

The Impact of Healthcare Products' Advertisements on the Buying Behavior of Consumers

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Abstract- Products Advertisements are crucial in the modern era. Advertisements provide some specific information about the products, and some advertisements also have the capacity to influence customer buying behaviour. This study established whether advertisements for healthcare products influence the customer's mind and motivate them to purchase the product. If yes, then what are the main factors that could motivate customers, and why? This study demonstrated the influence of advertisements for health care products on consumers' purchasing decisions. The study elucidated the impact of advertisements on consumers' buying behaviour. The study also identified the impact of independent variables (age, gender, educational background, occupation, and income level) on dependent variables, i.e., consumer buying behaviour. Data were collected using a well-formulated questionnaire. Responses from 586 respondents were collected. Convenience and random sampling were employed to collect the data. A five-point Likert scale was employed. Cronbach alpha, exploratory factor analysis, and one-way ANOVA were used to analyse the data. The study identified the elements influencing consumer purchasing decisions, proved the impact of healthcare product advertisements on customers, and also established a relation between independent and dependent variables.

Key words - Advertisements, Healthcare Products, Impact, Consumer Buying Behaviour, Purchasing Decision.

I. INTRODUCTION

Advertisements are a powerful way to communicate with customers and one of the important ways to market products and services. Advertisements significantly impact both urban and rural customers. The mode of advertising may be radio, television, print media, the internet, etc. Customers may prefer advertisements or may not, but it is tough to avoid commercials. Advertisements, whether small or large, have the potential to influence customers' purchasing decisions.

Advertisements, according to the American Marketing Association, are a paid form of product or service presentation that is essential for promotional campaigns.

According to John J. Burnett, advertisements are non-personal communications with the target audience to make them aware of the product or services, mostly paid and delivered through mass media.

Advertising is an action that aims to attract the attention of the target audience. Now, advertisements focus on the whole society instead of the target audience. Advertisements are an important part of the marketing mix, i.e., promotion.

Advertisements are essential for all products, including health care products. Advertisements for healthcare products attempt to inform customers of the product's features and how it is beneficial for their health. Advertisements serve to promote the brand, create brand awareness, and establish the brand image in customers' minds, thereby ensuring a positive perception of the manufacturer. Advertisements stimulate sales by emphasizing product features and target audiences. It also helps to retain the loyalty of existing customers.

Healthcare product advertising involves a variety of aspects. Some of them are discussed below:

A Promotional aspect: Advertisements help to promote the brand and create brand awareness among the customers.

Educational aspect: Advertisements dispel stigma and myths, influencing customers to think differently.

From a social perspective, advertisements serve as the most effective means of customer-centric communication. It helps in social development.

Healthcare products have always been in huge demand. The producer manufactures the products according to the needs of the customers.

Commercial aspect: Advertisements can influence customers, divert their minds towards the purchase of healthcare products, and help earn revenue.

This study primarily focused on the influence of healthcare product advertisements on consumer

purchasing behavior. This study identified the factors that influence customers' perceptions of product purchases. This study can be used by future managers to understand customers' buying behavior and identify factors that influence it. It helps managers prepare effective advertisements for healthcare products and earn money.

Review of Literature

Year	Author	Title	Country	Objective	Data	Methodology	Findings
2023	Dr. B.N. Suresh Kumar, Ms.Vijaya Sumathi.	IMPACT OF ADVERTISING OVER CONSUMER BEHAVIOUR TOWARDS HEALTH DRINKS IN INDIA	India	To find out how advertisements influence consumer purchasing towards healthcare drinks.	Secondary data	Analysed different model	Advertisements significantly influence the purchasing behaviour of consumers
2022	Dr. T. Raja Mohan, B. JAYAKAR	An Effect Of Advertising On Consumer Behavior: A Study With Reference To Consumer Products and Services In Hyderabad	India	To find out relationship between dependent and independent variables.	Primary and secondary data	Multiple regression technique	The research findings demonstrate a significant and positive relationship between the independent variables— and the dependent variable.
2022	Dr. Supriya Singh	A Study on Impact of Advertisement on Consumer Buying Behaviour with respect to OTC Products in Katni City	India	To study the impact of advertisements on over-the-counter product purchasing behaviour and their spending on OCT products	Primary and secondary data	Descriptive analysis 1. Frequency distribution method, 2. Percentage score method 3 factor analysis	Different marketing studies should be adopted. Advertisements through mobile applications are more efficient than other methods.

						and regression	
2022	ADITYA YADAV RESEARCH SCHOLAR DOON BUSINESS SCHOOL	Impact of Advertising on Consumer Behaviour	Delhi, India	To understand the impact of advertisements on consumer buying behaviour	Primary and secondary data	Quantitative research has been employed. Mean, SD.	Advertisements can influence consumer purchasing behaviour and advertisements motivate consumers buying intent.
2022	Dr.A.LAKSHMANAN S.AMUTHA	Impact Of Advertisements Marketing and Purchase Behaviour of Health Drinks in Tiruppur District.	Tiruppur district, India	To understand the Consumers' Persuasiveness of Advertisements and their Purchase Behaviour of HealthDrinks in Tiruppur District.	Primary data were collected.	Exploratory research, Symbolic data a Discriminant analysis (DA) analysis, mean	Advertisements create a positive perception among users about health drinks and influence their purchasing decisions
2022	Dr.A.LAKSHMANAN S.AMUTHA	Impact Of Advertisements on Marketing and Purchase Behaviour of Health Drinks in Tiruppur District.	Tiruppur district, India	To understand the Consumers' Persuasiveness of Advertisements and their Purchase Behaviour of Health Drinks in Tiruppur District.	Primary data were collected.	Exploratory research, Symbolic data a Discriminant analysis (DA) analysis, mean	Advertisements Create a positive perception among users about health drinks and influence their purchasing decisions
2022	Prashant Mishra	Factors Affecting Consumer Buying Behaviour Towards FMCG	Satna District Of Madhya Pradesh	To identify intrinsic and extrinsic factors that influence urban and rural	Primary Data and Secondary Data	Cronbach's Alpha Based on Standardized Items. Frequency	Rural and urban customers are very sensitive about FMCG products.

		Products For Rural And Urban Consumers in Satna District Of Madhya Pradesh		consumers towards FMCG products in Santa district.		analysis, Chi-Square	The assessment did not make any difference. The quality of the product is important. They were purchasing FMCG products as per necessity..
2022	OanaŞtefania COŞA, Florin RADU, Diana PEHOIU, Alina Iuliana TĂBÎRCĂ, Valentin RADU	THE IMPACT OF HEALTHCARE ADVERTISING ON CONSUMERS REGARDING THE CHOICE OF PRIVATE HOSPITALS IN DUBAI	Dubai	This study focused on the impact of healthcare advertising. In this study, the main purpose of the researchers is to identify consumer perceptions of healthcare advertising.	Primary Data and Secondary Data	Descriptive and Frequency tables, Cross-Tabulations, Pearson's Correlations	This study concludes that advertising is essential to attracting customers.
2021	Sharma, Ghanshyam	Impact of Advertisement and Brand Image on Consumer Buying Behaviour of Electronic Products Home Appliances Washing Machines Inverters And Microwave Ovens In National	NCR	To identify factors that influence consumer buying behaviour and evaluate the impact of advertisements on consumer minds	Primary and secondary data	T-test, Chi-Square Test Statistics.	Consumers were not much influenced by advertisements because they did not purchase electronic home products frequently.

		Capital Region					
2021	Shendge S D	Impact of Prime Time Advertisement on Consumer behaviour in respect of FMCG product with reference to Sangli District	Sangli District	To study the impact of prime-time advertisement on consumer buying behaviour.	Primary Data	Mean and SD	Prime-time advertisements create a powerful impact on consumers' minds. Television advertisements create a positive as well as a negative impact on consumers' minds..
2020	Asmatullah Rahmi, Bilal Tayeb Shamshad Amerkhail	A Study On Impact Of Advertisement On Buying Behaviour Of Consumers In Tamil Nadu	Tamil Nadu, India	To find out awareness among people about advertisements for two-wheelers and what factors influence the buying decision of a consumer.	Primary and secondary data	descriptive statistics, and non-parametric Cronbach's Alpha test, Friedman's test for k-related samples, Chi-square tests, Factor analysis, Multiple Regression Analysis	Advertisements can influence customers buying perceptions.
2019	RashiBaliyan,	Comparative study on impact of celebrity and Non celebrity endorsed fmcg advertisement on The consumer buying behavior	Delhi/N CR	To study the influence of demographic factors on consumers' buying behaviour. To study the influence of physical attractiveness,	Primary and secondary data	Descriptive design. T-test was used in the comparative analysis	This study identified the effect of celebrity and non-celebrity-endorsed FMCG advertisements on consumer

				trustworthiness, expertise, likeability affecting customer buying decision both for celebrity and non-celebrity endorsed products in FMCG advertisements			buying behaviour. The study revealed that celebrities can influence consumer buying behaviour.
2019	Parihar Suresh Dahake, Saket Narendra Bansod, Nihar Suresh Dahake	Health and Hygiene Promotion by Advertisement is a Source to Make Consumer More Health Paranoid	India	This study reveals that advertising is the best way to reach consumers. It shows a relationship between health and hygiene promotion and consumer buying behaviour. Advertising related to health and hygiene enhances the chances of brand loyalty.	Primary and secondary data	ANOVA, Percentage analysis, and Crosstabs technique.	This study shows that television advertising related to health and hygiene is more important to attract consumer buying behaviour.
2022	Patil, Savita	Impact of Advertisement on Consumer Behaviour A Study of Patanjali	Tamil nadu	Impact of advertisements on consumer buying behaviour and how price and quality affect	Primary data and secondary data	Descriptive and inferential statistics.	The majority of respondents were watching advertisements. Advertisements informed

		Products in Solapur City		consumer buying behaviour.			them about product features, quality, and price.
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Research Gap:

There are numerous studies on advertising and its impact on consumer buying behaviours. However, there are very few studies on the consumer buying behaviour for healthcare products . This study aims to evaluate the impact of advertising on consumer buying behavior, with a particular focus on healthcare products.

