



# Effect of Marketing Communication Strategies on Consumer Preferences and Purchasing Decisions: A Case of Huye Complex Market in Huye District, Rwanda

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**Abstract:** Marketing communication strategies hold significant influence over consumer purchasing behavior through the establishment of brand awareness, provision of information, shaping of perceptions and attitudes, brand differentiation, leveraging social proof, fostering engagement and interaction, eliciting emotional connections, and prompting action. This study explores the impact of marketing communication strategies on consumer preferences and purchasing decisions in the Huye complex market. The research aimed to evaluate the effect of advertisements on consumer preferences and purchasing decisions. It employed a quantitative research design with a target population of 3123 market sellers and a sample size of 355 respondents, determined using Yamane's formula. Questionnaires were utilized to gather data on the influence of advertisements on consumer preferences and purchasing decisions. The collected data underwent careful editing and analysis using SPSS version 21. The findings revealed a noteworthy positive correlation between advertisements and consumer preferences and purchasing decisions ( $r=739^{**}$ ,  $p=0.000$ ). Based on these results, the study suggests that advertisements should evoke feelings of desire, aspiration, happiness, or empathy among consumers. Establishing emotional connections can bolster brand loyalty and influence purchasing decisions. Furthermore, advertising messages should be clear, concise, and targeted to the relevant audience. They should emphasize the unique features, benefits, and value propositions of the products or services to capture consumers' attention and interest.

**Keywords:** Market communication strategies, Consumer preferences, Purchasing decisions, Advertisement, Huye Complex Market, Huye District

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## 1. Introduction

Marketing communication involves the strategic development, execution, and supervision of brand messages aimed at building customer relationships (Kitchen, 2020). It also encompasses the organization and integration of all marketing communication tools, channels, and sources within a company into a unified

program that maximizes impact on consumers and other end users while minimizing costs (Huang, 2023). Ultimately, marketing communication embodies a brand's identity and serves as a means for companies to engage in conversations with consumers about their products. It allows marketers to inform, persuade, incite, and remind consumers, offering detailed product information or addressing other relevant issues as needed (Kim, 2021).

The recent trends in market research tend to dig deeper into consumers' minds and lives using a variety of techniques in order to better capture the deeper meaning of products and brands. Purchasing decisions based on explicit customer behavior theory, research, and assumptions tend to be more successful than those based on intuition, and thus generate competitive advantages (Keller, 2016). Marketing communications such as advertising, the sales promotions, public relations, prices, packaging, and many other marketing practices designed to influence consumer behavior involve ethical issues that affect the firm, the individual, and society (Erdem, 2022).

Marketing communication strategies cover several tactics used by businesses to send messages about their products or services to customers. Those strategies play a significance role in shaping customers' perceptions, behaviors, attitudes, and eventually, purchase decisions (Schultz and Kitchen, 2020). However, the marketing communication strategies vary based on the Socio-cultural and economic context in which the businesses are operating. Therefore, it is vital to investigate their effectiveness within specific markets such as Huye Complex Market in Rwanda. Marketing communications encompass an integral part of the cultural and socio-economic systems of any society. Especially for the advanced societies, it is the most important actions for the businesses to direct their attention and efforts to exactly how to deal with its customers to be informed which values and benefits, they have to gain customers loyalty (Belch and Belch, 2018).

The marketing communication theory implies that studying the effects of marketing communications on customer's response require understanding how organizational customers under different circumstances, exposed to different situational factors and to different types of communications, respond to these factors. Consumers obviously vary on a host of different characteristics demographics (e.g. age, gender, race, etc.), psychographics (e.g. attitudes towards oneself, others, possessions, etc.), behavioral (e.g. brand choices, usage, loyalty, etc.) that often serve as the basis of market segmentation and the development of distinct marketing programs (Keller, 2016). But customers may differ in their prior knowledge, especially in terms of what they know moving from the general to the specific. (Tellis, 2016). Hence, consumer purchase behavior is influenced by different factors, like cultural, social, personal and psychological factors. A successful company marketer knows and needs to analyze very well all the factors that affect consumer purchase behavior (Fill., 2019).

