

Consumer Psychology behind the Purchase under the Influence of Advertising

Ms. Ranjana Deane

RESEARCH SCHOLAR

AMITY SCHOOL OF COMMUNICATION

AMITY UNIVERSITY UTTAR PRADESH, LUCKNOW

EMAIL : scholar.ranjana@gmail.com MOBILE : 9415278068

Co-Author

Prof. (Dr.) Sanjay Mohan Johri

DIRECTOR: AMITY SCHOOL OF COMMUNICATION

AMITY UNIVERSITY UTTAR PRADESH, LUCKNOW

EMAIL : director.Johri@gmail.com MOBILE : 9935610002

ABSTRACT

Today's competitive world forces everyone to be on front liner everywhere. From kids to adult ones, from personal to professional life, from physical appearance to mental peace most of the people want to be picture perfect. This craving of being perfect leads to manufactures to build the product which is in demand. Everyday some new experiments and discoveries are taking place to accomplish demand of mankind. When demand generates supply take place and new products based on demand will reach to the market. Fitness products, body shapers, range of beauty products are the examples of psychology to being perfect or presentable among all. Competitive marketing world of today can easily collect the data through virtual world as well as door to door survey as well and creates the demand in very tempting way, through the advertising campaign. These advertising campaigns play a crucial role for attracting their target audience. Advertising businesses often employ combination of the three persuasive processes which are significant & studied in this research; they are Psychology, Creativity & Technology. Creativity attracts Consumers to the market while advertising acts as communicator which informs consumers about a company's product or services. Marketing research, distribution, design, product conception, pricing and advertising are the activities which are encompassed in the marketing management which has a complex managerial process. This process becomes more relevant to the businesses in the current globalized & rapidly expanding market. Companies need to adopt creative strategies & innovations in their operations in order to survive the challenges of the ever expanding global market.

Key words: Advertising, effectiveness, psychological impact, creativity, Consumer Behavior, persuasion, Target audience

1.INTRODUCTION

In terms of Advertising, people spend their life in this world of consumption nowadays. Each day they are surrounded and exposed to numerous advertisements from TV, Internet, magazines,

billboards & hundreds of brands. “People around are talking about the exciting new product they bought last weekend and what seems like an innocent game turns out to be an ad for the new release of a well-known brand” (de Waal Malefyt, T., & Moeran, B, 2020). To satisfy needs, we engage in buying behaviour. There are three major purposes of buying: material welfare, psychic welfare & display as implied by various literature on consumption (Douglas 2003, Gordon et al., 2020).

Social attitudes guide the behaviour of the human beings which is a general agreement among the early social psychologists. Scientific study of attitudes was used to define the field of social psychology by some early writers (Bogardus, 1931; Thomas & Znaniecki, 1918). „Concept of attitude is probably the most distinctive and indispensable concept in contemporary social psychology“ (p. 798) was stated by Gordon Allport (1935) in his classic handbook chapter on attitudes where he expressed his enthusiasm in his famous opening statement.

An aggregate behaviour index which highly correlates with the global measures of attitudes is evident. For example the relation to the participant’s attitude towards religiosity to a set of 100 behaviours that were relevant to religiosity was done by Fishbein & Ajzen (1974). Across all 100 behaviours, an aggregate measure was highly related as the attitude was practically unrelated to most individual behaviours. Similarly, a measure of global attitude towards health maintenance which did not correlate significantly with the specific self-reported frequency with which respondents performed specific health protective actions showed a substantial correlation with a behavioural index that aggregated the performance of

a wide variety of health protective behaviours was reported by Ajzen & Timko (1986). Different aspects of health which are related to these behaviours had been performed in a variety of contexts & times. These findings appear to be bad news since marketers are usually interested in influencing or predicting specific consumer behaviour. However, the principle of compatibility cuts both ways; if we are interested in predicting specific behaviour, attitude measures would be compatible if they assessed the attitude towards performing the specific behaviour.

