

The Effect of Advertisement and Brand Image on Consumer Buying Behaviour in Nigeria

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ABSTRACT

This study examines the effect of advertisement and brand image on consumer buying behaviour in Nigeria. The study focused on Ammasco International Limited and its customers in Kano State, Nigeria and the target population for the study were made up of all Ammasco oil users in Kano State, Nigeria. For the purpose of the study 320 sample size was conveniently used in the study. The research instrument used in the study was purely questionnaire (primary data) with 1-5 Likertscale which consist of Strongly Disagree to Strongly Agree. Multiple regression analysis was employed to test the hypothesized model of the study. The findings of the study revealed that advertisement has positive and significant effect on consumer buying behaviour; also the study revealed that brand image has positive and significant effect on consumer buying behaviour in Nigeria. It is recommended that the management of Ammasco International Limited must ensure that they understand the buying behaviour of consumers in order to discover when they buy and how they buy. This will acts as a guide towards formulating an advertisement message that will arouse the curiosity of consumers and eventually persuades them to buy. The management of Ammasco International Limited should make use of good and world class branding features to attract their existing and new customer with that, both new and old customer that does not patronize the products and services frequently will develop buying habit systematically.

Keyword: Advertising, Brand Image, Consumer Behaviour.

1. INTRODUCTION

The essence of being in business by any business outfits is to produce for sales and make profits in order to remain in business and organization generate enough sales from its products to cover operating costs and post reasonable profits. For many organization sales estimate is the starting point in budgeting or profit planning. It is so because it must be determined, in most cases, before production units could be arrived at while production units will in turn affect material purchase (Riaz, 2015). Taking decision on sales is the most difficult tasks, facing many business executives this is because it is difficult to predict, estimate or determine with accuracy, potential customers demands as they are uncontrollable factors, external to an organization. Considering the importance of sales on business survival and the connection between customers and sales, it is expenditure for organization to engage in programmes that can influences consumers decision to purchases it products this is where advertising and brand management are relevant (Ayanwale, Alimi & Ayanbimipe, 2005).

Advertisement is a subject of promotion mix i.e. product, price, place and promotion. As a major tools in creating product awareness and condition the mind of a potential consumer to take eventual purchases decision. Every region has its own culture and varying picture and symbols for product promotion are used by the marketers. In the present digital world, everything like culture, habits, of the people, technology etc. is on other way of globalization (Hussaing *et al.*, 2008). This fast place globalization is minimizing the distance among the technology it has

become possible for advertiser to reach all system of a target market *along* with advanced technology, in rural area tee marketer's further need to address the factors as well as to effective influence customers mind. For example customers in the rural areas may need to be educated for better understanding advertises massage. Similarly, customers residing in rural areas may not have high purchasing power lifestyles may be different than urban areas (Ayanwale *et al.*, 2005).

Advertisement is the effective source to influence mind of viewers and given viewer exposure towards a particular product or service, advertising play an importance role in business presentation and is a useful strategy to attract customers. It is a part of promotional mix to create awareness among target population of people in our society are so conscious about their status and they prefer to use banded products to shows off their status symbols brand is considered as implied device through which any business can attain the attraction of people and an enjoy the competitive edge, (Rahman *et al.*, 2014; Tulipa, & Muljani, 2015). This focus on advertising because it is considered an effective tool to motivate customers and influence their buying intention of the target market. In order to make their advertisement campaign even more effective and rewarding, advertisers are trying to analyze various factors which may influence customers buying intention for residential area lifestyle education and purchasing power. For this purpose, advertising and brand image apply increasing the effects model to expose brand cognition, where attitude leads towards actual purchasing (Ampofo, 2014).

Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling of the influence of brand on consumer behaviour. The main purpose of the marketing activities is to influence consumers' perception and attitude toward a brand image in consumers' mind, and stimulate consumers' actual purchasing behaviour (Zhang, 2015). Brand image is similar to self-image of consumers as consumers associate themselves with brands. In this highly competitive environment, a brand image is very important to create a well-positioned brand the companies always play an important role on customers' emotions to brand based on their identification with a brand image (Graeff, 1997).

