

Exploring the Relationship Between Advertising Styles and Customer Preferences

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Abstract—In today's highly competitive business environment, advertising and continuous promotion strategies are extensively used to attract customers and influence their purchasing decisions. The primary goal of this research was to investigate the relationship between different types of advertisements and consumer purchase decisions in retail outlets across Almaty. The study aimed to understand how various advertising channels impact consumer behavior, helping retailers refine their marketing strategies. To gather data, the researchers employed a quantitative approach, collecting responses from randomly selected customers through questionnaires. A total of 268 participants contributed to the study. The data analysis revealed interesting insights into the effectiveness of different advertising methods. Notably, internet advertising showed the strongest correlation with consumer purchasing decisions in Almaty's retail stores. This suggests that online advertisements, which are often more targeted and interactive, have a significant influence on how consumers make their buying choices. In conclusion, the research highlights the growing significance of internet advertising in shaping consumer purchasing behavior. Retailers in Almaty and beyond should focus on enhancing their online presence and leveraging digital tools to engage customers effectively. By doing so, they can adapt to the changing market dynamics and ensure sustained success in an increasingly digital marketplace.

Keywords—Advertisement, Retailer Stores, Consumer Choice, Business, Management.

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I. INTRODUCTION

In today's competitive market, advertising has become a cornerstone for organizations looking to attract customers and increase revenue. Almost every business, regardless of its size or industry, relies on advertising strategies designed to enhance customer appeal and boost sales. Advertising is widely recognized as one of the most effective marketing tools due to its ability to create a lasting impact on consumer behavior. Successful businesses invest significant resources each year into advertising their products and services, understanding that it plays a critical role in their overall marketing efforts (Runi & Sharma, 2014).

Research on advertising has long focused on its ability to influence consumer decisions. Scholars and marketing professionals alike have explored the objectives of advertising, seeking to understand how it shapes consumer behavior. Fatima (2015) emphasized that advertising is a powerful tool for swaying purchasing intent and consumer willingness to buy. For businesses to survive and thrive in today's competitive market, they must generate sufficient revenue to cover operating costs and earn a profit. This revenue depends heavily on sales, which are directly linked to the ability of businesses to influence consumer buying decisions through effective advertising campaigns.

In an era where competition is fierce, particularly with the rise of new retail stores in regions like Almaty, businesses must prioritize advertising as a primary form of communication with their customers. Advertising has evolved from simply promoting products to becoming one of the most crucial means of connecting businesses with consumers. By building brand awareness and highlighting the benefits of products and services, advertising fosters a relationship between companies and their target audiences, making it a vital element in achieving business success.

There are many forms of advertising that businesses can leverage to reach potential buyers. These include online advertising (such as social media and website banners), broadcast advertising (television and radio), product placement (advertisements in movies and shows), print advertising (magazines, brochures, and newspapers), and outdoor advertising (billboards,

events, etc.). Each type of advertisement serves the common goal of increasing a product or service's appeal to potential buyers. As Pashkevich et al. (2012) note, the effectiveness of an advertisement is measured by the degree to which it achieves its intended objective—whether that be increasing brand awareness, generating leads, or driving sales.

In modern marketing, advertising has also taken on an educational role, where it informs consumers about a product's features, benefits, and quality. This is crucial, as consumers often form opinions and make purchase decisions based on the information they receive from advertisements. By effectively conveying a message, advertisements not only influence consumer awareness but also shape their perceptions of product quality. This influence is one of the most challenging aspects of advertising today, especially in highly competitive markets.

In places like Almaty, where the retail market is expanding rapidly, competition among businesses has increased significantly. For retail stores to stand out and attract more customers, they must develop and execute well-designed advertising campaigns. The success of a business in such a competitive environment often hinges on its ability to build structured, effective promotional strategies that resonate with potential buyers. These strategies should align with current market trends, such as the growing importance of digital and online advertising. In the internet age, businesses need to establish strong online presences, engage with consumers through social media, and offer seamless online shopping experiences.

