

Influences of Advertisement on Buying Behaviour

A.A. Gde Satia Utama¹, Rajesh Kumar Nair², Wan En Cheng³, Daisy Mui Hung Kee⁴, ZeXian Chen⁵, Min Ru Cheng⁶, ZiHang Cheng⁷, Shruti Talesara⁸

Universitas Airlangga¹

Jl. Airlangga No.4 - 6, Airlangga, Kec. Gubeng, Kota SBY, Jawa Timur 60115

SIES College of Management Studies^{2,8}

Sri Chandrasekarendra Saraswati Vidyapuram Sector-V, Nerul, Navi Mumbai,

Maharashtra 300706, India

Universiti Sains Malaysia^{3,4,5,6,7}

Jalan Sungai Dua, 11800, Pulau Pinang Malaysia

Correspondence Email: gde.agung@feb.unair.ac.id

ORCID ID: <https://orcid.org/0000-0002-2393-0601>

ABSTRACT

In this era of advanced technology, sellers are provided with different methods, platforms, and designs to prepare their advertisements. This study examines the ways advertisement influences consumer buying behavior in Malaysia and India. A total of 100 responses were collected from surveys to 51 Malaysian respondents and 49 Indian respondents from universities' groups, personal friends, and families. The findings indicate that advertising is highly persuasive. Also, we identify that social media ad achieve the most affecting advertising channels. We have also identified the difference of view about the influences of advertisement before and after the pandemic.

Keywords: Advertisement, Buying Behavior, Case Study, India, Malaysia

INTRODUCTION

We tend to buy things that we see around us. Sometimes we are introduced to the products through their advertisements. The advertisements influence our buying patterns. Small traders or big brands use various ways through which they can make customers aware of their products and services. However, this has now become an old concept. Nowadays, they want to engage with the customers and deliver value to them. They do not want them to just use their product once. They want to increase the customer's loyalty to their brands. This can be achieved through quality products and also if the brands make a place in the customer's hearts. This can be done by advertising products and services. As businesses have now become multinational corporations, it becomes more important for them to communicate their products and services according to the local culture. It has led to a significant increase in the importance of advertising around the world (Opata & Fahrozi, 2019).

Advertising is a way of mass promotion in an exceedingly single message possibly reaching an oversized range of individuals. It allows companies to attract people (Putri et al., 2020). It has been a way of promotion since the 15th century. According to



Perreault, Cannon, and McCarthy (2010), "Advertising is any paid form of nonpersonal presentation of ideas, goods, or services by an identified sponsor". Advertising helps build and establish customer loyalty (Rossolatos in Oputa & Ahmad, 2018). It is a marketing tactic used to raise product awareness in the minds of customers to make purchasing decisions. Personal attitudes, habits, and lifestyles are all influenced by advertising. More consumers would be drawn to a product if the commercial is more extravagant and artistic. Advertising has a lasting impact on the lifestyles and values of society because it attracts widespread attention and publicity and impacts the buying habits of people. Advertising becomes a part of communication and a worldwide activity today. As any businessman ventures into countries and as media escalate across countries, advertising continues to gain momentum.

According to Blackwell, Maniard, and Engel (2006) "Consumer behavior is the actions and the decision processes of people who purchase goods and services for personal consumption". Advertisements are not what consumers need; however, they are an excellent way for consumers to learn about the goods or services they need. Understanding how advertising influences customer behavior can help to create more effective and memorable advertisements. Consumers need to relate with the advertisements as then only they would feel a need to include the product or service in their lifestyle. Consumer buying depends upon several factors like geographical, psychological, income level, tastes, preferences, social and environmental factors. Nevertheless, the most important is they would make a change in their buying patterns when a product or a service is well communicated to them, which is possible through advertisements.

Advertisers intertwine the solutions for the day-to-day problems to form an enduring impact. Advertisements these days create an experience grabbing consumer attention to try the products or services. They enable the consumers to know before actual purchase. The advertisement can explain product features through creative ways, which can impact the individual psychology and thus increasing brand recall value. It plays a vital role in influencing purchase behavior by providing, attracting consumer attention, arousing their interest, and making a need to purchase.