Consumer behavior plays a pivotal role in marketing, representing a dynamic and crucial area that influences strategic decision-making. Analyzing consumer behavior through research helps businesses comprehend customer

needs, market capacities, and evolving trends, facilitating the development of effective marketing strategies tailored to individual markets. This process is quite intricate due to the multitude of controllable and interacting factors. Consumer behavior is constantly shaped by global changes in business, trade, and marketing, as well as by innovative qualitative and quantitative research methods, technological advancements, digitization, and the impact of artificial intelligence. Furthermore, with the evolution of digital technologies since 2010, consumer behavior has been significantly influenced, fundamentally altering our societal landscape (Smith and Taylor, 2014).

In Rwanda, marketing communication strategies would likely reflect the country's unique cultural, economic, and technological landscape. Here are some strategies that could be effective (Heath et al, 2016). Given the increasing internet penetration in Rwanda, digital marketing strategies such as social media marketing, content marketing, and search engine optimization (SEO) can be highly effective. Platforms like Facebook, Twitter, Instagram, and LinkedIn are popular among the Rwandan population and can be leveraged for targeted advertising campaigns. Besides, with a significant portion of the population accessing the internet via mobile devices, mobile marketing strategies such as SMS marketing, mobile apps, and mobile-friendly websites can be effective in reaching consumers.

## 1.1 Statement of the Problem

Consumer purchasing decisions and behavior is a complex process influenced by various factors, such as marketing communication strategies, socio-economic factors, culture and beliefs. In Rwanda's rapid growing economy, businesses strive to understand how marketing communication techniques affect consumers purchase decisions and behavior (Alenakusa, 2021). The awareness of consumers purchase decisions is crucial for businesses wanting to grow. The relationship between marketing communication strategies and consumer purchase decisions and behavior is interactive. The current global trend helps to explore marketing communications strategies in connection to consumer purchase decisions and behavior (Ajaz, 2019).

In Rwanda, the role of marketing communication strategies in influencing consumer purchase behavior remains underexplored, especially within the context of local markets (Bartok, 2018). While several marketing communications strategies, tactics and techniques are employed by organizations. However, there is limited empirical evidence on their effectiveness in shaping customer's decisions within local market setting. Therefore, it is imperative to investigate the impact of market communications strategies on consumers purchase behaviors in Huye Complex Market to provide insights for

businesses to enhance their marketing efforts and effectively cater to consumer preferences and needs for their satisfactions.

This research aims to fill this gap by examining the relationship between marketing communication strategies and consumer purchase behavior in Huye Complex Market, Rwanda. In order to build long-lasting businesses-customers relations, marketing communication strategies, as a tool of influencing consumer decisions and behaviors, this paper tends to deal with the impact of marketing communication strategies to influence the consumer preferences and purchase decisions and behaviors in Huye Complex Market. This study will point at marketing communication tools that impact buying decisions and it will investigate the digital communication growing impact on customer way of acting.

## 1.2 Research hypotheses

The study sought to address the following research hypothesis:

**H<sub>01</sub>:** There is no significant effect between advertising and consumer purchase decisions in Huye complex market.

## 2. Literature Review

In today's fiercely competitive advertising world, marketing professionals and entrepreneurs are constantly seeking powerful strategies to influence consumers' purchasing decisions (Tellis et al, 2018). Three compelling tactics can be utilized in advertising to achieve this: reciprocity and special offers, social proof and testimonials, and urgency and scarcity (MacKenzie et al., 2016). Firstly, reciprocity is a potent persuasion lever used in advertising. Brands can leverage this by offering special deals, free samples, or gifts, creating a sense of obligation among consumers. This feeling of indebtedness can motivate consumers to make a purchase. Exclusive discounts for loyal customers further solidify this sense of reciprocity and foster strong brand loyalty. Secondly, social proof and testimonials are persuasive strategies that harness the influence of the group on individuals (Mothersbaugh, 2020). Through showcasing testimonials from satisfied customers, positive reviews, or statistics on product adoption, advertising can establish social validation. This fosters consumer trust, as they are reassured by others' positive experiences. Lastly, urgency and scarcity capitalize on the psychological principle of immediate need. Calls to action with a time limit or limited quantity create a sense of urgency in consumers, compelling them to act out of a fear of missing out on a unique opportunity.

The primary objective of marketing communication strategies is to effectively transmit messages between the sender and the receiver. The efficacy of a marketing communication technique is evidenced by the conveyed message, which can be assessed by the number of customers willing to make purchases and pay for the offered value. A well-crafted marketing communication strategy delivers targeted information to specific customers, ideally in the fastest and most efficient manner (Ajaz, 2019). A well-executed marketing communication approach can lead to an increase in the customer base, a crucial factor for boosting business sales. However, the growth in sales is accompanied by costs associated with translating marketing concepts into suitable forms for customers using specific marketing communication tools and channels (Keller, 2016).