Objectives:

- To pinpoint the factors of advertisements that impact the purchasing decisions of customers for health care products,
- The aim is to exhibit the impact of independent variables on the purchasing decisions of consumers.

Research Methodology

Two types of data were collected: primary data and secondary data.

- Primary data were collected through well-structured questionnaires and personal interviews.
- Secondary data: gathered from journals, research papers, etc.

Questionnaire Design

- Questions were prepared using a Likert scale and closed-ended options.

Sampling Procedure

- Samples were collected either randomly or conveniently, contingent upon the circumstances. Primarily, convenience sampling was employed to gather data. We selected samples for convenience sampling, a non-probabilistic method, based on their willingness, availability, and accessibility. In this study, we gathered samples by considering the age, gender, educational background, occupation, and income of the respondents.
- Additionally, this investigation implemented a straightforward random sampling methodology. It

is a probabilistic approach. The likelihood of choosing each sample is equal.

Data analysis

The effectiveness of healthcare product advertisements depends on a variety of independent variables that influence consumer buying attitudes. These independent variables were:

- Age
- Gender
- Annual income
- Occupationa
- Educational background

In this context, consumer buying behavior was the dependent variable.

Hypothesis testing

Hypothesis testing to establish relationships between independent variables and Dependent Variables:

Age:

H0- Age may not influence consumer buying behaviour.

H1- Age may influence consumer buying behaviour. Here age is an independent variable and consumer behaviour is a dependent variable.

Gender:

H0- Gender may not influence consumer buying behaviour.

H1- Gender may influence consumer buying behaviour. Here gender is an independent variable and consumer behaviour is a dependent variable.

Annual income:

H0- Annual income may not influence consumer buying behaviour.

H1- Annual income may influence consumer buying behaviour.

Here Annual income status is an independent variable and consumer behaviour is a dependent variable.

Occupation:

H0-Occupation may not change consumer buying behaviour.

H1- Occupation may change consumer buying behaviour.

Here peer group influence is an independent variable and consumer behaviour is a dependent variable.

Educational level:

H0- Educational level may not influence consumer buying behaviour.

H1- Educational level may influence consumer buying behaviour.

Here educational level is an independent variable and consumer behaviour is a dependent variable.

Research Method

For this study, empirical research was employed. Several statistical methods were used to test the hypotheses, including:

- Cronbach's alpha
- Bartlett's Test of Sphericity
- Exploratory factor analysis
- One-way ANOVA

Cronbach's alpha is used to measure whether questionnaire is relevant for factor analysis. The reliability statistics table shows whether items are suitable for factor analysis or not. Cronbach's alpha is used to measure the consistency among the items. The general rule of thumb for Cronbach's alpha is that if it is 0.7 or above, it indicates good consistency among the items.

The Bartlett's test is used to test the null hypothesis and decide whether factor analysis is acceptable for a given data set. The test is extremely effective when the p-value is less than 0.001 ($p < 0.001$), indicating that factor analysis is appropriate for the investigation.

Factor analysis:

It is a statistical tool to measure relationships between variables. The tool extracts factors from collected data by reducing a set of variables. We employed exploratory factor analysis in this research.

In factor analysis, factor loading is a coefficient that shows the relationship between the observed variable and the underlying factors. Factor loading values of 0.5 are considered good, 0.6 are considered very good, and 0.7 are considered excellent. We utilized a factor loading of 0.7 to achieve the desired outcome. Therefore, we do not accept factor loading lower than 0.7. We employed principle component analysis to extract factors from a large database.

Varimax rotation was used. At one level of factor analysis, we use a statistical technique, variable rotation, to clarify the relationship among factors. Generally, the process involves adjusting the data coordinates that result from a principal component analysis. We use the adjustment, or rotation, to maximize the variance among items.

The percentage of variance in each observed variable that the maintenance components can account for is specified by community groups. In other words, it determines the degree to which the variables' variances are accounted for by the underlying components that were identified in the research.

In factor analysis, eigenvalues are a metric that quantifies the extent to which a specific factor can account for the variance in the data. Factors can be effortlessly identified through the utilization of eigenvalues. An eigenvalue that exceeds 1 is advantageous for factor analysis.

The following are several methods for utilizing eigenvalues in factor analysis:

Scree plot: Visualize the eigenvalues of all factors and observe a significant decline.

Kaiser criterion: Retain only factors with eigenvalues higher than 1.

In theory, eigenvalues may be either positive or negative; however, in practice, they consistently account for positive variance. Eigenvalues that exceed zero are regarded as a positive indicator.

Data analysis was conducted using SPSS 27 software and other tools.

Analysis and Discussion:

Table 1:

Case Processing Summary

		N	%
Cases	Valid	586	100.0
	Excluded ^a	0	.0
	Total	586	100.0

a. Listwise deletion based on all variables in the procedure.

For calculating sample size Yamane's formula ($n=N/1+N(e)^2$) was used. This research was based on the population of Kolkata district. Total population of Kolkata district is 15,570,786. Total sample size was 586.

Table 2: Reliability statistics

Cronbach's Alpha	N of Items
0.873	15

Here, Cronbach's alpha was 0.873, indicating that items are consistent with each other and the data were compatible for factor analysis.

Factor Analysis

Table 3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.913
Bartlett's Test of Sphericity	Approx. Chi-Square	4799.234
	df	105
	Sig.	.000

The image shows the results of the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity, both of which are used to check whether the data are suitable for factor analysis or not. A KMO value greater than 0.6 indicates the data were suitable for factor analysis. The above table showed that the KMO value was 0.913, which established that the data was suitable for factor analysis.

Bartlett's Test of Sphericity

Bartlett's Test of Sphericity evaluates whether the correlation matrix is an identity matrix, which would suggest that the variables are unrelated and not suitable for structure detection. The significance value

(p-value) represents the probability that the observed correlation matrix differs significantly from the identity matrix.

A significant test result ($p < .05$) indicates that the correlation matrix is not an identity matrix, implying that factor analysis is appropriate. In this instance, the significance value is less than .001, strongly rejecting the null hypothesis and confirming that the data is suitable for factor analysis.

Bartlett's test ($p < .001$) indicated factor analysis was appropriate for this study. These results indicated that although the data set is marginally sufficient for factor analysis, the correlations among the variables were strong enough to warrant proceeding with the analysis.

Table 4: COMMUNALITIES

Communalities	Initial	Extraction
	Advertisements influence customers to purchase health care products.	1.000
Customers purchase healthcare products by watching advertisements	1.000	.542
The presentation of products influences consumers.	1.000	.983
Advertisements provide all the information about the product.	1.000	.691
Customers can easily understand the quality of healthcare products through advertisements.	1.000	.684
Customers can easily compare products through advertisements and purchase the best options.	1.000	.598
All information provided by advertisements is true.	1.000	.637
Languages, slogans, and advertisements are very attractive.	1.000	.701
Advertisements create awareness among customers about healthcare products.	1.000	.618
Customers pay more attention if the advertisements are colorful.	1.000	.775
Advertisements can create brand awareness.	1.000	.770
Messages spread by advertisements attract customers.	1.000	.808

Extraction Method: Principal Component Analysis.

It is based on the Principal Component Analysis (PCA) method.

Initial Communalities:

All variables possess an initial value of 1.000, signifying that the total variance of each variable is presumed to be entirely elucidated in the study

Extraction Communalities:

These figures denote the proportion of variance for each variable elucidated by the extracted components. Elevated values signify superior representation of the variable by the factor solution.

Highest Extraction Values:

The assertion, "The presentation of products influences consumers," exhibits the highest communality at 0.983. This indicates that this variable is predominantly elucidated by the extracted factors. Both "Advertisements can create brand awareness" and "Messages spread by advertisements attract customers" have high communalities (0.770 and 0.808), signifying substantial representation within the factor solution.

Lowest Extraction Values:

The statement "Customers purchase healthcare products by watching advertisements" exhibits the lowest extraction communality (0.542), indicating a diminished representation of this variable inside the factor solution.

Similarly, "Customers can easily compare products through advertisements and purchase the best options" shows a relatively low extraction value of 0.598.

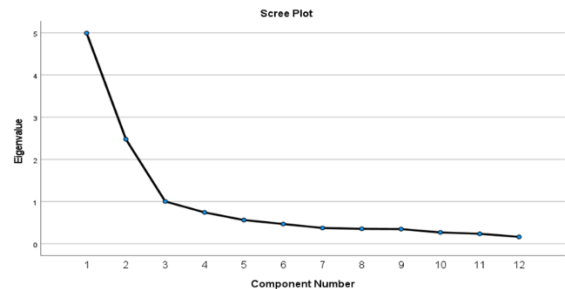
Variables associated with direct customer behaviours, such as purchasing or product comparison, generally exhibit lower communalities, whereas abstract or general effects of advertisements, including appearance, brand recognition, or message appeal, typically demonstrate larger communalities.

