to rate each brand. The ability to select from a sample of all conceivable brands is a human characteristic that aids in decision-making (2007, Kanuk and Schiffman).

The "evoked set" refers to the options that you keep to consider when making a particular purchase. Customers who wish to purchase services typically go to a company that almost never offers multiple "brands" of those products or services. According to significant product features, consumers often describe the standards they apply to evaluate alternative things to make up their recall sets (Kanuk and Schiffman, 2007).

purchase selection

In stage four, consumers make their last purchasing decisions after considering the offers from numerous retailers. The decision of which merchants to buy from is made after investigating their characteristics from the previous stage, and in-store selection is impacted by the salesperson's selling abilities, the visual appeal within the shops, and point-of-purchase advertising (2011, Blackwell et al.). Customers make three basic types of buying: one-time purchases, ongoing buying, & continuous purchases. When a buyer purchases an item for the first time in a smaller amount than typical, it is referred to as a trial purchase. As a result, testing is the research stage of the purchasing process, where customers attempt to evaluate an item via valid usage.

Additionally, consumers might be persuaded to test a new product by using promotional strategies like free samples, coupons, and discounts. Intentional loyalty brand, something most companies try to promote since it suggested more stability market, is directly tied to repeat purchase behaviour. Recurring purchases indicate that a buyer is happy with the product.



Figure 2: Stages of the Purchasing Process

Five phases of the buying procedure that each buyer must go through are described in the figure above. Each level is shown as mutually exclusive for the sake of clarity. Since no need is ever fully satisfied, so is a certain overlap between each level. Because of this, however every category of need below the one that is currently dominating continue to drive behaviour to some extent, the lower level need that is still largely unmet is the key motivator and the main driving force inside the person (Schiffman et al 2001).

Post-purchase evaluation

The decision's post-purchase evaluation is the last phase. Customers frequently have worries after making a buying decision. The term "cognitive dissonance" refers to the origin of this. After purchasing a product, a customer could feel that another option might have been preferable. The customer won't immediately make another purchase in these circumstances (2008, Tudor).

2.7 Consumers buying behaviour

Customer buying behaviours is concerned with how customers choose to devote significant resources (time, money, & energy) to consumer products. What consumers purchase, why they choose to purchase it, when they purchase it, where they purchase it, how frequently they utilize it, how they judge it upon their bought it, and how that evaluation could influence them in the future, together with how they dispose of it, are all discussed in this article.

In the words of Proctor et al. (2002), the main objective for consumer buying behaviour examination is to explain why consumers act a certain way in particular circumstances. According to another scholar, it's crucial for marketers to comprehend the elements impacting consumers' purchasing decisions. Marketers can make better strategic marketing judgements with this knowledge.

Once they have a better understanding of consumer behaviour when making purchases, they will be able to forecast how customers will respond to different informational and environmental cues and adjust their marketing efforts accordingly. Without a question, marketers who are aware of consumer behaviour have a significant competitive edge (Schiffman et al. 2001).

Both authors (Schiffman et al., 2001) talk on the impact of innovation and risk aversion on customer decision-making in their works. A measure of how confident consumers must be in the things they purchase is their aversion to risk. Extremely risk-averse customers demand assurance from their purchases.

2.8 Factors effected consumer buying behaviour

These are the variables that affect consumer buying behaviour:

Buyer's readiness

The cost-effectiveness of communication methods varies depending on the consumer readiness level. The most significant roles in the stage of raising awareness are played by publicity and advertising. Advertisement and personal selling have the most impacts on customer comprehension. Personal selling has a significant influence on customer conviction. Salespersons and sales marketing have the most impacts on closing the deal (Kotler and Keller, 2009).

Market type for a product

The distribution of the communication mix varies between the consumer and commercial markets. Business marketers typically spend more on personal selling whereas consumer marketers typically spend extra on selling promotion and advertising. Personal selling is typically more prevalent in marketplaces with fewer and larger vendors as well as with sophisticated, pricey, risky goods (Keller and Kotler 2009).

Stage of the product life cycle

At various points in the product lifecycle, the cost effectiveness of communication technologies varies as well. The most cost-effective strategies during the introduction phase are publicity, events, and experiences, after personal selling to increase distribution coverage, sales promotion, and direct advertising to encourage trial. Consumption has its own impetus during the expansion stage thanks to word of mouth.

2.9 Factors influences consumer buying behaviour

Cultural, social, and personal aspects are the three kinds of elements that have an impact on consumer behaviour.

Cultural aspect

Cultural variables have a wide-ranging and profound impact on consumer behaviour, playing a part in social class, subculture, and buyer culture. Smaller subcultures, or communities of people with a common set of values based on shared circumstances and experiences, exist within every society. According to Kotler and Armstrong (2008), subcultures can be categorised by countries, beliefs, races, and geographic areas.

Social aspect

Social elements, such as a consumer's intimate relationships with others, family, and social positions and status, also have an impact on their behaviour as consumers. Social strata are an unnoticed division of society's members into various categories according to certain personal characteristics. Depending on their amount of wealth, occupation, degree of education, and other factors, members of a community can be categorised into various social classes (Kotler and Armstrong 2008). What a person does with money can reveal a lot about their socioeconomic level. A person's place in society is also influenced by their spending choices. Every social class differs from the others

due to its unique characteristics that set it distinct from other classes. Costumes, language usage, and many other behaviours and preferences differ between social classes (Armstrong and Kotler, 2008).

Personal aspect

A buyer's choices are also influenced by their own personal traits, such as their age and life stage, occupation, financial condition, way of life, personality, and sense of self. Over the course of a lifetime, people modify the items and services they purchase. The products and services that are purchased depend on a person's vocation. Similarly, a person's choice of product is influenced by their financial circumstances (Armstrong and Kotler, 2008).

2.10 The influence of advertising on consumer purchasing behaviour

Muhammad in 2014 investigated how perceptions of customers and advertising effect customers' purchase decisions. The investigation was conducted in Pakistan. A total of 150 surveys went out to randomly selected respondents. The research found that advertisement had a considerable favourable impact on consumer purchase behaviours. Furthermore, it has been determined that persuasive marketing and a positive public image may in fact impact consumers' purchasing decisions.

Investigation into the efficiency of advertisements as well as how it influences consumers' purchase behaviours was done by Niazi in 2011. Pakistan was the location of the study. The technique employed was a quantitative one. A sample of 200 questionnaires was distributed and results were collected via probability sampling. The findings of the research demonstrated a strong link among advertisement and customer buying behaviours. Furthermore, it made a link connecting consumer behaviours and the environment responses. According to this research, customers are much more inclined to purchase products after seeing them in advertising then after acting emotions.

2.11 Brand values and intention to purchase

Preferential assessments and better overall preference are given to strong brands (Hoeffler and Keller, 2003). Similar to this, people who see more value in a brand are more likely to buy it (Aaker, 1991). Additionally, it has been asserted that brands with positive equity command relatively high levels of brand liking and intent to buy (Cobb-Walgren et al., 1995). Given the difficulties in determining the key qualities and advantages of the brand, a comprehensive aspect of opinions about the business who has not been covered by the features and advantages of the business should be considered. Six methods for increasing brand preference were presented by Alreck and Settle in 1999. They contended that a few of the following six different modes can influence consumers' perceptions of taste and brand preferences.

Subconscious motivation

Through ongoing association, the mood is connected to the item or brand. The goal of emotion association is to infuse the brand or product with a happy feeling.

Motivational behaviour

Consumer are used to receiving hints and rewards in order to purchase the brand. The cues are made up of marketing stimuli like packaging, promotion, and commercials. Purchase and consumption are the major answers that marketers have come to expect from consumers. The consumer's subsequent reward or punishment facilitates the reinforcing.

Cognitive function

Positive attitudes are produced through overcoming perceptual and cognitive barriers such selective attention, perception, and retention. The likelihood that a consumer's preferences are the result of cognitive processing increases with the importance of the transaction to the customer (Blythe, 1997).

Emulation of modes

Consumers can emulate ideal social lifestyles with modern simulators. Consumers find model emulation striking because it offers a simple, understated approach to choose. In essence, the purchaser is allowing another person to review and investigate the item in question on their behalf.

2.12 Theoretical framework

The applied psychological theory was developed in the early 20th century by psychiatrists Arthur D. Scott and John B. Watson and applied to the world of advertising. "Man has been called the reasoning animal, but he could more accurately be referred to as the creature of suggestion," claimed Scott. Although he is sensible, Benjamin and Baker (p. 119–120) write that he is more suggestible than rational. His direct appeal to the consumer in his advertising strategy served as an example of this. In the 1920s, John B. Watson, a former Johns Hopkins University professor, was a well-known psychologist.

He went to advertising after leaving the academic world and began incorporating behaviourist principles into it. Love, which is hate, and fear were highlighted as the primary emotions that were targeted for appeal. This style of advertisement proved to be incredibly successful because it adapted to the shifting social context, which heavily influenced future marketing strategy and solidified the role of psychological in advertising. Late in the 19th century, the advertising firm N.W. Ayer & Son was founded. Ayer & Son structured, generated, and carried out a whole advertisement plan for their customers.

By 1900, the advertising agency had taken centre stage in creative strategy, and the field of advertising had become a recognised career. Charles-Louis Havas, a news publisher in France at the time, expanded the scope of his business by adding advertising brokerage, becoming the first French organisation to do so.

2.13 Model of advertisement

Even though there are many different types of advertisements, just two are thoroughly examined in this study.

