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The impact of television advertisement exposure on consumer purchasing behavior: A case study of NIVEA's campaign

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Abstract: This study examines the impact of television advertisement exposure on consumer purchasing behavior, focusing on NIVEA's campaigns as a case study. Television advertising has a significant impact on consumer perceptions, fosters brand loyalty, and influences purchasing decisions. However, its effectiveness hinges on message clarity, emotional appeal, and consumer trust. A quantitative research design was employed, utilizing structured questionnaires to collect data from 900 respondents regarding their exposure to advertisements, decision-making processes, and purchasing behavior. Multiple regression analysis was used to evaluate the relationships among these variables. The findings reveal weak relationships, indicating that television advertisements have a limited effect on purchasing behavior and decision-making. While ads minimally influence purchasing, they negatively impact rational evaluation, potentially hindering complex decision-making processes. The regression model demonstrates poor predictive power, with predictors showing no significant contributions. These results align with previous studies, highlighting the greater influence of personal preferences and external factors on consumer behavior. The study underscores the importance of integrating additional variables, such as consumer attitudes, brand loyalty, and demographic characteristics, to enhance understanding and optimize NIVEA's television advertising strategy. Improved targeting and personalized messaging could foster stronger consumer engagement and drive purchasing behavior more effectively.

Keywords: *television advertisement, consumer, purchasing behavior, NIVEA's campaign*

JEL Classification: M31, M37

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1. INTRODUCTION

Advertising is a cornerstone of marketing communication, designed to inform, persuade, and influence consumer behavior. While it frequently achieves these goals ethically, it sometimes employs manipulative strategies to achieve desired outcomes. Among advertising channels, television remains one of the most influential media due to its powerful combination of visual and auditory stimuli. This medium excels in creating brand awareness, shaping consumer preferences, and driving purchasing decisions (Kotler & Keller, 2016). However, the effectiveness of television advertising depends heavily on the audience's ability to interpret and connect with the conveyed messages (Belch & Belch, 2017).

NIVEA's television advertising campaigns are designed to strengthen brand equity, build consumer trust, and boost product sales. Despite their widespread visibility, the extent to which these campaigns meet their intended objectives remains ambiguous. Key elements, such as emotional appeal, message clarity, and relevance, play a critical role in shaping consumer perceptions of these advertisements (Batra, Myers & Aaker, 1996). A disconnect between campaign objectives and consumer interpretations can significantly reduce the advertisements' impact on purchasing behavior (Percy & Elliott, 2016).

Consumer attitudes toward advertisements are influenced by personal experiences, cultural contexts, and the strategic execution of the advertising approach itself (Schiffman & Wisenblit, 2019). NIVEA targets a diverse audience with consistent branding and compelling messages, but gaps persist in identifying which specific advertisement elements resonate most effectively.

Trust is a pivotal factor in advertising success. It affects brand loyalty and purchasing decisions (Mackenzie & Lutz, 1989). Although NIVEA enjoys strong market credibility, limited research exists on the extent to which consumers trust the claims made in its television advertisements. Trust depends on the perceived authenticity, transparency, and alignment of advertisements with consumer values and experiences (Erdem & Swait, 2004). A lack of trust could undermine the effectiveness of these campaigns in driving positive consumer actions and fostering brand loyalty.

While advertising campaigns are often associated with influencing purchasing behavior, the specific impact of NIVEA's television advertisements on decision-making and purchasing behavior remains unclear. Previous research has shown that repeated ad exposure can enhance brand familiarity and purchase intentions. However, factors such as message relevance, emotional appeal, and source credibility significantly shape the success of advertisements (Belch & Belch, 2017; Vrtana & Krizanova, 2023). Insufficient clarity on the interplay of these variables limits NIVEA's ability to optimize its advertising strategies.

Moreover, television advertising operates within a dynamic consumer environment shaped by personal preferences, cognitive processes, and external influences such as competing brand messages and sociocultural contexts (Soti, 2022). This complexity complicates efforts to isolate the direct effects of ad exposure on purchasing behavior. Empirical studies suggest weak relationships between variables, emphasizing the need for a deeper exploration of the mechanisms through which advertising influences consumer decisions (Gani, 2024; Bamfo, Kraa, Asabere & Atarah, 2019).