Table 5: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.993	41.605	41.605	4.993	41.605	41.605	4.912	40.936	40.936
2	2.477	20.638	62.242	2.477	20.638	62.242	2.547	21.228	62.163
3	1.004	8.367	70.610	1.004	8.367	70.610	1.014	8.446	70.610
4	.744	6.201	76.811						
5	.563	4.694	81.505						
6	.469	3.912	85.417						
7	.375	3.127	88.544						
8	.355	2.956	91.500						
9	.348	2.902	94.402						
10	.270	2.247	96.649						
11	.238	1.982	98.630						
12	.164	1.370	100.000						

Extraction Method: Principal Component Analysis.

The Kaiser criterion recommends retaining only those components that have an eigenvalue greater than 1.0. The retention of factors with eigenvalues greater than 1.0 is required by the Kaiser-Guttman rule, also referred to as the K1 rule. The concept is that these factors should account for as much variance in the matrix as any individual item.



Scree Plot

In this case, the graph indicates that three extracted components have an eigenvalue greater than 1.

Table 6: Rotated Component Matrix^a

	Rotated Component Matrix ^a		
	Component 1	Component 2	Component 3
Advertisements influence customers to purchase health care products.	.816		
Customers purchase healthcare products by watching advertisements	.721		
The presentation of products influences consumers.			.990
Advertisements provide all the information about the product.		.824	
Customers can easily understand the quality of healthcare products through advertisements.		.822	
Customers can easily compare products through advertisements and purchase the best options.		.721	
All information provided by advertisements is true.		.783	
Languages, slogans, and advertisements are very attractive.	.834		
Advertisements create awareness among customers about healthcare products.	.765		
Customers pay more attention if the advertisements are colorful.	.878		
Advertisements can create brand awareness.	.876		
Messages spread by advertisements attract customers.	.898		

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization. ^a

a. Rotation converged in 3 iterations.

The above table shows a rotated component matrix extracted from a principal component analysis (PCA) with variance rotation and Kaiser Normalization. Three components were extracted. The table displays factor loadings for three components. Interpretations are as follows:

Component Loadings

Component 1: Purchase Behavior

This component illustrates the impact of ads on customer cognition and perceptions, highlighting their significance in altering awareness, comprehension, and decision-making processes and changes in purchase behavior related to healthcare items.

Component 2: Trust and Awareness

This element emphasizes building trust. It leads to making loyal customers based.

Component 3: Aesthetic Appeal

This component focuses on the clarity and effectiveness of product presentation and the persuasive power of messages conveyed through advertisements. It emphasizes the attractiveness of healthcare products.

This study reveals that in the context of healthcare products, advertisements play a dual role: they not only inform customers about the products but also significantly influence their purchase decisions.

This principal component analysis has successfully reduced the data to three primary components, each representing distinct underlying factors related to advertisements. The identified underlying factors for component 1 are consumer perceptions about advertisements, which significantly influence customers' purchasing decisions. Component 2 highlights the impact of trust on customers' decision-making processes. Component 3 enumerates the importance of product presentation.

One-way ANOVA

Table 7 Descriptive – Gender

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Advertisements influence customers to purchase health care products.	male	233	2.65	1.237	.081	2.49	2.81	1	5
	female	353	2.50	1.116	.059	2.38	2.62	1	5
	Total	586	2.56	1.167	.048	2.47	2.66	1	5
Customers purchase healthcare products by watching advertisements	male	233	2.79	1.200	.079	2.64	2.95	1	5
	female	353	2.58	1.055	.056	2.47	2.69	1	5
	Total	586	2.66	1.119	.046	2.57	2.75	1	5
The presentation of products influences consumers.	male	233	4.01	.707	.046	3.92	4.10	1	5
	female	353	3.96	.692	.037	3.89	4.04	1	5
	Total	586	3.98	.698	.029	3.92	4.04	1	5
Advertisements provide all the information about the product.	male	233	3.15	1.251	.082	2.98	3.31	1	5
	female	353	2.88	1.197	.064	2.76	3.01	1	5
	Total	586	2.99	1.224	.051	2.89	3.09	1	5
Customers can easily understand the quality of healthcare products through advertisements.	male	233	3.12	1.255	.082	2.96	3.29	1	5
	female	353	2.97	1.226	.065	2.84	3.10	1	5
	Total	586	3.03	1.239	.051	2.93	3.13	1	5
Customers can easily compare products through advertisements and purchase the best options.	male	233	2.98	1.221	.080	2.83	3.14	1	5
	female	353	2.70	1.130	.060	2.58	2.82	1	5
	Total	586	2.81	1.174	.049	2.72	2.91	1	5
All information provided by advertisements is true.	male	233	3.21	1.328	.087	3.04	3.39	1	5
	female	353	3.05	1.271	.068	2.92	3.18	1	5
	Total	586	3.12	1.296	.054	3.01	3.22	1	5
Languages, slogans, and advertisements are very attractive.	male	233	2.70	1.188	.078	2.54	2.85	1	5
	female	353	2.47	1.098	.058	2.36	2.59	1	5
	Total	586	2.56	1.139	.047	2.47	2.65	1	5
Advertisements create awareness among customers about healthcare products.	male	233	2.82	1.173	.077	2.66	2.97	1	5
	female	353	2.58	1.090	.058	2.47	2.69	1	5
	Total	586	2.67	1.128	.047	2.58	2.77	1	5
Customers pay more attention if the advertisements are colorful.	male	233	2.67	1.227	.080	2.51	2.83	1	5
	female	353	2.49	1.100	.059	2.37	2.60	1	5
	Total	586	2.56	1.155	.048	2.47	2.65	1	5
Advertisements can create brand awareness.	male	233	2.70	1.331	.087	2.53	2.87	1	5
	female	353	2.43	1.141	.061	2.31	2.55	1	5
	Total	586	2.54	1.226	.051	2.44	2.64	1	5
Messages spread by advertisements attract customers.	male	233	2.67	1.192	.078	2.52	2.82	1	5
	female	353	2.46	1.052	.056	2.35	2.57	1	5
	Total	586	2.54	1.114	.046	2.45	2.63	1	5

- The table provides descriptive statistics on customer perceptions regarding healthcare product advertisements, broken down by gender (male and female) and total sample. Here are the key points statements measured on a 1-5 Likert scale (1 being strongly disagree and 5 being strongly agree):

From all the statements, some important factors are extracted. Those factors are the presentation of the

healthcare products, trustworthiness, informativeness, and emotional value.

- Presentation of products:
- This is the strongest and most consistent factor influencing consumers, highlighting the critical role of visual and structural elements in advertisements.

- Informational Value:
- Statements such as "All information provided by advertisements is true" and "Advertisements provide all the information about the product" have mean scores of 3.05 and 3.15, respectively, indicating their perceived reliability and informativeness.
- Aesthetic and Emotional Appeal:
- Statements such as "Languages, slogans, and advertisements are very attractive" (mean = 2.56) and "Customers pay more attention if advertisements are colorful" (mean = 2.67) suggest the emotional or aesthetic elements of advertisements.
- Trust and Awareness:
- Ratings for "Advertisements create awareness among customers about healthcare products" (2.67) suggest moderate effectiveness in awareness-building, with a potential to improve trust in the conveyed information.

Table 7.1
ANOVA_Gender

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Advertisements influence customers to purchase health care products.	Between Groups	3.198	1	3.198	2.355	.125
	Within Groups	793.090	584	1.358		
	Total	796.288	585			
Customers purchase healthcare products by watching advertisements	Between Groups	6.554	1	6.554	5.270	.022
	Within Groups	726.219	584	1.244		
	Total	732.773	585			
The presentation of products influences consumers.	Between Groups	.289	1	.289	.594	.441
	Within Groups	284.504	584	.487		
	Total	284.794	585			
Advertisements provide all the information about the product.	Between Groups	9.640	1	9.640	6.491	.011
	Within Groups	867.277	584	1.485		
	Total	876.916	585			
Customers can easily understand the quality of healthcare products through advertisements	Between Groups	3.399	1	3.399	2.220	.137
	Within Groups	894.048	584	1.531		
	Total	897.447	585			
Customers can easily compare products through advertisements and purchase the best options.	Between Groups	11.026	1	11.026	8.093	.005
	Within Groups	795.699	584	1.362		
	Total	806.725	585			
All information provided by advertisements is true.	Between Groups	3.757	1	3.757	2.242	.135
	Within Groups	978.353	584	1.675		
	Total	982.109	585			
Languages, slogans, and advertisements are very attractive.	Between Groups	6.929	1	6.929	5.386	.021
	Within Groups	751.359	584	1.287		
	Total	758.288	585			
Advertisements create awareness among customers about healthcare products.	Between Groups	7.732	1	7.732	6.127	.014
	Within Groups	737.013	584	1.262		
	Total	744.746	585			
Customers pay more attention if the advertisements are colorful.	Between Groups	4.663	1	4.663	3.511	.061
	Within Groups	775.746	584	1.328		
	Total	780.410	585			
Advertisements can create brand awareness.	Between Groups	10.155	1	10.155	6.820	.009
	Within Groups	869.520	584	1.489		
	Total	879.674	585			
Messages spread by advertisements attract customers.	Between Groups	6.059	1	6.059	4.919	.027
	Within Groups	719.287	584	1.232		
	Total	725.346	585			

The ANOVA (Analysis of Variance) results provided can be summarized and analyzed as follows:

Factors with significant group differences:

- "Customers purchase healthcare products by watching advertisements" (Sig. = 0.022)
- "Advertisements provide all the information about the product" (Sig. = 0.011)
- "Customers can easily compare products through advertisements and purchase the best options" (Sig. = 0.005)
- "Languages, slogans, and advertisements are very attractive" (Sig. = 0.021)
- "Advertisements create awareness among customers about healthcare products" (Sig. = 0.014)
- "Advertisements can create brand awareness" (Sig. = 0.009)
- "Messages spread by advertisements attract customers" (Sig. = 0.027)

Customers Purchase Healthcare Products by Watching Advertisements (Sig. = 0.022):

There is a significant difference in perceptions between groups regarding how advertisements influence direct purchasing behavior.