In conclusion, advertising is an essential component of any business strategy aimed at enhancing customer attraction and increasing sales. With the proper approach, businesses can create well-structured and impactful advertising campaigns that not only communicate their products and services effectively but also foster customer loyalty and drive long-term success. As competition continues to grow, particularly in emerging retail markets like Almaty, the importance of strategic advertising will only increase, reinforcing its role as a key driver of business performance.

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II. LITERATURE REVIEW

The concept of Advertisement

In general, advertising is content created for the purpose of persuading audiences of viewers, listeners, or readers to purchase a specific product or service. Advertisement, according to Pikas & Sorrentino (2014), is a tool used to communicate information about a product or service to a specific audience. According to Rezvan, et al., (2016), advertising is an important aspect of the marketing between the product and the market since it helps to generate faster sales by reaching across geographical borders and inspiring people to buy the goods. As a result, advertising aids buyers in comprehending the complex relationship that exists between the brand, the company, and the buyer. According to Siddiqui, et al., (2016), advertising is influential because it aids buyers in making decisions about which brand to buy, hence raising the enterprise's market value. The purpose of this research is to look into five different types of advertisements and how they affect customer purchase decisions:

Online Advertisement

The way buyers and marketers connect has altered as a result of Internet advertising, particularly social media advertising (Soba & Aydin, 2013). Businesses may contact and influence buyers from all over the world through online advertising, influencing their shopping decisions. According to Upadhyaya (2015), the quick increase of online advertising earnings demonstrates the ability of worldwide web advertising as an alternative for traditional methods, especially in light of the rise of internet advertising. Because internet advertising has rapidly evolved in the previous decade, the majority of retailer stores are now attracted to online advertising (Fa & Ja, 2015). As Vinerean, et al., point out, social media has various advantages in that it helps link retailers with buyers, create relationships, and market this affiliation in a timely and cost-effective manner (2013). Social media advertising is distinct from conventional forms of advertising because of its widespread popularity, which has transformed marketing strategies such as advertising and promotion (Zhang, 2015). Businesses should have a strong connection with Twitter, YouTube, and Facebook in order to attract and get closer to potential purchasers, influencing their purchasing decision on a certain

product or service, in order to establish a successful online advertisement plan.

Broadcast Advertisement

Almost everyone in the high and middle classes, as well as the impoverished strata of metropolitan areas and rural households, has focused on television in the recent decade (Hanif, et al., 2010). Television commercials provide essential information about a product or service, allowing buyers to make informed decisions about which items or services to purchase.

Purchasers' response to television advertisements were found to be more successful than reactions to other sorts of advertisements, according to Awad, (2015). Furthermore, the marketers discovered that reaching customers through television advertising is more effective than through print media. Television advertising allows marketers to demonstrate and inform a large audience about a product, service, or retail location. Television advertising has the benefit over other mediums in that it is viewed as a combination of audio and video elements; it gives products with quick validity and fame; and it provides the most opportunities for creative advertising (Mikolajczyk, 2015).

Product Placement Advertisement

A product placement advertisement, according to (Mughal, et al., 2014), is the sponsored containment of branded products through visual or audible instrument indications within mass media programming. Furthermore, according to Nguyen et al., (2015), customers have a good attitude toward product placement, with the exception of prohibited products such as cigarettes, alcohol, and narcotics. Marketers have purposely incorporated items or brand names into movies or TV scripts in order to capture customers' attention (Awan, et al., 2016). As more people tried to avoid commercials, brand placement (the practice of integrating brands into entertainment media, particularly television and movies) grew in popularity (Desai, 2014). Some marketers have integrated their brands or products into video games that are best suited to their needs (Deshwal, 2016). For example, in auto-racing games, a vehicle manufacturer may offer a variety of racing car models; in the computer game FIFA International Soccer, another company may erect a billboard in the background.