The issue of digital marketing communication is addressed in the current publication "Marketing" by Rossiter and Percy (2017). They contributed significantly to the latest knowledge regarding the development of marketing communication from traditional forms to digital ones. Additionally, in "Principles of Marketing" by Edell et al. (2017), there is a fundamental shift in the understanding of marketing communication. The authors define the communication mix as a specific combination of advertising, public relations, personal selling, sales promotion, and direct marketing that companies use to engage consumers, convincingly communicate customer value, and build customer relationships (Kralova, 2018). This shift includes consumers in the communication process, emphasizing bidirectional communication. Another change is that tools initially designed for short-term marketing communication goals (advertising goals) are now aimed at building customer relationships to ensure the long-term strategic goals of companies. The composition of the communication mix concepts varies depending on the authors. In the current dynamic development of new technologies and the emergence of new tools and forms of marketing communication, individual forms have become interdisciplinary and cannot be strictly assigned to specific tools. Media, as a means of communication, should help us find successful solutions to marketing problems and provide a space for the implementation of adopted measures (Tellis et al., 2018).

Dadzie (2021) defines advertising as encompassing all activities involved in presenting a non-personal, oral or visual, openly sponsored message about a product, service, or idea to a group. This message, known as an advertisement, is distributed through one or more media and is paid for by the identified sponsor. These media include broadcast (television and radio), online (emails, websites, social media), and print (newspapers, billboards, brochures, etc.) (Falat, 2016). This study and the literature review in this section primarily focus on purchase behavior

resulting from advertising exposure, regardless of the channel used. Advertisements are created not only to promote products and the brand but also to increase the likelihood of people purchasing the products. A positive attitude toward an advertisement predicts a positive attitude toward the brand and also increases the likelihood of consumers wanting to purchase products from the brand in the future (Ajaz, 2019). According to a study by Holubcik (2017), the results indicate that the attitude toward online advertising significantly and positively predicts web users' purchase intention.

In fact, attitude toward Web advertising explained 38 percent of the variance in respondents' purchase intention. Web advertising consists of different forms such as emails, pop up messages, Web sites, and banner ads. These findings suggest that marketers should invest time and money into providing consumers with the afore mentioned beliefs that will likely lead to forming positive attitudes. These positive attitudes, in turn, will likely result in favourable consumer behavior (Hrecky., 2018). In agreement to this, Masimane (2017) research findings show that if respondents like an advertisement, this will improve their attitude towards the advertiser, and this in turn will improve their attitude towards the brand. This is important because one's attitude towards the brand strongly influences purchase intent across all four cultural groups, for both the ethical and unethical advertisements.

### 3. Methodology

Based on the undertaken literature review, this study did not cover a new area and there was fair knowledge on how marketing communication strategies affect consumer purchase behaviour. In light of this, descriptive research was the most preferred research design for this study. Descriptive research is designed to provide a picture of a situation as it naturally happens (Kothari, 2004). For the purposes of this study, descriptive research was used to obtain shopping decision makers opinions on how marketing communication strategies i.e. advertising affect their purchase behavior. The descriptive survey design was used to collect data using various instruments to describe the characteristics of the population under study. This study used quantitative approach to collect data.

This study focused on the entire population of vendors operating within the Huye Complex market, which consisted of approximately 3123 market sellers. The research specifically targeted market sellers due to their direct involvement in the purchasing process, making them crucial for the implementation of effective communication strategies aimed at attracting consumers.

Besides, in order to get the sample size, the study used Yamane's Formula (1973) to calculate the sample size as indicated below. It is used to calculate the sample size (n) given the population size (N) and a margin of error (e).

Where:

n = sample size

N = the population size

e = the acceptable sampling error (5%) at 95% confidence level

Thus,  $n = 3123 (1+3123) (0.05)^2$

$n=354.5=355$  respondents

A sample of 355 respondents was targeted to participate in this study. This formula was used to estimate a representative sample. A total number of 355 respondents was taken as simple size.

This study collected primary data which referred to the data the researchers collected from the field themselves. In particular, the study used a structured questionnaire for data collection. The structured questionnaire was characterized by close-ended questions. The structured questionnaire used in the study was for various advantages associated with it including ease of data collection and analysis. The questionnaire was created using information on indicators taken from theoretical and empirical research. The study used a five-point Likert-based measuring scale.