Advertisements Provide All the Information About the Product (Sig. = 0.011):

Groups differ in how much they trust advertisements to provide complete and accurate information.

Customers Can Easily Compare Products (Sig. = 0.005):

A key strength of advertisements lies in helping consumers compare and choose products effectively.

Languages, Slogans, and Advertisements Are Attractive (Sig. = 0.021):

This factor shows significant differences in the perceived attractiveness of the creative aspects of advertisements.

Advertisements Create Awareness Among Customers (Sig. = 0.014):

A significant group difference exists regarding the ability of advertisements to raise awareness.

- Advertisements Can Create Brand Awareness (Sig. = 0.009):

This is another critical strength of advertisements, with strong differences in how this is perceived across groups.

- Messages Spread by Advertisements Attract Customers (Sig. = 0.027):

There are notable group differences in the impact of advertisements' messages on customer attraction.

This table indicates gender has an impact on consumer buying behavior. So the null hypothesis was rejected.

Table 8: Descriptive-Age

	Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
Advertisements influence customers to purchase health care products.	18-27	419	2.43	1.084	.053	2.33	2.54	1	5
	28-37	82	3.06	1.318	.146	2.77	3.35	1	5
	38-47	30	2.80	1.186	.217	2.36	3.24	1	4
	48-57	17	2.82	1.468	.356	2.07	3.58	1	5
	58-67 and above	38	2.61	1.264	.205	2.19	3.02	1	4
	Total	586	2.56	1.167	.048	2.47	2.66	1	5
Customers purchase healthcare products by watching advertisements	18-27	419	2.49	1.038	.051	2.39	2.59	1	5
	28-37	82	3.21	1.141	.126	2.96	3.46	1	5
	38-47	30	3.13	1.167	.213	2.70	3.57	1	5
	48-57	17	2.71	1.312	.318	2.03	3.38	1	5
	58-67 and above	38	3.00	1.294	.210	2.57	3.43	1	5
	Total	586	2.66	1.119	.046	2.57	2.75	1	5
The presentation of products influences consumers.	18-27	419	4.00	.676	.033	3.93	4.06	1	5
	28-37	82	4.01	.555	.061	3.89	4.13	1	5
	38-47	30	4.00	.643	.117	3.76	4.24	1	5
	48-57	17	3.88	.781	.189	3.48	4.28	2	5
	58-67 and above	38	3.76	1.101	.179	3.40	4.13	1	5
	Total	586	3.98	.698	.029	3.92	4.04	1	5
Advertisements provide all the information about the product.	18-27	419	2.89	1.192	.058	2.77	3.00	1	5
	28-37	82	3.06	1.299	.143	2.78	3.35	1	5
	38-47	30	3.67	1.124	.205	3.25	4.09	1	5
	48-57	17	3.00	1.275	.309	2.34	3.66	1	5
	58-67 and above	38	3.39	1.264	.205	2.98	3.81	1	5
	Total	586	2.99	1.224	.051	2.89	3.09	1	5
Customers can easily understand the quality of healthcare products through advertisements.	18-27	419	2.99	1.243	.061	2.87	3.11	1	5
	28-37	82	2.99	1.191	.132	2.73	3.25	1	5
	38-47	30	3.57	1.073	.196	3.17	3.97	1	5
	48-57	17	3.24	1.393	.338	2.52	3.95	1	5
	58-67 and above	38	3.11	1.290	.209	2.68	3.53	1	5
	Total	586	3.03	1.239	.051	2.93	3.13	1	5
Customers can easily compare products through advertisements and purchase the best options.	18-27	419	2.72	1.135	.055	2.61	2.83	1	5
	28-37	82	2.94	1.280	.141	2.66	3.22	1	5
	38-47	30	3.43	1.073	.196	3.03	3.83	2	5
	48-57	17	3.06	1.197	.290	2.44	3.67	2	5
	58-67 and above	38	2.97	1.284	.208	2.55	3.40	1	5
	Total	586	2.81	1.174	.049	2.72	2.91	1	5
All information provided by advertisements is true.	18-27	419	3.11	1.265	.062	2.99	3.23	1	5
	28-37	82	3.12	1.391	.154	2.82	3.43	1	5
	38-47	30	3.67	1.295	.237	3.18	4.15	1	5
	48-57	17	3.06	1.345	.326	2.37	3.75	1	5
	58-67 and above	38	2.76	1.324	.215	2.33	3.20	1	4
	Total	586	3.12	1.296	.054	3.01	3.22	1	5
Languages, slogans, and advertisements are very attractive.	18-27	419	2.40	1.038	.051	2.30	2.50	1	5
	28-37	82	2.99	1.281	.142	2.71	3.27	1	5
	38-47	30	3.20	1.270	.232	2.73	3.67	1	5
	48-57	17	2.53	1.179	.286	1.92	3.14	1	5
	58-67 and above	38	2.95	1.293	.210	2.52	3.37	1	5
	Total	586	2.56	1.139	.047	2.47	2.65	1	5
Advertisements create awareness among customers about healthcare products.	18-27	419	2.53	1.045	.051	2.43	2.63	1	5
	28-37	82	3.07	1.294	.143	2.79	3.36	1	5
	38-47	30	2.90	1.062	.194	2.50	3.30	2	5
	48-57	17	2.29	1.047	.254	1.76	2.83	1	4
	58-67 and above	38	3.42	1.222	.198	3.02	3.82	1	5
	Total	586	2.67	1.128	.047	2.58	2.77	1	5
Customers pay more attention if the advertisements are colorful.	18-27	419	2.38	1.075	.053	2.28	2.49	1	5
	28-37	82	2.99	1.222	.135	2.72	3.26	1	5
	38-47	30	3.23	1.194	.218	2.79	3.68	1	5
	48-57	17	2.82	1.334	.324	2.14	3.51	1	5
	58-67 and above	38	2.95	1.251	.203	2.54	3.36	1	5
	Total	586	2.56	1.155	.048	2.47	2.65	1	5
Advertisements can create brand awareness.	18-27	419	2.33	1.102	.054	2.23	2.44	1	5
	28-37	82	2.91	1.354	.149	2.62	3.21	1	5
	38-47	30	3.37	1.273	.232	2.89	3.84	1	5
	48-57	17	2.82	1.334	.324	2.14	3.51	1	5
	58-67 and above	38	3.18	1.486	.241	2.70	3.67	1	5
	Total	586	2.54	1.226	.051	2.44	2.64	1	5
Messages spread by advertisements attract customers.	18-27	419	2.36	.989	.048	2.27	2.46	1	5
	28-37	82	3.05	1.185	.131	2.79	3.31	1	5
	38-47	30	3.13	1.306	.238	2.65	3.62	1	5
	48-57	17	2.59	1.278	.310	1.93	3.25	1	5
	58-67 and above	38	3.00	1.414	.229	2.54	3.46	1	5
	Total	586	2.54	1.114	.046	2.45	2.63	1	5

The table presents the descriptive statistics of responses to various statements about healthcare advertisements across different age groups.

Younger respondents (18–27) show less appreciation for linguistic and aesthetic appeal. Consider innovative and engaging content that resonates with this demographic.

Product presentation is the strongest factor across all age groups. Continue investing in clear, visually appealing, and well-structured product displays in advertisements.

Older groups tend to trust advertisements more. Develop targeted campaigns that build credibility and provide detailed product information for younger demographics to bridge this trust gap.

Older respondents (48–67 and above) value comparison features and brand awareness more. Create advertisements that emphasize these aspects so they resonate with this audience.

Consistently low ratings for "Languages, slogans, and advertisements are very attractive" indicate a need to improve creative elements of advertisements, particularly for younger and middle-aged groups.

