

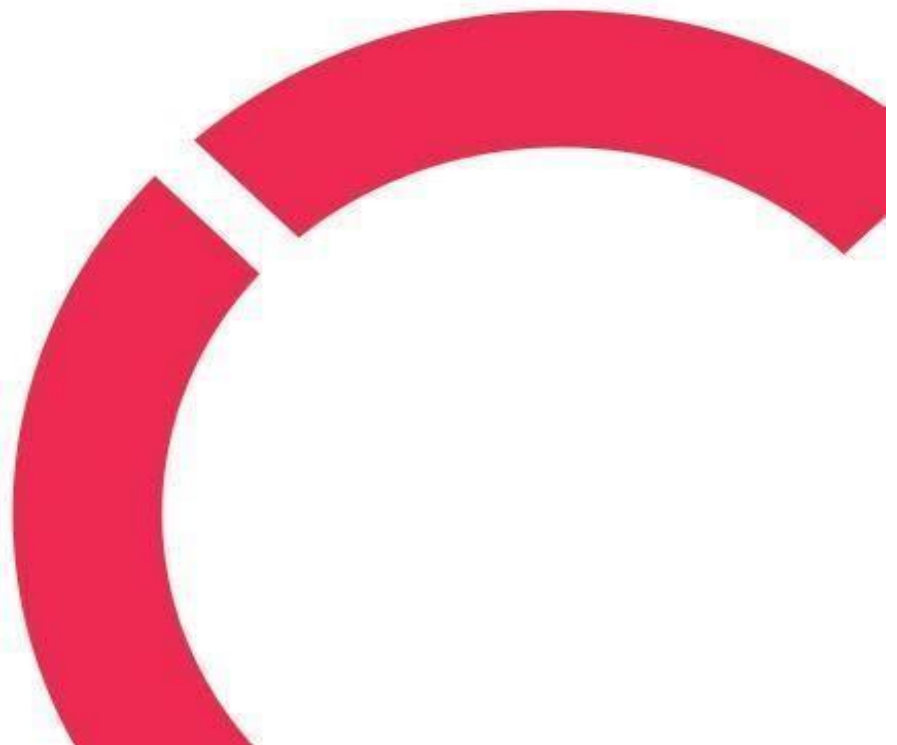
Gbemileke Emmanuel Idowu

**THE IMPACT OF ADVERTISING ON CONSUMER BUYING
BEHAVIOUR**

CASE OF COCA-COLA AND INDOMIE

Thesis

**CENTRIA UNIVERSITY OF APPLIED SCIENCES
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ABSTRACT

Centria University of Applied Sciences	Date 12 October 2023	Author Gbemileke Emmanuel Idowu
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Name of thesis THE IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR CASE OF COCA COLA AND INDOMIE		
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<p>Advertisement is a method of communication that provides viewers with information and influences their decision to purchase an item or service. Two prominent companies that have had a significant investment in advertisement are Indomie and Coca-Cola, which have been considered in this study. This research aimed to describe the impacts of an advertisement on consumer buying behaviour as well as the sale of products with objectives that include to identify how frequently consumers get exposed to advertisements, to identify how these advertisements influence the consumers' behaviour, and to explain why the advertisements make the consumers behave differently.</p> <p>This study used a mixed-methods research approach, which involves the combination of both quantitative and qualitative methods. After collection of data through questionnaires distributed through the Google Forms platform, this study received 56 responses that were analysed. The results of this analysis showed that advertisements hold significant power in shaping consumer behaviour, but their influence is not absolute. While advertisements can effectively create awareness, shape attitudes, employ persuasive techniques, and generate a sense of urgency, they face various challenges and limitations in performing their intended purpose.</p> <p>The analysis of how advertisements affect consumers' purchasing decisions is an essential component of the study on marketing. The primary cause is the fact that advertising significantly affects how consumers perceive items, which in turn affects how they behave while making purchases. Companies must comprehend how advertising influences buyer habits to create marketing plans that will boost sales and boost their position. Another factor that needs to be considered is the understanding of how customer behaviour keeps changing, especially in the digital age. Marketers must therefore look into more creative and genuine ways to engage customers and establish trust in technologies that expand impact of social media and peer recommendations. Nevertheless, commercials continue to stand out as a potent instrument for persuasion.</p>		
Keywords Advertisement, behaviour, buying, consumer		

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1 INTRODUCTION

According to Haider and Shakib (2018, 2), advertisement is a method of communication that provides viewers with information and influences their decision to purchase an item or service. It is recognized as an essential element for the financial development of business owners and organizations.

Marketing generally refers to a type of exposure or advancement that is bought by marketers and disseminated through an array of modern and traditional media, such as blog posts, text messages, and internet pages, as well as traditional media such as magazines, television, billboards, journal mail, and advertising radio. When it pertains to developing fresh commercials, marketers consistently adapt to shifting commercial demands. Industrial upheaval's development of the movement of manufactured commodities significantly increased the use of advertisements in the course of the twentieth century. However, businesses at the time did not frequently use advertising. Advertisements predominated in newspapers, radio, posters, and broadcasts in the latter part of the 1980s. In the modern era, firms are putting more and more emphasis on online advertising (Haider & Shakib 2018, 2). Companies are working very hard on their web and mobile promotional strategies that may soon surpass television advertising. Nowadays, most large, regional, and global firms actively participate in digital marketing.

Consumers exhibit purchasing behaviour as consumers when they search for, spend, utilise, evaluate, and dispose of products that they feel will satisfy their needs (Haider & Shakib 2018, 6). Customer purchasing behaviour outlines the techniques used whenever individuals or teams choose, gather, utilise, or dispose of items, ideas, or encounters that correspond with their necessities and tastes. Most of the time, a consumer's buying behaviour is affected by their perception of an item's advertising. High-quality marketing has a higher chance of convincing an audience to buy a product versus a poor-quality one. According to Chukwu, Kanu, and Ezeabogu (2019, 2), the primary concern of managers is maintaining customer interest in the products they sell through advertising expenditures. Additionally, they must comprehend the factors that affect consumer behaviour. To understand why consumers act in particular manners in various situations, customer behaviour needs to be examined for successful advertising. Furthermore, it is critical to comprehend the factors that influence consumer behaviour, notably emotional, social, and financial ones. Marketing creates commercials that emotionally connect with viewers as well. Strong psychological appeals also create solid brand cues by encouraging category-based production. When classification is successful, the group's effects and mental models are applied to the objective. Consumers try to categorise the brand link with their

present experiences when faced with a large number of products, and they may realign associations to their perception of a business and opinion of new products. (Chukwu et al. 2019, 2.) In this way, they are likely to organise recent information about a particular brand and place it in their memory.

Two prominent businesses that have successfully influenced consumer behaviour through advertising are Indomie and Coca-Cola. Coca-Cola is known for its lengthy history of influencing consumer behaviour through advertising. The company has had great success in influencing consumers' opinions of the item through its marketing efforts (De Mooij 2019). For instance, the "Share a Coke" initiative, which allowed consumers to customise containers with their names, greatly increased sales (Vincent & Kolade 2019, 3). Coca-Cola's marketing has also placed a strong emphasis on connecting its product to joyful experiences, happiness, and unity, all having a powerful impact on how consumers behave. On the opposite side, Indomie has positioned itself as a practical and delicious snack through advertising (Akoja, Odibo, & Kareem 2017). Advertising for Indomie has emphasised presenting it as a simple and quick meal alternative, which has struck a chord with customers living busy lifestyles. The product's distinctive flavours are also proven in Indomie's marketing efforts, which have proven quite successful in changing consumer behaviour (Akoja et al. 2017).

Some businesses place less emphasis on marketing their goods, which harms their results as a result of product sales. Others reach their intended demographic by using various advertising platforms like the Internet, billboards, television, newspapers, and magazines. Businesses invest a significant amount of their budgets in marketing activities to promote their products and services. Customers' purchase decisions are influenced by these marketing strategies. With Coca-Cola and Indomie noodles as examples, the primary objective of this research is to ascertain the effect advertisements have on customer purchasing behaviours and the sales of items.

Scholars and businesses have been interested in the effect advertisements have on consumer purchasing behaviour. The impact of marketing on the buying habits of consumers in the cases of Indomie and Coca-Cola continues to be an important concern. Advertising's main objective is to affect consumers' perceptions of the good or service, which then in turn affects their purchasing decisions. Yet, it is unknown how much customer purchasing habits have been impacted by the advertisement for these products. The goal of the study is to ascertain how advertising affects Indomie and Coca-Cola consumers' purchase decisions. The aim of this research is to describe the impacts of an advertisement on consumer buying behaviour as well as the sale of products. This thesis' specific objectives are to identify how frequently consumers get exposed to advertisements, to

identify how these advertisements influence the consumers' behaviour, and to explain why the advertisements make the consumers behave differently. Research questions for the thesis will include how often an individual buys a product based on the advertisement of the product, what form of advertisement interests them the most, as well as if the advertisement of a product has ever influenced them not to buy the product.