2.13.1 AIDA model

The complete process of how advertising affects consumer behaviour and purchase decisions is thoroughly explained by the AIDA model. Its letters stand the attention, interest, desire, and action, each of that are crucial in establishing how advertising and consumer behaviour interact. The first component, paying attention, which identifies the stage the brand can capture consumer's focused via advertisement that he or she has been exposed to organisations that use effective communication methods to reach consumers and generate interest in, desire for, and attraction to their products.

Thus, the general market is boosting the market's demand for both new and old goods. Even though the number or titles of the sub-stages may vary, they all have the same three general stages. According to Aaker and Joachimsthaler (2000), the cognitive phase (what exactly the person who receives it knows or perceives), the emotional stage (the recipient's feelings or affective state), and the behavioural stage (the consumer's activity) are different.

AIDA was another one of the early models, or attention, interest, desire, and action, according to Colley (1984). Designing goals for measured results, or DAGMAR, is another name for this concept. The four interconnected stages of communication that will be used to develop this model are awareness, comprehension, conviction, & action. As said by Colley, AIDA model depicts the Process of learning that in order to complete the purchase process, consumer must complete a number of specific actions. AIDA model design presupposes for a purchase will not be made until each step has been finished. According to the authors, the framework is dynamic since each stage in the process depends on the one before it.

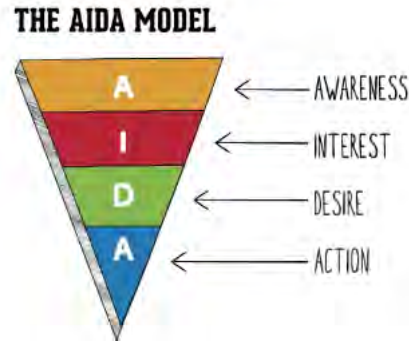


Figure 3: AIDA Model

The hierarchy of the AIDA model consists of the following steps:

Awareness

It is the initial level of the AIDA model's hierarchy, where consumers learn about products. Advertisers present their goods, services, and information on how to use them at this point. Advertisers first raise consumer awareness about goods in the market they are targeting and highlight the advantages of using them (Baca et al., 2005).

In the words of Ashcroft and Hoey (2001), awareness is the first stage of the communication process and the cognitive stage to draw clients.

Interest

Because generating interest is a top concern for advertising (Rowley, 1998; Broeckelmann, 2010), advertisements for goods and services are run with the intention of engaging target audiences. Consumer interest is demonstrated by ongoing purchases of a certain product (Ghirvu, 2013). Pharmaceutical businesses, for instance, frequently make investments to generate interest in their products among their target market through aggressive sales tactics that aim to persuade consumers to inquire more (Baca, 2005).

Desire

The third level of the AIDA model's hierarchy deals with target customers' aspirations to purchase goods or services. According to the advertising industry, desire is the level of fervent desire for a thing. In order to demonstrate the value, you have here, advertisements explain the features and advantages of their items, with the goal of inciting desire (Richardson, 2013). Advertisement at this stage seeks to bring more consumers to the good (Rowley, 1998).

Action

At the fourth tier of the AIDA model's hierarchy, customers act by making a real purchase of a good or service. Customers are prepared to spend at this point in order to satiate their acute want for a specific good or service. A customer may be convinced to act (make a purchase) by a variety of incentives presented. For instance, reduced prices frequently persuade buyers to acquire something (Rawal, 2013). Action, Ashcroft and Hoey (2001) said, for this stage of behaviour that involves actual purchasing. Effective advertising, in the opinion of Hoyer and Macinnis (2009), elicits favourable emotions that result in the actual purchase of advertised goods.

2.13.2 Foote, cone, and belding (FCB) model

The FCB, or Foote, Cone and Belding, advertising model was the subject of a 1980 article by Richard Vaughn. This model, a strategy matrix, contends that the effectiveness of advertising varies based on the product. Given what kind of item or service that they are promoting and the feelings that consumers are expected to have regarding the product, Vaughn's work enables advertisers to choose the communication strategy. He says that not all advertising works the same way and that sometimes it takes the conveyance of important details and prominent emotions to get a purchased. Such scenarios, buyers would just require each of the two, & frequently, a buying maybe constructed with a minimum of emotion and expertise.

Identifying the information, emotion, or activity leverage for a specific product, creating the ideal advertising model, and putting it into practise are the goals of strategy planning. According to the matrix, advertising strategy is split into two categories according to reasoning versus feeling and low versus high engagement. According to Vaughn, "this shows there are purchasing choices wherein cognition is most engaged as well as those where feeling in control is most important there are instances that call for more engagement and those that call for less. Because it allows for several iterations of the learn-feel-do cycle and suggests various advertising methods for every one of the four quadrants, the FCB model is effective.

2.14 Concept of consumers buying behaviour

Marketing experts who were analysing customer purchasing patterns quickly realised that, despite numerous similarities, consumers were not all the same, according to Zaltman (2003). Many consumers got goods which were now in trend, despite the fact that many others preferred extremely distinctive items that they thought best suited their individual needs and correctly reflected their personalities & lifestyle above "me too" goods that were fashionable at the time.

These discoveries led to the creation of the segment of the market concept, where required the whole diverse but potentially lucrative market to be split into somewhat more homogeneous categories or segments, allowing for the development of a particular marketing mix. In order to alter the perception of their products as a better means of meeting the unique needs of consumer categories, they additionally employed positioning tactics and created advertising programmes (Bearden, 1999).

2.14.1 Model consumer behaviour

There are numerous consumer models as well, which aid in our comprehension of consumer behaviour. Berkman (1986) distinguished between two different consumer model types.

Traditional model: the social, psychological, educational, and economic spheres.

Contemporary models: Nicosia, Engel-Blackwell-Kollat, and Howarth Sheth. Due to the wide range of models, only a select handful will be examined in this study depending on their applicability.

2.14.2 Advertisement media

According to Morden (1991), there are four categories into which advertising media can be divided: print, electronic or broadcast, outdoor, and other media. A select handful of them will be examined in this research based on their connection to the subject.

2.14.3 Electronic media advertising

Radio, television, motion pictures, video, and the internet are all examples of electronic media. The radio solely appeals to one's sense of hearing because it is an audio device. Compared to metropolitan areas, advertising on radio is more successful in rural communities. Television is a more appealing and successful medium for advertising because it engages all the senses of hearing and sight (the eyes and ears).

2.15 Relationship between impressive advertising on consumer buying behaviour

Prabakaran (2012) asserts that purchasing starts in the mind. You won't get the customer's money if you don't make a good impression on them. He came to the conclusion that the main purpose of advertising is to highlight the advertised goods, catch the customer's eye, and persuade them to purchase it.

Stunning advertising generates demand. It increases sales by educating customers on the cost and features of the product. These kinds of advertisements connect buyers and vendors. Additionally, it informs and persuades the general public. These details may relate to the attributes of the product, its appearance, value, cost, and accessibility. Additionally, effective advertising influences consumer attitudes in positive ways. His or her feelings are ignited and the object's likes and dislikes are played with, which prompts action (i.e., purchasing). Clave (2014) linked many active buying decisions made by newspaper readers with their satisfaction levels regarding the newspaper's content and print advertising.

A prejudice examination of the data enables to determine that people who decide to make purchases after examining local media and giving print advertisements serious consideration were driven primarily by the impressiveness or attract of the deal provided in the advertising, the degree of effect used by the source where the commercial is run, along with the degree of accuracy of the data provided by the news outlet. As a result, this research would offer solid proof of the significant link between powerful and alluring advertising and its commercial significance in influencing customers' purchase intentions.

H1 - impressive advertising and customer purchasing behaviour are positively correlated and statistically significant.

P.Clave (2014) associated the satisfaction levels of those newspapers readers who said they give attention to print news content and print advertising with several active purchase decisions taken by them. A discriminate analysis executed with the data collected allows for the conclusion that people who were inspired to purchase after reading local newspapers and paying attention to print ads were motivated mainly by

the impressiveness and attractiveness of the deal offered in the ad, the level of influence exerted by the newspaper where the ad is run, and the level of the quality of information provided by the news outlet. Therefore, this study provides robust evidence of the strong relationship between impressive and attractive advertisement and its commercial role towards influencing consumers purchase intent.

2.16 Relationship between understandable advertising on consumer buying behaviour

Ads should not be overly complicated. It will be harder to comprehend and remember an advertisement the more complicated it is, and vice versa. Adeolu (2005) advises businesses to create more compelling advertising campaigns that grab consumers' attention and hold them there. The firm promotional messaging must be easier to interpret and comprehend at this point. Due to the advertisement's simplicity, consumers are informed and given the opportunity to make an informed decision.

The advertisement should provide information about the product's specifications, features, quality, and function in a concise manner. For this study, the researcher monitored and examined various media advertisements. For instance, the Petronas advertisement was both incredibly inventive and easy to comprehend. I sincerely hope that the paper's readers will concur. Wang (2002) presented several consequences to various Malaysian stakeholders. The consequences can be categorised into two groups: management implications and theoretical implications. The study supports the idea that the factors influencing how consumers feel about advertisement would utilise in a high controlled environment media for terms of its theoretical implications.

The findings do offer some insights and input for media sector managers as they evaluate different advertising techniques on how to improve customers' favourable attitudes towards advertising.

Some tactics have been put out to develop a positive consumer attitude, including: including elements such as excitement, enjoyment, surprises, pleasure through the advertisement messages; first, confirming that the origins of the advertisement are trustworthy, credible, and believable; third; and, at last, emphasizing the idea of "made in Malaysia" to invoke an impression of collaboration in aiding the nation's economic development and fostering a positive image. Second, make sure that the advertising message is up to date, informative, and focused on the needs of the consumer.