Both for consumers & companies, the topics which are important nowadays are psychological, technological & creative communication to build a reliable relationship between both of them. To know the target group through the interviews, verbal communication, interaction with the product in question and also track & understand the behaviour of the consumer which will be very useful from the point of view of the company. The question why they made the purchase cannot be explained verbally by most people as shown in the studies. Shopping experience can be made a whole different by knowing a little bit about marketing tricks & persuasive techniques and also save money or change the product preferences drastically as a result is the point of view of the consumer. This particular thesis can be helpful for start-ups & small businesses to get a general idea and simple way of implementation of the marketing approaches which are not so traditional is assumed by the author.

2. WHAT REALLY IS ADVERTISING?

The phenomenon for Advertising as in the old times has changed. Long before it was captured in forms, named & defined, it appeared. Perhaps humans didn’t actually invent it. (Chemmanur, 2019). One very accurate observation was shared by Ulrich Werner in one of his books: “a duck laying eggs is calm and quiet. At the same time what does a hen do? It cackles as loud as it can!

Thus, the question is: which eggs enjoy greater demand?”. The meaning of the verb *reclamo* is “shout at someone, oppose loudly, and reverberate” where the origin of the word “*reklama*” (ed. Polish for advertising) can be traced back to Latin. It seems

that the closer to the idea behind the word *reclamo* was such Latin words like *divulgo* “spread, announce” or *propago* “propagate, disseminate”.

The more appropriate meaning for advertising, the English term is drawing attention of customer to a particular product for the phenomenon discussed. Determined by the technological factors, advertising is constantly developing and a dynamic phenomenon so it's tough to give a definition (Walsh, 2019). It has evolved over the years and started spreading to the other domains like economy, linguistics, cultural studies, marketing, sociology, psychology as well as law & even further spheres of human activity (Evans, et al., 2019). The subject of advertising, its recipient or means for delivering it are the factors to which the proportions between information & persuasion in each message and the relations between them & other aspects of advertising mainly depend on. In exchange for the aesthetic & emotional reception, the reduction of the purely informative content referring to the sphere of reasonable perception is where the contemporary advertising's evolution is headed in general (Ozcan, & Hannah, 2020).

There are many traces one can find in the literature for the definition of advertising, as it is not easy to define advertising unambiguously. (JecekKall, 2001) – a renowned specialist in the area of advertising & brand management thinks that “advertising is one of a few tools used by companies for the purpose of informing their clients about their offers and encouraging them to choose their offer (instead of their rivals’ offers)”.

Thanks to the sex-appeal, our attention is grabbed by the Advertisements as they interrupt interesting movies, serious programs, billboards spoil beautiful landscape, ads in newspapers draw our attention away from articles and every day they attack our senses (Håkansson, & Widinghoff, 2019). “Commercial noise” is termed by the Marketing specialists to which they respond with the following arguments. First is that they hope that the advertisement will reach the targeted recipients when they create a message. Second is that we should be grateful to advertising as it saves the money for us with regards to radio, television, newspapers & magazines (Seo, 2020).

3. THE LANGUAGE OF ADVERTISING MESSAGE

Intriguingly presented promises should be there in an effective advertising message & make it even more credible. The achievement is done through words & language rather through image or sound for making the message credible & intriguing. In various ways, advertising reflection can be positioned in the structure of the campaign an advertisement. Clark, E. M., Brock, T. C., & Stewart, D. W. (Eds.). (2019). *Attention, attitude, and affect in response to advertising*. Psychology Press. The moment when the language of the message affects the recipient is important to determine while creating an advertising message for the recipient. Whether the slogan was created at the beginning or as the last element in a campaign is totally unimportant. Connect with the final shape of an advertising message is important for him and the importance of the first stimulus is great which is obvious.

There should be consideration to other two things in addition while using the linguistic means in a conscious way. The message conveyed in an Ad never starts working immediately. Reproduction is the main focus for Advertising texts than any other kind of text which is created. From the beginning, one of the most important elements is Iteration. The first step after we hear a perfect message is to get the information and make it more credible with the constant reminder of what the recipient already knows & believes in for more exposures. This is the way it works in a constant flow. However, at every stage it differs. Desired traits of an advertising message which are the desired linguistic traits of the text are enumerated by many theorists of Advertising. So, it's so easy to draw attention & remember the message. It should be bold, original, natural & rational. Major role is played by the traits such as comprehensibility, brevity & simplicity. The message should remain honest & credible while it provides info about the traits of a product. Confidence in convictions, respect for the recipient & evoke liking should be expressed by it. With impudence & aggression, it should not irritate the recipients. As a result it should follow all the morals & social norms of public opinion, behaviour & law.