The analysis of how advertisements affect consumers' purchasing decisions is an essential component of the study on marketing. The primary cause is the fact that advertising significantly affects how consumers perceive items, which in turn affects how they behave while making purchases. Companies must comprehend how advertising influences buyer habits to create marketing plans that will boost sales and boost their position. Additionally, it gives businesses the information they require to figure out how much money to spend on advertising while still focusing on the right target market. Buyers can learn more about advertising strategies and make better purchasing choices by researching how advertising affects consumer behaviour. Additionally, it offers useful insight into customer behaviour, allowing businesses to monitor the success of marketing efforts and spot patterns of buyer behaviour. In the end, the investigation of how advertising affects consumer purchasing behaviour is crucial for businesses as well as buyers, as it will result in enhanced marketing strategies, more sales, and a greater understanding of customers.

2 PREVIOUS RESEARCH

This section highlights previously done studies with their findings that relate to this thesis. These involve studies conducted on advertising, product promotion and consumer behavior.

2.1 How advertising works

Among the four components of the sales mix, along with place, pricing, and product, is the promotion blend, which includes advertising as its subset. Advertising refers to a marketing tactic intended to make consumers know about an item so they will make a purchase decision (Lee & Charles 2021, 1). It serves as a channel for interaction for marketers. People's opinions, behaviours, and modes of living are influenced by advertising. It acts as a crucial channel for communication between the product's creator and the buyer. For a company's products to grow into a well-known brand, expenditure in promotion is required, especially advertising. Chukwu et al. (2019, 5) have suggested that commercials may affect consumers' preferences for particular brands. Professionals defined advertisement as a strategy for conveying knowledge and influence as well as economics, marketing, social interactions, and public relations as reported by Oparaugo, Dogo Daji, and Kawoh (2020, 2). According to Oparaugo et al. (2020, 1), advertising is referred to a paid-for, impersonal communication made through different channels by for-profit companies, non-profit groups, and people who have been or in some manner associated with the advertising content and who wish to enlighten or persuade members of a certain audience. A marketing plan should increase a potential client's understanding and familiarity with a product or service (Oparaugo et al. 2020, 4). Advertising for an item can raise its profile and help prospective buyers get in the right frame of thinking to decide on a purchase. It is common practice in marketing to use a private, paid means of communication to advertise ideas, thoughts, products, and facts through the media. Broadcasting allows information to be sent to a large range of groups or consumers, making it one of the most potent advertising channels, notably for goods and services, enterprises, and ideas.

2.2 Consumer behaviour and advertising

According to Chukwu et al. (2019, 5), consumer purchasing behaviour is a set of physical,

psychological, and cognitive processes that people employ to select, purchase, utilise, and dispose of items and events in order to meet their wants and needs. The behaviours of those participating in trade operations are covered, including purchases and utilisation-related actions. The study of how people or organisations choose, buy, utilise, and discard ideas, experiences, services, or products, to satiate needs and desires is known as buyer conduct (Stankevich 2017, 8). Consumer purchase behaviour is influenced by economic factors such as spending habits, product pricing, prices of alternative or substitute goods, and demand flexibility. People's shopping habits and the types of products they decide to buy are influenced by culture along with social variables. Also, learning, perspectives, and mental processes all affect it (Stankevich 2017, 13).

2.3 Forms of consumer buying behaviour

The variety of things a buyer needs affects their choice of purchase. Customer behaviour differs greatly when buying a coffee compared to a car. It is clear from experience that complicated and expensive transactions call for more thought and involves more parties. Consumer behaviour is influenced by the level of engagement they show in their purchase decisions. Customers may be confident that this good is precisely what they are interested in or not interested in by getting involved. The degree of risk present in an exchange affects consumer behaviour as well. Higher pricing is frequently linked to more risk, which includes customers more in making choices.

2.3.1 Complex purchasing behaviour

Consumers usually exhibit savvy purchase behaviour while making expensive purchases. Customer judgement in the acquisition is crucial in this uncommon deal. Buyers will do extensive research prior to making a purchase. Consumer behaviour is considerably different when individuals are making a large purchase or trying something new. When there is an extremely high likelihood of harm, a customer consults with friends, close relatives, including professionals before making a purchase. Consumers that engage in sophisticated buying behaviour will go through a learning phase. The buyer will first develop opinions about the product, then viewpoints, and then make a conscious choice to purchase. Businesses must have a thorough understanding of their products to cater to clients with sophisticated purchasing patterns. They are expected to make their service easier for clients to understand (Hu, Chen, & Davison 2019, 81). It is fundamental to develop marketing

messages that change people's perspectives.

2.3.2 Dissonance-reducing buying behaviour

The participation of consumers in this situation is really strong. This could be the outcome of extravagant expenses and infrequent purchases. They also don't have as many options, and distinctions between brands are less noticeable. In this case, people buy things that are simple to get their hands on. When there are quite a few options available, buyers will feel forced to purchase them, which will limit their ability to choose. Options on what to buy are made quickly by consumers based on what is easily obtainable, their time limits, or their capacity to pay (Hu, Chen, & Davison 2019, 291). Marketing professionals ought to direct after-sale assistance programs and provide tailored messaging. These initiatives should encourage customers to stick to using the product they have chosen. Such marketing initiatives should focus on promoting recurring companies and recommendations by offering benefits and price discounts.

2.3.3 Habitual purchasing behaviour

When consumers take a small part in the decision-making process, they display a repetitive pattern of buying. In this particular case, the consumer can only distinguish between a small number of obviously distinct product variations. Consumers rarely give their expenditures much attention when they are making typical purchases. They select to purchase either their preferred brand, something that is conveniently offered in the retail outlet, or the least expensive alternative. The internet, television, plus print media collectively have an effect on our regular buying behaviours (Hu, Chen, & Davison 2019, 263). Customers may base their decisions on the prominence of a brand while making purchases. As a result, to increase brand recognition, businesses must use continuous advertising. Marketers should employ strategies like price reductions and sale campaigns in addition to encouraging the testing of products. Marketers should use symbols and drawings in their marketing materials to entice customers. Visual promotions are easy for buyers to remember and help them relate to brands.

2.3.4 Variety seeking purchasing behaviour

In this instance, there is limited customer participation. The classifications differ significantly from one another. In this market, customers frequently change brands. Customers could be drawn to testing out novel offers out of enthusiasm or boredom due to the inexpensive nature of changing things. Rather than being dissatisfied, consumers in this scenario usually purchase a variety of goods due to their need for variety. Random brand switching is common. To respond to these kinds of customer habits, brands must employ a number of different techniques. The industry leader will affect customary purchase behaviours by controlling inventory. On the display case, there will probably be a number of variations of things that are comparable but distinct. Marketers should avoid shortages, spend a lot on advertising, and provide customers with deals, freebies, samples, price reductions, and vouchers (Hu, Chen, & Davison 2019, 311).

2.4 Coca-Cola and consumer buying behaviour

The largest soft drink and beverage business worldwide, the globally recognized Coca-Cola, is particularly effective at changing consumer behaviour. Among the best-known and most popular companies in the world is Coca-Cola. Despite the fact that the company's primary product is drinks, it now serves clients from many spheres of society (Bekimbetova, Erkinov & Rakhimov 2021, 4). Shoppers nevertheless have a variety of beverage choices accessible to find on shelf space regardless of whether Coca-Cola has been a well-known brand and is present in more than 200 countries across the world (Coca-Cola Company 2023). Coca-Cola remains to keep its focus on giving users sociological and psychological worth to their purchase besides the advantages of its renowned product.

2.4.1 Psychological influence of advertisement on buying behaviour

Typical depictions of the Coca-Cola trademark include white letters on a red background or a red base against a white backdrop. The Coca-Cola symbol can be recognized by customers thanks to the contrasting colours. Red shines out amid white and conveys the brand's objective to create a picture in the consumers' attitude. Coca-Cola possesses a distinctive flavour that distinguishes its rivals, especially Pepsi. Through its sense marketing, Coca-Cola educates consumers about its excellent

brand reputation. Coca-Cola advertises its product in all spheres of life as well as how people view it to receive recurrent exposures. The Coca-Cola container image, which is the product of many exposures, might be well known to people. Coca-Cola connects its image with individuals' lives through movies, sports, and music. Coca-Cola funds sports, places commercials in motion pictures, and writes lyrics on bottles. Additionally, Coca-Cola debuted its capsule collection during Berlin Fashion Week (Coca-Cola Company 2023). The brand may have more exposure on a worldwide scale. Along with the upbeat brand attitude depicted through its exposures, Coca-Cola provides users with an active notion of a joyful living that is within their reach (Ngugi, O'Sullivan & Osman 2020). Its frequent exposure through commercials across various publicity, media, as well as locations enhances the impression. Owing to their particular brand image, brands can help people learn and remember things.