H2: understandable advertising has a favourable and statistically significant effect with consumers' buying behaviours.

According Adeoluet al. (2005) many consumers did not buy whatever is available or affordable. If a product is good value for its price, it will command brand loyalty. However, advertising helps in projecting product quality, affordability and value before the consumers. Moreover, the authors recommend the following important points. First, research continuously into quality improvement that will make consumers enjoy good value for money paid to purchase the brand. Second, develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage the company's advertising messages should be simple to understand and memorable. The messages must be strong and creative enough to attract and build brand preferences, encourage switching to the company's brand by changing the perception of the consumers of rival brands the product.

2.17 Relationship between grabbing advertising on consumers buying behaviour

Many consumers, according to Adeolu (2005), declined to purchase what was readily available or reasonably priced. A product will inspire brand loyalty if it offers good value for the money. However, advertising aids in conveying to consumers the quality, worth, and affordability of a product. The writers also suggest the critical points listed below. First, constantly look for ways to increase the quality of the brand so that

customers get good value for their money. Second, create a more compelling advertising strategy to grab consumers' attention and interest. At this point, the business's advertising collateral should be simple and memorable. The messaging must be compelling and original enough to generate brand preferences, promote switching to the company's brand by altering consumers' opinions of competing companies' products.

H3: an attention-grabbing commercial has a favourable and statistically significant effect with consumers' purchasing behaviours.

According to Gary (1999) “humans are visual animals.” He also further stated that our vision is the sense we rely on most. This kind of biological scenario is not accident, rather it has developed over tens of thousands of generations. Our eyes are attracted to pictures far more than to words. Let us elaborate this more with example: currently i am working at Reporter newspaper, different experience shows that the more the headline is stimulant, the more the ad grabs the readers’ attention. Although people pay more initial attention to pictures than words, the headline is the most important part of the advertisement. Since, almost no one will read an ad without first looking at the headline of the advertisement.

2.18 Relationship between memorable advertising and consumers buying behaviour

An effective advertisement should leave the spectator with a clear memory of what transpired throughout the commercial and, more crucially, whatever product was being promoted. Recall is the distinguishing feature of a successful commercial. Customers need to remember advertisements after they see them. Businesses should strive to make their advertisements memorable, according to Brassington and Pettitt (2001): "You want clients to remember your ads so they recall your business. Try to produce extraordinary marketing materials to set your business apart from other businesses. In terms of understanding the nature of the advertising process and its impacts, memory phenomena continue to hold a prominent position. All of the hierarchy of impacts

frameworks that have been put forth to depict the mental processes that consumers go through in reaction to advertising take memory into account (Ray, 1973).

In the words of R. Kahn (2011), if a product's sales volume rises, it is since the consumer has become more aware of and convinced of the worth of the product. This is made possible by effective product advertising. A company's market performance is significantly impacted when it participates in generic advertising programmes, according to Metha (2000).

H4: relationship between memorable advertising and consumer purchasing behaviour is positive.

Dholakia et al. (2001) suggested that, in order to be effective, an advertisement has to be memorable for the viewer. If the viewer does not remember the ad after viewing it, the company sponsoring the ad is simply wasting time and money. With an effective advertisement, the viewer should be able to clearly recall what happened during the course of the advertisement and more importantly, which product is being advertised. That recall is the trademark of an effective advertisement. Advertisements need to stick in the brains of customers.

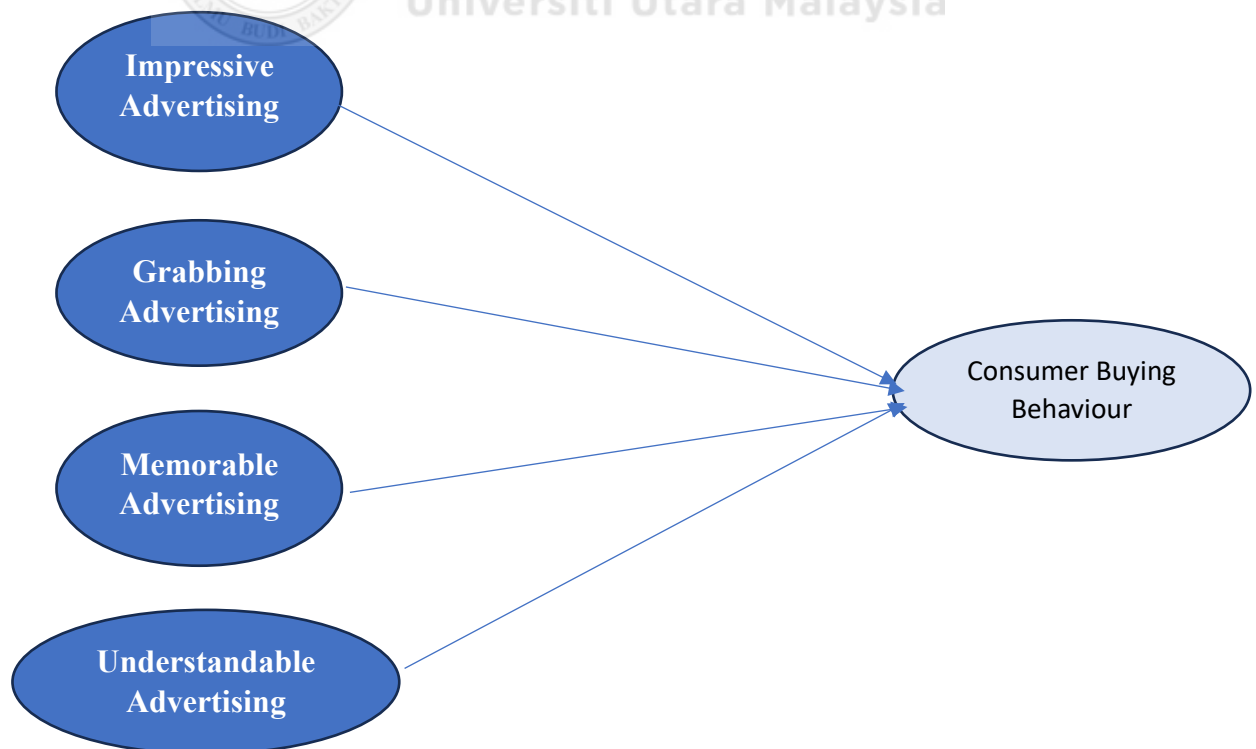


Figure 4: Conceptual Framework specifying Research Variables.

2.19 Consumer buying behaviour theories

The term "buying behaviour" describes all the choices that individuals and organisations make when they purchase goods or services. In order for business owners to take the best choices for strategy and cater to the wants and needs of their customers, a number of various theories have been put out to explain and forecast the purchasing behaviour of both businesses and individuals. Thompson (1990) proposed four theories of consumer behaviour. These theories are as follows:

1) Rational actors' theory

According to conventional economic theory, people rationally evaluate their own self-interest in each circumstance before making purchasing decisions. By examining the causes of action that would benefit a person the greatest, one can forecast their purchasing behaviour. The same idea, in theory, applies to how groups of people, like businesses, make purchases. More modern economic theories, however, have cast doubt on the presumption that humans are rational actors.

2) New institutional economics

New institutional economics, a school of economic thought, contends that various types of uncertainty have a negative impact on the logic of any purchasing decisions. For example, a person purchasing an admission to an outside game cannot predict

whether or not it rains or otherwise, and hence cannot predict if his purchase would be profitable. According to Thompson (1990), under these conditions, it is impossible to make a sensible judgement about whether to buy or not. The prospective buyer frequently lacks access to as much knowledge as the seller while making purchasing decisions.

3) Process theory

Another economic theory, called process theory, aims to explain why people's real behaviour differs from what they would theoretically conduct if they were considered rational economic players. Process theory states that depending on the buyer's assessment of potential profits and losses, some purchasing decisions are taken using a self-defensive perspective while others are taken from an opportunistic perspective. A good bulk pricing on a particular item, for instance, could persuade a customer to impulsively buy more than he otherwise would and occasionally more than he can reasonably use. However, a business owner can reject a lucrative investment just because he does not believe the people who are pitching it to him.

4) The bullwhip effect

The Journal in Sociology (2000) asserts that the purchasing decisions of consumers might have a disproportionate impact on those of businesses. To make up the deficit, the company that manufactures the product might move to an alternative vendor for one of its parts if consumer demand for a certain product decline by 10%, for instance. Due to a 10% decrease in consumer spending, the original supplier loses 100% of the company's orders. Because a minor alteration at one end has a significant impact on the other, this phenomenon is referred to the so-called bull whip effect. Advertising to consumers is still done by certain companies even though they don't sell anything to the general public directly.

2.20 Conceptual frame work

According to Moskal and Leydens (2000), a conceptual structure is a textual or visual presentation that explains something in a narrative or graphic way. A conceptual framework, according to Reichel and Ramey (1987), is a group of overarching concepts and guiding principles used to organise a future presentation. A theoretical framework may also be used to refer to a conceptual framework. It is a kind of intermediate theory that tries to make connections between all facets of research, including problem description, targets review of literature, methodology, data collection, and analysis. A conceptual framework can function as a map to provide empirical research coherence. Due to its possible proximity to empirical inquiry, conceptual framework can take several shapes depending on the study question or issue.

In this study, a conceptual framework is created to understand how six independent factors interact with a dependent variable. Evaluation of the conceptual framework's components and variables will help in understanding the phenomena since evaluation of each component and variable will yield an answer to the specific study questions outlined above. This conceptual framework takes both dependent and independent variables into account.