Advertising networks used to have their own specific technology, used solely by their departments to buy inventories. But that's all changing. More and more advertising networks (such as Teads, Tabmo and S4M) are developing their own creative studios to ensure optimum compliance with the network's in-house formatting rules, thus boosting campaign effectiveness.

All this requires is supplying the creative assets and leaving the advertising network to get on with producing different variations. This avoids having low-performing, non-adapted formats.

4. TECHNOLOGY USED FOR STORYTELLING

4.1. New formats resulting in new creative opportunities

It goes without saying that Google draws heavily on these technical and AI aspects throughout its campaigns. This is particularly noticeable on its platform YouTube, in which a flexible and targeted process lets you combine different videos to tell a story, based for example on past interactions with a video (e.g. video viewed in full, skipped videos, etc.). The Video Ad Sequencing feature allows advertisers to transition from one video sequence to another based on earlier interaction. Different formats can be combined such as Bumper Ads (six non-skippable seconds), True View In Stream (personalized running time, skippable) and TrueView For Action (personalized running time, skippable with a Call-To-Action prompt at the end that redirects traffic to a website, for example).

Yet again, media/creative integration is key here. While the media agency has insider knowledge of the advertising formats available, the creative agency has the power to turn ideas into something concrete. Ahead of a campaign launch, the media agency needs to select and recommend the best YouTube formats depending on the campaign's objectives (reach, engagement, conversions, etc.), passing this information on to the creative agency. The latter will then take care of storyboarding and developing an advertising narrative based on the different chosen formats.

Before launch, it's important to reflect on a few questions to ensure you get the sequencing right: What's the goal (reach, engagement, conversion, etc.)? What's the most relevant opening video? What message can be used to re-target a user who *skips* the video vs. one who watches the video in full? Are there any key dates to consider (e.g. store opening, flash sales, VIP events, etc.)?

4.2. Using your target as a source of creative inspiration

Another area of added value that shines through in the creative/media pairing is in how video content can be tailored depending on the audience. Again, on YouTube, you can use various targeting features available on the platform to identify the preferences and interests of a category of user (e.g. Affinity Audiences, In-Market Audiences, and Custom Affinity Audiences). This precious information can be ploughed into the creative strategy, using a single creative framework to create different variations, weaving a personalized story depending on the campaign's set target audiences.

This approach is particularly well-suited to short, digital-native formats in which creative variations are less expensive than a TV *branding* commercial.

As an example, Volvic developed several videos using a single template, changing the *baseline* according to the audience or type of video that would be viewed just after: "take on the wave" before a surfing video, and "ready to become a chef" before a cookery video.

While new technological opportunities are coming to light, it soon emerges that these new solutions only yield maximum results when bridges are built and synergy developed between media and creative teams. This brings us back to the subject of organizational structure between the various parties involved. It would seem as if we've come full circle. But although the advantages and necessity of overhauling the way we currently work seem obvious, how do you start and what stage are you at in incorporating creative and media integration into your campaign management?

5. OBJECTIVES AND DELIMITATIONS

The topic chosen for the research is very vast & there is a lot to be considered. The crucial part is to outline the precise objectives & delimitations to fulfil the purpose of the research as all the information is not needed.

Main objectives are: -

- To understand the integration of psychology, creativity & technology into marketing;
- To outline the main persuasive techniques and investigate how it is used in marketing & advertising;
- To check whether the techniques are perceived in the desired way

As the topic has various perspectives which are important for the research, it does not imply any strict delimitation. The theoretical part concerning marketing & advertising techniques is concentrated by the author to make the research more explicit and the one which have been applied by numerous brands & also have a scientific proof was discussed. The concept of psychology, technology & creative was introduced by the author in marketing as a foreword for the chapter which deals with techniques. The explanation & their application of the cognitive & behavioural psychology, technological & creative perspectives are given as the topic is very extensive.