2.4.2 Sociological influence of advertisement on consumers

The societal and cultural contrasts between the company's image and the tastes of a consumer have a big impact on how they make decisions. Additionally, owing to their traditional convenience store dining habits, individuals in Western countries like the US have grown habituated to cola products. However, countries in the East including China, Korea, and Japan make it a bit harder to obtain soft drinks. Additionally, customers have expressed concerns about establishing a healthy diet because of the perception that sodas are heavy in fats and carbs (Coca-Cola Company 2023). Subcategories such as low-salt, free of caffeine, and low in calories options are also available for consumers with specific needs. Clients can choose their preferred product category relative to their age, background, and region. However, people can only buy Coca-Cola product groupings if they highly value the Coca-Cola brand. The largest beverage company, Coca-Cola, sells both still as well as fizzy beverages at the greatest rates. To provide customers with more choices, Coca-Cola continuously develops its beverages (Coca-Cola Company 2023). The effects of cultural disparities may be lessened by expanding the options. Coke Zero and Diet Coke are offered in the area of soft drinks with carbonation to clients who adhere to strict standards for dietary and reduced carbohydrate and calorie drinks but still enjoy the taste of cola (Sarich, Zaman & Misra 2021, 45). Additionally, Coca-Cola's global marketing initiatives, like its ads regarding the Olympic Games in Rio City are successful in reducing socio-cultural gaps across its many markets.

2.5 Consumer buying behaviour in context of Indomie consumers

The majority of Africans, especially Nigerians, adore the unique kind of noodles known as Indomie (Amatu, Morah, & Nwafor 2022, 187). Its popularity has helped it acquire a household brand in Nigeria (Amatu, Morah, & Nwafor 2022, 187). The business has succeeded in capturing the palates and hearts of both old as well as young, spanning every demographic. The Indonesian enterprise Indofood manufactures instant noodles under the name Indomie. With sixteen plants, Indofood is the leading instant noodle manufacturer worldwide. Each year, more than fifteen billion bags of Indomie are manufactured. Since its debut in 1972, Indomie has been mostly manufactured in Indonesia. However, since 1995, Indomie has been manufactured in Nigeria. Nigeria as well as other African nations has seen a rise in popularity for Indomie (Uzo & Nzegwu 2018, 1). In 1969, noodle products were first offered in Indonesia. Sudono Salim (1916-2012), an entrepreneur who previously owned Bogasari Flour Mills, launched Indofood in 1982, one of that country's major already assembled food businesses (Dewi 2016). With the introduction of the Indomie (chicken stew) flavour in 1972 and the Indomie (chicken curry) flavour in 1980, PT Sanmaru Food Manufacturing Co. Ltd. launched the Indomie instant noodle product (Dewi 2016).

To highlight the distinctive flavour and practicality of what it sells, Indomie has produced attractive and memorable advertising. For instance, the company's campaign in Nigeria offers a memorable jingle and eye-catching graphics that highlight the product's flavourful spice and simple preparation (Amatu et al. 2022, 189). In order to engage the audience, Indomie additionally employed social media sites including Twitter, Facebook, and Instagram. Indomie has expanded its scope and engaged with clients through posting contests, promotional offers, and recipes, which has influenced their decision to buy the brand. Instant noodle companies, take an example of Indomie, have worked with well-known influencers alongside conventional and digital marketing to promote their goods. (Amatu et al. 2022, 191). Reaching younger clients, who are frequently more open to influencer advertising, has proved successful with this method.

2.6 Theoretical Framework: The Blackwell Model

The concept of rational action's concepts evolved into the EKB Model (Engel Kollat Blackwell). Buyer decision-making is influenced by the four steps outlined in this consumer behaviour framework: input, data processing, choice steps, and the procedure of choosing variables

(Palalic, Ramadani, Mariam Gilani, Gerguri-Rashiti & Dana 2021, 1–2). The first stage is referred to as consumer input, which simply denotes the period during which buyers are bombarded by the bulk of marketing collateral via billboards, online advertising, or personal exhibits. Using facts obtained from various sources, they move on to data synthesis, during which they combine the input plus prior experience and projections to reach the ideal conclusion possible given the current circumstances (Palalic et al. 2021, 2). They go to the following stage, where they ultimately arrive at a purchase decision according to the data they gathered, due to the rational insight. Customers of Coca-Cola may notice a need or want for an icy beverage on a sunny day or to go with a meal. Customers may perceive a need to have a quick, simple meal that may be made in a matter of minutes in the scenario of Indomie. Consumers might seek information during the knowledge search stage via advertisements or referrals from relatives and close friends. They can also compare different brands according to attributes like flavour, cost, and availability. Choosing between Coca-Cola and Indomie's various tastes and packaging choices may be part of the assessment of possibilities. The good is purchased during the buy decision phase, and the buyer may then evaluate the product thereafter to see if it lived up to their aspirations regarding convenience, flavour, and overall pleasure.

2.7 Conceptual framework

There will be independent as well as dependent factors in the conceptual framework. A value of a parameter that the analyst may control or change is referred to as an independent aspect (Fieberg, Signer, Smith & Avgar 2021, 1028). Considered to have some sort of causal effect on the response variable, this variable is referred to as the independent factor. On the other hand, changes in the autonomous factor cause changes in the response variable, which are then observed or evaluated. The value of the independent component determines the value of the dependent variable.

3 METHODOLOGY

Since the primary objective of this thesis is to describe the impacts of an advertisement on consumer buying behaviour as well as the sale of products, the methods used are also oriented toward that direction. This section describes the various approaches that have been applied in this study to achieve the objective. It is divided into sub-sections that address the operational environment, the research design, the research method, data collection, data analysis, and the ethical considerations for this study.

3.1 Operational environment

This thesis targets the entire Centria population, as part of the market for two products that have been selected for analysis. These include ‘Indomie’, an instant noodle, and Coca-Cola, a carbonated beverage sold in many countries around the world. This study uses a sample size of 53 people, who responded to the electronic questionnaires distributed over the Internet to the students and staff. This exercise was voluntary and participation was fully consensual. The responses were expected to be majorly from the student population – indicated by their age groups – because they are the groups with higher use of the Internet. However, other older people contributed significantly to the study by responding to the questionnaires distributed to them.

In order to achieve a relatively cost-effective and fast sample collection for consumers of the selected products from the target population a convenience sampling technique was utilized. This type of sampling ensures every participant chosen in the target population meets the criteria of being included in the study but also in the capacity to participate in the study (Winton & Sabol 2022, 863). This way there is a considerably low probability of response bias but an enhanced accuracy of information given by the participants. The difference in student and staff schedules was a major inhibitor to the collection of the data as many participants could not take part due to their busy schedules. Similarly, not every participant is conversant or likes consuming these products. Therefore, this variation had to be considered and responded to using the convenience sampling technique.

3.2 Research Design

This study used a mixed-methods research approach, which involves the combination of both quantitative and qualitative methods. This integration of approaches is important for the development of a holistic and more comprehensive and holistic understanding of the complex relationship that exists between exposure to advertisement, how consumers behave, and brand performance in terms of product sales (Araujo, Copulsky, Hayes, Kim & Srivastava 2020, 429). Additionally, the application of quantitative methods in this case is aimed at obtaining statistical insights whereas qualitative methods enable deeper insights into consumers' perceptions, attitudes, and motivations – which cannot be quantified in numbers.

As mentioned in the previous paragraph, the quantitative methods – incorporated within the questionnaire – serve the purpose of providing valuable statistical insights into consumer behaviour. This thesis achieved this objective through the administration of the questionnaire to collect data on variables that can be used to describe or indicate advertisement exposure, consumer attitudes, and the purchasing behaviour of the sample population. After data collection, quantitative analysis was used to identify patterns that are likely to indicate the variables of interest. With support from other previous studies, these statistical insights provide valuable empirical evidence that can apply to the generalizability of the findings.

On the other hand, the qualitative methods collected through the questionnaire offer a deeper exploration of different consumerism aspects like motivations, attitudes, and perceptions. This type of data is useful in this study by providing the consumers' underlying reasons and their subjective experiences in response to advertisements. Also, through consideration of rich narratives and personal accounts, the qualitative methods were used with the aim of gaining a contextual understanding and clarity on the emotional, psychological, as well as social aspects that influence the consumers' response to advertisements. This depth of insight uncovered nuances, contradictions, and unique perspectives that could not be covered in full by the quantitative measures alone.