Chapter 3

METHODOLOGY

3.1 Introduction

This chapter provides an overview of the study region and the methods used to gather the data. These include sample techniques and selection standards for the study region. Additionally, it discusses the tools used for data gathering, processing, analysis, and display.

3.2 Research approach

The scientific and scientific examination of quantitative phenomena, properties, and correlations is known as quantitative research. The development and application of mathematical ideas, models, and hypotheses relating to natural events is the goal of quantitative research. Typically, it begins with a theory or broad assertion that suggests a broad link between variables. In order to extrapolate from the specific to the general, quantitative researchers will try to test hypotheses or statements using techniques like surveys and experiments.

In order to describe how advertising affects consumers' purchasing decisions, the researcher selected quantitative research and gathered quantitative information from Petronas Brand consumer.

3.3 Research design

The blueprint or maps for research design specify how the researcher will gather data that is pertinent to answering the study questions. It is a broad guide for gathering, measuring, and analysing data with the main objective of resolving the research issue. It comprises a summary of the research's activities, from developing the hypothesis and using it operationally through conducting the final data analysis (Clark & Creswell 2007). There are three types of research: exploratory, explanatory, and descriptive. The goal of descriptive study is to explain and interpret the world as it is. It seeks to describe the situation as it is right now. It has to do with existing circumstances or relationships, prevailing customs, held convictions, points of view, or attitudes, as well as ongoing developments. The primary goal of descriptive research is to describe the current situation as it stands.

When we come into a problem that is already well-known and has a description, we could start to question why matters are how they are. This is when explanatory study is done. Explanatory study seeks to understand "why" in order to provide an explanation. In addition to presenting the qualities, the researcher also analyses and explains why and how anything happens. Explanatory study thus seeks to comprehend phenomena by identifying and measuring haphazard relationships between them.

When there are not many previous investigations to which references can be provided with information, exploratory research is carried out. It offers comprehension and insights into a problem or scenario in preparation for a later, more thorough inquiry. When a problem has not been properly defined, exploratory research is typically done. Gaining prior knowledge will help one better comprehend and articulate a situation. Data on the impact of advertising on consumer purchasing behaviour is gathered by

this researcher. As a result, the researcher's method of choice was descriptive research. In order to make the research explanatory, the researcher will also use correlation and regression to analyse the ad hoc connections among the dependent variable (consumers' purchasing behaviour) and the independent factors AD attributes. Thus, this study serves as both a descriptive and an explanation.

3.4 Data types and data sources

Primary data sources would be the study's main source of information. Customer surveys would be used to collect primary data. The researcher will use surveys to gather primary data from primary sources in order to better understand how advertisements affect consumers' buying behaviours.

3.5 Population of the study

The term "population" refers to the total collection of individuals, occasions, or interesting objects that the researcher desires to study (Sekaran, 2005). The complete group of instances or units from which the researcher hopes to draw conclusions is referred to as the study population. Defining the population in line with the study's goals is one of the key phases in creating a research design. All Petronas Johor Bharu area consumers are the target group for this study. There is an endless population. Because the non-probability sampling approach enables researchers to quickly gain an understanding of the population and the features of the problem using well-informed members, the study will therefore use this particularly purposeful and convenient sampling technique.

3.6 Sampling procedure

An online survey was created for the study. The respondents were male and female. The researcher distributed the questionnaire at station pump Petronas in Johor areas (Petronas taman University Skudai, Petronas Tampoi, Petronas Damansara Alif, Petronas Highway Skudai, and Petronas Plentong) consumer of Petronas. The questionnaire was created with 3-part question (demographic, general knowledge an advertisement effects). Cronbach alpha was determined to be 0.701.

3.7 Sample Size

Sampling is a method of drawing inferences about the entire population from a small or fragmented sample of that group. One element of a research design is sampling. According to Jankowicz (1995), sampling is the deliberate selection of a group of individuals; the sample provides information from which inferences can be made about a larger group, the general population, that these individuals are meant to represent. This makes it possible for studies to be carried out quickly and affordably using a portion of the population. Because of this, convenient sampling was employed to choose samples from the available population. This method involves continuing the sample selection procedure until the necessary sample size is obtained. It entails picking at random the examples that make it easier to gather the necessary sample (Zikmund, 2003). The sample size 385 was based on Krejcie and Morgan (1970) sample size table.

3.8 Sampling technique

Non-probability sampling will be used as the sample strategy for this project. In order to examine the study's question and obtain theoretical understanding, a nonprobability sampling offers a full of data case study (Saunders, Lewis, and Thornhill 2009).

Purposive & convenient sampling was the sampling strategy used to choose sample from the given population.

3.9 Data collection instrument

Based on the review of relevant literature critical to the study's topic, a questionnaire was created and distributed in order to collect firsthand data. Based on which this study created questionnaires as a means of gathering data. As a result, questionnaires are created to concentrate on how advertisements effect customers' purchasing decisions. The questionnaire includes a likert scale with a maximum score of 5, where 1 indicates strongly disagree and 5 indicates strongly agree. The researcher will instruct the respondents to mark the best response while administering the questions. Respondents must also provide their responses as quickly and wisely as possible.

3.10 Data collection procedure

Questionnaires are used in the study to obtain data. The questionnaires were distributed to Petronas consumer. Three sections make up the questionnaires. The first section of the questionnaire asks questions about respondents' personal information, the second section inquiries about respondents' general knowledge, as well as the third section uses a five-point likert scale to gauge how much influence advertisements have on consumers' purchasing decisions.

3.11 Data analysis

The goal of analysis is to construct a kind of empirical model that meticulously highlights relationships so that some conclusive conclusions can be made. Zicklin, 2003. Due to the quantitative character of the study, statistical methods including descriptive statistics, correlation, and multiple regression will need to be used to

analyse the data. SPSS 27 will be used to input the data. The entered data will be checked for mistakes and consistency issues before being cleaned and examined. Text, tables, and figures were used to present the study's data.

3.12 Descriptive statistics

Frequencies will be used to offer descriptive data for the profile of the consumer and features. As defined by Andy Field (2006), frequency is the total number of occurrences of a certain phenomenon's numerous subcategories, from which a percentage and cumulative percentage of those occurrences may be simply calculated.

3.13 Research instruments

To collect primary data from respondents the instrument that is applied in this research were structured closed end questionnaire with predetermined questions. Questionnaires allow collection of both subjective and objective data in a large sample of the study population in order to obtain results that are statistically significant, especially when resources are limited. The questions are close ended that give respondents to rate their view of the influence of advertisement in their purchase intention by using likert scale. A five-point likert scale was applied (1 strongly disagree – 5 strongly agreed). The questionnaire was constructed based on the empirical literature review in order to measure the influence of advertising on consumer buying behaviours. In order to ensure content validity, measurement items were mainly adopted from prior studies.

Based on Prabakaran 2012, the question impressive advertising was created the using no of items in the scale 4. No 1 strongly disagreed and number 5 is strongly agreed. This study if the impressive advertising can influence of consumer buying behaviour.

According to Adeoluet al. (2005) and Gary (1999), the question of attention grabbing was created with using no of items also 4. This also used to scale the respondent with scale number 1 is strongly disagreed and number 5 is strongly agreed. This study for

examine either attention grabbing advertising can attract consumer buying behaviours.

Wang et al (2012), understandable advertising questionnaire was created followed the five-point likert scale, this question also using no of items 4 with number 1 scale is strongly disagreed and number 5 is strongly agreed. This study to identify if understandable advertising can influence of consumer buying behaviours.

Adelaar et al (2003) memorable advertising questionnaire was created using scale five-point liker. The researcher was included 4 items of question for this variable. The scale is number 1 is strongly disagreed and number 5 strongly agreed. To identify either memorable advertising can be affected on consumer buying behaviour.



Chapter 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

The study's findings are the main topic of this chapter. The study's findings are presented and thoroughly explored. The chapter's opening section will discuss the disseminated and received questionnaires. The second section discusses the replies obtained, the analysis conducted, and the results' interpretations.

4.2 Response rate

Only 385 of the 400 questionnaires that were sent as part of the study's sample were returned. All the return questionnaire was valid from respondent and so that the results could be presented and a conclusion reached, 385 questionnaires were used as the data for the study.

4.3 Demographic profile of the respondents

We will begin by looking at the demographic makeup of the respondents because understanding the general features of the respondents is essential to understanding the whole study.

Statistics

		Age	Gender	Race
N	Valid	385	385	385
	Missing	0	0	0

Table 1: Demographic of respondent.

From the above table 1, we can see that the statistic of respondent is show 385 Valid from segment age, gender, and race. No missing stated form 3 of segment. This is because, all the respondent are quality and alert about the questionnaire we distributed (Petronas Brand).

4.3.1 Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	37	9.6	9.6	9.6
	31-40	229	59.5	59.5	69.1
	41-50	96	24.9	24.9	94.0
	51-60	21	5.5	5.5	99.5
	60+	2	.5	.5	100.0
Total		385	100.0	100.0	

Table 2: Age of respondent

There are several different age groups among the study's respondents. Based on the table 2 above, the Higher of respondents is from age 31- 40 years old with 229 respondent and 59.5% of valid percent. This is because, majority of local we distributed the questionnaire is around the age.

Beside that, respondents within this age are always aware and normally easier know the information about something of advertising. The second higher respondent age is from within 41-50 years old with 96 respondents and 24.9% of valid percent. Respondent within this age normally will become loyalty of brand.