6. RESEARCH METHOD

The quantitative research method was implemented by the author as the perspective & attitude of the correspondent is the crucial point of the phenomenon for the chosen research topic. To understand the response of the people towards the subliminal & supraliminal messages in advertising is the target as every individual perceives information differently. By this, we can determine the people who are in the same category whether they perceive the ads in the same way or not. Such category of people who lead a hasty lifestyle can be tested to judge how memorable the visual material and their opinions are more valuable & honest in terms of this, as they do not imply paying attention to advertisements in their day-to-day life. To understand whether there is any kind of influence on viewers due to the persuasive techniques & if it were perceived in the desired way is the main goal. Questionnaire was prepared for everyone & based on their answers, additional questions were provided. The questions were very easy to answer or deceptive & did not include any additional psychological influence in them.

6.1. Collection of data

From information collected from the literature studies, a structured questionnaire was drafted along with key factors. To evaluate each factor from the response given by participants, the questionnaire enabling the researcher as it consists of the identified factors, as well as specific criteria. 5 point Likert scale was used to capture the views of the respondents. To ensure the questionnaire's volatility & internal stability, Cronbach's Alpha was calculated. The active internet & social media users are taken as the sample population.

6.2. Data analysis and interpretation of results

The mean, standard deviation & the frequency analysis is included in descriptive statistics which is used. With the help of SPSS, the collected data set has been statistically analysed. Indices on the basis of corresponding indices obtained from samples are drawn randomly from the data and the inferential statistics are concerned with the inference drawn from the data.

6.3. Data analysis and interpretation

Table 1 Demographic profile

Demographic profile					
Variables		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	192	38.4	38.9	38.9
	Female	302	60.4	61.1	100.0
	Total	494	98.8	100.0	
Age	15-30	261	52.2	52.9	52.9
	30-45	159	31.8	32.3	85.2
	45-60	71	14.2	14.4	99.6
	Above 60	2	.4	.4	100.0
	Total	493	98.6	100.0	

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Qualification	Pub. Sec./Govt. Sec	119	23.8	24.3	24.3
	Pvt. Sector/Business	40	8.0	8.2	32.5
	Home-maker	35	7.0	7.2	39.7
	Student	198	39.6	40.5	80.2
	Unemployed	97	19.4	19.8	100.0
	Total	489	97.8	100.0	
Annual income	Less than 2 Lacs	159	31.8	32.9	32.9
	2 – 3 Lacs	74	14.8	15.3	48.2
	3 – 4 Lacs	49	9.8	10.1	58.4
	4 – 5 Lacs	71	14.2	14.7	73.1
	5 - 6 Lacs	5	1.0	1.0	74.1
	More than 6 Lacs	125	25.0	25.9	100.0
	Total	483	96.6	100.0	

From the demographic profile it describes respondent's gender category, age in years, education qualification and annual income. From the gender category 302(60.4%) of respondents are female remaining 192 (38.4%) of respondents are male followed that age in years was calculated that major number of respondents 261 (52.2%) are 15-30 years and 30-40 years age group of respondents are 159 (31.8%). Qualification among the respondents categorized that 198 (39.6%) of respondents are students followed that 119 (23.8%) of respondents are studying Pub. Sec./Govt. Sec and finally annual income shows 159 (31.8%) of respondents family income was Less than 2 Lacs at last More than 6 Lacs was earned by 125 (25.0%) respondents family.