Even if the product is the same, the advertisements differ in many countries. It can be simply said that what makes them different is the advertisement. Brands need to pay attention to culture in advertising, particularly if the brand operates in markets culturally different from where they are based. The essence of successful advertising is convincing people for whom a product is supposed. Understanding and quantifying advertisements help to touch the emotional sensitivity of a specific audience to influence their buying patterns. Best advertisements are those which involve the idea of how easy or better a person's life can become by using a particular product or service. During Covid 19, many people got interested in new products and services introduced for hygiene and personal care. People became more aware of these products through advertisements and there was a shift in their buying pattern.

The impact of advertising on society has brought in an exceedingly nice amendment. It has created individuals to think far away from their compact world of stability. It has created society to alter the way of living since marketers try to influence or persuade customers to shop for the actual product.

Advertising plays a vital role in dynamically changing consumer buying behavior and impacting their consumption pattern. Sama (2019) investigated the effects of television, radio, newspapers, magazines, and Internet advertisements on awareness, interest, conviction, purchase, and post-purchase consumer behavior. He revealed that magazines and newspapers are effective media in influencing the purchase and post-purchase consumer behavior. Additionally, newspaper advertisements affect all five stages of consumer behavior. Advertising managers will take a cue from this analysis and enhance the objectivity of advertisements by investing in acceptable media.

Fatima and Lodhi (2015) examined the influence of advertisement on consumer's buying behavior while creating awareness and building perceptions among cosmetic products. They found that advertisements are beneficial in creating awareness among the people. However, advertisements fail to build strong perceptions in the mind of consumers. Both variables motivate consumers to buy a certain product, as there is a positive relationship present between them.

Tang & Chan (2017) found a significant effect of advertising on consumer buying decision-making. Customers are more affected by great advertising implying a positive relationship between advertising and purchase decisions. Marketers invest in various media platforms to influence consumer behavior (Sama, 2019). Advertisement on every media platform has a different composition. Digitalization has led to changes in consumer media habits.

The objective of this study is to see how advertisements affect consumer purchasing behavior before and after the pandemic. We targeted to see a connection between the styles and types of advertisements and the behavioral component of customer purchasing behavior. We also involved a total of 100 responses to be collected by responding to a public online survey (Google Form).

In the survey, four major advertising channels were asked to determine the kinds of advertisements respondents frequently see and have the most impact on them. The channels were Printed Ads (newspaper, magazine, flyers, posters, brochures, postcards, letters), Outdoor Ads (Billboards, Big Digital Boards, Flyers, Posters), Social Media Ads (Instagram, Facebook, YouTube, TikTok), and Broadcast Ads (Radio, Television). Besides, we asked several questions to see the level of how advertising affected the respondent's buying decisions before and after the pandemic. We also determined which types of advertisements affected consumer behavior the most as a result of the survey. This type of analysis will assist advertisers in gaining a thorough understanding of their customers. It would determine how and which types of advertisements influence consumers the most in their respect of buying behavior.

RESEARCH METHOD

The purpose of the study is to examine the ways advertisement influences consumer buying behavior in Malaysia and India. In this study, primary and secondary data sources were used to complete this study. Primary data is a type of data that is collected by researchers directly from primary sources such as interviews, reviews, and experiments. Primary data is usually collected from where the original data came from and is considered the best type of data in research as it is not disguised by the views or evaluations of others. Secondary data is data obtained from the existing data or past research which are already summarized and collated. It can be derived from internet websites, public libraries, educational institutions, and commercial information sources like local newspapers, journals, and magazines.

This study used voluntary response sampling where our responses are volunteering themselves to fill up the form. We targeted a total of 100 responses randomly drawn from the two countries (Malaysia and India). The survey questionnaire covered four main dimensions (respondent's personal information, types of advertising channels the respondents know, the influences of an advertisement before and after the pandemic). The last two dimensions data are measured by the 5 Likert scales of 1 (strongly disagree) to 5 (strongly agree).

Our study also included information from the secondary data references from internet websites and reference books to support the research's credibility. Websites are one of the popular ways to collect data. Websites have a lot of information that can suit the research needs. The data on the internet is practically free of cost and able to download at the click of a button. This was to obtain additional detailed information on the advertising types and their influences on purchase behavior. Reference books are one of the traditional ways of collecting data. Looking for a book on the topic being researched can be useful in preparing a literature review.