Consumers are price sensitive but it is not always the case that consumption are merely driven by price factors. As companies are spending large amount of investment on the advertisement because they want to keep their product are the top of the customers mind. Advertisement has proven to be a successful tool for the communication but companies are still in the confusion that what kind of ingredient should be where and how these advertisements do was help to change the consumer buying intention. This research is conducted to see the impact of brand image on consumer buying intention. This study will enable to tell about those customers who use more of Ammasco oil and how it is important the consumers (Riaz, 2015).

The specific objectives of this study are to examine the effect of advertisement on consumer buying behaviour in Nigeria and also to determine the effect of brand image on consumer buying behaviour in Nigeria. The significance of this research expresses itself by being a helpful tool for marketers, and retailers of Ammasco International Limited that deal on lubricants to direct marketing campaigns in the right way. Moreover, there is no grounded research about the Ammasco lubricants market and the consumers buying behaviour toward the product. This study was limited to one service firm of Ammasco International Limited. Only impact of advertisement on consumer behaviour are researched in this study since all other components of advertisement and consumer behaviour could not be researched due to lack of documented information on those components of advertisement that also affect consumer behaviour. The study has proven to be different because many researches in this area in Nigeria are few. The study contributes to existing literature by extending the prior research on consumer behaviour by examining the association between advertisement and brand image. This paper aims to examine the effect of advertisement and brand image on consumer buying behaviour in Nigeria.

This paper is divided into five sections; section two is the brief literature from previous studies, section three of the study describes the methodology used for examining the effect of advertisement and brand image on consumer buying behaviour in Nigeria, section four comprises of the empirical results and discussion while, section five is conclusion and recommendation.

2. LITERATURE REVIEW

Consumer behaviour is defined as the acquisition, consumption and disposition of products, service, time and ideas by decision making units. It is the body of knowledge which studied various aspect of purchase and consumption of products and services by individuals with various social and psychological variable of pay. Bettman and Park (1980) described consumer behaviour as to the ways in which people use the product they buy. This includes where the product is consumed and when (in terms of what occasions the product might be used) and how the product is used. In some cases, people use products in ways which were not intended by the manufacture: this is called re-invention.

Byoungcho and Yong (2005) identified that the consumer forms an attitude and then acts accordingly. Some consumers are likely to develop positive attitudes and consequently a preference towards a specific tariff. (I.e. positive attitude towards a tariff) are more likely to choose this tariff when confronted with the tariff choice decision. Delveech (2001) argued with regards to brand choice since consumers with tariff preference are more interested in acquiring the needs satisfying properties of their favourite tariff than in choosing any tariff that offer lower price they will be rather insensitive to the price than their favourites tariff.

Imam (2013) indicate that convergence of attitudes across a number of different polar groupings within the social structure accelerate or hasten acceptance of an emergent consumer behaviour pattern while divergence across different polar a consumer pattern. Livesey and Lennon (1978) holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfaction. It proposed that in order to satisfy its organization objective, an organization should anticipate the needs and wants of consumers and satisfy those more effectively than competitors. The greater centrality of a concept, that is, the more likely that it is to be accepted. In addition, the more important or central that it is to the population, more likely it persists and be durable in the short term.

Kumar and Raju (2013) carried out research on the role of advertising in customer decision making in India. The finding indicates that advertising has significant relationship with the dependent variable consumer decision. Arshael *et al.* (2014) investigated the impact of effective advertising on consumer buying behaviour in Pakistan. The finding revealed that factors of emotional and environment response has significant impact on behaviour of Pakistan consumer. Rehman *et al.* (2014) study how advertising affect the buying behaviour of consumer in rural area in Pakistan. The result indicated that advertising has positive and significant effect on consumer buying behaviour, while the factor of rural area have negative significant effect on consumer buying behaviour.

Another empirical study by Suwant (2015) investigates the impact of advertising on brand awareness and consumer preference (with special references to men's wear) in India. The result shows everyone is jumping on the band wagon, brand are bigger than everyone, but as the result it is also true that more than ever is expected of them. Similar research carried out by Ayanwale *et al.* (2005) on the influence of advertising on consumer brand preferences in Nigeria. The result revealed that both male and female and different age group were equally influenced by advertising in their preference for brand. Saleem (2014) identify the effect of

advertisement and its influences on consumer buying behaviour in Pakistan. The result found that advertisement have strong association with Consumer Buying Behaviour (CBB).