The integration of quantitative and qualitative data in a mixed-methods design allows for triangulation, where the findings from one method can be corroborated or complemented by the other. This strengthens the validity and reliability of the study results, enhancing the overall robustness of the research. By leveraging both approaches, researchers can provide a more comprehensive and nuanced understanding of the impacts of an advertisement on the consumer

buying behaviour and product sales.

3.3 Research method

This section focuses on the actual implementation of this study by outlining details of how the research design was translated into concrete actions and steps during data collection and analysis.

3.4 Data collection

The primary instrument used in this study was the questionnaire administered through Google Forms. The questionnaire was designed based on existing literature and research objectives to capture relevant data related to advertisement exposure, customer attitudes, and buying behavior. It consisted of both closed-ended questions and Likert scale items to gather quantitative responses. No experimental setups or physical materials were utilized in this study.

For this study on the impact of advertising on customer buying behavior using Coca-Cola and 'Indomie' data was collected through surveys administered electronically via Google Forms. The surveys were designed to capture relevant information pertaining to advertisement exposure, customer attitudes toward advertisements, buying behavior, and the perceived impact of advertisements on purchasing decisions. The electronic distribution method allowed for efficient data collection, as participants could access and complete the questionnaire at their convenience. The survey link was shared via email, social media platforms, and relevant online communities. Participants were informed about the purpose of the study and the voluntary nature of their participation.

The sampling technique used in this study was convenience sampling for participant selection. Individuals who have consumed Coca-Cola and 'Indomie' or either of the products were included in the sample, with efforts being made to ensure diversity in the sample by targeting participants from various demographics, including different age groups, genders, and geographic locations. This approach aimed to capture a wide range of perspectives and experiences. However, it is important to note that convenience sampling has its limitations, which include the possibility of introducing some bias and limiting the generalizability of the findings.

3.5 Data analysis

The collected data was analyzed using a combination of quantitative and qualitative methods. The former involved application of descriptive statistics to gain a summary of participants' demographic characteristics, advertisement exposure, and buying behavior. These outcomes were cross-referenced with other studies that applied inferential statistics, such as regression analysis and correlation analysis in the examination of the relationships between different variables including advertisement exposure, customer attitudes, and consumers' buying behavior. The data collected through Google Forms were tabulated on a Microsoft Office Excel spreadsheet, which was then used in the generation of charts that describe the dataset and other measures like measures of central tendency. The results of this process were presented using charts and statistical measures to facilitate understanding and interpretation of the phenomena around the impacts of an advertisement on consumer behavior.

The other type of analysis conducted for the collected dataset is qualitative data analysis, which utilized thematic analysis. The qualitative responses were open-ended, with variations of wordings but similarities in themes, patterns, and insights related to the impact of advertising on customer buying behavior. The coded data were organized into themes with illustrative results from previous studies being selected to support the findings. This qualitative analysis provided in-depth insights into the underlying reasons, motivations, and attitudes influencing customer behavior. Data analysis was performed manually using qualitative data analysis on Microsoft Office Excel software to assist with organizing and managing the data.

3.6 Ethical considerations

During the execution of this study, maximum ethical standards were followed with careful consideration at every stage to prevent any unfavorable effects on the participants. The selected participants were given a thorough explanation of the purpose of the research and its procedures at the outset, with an emphasis on their voluntary participation and the freedom to withdraw from it at any time. As a result, this study made sure that all individuals gave their informed consent before inclusion into this study and before collecting any personal data. Additionally, precautions were taken to protect the confidentiality and privacy of the participant's information by making sure that all data gathered was anonymous, safely stored, and utilized only for this research and not for any

other purpose. Lastly, this study was conducted in compliance with relevant ethical guidelines and institutional review board requirements to ensure the rights and well-being of the participants were safeguarded.

4 FINDINGS AND ANALYSIS

This section lays out the findings of this study in the form of figures, tables, and facts from other research articles addressing the topic of advertisement and consumer behaviour. The total number of responses received for this study through the Google Forms platform was 56, with a non-specific gender distribution. This section also analyses the findings in relation to the objectives of this study to come up with a response to the research questions.

4.1 Results

In the first question, the questionnaire had a provision for the age of the respondent. This study found that most of the respondents were young adults (FIGURE 1).

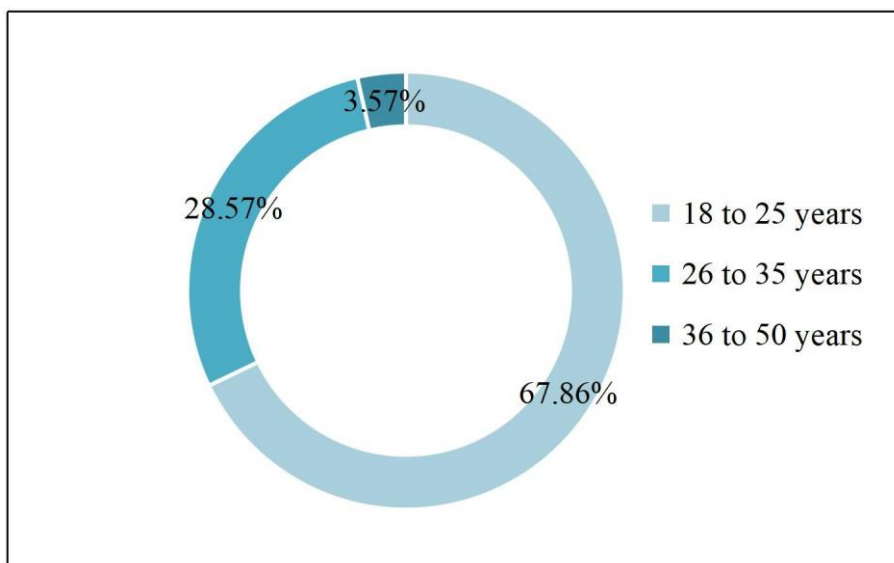


FIGURE 1. Distribution of participants by age

The questionnaires used for this study were distributed to people across different age groups. Based on the responses received, the majority of the respondents (67.86%) were aged between 18 to 25 years old. This composition dropped with age, as indicated in figure 1, showing that the oldest group that responded (36-50-year-old individuals) made up only 3.57% of the total sample. The respondents who completed this survey activity are people who have interacted with either one or both of the products that are considered for use in this case.

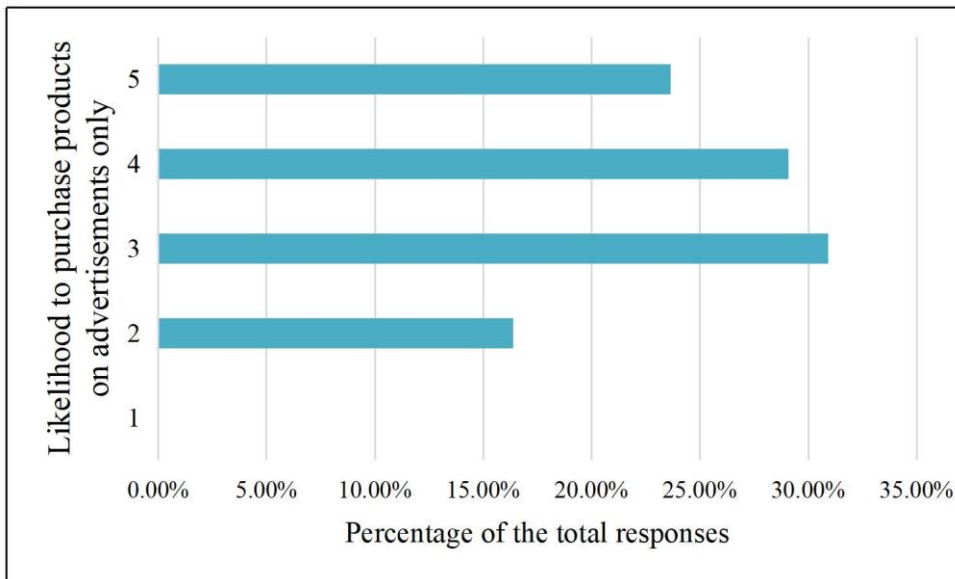


FIGURE 2. Rating of the influence on a consumer's next purchase probability based on exposure to advertisements

The respondents were asked to rate their likelihood to purchase only products they have seen being advertised on a 5-point Likert scale with 1 representing the lowest and 5 representing the highest likelihood of purchasing. As shown in figure 2, only 16.36% of the respondents gave ratings below the midpoint of the scale. Also, none of the respondents rated their likelihood to purchase advertised goods a 1 – which also implies a non-zero likelihood. The median rating for the likelihood to purchase only advertised products was 4, with the mean rating being 3.60 on the scale. These ratings showed that the majority of the respondents agreed to have a higher likelihood of purchasing only products they have been exposed to through advertisement.