Table8.1: ANOVA_Age

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Advertisements influence customers to purchase health care products.	Between Groups	30.432	4	7.608	5.772	<.001
	Within Groups	765.856	581	1.318		
	Total	796.288	585			
Customers purchase healthcare products by watching advertisements	Between Groups	47.581	4	11.895	10.086	<.001
	Within Groups	685.192	581	1.179		
	Total	732.773	585			
The presentation of products influences consumers.	Between Groups	2.175	4	.544	1.118	.347
	Within Groups	282.619	581	.486		
	Total	284.794	585			
Advertisements provide all the information about the product.	Between Groups	24.748	4	6.187	4.218	.002
	Within Groups	852.169	581	1.467		
	Total	876.916	585			
Customers can easily understand the quality of healthcare products through advertisements.	Between Groups	10.541	4	2.635	1.726	.143
	Within Groups	886.906	581	1.527		
	Total	897.447	585			
Customers can easily compare products through advertisements and purchase the best options.	Between Groups	18.419	4	4.605	3.394	.009
	Within Groups	788.306	581	1.357		
	Total	806.725	585			
All information provided by advertisements is true.	Between Groups	13.903	4	3.476	2.086	.081
	Within Groups	968.207	581	1.666		
	Total	982.109	585			
Languages, slogans, and advertisements are very attractive.	Between Groups	43.931	4	10.983	8.933	<.001
	Within Groups	714.357	581	1.230		
	Total	758.288	585			
Advertisements create awareness among customers about healthcare products.	Between Groups	47.258	4	11.814	9.841	<.001
	Within Groups	697.488	581	1.200		
	Total	744.746	585			
Customers pay more attention if the advertisements are colorful.	Between Groups	48.788	4	12.197	9.686	<.001
	Within Groups	731.622	581	1.259		
	Total	780.410	585			
Advertisements can create brand awareness.	Between Groups	66.902	4	16.725	11.956	<.001
	Within Groups	812.772	581	1.399		
	Total	879.674	585			
Messages spread by advertisements attract customers.	Between Groups	53.375	4	13.344	11.537	<.001
	Within Groups	671.972	581	1.157		
	Total	725.346	585			

The table identified factors that have statistical significance.

- "Advertisements influence customers to purchase health care products" (Sig. < 0.001)
- "Customers purchase healthcare products by watching advertisements" (Sig. < 0.001)
- "Advertisements provide all the information about the product" (Sig. = 0.002)
- "Customers can easily compare products through advertisements" (Sig. = 0.009)
- "Languages, slogans, and advertisements are very attractive" (Sig. < 0.001)
- "Advertisements create awareness among customers about healthcare products" (Sig. < 0.001)
- "Customers pay more attention if the advertisements are colorful" (Sig. < 0.001)
- "Advertisements can create brand awareness" (Sig. < 0.001)
- "Messages spread by advertisements attract customers" (Sig. < 0.001)

Interpretation of Significant Factors

Advertisements Influence Purchasing Decisions (Sig. < 0.001):

There are significant group differences in how advertisements influence purchasing decisions.

Strategies could be tailored to address these differences.

Languages, Slogans, and Attractiveness (Sig. < 0.001):

Creative elements like slogans and language significantly differ in their perceived effectiveness across groups. This suggests a need for demographic-specific approaches to improve engagement.

Brand Awareness (Sig. < 0.001):

Advertisements' ability to create brand awareness shows strong differences, indicating that certain groups are more receptive to branding strategies.

Messages Spread by Advertisements (Sig. < 0.001):

There are significant differences in how groups perceive the effectiveness of advertisement messages in attracting customers.

Informational Content (Sig. = 0.002):

Differences exist in how groups perceive the informativeness of advertisements, though this is less pronounced compared to other factors.

Here null hypothesis is rejected, means age have significant impact on consumer buying behaviour.

Table 9: Descriptive- Educational qualification

		Descriptives								
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
						Lower Bound	Upper Bound			
Advertisements influence customers to purchase health care products.	HS	183	2.40	.995	.074	2.26	2.55	1	5	
	Graduate	245	2.57	1.218	.078	2.42	2.72	1	5	
	Postgraduate	157	2.72	1.250	.100	2.52	2.92	1	5	
	others	1	4.00	4	4	
	Total	586	2.56	1.167	.048	2.47	2.66	1	5	
Customers purchase healthcare products by watching advertisements	HS	183	2.53	1.021	.075	2.38	2.68	1	5	
	Graduate	245	2.68	1.151	.074	2.53	2.82	1	5	
	Postgraduate	157	2.80	1.168	.093	2.62	2.99	1	5	
	others	1	2.00	2	2	
	Total	586	2.66	1.119	.046	2.57	2.75	1	5	
The presentation of products influences consumers.	HS	183	4.04	.553	.041	3.96	4.12	1	5	
	Graduate	245	3.96	.783	.050	3.86	4.06	1	5	
	Postgraduate	157	3.94	.709	.057	3.83	4.05	1	5	
	others	1	4.00	4	4	
	Total	586	3.98	.698	.029	3.92	4.04	1	5	
Advertisements provide all the information about the product	HS	183	2.71	1.162	.086	2.54	2.88	1	5	
	Graduate	245	3.16	1.249	.080	3.00	3.32	1	5	
	Postgraduate	157	3.04	1.208	.096	2.85	3.23	1	5	
	others	1	4.00	4	4	
	Total	586	2.99	1.224	.051	2.89	3.09	1	5	
Customers can easily understand the quality of healthcare products through advertisements.	HS	183	2.77	1.201	.089	2.60	2.95	1	5	
	Graduate	245	3.15	1.270	.081	2.99	3.31	1	5	
	Postgraduate	157	3.14	1.195	.095	2.95	3.33	1	5	
	others	1	4.00	4	4	
	Total	586	3.03	1.239	.051	2.93	3.13	1	5	
Customers can easily compare products through advertisements and purchase the best options.	HS	183	2.51	1.032	.076	2.36	2.66	1	5	
	Graduate	245	2.94	1.253	.080	2.79	3.10	1	5	
	Postgraduate	157	2.97	1.143	.091	2.79	3.15	1	5	
	others	1	2.00	2	2	
	Total	586	2.81	1.174	.049	2.72	2.91	1	5	
All information provided by advertisements is true.	HS	183	2.93	1.236	.091	2.75	3.11	1	5	
	Graduate	245	3.26	1.333	.085	3.09	3.43	1	5	
	Postgraduate	157	3.10	1.287	.103	2.90	3.30	1	5	
	others	1	4.00	4	4	
	Total	586	3.12	1.296	.054	3.01	3.22	1	5	
Languages, slogans, and advertisements are very attractive.	HS	183	2.37	1.050	.078	2.21	2.52	1	5	
	Graduate	245	2.57	1.152	.074	2.43	2.72	1	5	
	Postgraduate	157	2.76	1.183	.094	2.58	2.95	1	5	
	others	1	4.00	4	4	
	Total	586	2.56	1.139	.047	2.47	2.65	1	5	
Advertisements create awareness among customers about healthcare products.	HS	183	2.43	.997	.074	2.29	2.58	1	5	
	Graduate	245	2.79	1.175	.075	2.64	2.94	1	5	
	Postgraduate	157	2.77	1.160	.093	2.59	2.95	1	5	
	others	1	4.00	4	4	
	Total	586	2.67	1.128	.047	2.58	2.77	1	5	
Customers pay more attention if the advertisements are colorful.	HS	183	2.39	1.052	.078	2.23	2.54	1	5	
	Graduate	245	2.53	1.179	.075	2.38	2.68	1	5	
	Postgraduate	157	2.80	1.197	.096	2.61	2.98	1	5	
	others	1	4.00	4	4	
	Total	586	2.56	1.155	.048	2.47	2.65	1	5	
Advertisements can create brand awareness.	HS	183	2.30	1.080	.080	2.14	2.46	1	5	
	Graduate	245	2.57	1.268	.081	2.41	2.73	1	5	
	Postgraduate	157	2.76	1.278	.102	2.56	2.96	1	5	
	others	1	4.00	4	4	
	Total	586	2.54	1.226	.051	2.44	2.64	1	5	
Messages spread by advertisements attract customers.	HS	183	2.35	.948	.070	2.21	2.49	1	5	
	Graduate	245	2.56	1.149	.073	2.42	2.71	1	5	
	Postgraduate	157	2.73	1.200	.096	2.54	2.92	1	5	
	others	1	4.00	4	4	
	Total	586	2.54	1.114	.046	2.45	2.63	1	5	

The table titled "Descriptive" provides statistical analysis on responses regarding advertisements and their influence on healthcare product purchases, segmented by education level (HS, Graduate, Postgraduate).

High School (HS):

Lowest mean ratings across most variables. For example:

- "Advertisements influence customers to purchase healthcare products": Mean = 2.40.
- "Advertisements can create brand awareness": Mean = 2.30.

Indicates that individuals with high school education are less influenced by advertisements overall.

Graduates:

Moderate influence across variables. For example:

- "Customers purchase healthcare products by watching advertisements": Mean = 2.68.
- "Advertisements provide all the information about the product": Mean = 3.16.

Shows a balanced perception of advertisement effectiveness.

Postgraduates:

Highest mean ratings in most categories. For example:

- "Customers can easily compare products through advertisements": Mean = 2.97.
- "Advertisements create awareness among customers about healthcare products": Mean = 2.77.

Suggests higher trust and engagement with advertisements among this group.

Others: Anomalous data points with mean values of 4.00 (indicating strong influence). However, this category has only N = 1, limiting its interpretive value.