Respondent normally become loyalty toward the brand because, respondent know the better of product or services from Petronas. The third of higher respondent is average 20–30-year-old with 37 respondenst and 9.6% of valid percent. The Age within this is normally respondent just wanted to try something new and still searching the loyalty of the brand. The fourth higher of respondent is from age 51–60 year old with 21 Respondent and 5.5% valid percent. The last is from age 60 plus with 2 respondent and 0.5% valid percent.

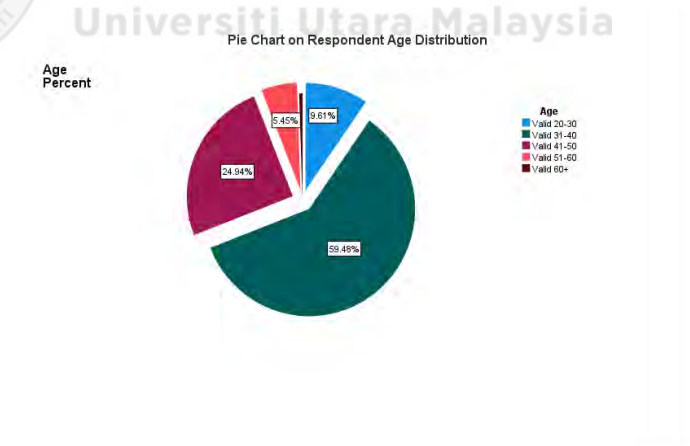


Figure 5: Pie chart on age of respondent by percent

4.3.2 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	107	27.8	27.8	27.8
	Male	278	72.2	72.2	100.0
	Total	385	100.0	100.0	

Table 3: Gender of respondent

The table 3 above shows that men make up the bulk of responses 278 (72.2%). Female responders make up the remaining 107 (27.8%) of the total. responders make up the remaining 107 (27.8%) of the total.



Figure 6: Pie chart on race on respondent by Percent

4.3.3 Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	59	15.3	15.3	15.3
	Indian	98	25.5	25.5	40.8
	Malay	206	53.5	53.5	94.3
	Other	22	5.7	5.7	100.0
	Total	385	100.0	100.0	

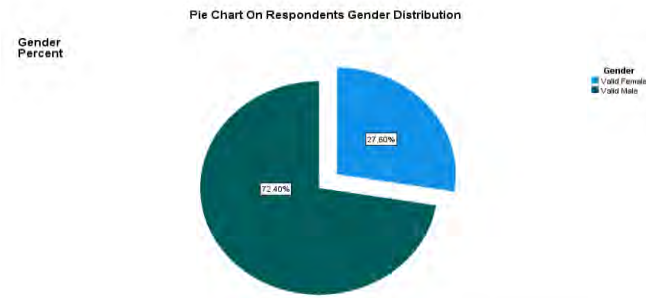


Table 4: Chart on race on respondent by Percent

Table 4 above show that the higher of respondent race is from Malay with 206 respondent and 25.5%. The second higher is from indian with 98 respondents and 25.6%. The third one is from chinese with 59 respondent and 15.3% and last from other with 22 respondent and 5.7 %.

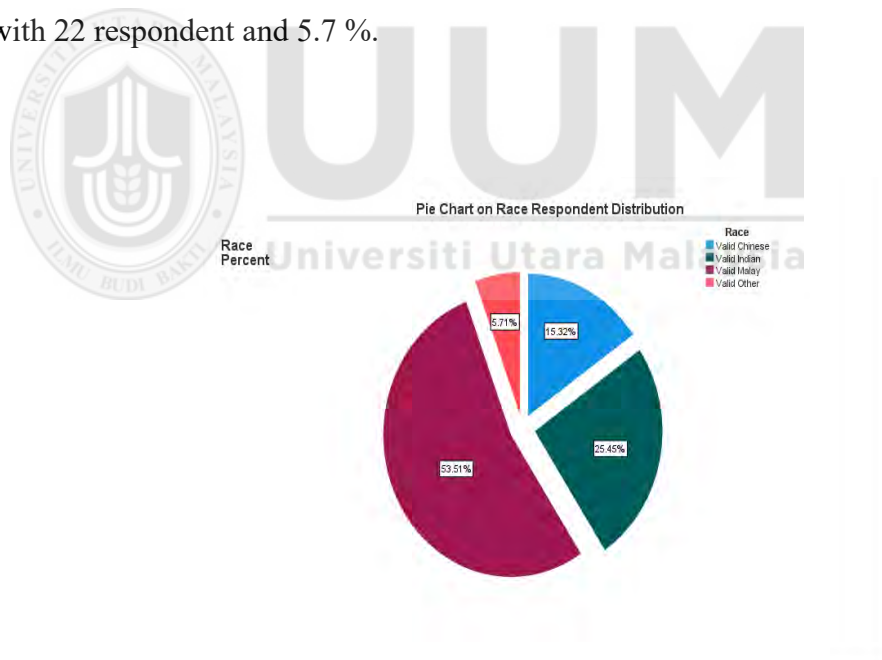


Figure 7: Pie chart on race of respondents.

4.3.4 Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	206	53.5	53.5	53.5
	Master Degree	24	6.2	6.2	59.7
	PHD	2	.5	.5	60.3
	SPM	19	4.9	4.9	65.2
	STPM / Diploma	134	34.8	34.8	100.0
	Total	385	100.0	100.0	

Table 5: Education level of respondent

Table 5 above shows that the higher of Education level of respondents is bachelor degree with 206 respondents with 53.5%. The second higher for education level is STPM / diploma with 134 respondent and 34.8%. The third higher is master degree with 24 Respondent and 6.2%. 19 respondents and 4.9% of respondents have SPM and last but not least the lowest and only 2 respondents with 0.5% have PHD.

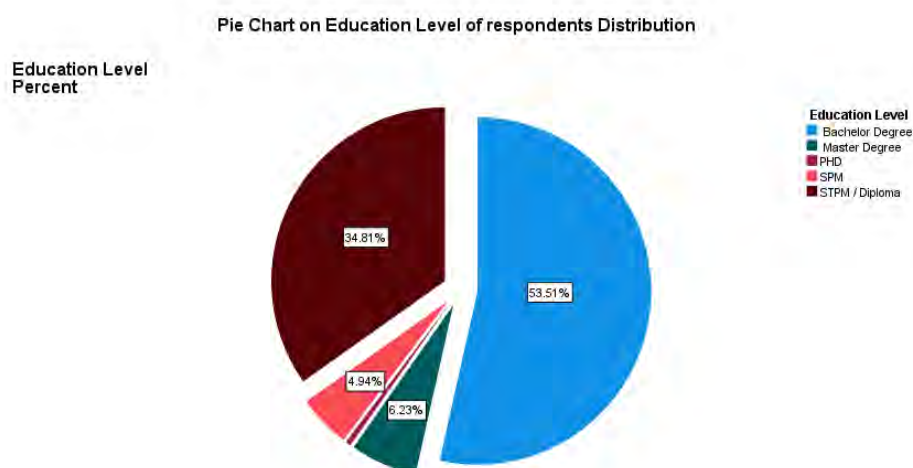


Figure 8: Pie chart of education level by percent

4.3.5 Monthly personal income (RM)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2001 - 3000	81	21.0	21.0	21.0
	3001 - 4000	136	35.3	35.3	56.4
	4001 - 5000	75	19.5	19.5	75.8
	5001 & above	54	14.0	14.0	89.9
	Less than 2000	39	10.1	10.1	100.0
	Total	385	100.0	100.0	

Table 6: Monthly income of respondent

As we can see table 6 above, stated the higher of income respondent is average RM 3001 RM 4000 with 136 respondent and 35.3%. 75 respondents with 19.5% of the respondent monthly income is average RM 4001- RM 5000. The third higher of respondent income is average RM 2001 – RM 3000 with 81 respondent and 21.0%. The fourth higher income is average RM 5001 – above with 54 respondent and 14.0%. The lower income of respondent is average RM 2000 and below with 39 respondent and 10.1%.

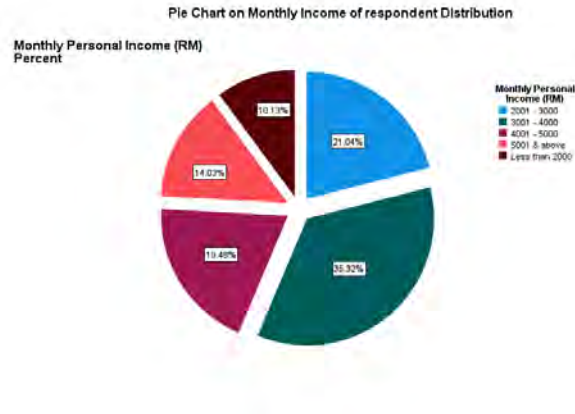


Figure 9: Monthly income of respondent

4.4 Finding on independent variable

The descriptive statistics' finding

As was already mentioned in the third chapter, descriptive statistics allow for the acquisition of frequencies. This statistical method was used to answer the first study question. Thus, the results were summarised and the initial research questions were addressed in the following graphical form.

4.4.1 Are you Petronas consumer?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes - if your answer yes, please proceed to following questions	385	100.0	100.0	100.0

Table 7: Petronas consumer analysis

Table 7 above show 385 Respondent with 100% are consumer/ customer of Petronas. Researcher create this question to identify of respondent first before respondent

continue to answer following question. This is because, researcher wanted to have a quality of consumer / customer of Petronas.