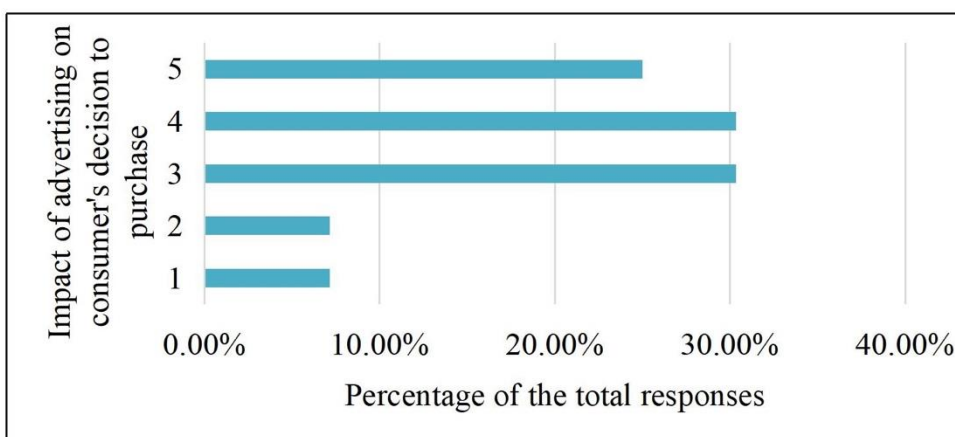


FIGURE 3. Ratings of the impact of advertising on consumer's decision to purchase

When asked to rate the impact of advertising on the respondents' decision to purchase Coca-Cola or 'Indomie' products, the responses received almost resembled those of the likelihood to purchase only the advertised products (FIGURE 3). The median rating for the impact of advertising on the respondents' decision to purchase Coca-Cola or Indomie products was 4, with the mean rating being 3.59 on the scale. The modal ratings were 3, which is the midpoint of the scale, with a majority of the respondents leaning towards the higher side of the midpoint. According to these results and judging by the average, the respondents reported a relatively high impact of advertising on their decision to purchase the products being advertised. This result supports the previous results hypothetically that since advertisement has a strong influence on consumers' decision to purchase, there is a high likelihood that these consumers will prefer advertised products over those that are unadvertised. Upon running a correlation analysis between these two variables, this study found a weak positive correlation of 0.4291.

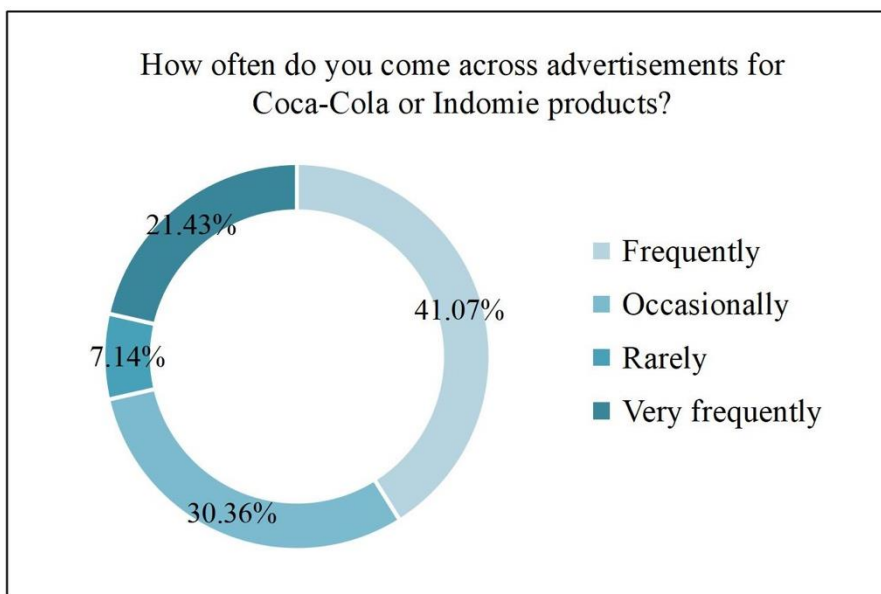


FIGURE 4. Frequency of consumption of advertisements by the respondents

When asked how often the respondents come across advertisements for Coca-Cola or Indomie products, 41.07% of the respondents reported frequently getting exposed to advertisements that feature the two products mentioned in this study. Figure 4 shows that only 7.14% of the respondents in this study reported rarely getting exposed to such advertisements. These results show that more than 90% of the population gets exposure to the advertisement material featuring the two brands. However, since it is almost certain that the population sampled for this study constitutes individuals

who interact with social media and the internet, their possibility of getting totally no exposure to advertisements for these products was assumed to be zero.

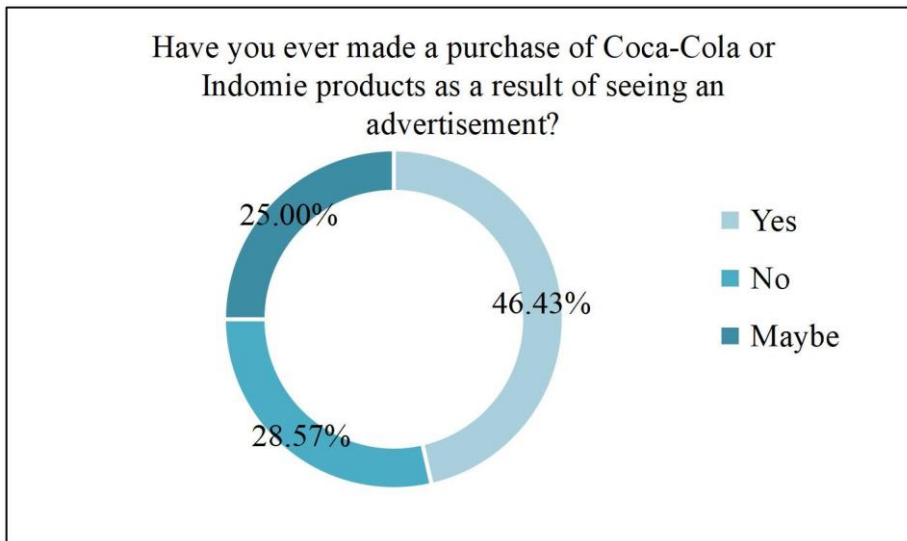


FIGURE 5. Influence of advertisement on purchasing decision

Out of the 46.43% who confirmed ever purchasing either of the two brands as a result of exposure to advertisement 96.15% of them could identify the exact brand and in some cases, mention how the advertisement influenced their decision.

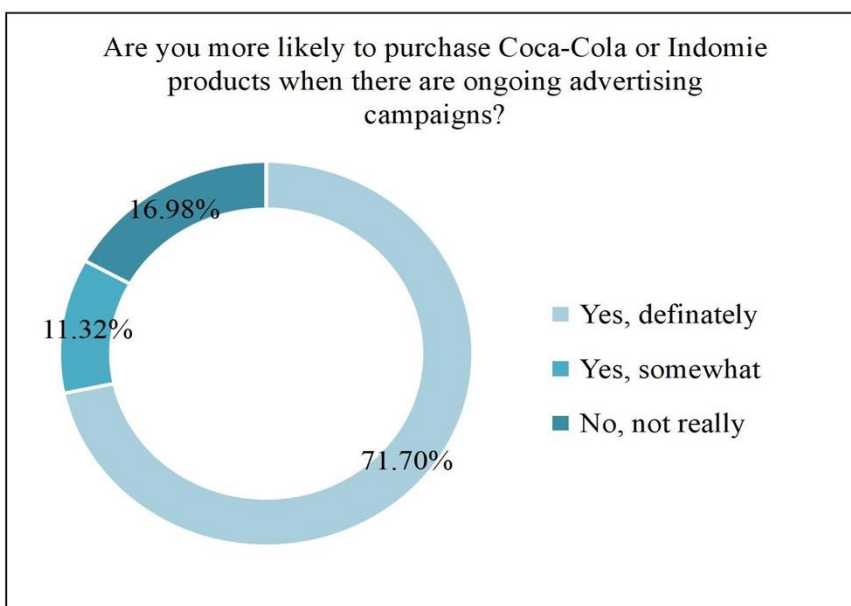


FIGURE 6. Influence of advertisement on purchasing behaviour

When asked if they are more likely to purchase Coca-Cola or 'Indomie' products when there are ongoing advertising campaigns, 71.70% of the respondents responded positively by choosing the option that said: "Yes, definitely." This response was assumed to indicate the total influence of advertisement in attracting consumers through campaigns. 11.32% of the respondents showed uncertainty by responding with the "Yes, somewhat" option. However, 16.98% of the group gave a negative response by choosing "No, not really" to indicate no likelihood of doing so. Based on the results in figure 6, 83.02% of the respondents have a likelihood to respond positively to advertisement campaigns. These results should have reflected the responses received for figure 5 but due to different preferences for different types of advertisements, the responses were different. Even though the likelihood of purchasing a product, in this case, may be influenced by other factors than advertisement, other studies were used in the analysis to establish further conclusions on this influence.