Table 9.1: ANOVA Educational qualification

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Advertisements influence customers to purchase health care products.	Between Groups	10.543	3	3.514	2.603	.051
	Within Groups	795.745	582	1.350		
	Total	796.288	585			
Customers purchase healthcare products by watching advertisements	Between Groups	6.783	3	2.261	1.813	.144
	Within Groups	725.990	582	1.247		
	Total	732.773	585			
The presentation of products influences consumers.	Between Groups	1.067	3	.356	.730	.534
	Within Groups	283.726	582	.488		
	Total	284.794	585			
Advertisements provide all the information about the product.	Between Groups	22.704	3	7.568	5.156	.002
	Within Groups	854.213	582	1.468		
	Total	876.916	585			
Customers can easily understand the quality of healthcare products through advertisements.	Between Groups	18.757	3	6.252	4.141	.006
	Within Groups	878.690	582	1.510		
	Total	897.447	585			
Customers can easily compare products through advertisements and purchase the best options.	Between Groups	25.889	3	8.630	6.432	<.001
	Within Groups	780.836	582	1.342		
	Total	806.725	585			
All information provided by advertisements is true.	Between Groups	12.382	3	4.127	2.477	.060
	Within Groups	969.728	582	1.666		
	Total	982.109	585			
Languages, slogans, and advertisements are very attractive.	Between Groups	15.538	3	5.179	4.058	.007
	Within Groups	742.750	582	1.276		
	Total	758.288	585			
Advertisements create awareness among customers about healthcare products.	Between Groups	17.141	3	5.714	4.570	.004
	Within Groups	727.605	582	1.250		
	Total	744.746	585			
Customers pay more attention if the advertisements are colorful.	Between Groups	16.458	3	5.486	4.179	.006
	Within Groups	763.952	582	1.313		
	Total	780.410	585			
Advertisements can create brand awareness.	Between Groups	20.263	3	6.754	4.574	.004
	Within Groups	859.411	582	1.477		
	Total	879.674	585			
Messages spread by advertisements attract customers.	Between Groups	14.695	3	4.898	4.012	.008
	Within Groups	710.651	582	1.221		
	Total	725.346	585			

We conducted an analysis of variance (ANOVA) to determine if there are statistically significant differences between different educational levels (HS, graduate, and postgraduate) regarding their responses to various statements about advertisements and healthcare products.

Key findings: P-value (Sig.) less than 0.05 indicates statistically significant differences between groups. Key variables with significant group differences include:

Advertisements provide all the information about the product (Sig. = 0.002): Higher education groups (graduates, postgraduates) find advertisements more informative compared to lower-education groups.

Customers can easily compare products through advertisements (Sig. < 0.001): This suggests that higher-educated consumers (postgraduates) use advertisements more for product evaluation.

The languages, slogans, and advertisements are highly attractive (Sig. = 0.007): This suggests that groups with higher levels of education value aesthetic elements more than those with lower levels of education.

Advertisements raise customer awareness about healthcare products (Sig. = 0.004), suggesting that higher-educated groups value advertisements for creating awareness.

Customers pay more attention to advertisements that are colorful (Sig. = 0.006), highlighting the role of aesthetic elements in attracting higher-educated consumers.

Advertisements have the potential to create brand awareness (Sig. = 0.004), highlighting the crucial role of education in brand recognition.

Advertisements disseminate messages to attract customers (Sig. = 0.008), suggesting that higher education groups respond more favorably to effective messaging.

Therefore, we can conclude that advertisements that are informative, truthful, and comprehensive attract customers with proper education and influence their buying decisions. Therefore, educational qualifications have a significant influence on the purchasing behavior of consumers.

Table 13: Descriptive_ Annual income

		Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum		
						Lower Bound	Upper Bound				
Advertisements influence customers to purchase health care products.	Less than 10000	203	2.56	1.148	.081	2.40	2.72	1	5		
	10001-20000	118	2.64	1.217	.112	2.41	2.86	1	5		
	20001-30000	82	2.51	1.136	.125	2.26	2.76	1	5		
	30001-40000	69	2.84	1.171	.141	2.56	3.12	1	5		
	40001 and above	114	2.36	1.145	.107	2.15	2.57	1	5		
	Total	586	2.56	1.167	.048	2.47	2.66	1	5		
Customers purchase healthcare products by watching advertisements	Less than 10000	203	2.66	1.094	.077	2.50	2.81	1	5		
	10001-20000	118	2.73	1.130	.104	2.52	2.93	1	5		
	20001-30000	82	2.65	1.190	.131	2.38	2.91	1	5		
	30001-40000	69	2.88	1.145	.138	2.61	3.16	1	5		
	40001 and above	114	2.49	1.075	.101	2.29	2.69	1	5		
	Total	586	2.66	1.119	.046	2.57	2.75	1	5		
The presentation of products influences consumers.	Less than 10000	203	3.94	.732	.051	3.83	4.04	1	5		
	10001-20000	118	4.05	.652	.060	3.93	4.17	1	5		
	20001-30000	82	4.00	.667	.074	3.85	4.15	2	5		
	30001-40000	69	3.88	.777	.094	3.70	4.07	1	5		
	40001 and above	114	4.04	.651	.061	3.91	4.16	1	5		
	Total	586	3.98	.698	.029	3.92	4.04	1	5		
Advertisements provide all the information about the product.	Less than 10000	203	3.06	1.245	.087	2.89	3.23	1	5		
	10001-20000	118	2.86	1.142	.105	2.65	3.06	1	5		
	20001-30000	82	3.10	1.282	.142	2.82	3.38	1	5		
	30001-40000	69	2.96	1.344	.162	2.63	3.28	1	5		
	40001 and above	114	2.94	1.154	.108	2.72	3.15	1	5		
	Total	586	2.99	1.224	.051	2.89	3.09	1	5		
Customers can easily understand the quality of healthcare products through advertisements.	Less than 10000	203	3.07	1.265	.089	2.89	3.24	1	5		
	10001-20000	118	2.97	1.254	.115	2.74	3.19	1	5		
	20001-30000	82	3.22	1.176	.130	2.96	3.48	1	5		
	30001-40000	69	2.88	1.219	.147	2.59	3.18	1	5		
	40001 and above	114	2.98	1.234	.116	2.75	3.21	1	5		
	Total	586	3.03	1.239	.051	2.93	3.13	1	5		
Customers can easily compare products through advertisements and purchase the best options.	Less than 10000	203	2.95	1.176	.083	2.79	3.11	1	5		
	10001-20000	118	2.66	1.164	.107	2.45	2.87	1	5		
	20001-30000	82	2.93	1.152	.127	2.67	3.18	1	5		
	30001-40000	69	2.57	1.144	.138	2.29	2.84	1	5		
	40001 and above	114	2.80	1.191	.112	2.58	3.02	1	5		
	Total	586	2.81	1.174	.049	2.72	2.91	1	5		
All information provided by advertisements is true.	Less than 10000	203	3.23	1.319	.093	3.04	3.41	1	5		
	10001-20000	118	3.05	1.225	.113	2.83	3.27	1	5		
	20001-30000	82	3.35	1.221	.135	3.09	3.62	1	5		
	30001-40000	69	2.84	1.335	.161	2.52	3.16	1	5		
	40001 and above	114	2.98	1.324	.124	2.74	3.23	1	5		
	Total	586	3.12	1.296	.054	3.01	3.22	1	5		
Languages, slogans, and advertisements are very attractive	Less than 10000	203	2.59	1.101	.077	2.44	2.74	1	5		
	10001-20000	118	2.61	1.268	.117	2.38	2.84	1	5		
	20001-30000	82	2.50	1.168	.129	2.24	2.76	1	5		
	30001-40000	69	2.78	1.149	.138	2.51	3.06	1	5		
	40001 and above	114	2.37	1.015	.095	2.18	2.56	1	5		
	Total	586	2.56	1.139	.047	2.47	2.65	1	5		
Advertisements create awareness among customers about healthcare products.	Less than 10000	203	2.74	1.141	.080	2.58	2.90	1	5		
	10001-20000	118	2.58	1.150	.106	2.37	2.79	1	5		
	20001-30000	82	2.71	1.094	.121	2.47	2.95	1	5		
	30001-40000	69	2.96	1.143	.138	2.68	3.23	1	5		
	40001 and above	114	2.46	1.066	.100	2.27	2.66	1	5		
	Total	586	2.67	1.128	.047	2.58	2.77	1	5		
Customers pay more attention if the advertisements are colorful.	Less than 10000	203	2.59	1.188	.083	2.43	2.76	1	5		
	10001-20000	118	2.55	1.181	.109	2.34	2.77	1	5		
	20001-30000	82	2.54	1.199	.132	2.27	2.80	1	5		
	30001-40000	69	2.94	1.162	.140	2.66	3.22	1	5		
	40001 and above	114	2.30	.968	.091	2.12	2.48	1	5		
	Total	586	2.56	1.155	.048	2.47	2.65	1	5		
Advertisements can create brand awareness.	Less than 10000	203	2.58	1.242	.087	2.41	2.75	1	5		
	10001-20000	118	2.53	1.203	.111	2.31	2.74	1	5		
	20001-30000	82	2.54	1.199	.132	2.27	2.80	1	5		
	30001-40000	69	2.84	1.279	.154	2.53	3.15	1	5		
	40001 and above	114	2.29	1.180	.111	2.07	2.51	1	5		
	Total	586	2.54	1.226	.051	2.44	2.64	1	5		
Messages spread by advertisements attract customers.	Less than 10000	203	2.62	1.148	.081	2.46	2.77	1	5		
	10001-20000	118	2.54	1.152	.106	2.33	2.75	1	5		
	20001-30000	82	2.60	1.121	.124	2.35	2.84	1	5		
	30001-40000	69	2.78	1.096	.132	2.52	3.05	1	5		
	40001 and above	114	2.24	.962	.090	2.06	2.42	1	5		
	Total	586	2.54	1.114	.046	2.45	2.63	1	5		

The table provides descriptive statistics on the relationship between income levels and various consumer behaviors toward advertisements.