Table 2 Television viewer intention

Television viewer intention					
Variables		Frequency	Percent	Valid Percent	Cumulative Percent
Watch television	0-2 Hrs.	378	75.6	77.3	77.3
	2-4 Hrs.	91	18.2	18.6	95.9
	4-6 Hrs.	16	3.2	3.3	99.2
	6-8 Hrs.	4	.8	.8	100.0
	Total	489	97.8	100.0	
Mostly watch	News channel	220	44.0	44.5	44.5
	Entertainment channels	191	38.2	38.7	83.2
	Sports	48	9.6	9.7	92.9
	Lifestyle	35	7.0	7.1	100.0
	Total	494	98.8	100.0	
Watch television commercials while viewing	Mostly	159	31.8	32.4	32.4
	Often	142	28.4	29.0	61.4
	Seldom	121	24.2	24.7	86.1

program	Never	68	13.6	13.9	100.0
	Total	490	98.0	100.0	
My expenditure mostly is on	Food	179	35.8	36.9	36.9
	Personal Care	119	23.8	24.5	61.4
	Apparels	135	27.0	27.8	89.3
	Electronic Gadgets	52	10.4	10.7	100.0
	Total	485	97.0	100.0	

Personal intention of viewing television was calculated under some criteria. Major number of respondents 378(75.6%) watching television less than 2 hours only. 91 (18.2%) of respondents watching 2-4 hrs per day. Watching News channel by 220(44.0%), 191 (38.2%) watching Entertainment channels, 159 (31.8%) of respondents mostly Watching television commercials while viewing program at the same time 68(13.6%) are never Watch television commercials while viewing program. 179 (35.8%) of respondents spending money mostly on buying food followed that 135 (27.0%) respondents spends on buying personal are Expenditure 135(27.0%) of respondent spending on apparels and 52(10.4%) of respondent used to buy electronic gadget.

Table 3

Correlations		Psychological Aspects	Creative Aspects	Technological Aspects
Psychological Aspects	Pearson Correlation	1	.415**	.417**
	Sig. (2-tailed)		.000	.000
	N	486	486	486
Creative Aspects	Pearson Correlation	.415**	1	.543**
	Sig. (2-tailed)	.000		.000
	N	486	500	500
Technological Aspects	Pearson Correlation	.417**	.543**	1
	Sig. (2-tailed)	.000	.000	
	N	486	500	500

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

Person correlation analysis was used to find the relationship between three different aspects on Advertising in Indian Advertising Scenario. The r value for Psychological Aspects with Creative Aspects and Technological Aspects was 0.415 and 0.417 respectively and Creative Aspects with Technological Aspects was 0.543 which shows all the factors shows positively significant with those variables.

Table 4

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.147	.351		8.970	.000
	Personal experience matters while buying a product	-.048	.057	-.042	-.835	.404
	Opinion of family/friends matters	.070	.047	.068	1.480	.139
	Life style determines my buying behaviour	-.058	.048	-.057	-1.190	.235
	I follow trends in society while buying a product	.032	.040	.038	.803	.423
	Quality of a product matters while buying a product	-.290	.066	-.228	-4.375	.000
	Uniqueness matters while buying a product	-.038	.047	-.038	-.792	.428
	Price matters while buying a product	.040	.055	.040	.721	.471
	Offers and discount matters while buying a product	.069	.053	.069	1.300	.194
	Best value of money matters while buying a product	-.104	.065	-.093	-1.615	.107
a. Dependent Variable: I am a decision maker in buying the products						
R=.301; R ² =.090, ANOVA: F(9,474)=5.235; sig<0.05						

R & R Square values are provided in the above given table. The simple correlation & the value is 0.301 is represented by the R Square value which indicates a low degree of correlation. The total variance of dependent variable as innovation was indicated by the R square value and was explained for the independent variables. In this case 09%, which indicates very small number of value is correlated. Psychological aspects were not intended on making decision in buying the products.

Table 5

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.332	.337		9.887	.000
	Clarity	-.224	.097	-.153	-2.303	.022
	Understanding	-.205	.096	-.147	-2.127	.034
	Value of a product	.090	.091	.064	.989	.323
	Recall a value	.057	.080	.043	.715	.475
	Effectiveness	.172	.089	.124	1.923	.055
	Higher purchase intention	-.151	.063	-.130	-2.395	.017
a. Dependent Variable: I watch television commercials while viewing program						
R=.244; R ² =.060, ANOVA: F(6,483)=5.094; sig<0.05						

R & R Square values are provided in the above table. The simple correlation & the value is 0.244 is represented by the R Square value which indicates a low degree of correlation. The total variance of dependent variable as innovation was indicated by the R square value and was explained for the independent variables. In this case 06%, which indicates very small number of value is correlated. Creative aspects were not intended on watching television commercials while viewing programs.