Shabbir (2016) conducted a study on the impact of advertisement on buying behaviour of the children in Pakistan. Questionnaire was used through method of data collection. While descriptive statistical (SPSS) was used to employed the inferential statistic to test the hypothesis of the study. The result shows that advertisement parents and friends who act as socialization agent and evaluation source in making brand perception and final decision in making purchase of food product. Ampofo (2014) assess the effect of advertising on consumer buying behaviour with references to demand for cosmetic product in India. The result indicated that from one's income or package money available and other factors like price of the product, the brand and other people's recommendation concerning the product. Malik *et al.* (2014) examine the impact of advertisement and consumer perception on consumer buying behaviour in Pakistan. The result indicated that there is positive relationship between consumer buying perception and advertisement. Hassan (2015) study the effect of TV advertisement on consumer buying behaviour. A comparative study of rural-urban and male-female consumer in Pakistan. The result shows that rural resident like the TV advertisement more than urban residents.

Based on the literature reviewed it can be deduced that most of the studies were conducted outside Nigeria and most of the studies concentrated on manufacturing firms. The countries had different environmental context, in view of this, the findings of the studies may not be appropriately relevant or having direct impact on Nigerian setting. However, there is a need for research on the effect of advertising, brand image and consumer behaviour. To determine whether there is any effect in the Nigerian context. Therefore, this study is aimed to examine the effect of advertisement and brand image on consumer buying behaviour in Nigeria.

2.1 Theoretical Framework of the Study

This study investigates two (2) major determinants of consumer buying behaviour, namely; advertisement and brand image. The variables were identified based on previous literature by Ampofo (2014), Suwant. (2015), Shabbir (2016) and Rehman, Nawaz, Khan, and Hyder (2014) which was related to the consumer buying behaviour.

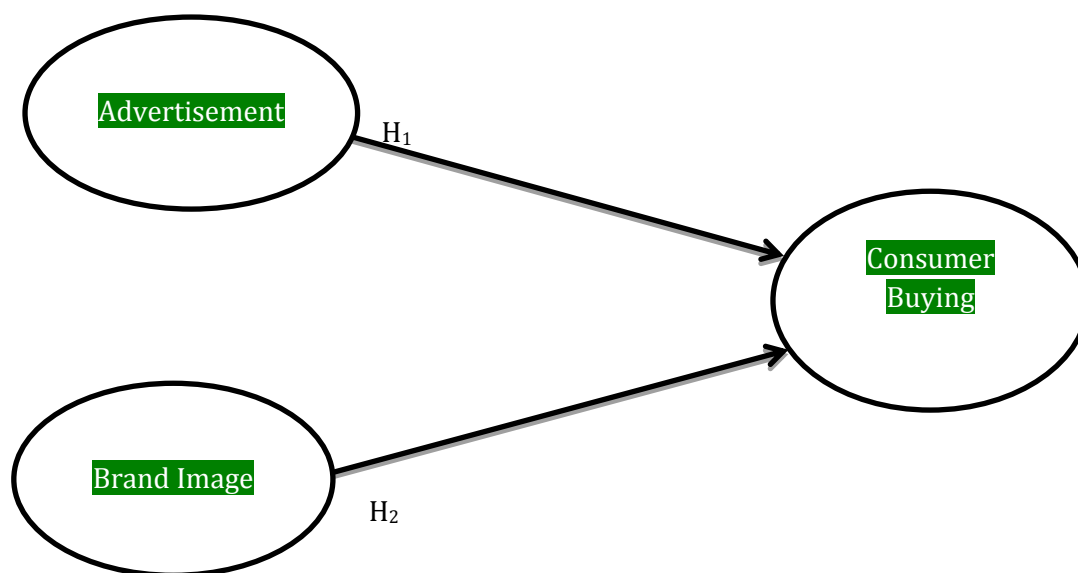


Figure 1. Conceptual framework.