RESULTS AND DISCUSSION

We have collected the responses for our survey from 100 respondents comprising 51 respondents from Malaysia and 49 respondents from India to investigate different types of advertisements bringing influences to consumers. Besides, we provided the affection of Covid-19 towards the influence of advertisement on the consumers.

Table 1. Summary of Respondent's Demographics (N=100)

Categories		Frequency	Percentage
Gender			
	Male	58	58%
	Female	42	42%

International Journal Of Accounting & Finance in Asia Pasific

IJAFAP

Age			
	18 – 24 years old	51	51%
	24- 30 years old	24	24%
	31 – 45 years old	6	6%
	45 – 50 years old	14	14%
	50 years old and above	5	5%
Annual Income			
	No income	62	62%
	Below RM10,000	30	30%
	RM10,001 – RM30,000	7	7%
	RM30,001 – RM50,000	5	5%
	RM50,001 – RM100,000	3	3%
	RM100,001 and above	3	3%
Occupation			
	Student	48	48%
	Unemployed	10	10%
	Private Sector	34	34%
	Government Sector	8	8%
Country			
	Malaysia	51	51%
	India	49	49%

Table 1 shows the summary of respondent's demographics. From the 100 responses, a total of 58% are female respondents and 42% are male respondents. The majority of the respondents are of the age group 18-24 years (51%). The lowest percentage (5%) are those aged 50 and above. Following that, respondents aged 24-30 years are the second-highest (24%) the aged group of 45-50 years (14%). As the majority of the respondents are of the age group 18-24 years, they had no source of income (52%).

By the annual income, 30% of the respondents have an annual income of RM10, 17% of the respondents have an annual income range from RM10,001 to RM100,001 and above. By occupation, they are students from Malaysia and India (48%), private-sector workers (34%), unemployed (10%), and working with the government (8%). In this paper, we involved the respondents from Malaysia (51%) and India (49%).

International Journal Of Accounting & Finance in Asia Pasific IJAFAP

Table 2. Summary of Advertisement Influences on Consumer Buying Behavior

Statement	Percentage in Malaysia (%)	Percentage In India (%)
Printing types Ads (Newspaper /Magazine / Flyers / Posters /Brochures / Postcards / Letters)	56.9%	65.3%
Outdoor Ads (Billboards / BigDigial Boards / Flyers / Posters)	54.9%	55.1%
Social Media Ads (Instagram /Facebook / YouTube / Tiktok)	96.1%	85.7%
Broadcast Ads (Radio /Television)	51%	59.2%

Table 2 shows the summary of the influences of an advertisement on consumer buying behavior in Malaysia and India. Based on this survey, the majority of the respondents came across social media advertisements as the most frequently seen tools. Most of the respondents (96.1% of Malaysian respondents and 85.7% of Indian respondents) chose social media advertisement as the most often seen tool. Also, a total of 56.9% of Malaysian respondents and 65.3% of Indian respondents chose printed advertisements.

Table 3. Summary of the Most Affecting Advertising Channels

Statement	Percentage in Malaysia (%)	Percentage In India (%)
Printing types Ads (Newspaper /Magazine / Flyers / Posters /Brochures / Postcards / Letters)	7.8%	14.3%
Outdoor Ads (Billboards / BigDigial Boards / Flyers / Posters)	7.8%	14.3%
Social Media Ads (Instagram /Facebook / YouTube / Tiktok)	80.4%	53.1%
Broadcast Ads (Radio /Television)	3.8%	18.4%

Table 3 presents the summary of the most affecting advertising channels. As the respondents could select more than one option, we could see that the majority of the respondents selected advertisements through Facebook, Instagram, YouTube and TikTok which is known as social media advertising as the most affecting advertisement. A total of 80.4% of people selected this option in Malaysia and 53.1% selected the option in India. While broadcasted advertisement was the lowest affecting advertisement among four choices.



