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Advertising Effectiveness and Impulse Buying Behaviour of Body Cream among Undergraduate Students Ekiti State University

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Abstract:

This study investigated the impact of advertisements on the impulsive purchasing behaviour of body cream among undergraduate students at Ekiti State University. The present study aimed to examine the impact of billboard advertising on impulse buying behaviour, assess the influence of mobile advertising on impulse buying behaviour, and ascertain the effects of online advertising on impulse buying behaviour in relation to body cream among undergraduate students at Ekiti State University. The study utilised a descriptive survey research approach. The research utilised a sample size of 377 respondents, selected using the Krejcie and Morgan (1970) sampling table. The study collected primary data by using a meticulously designed questionnaire. The collected data was subjected to hierarchical regression analysis. The findings indicate that billboard advertising has a favourable impact on impulsive buying behaviour. Additionally, the study reveals that mobile advertising also influences impulse buying behaviour. Lastly, online advertising is shown to have a beneficial effect on impulse buying behaviour. Hence, the research findings indicate that advertising exerts a beneficial influence on the impulsive purchasing behaviour of body cream among undergraduate students at Ekiti State University

Keyword: Advertising, Billboard, Mobile, Online, Impulse Buying

INTRODUCTION

The phenomenon of impulse buying is commonly observed in modern consumer and retail settings (Phillips & Bradshaw, 1993). The phenomenon of impulse shopping is seeing growth, particularly in emerging nations, as customers readily embrace the innovative marketing strategies employed by shops. The phenomenon of impulse buying has been examined in terms of its origins, underlying processes, features, and results (Geetha & Bharadhwaj, 2016). According to Graa, Dani-Elkebir, and Bensaid (2014), impulsive buying is a pervasive occurrence in the marketplace, making it a significant focal area for extensive marketing endeavours. It is important for marketers to possess a comprehensive understanding of the many aspects that influence impulsive purchase behaviour. Hence, impulsive purchasing behaviour is influenced by several elements, such as advertising and promotional strategies. Consequently, the significance of advertising in shaping impulse buying behaviour should not be ignored.

Advertising is an inherent and inescapable component of individuals' existence. Despite one's choice to abstain from reading newspapers or watching television, it remains unfeasible to evade the pervasive presence of advertising imagery in our environment. These visual stimuli infiltrate our surroundings through many mediums, such as billboards, mobile applications, and internet platforms, as well as traditional media channels like radio and television. Advertising, in conjunction with several other elements such as pricing, distribution, sales force, packaging, product attributes, competition activities, and evolving customer preferences, exerts an impact on sales. The task of separating the impacts of advertising poses significant challenges. According to Arshad, Noor, Ahmad, and Javed (2014), advertising has emerged as a significant means of promoting products and services, serving as a communication tool in contemporary times.

According to Hussainy, Riaz, Kazi, and Herani (2008), it is imperative for a firm to allocate a significant portion of its money into promotional techniques in order to attain a position of market leadership. Individuals in contemporary society are being raised in an environment that is deeply intertwined with many forms of mass media, including television, the internet, radio, videos, billboards, magazines, newspapers, and other similar mediums. Marketers perceive advertising as the most effective means of engaging with customers and persuading them in favour of their product, service, or concept. It is well recognised for its extensive reach and is regarded as a durable mechanism for establishing a lasting impression on customers' perceptions of any concept or product.

Advertising plays a crucial role in meeting the longstanding objective of businesses to effectively engage with their ever-expanding consumer base, thereby ensuring maximum visibility for their products. The rise in product sales, particularly in the beauty industry, has been attributed to many variables, such as personal preference, prolonged product usage, and consumer reluctance to switch brands. This phenomenon has prompted inquiries over the continued advertising practices of cosmetic companies. The topic of advertising has been a matter of ongoing controversy since the early 19th century, as discussed by Sharma and Sharma (2009). A considerable body of research has been conducted on these factors; however, the applied estimate methodologies lack consistency in determining their significance for impulse purchasing behaviour. This work aims to address this gap by employing hierarchical regression analysis to identify the advertising element that has the greatest impact on impulse buying. This study aims to investigate the impact of advertising on impulsive purchase behaviour among users of body cream, with a specific focus on students at Ekiti State University.