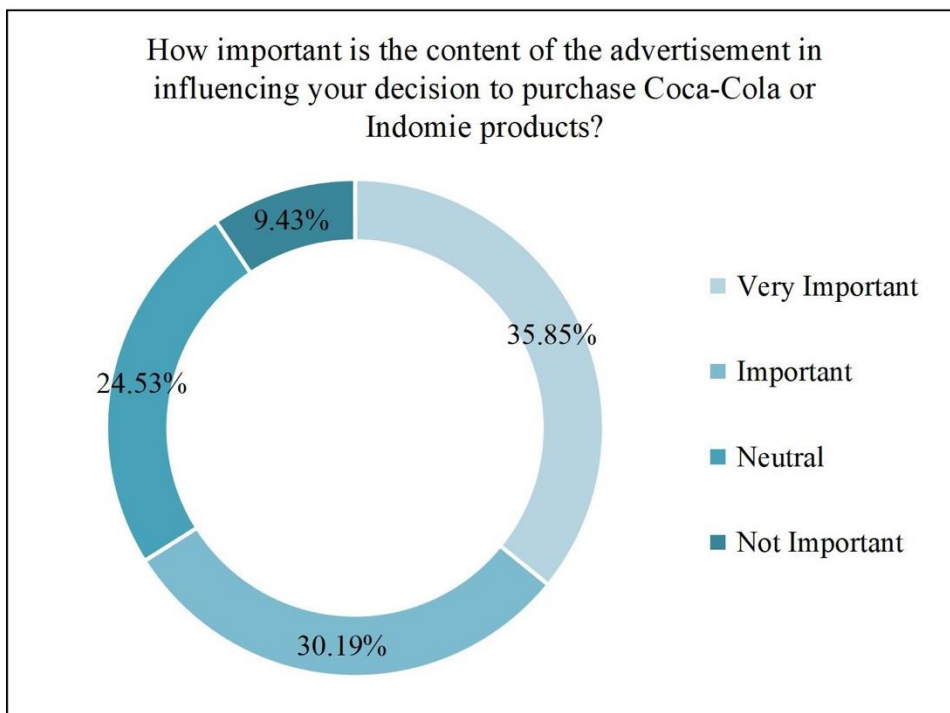


FIGURE 7. Importance of content in advertisement

When asked how important the content of the advertisement is in influencing the respondents' decision to purchase Coca-Cola or 'Indomie' products, most of the respondents (35.85%) said it is "very important" as shown in figure 7. On the same question, 30.19% of the respondents said it is

just “important” as 24.53% were neutral about the importance. This implies that the advertisements are not really important but also not much unimportant. Only 9.43% reported seeing no importance in the role of advertisement in influencing their purchasing decisions. Unlike the other question, this question was specific on the importance and also on the brands. Therefore, it may be possible that these responses are only relevant to these brands and do not apply to any other brand. Therefore, the second part of the questionnaire included open-ended questions that addressed the details and explanations of these responses.

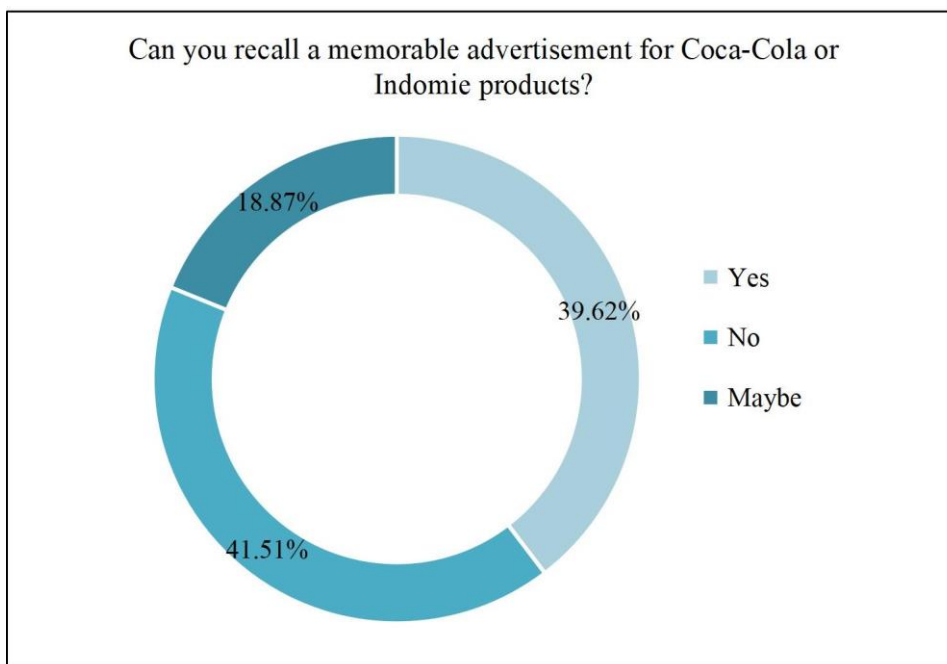


FIGURE 8. Awareness of the brands through the memory of the advertisements

In another question, when asked if they can recall a memorable advertisement for Coca-Cola or ‘Indomie’ products, only 41.51% confirmed not recalling any memorable advertisements. The remaining part of the respondents reported recalling the advertisements either completely or partially as shown in figure 8. The 39.62% of the group that responded by choosing the "yes" option were assumed to remember memorable advertisements while the 18.87% who responded "maybe" were assumed to partially remember the memorable advertisements. This question was also targeted towards measuring brand awareness among the respondents and it was interesting to realize that about 55.5% of the respondents were either fully aware or partially aware of the two brands. Similarly, the question that asked if the respondents had ever shared or discussed an advertisement for Coca-Cola or Indomie products with friends, family, or colleagues sought to gauge brand awareness, and the responses are shown in figure 9.

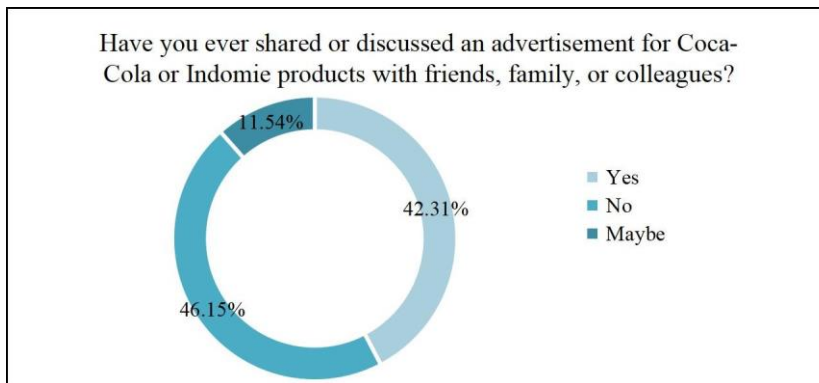


FIGURE 9. Sharing of advertisement information to other potential consumers

Based on the responses given to a question that asked if the respondents remembered any details of the advertisements that made them remember them, 64.15% of the respondents could remember details like the period of the advertisements, the characters used in the advertisements, packaging of the products used for advertisements.