Table 4. Influences of Advertisement before Pandemic

Scale	Weighted Mean Range
Strongly Disagree (STD)	1->1.8
Disagree (DA)	1.8->2.6
Neither Agree nor Disagree (NA/ND)	2.6->3.4
Agree (AG)	3.4->4.2
Strongly Agree (STA)	4.2->5

Table 5. Summary of Influences of Advertisement before Pandemic (Malaysia: N=51 / India: N=49)

Questions	Malaysia		India	
	Weighted Mean (x/51respondents)	Result	Weighted Mean (x/49respondents)	Result
I will purchase the product after watching the advertisement.	3.12	NA/ ND	3.41	AG
I trust the messages showing in the advertisement about the product.	2.96	NA/ ND	3.43	AG
I am willing to buy the product if I earn more money.	3.31	NA/ ND	3.76	AG
Advertisement grabs my attention on the products.	3.29	NA/ ND	4.06	AG
I will remember the products every time I see them.	3.24	NA/ ND	3.96	AG
I will search for more information about the product after watching the advertisement.	3.18	NA/ ND	3.98	AG
I learn more through advertisements, for example the correct way to wash hands.	3.10	NA/ ND	3.71	AG
I will sing along with the advertisement jingle.	2.98	NA/ ND	3.84	AG

International Journal Of Accounting & Finance in Asia Pasific

IJAFAP

Table 5 shows the summary of the influences of advertisement before the pandemic in Malaysia and India. It illustrates that Malaysian respondent neither agree nor disagree with all the eight questions are provided in the survey form. While for question 3, "I am willing to buy the product if I earn more money" has reached the highest weighted mean of 3.31. The lowest weighted mean is 2.96 for question 2, "I trust the messages showing in the advertisement about the product."

Besides, we have noticed that Indian respondents agree with all the eight questions in the survey form. While question 1 obtain the lowest weighted mean of 3.41 for "I will purchase the product after watching the advertisement". Question 4 had reached the highest weighted mean of 4.06 with the question "Advertisement grabs my attention on the products" (see Table 4).

Table 6. Summary of Which Advertisement will Influence Consumer Buying Decision

Statement	Malaysia	India
Creative and Innovative Ads	35 (68.6%)	18 (36.7%)
Discount / Promotions Ads	41 (80.4%)	34 (69.4%)
Familiar Ads	13 (25.5%)	13 (26.5%)
Social Imaging Ads (Collaboration partner)	18 (35.3%)	15 (30.6%)
Entertainment / Humour Ads	25 (49%)	37 (75.5%)
Storylines Ads	9 (17.6%)	17 (34.7%)

Table 6 describes the summary of which advertisement will influence consumer buying decisions. The buying decision depends on the type of advertisements one comes across. The advertisements that grab the attention of Malaysian respondents are discount and promotional ads with a total of 80.4%. People in India were more interested in entertainment/humorous ads which achieved a percentage of 75.5%. Malaysian respondents chose those storylines advertisements are the least influence advertisement, while familiar advertisements are the least influence advertisement for Indian respondents of 17.6% and 26.5%.

Table 7. Summary of Advertising Persuasion

Statement	Malaysia	India
YES	47 (92.2%)	48 (98%)
NO	4 (7.8%)	1 (2%)

Table 6 shows the summary of the advertising persuasion. In both countries, the majority of the respondents found advertisements persuasive. A total of 92.20% of Malaysian respondents and 98% of Indian respondents agreed that advertisements are highly persuasive towards their buying behavior.



Table 8. Influences of Advertisement after Pandemic

Scale	Weighted Mean Range
Strongly Disagree (STD)	1->1.8
Disagree (DA)	1.8->2.6
Neither Agree nor Disagree (NA/ND)	2.6->3.4
Agree (AG)	3.4->4.2
Strongly Agree (STA)	4.2->5

Table 9. Summary of Influences of Advertisement after Pandemic (Malaysia: N=51 / India: N=49)

Questions	Malaysia		India	
	Weighted Mean (N/51respondents)	Result	Weighted Mean (N/49respondents)	Result
I will purchase the product after watching the advertisement.	3.39	AG	3.82	AG
I trust the messages showing in the advertisement about the product.	2.67	NA/ ND	3.82	AG
I am willing to buy the product if I earn more money.	2.84	NA/ ND	3.88	AG
Advertisement grabs my attention on the products.	2.84	NA/ ND	4.18	AG
I will remember the products every time I see them.	2.45	DA	4.20	STA
I will search for more information about the product after watching the advertisement.	2.71	NA/ ND	4.20	STA
I learn more through advertisements, for example, the correct way to wash hands.	2.90	NA/ ND	4.02	AG
I will sing along with the advertisement jingle.	2.80	NA/ ND	3.98	AG