Research Objectives

The specific objectives are to:

- i. Evaluate the effect of billboard advertisement on impulse buying of body cream among undergraduate students Ekiti State University;
- ii. Examine the effect of mobile advertisement on impulse buying of body cream among undergraduate students Ekiti State University;
- iii. Assess the effect of online advertisement on impulse buying of body cream among undergraduate students Ekiti State University.

Advertising

According to Zia (2016), awareness refers to the cognitive ability to perceive, experience, or acknowledge various aspects such as events, objects, perspectives, emotions, or sensory stimuli. In this state of consciousness, sensory information can be seen by an observer without immediately leading to comprehension. At its core, consciousness refers to the condition or characteristic of being aware of something. In the context of cognitive processes, awareness may be conceptualised as the cognitive capacity of both humans and animals to see and engage in logical responses to various conditions or events. From a consumer's standpoint, individuals are confronted with a significant level of danger as a result of inadequate knowledge. Consequently, they actively seek out pertinent information pertaining to a certain brand. The level of danger might vary based on the quality of the information provided. According to Dulin (2016), advertising occupies a distinctive and pivotal position within the social and economic framework of nearly all nations globally. The primary purpose of this role is to facilitate marketing efforts by assisting firms in the promotion and sale of their products or services.

According to the definition provided by Richards and Curran (2002), advertising may be described as a kind of communication that is both paid for and mediated, originating from a discernible source. Its primary objective is to influence the recipient to engage in a certain activity, either immediately or at a later time. A widely accepted and authoritative definition of advertising refers to it as a kind of communication, for which compensation is provided, that is not of a personal nature and pertains to an organisation, product, service, or concept, with sponsorship being clearly acknowledged. In contrast, advertising may serve as a financially efficient method for distributing messages, encompassing the establishment of a brand identity and the provision of educational information (Kotler, 2006). This research will examine three prominent advertising strategies that influence impulsive purchasing behaviours within the specific context of body cream

consumers. In addition to strategically placing billboards, the prevalence of mobile phone addiction among young individuals, including students, has led to the emergence of internet and mobile advertising.

Billboards are considered a type of outdoor media, yet several academics also differentiate them from other forms of outdoor media and perceive them primarily as a means of advertising. According to Anna (2006), Meurs and Aristoff (2009) believe that this particular type of advertising uses persuasive techniques to promote brands and products with the aim of increasing market share. In addition, this approach facilitates the establishment of distinct branding by employing prominent font sizes, incorporating images of notable personalities and renowned brands or products, providing comprehensive explanations of features and advantages, and presenting relevant pricing details (Hussainy, Khan & Khan, 2016).

Billboards are a very pertinent medium for effectively communicating messages to the general population. This study has significant importance in comprehending the patterns and dynamics of outdoor advertising, particularly in relation to billboards. Hoardings and billboards serve as significant competitive advantages within the realm of advertising. The sector is also influenced by technological advancements, particularly the transition from conventional billboards to electronic boards. The utilisation of cut-out billboards is currently seen as a burgeoning trend within the business. The industry allocates a significant amount of resources annually to exert influence on the regulation of central and local billboards. As a result, billboards have become broadly accessible, more affordable, convenient, and visually appealing (Hussain & Nizamani, 2011).