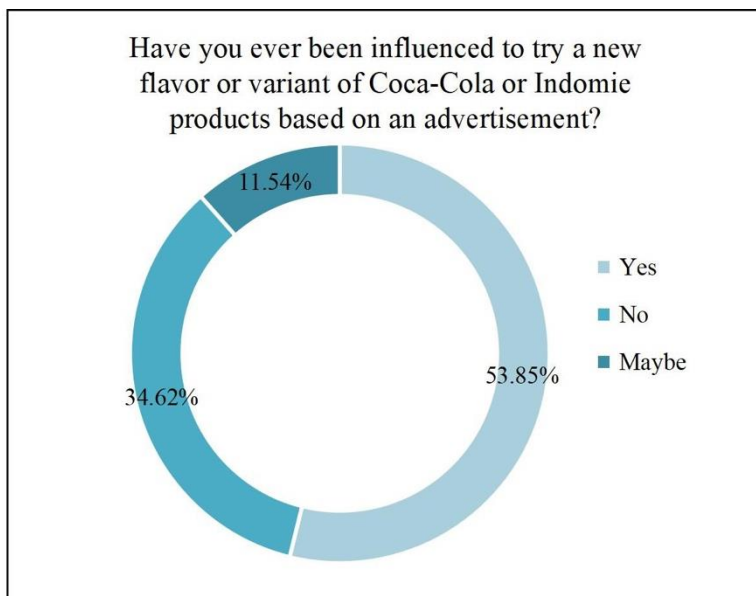


FIGURE 10. Advertisement influence of anticipation for new products

It is important to notice that both those who responded to these two questions by choosing "maybe" showed some level of awareness and in both cases, exceeded the 50% mark in total for each case. However, those respondents who responded by confirming never sharing or discussing advertisement content with friends and family were higher (46.15%) than those who could not recall memorable

advertisements (41.51%). On a similar concept of brand awareness and loyalty, figure 10 shows responses to a question that asked the respondents if they have ever been influenced to try a new flavor or variant of Coca-Cola or 'Indomie' products based on an advertisement. More than half (53.85%) of the respondents reported being influenced at one point in time to purchase either Coca-Cola, 'Indomie', or both products as a result of exposure to advertisement material or content as shown in figure 10. 11.54% of the respondents were unsure of the influence while the remaining 34.62% reported never getting influenced.

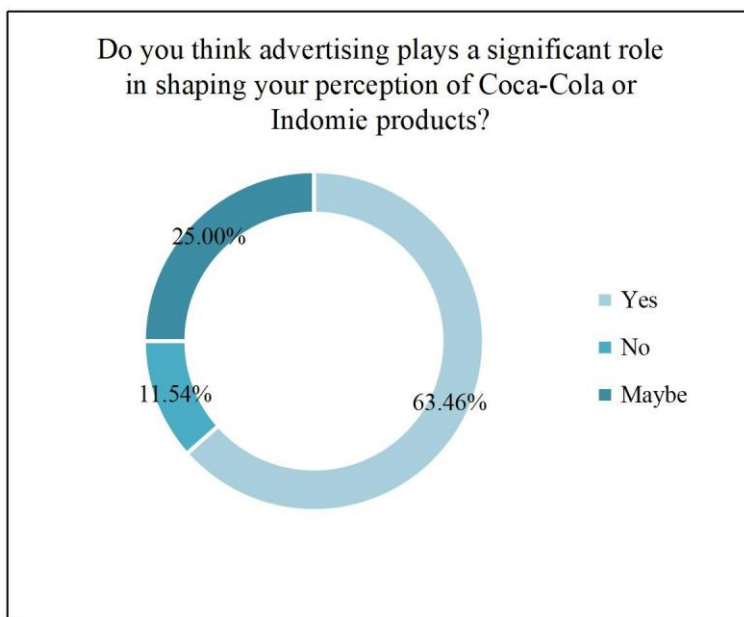


FIGURE 11. Advertisement influence on consumers' perception of products

In another question, the respondents were asked if they think advertising plays a significant role in shaping their perception of Coca-Cola or 'Indomie' products and again, a majority of the respondents (63.46%) confirmed advertisement significantly shaped their perception of the two brands. A quarter of the respondents were unsure of this event but only 11.54% denied finding the significance of advertisement on their perception.

Similarly, the respondents were given an open-ended question to describe what they consider to be a good advertisement. The themes covered in the responses are persuasion, entertainment, distinction from competitors' advertisements, variety, and quality of the message. Below is a sample of the responses received from the respondents in relation to the themes outlined in this paragraph (TABLE 1).

TABLE 1. Advertisement influence on consumers' perception of products

	<i>Response</i>
1	"New concept all the time"
2	"The concept Coca-cola uses is a unique one. They make you believe that once you take the drink your thirst will be quenched and you won't be thirst no more"
3	"The small kids they use for the advertisement"
4	"How entertaining/attractive the lyrics of the Music sounds"
5	"The ability to send a message to consumers in a fun and memorable way"
6	"When u convince me, the product is made to satisfy me"
7	"New concept all the time"

4.2 Analysis

This sub-section analyses the results obtained from the questionnaires by providing rationale as well as evidence from other researchers who support or refute these results. This analysis seeks to identify the answers to the research questions presented in the first chapter and ultimately, to address the main topic of study.

4.2.1 Influence of advertisement on purchasing behaviour

The influence of advertisements on purchasing behavior is a topic of great interest and relevance in today's consumer-driven society. Researchers have established the fact that advertisements play a pivotal role in shaping consumer attitudes, perceptions, and ultimately their purchasing decisions (Hanaysha 2022, 2; Nasir, Keserel, Surgit, & Nalbant 2021, 3). This thesis looks into how various ways advertisements impact consumer behavior as well as sheds light on the underlying mechanisms that drive this influence.

One of the primary ways that advertisements influence purchasing behaviors is by creating awareness about products or services offered by a company (Hanaysha 2022, 2). This can be seen in how consumers relate to brands. Many companies put a lot of effort in thoroughly and carefully

crafting messages and visuals used in advertisements with the basic aim of introducing consumers to new products, features, or promotions they might otherwise be unaware of. Advertisements cause stimulation of interest and curiosity in consumers, which makes them want to consider purchasing the advertised product (Hanaysha 2022, 8). These facts support the results shown in figure 2, which relay the message that most of the respondents only purchased products they have had exposure to through advertisements. This result basically establishes the fact that awareness of the product played a role in the respondents' choice of either of the two brands or both.

Another role of advertisement shown by this survey is shaping consumer attitudes and perceptions toward brands and products. Through effective storytelling, emotional appeals, or the use of influential personalities, advertisements can create positive associations, establish brand identity, and differentiate products from competitors. These are basically the themes identified in the respondents' descriptions of what they consider to be a good advertisement. These tactics have proven to be effective in influencing how consumers brand. For example, the "Share a Coke" campaign, mentioned by one of the respondents as "The Coca-Cola with people's names..." has popularity because consumers perceived it as something that triggered an emotional bond with them (Vincent & Kolade 2019, 3). As a result, consumers develop favorable attitudes toward the advertised products, which can significantly impact their purchasing behavior.

Moreover, the primary aim of an advertisement is to persuade consumers of the benefits or value of a product by giving a picture of value, satisfaction, or both (Haider and Shakib 2018, 6). This is shown by one of the respondents' answers to why an advertisement was outstanding, which stated that they consider an advertisement outstanding "When u convince me, the product is made to satisfy me." This proves that advertisements often highlight unique selling points, emphasize quality, offer competitive pricing, or provide testimonials from satisfied customers (Haider & Shakib 2018, 6). Therefore, by presenting compelling arguments, advertisements aim to persuade consumers that purchasing the advertised product will fulfill their needs or desires better than alternatives. This persuasive aspect of advertisements exerts a strong influence on the consumers' decision-making processes during purchase, leading to increased intentions to purchase a given product.

Furthermore, the pervasive nature of advertisements in various media channels, such as television, social media, print, and outdoor advertising, contributes to their influence on purchasing behavior (Haider & Shakib 2018, 1). Figure 4 shows that more than 90% of the respondents came across advertisements that feature either Coca-Cola at some point, whose frequency they can gauge to be

considerable enough to influence their decision to purchase these brands. Constant exposure to advertisements creates familiarity and repetition, which can enhance brand recall and recognition. Zhu, Kim, and Choi (2022, 960) report that when consumers encounter products in stores or online that they have seen in advertisements, they are more likely to consider purchasing them due to the familiarity and perceived trust built through advertising exposure. This study, in support of Zhu, Kim, and Choi's (2022, 963) study, shows that these respondents could have possibly gotten exposed to Indomie and Coca-Cola advertisement content for their choice of noodles and beverages to shift towards these brands despite the existence of competing brands.

As much as advertisements are beneficial and crucial to the sellers or brands and while advertisements hold significant power to influence purchasing behavior, consumers must be considered to not be passive recipients of these messages (Stürmer & Einwiller 2023, 173). Other personal characteristics like personal values, personal needs, preferences, and prior experiences interact with the stimuli from advertising to develop into the ultimate shaping or impact on consumer behavior. Similarly, factors like social influence, word-of-mouth recommendations, and product reviews also play a role in consumer decision-making, and in some cases, counterbalancing or modifying the influence of advertisements. Generally, advertisements exert a substantial influence on purchasing behavior in different forms, forming an integral part of the marketing landscape. Understanding the relationship between advertisements and purchasing behavior is important for marketers in the development of effective strategies for advertisement and enable consumers in making informed decisions.