Table 6

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.411	.107		13.144	.000
	Segmentation	-.059	.026	-.130	-2.259	.024
	Global Reach	-.004	.032	-.008	-.123	.902
	Niche Product Advertising	.028	.028	.063	.985	.325
	Visibility and coverage	.030	.035	.065	.845	.399
	Accessibility	-.024	.033	-.053	-.738	.461
	Better brand engagement	.019	.032	.041	.574	.566
	Measurable	-.023	.033	-.053	-.703	.483
	Rapid Result	.094	.034	.216	2.717	.007
	Effectiveness	-.076	.036	-.173	-2.097	.037
	Follow Up	-.054	.032	-.123	-1.691	.092
	After sales relationship	.002	.026	.005	.079	.937
a. Dependent Variable: I do online shopping						
R=.211; R ² =.045, ANOVA: F(11,478)=2.031; sig<0.05						

R & R Square values are provided in the above table. The simple correlation and the value is 0.211 is represented by the R Square value which indicates a low degree of correlation. The total variance of dependent variable as innovation was indicated by the R square value and was explained for the independent variables. In this case 045%, which indicates very small number of value is correlated. Factors that changed the trends of advertising with the advent of new media technology were not intended by doing online shopping.

It is important for consumers in general to the statement of psychological, technological & creative advertising and an observation was made as there is a significant difference between respondents who have participated & undecided. To this statement, it has been recorded that almost all the participants have participated. Creative advertising attracts consumer more than the products & services offered through psychological, technological advertising. To the creative advertising, some had an enjoyable following and the rest undecided so there was a significant difference was observed among them as stated by a large part of the participants. Businesses must be careful to prepare their advertisings as these two expressions have significant difference. The visual & auditory presentations of the businesses must be carefully prepare as Psychological, technological & Creative advertising create awareness and attention to the consumers as a result the consumers who got attracted by the advertisings will definitely buy. If they want to get competition advantage, they must be careful in business as all their presentations, advertising & promotions as it is targeted to the success & gain high market share which is according to the participants. Psychological, technological & creative advertising create differences & demonstrate high quality as emphasized by most of the participants. According to the participants, businesses are still waiting for more devotion from the consumers as they become more careful towards their production & their advertising. The important part to business development is the Psychological, technological & creative advertising and there was emphasize by all participants to grow its market share. Moreover, consumers will be customer of the business & businesses will reach as per their aim. Businesses must be careful in their production & their advertising as creative advertising demonstrates more quality according to consumers in the final.

7. RECOMMENDATIONS

The focus of the future research should be conducted on evaluating a larger population and expand the geographical location by including more provinces in order to find a solution to the problem statement. The exhibited behaviour of different groups of population across the country will be an interesting fact. More conclusive results and definite conclusions of the advertisements are provided by the larger data set. In the factor groupings, there could be more interest. The correlations found in this study should be viewed as a separate study on its own as it is very interesting.

8. CONCLUSION

This article has led to the conclusion that the road to a success on the market is the series of continuous activities aimed at satisfying the needs of customers after all the deliberations. One of the important elements of interpersonal relations in this contemporary world is advertising. On passing the information, emotions & our vision of the world, it acts as an essential communicator. Influencing our decisions; steering our emotions is done by someone who is trying in such a way that it is not fully conscious in all kinds of situations. It is an interesting socio-psychological issue which

rules of exerting influence on people. Proper behaviour based knowledge is also very important in various situations. Learning to protect ourselves against manipulation is very needful. Referring to literature from the area of marketing & advertisement, psychology, linguistics & sociology is much necessary in order to create a good advertisement. A journey into the depths of our mind & discover its secrets is

achieved by studying literature on psychology. Scientists & analysts supported with rich knowledge have been given as theoretical deliberations in this article. The base of empirical analysis is constituted by research & experiments. It has made necessary to refer the publications from the area of marketing & psychology & also from sociology, linguistics & management because of the interdisciplinary character of this article.

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