This study addresses these gaps by examining the impact of exposure to NIVEA's television advertisements on consumer purchasing behavior and decision-making. It focuses on key factors such as trust, emotional appeal, and message relevance to evaluate consumer responses and uncover actionable insights into NIVEA's advertising effectiveness. The findings will contribute to a nuanced understanding of how television advertising drives consumer behavior, offering evidence-based recommendations for improving campaign outcomes.

2. CONCEPTUAL FRAMEWORK

The conceptual framework for this study is rooted in understanding how television advertisement exposure influences consumer purchasing behavior, with specific emphasis on the NIVEA campaign. It synthesizes key components such as the advertisement's content, medium, consumer characteristics, and cognitive-emotional responses.

2.1. Consent to the advertisement

The content plays a pivotal role in shaping consumer attitudes and purchasing decisions. Effective advertisements use persuasive techniques, such as emotional appeals, humor, and relatable visuals, to engage the audience. NIVEA's advertisements often leverage emotional connections to promote trust and brand loyalty, making their campaigns memorable. Television remains a dominant medium due to its wide reach and high credibility. NIVEA's choice to utilize television ensures visibility across diverse demographics, combining visual and auditory stimuli to strengthen message retention. However, the effectiveness also depends on factors such as airtime, program alignment, and frequency.

Individual consumer traits, including age, gender, income, and cultural values, significantly influence how advertisements are perceived. For instance, younger audiences might value modern aesthetics, while older demographics may resonate with traditional messaging. NIVEA tailors its campaigns to align with its diverse target market.

Advertisements evoke cognitive (logical) and emotional (affective) reactions. Cognitive responses, such as evaluating product credibility and relevance, influence rational purchasing decisions. Emotional responses, such as joy or trust, evoked by NIVEA's campaigns, foster brand connection and spur impulsive purchases.

The framework connects advertisement exposure to purchasing behavior. Positive perceptions of the ad content, medium, and emotional resonance can enhance brand recall, influence attitudes, and lead to increased product trials or loyalty. By integrating these elements, the framework provides a structured lens to assess how NIVEA's television advertisements shape consumer purchasing behaviors, offering insights into optimizing future campaigns for maximum impact.

2.2. Theoretical review: The impact of television advertisement exposure on consumer purchasing behavior - A case study of NIVEA's campaign

2.2.1. Source Credibility Theory

The Source Credibility Theory, introduced by Carl Hovland, Irving Janis, and Harold Kelley in the 1950s, explores how the credibility of a message source affects the effectiveness of communication. This foundational theory emerged from extensive research on persuasion and communication at Yale University

(Hovland, Janis & Kelley, 1953). Recent studies have expanded its relevance, particularly in modern advertising and digital marketing contexts (Chen & Yang, 2019).

The theory posits that the persuasiveness of a message relies on the source‘s perceived credibility, determined by two key dimensions: expertise and trustworthiness. Expertise refers to the perceived knowledge or skill of the source in a specific domain (Ohanian, 1990). A source with high expertise is seen as providing reliable and accurate information. In NIVEA's television advertisements, featuring dermatologists or skin care professionals discussing the benefits of products enhances the ad‘s perceived expertise. Such endorsements leverage authoritative voices in the skincare field, fostering trust and credibility among viewers (Singh, Bhardwaj & Kumar, 2021). Trustworthiness pertains to the honesty, integrity, and reliability of the message source (McCroskey, 1966; Lee & Kim, 2020). For a message to be persuasive, the audience must view the source as unbiased and genuine. In NIVEA's campaigns, using authentic testimonials or relatable spokespersons can strengthen trust. Ensuring that product claims are realistic and not exaggerated further boosts the credibility and effectiveness of the message.