Altuna and Konuk (2009) define mobile marketing as the use of wireless technology to deliver comprehensive information about a product or service directly to targeted clients. According to Carter (2008), mobile marketing may be described as the strategic process of organising, executing, and overseeing a combination of business initiatives with the goal of facilitating the beneficial transaction or transfer of products between buyers and sellers. In this scenario, the primary means of communication with the target audience is through their mobile devices. According to the definition provided by De Reyck and Degraeve (2003), mobile advertising refers to the practice of directing text messages towards specific individuals who have been clearly recognised as possible clients. This approach aims to enhance the ratio of responses received in relation to the advertisements sent. Mobile advertising refers to various marketing, advertising, and sales promotion endeavours that target customers and are carried out through mobile channels. Mobile marketing may be described as the practice of promoting the purchase of goods and services by utilising the mobile channel as a means of delivering promotional messages (Leppaniemi, 2005).

Online advertising may be considered a sort of mass communication that builds upon classic advertising methods while also adapting to the unique communication techniques and technological demands of digital media. In a general sense, online advertising encompasses the practice of disseminating advertisements to those who utilise the internet, mostly through websites, email, software funded by advertisements, and internet-enabled smartphones. Various forms of online advertising may be observed in the digital landscape. These include contextual advertisements that are displayed on search engine result pages, banner ads, rich media advertisements, social network advertising, interstitial commercials, online classified advertising, advertising networks, and e-mail marketing, which encompasses the use of e-mail as a promotional tool (Deshwal, 2016).

Impulse Buying

An impulse purchase refers to an unexpected or impulsive buying behaviour. An individual who engages in such buying behaviour is sometimes known as an impulsive purchaser or impulse buyer. Impulse items encompass a wide range of offerings, including newly introduced products, product samples, and even existing brands that are available at unexpectedly affordable pricing. According to Parboteeah (2005), impulsive purchasing may be defined as an unexpected purchase that is made as a result of being exposed to a stimulus and is decided upon immediately. Following the completion of a transaction, customers undergo emotional or cognitive responses. According to the provided definition, the primary attribute of impulse purchasing is its spontaneous nature, characterised by the absence of prior planning. Consumers make impulsive purchasing decisions, driven by immediate desires rather than as a response to a pre-existing problem. The second attribute associated with impulsive purchases pertains to the extent of exposure to the stimuli. The stimulus may be regarded as the triggering factor that induces impulsive behaviour in consumers (Tinne, 2010).

Methodology

The research was carried out among a sample of undergraduate students at Ekiti State University, located in Ado-Ekiti. The present study employed a descriptive survey research approach. The data utilised in this study were obtained by administering structured questionnaires to students enrolled at Ekiti State University. In this particular instance, the respondents in the study were students from Ekiti State University.

Study Population, Sample Size and Sampling Technique

The target respondents for this study were students enrolled at Ekiti State University, spanning from the 100 to 500 levels. Nevertheless, the selection of target respondents was contingent upon their availability on campus, resulting in the exclusion of part-time and diploma students. Considering the aforementioned, the population under investigation in this study comprises about nineteen thousand six hundred (19,600) students, as shown by the records of the student affairs department of Ekiti State University. A total of 377 respondents were selected for the sample, employing the Krejcie and Morgan (1970) sampling table.

Method of Data Analysis

Inferential statistic including the use of frequency table was used to analyze the demographic information. The data generated through questionnaire was analyzed with the use of hierarchical regression was used to analysed the stated objectives.

Therefore, the regression line is stated below:

$$Y = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + U_i$$

$$Y = f'(X)$$

Y = (Impulse Buying Behaviour) Dependent Variable

X = (Advertisement) Independent Variable

IBB = F' (BAD, MAD, OAD)

Where:

BA..... Billboard Advertisement

MA..... Mobile Advertisement

OA..... Online Advertisement

B0= Intercept/ Constant

U_i= Error Term

Data Analysis and Interpretation

Description of Respondents

Three hundred and seventy seven (377) questionnaires were administered to the target respondents which three hundred and thirty (330) questionnaires were retrieved and submitted for analysis.