There are basically two independent variables and one dependent variable in the research. The independent variables are advertisement and brand image, whereas the dependent variable is consumer behaviour. The variables might be the key factors affecting consumer buying behaviour and hence the framework also shows the directions of the study.

3. METHOD AND MATERIAL

Survey method is the research method used for this work, with the assertion that surveys are used to gather contemporary data. The survey method was chosen in preference to other methods like content analysis because of its capacity to measure human attitudes and opinions. The researcher generated valid information from samples of human elements that constituted the respondents of the questionnaire issued. The questionnaire was divided into two parts, which answered the demography of various correspondents and the research questions respectively. According to Sekaran and Bougie (2013) population refers to the total or entire group people, or elements of interest that the researcher wishes or want to investigate or discover. Therefore, the target population for this study was made up of all Ammasco oil users in Kano State, Nigeria. According to Bartlett, Kotrlík and Higgins (2001) sample size determination is the act of selecting or choosing the number of replicates or observation to include in a statistical sample. For the purpose of this study 320 sample size was used, which is enough for social science research.

For the purpose of this research work non-probability sampling techniques was choosed which involve convenience sampling technique, with this the resarcher can give any Ammasco oil users or customer of his/her choice to fill his /her questionnaire and the customers that the resarchers pick serves as the respondent if the study. Therefore, the research instrument, which was used in this study was purely questionnaire (primary data) given the size of the population. Questionnaire is seen as the most popular and widely used instrument for data collection in education and social science research (Bichi, 2004). The questionnaire measure the key variables of the research, and a structured questionnaires with close-ended type was used for this research work with 1-5 Likertscale which consist of Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree to answer the research questions, and also it is used to measure the responses of the respondents of this study. For the purpose of this study regression analysis was used as the method of data analysis to analyzed the hypotheses under study.

4. RESULT AND DISCUSSION

This section presents the result of data analysis in this study. First, reliability test, response rate, descriptive statistics for the profile of the respondents and regression result are presented and analysed, and then recommendation were drawn from the findings of the study. All the variable were collected from the relevant information provided by the respondents on the questionnaires.

Table 1 Reliability coefficient

| Variables | Number of Items | Cronbach's Alpha |
|---------------------------|------------------------|-------------------------|
| Advertisement | 8 | 0.894 |
| Brand image | 5 | 0.754 |
| Consumer buying behaviour | 5 | 0.847 |

Source: SPSS Output (2017).

Table 1 shows different Cronbach's Alpha for the 3 constructs of the questionnaire (1 dependent variable and 2 independent variables). Brand image has the lowest Alpha of 0.754, followed by consumer buying behaviour with 0.847 and Advertisement with the highest alpha of 0.894. Overall, all the items in each variable in the questionnaire have a good reliability. This is because all Cronbach alpha values are in excess of minimum value of the 0.60 recommended (Hair *et al.*, 2010; Zainudin, 2014).

The descriptive analyses section begins with the response rate, followed by demographic of the study's respondents.

Table 2 Frequency of response rate

| Option | Number | Percentage |
|--|--------|------------|
| Total number of questionnaires distributed | 320 | 100% |
| Number of questionnaires duly completed and returned | 220 | 68.75% |
| Number of unreturned or unanswered questionnaires | 100 | 31.25% |

Source: Field Survey (2017).

The descriptive statistics for the variable of the study are also presented in this section. Table 2 describes the finding of this study in respect of the response rate of the respondents. The result indicates that a total of three hundred and twenty copies of questionnaires that represent (100%) were administered out to the selected respondents, out of which 220 copies representing (68.75%) of the questionnaires were properly completed and retrieved while 100 representing (31.25%) were not retrieved or return. This shows that out of 320 questionnaires only 220 questionnaires were used for the analysis of this study.