Hovland‘s research confirmed that audiences are more likely to be persuaded by communicators perceived as both experts and trustworthy. His studies during World War II demonstrated that soldiers more readily accepted messages from authoritative sources, even when the message content was identical. This highlights the pivotal role of credibility in shaping attitudes and influencing behavior (Hovland et al., 1953). Recent research supports this, showing that credible sources increase message acceptance, particularly in advertising and digital communication (Singh et al., 2021).

In the context of advertising, the Source Credibility Theory is particularly relevant, as the effectiveness of brand communication often depends on the perceived credibility of endorsers. For NIVEA's television campaigns, several strategies can enhance credibility:

- **Expert Endorsements**: Featuring dermatologists or skincare experts bolsters credibility through their perceived expertise, reinforcing trust in the product's effectiveness;
- **Celebrity Endorsements**: Trustworthy and relatable celebrities can enhance the ad's trustworthiness. However, their impact may diminish if their motivation appears purely financial (Lee & Kim, 2020);
- **Testimonials**: Genuine customer testimonials reflecting real experiences add both expertise and trustworthiness, fostering consumer trust and engagement.

By ensuring that credible sources deliver their messages, NIVEA can effectively influence consumer purchasing behavior, aligning with the objectives of Source Credibility Theory.

2.2.2. Hierarchy of Effects Model

The Hierarchy of Effects Model, introduced by Robert J. Lavidge and Gary A. Steiner (Lavidge & Steiner, 1961), outlines the sequential stages consumers move through, from initial awareness of a product to the final purchase decision. The model remains highly relevant in contemporary marketing and provides a structured approach to designing effective advertising strategies (Chakravarty & Sarma, 2021; Chen & Yang, 2019). The six stages of the model, as applied to NIVEA's television campaigns, are as follows:

- **Awareness**: Consumers first learn about the product through advertising. For example, a NIVEA TV commercial introduces potential buyers to the brand, creating initial awareness;
- **Knowledge**: Once aware, consumers seek more information. NIVEA could provide detailed explanations of product features and benefits through advertisements or supplementary online content;
- **Liking**: Positive attitudes toward the product are formed. NIVEA's ads could use emotional appeals, relatable scenarios, or endorsements to foster favorable perceptions of the brand (Singh et al., 2021);
- **Preference**: At this stage, consumers start to favor NIVEA over competitors. Highlighting unique selling points, such as advanced skincare technology or dermatologically tested formulations, can create a competitive advantage;
- **Conviction**: Consumers develop a strong belief in the product's value and intend to purchase it. Reinforcing this conviction through testimonials, satisfaction guarantees, or promotional offers is key;
- **Purchase**: The final stage involves the consumer taking action to buy the product. Calls to action, such as “Buy now” or “Visit your nearest store”, can prompt this behavior effectively.

Applying the Hierarchy of Effects Model allows advertisers to design campaigns that guide consumers systematically from awareness to purchase. This model is instrumental in evaluating and optimizing

NIVEA's television advertising strategy to maximize consumer engagement and conversions.

2.2.3. Application of TPB to NIVEA's TV advertisement campaign and its impact on consumer purchasing behavior

The Theory of Planned Behavior (TPB) (Ajzen, 1991) provides a useful framework for understanding how exposure to NIVEA's television advertisements influences consumer purchasing behavior. Since the TPB predicts behavior based on behavioral intentions, it helps explain why and how consumers decide to purchase NIVEA products after watching an advertisement.

Behavioral intention and TV advertisement influence: TPB affirmed that an individual's intention to purchase NIVEA products is a key predictor of actual buying behavior. Television advertisements act as external stimuli that shape consumers' intentions by influencing their perceptions of the brand's benefits, quality, and emotional appeal. Studies suggest that advertisements with persuasive content significantly shape purchase intentions (Lee, Park & Han, 2008).

If NIVEA's ad campaign effectively communicates product benefits (moisturizing properties, dermatological approval, etc.), it can enhance consumer intention to buy. A strong brand image and recall from repeated exposure can reinforce the decision-making process. However, purchase intention does not always result in actual behavior due to other external factors like price sensitivity or product availability.