Table 1: Demographic Information

	Frequency	Percent
Sex		
Male	111	33.6
Female	219	66.4
Total	330	100.0
Student Level		
100	45	13.6
200	85	25.8
300	60	18.2
400	120	36.4
500	20	6.1
Total	330	100.0
Monthly Income		
Below 30,000	190	57.6
31,000-50,000	100	30.3
Above 50,000	40	12.1
Total	330	100.0

Patronage Mode		
Weekly	50	15.2
Monthly	245	74.2
Occasionally	35	10.6
Total	330	100.0

Source: Field survey, 2023

Table 1 showed that (111) 33.6% of the respondents are male students while (219) 66.4% of the respondents are female students thus implied that majority of the respondent are female students. Level of distribution showed that (45) 13.6% of the respondents are 100 level students, (85) 25.8% of the respondents are 200 level students, (60) 18.2% of the respondents are 300 level students, (120) 36.4% of the respondents are 400 level students and (20) 6.1% of the respondent are 500 level students thus implied that majority of the respondent are 400 level students. Monthly income distribution showed that (190) 57.6% of the respondents earn below 30,000 as monthly income, (100) 30.3% of the respondents earn between 31,000-50,000 as monthly income and (40) 12.1% of the respondents earn above 50,000 as monthly income thus imply majority of the respondent earn below 30,000 and as monthly income. Patronage mode distribution showed that (50) 15.2% of the respondents patronize body cream weekly, (245) 74.2% of the respondent patronizes body cream monthly while (35) 10.6% of the respondents patronize body cream yearly thus implied that majority of the respondent patronizes body cream monthly

4.2 Interpretation of Results

This study employed billboard advertising, mobile advertising and online advertising as the proxy of advertising and they were subjected to multiple hierarchical regression.

Table 2: Model Summary of Advertising and Impulse Buying Behaviour

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Sig. F Change
					R Square Change	F Change	
1	.588 ^a	.346	.344	.600	.346	42.273	.000
2	.637 ^b	.406	.403	.576	.060	8.015	.005
3	.838 ^c	.703	.699	.410	.297	77.807	.000

Source: Author’s Field Survey 2022

The model summary in Table 2 gives the R= 0.588, 0.637 and 0.838 which is the hierarchical regression of the three predictors (billboard advertising, mobile advertising and online advertising) on impulse buying behaviour. Again, the closeness of the R² and adjusted R² (0.346-0.344) which is 0.002, 0.2%, R² (0.406-0.403) which is 0.003, 0.3% and R² (0.703-0.699) which is 0.004, 0.4% demonstrated a strong positive significant effect of predictors on impulse buying behaviour. i.e it showed that advertising strongly and positively influence impulse buying behaviour. Also, this model is predicting 2%, 3% and 4% of the variance in impulse buying behaviour using all predictors simultaneously; meaning that 0.2%, 0.3% and 0.4% of the variance in impulse buying behaviour can be predicted from the advertising with respect to impulse buying behaviour in Ekiti State University, Ado-Ekiti.

Table 3: One Way ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15.229	1	15.229	42.273	.000
	Residual	28.820	329	.360		
	Total	44.049	330			
2	Regression	17.883	2	8.942	26.997	.000
	Residual	26.166	328	.331		
	Total	44.049	330			
3	Regression	30.950	3	10.317	61.432	.000

Residual	13.099	327	.168		
Total	44.049	330			

Source: Author’s Field Survey 2022

Considering Table 3, which is at 5 percent confident limit, F statistic revealed that the whole hierarchical regression model is statistically significant in terms of its goodness of fit, which showed that advertising is capable of influencing impulse buying behaviour as showed by (F1) = 42.273, P<0.05, (F2) = 26.997, P<0.05, and (F3) = 61.432, P<0.05 Hence, this revealed that advertising is capable of influencing impulse buying behaviour in Ekiti State University, Ado-Ekiti.