The study used content validity for testing the validity aspects by seeking the opinions of experts on aspects of communication strategies and consumer preferences and purchasing decisions in Huye Complex Market. The feedback from the experts was used to revise the structured questionnaire to ensure that the content is representative of the research phenomenon under study. The reliability of the study was undertaken in this study. The study adopted the homogeneity or internal consistency reliability method that was examined using the Cronbach alpha coefficient. The Cronbach alpha coefficient method produces coefficients ranging from 0 to 1 with the closer to 1 being considered very reliable. This study used a threshold of 0.7 and above to measure the reliability of the study.

Before the actual analysis of data using SPSS Version 21, data were cleaned, edited, checked for accuracy, and coded. Data were analyzed using descriptive and inferential statistics. Quantitative data collected using a questionnaire was analyzed by the use of descriptive statistics using the Statistical Package for Social Sciences (SPSS) and was presented through percentages, means, standard deviations, and frequencies. A regression model was used to test the effect of advertising on consumer preferences and purchasing decisions in Huye Complex Market. This enabled the evaluation of the relationships between the dependant and independent variables of the study. The regression was:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon$$

Where;

Y = Consumer preferences and purchasing decisions

X1 = Advertising

$\beta_0$  = Constant Term;

$\beta_1$  = Beta coefficients;

$\varepsilon$  = Error Term.

## 4. Results and Discussion

### 4.1 Findings

In this study the research sampled all vendors from Huye Complex Market. They have better knowledge and experience about marketing communication strategies, they always used in their daily activities. Table 1 shows the return rate of respondents.

**Table 1: Response rate**

Results	Frequency	Percentage
Responded	283	79.7%
Not responded	72	20.3%
<b>Total</b>	<b>355</b>	<b>100%</b>

Source: Primary data, 2024

In table 1, it is clear that out of the 355 targeted respondents who were given questionnaires, only 283, constituting 79.7% of the total sample size, returned them. Consequently, the study findings collected from these respondents were considered satisfactory based on the high response rate and representative nature of the sample. According to Kothari (2004), a response rate of above 50% is adequate for a descriptive study. Babbie (2004) also asserted that return rates of above 50% are acceptable, 60% is good and 70% is very good. Thus, the response rate of 79.7% in this study was very good for the study.

#### 4.1.1 Descriptive Statistics on Advertising

The study examined the impact of advertising on consumer preferences and purchasing decisions in the complex market of Huye District. The results are presented in this section using descriptive statistics. Respondents were asked to express their perception using a five-point Likert scale, where 1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly agree. Their responses were analyzed using frequency, percentage, mean score, and standard deviation. This section provides a descriptive analysis of the data collected from the respondents in relation to independent and dependent variables. The section describes the data using mean and standard deviation. A high mean indicates that the majority of respondents strongly approved the presented statements, while the standard deviation indicates the degree of dispersion from the mean (Kubiak et al, 2022).

**Table 2: Advertisement and consumer preference and purchasing decision**

Statements	N	M	SD
Advertising introduces consumers to products	283	4.15	.699
Continuous exposure to advertisements helps consumers recognize and remember brands	283	3.95	.822
Effective advertising can shape consumer preferences by highlighting unique selling points, benefits, or emotional appeals	283	3.80	.601
Advertising can build trust and credibility for a brand	283	4.45	.911
Advertising can reinforce consumers' beliefs and attitudes about a brand, product, or service.	283	3.22	.822
Advertising plays a crucial role in the consumer decision-making process	283	3.67	.901
Valid N (list-wise)	283		

Source: Field research, 2023 -Key: S.D.-Standard Deviation, M-Mean, SD-Standard Deviation

In Table 2, the data reveals the extent to which respondents agree on the impact of advertising on consumer behavior

and decision-making. For the first item, respondents indicated strong agreement that advertising effectively

introduces consumers to products, with a mean score of 4.15 and a high standard deviation of 0.699. Moving to the second item, a significant number of respondents acknowledged that continuous exposure to advertisements helps consumers recognize and remember brands, as evidenced by a mean score of 3.95 and a standard deviation of 0.822. The third item focused on whether effective advertising can influence consumer preferences by highlighting unique selling points, benefits, or emotional appeals. The majority of respondents agreed, as reflected in a mean score of 3.80 and a high positive correlation of 0.601. Subsequently, the fourth item addressed whether advertising can build trust and credibility for a brand, with almost all respondents strongly agreeing (M=4.45, SD=0.911). On the fifth item, some respondents agreed

that advertising can reinforce consumers' beliefs and attitudes about a brand, product, or service, with a mean score of 3.22 and a high positive correlation of 0.822. Finally, the last item explored the role of advertising in the consumer decision-making process, with the majority of respondents strongly agreeing, as indicated by a mean score of 3.67 and a high positive correlation standard deviation of 0.901.