4.4.2 By which mode of Petronas advertisement are you getting attached?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper Advertisement	106	27.5	27.5	27.5
	Online Advertisement	140	36.4	36.4	63.9
	Radio Advertisement	73	19.0	19.0	82.9
	Television Advertisement	66	17.1	17.1	100.0
	Total	385	100.0	100.0	

Table 8: Mode of Petronas advertising

Table above shows that questionnaire for question which mode of Petronas advertisement are your getting attached? The higher of respondent is answer by online advertisement with 140 respondents with 36.4%. As we know, Petronas also doing the advertisement via Online to make an awareness to consumer. The second higher is via newspaper advertisement with 106 Respondent (27.5%) and the thirdly is via radio advertisement with 73 respondent (19.0%) and last but no least is via television advertisement with 66 respondent (17.1%).

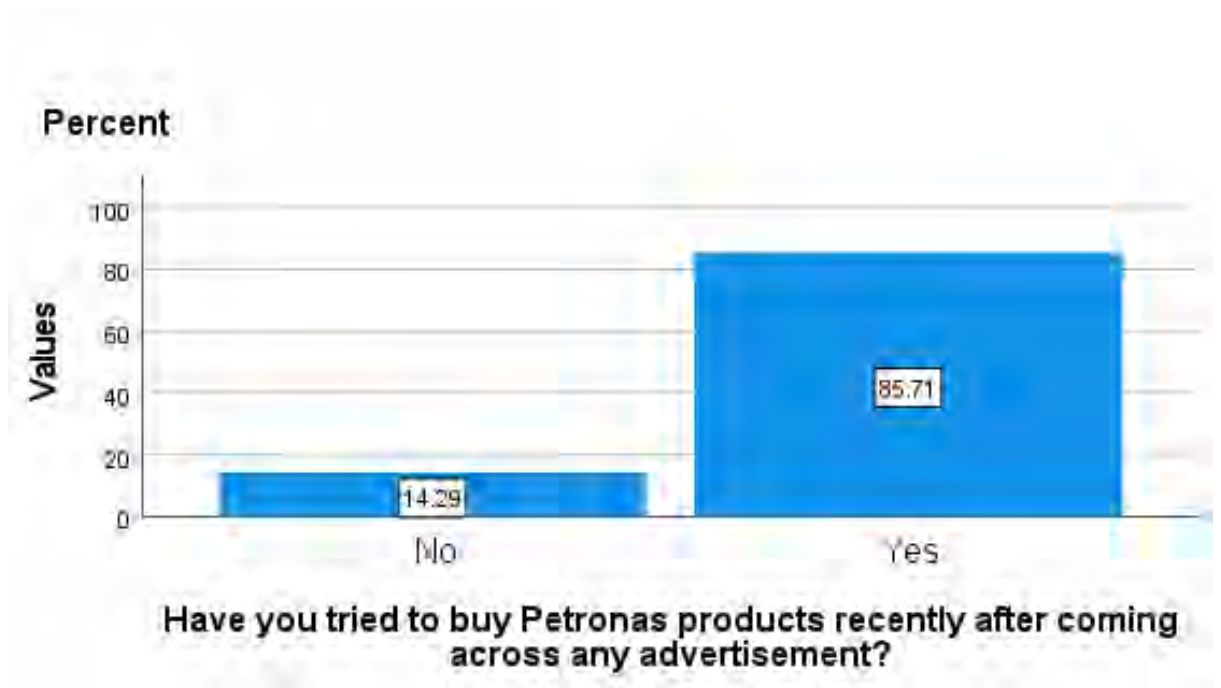


Figure 10: Tried to buy Petronas products

Figure 10 show that, 85.71% of respondent will be tried to buying Petronas products after coming across any advertising about Petronas. The remaining 14.29% is No buying the Petronas Product after coming across advertising Petronas. Majority will buying the Petronas products after coming across any advertising.

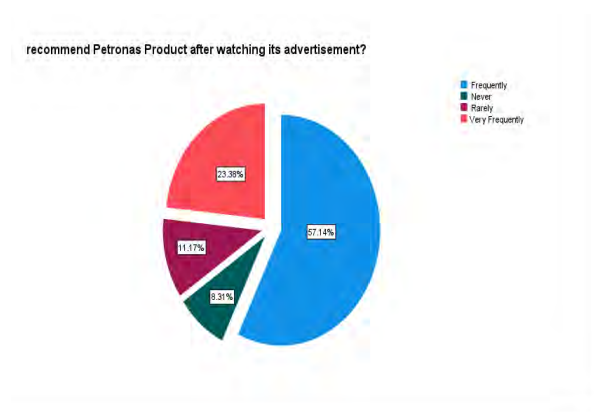


Figure 11: Recommend Petronas product

Figure above show the 57.14% of respondent frequently will recommend Petronas product with friend after watching its advertisement. Followed by 23.38% very frequently to recommend Petronas product. The Third one 11.17% is rarely to recommend Petronas product and 8.31% never recommend Petronas product after watching advertisement.

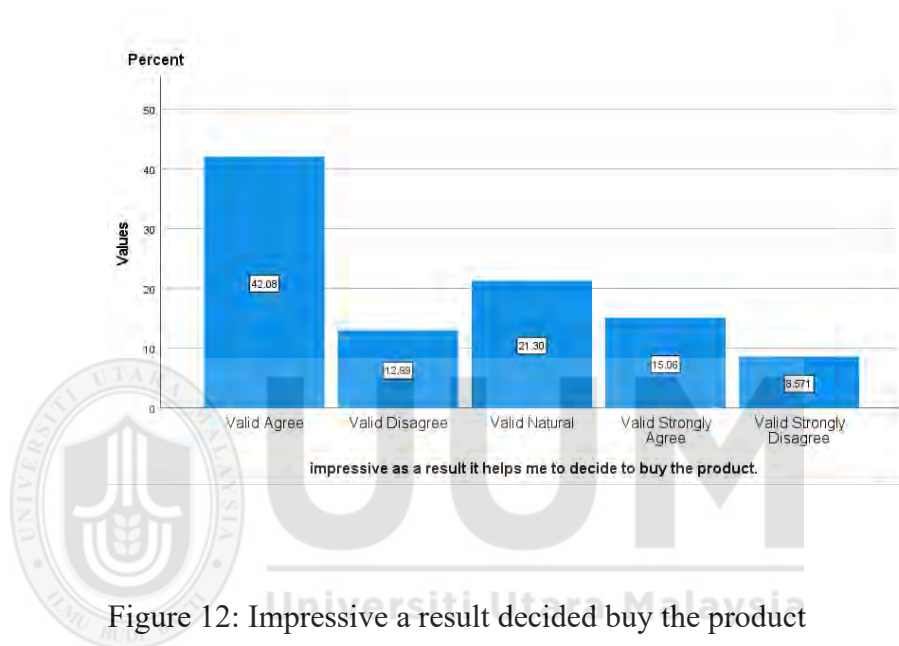


Figure 12: Impressive a result decided buy the product

Figure above show that, 42.08% agreed about the advertisement message is impressive as a result it help me to decide to buy the product. 21.30% from respondent are natural about the impressive result to decide to buy the product. 15.06% also strongly agreed about the questionnaire. 12.99% respondent Disagreed about that questionnaire and 8.57% was respondents are strongly disagreed about that question.

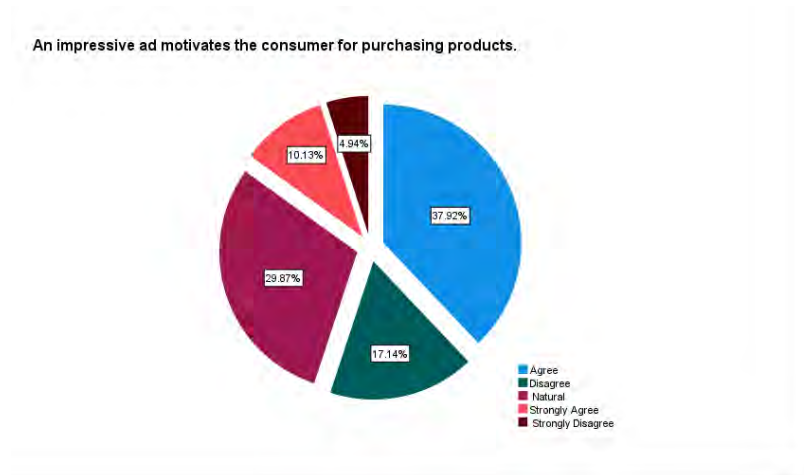


Figure 13: Impressive motivates consumer purchasing

Figure 13 show that, an impressive advertising motivated the consumer for purchasing product. From questionnaire we were given to respondents, researcher found that, 37.92% of respondents agreed impressive advertising motivated consumer purchasing. 29.87% also natural about the question, followed by 17.14% disagreed about the impressive advertising motivates consumer purchasing and 10.13% strongly agreed about the question and last but no least 4.94% are strongly d54 disagreed about the impressive advertising motivated consumer purchasing

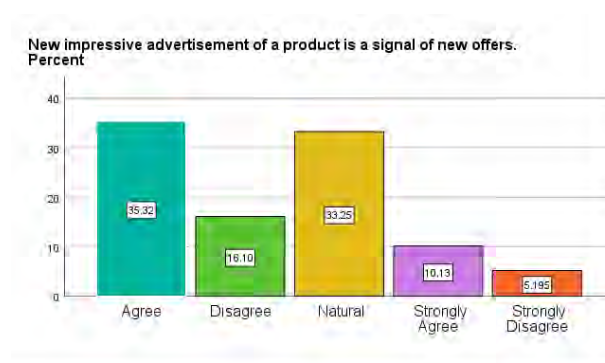
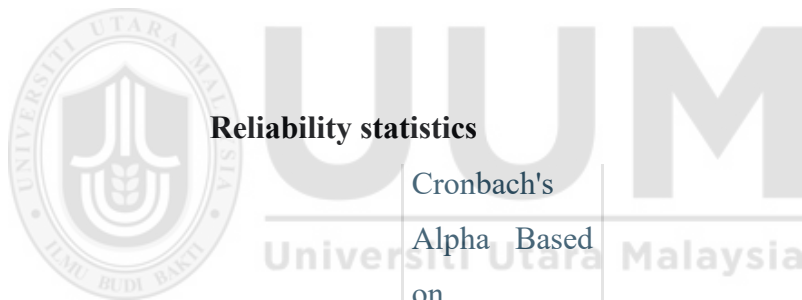


Figure 10: Impressive advertisement signal new Product

Figure above shows, respondent was agree with 35.32% about the impressive advertising is a signal of new offer from Petronas. 33.25% are natural about that followed by 16.10% respondent was disagree about signal new offer. 10.13% from respondent are strongly agree about impressive advertisement signal of new offer and 5.20% are strongly disagree about the question.