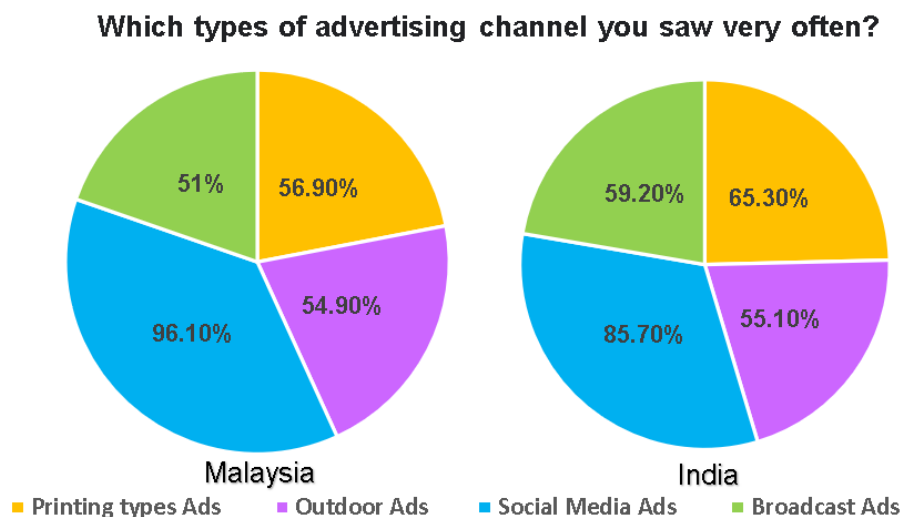


Table 9 shows the summary of influences of advertisement after pandemic in Malaysia and India. Malaysian respondents have agreed with a weighted mean of 3.39 for question 1 “I will purchase the product after watching the advertisement” indicating the effect on their buying behavior after the pandemic. Besides, the Malaysian respondents disagree with question 5 which is “I will remember the products every time I see them” indicating the effect on their buying behavior after the pandemic with a weighted mean of 2.45.

Based on Table 9, question 5 and 6 strongly agreed by the India respondents that “I will remember the products every time I see them” and “I will search for more information about the product after watching the advertisement” illustrating the effect on their buying behavior after the pandemic with a weighted mean for 4.20 for both questions. For the rest of the questions, Indian respondents agreed with all of them with a weighted mean range of 3.4 to 4.2 (see Table 8).

This study helps advertisers fully understand their customers. It will determine how and which types of advertising have the greatest impact on consumers’ buying behavior. According to the analysis, we found that social media advertising is the most frequently seen form of advertising in both countries. This is in line with Maulna et al. (2019) contending that social media advertisement is more perceptual than that of commercial radio. Addedly, it is a promotional strategy to attract target markets and achieve a social environment (Oh et al., 2021). Through the questionnaire survey, it is found that advertisements will indeed attract a considerable number of people’s attention and make people search for product information to guide people to buy. With the development of technology, people’s possession of mobile phones and the Internet have increased significantly. The convenience of mobile phones and the Internet makes it easy to use social media.

Figure 1. Advertisement Channels



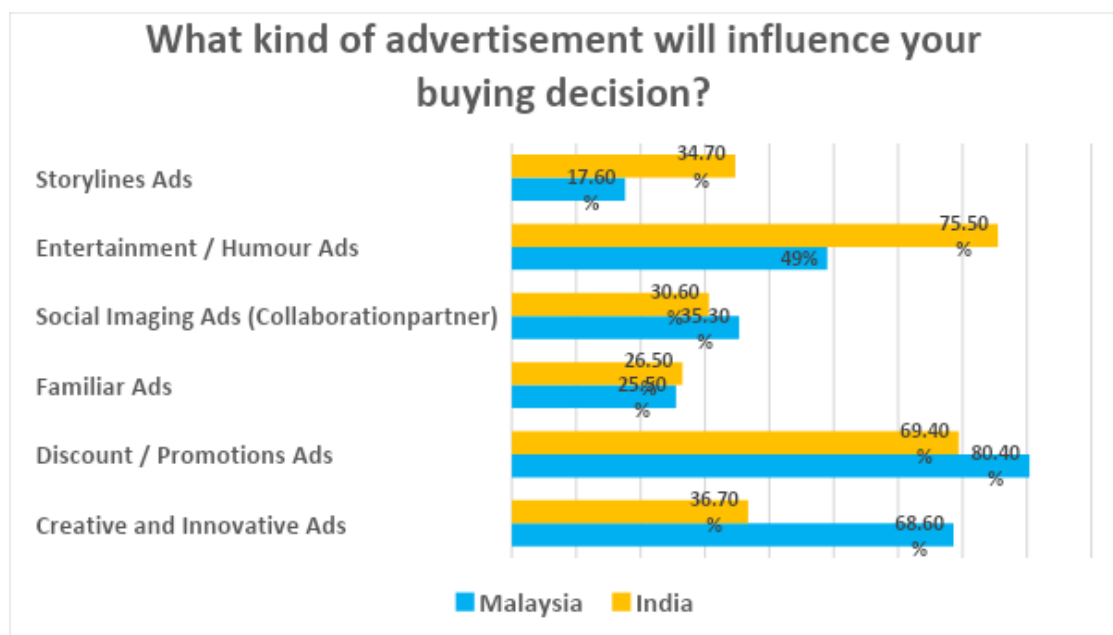
International Journal Of Accounting & Finance in Asia Pasific