Lower-Income Groups (Less than 10,000):

- Show higher influence by advertisements for purchases and awareness creation.
- Tend to trust advertisements more (both in terms of information and truthfulness).

Middle-Income Groups (20,001–40,000):

- Most responsive to aesthetic and emotional appeals (e.g., colorful designs, slogans).

- Show the highest engagement with advertisement messaging and brand awareness strategies.

Higher-Income Groups (40,001 and above):

- Least influenced by advertisements overall.
- Lower trust in advertisements and less attention to aesthetic elements.

Table 14: ANOVA_ Annual income

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Advertisements influence customers to purchase health care products.	Between Groups	10.871	4	2.718	2.010	.092
	Within Groups	785.418	581	1.352		
	Total	796.288	585			
Customers purchase healthcare products by watching advertisements.	Between Groups	7.281	4	1.820	1.458	.214
	Within Groups	725.492	581	1.249		
	Total	732.773	585			
The presentation of products influences consumers.	Between Groups	1.999	4	.500	1.027	.393
	Within Groups	282.795	581	.487		
	Total	284.794	585			
Advertisements provide all the information about the product.	Between Groups	4.416	4	1.104	.735	.568
	Within Groups	872.501	581	1.502		
	Total	876.916	585			
Customers can easily understand the quality of healthcare products through advertisements.	Between Groups	5.462	4	1.366	.899	.470
	Within Groups	891.985	581	1.535		
	Total	897.447	585			
Customers can easily compare products through advertisements and purchase the best options.	Between Groups	11.900	4	2.975	2.175	.070
	Within Groups	794.825	581	1.368		
	Total	806.725	585			
All information provided by advertisements is true.	Between Groups	14.883	4	3.721	2.235	.084
	Within Groups	967.226	581	1.665		
	Total	982.109	585			
Languages, slogans, and advertisements are very attractive.	Between Groups	8.391	4	2.098	1.625	.166
	Within Groups	749.897	581	1.291		
	Total	758.288	585			
Advertisements create awareness among customers about healthcare products.	Between Groups	12.565	4	3.141	2.493	.042
	Within Groups	732.181	581	1.260		
	Total	744.746	585			
Customers pay more attention if the advertisements are colorful.	Between Groups	18.133	4	4.533	3.455	.008
	Within Groups	762.277	581	1.312		
	Total	780.410	585			
Advertisements can create brand awareness.	Between Groups	13.757	4	3.439	2.308	.057
	Within Groups	865.917	581	1.490		
	Total	879.674	585			
Messages spread by advertisements attract customers.	Between Groups	15.965	4	3.991	3.269	.012
	Within Groups	709.382	581	1.221		
	Total	725.346	585			

Variables with p-values (Sig.) < 0.05 are statistically significant, indicating meaningful differences among income groups:

- Advertisements create awareness among customers about healthcare products (Sig. = 0.042)
- Customers pay more attention if advertisements are colorful (Sig. = 0.008)
- Messages spread by advertisements attract customers (Sig. = 0.012)

Lower-income groups think that advertisements create awareness, which constructs perception. On the other hand, groups with lower incomes tend to favor brighter ads and the messages they convey. Advertisements have no effect on higher income groups. So income level has a moderate impact on customer purchasing behavior.

Table 15: Descriptive_occupation

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Advertisements influence customers to purchase health care products.	student	75	3.29	1.112	.128	3.04	3.55	1	5
	business	212	2.32	1.031	.071	2.18	2.46	1	5
	public service	115	2.57	1.208	.113	2.34	2.79	1	5
	private service	148	2.52	1.169	.096	2.33	2.71	1	5
	housewife	33	2.70	1.334	.232	2.22	3.17	1	5
	retired	3	1.67	.577	.333	.23	3.10	1	2
	Total	586	2.56	1.167	.048	2.47	2.66	1	5
Customers purchase healthcare products by watching advertisements	student	75	3.03	1.102	.127	2.77	3.28	1	5
	business	212	2.48	1.069	.073	2.34	2.63	1	5
	public service	115	2.74	1.178	.110	2.52	2.96	1	5
	private service	148	2.64	1.089	.090	2.46	2.81	1	5
	housewife	33	2.76	1.200	.209	2.33	3.18	1	5
	retired	3	4.00	.000	.000	4.00	4.00	4	4
	Total	586	2.66	1.119	.046	2.57	2.75	1	5
The presentation of products influences consumers.	student	75	4.01	.707	.082	3.85	4.18	1	5
	business	212	4.03	.592	.041	3.95	4.11	1	5
	public service	115	3.94	.753	.070	3.80	4.08	1	5
	private service	148	3.96	.718	.059	3.84	4.08	1	5
	housewife	33	3.82	.983	.171	3.47	4.17	1	5
	retired	3	4.33	.577	.333	2.90	5.77	4	5
	Total	586	3.98	.698	.029	3.92	4.04	1	5
Advertisements provide all the information about the product.	student	75	3.08	1.160	.134	2.81	3.35	1	5
	business	212	2.83	1.240	.085	2.66	2.99	1	5
	public service	115	2.92	1.200	.112	2.70	3.14	1	5
	private service	148	3.16	1.211	.100	2.96	3.35	1	5
	housewife	33	3.21	1.341	.233	2.74	3.69	1	5
	retired	3	4.00	.000	.000	4.00	4.00	4	4
	Total	586	2.99	1.224	.051	2.89	3.09	1	5
Customers can easily understand the quality of healthcare products through advertisements.	student	75	3.08	1.217	.140	2.80	3.36	1	5
	business	212	2.87	1.211	.083	2.71	3.04	1	5
	public service	115	3.07	1.262	.118	2.84	3.30	1	5
	private service	148	3.16	1.233	.101	2.96	3.36	1	5
	housewife	33	3.15	1.395	.243	2.66	3.65	1	5
	retired	3	4.00	.000	.000	4.00	4.00	4	4
	Total	586	3.03	1.239	.051	2.93	3.13	1	5
Customers can easily compare products through advertisements and purchase the best options.	student	75	2.83	1.143	.132	2.56	3.09	1	5
	business	212	2.78	1.156	.079	2.63	2.94	1	5
	public service	115	2.83	1.230	.115	2.60	3.05	1	5
	private service	148	2.79	1.156	.095	2.60	2.98	1	5
	housewife	33	2.94	1.298	.226	2.48	3.40	1	5
	retired	3	4.00	.000	.000	4.00	4.00	4	4
	Total	586	2.81	1.174	.049	2.72	2.91	1	5
All information provided by advertisements is true.	student	75	2.95	1.251	.144	2.66	3.23	1	5
	business	212	3.10	1.264	.087	2.93	3.27	1	5
	public service	115	3.06	1.359	.127	2.81	3.31	1	5
	private service	148	3.23	1.289	.106	3.02	3.44	1	5
	housewife	33	3.21	1.453	.253	2.70	3.73	1	5
	retired	3	4.00	.000	.000	4.00	4.00	4	4
	Total	586	3.12	1.296	.054	3.01	3.22	1	5
Languages, slogans, and advertisements are very attractive.	student	75	3.19	1.238	.143	2.90	3.47	1	5
	business	212	2.40	1.042	.072	2.26	2.54	1	5
	public service	115	2.56	1.171	.109	2.34	2.77	1	5
	private service	148	2.47	1.109	.091	2.29	2.65	1	5
	housewife	33	2.67	1.137	.198	2.26	3.07	1	5
	retired	3	2.00	.000	.000	2.00	2.00	2	2
	Total	586	2.56	1.139	.047	2.47	2.65	1	5
Advertisements create awareness among customers about healthcare products.	student	75	3.31	1.090	.136	3.06	3.56	1	5
	business	212	2.54	1.037	.071	2.40	2.68	1	5
	public service	115	2.60	1.099	.102	2.40	2.80	1	5
	private service	148	2.51	1.122	.092	2.32	2.69	1	5
	housewife	33	3.00	1.369	.238	2.51	3.49	1	5
	retired	3	4.00	.000	.000	4.00	4.00	4	4
	Total	586	2.67	1.128	.047	2.58	2.77	1	5
Customers pay more attention if the advertisements are colorful.	student	75	3.28	1.122	.130	3.02	3.54	1	5
	business	212	2.34	1.043	.072	2.20	2.48	1	5
	public service	115	2.57	1.207	.113	2.35	2.80	1	5
	private service	148	2.50	1.152	.095	2.31	2.69	1	5
	housewife	33	2.61	1.197	.208	2.18	3.03	1	5
	retired	3	2.00	.000	.000	2.00	2.00	2	2
	Total	586	2.56	1.155	.048	2.47	2.65	1	5
Advertisements can create brand awareness.	student	75	3.32	1.243	.144	3.03	3.61	1	5
	business	212	2.32	1.084	.074	2.17	2.46	1	5
	public service	115	2.57	1.312	.122	2.32	2.81	1	5
	private service	148	2.43	1.196	.098	2.24	2.63	1	5
	housewife	33	2.64	1.245	.217	2.19	3.08	1	5
	retired	3	1.67	.577	.333	.23	3.10	1	2
	Total	586	2.54	1.226	.051	2.44	2.64	1	5
Messages spread by advertisements attract customers.	student	75	3.27	1.212	.140	2.99	3.55	1	5
	business	212	2.27	.907	.062	2.15	2.39	1	5
	public service	115	2.61	1.175	.110	2.39	2.83	1	5
	private service	148	2.46	1.097	.090	2.28	2.64	1	5
	housewife	33	2.91	1.182	.206	2.49	3.33	1	5
	retired	3	1.67	.577	.333	.23	3.10	1	2
	Total	586	2.54	1.114	.046	2.45	2.63	1	5

Students:

Show the strongest influence across all variables. Highly influenced by purchasing-related advertisements, aesthetic elements (e.g., slogans, colors), and messaging.