4.5 Reliability of data



Reliability statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.973	.974	20

Table 9: Reliability of variable

The 20 items in the study's instrument are all the Likert scale variety. The instruments' overall dependability is assessed. The computed cronbach's alpha value of 0.973 is significantly higher than the 70% threshold set by academics (D.L.R. Van der Waldd, T.M. Rebello, and W.J. Brown, 2009). All the items have cronbach's alpha values that are greater than 70% (see appendix).

4.6 The correlation analysis's findings

A correlation coefficient, as defined by MacEachron (1982), expresses quantitatively the strength and direction of the association between two variables. The range of correlation coefficients is +1.0 to -1.0. We can determine if the connection is positive or negative by looking at the coefficient's sign. The coefficient's numerical component gives the relationship's strength in terms of numbers. The association is stronger when the number is higher. When the coefficient is ± 1.0 , there is a perfect correlation between the two variables. A coefficient of 0.0 indicates that there is no association between the variables



Table 10: Corelation Matrix

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Consumer Buying Behaviour	Impressive Advertising	Understandable Advertising	Memorable Advertising	Grabbling Advertising
Consumer Buying Behaviour	Pearson Correlation	1	.534**	.656**	.650**	.649**
	Sig. (2- tailed)		.000	.000	.000	.000
	N	385	385	385	385	385
Impressive Advertising	Pearson Correlation	.534**	1	.576**	.491**	.431**
	Sig. (2- tailed)	.000		.000	.000	.000
	N	385	385	385	385	385
Understandable Advertising	Pearson Correlation	.656**	.576**	1	.659**	.575**
	Sig. (2- tailed)	.000	.000		.000	.000
	N	385	385	385	385	385
Memorable Advertising	Pearson Correlation	.650**	.491**	.659**	1	.656**
	Sig. (2- tailed)	.000	.000	.000		.000
	N	385	385	385	385	385
Grabbling Advertising	Pearson Correlation	.649**	.431**	.575**	.656**	1
	Sig. (2- tailed)	.000	.000	.000	.000	
	N	385	385	385	385	385

The correlation matrix shows the relationship between each advertising attribute and consumer Buying behaviour, including impressive advertising, understandable advertising, memorable advertising, & grabbling advertising. The outcome would show up as follows. We can infer from the above Table that each variable had a positive correlation with consumer purchasing Behaviour as well as a positive correlation with one another.

4.7 Hypotheses testing

The four are examined as below:

Hypotheses 1: Impressive advertising and consumer purchasing behaviour are positively correlated and statistically significant.

Hypotheses 2: Understandable advertising and consumer purchasing behaviour are positively correlated and statistically significant.

Hypotheses 3: Memorable advertising and consumer purchasing behaviour are positively correlated and statistically significant.

Hypotheses 4: Grabbling advertising and consumer purchasing behaviour are positively correlated and statistically significant.

It is shown in table 8 that there is a correlation between impressive advertising and consumer buying behaviour ($r = 0.534$ and $p 0.01$) that is both positive and statistically significant. Above table also shown is a correlation between understandable advertising and consumer buying behaviour ($r = 0.656$ and $p 0.01$) that is both positive and statistically significant. Referring table above, there is a correlation between memorable advertising and consumer buying behaviour ($r = 0.650$ and $p 0.01$) that is both positive and statistically significant. Table 8 shown there is a correlation between

grabbling advertising and consumer buying behaviour ($r = 0.649$ and $p 0.01$) that is both positive and statistically significant.

4.8 Mean and Std division for questionnaire

Descriptive Statistics	N	Mean	Std Division
The advertisement message is impressive as a result it helps me to decide to buy the product.	385	3.37	1.164
An impressive ad motivates the consumer for purchasing products.	385	3.31	1.031
New impressive advertisement of a product is a signal of new offers	385	3.28	1.037
I believe there is always real information behind impressive advertisement.	385	3.32	1.005
The advertisement message is simple to understand as a result it helps me to decide to buy the product.	385	2.28	1.025
The advertisement message is easy to understand.	385	3.35	1.007
The facts in the advertising convince me to different features of the products	385	3.33	0.989
Since the advertising is very clear, I can understand what the ad is all about.	385	3.39	0.995
The advertisement message is memorable as a result it influences me to decide to buy the product.	385	3.32	1.006
The ad always reminds me how to have better life style.	385	3.37	0.973
Since the advertising are so strong, they do sticks in my brain for long time.	385	3.39	0.981
Mostly I discuss the advertising message with my friends after viewing it.	385	3.34	1.016
The advertisement message is attention grabbing as a result it influences me to decide to buy the product.	385	3.31	1.024
This ad is better than other ads that have the same message.	385	3.37	0.97
I believe the ad has a high degree of visual magnetism	385	3.42	0.976
Every time I look this ad it makes me comfort	385	3.47	0.938
I am happy being the consumer of Petronas (M) Bhd	385	3.46	0.91
I believe in advertisement because it helps to get facts.	385	3.44	0.945
The advertising of Petronas Company played a key role on the buying of quality oil and gas products.	385	3.4	0.958
New advertising of a service is a signal of new offers.	385	3.42	0.954

Table 11: Questionnaire means and standard deviations

4.8.1 Chi-square tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	248.035 ^a	16	.000
Likelihood Ratio	199.867	16	.000
Linear-by-Linear Association	70.858	1	.000
N of Valid Cases	385		

a. 6 cells (24.0%) have expected count less than 5. The minimum expected count is 1.68.

Table 12: Chi square test for advertising and consumer buying behaviour

To determine if there is a connection between two categorical variables, researchers use the chi-square test on independence, commonly known as Pearson's chi-square test or the chi-square test of correlation. The "Pearson Chi-Square" row value in this table is $(1) = 248.035, p = 0.000$. Therefore, advertising and consumer buying behaviour are strongly statistically associated. This is further reinforced by the symmetric measure, where there is substantial correlation between the variables.

4.9 Multiple regression

In this section, I used multiple regression analysis to determine which of the few things that affect the dependent variable (consumer buying behaviour), is the most important independent variable. In the words of Andy Field (2006), the multiple linear regression method is used to calculate the coefficient of dependence on the predicted variable that is explained by the predictors or to calculate the effect of many independent variables over the dependent variable. To determine which independent variable has a greater impact than other independent variables, multiple linear regressions are frequently used.

In addition, he noted that several conditions must be met in order for a multiple regression analysis to be considered valid: the distribution's normality, linearity, homoscedasticity, independence from residuals, and multicollinearity.

Below is a summary of the model.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656 ^a	.431	.429	.687
2	.735 ^b	.541	.538	.618
3	.752 ^c	.565	.561	.602
4	.762 ^d	.580	.576	.592

a. Predictors: (Constant), The advertisement message is simple to understand as a result it helps me to decide to buy the product.

b. Predictors: (Constant), The advertisement message is simple to understand as a result it helps me to decide to buy the product., The advertisement message is attention grabbing as a result it influences me to decide to buy the product.

c. Predictors: (Constant), The advertisement message is simple to understand as a result it helps me to decide to buy the product., The advertisement message is attention grabbing as a result it influences me to decide to buy the product., The advertisement message is memorable as a result it influences me to decide to buy the product.

d. Predictors: (Constant), The advertisement message is simple to understand as a result it helps me to decide to buy the product., The advertisement message is attention grabbing as a result it influences me to decide to buy the product., The advertisement message is memorable as a result it influences me to decide to buy the product., The advertisement message is impressive as a result it helps me to decide to buy the product.

Table 13: Multiple regression model summaries

Table 13 lists R, R square, adjusted R square, and the estimate's standard error. It also includes a list of the independent factors that are included in the regression model. Based on model 1, after accounting for all intercorrelations, the correlation between the independent and dependent variables is R (0.656).

According to the model summary above, the adjusted R square is 0.432, which means that the independent variables impressive, understandable, grabbing, memorable,

advertising explained about 68.7% of the variance in the dependent variable, which is consumers' buying behaviour.

4.10 ANOVA analysis

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
The advertisement message is impressive as a result it helps me to decide to buy the product.	Between Groups	180.981	4	45.245	50.732	<.001
	Within Groups	338.905	380	.892		
	Total	519.886	384			
The advertisement message is easy to understand.	Between Groups	239.807	4	59.952	152.024	<.001
	Within Groups	149.856	380	.394		
	Total	389.662	384			
The ad always reminds me how to have better lifestyle.	Between Groups	140.355	4	35.089	59.720	<.001
	Within Groups	223.271	380	.588		
	Total	363.626	384			
This ad is better than other ads that have the same message.	Between Groups	140.399	4	35.100	60.290	<.001
	Within Groups	221.227	380	.582		
	Total	361.626	384			

Table 14: ANOVA analysis

In this section, I used ANOVA analysis to determine which of the few things that affect the dependent variable (consumer buying behaviour), is the most important independent variable. Above is a summary of the model. Researcher can said, all the independent variable and dependent variable is signification <001.