Table 3 Profile of the respondents

| Respondents Characteristics | Frequency | Percentage |
|--------------------------------|-----------|------------|
| Gender | | |
| Male | 151 | 68.6 |
| Female | 69 | 31.4 |
| Total | 220 | 100.0 |
| Age | | |
| 20-30 | 102 | 46.4 |
| 31-40 | 68 | 30.9 |
| 41-50 | 35 | 15.9 |
| 60 to above Years | 15 | 6.8 |
| Total | 220 | 100.0 |
| Marital status | | |
| Single | 104 | 47.3 |
| Married | 72 | 24.1 |
| Widow | 44 | 20.0 |
| Total | 220 | 100 |
| Education Qualification | | |
| ND/NCE | 31 | 14.1 |
| HND/BSc | 88 | 40.0 |
| Masters | 54 | 24.5 |
| PhD | 47 | 21.4 |
| Total | 220 | 100.0 |
| Experience | | |
| 1-2years | 44 | 19.5 |

| | | |
|----------------|-----|-------|
| 3-4years | 53 | 24.1 |
| 5-7years | 49 | 22.3 |
| 8-10years | 42 | 19.1 |
| 11-above years | 33 | 15.0 |
| Total | 220 | 100.0 |

Source: Field Survey (2017).

Table 3 above indicates that respondent of the study are mostly males representing 68.6% of the respondent, while females represent 31.4% of the respondents. Also the Table 3 shows that majority of the respondents are below the age of 20-30 years with 46.4%. Followed by 31-40 years with 30.9%. This was further followed by 41-50 years with 15.5%. Lastly, 50 and above with 6.8%. Moreover, Table 3 shows that the level of education of the respondents, most of whom have HND/BSc constitute the highest frequency of 88 with 40.0% followed by masters, 54 with 24.5% those who have PhD are 47 with 21.4% and lastly followed by ND/NCE qualification representing 31 with 14.1%. Furthermore, the Table 3 shows the number of years the respondent have been using Ammasco lubricants which indicate that 2-4 years is the highest with frequency 53 representing 24.1%. Followed by 5-7 years with 49 respondents constitute 22.3% and those that fall from 1-2 years were 44 respondents with 19.5%. And 8-10 years 42 with 19.1%, lastly 11 and above years constitute 33 with 15.0%.

4.1 Regression Summary

Multiple regression analysis provides an avenue of neutrality of assessing the degree and character between independent variables and dependent variable (Sekaran & Bougie, 2010; Hair, *et al.*, 2007). The regression coefficient use to show the relative importance of each of the independent variables in the prediction of the dependent variable. If the independent variables are collectively regressed against the dependent variable to explain the variance in it, the size of each regression coefficient will show how much an increase in one unit in the independent variable would affect the dependent variable taking into consideration all other variable inserted into multiples coefficient (Sekaran & Bougie, 2010; Zikmund, *et al.*, 2010).

Therefore, to examine the effect of advertisement and brand image on consumer buying behaviour, the present study conducted a regression analysis. Two (2) predicting variables including Advertisement and Brand Image were examine to see their effect on consumer buying behaviour, table 4, 5 and 6 present regression analysis of the variables under study

Table 4 Regression result

| Variables Regressed | Beta coefficient | t-value | P-value |
|---------------------|------------------|---------|----------|
| (Constant) | 6.969 | 4.697 | 0.000 |
| Advertisement | 0.120 | 2.410 | 0.017** |
| Brand image | 0.410 | 4.497 | 0.000*** |
| R | 0.475 | | |
| R- squared | 0.229 | | |
| Adjusted R- squared | 0.222 | | |
| F- Statistics | 32.31 | | |
| Durbin Watson | 1.324 | | |

Predictors: Brand image, Advertisement
Dependent Variable: Consumer buying behaviour

Source: SPSS Output (2017).

The above regression model result can therefore be specified as follows:

$$CBB_{it} = \beta_0 + \beta_1 AD_t + \beta_2 BI_t + e_t$$

$$CBB = 6.969 + 0.120\beta_1 + 0.410\beta_2 + \varepsilon$$

The absolute value of the correlation coefficient between advertisement and brand image of 0.475 indicates the strength of the relationship. Furthermore, Cohen and Cohen (1988) classify the R^2 into three (3) categories: 0.02 as weak, 0.13 as moderate and 0.26 as substantial, in view of this classification the present study R^2 is considered moderate. The results also shows that the two variables advertisement and brand image altogether contributed close to 23% towards variance in the level of consumer buying behaviour. The adjusted R squared is known as coefficient of determination and it tell the variation in dependent variable due to changes in independent variable, which tell that there was 22.2% variation in consumer buying behaviour due to changes in advertisement and brand image. The significant F. test of (32.310, $p < 0.000$) signifies that the overall significant prediction of independent variables to the dependent variable, implies that, p value of 0.000 the model fitness in regressing the relationship between the independent variables and the dependent variable. The Durbin Watson test of first order auto-correlation with a value of 1.324 indicates that errors are uncorrelated to each other indicating absence of serial correlation within the period of the study. According to researchers like Lind, Marchal and Wathen, (2013), Kumar, Taib and Ramayah (2013) t-value for the estimation of variables significant level is when t-value exceed 1.645 with a significant relationship. Based on this, among the two (2) predicting variables, advertisement is the variable that best predict the dependent variable with the following values ($\beta = .120$, $t = 2.410$, $p < 0.017$). The next vital predictor in order of importance is brand image ($\beta = .410$, $t = 4.497$, $p < 0.000$).

Advertisement as the first predicting variable under the study, results shows positive and significant effect on consumer buying behaviour with values ($\beta = .120$, $t = 2.410$, $p < 0.017$). This implies that when consumers is enlighten or aware about a certain products or services through the use of advertisement it will lead to an increase in consumer buying intention, The result further suggests that failure of advertisement in products or services will lead to poor performance of their businesses. This result is consistent with the results of Rahman *et al.* (2014), kumar & Raju (2013) and Sivanesan (2014), which found that Advertisement has significant impact on consumer buying behaviour.

However, the effect of brand image on consumer buying behaviour is significant with a p-value of 0.000 this implies that, there is positive and significant relationship between the variables. The result further suggests that, availability of brand image or if the products or services are well branded it will lead to an improvement in consumer buying intention of Ammasco International Limited products or services. Therefore, the hypothesis is accepted. This result is consistent with the results of several studies, such as Arslan *et al.* (2014), Kumar & Raju (2013) and Shah *et al.* (2011) who find out that brand image has significant and positive relationship with consumer buying behaviour.

5. CONCLUSION AND RECOMMENDATIONS

The two (2) independent variables advertisement and brand image were found to be related to Consumer buying behaviour in Nigeria. Impliedly, improving the activities of awareness and brand performance will enhance their business performance. The result of this study revealed that advertisement and brand image positively influence Consumer buying behaviour of Ammasco International Limited that deals with lubricants in Nigeria. Therefore, this study

concludes that advertisement and brand image influenced Consumer buying behaviour in Nigeria.

The management of Ammasco International Limited must ensure that they understand the buying behaviour of consumers in order to discover when they buy and how they buy. This will act as a guide towards formulating an advertisement message that will arouse the curiosity of consumers and eventually persuades them to buy. The management of Ammasco International Limited should see advertisement as an investment into the future of products and not to be evaluated by its immediate returns. Compromise should be discarded for advert to be successful, hence, the need to employ the services of core professionals for the purpose of proper planning and execution of the advert rather than to use quacks workers in order to cut cost. The management of Ammasco International Limited should also increase media for advertising from radio and television to bill board, posters and pamphlets so that advertising message can reach so many people in the urban and rural area. Advertising should be realistic and interesting so as to call and retain prospective buyers of product or services. Visuals, words and sounds to be used in the advertisement must be decent and of good public taste. It is also recommended that advertisements should be run frequently for consumers to gain awareness of products and services. Timing is another important issue; the management should take in to consideration. This is because consumers have a particular time they listen to radio and watch television. Considering the target audience, firms should consider and be aware of appropriate time the advert is on air in order to elicit desired responses.

The management of Ammasco International Limited should make use of good and world class branding features to attract their existing and new customer with that, both new and old customer that does not patronize the products and services frequently will develop buying habit systematically, and also the management should recruit competent professionals service to brand their products or services in order to get the best branding system on their products or services to fear no competitors and because if you really want to be in the market to make profit and diversify your products or services (business) you most attract customers. There is a saying that consumers do not buy quality but they buy brand (brand image), that is why the organization must be proactive.

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