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Outdoor Advertisement

Advertising on billboards or signboards outside of a structure, usually along the roadway, is referred to as outdoor advertisement. Many earlier studies focused on the effectiveness of outdoor advertising, particularly in terms of recognition and memory (e.g., Fitts and Hewett, 1977, Hassan, 2015). Increasing competition and product proliferation, overcapacity, and shifting buyer expectations are just a few of the factors that have altered the competitive environment of the outdoor sector (Kim, et al., 2011). Outdoor advertising, on the other hand, remains "one of the least explored of any mass medium" (Kit & P'ng, 2014), regardless of revenue growth. The employment of current formats such as transportation, such as airports and buses, alternative media, such as maritime, airborne, and stadiums, and street furniture, such as kiosks and shelters, has increased significantly in the growth of outdoor advertising.

Print Advertisement

Print advertising is a marketing tool that has been used by a variety of businesses to promote and support their products and services. Many advertisers used print media to entice customers, such as point-of-purchase displays, newspapers, magazines, and other publications (Kofi, et al., 2015). According to Kofi et al., (2015), the outcome of print advertisements is influenced by customers' sentiments toward advertising in general. Print media is widely acknowledged as playing a vital influence in informing and changing people's attitudes (Jan, 2002). Furthermore, print advertisements are available at all times and are simple to obtain (Latif, 2011). Many scientists and academicians have demonstrated that color print advertising has a large and beneficial influence on purchaser behavior and revenue (for example, attitude toward advertising or willingness to purchase) (Owusu & Nyarku, 2014).

III. RESEARCH METHODOLOGY

In order to analyze the study, the researchers used a quantitative method. The purpose of this study is to highlight the relationship between the sorts of advertisements that customers choose in Almaty's retail businesses. The researchers used a random sample strategy to collect data from participants in order to cover the whole research population and

provide everyone an opportunity to participate in the study. The researchers collected information from a variety of Almaty-based retail outlets. A total of 300 surveys were sent across Almaty city, with a concentration on retailer stores, but only 268 were received and completed correctly. The questionnaire was used to gather information about the impact of different forms of advertisements on consumer purchase decisions. The demographic information was in the first portion of the survey.

IV. RESULTS AND ANALYSIS

Table 1- Reliability Analysis

Variables	Cronbach's Alpha
Online Advertisement	.797
Broadcast Advertisement	.801
Product Placement Advertisement	.798
Outdoor Advertisement	.719
Print Advertisement	.802
Consumer Purchaser Choice	.821

The reliability analysis is illustrated in table 2, It was found the alpha for online advertisement = .797 this value is higher than .6, this indicates that all items utilized to measure online advertisement were considered to be reliable in this study, the alpha for broadcast advertisement = .801 this value is higher than .6, this indicates that all items utilized to measure broadcast advertisement were considered to be reliable in this study, the alpha for product placement advertisement = .798 this value is higher than .6, this indicates that all items utilized to measure product placement advertisement were considered to be reliable in this study, the alpha for outdoor advertisement = .719 this value is higher than .6, this indicates that all items utilized to measure outdoor advertisement were considered to be reliable in this study, the alpha for print advertisement = .802 this value is higher than .6, this indicates that all items utilized to measure print advertisement were considered to be reliable in this study, and the alpha

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for consumer purchasing choice = .821 this value is higher than .6, this indicates that all items utilized to measure consumer purchasing choice were considered to be reliable in this study.