Business Professionals:

- Least influenced by advertisements overall.

- Lower ratings on trust, aesthetic appeal, and awareness creation, suggesting advertisements targeting this group should emphasize professional and rational content.
- Public and Private Service Employees:
- Moderate influence across most variables.
- Tend to trust advertisements for informational content and awareness creation.

Housewives:

- Strong responsiveness to advertisements. Most engaged with colorful and visually appealing advertisements.
- High agreement on the ability of advertisements to create awareness and deliver information.

Retired Individuals:

- Small sample size (N=3) makes the findings less generalizable.
- High ratings across most variables may not represent larger trends.

Table 16: ANOVA_ Occupation

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Advertisements influence customers to purchase health care products.	Between Groups	55.717	5	11.143	8.727	<.001
	Within Groups	740.572	580	1.277		
	Total	796.288	585			
Customers purchase healthcare products by watching advertisements	Between Groups	23.370	5	4.674	3.821	.002
	Within Groups	709.403	580	1.223		
	Total	732.773	585			
The presentation of products influences consumers.	Between Groups	2.070	5	.414	.849	.515
	Within Groups	282.723	580	.487		
	Total	284.794	585			
Advertisements provide all the information about the product.	Between Groups	15.617	5	3.123	2.103	.063
	Within Groups	861.299	580	1.485		
	Total	876.916	585			
Customers can easily understand the quality of healthcare products through advertisements.	Between Groups	11.254	5	2.251	1.473	.197
	Within Groups	886.193	580	1.528		
	Total	897.447	585			
Customers can easily compare products through advertisements and purchase the best options.	Between Groups	5.052	5	1.010	.731	.600
	Within Groups	801.673	580	1.382		
	Total	806.725	585			
All information provided by advertisements is true.	Between Groups	7.124	5	1.425	.848	.516
	Within Groups	974.985	580	1.681		
	Total	982.109	585			
Languages, slogans, and advertisements are very attractive.	Between Groups	37.435	5	7.487	6.024	<.001
	Within Groups	720.854	580	1.243		
	Total	758.288	585			
Advertisements create awareness among customers about healthcare products.	Between Groups	47.508	5	9.502	7.904	<.001
	Within Groups	697.238	580	1.202		
	Total	744.746	585			
Customers pay more attention if the advertisements are colorful.	Between Groups	50.742	5	10.148	8.067	<.001
	Within Groups	728.668	580	1.258		
	Total	780.410	585			
Advertisements can create brand awareness.	Between Groups	60.640	5	12.128	8.589	<.001
	Within Groups	819.034	580	1.412		
	Total	879.674	585			
Messages spread by advertisements attract customers.	Between Groups	63.463	5	12.693	11.122	<.001
	Within Groups	661.883	580	1.141		
	Total	725.346	585			

Variables with p-values (Sig.) < 0.05 are statistically significant, indicating meaningful differences among occupational groups:

1. Advertisements influence customers to purchase healthcare products (Sig. < 0.001, F = 8.727)
2. Customers purchase healthcare products by watching advertisements (Sig. = 0.002, F = 3.821)
3. Languages, slogans, and advertisements are very attractive (Sig. < 0.001, F = 6.024)
4. Advertisements create awareness among customers about healthcare products (Sig. < 0.001, F = 7.904)

5. Customers pay more attention if advertisements are colorful (Sig. < 0.001, F = 8.067)
6. Advertisements can create brand awareness (Sig. < 0.001, F = 8.589)
7. Messages spread by advertisements attract customers (Sig. < 0.001, F = 11.122)

Students and Housewives:

- Respond strongly to advertisements in terms of purchasing influence, aesthetic appeal, awareness creation, and messaging.
- Colorful designs and slogans resonate well with these groups.

Business Professionals:

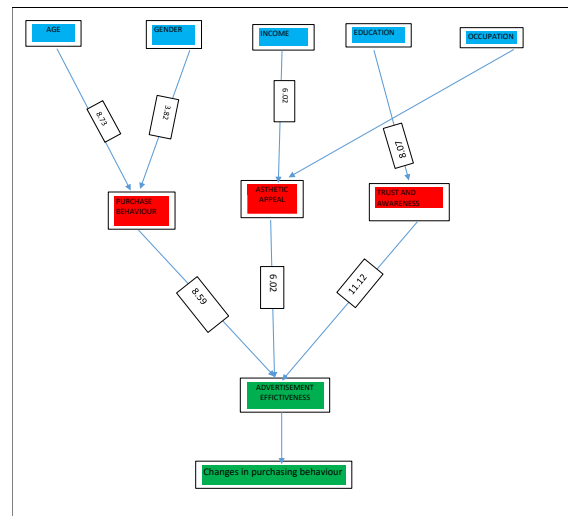
- Exhibit lower engagement with advertisements across most variables.
- More likely to respond to factual, concise, and professional content.

Service Employees (Public and Private):

- Moderate responsiveness to advertisements.
- Likely to trust advertisements that emphasize product comparison and factual details.

Retirees:

Limited data (small sample size) makes trends less generalizable, but they may respond positively to informational and clear messaging.



This model illustrates the relationship between independent variables (blue areas) and the dependent variable (green areas), mediated through the three

components from factor analysis (red areas). It leads to changes in purchasing behavior. Here's a breakdown of the model:

Independent Variables (Blue Areas):

1. These include age, gender, income, education, and occupation.
2. Each variable influences one or more factor components with varying weightages based on F-statistics.

Factor components (red areas):

1. Purchase Behavior: Reflects the influence of advertisements on consumer purchases. Purchase behavior is a strong predictor of advertisement effectiveness. Advertisements that directly encourage purchases through relatable and engaging content are perceived as more effective. Advertisements designed to directly influence purchases—such as discounts or promotions—are more effective, especially among younger and less experienced buyers.
2. Aesthetic Appeal: This highlights the importance of tailoring designs and slogans to these demographics. Creative elements (slogans, colors, and visuals) significantly enhance advertisement effectiveness. Represents the impact of slogans, colors, and creative elements. Middle-income groups, students, and housewives respond well to creative advertisements.
3. Trust & Awareness: Captures the role of advertisements in building trust and creating awareness. Trust and awareness have the strongest influence on advertisement effectiveness. Consumers who perceive advertisements as trustworthy and informative are more likely to consider them effective. This highlights the importance of providing clear, factual, and reliable information in advertisements.

Dependent Variable (Green Areas):

Advertisement Effectiveness or impact of advertisements: The ultimate outcome influenced by the three factor components.

Weightages (Edges):

The numerical labels on the edges represent the relative strength of the relationships, derived from F-

statistics in the ANOVA tables. Higher values indicate stronger relationships.

- Trust and awareness have the strongest impact on advertisement effectiveness (11.12).
- Aesthetic appeal and purchase behavior also contribute, but with slightly lower weights (6.02 and 8.59, respectively).
- This model visually represents how different factors interrelate and their relative impact on advertisement effectiveness.

Managerial implication:

This study demonstrated the impact of health care product advertisements on consumer buying behaviour, as well as the effect of independent variables such as age, gender, income level, educational background, and occupation on dependent variables, i.e., consumer purchasing behaviour for healthcare products. Using factor analysis, we identified three components and some underlying factors. This study clearly stated that three independent variables, age, educational qualification, and occupation, have a significant impact on consumer buying behaviour. Gender and annual income do not have any impact on consumer purchases.

This study has different angles.

- Future scholars can use this study to understand the relationship between independent variables and dependent variables and realize how advertising influences consumer buying behaviour.
- Based on this data, future managers can plan their marketing strategy to influence customers. Using research data, they can identify customer perceptions about healthcare products. Managers can create advertisements based on consumers' needs, which helps them earn revenue in the future.
- Sport management companies can also use this study to identify customers' opinions about advertisements for healthcare products. Sportspeople require a variety of health products. This study allows sports companies to easily pinpoint their target customer and concoct advertisements according to customer perception. It helps to improve the revenue model.

CONCLUSION

Finally, it can be concluded that gender was not influenced by advertisements and could not influence consumer purchasing behaviour. Results of this study showed that gender did not have much impact on purchasing behaviour. Age has a moderate impact on consumer buying behaviour. Maximum data were collected from the age group 18-27 because they were generation Z and society respects their decision because they are future potential customers. Therefore, it is crucial to exert influence over this group. Educational qualifications have the maximum impact on consumer buying. The majority of educated individuals believed that watching advertisements did not influence their purchasing decisions. However, they believed that advertisements provide comprehensive information about the product and facilitate comparison shopping. So educational qualifications have a strong impact on consumer buying behaviour. Income level did not significantly influence consumer purchasing behaviour, as healthcare products are essential for people. Even with a minimum income, a man must purchase a healthcare product to maintain his health. Occupation had a strong impact on consumer purchasing behaviour.

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