IJAFAP

Figure 1 illustrates that the number of people buying after watching ads and the number of people who remembered each product after watching ads has decreased in Malaysia after the pandemic. In India, the number of people who remember each product and search for information after watching the ads has increased after the pandemic. The increase in the number of people buying after watching ads in Malaysia may be because many things are needed during the quarantine, such as disinfectants and masks, or products that finally have time to use during the quarantine, such as game consoles. For Malaysia, it was because of the increased use of mobile phones during quarantine that the number of times watching advertisements has increased. For India, it was because consumers had more time to further search for products after watching the advertisements.

Besides, we also found that discount or promotions ads have the greatest impact on Malaysians, while Entertainment or Humours Ads have the greatest impact on Indians (see Figure 2). This is because discounted products attract people to buy through their practicality, while entertainment advertisements attract people's attention and can make people remember.

Figure 2. Kinds of Influencing Advertisements



Advertising is a form of communication that can let people know about products and it is also the only way for consumers to buy them. Coupled with the attractiveness of advertising through expressive techniques, it will guide people to notice the advertisement. Social media provides not only a wide audience but also rapid development enabling the pictures to be simple and vivid. The advertisements on social



media can be designed to be creative and interesting, which is easy to attract and move people's hearts while interspersed during people's intensive use.

During the covid-19 pandemic, all country's economy has dropped significantly. Therefore, businesses have to create more attention to their product through advertising to attract the consumer and increase sales. A lot of businesses will spend a huge amount of money and energy in preparing the advertising strategies for their product. Businesses can also observe consumer reactions towards advertising, which can influence the particular product. Besides, they have to design and create an advertisement gathering consumer attention from different directions such as familiarity, storyline, and usefulness. These types of preparation can boost the company's reputation and attract more customers. According to our survey, there are a great number of consumers who will buy food due to the advertisement's creativity, colorful texture, and trustworthiness. Also, the reaction of consumers during the pandemic and before the pandemic has significantly changed. Based on Table 10 and Table 11, the Malaysian consumer's weighted mean changed for Question 1, which is from neither agree or neither disagree to agree, and for Question 5 from neither agree or neither disagree to disagree. As for the Indian consumer's weighted mean changed for Question 5 and 6 from agree to strongly disagree.

Table 10. Malaysian Consumer Weighted Mean

Questions	Malaysia							Result
	STD (1)	DA (2)	NA/ ND (3)	AG (4)	STA (5)	TOTAL (N)	Weighted Mean (N/51 respondents)	
1	1	12	57	68	35	173	3.39	AG
2	2	18	42	72	2	136	2.67	NA/ND
3	1	8	36	96	4	145	2.84	NA/ ND
4	0	10	21	108	6	145	2.84	NA/ ND
5	2	12	36	72	3	125	2.45	DA
6	2	12	45	76	3	138	2.71	NA/ ND
7	1	12	27	100	8	148	2.90	NA/ ND
8	0	8	69	60	6	143	2.80	NA/ ND