Table 2-Multiple Regression Analysis

	B	Beta	Sig.
(Constant)	.117	.145	.425
Online	.024	.004	.000
Broadcast	.303	.106	.000
Product	.158	.123	.035
placement	.081	.049	.109
Outdoor	.186	.094	.000
Print		.160	.035
		.242	.109

The researcher utilized multiple regression analysis, generally to find the relationship between each types of advertisement and consumer purchasing choice, particularly to find which advertisement type has stronger relationship than another type. However, the results of multiple regression analysis (Table 4, in Appendix B) revealed that the Beta value = .560 with significant level of .000, this indicates that online advertisement has positively and significantly predict consumer purchasing choice as result first research hypothesis supported. As for broadcast advertisement, it was found that the value of Beta = .437 with significant level of .000 this indicates that broadcast advertisement has positively and significantly predict consumer purchasing choice as result second research hypothesis supported. Concerning product placement, the value of Beta = .246 with significant level of .035 which is higher than .000 this indicates that product placement advertisement has positively but not significantly predict consumer purchasing choice as result third research hypothesis rejected. Concerning outdoor advertisement, the value of Beta = .160 with significant level of .109 which is higher than .000 this indicates that outdoor advertisement has positively but not significantly predict consumer purchasing

choice as result fourth research hypothesis rejected, and Concerning print advertisement, the value of Beta = .242 with significant level of .052 which is higher than .000 this indicates that print advertisement has positively but not significantly predict consumer purchasing choice as result third research hypothesis rejected. The results of multiple regression analysis revealed that the highest value was for online advertisement has the strongest relationship with consumer purchasing choice in retailer stores in Almaty, on the other hand outdoor advertisement has the weakest relationship with consumer purchasing choice in selecting certain retailer store in Almaty.

V. Discussion

Results revealed that some of advertisement techniques have a significant influence and relationship with consumer purchasing choice. Generally, advertisement has significant and positive relationship with consumer purchasing choice; however some of respondents preferred certain types of advertisement to be better and more effective than other sort of advertisement. Advertisement assists and guides customers to make the correct decision during their purchasing process in retailer stores. Based on the findings, the researchers concluded that; online advertisement has a positive and significant relationship with consumer purchasing choice. Advertisement on social media has highly affect on consumers which enable them to find out many ads in regard of retailer stores' promotion, discounts, new brands and etc. as a result of interaction and spread of opinions between customers they make their purchasing choices. (Vinerean, et al., 2019). Accordingly store managers are recommended to put efforts and develop an effective plan to create a successful social media sites to impact online shopping by identifying and targeting different types of customers and taking initiatives to recognize and highlight customer interests. The second highest advertisement was found to be broadcast advertisement, the results revealed that broadcast advertisement has significant and positive relationship with on consumer purchasing choice, Almaty residency found that broadcast advertisement to be an informative source of new products and existing products and it has an impact on how they make their purchasing choices but this type is not as effective as

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other methods. (Krishnakumar and Radha, 2014) also concluded that a maximum level of respondents is giving positive impact on effectiveness of TV Ads on consumer purchase decision. Furthermore, the results demonstrates that retailer stores' advertisements and chose online ads to be the most influential factor that motivated them to shop at the hypermarket. (Darban and Li, 2012) concluded from their findings that consumers perceive online social networks as an information source when they want to make purchasing in food retailer shops; and nowadays they gradually replacing the search engines sites by Facebook. Consumers have more faith and feel closer to the company when interacting with supermarkets on Facebook and this affects their consumer purchasing choice.

VI. Conclusion

This research demonstrates the significance of advertisement and its relationship with consumer purchasing choice in retailer stores in Almaty. Although that there are many previous researchers studied the relationship between types of advertisement and consumer choice, however only some scholars focused on retailer store and choosing certain store based on the advertisement. The findings revealed that the highest value was for online advertisement has the strongest relationship with consumer purchasing choice in retailer stores in Almaty, on the other hand outdoor advertisement has the weakest relationship with consumer purchasing choice in selecting certain retailer store in Almaty. Retailer stores should to keep up with market development to enable attracts customers. The marketplace is currently in the internet generation which indicates that retailer stores should invest more efforts and time in creating effective social media connections and provide online shopping to the customer to get closer.

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