#### 4.1.2 Correlation analysis

The findings of the correlations between the independent variables and the dependent variables are summarized and presented in Table 3

**Table 3: Correlation coefficient**

		Advertisement	consumer preference and purchasing decision
Advertisement	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	283	
Consumer preference and purchasing decision	Pearson Correlation	.000	1
	Sig. (2-tailed)	.739**	
	N	283	283

\*\* . Correlation is significant at the 0.05 level (2-tailed).

The data presented in Table 3 provides compelling evidence of a robust correlation between resource advertisement and consumer preference and purchasing decisions. The Pearson correlation coefficient of .739\*\* and the p-value of 0.000, which is well below the standard significance level of 0.05, leaves no doubt that advertisement is the primary factor significantly and positively affecting consumer preference and purchasing decisions.

#### 4.1.3 Regression analysis

A multiple regression analysis was performed in this section to identify the predictor and its contribution towards the criterion. It aims to determine the prediction of a single dependent variable from a group of independent variables. The multiple regression analysis was performed with all the assumptions complied with. Table 4 shows the model summary of the results.

**Table 4: Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 <sup>a</sup>	.589	.572	.64306

a. Predictors: (Constant), advertisement

The table above provides a model summary and shows the value of the multiple R, with an adjusted R of 0.767, while the R square is 0.589. These values indicate that the predictor of market communication strategies, which includes advertisement, remains constant. The goodness of

fit, or the amount of variance explained by the predictor variables, is frequently used to describe the value of 58.9% of the variance in the dependent variable explained by the independent variables in the model.

**Table 5: Summary of ANOVA results**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.062	4	26.515	29.357	.000 <sup>b</sup>
	Residual	69.548	77	.903		
	Total	175.610	81			

a. Dependent Variable: consumer preference and purchasing decision

b. Predictors: (Constant), advertisement

Table 5 presented ANOVA statistics which indicates that the overall model was statistically significant. Probability (p) value of 0.000 supported this. The results of F test on 0.01 important level were F-estimate>-table, F-table, F estimate=29.357 and P is .000<sup>b</sup> which is <0.05. As such, the model was meaningful at 1% important level. The reported

p was significant in this study because it was less than the conventional probability of 0.05 significance level. These results indicate that advertisement: independent variables are good predictors of consumer preference and purchasing decision.

**Table 6: Summary of regression coefficients result**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.479	.313		4.732	.000
	Advertisement	-.221	.038	-.371	-5.845	.000

a. Dependent Variable: consumer preference and purchasing decision

$$Y = \alpha + \beta_1 X_1 + e$$

Y= Dependent variable– consumer preference and purchasing decision

$\alpha$ =Constant

e=Error

$\beta$ =Coefficient of the Disbursement

X1 = advertisement

$$Y = 1.479 - 0.221 (\text{advertisement}) + 0.313$$

The regression equation shows that consumer preference and purchasing decision will always depend on a constant factor of 1.479 regardless of the existence of other factors. The other variables explain that; every unit increase in advertisement will increase consumer preference and purchasing decision by a factor of 0.221.

Hypothesis testing is used to examine a regression analysis test (Srivastava, 2016). Regression test was used to examine the effect of independent variable on dependent variable. The hypothesis testing was performed by using SPSS tool and the result is as presented in Table 7.

In statistics significance testing the p-value indicates the level of relation of the independent variable to the dependent variable. If the significance number found is less than the critical value also known as the probability value (p) which is statistically set at 0.05, then the conclusion would be that the model is significant in explaining the relationship; else the model would be regarded as non-significant.