4.2.2 How purchasing behaviour is influenced by advertisements

Additionally, advertisements work in many ways, one of them being the creation of a sense of urgency or scarcity, driving consumers to make impulsive or immediate purchases (Chukwu et al. 2019, 6). Limited-time offers exclusive deals, or messages that suggest high demand can create a fear of missing out (FOMO) among consumers. Such a sense of urgency has been seen being introduced for the new flavours of 'Indomie' existing during the advertisement campaigns (Ellitan, Sindarto & Agung 2023, 33). This psychological pressure can push individuals to act quickly and make purchasing decisions they might not have made otherwise. Figure 10 shows how the sense of urgency created by the anticipation for new flavours or changes influences the consumers' choice to want to try the brand more often.

It is important to note that while urgency and scarcity can be effective in stimulating immediate purchasing decisions, their long-term impact on consumer behaviour may vary. Some consumers may develop a habit of regularly monitoring and responding to limited-time offers, while others may become skeptical or fatigued by constant urgency-driven marketing tactics (Ellitan, Sindarto & Agung 2023, 33). Therefore, it is crucial for brands like 'Indomie' to strike a balance between leveraging urgency to create excitement and avoiding the perception of artificial scarcity or manipulative practices that may erode consumer trust.

4.2.3 Why advertisement may not change a consumer's behaviour

While advertisements have a powerful influence on consumer behavior, they do not always lead to change the consumers' behavior as a result of several factors (Stürmer & Einwiller 2023, 162). These factors basically highlight the limitations of advertisements in altering consumers' actions. This subsection addresses some of these factors. The first factor is the development of skepticism at varying levels toward advertisements. We cannot ignore the fact that the market is full of individuals who are aware of the persuasive intent behind advertisements, thereby approaching them with a critical mind-set. These consumers may question the authenticity of claims made in ads or the potential information biases in the presentation of the advertisement (Stürmer & Einwiller 2023, 170). Such skepticism establishes a barrier that makes such consumers less susceptible to the intended influence of advertisements and reduces the likelihood of behavior change.

Additionally, it is common to find consumers having their own set of personal preferences, values, as well as needs that guide their decision-making process. In some cases, specific cases, some advertisements may fail to resonate with these individual factors, hence a lack of consumption behavioral change. Jain and Waiten (2020, 11) report that if an advertisement does not align with a consumer's existing beliefs or preferences, they are unlikely to alter their behavior based solely on the advertisement's messaging or appeals.

5 CONCLUSION

This section provides a summary of this study, what it recommends and the implications on a real world. Therefore, it contains the overall perspective of this study.

5.1 Summary of findings

Advertisements hold significant power in shaping consumer behavior, but their influence is not absolute. While advertisements can effectively create awareness, shape attitudes, employ persuasive techniques, and generate a sense of urgency, they face various challenges and limitations in performing their intended purpose. Skepticism, individual preferences, competing information sources, lack of reinforcement, and brand loyalty are all contributors to the complexity of consumer decision-making that hinder the impact of advertisements. Therefore, marketers and advertisers need to develop a better understanding of these limitations in order to develop more comprehensive strategies that go beyond advertisements alone. For example, supplementing advertising efforts with other forms of communication like personalized marketing, can enhance the chances of influencing consumer behavior effectively.

Similar to this, knowing the many customer segments and their distinctive traits, values, and wants can aid in creating advertisements that appeal to particular target audiences. This is a technological method of developing messages that fit with consumers' preexisting tastes and beliefs so that advertisements can become more relevant and have a greater chance of changing consumer behavior. Another factor that needs to be taken into consideration is the understanding of how customer behavior is changing in the digital age. Marketers must look into more creative and genuine ways to engage customers and establish trust in light of the increase in ad-blocking technologies, ad fatigue, and the expanding impact of social media and peer recommendations. But commercials continue to stand out as a potent instrument for persuasion. However, advertisements still stand out as a powerful tool in influencing consumer behavior, but they should be seen as part of a larger marketing ecosystem. Marketers around the world can maximize the potential of advertisements and create more impactful campaigns that can ensure meaningful and lasting behavior change in consumers by considering the limitations, adapting strategies, and incorporating complementary approaches.

5.2 Recommendations

This study has only focused on a few variables in relation to only two brands. These parameters cannot provide an overall picture of how advertisement influences consumer decision-making or behaviour because of many other factors that influence the same. Therefore, this study should be used together with other studies in order to provide a broader perspective on the phenomenon. Also, this study featured a relatively low sample size, which may have more pronounced inaccuracies. Therefore, any other study dealing with this topic should consider using a bigger sample size to improve the accuracy as well as lower the possibility of errors. Similarly, other studies should consider using sampling techniques that are less prone to biases. The convenience sampling technique used for this study is more susceptible to errors because it may lack representation of variations in the sample population.

5.3 Practical implications

This study highlights important aspects of advertisements and consumer behavior, which are important for businesses to improve their product promotion practices based on the consumers' wants and preferences. Since marketers always want to prioritize building consumer trust and authenticity in their advertising efforts, understanding how consumers think and how they behave relative to the product market is important. Additionally, the results of this study highlight the importance of segmenting target audiences based on their unique characteristics, preferences, and needs for marketers to tailor advertisements in resonance with specific consumer segments, enhancing the relevance and increasing the likelihood of behavior change. Furthermore, this study emphasizes the value of integrating advertisements with other marketing techniques. Such techniques include combining advertising with personalized marketing, influencer endorsements, interactive experiences, and superior product or service quality. This is important for marketers to develop a comprehensive approach that maximizes the impact on consumer behavior. Generally, the practical implication of this study is that marketers should view advertisements as part of a broader marketing strategy, taking into account consumer skepticism, individual preferences, and the evolving digital landscape. By considering these implications, marketers can optimize their advertising efforts and drive meaningful behavior change in consumers.

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Google Form questionnaire

16/10/2023, 14:42

Impact of Advertising on Customer Buying Behaviour: A Study on Coca-Cola and Indomie Products

Impact of Advertising on Customer Buying Behaviour: A Study on Coca-Cola and Indomie Products

Thank you for participating in this study. The purpose of this questionnaire is to gather insights into the impact of advertising on consumer buying behavior, specifically focusing on Coca-Cola and Indomie products. Your valuable responses will contribute to a better understanding of this topic and other studies that will be based on this study. Please answer the following questions to the best of your knowledge and experience. Kindly notice that your responses will be kept confidential and used only for this study and no other purpose and that you have the freedom to decline or withdraw whenever necessary.

1. What is your age?

Mark only one oval.

- 18 to 25 years
 26 to 35 years
 36 to 50 years
 50 or older years

2. On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, please rate the likelihood of you purchasing only products you have seen being advertised.

Mark only one oval.

- 1
 2
 3
 4
 5

16/10/2023, 14:42

Impact of Advertising on Customer Buying Behaviour: A Study on Coca-Cola and Indomie Products

3. On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, please rate the impact of advertising on your decision to purchase Coca-Cola or Indomie products?

Mark only one oval.

- 1
 2
 3
 4
 5

4. How often do you come across advertisements for Coca-Cola or Indomie products?

Mark only one oval.

- Rarely
 Occasionally
 Frequently
 Very frequently

5. Have you ever made a purchase of Coca-Cola or Indomie products as a result of seeing an advertisement?

Mark only one oval.

- Yes
 No
 Maybe

6. If you answered "Yes" to question 3, please specify which product(s) you purchased and the advertisement that influenced your decision.

7. Are you more likely to purchase Coca-Cola or Indomie products when there are ongoing advertising campaigns?

Mark only one oval.

- Yes, definitely
- Yes, somewhat
- No, not really
- No, not at all

8. How important is the content of the advertisement in influencing your decision to purchase Coca-Cola or Indomie products?

Mark only one oval.

- Very important
- Important
- Neutral
- Not important
- Not important at all

9. Can you recall a memorable advertisement for Coca-Cola or Indomie products?

Mark only one oval.

- Yes
- No
- Maybe

10. If so, please describe it briefly and explain why it stood out to you.

11. In your opinion, what makes a good advertisement for Coca-Cola or Indomie products? Please provide specific examples or characteristics.

12. Have you ever shared or discussed an advertisement for Coca-Cola or Indomie products with friends, family, or colleagues?

Mark only one oval.

- Yes
- No
- Maybe

13. If yes, why did you feel compelled to share or discuss it?

14. How do you feel when you see an advertisement for Coca-Cola or Indomie products that resonates with your values or interests?

16/10/2023, 14:42

Impact of Advertising on Customer Buying Behaviour: A Study on Coca-Cola and Indomie Products

15. Have you ever been influenced to try a new flavor or variant of Coca-Cola or Indomie products based on an advertisement?

Mark only one oval.

- Yes
- No
- Maybe

16. If yes, please provide details.

17. Do you think advertising plays a significant role in shaping your perception of Coca-Cola or Indomie products?

Mark only one oval.

- Yes
- No
- Maybe

18. Why or why not?

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