Table 11. Malaysian Consumer Weighted Mean

Questions	India						Weighted Mean (N/49 respondents)	Result
	STD (1)	DA (2)	STD (1)	AG (4)	STD (5)	TOTAL (N)		
1	4	4	18	96	65	187	3.82	AG
2	5	6	6	100	70	187	3.82	AG
3	3	10	6	96	75	190	3.88	AG
4	1	2	15	92	95	205	4.18	AG
5	1	2	15	88	100	206	4.20	STA
6	1	0	9	116	80	206	4.20	STA
7	1	2	30	84	80	197	4.02	AG
8	1	0	39	80	75	195	3.98	AG

CONCLUSIONS

In conclusion, advertisement is a good tool for consumers to acknowledge the products that are available in the market. It is a part of a promotional mix to create awareness among the target population. Advertising can be separated into different categories which are informative advertising, persuasive advertising, comparison advertising, and reminder advertising. It is to influence the buying behavior through product awareness, consumer interest, consumer desire, and consumer action. The types of advertisements affect consumer buying behavior and make a huge difference in consumer purchasing power. The message, time, place, and information in the advertisement are persuasive and controlled by the companies to make sure what they want to bring to the public is achieved. Therefore, they have to design their advertisements according to consumer preferences to get their buying behavior affected and achieve consumer satisfaction.

We identify that our study has certain limitations. Firstly, as the age of the population we surveyed is relatively young, the majority of the contributing respondents were of the age group of 18-24 years followed by the age group of 24-30 years. Young people use social media more and pay more attention to price and fun. Secondly, about half of our respondents are students and zero-income earners, this affects the purchasing power to a certain extent, just like some people in the questionnaire agree that they will buy goods if they have more money. Thirdly, because of the limited capacity of the investigation, the scope of the investigation is limited to people in two countries, which may produce different results in other countries. For example, some African countries may have played with underdeveloped mobile phones and are not popular with advertisements. The results can reflect the impact of different advertising forms and advertising content on the audience and can further guide advertisers to place advertisements to achieve the greatest impact on consumers, for example, placing more advertisements on social media to achieve a good buying effect, producing more high-quality, interesting and eye-catching advertisements, which are more likely to be favored by consumers and put



different types of advertisements for people in different countries, such as creative ones in Malaysia and interesting ones in India.

REFERENCES

- Blackwell, R. D., Miniard, P. W., & Engel, F. J. (2006). *Consumer behavior*. Mason: Thomson
- Fatima, S., & Lodhi, S. (2015). Impact of advertisement on buying behaviours of the consumers: Study of cosmetic industry in Karachi City. *International Journal of Management Sciences and Business Research*, 4(10), 125-137.
- Maulana, M. I., Kee, D. M. H., binti Rosli, I. N., binti Borhan, N., binti Azir, N., & Huey, W. M. (2019). MAPS, Malaysia Company. *International Journal of Tourism and Hospitality in Asia Pasific*, 2(3), 26-35.
- Oh, Zj., Liem, G. S., Safina Ismail, Siti Aina Antasya Mohd Indera JR., Nur Muslihah Abdul Hakim., Febrianto., . . . Kee, D. M. H. (2021). Factors of the development and decline in new industrial era: A case study of 7-Eleven. *Journal of The Community Development in Asia*, 4(1), 1-15.
- Oputa, E. A., & Ahmad, F. (2018). The influence of semiotic advertising efficacy on Gen-Y purchase intent of smart phone. *International Journal of Applied Business and International Management*, 3(2), 79-87.
- Oputa, E. A., & Fakhrozi Ahmad (2019). Semiotic advertising by international firms: A comparative study of premium smart phone brands in China, South Korea and USA. *International Journal of Applied Business and International Management*, 4(1), 38-45.
- Perreault, W., Cannon, J. & McCarthy, E. (2010). *Essentials of marketing* (12th ed.). New York: Irwin/McGraw-Hill.
- Putri, A. R. A., Nisa, I. K., Yee, L. H., Kee, D. M. H., Min, K. H., Yo, L. S., & Xin, L. J. (2020). J.CO Coffee & Donuts marketing strategy. *Asia Pacific Journal of Management and Education*, 3(1), 72-81.
- Sama, L. R. (2019). *Impact of media advertisements on consumer behavior*. *Journal of Creative Communications*, 14(1), 54–68.
- Tang, M. J., & Chan, E. T. (2017). The impact of online advertising on generation Y's purchase decision in Malaysia. *International Journal of Humanities and Social Sciences*, 11(4), 973-981.