Table 6: Coefficients of Advertising and Impulse Buying Behaviour

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.683	.548		1.246	.217
	Billboard Advertising	.751	.116	.588	6.502	.000
2	(Constant)	.034	.573		.059	.953
	Billboard Advertising	.625	.119	.489	5.232	.000
	Mobile Advertising	.291	.103	.265	2.831	.006
3	(Constant)	8.464	.646		8.089	.000
	Billboard Advertising	.703	.086	.550	8.222	.000
	Mobile Advertising	.844	.096	.769	8.762	.000
	Online Advertising	.924	.139	.760	8.821	.000

Source: Author’s Field Survey 2022

The Table 4 showed the contribution of each of the predictors. In this case, Online Advertising (OAD) has the highest beta with value = 0.924, p<.05 and t-value = 8.821, followed by Billboard Advertising (BAD) with Beta = 0.751, p<.05 and t-value = 6.502, and lastly Mobile Advertising (MAD) with Beta = 0.291, p<.05 and t-value = 2.831, All their contributions were statistically significant to impulse buying behaviour. Hence, the null hypothesis is rejected and the study accepted the alternative hypothesis.

Discussion of Findings

According to the results, the study demonstrated that billboard advertising, mobile advertising, and internet advertising all had a statistically significant beneficial impact on impulse purchase behaviour, with a significance level of 0.05. Based on the results, it can be concluded that the hypotheses demonstrate a significant and moderate impact on impulsive purchase behaviour. Specifically, all of the alternate hypotheses were supported, while the null hypotheses were refuted. This conclusion is associated with the research conducted by Fatima and Lodhi (2015), which examined the influence of advertising on customer purchasing behaviours within the cosmetic industry in Karachi City. The research revealed that advertising had significant utility in generating awareness among individuals; nevertheless, it tends to fall short in establishing robust customer views. Consumer awareness and consumer perceptions are two factors that might influence consumer purchasing behaviour. These variables exhibit a positive association, meaning that an increase in consumer awareness and favourable views can lead to a higher likelihood of purchasing a certain product. In a study conducted by Nandagopa, Ha, Balamurugan, Sathish, and Jublee (2012), the researchers investigated the consumer attitude towards mobile advertising and its influence on customers' behavioural intentions. The study focused on a case study conducted in Coimbatore, India. The study further discovered a favourable correlation between the characteristics of mobile phone users and their behavioural

objectives. Therefore, doing research on mobile advertising would have a significant influence on the corporate landscape.

Conclusion and Recommendation

This research examines the impact of advertisements on the impulsive purchasing behaviour of body cream products among students at Ekiti State University. Based on the aforementioned data analysis, it was shown that billboard advertising, mobile advertising, and internet advertising all exhibit a beneficial influence on impulse purchase behaviour. The study further demonstrates that body cream manufacturers should implement advertising techniques that effectively engage and persuade clients. Based on empirical study, it has been shown that there exists a significant and discernible correlation between advertising conceptions and the behaviour of impulsive purchase. However, the study only examined three constructs related to impulsive purchase behaviour, and these constructs were shown to have a positive and significant relationship at a significance level of 0.05. The hypotheses as a whole demonstrate significant and moderate impacts on impulsive purchasing behaviour. The alternate hypotheses were accepted, whereas the null hypotheses were rejected. This leads to the conclusion that advertising has a positive correlation with impulse buying behaviour.

On the basis of the above findings, the study makes the following recommendations:

- i. In order to effectively promote their body cream products, companies should prioritise the strategic placement of billboards in areas that are clearly visible to females and other potential consumers as they pass by. According to the research findings, it is recommended to use well-recognised and popular celebrities, as well as visually appealing images, in order to effectively persuade customers to purchase body cream.
- ii. Moreover, it is well acknowledged that the information shown in media advertisements has significant credibility. Therefore, it is strongly advised that manufacturers of body cream prioritise the inclusion of authentic and effective content in their advertising campaigns across various media platforms. This strategic approach aims to augment consumer preference, increase patronage, and ultimately boost overall customer happiness.
- iii. The significance of online advertising cannot be underestimated in the current corporate landscape, which is heavily influenced by technology. Given this context, online advertising is highly recommended due to its ability to disseminate a vast amount of information, thereby generating awareness and creating a market for the respective product.

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