4.11 Conclusion

This chapter provided examples of the methodology and results from the data analysis method that was first suggested in chapter three. The chapter started by data preparation and screening, where data were given to SPSS v.27 programme for

coding and data imputation. In this chapter, the findings of the data analysis are described. In the following chapter, all assumptions and the analysis technique are succinctly discussed. The study's implications and recommendations will also be described in depth in the following chapter, along with explanations and debates of the study's findings. Most Petronas customers, based to the respondents, give recommendations after buying a range of goods. Due to this situation, Petronas' existing customers advise other potential customers to buy their products. Since oil and gas firms market their products services tenders on television, most respondents ranked television advertising as their preferred advertisement channel.

As a result, this fact opened more opportunities both product comparison and tender participation.



Chapter 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

The aim of this section is to give summaries of the key findings, concluding thoughts, and possible recommendations. The main results of the investigation are thus presented in the first part.

Discussion is presented in the second section. Finally, a few potential suggestions were made based on the study's main findings.

According to the study's descriptive analysis, most respondents (100%) are consumer of Petronas berhad and know about the Petronas products, which indicates that it has potential customers. The respondents' higher monthly salary ranges from RM 3001 to RM 4000.

Through scoring a Pearson correlation coefficient "R-value" of 0.534, 0.656, 0.650, and 0.649, the correlation matrix shows that the chosen advertising characteristics—impressive, understandable, memorable, and grabbing advertising were positively and strongly correlated with consumers' purchasing behaviour, with a 95% confidence interval and a 0.01 p-value 2-tailed.

Based on Chi -square test researcher has done, the result for independent variable and dependent variable is (value- 001) that mean is signification. Therefore, advertising and consumer buying behaviour are strongly statistically associated. This is further

reinforced by the symmetric measure, where there is substantial correlation between the variables.

Reliability of variable has been test using SPSS v27. The result of test is the researcher include 20 items in the study's instrument are all the likert scale variety. The instruments' overall dependability is assessed. The computed cronbach's alpha value of 0.973 is significantly higher than the 70% threshold set by academics.

The associations between the variables were examined using correlation analysis, and the correlation matrix showed that the dependent variable had a positive and high correlation with all of the independent variables' coefficients of correlation.

All alternative hypotheses suggested for this study are approved according to the correlation analysis.

Based on Chi -square Test researcher has done, the result for independent variable and dependent variable is (value- 001) that mean is signification

5.2 Discussion



In this research, Researcher was investigating about 3 research question as per below:

Does advertising campaign influence consumer buying behaviour?

Based on research was done by researcher, there are have a signification/ positive of advertising campaign on consumer buying behaviours.

Which advertisement media has more influences on consumer buying behaviours?

Based on research, researcher was conducted the online survey to respondents. The researcher found out, 140 respondents with 36.4% was chosen online advertisement. So online advertisement campaign more gives influences on consumer buying behaviours.

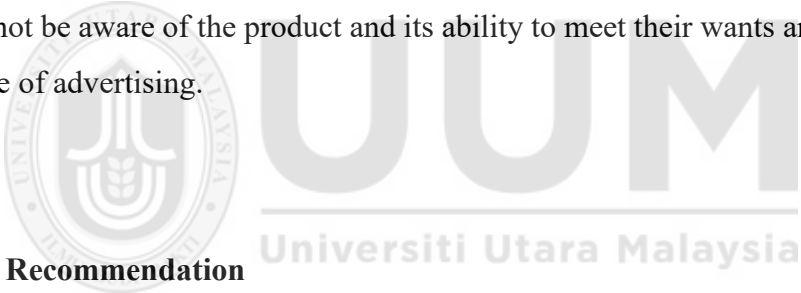
Do the advertisements campaign directly influence consumer buying behaviours?

Based on research, researcher was found out were have signification of advertisement campaign directly on consumer buying behaviours.

Does impressive advertising, memorable advertising, understandable advertising and grabbing advertising influence consumer buying behaviour?

Based on research have done, that have a signification of impressive advertising, memorable advertising, understandable advertising and grabbing advertising on consumer buying behaviour.

Advertising has a powerfully motivating effect on customers' purchase decisions. Advertising is typically more successful when it targets products with inherent attributes. It is necessary to use the goods to learn its qualities as they are unknown at the time of purchase. Additionally, advertising on a product makes the most sense when there is a good likelihood of differentiating it (Schiffman, 1993). Customers might not be aware of the product and its ability to meet their wants and desires in the absence of advertising.



5.3 Recommendation

Online advertising having more influence than other forms of advertising. People can quickly and easily recall advertisements that are displayed on an online platform since they can see and hear them. The research advises advertisers to utilise more effective television advertising, with the message being well-supported by visuals in order to attract new clients, foster brand loyalty, and persuade effectively.

Since online advertising are more preference by consumer, so researcher advice, Petronas must have done more advertising to promote product or services of Petronas via online platform. Petronas can used like facebook, twitter, and another trend platform online is Tik Tok. This method will give more consumer of Petronas or can give awareness to consumer about Petronas.

Petronas must hire staff to handle of online platform advertising. This is because, when Petronas hirer staff to handle this platform, easier to get feedback from consumer if got anything problem.

Petronas also need to tried to advertising another platform to get more consumer. Example, Petronas can used media massa like printed like newspaper, and magazine. Other than that media electronic like radio and television also can grabbing the consumer toward Petronas brand.

Advertising should not be judged by its immediate results but rather as an investment in the future of products.

For an advertisement to be successful, compromise must be avoided; as a result, it is necessary to use core specialists for the appropriate planning and implementation of the advertisement rather than using quacks to save money.

5.4 Limitation

Since the online advertising more preferent to respondent researches had conducted, researcher and in order to increase customer interest in advertisers' products, the researcher suggests that more research be done on the elements that influence the medium that advertisers choose to employ to advertise their goods. For example, now days, we have a lot a platform to do an advertising, so next researcher need to identify which online Platform are more suitable for make an advertising.

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APPENDIX I: QUESTIONNAIRE



Universiti Utara Malaysia

School of Business

Masters of Science (Management)

Dear Respondent,

My name is Mohamad Taufik Bin Ariffin. I am a student in the post graduate program of Universiti Utara Malaysia. I am conducting research on the topic: **The Effect of Advertising on Consumer Buying Behaviour** to fulfil the partial requirements for the Master of Science (Management). This questionnaire is, therefore, designed to collect firsthand information/data on the topic under caption. Since the information acquired is for academic purposes the anonymity of the respondent is guaranteed. Hence, it is not necessary to write your name on the questionnaire. This is, therefore, to kindly request you to take a few minutes to fill out the questionnaire as genuinely and completely as possible.

Instructions: Please describe your personal views of the following statements as objectively as you can, by entering in the block a tick “√” that best reflects your views. I remain grateful to you for your kind cooperation.

Part I: Demographic Questions

Gender

Male	
Female	

Race

Malay	
Chinese	
Indian	
Others	

Age

20 – 30	
31 – 40	
41 – 50	
51 – 60	
61 +	

Education Level

SPM	
STPM/Diploma	
Bachelor Degree	
Master Degree	
PHD	

Monthly Personal Income (RM)

Less than 2000	
2001 - 3000	
3001 - 4000	
4001 - 5000	
5001 & above	

Part ii – General Knowledge

Are you Petronas Consumer?

If yes, please proceed to part iii.

If no, please ignore the below question.

Yes	
No	

By which mode of Petronas advertisement are you getting attached?

Television Advertisement	
Radio Advertisement	
Newspaper Advertisement	
Online Advertisement	

Have you tried to buy Petronas products recently after coming across any advertisement?

Yes	
No	

How often you recommend Petronas Product after watching its advertisement?

Rarely	
Frequently	
Very Frequently	
Never	

Section iii - Advertisement Impact

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree

- 5- Strongly Agree

IV- Impressive Advertising

No	Statement	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1	The advertisement message is impressive as a result it helps me to decide to buy the product.					
2	An impressive ad motivates the consumer for purchasing products.					
3	New impressive advertisement of a product is a signal of new offers					
4	I believe there is always real information behind impressive advertisement.					

IV- Understandable Advertising

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The advertisement message is simple to understand as a result it helps me to decide to buy the product.					

2	The advertisement message is easy to understand.					
3	The facts in the advertising convince me to different features of the products.					
4	Since the advertising is very clear, I can understand what the ad is all about.					

IV- Memorable Advertising

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The advertisement message is memorable as a result it influences me to decide to buy the product.					
2	The ad always reminds me how to have better life style.					
3	Since the advertising are so strong, they do sticks in my brain for long time.					
4	Mostly I discuss the advertising message with my friends after viewing it.					

IV – Grabbling Advertising

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The advertisement message is attention grabbing as a result it influences me to decide to buy the product.					
2	This ad is better than other ads that have the same message.					
3	I believe the ad has a high degree of visual magnetism.					
4	Every time I look this ad it makes me comfort.					

DV- Consumer Buying Behaviour

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am happy being the consumer of Petronas (M) Bhd					
2	I believe in advertisement because it helps to get facts.					
3	The advertising of Petronas Company played a key role on the buying of quality oil and gas products.					

4	New advertising of a service is a signal of new offers.					
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