#### 4.1.4 Hypotheses Testing

**Table 7: Summary of Hypotheses**

S/N	Hypothesis	Rule	P-Value	Comment
1	H <sub>01</sub> : There is no significant effect between advertising and consumer purchase decisions in Huye complex Market	Reject H <sub>0</sub> if p value <0.05	p<0.05	Advertisement affects consumer purchase decisions in Huye complex Market

Source: Primary data, 2023

The obtained regression R value, where  $r = 767a$  (see Table 4), represents the correlation coefficient of the model with an order value  $> 0$ . This shows that incorporating multiple variables improved the model when analyzing the impact of marketing communication strategies on consumer preference and purchasing behavior at Huye Complex Market. The adjusted  $r^2$  value of  $r = 0.589$  also indicates that the multiple linear regression model can explain approximately 59% of the variations. This implies that marketing communication strategies have a significant effect on consumer preference and purchasing behavior at Huye Complex Market. Therefore, based on the statistical (regression analysis) findings, the researcher can conclude that the research hypothesis was tested, verified, and then rejected. According to the research, the 73.9% correlation is categorized as positive and very high, confirming a significant relationship between marketing communication strategies and consumer preference and purchasing behavior at Huye Complex Market.

## 4.2 Discussion of Findings

This section presents the results of the study's specific objective. The findings are discussed about the objective of the study and linked to the relevant literature. Specifically, the literature is used to interpret the collected data on the research hypothesis, which aimed to evaluate effect of advertisement of on the consumer preference and purchasing decision at Huye complex market. In reference to Table 1, the results indicate that advertising has a significant impact on consumer preferences and purchasing decisions at Huye complex market, as evidenced by the high mean score. Advertising plays a crucial role in influencing purchasing decisions. The research findings reveal that advertising introduces consumers to products or services they may not have otherwise known about, creating awareness and generating interest. Continued exposure to advertisements helps consumers recognize and remember brands. When consumers are in the market for a particular product or service, they are more likely to choose a brand they are familiar with due to advertising. Effective advertising can shape consumer preferences by highlighting unique selling points, benefits, or emotional appeals associated with a product or service, which can influence consumers to choose one brand over another. Advertising can also build trust and credibility for a brand through consistent messaging, endorsements from influencers or experts, and customer testimonials. Consumers are more likely to purchase from brands they perceive as trustworthy. Advertising plays a crucial role in consumer decision-making, especially in the consideration and evaluation stages, by providing information and persuasion that can influence consumers towards making a purchase.

The research supports Yusta et al.'s (2015) claim that advertising holds substantial sway over consumer preferences and purchasing decisions. Advertisements, whether on television, social media, print, or digital platforms, are crafted to capture attention, generate desire, and prompt action. Too et al. (2021) also studied the impact of advertising on consumer behavior, finding that most respondents perceive advertising as a potent promotional tool influencing their product choices. The study highlights the significant influence of advertising in piquing customer curiosity and providing crucial product information, ultimately yielding a positive impact on consumer behavior. Respondents identified television as the most influential medium for swaying audiences toward advertised products.

Locket (2018) emphasized that advertising is an essential component of a marketing strategy. The goal is to promote the business and communicate information to the intended audience, especially to increase sales or make the audience aware of the products or services produced by the organization. Advertising helps form customers' first impressions of a business, and it can attract new customers if done properly (Edell and Burke, 2017).

## 5. Conclusion and recommendations

### 5.1 Conclusion

Advertisements are more valued when they are from a familiar brand they trust and has adequate product information as these were the most important advertisement elements to consumers. There is an opportunity to upgrade advertisements by increasing product information and price information since consumers felt these two elements needed the most improvement. Notwithstanding, 'celebrities or famous people' and 'discounts or deals' drive purchase the most as they are the elements that had the strongest and most positive correlation. The study concluded that advertising plays a significant role in shaping consumer preference and purchasing behavior by creating awareness, influencing perceptions, evoking desire, prompting action, and reinforcing brand loyalty. Effective advertising strategies leverage these factors to connect with consumers and drive sales.

### 5.2 Recommendations

Based on the study findings, this study suggests the following recommendations:

1. Advertisement initiatives to increase trial usage should incite word of mouth and optimize on great experience for great results.



2. Advertising budgets should have priorities on TV advertising and online marketing since they are the main channels of information.
3. When advertising build familiarity, trustworthiness and provide adequate product information to connect with consumers since these are the most important elements to them.
4. Advertisements should evoke feelings of desire, aspiration, happiness, or empathy among consumers. Emotional connections can strengthen brand loyalty and influence purchasing decisions.
5. Advertising messages should be clear, concise, and relevant to your target audience. Highlight the unique features, benefits, and value propositions of your products or services to capture consumers' attention and interest.

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