Attitude toward behavior and TV advertisement influence: A consumer's attitude toward purchasing NIVEA products is influenced by how the ad shapes their beliefs about the product's effectiveness and value. Positive attitudes increase the likelihood of purchasing (Spears & Singh, 2004).

If NIVEA's campaign highlights scientific research, customer testimonials, and dermatological endorsements, it can create a positive attitude toward the product. Emotional appeals, such as promoting self-confidence and beauty, can further strengthen attitudes (Kemp, Bui & Chapa, 2012). However, some consumers might develop negative attitudes due to skepticism about advertising claims or preference for competitor brands like Dove or Vaseline.

Subjective norms and social influence in advertisement: Subjective norms refer to how social expectations influence behavior. If people believe that significant others (friends, family, influencers) approve of using NIVEA products, they are more likely to buy them.

TV advertisements featuring celebrities, social media influencers, or user testimonials can enhance subjective norms by making the product seem socially desirable. Word-of-mouth recommendations and positive reviews can further reinforce social pressure to buy NIVEA. However, if the brand lacks strong social endorsement, the effect may be weaker compared to brands with a larger influencer presence.

Perceived behavioral control and consumer decision-making: Perceived behavioral control relates to how easy or difficult consumers perceive the purchasing process to be. If people feel confident that they can easily access and afford NIVEA products, they are more likely to purchase them.

If the advertisement communicates that NIVEA products are widely available and affordable, it increases the likelihood of purchase. Promotions, discounts, and convenient retail availability (supermarkets, online stores, drugstores) improve perceived control (Grewal, Ailawadi, Gauri, Hall, Kopalle & Robertson, 2011). Barriers such as high prices, lack of accessibility, or negative past experiences with NIVEA could lower perceived control and reduce purchase behavior.

The Theory of Planned Behavior provides a strong foundation for analyzing how NIVEA's television advertisement influences consumer purchasing behavior. It explains how attitudes, subjective norms, and perceived behavioral control shape intentions and, consequently, behavior. However, TPB has limitations in explaining impulse buying, habitual purchases, and subconscious influences. Future research should integrate TPB with behavioral economics and neuro-marketing to develop a more comprehensive understanding of consumer purchasing behavior in response to advertising.

2.3. Empirical review of the impact of television advertisement exposure on consumer purchasing behavior: A case study of NIVEA's campaign

Several studies beam light on the impact of television advertisements and consumer purchases. Bamfo et al. (2019) examined the effect of television advertising on children's purchasing behavior in Ghana. The study targeted children aged 13 to 18 who watched TV ads, using a sample of 230 respondents, with 202 usable responses (87.83%). Data were collected through questionnaires, employing convenience and purposive sampling techniques. Analysis using IBM SPSS with multiple linear regressions revealed that quality information, inclusiveness, and likable ads positively influenced children's purchasing behavior. These factors enhanced engagement and buying decisions.

Sri (2022) investigated the impact of television advertisements on the buying behavior of FMCG customers. Data were collected from the general public through 120 questionnaires. The results showed that advertisements for food and home care products significantly influenced purchasing decisions. Respondents found advertisements entertaining and memorable. The study concluded that FMCG ads effectively shaped buying behavior, especially for food, health, and home care products. However, customers expected more detailed product information from short advertisements, suggesting that ads need to be more informative.

Dhanya and Gokul Nath (2023) studied the impact of television advertising on female consumers' buying behavior in India. The study aimed to explore factors influencing buying decisions, satisfaction with FMCG advertising strategies, and monthly expenditures. Primary data were collected from 30 female respondents in Chandrapur city through structured questionnaires containing 10 questions. Secondary data were sourced from books, websites, articles, and television. The study concluded that television advertising plays a crucial role in shaping female consumers' purchasing behavior despite the availability of various media channels.

Soti (2022) examined the relationship between advertising and consumer behavior, focusing on dimensions of consumer behavior influenced by advertising strategies. The study adopted a mixed-methods research design, addressing the growing relevance of digital and social media advertising. Findings indicated a significant impact of advertising on consumer behavior, revealing a positive correlation between advertising exposure, consumer attitudes, and purchase intentions. The study emphasized advertising's persuasive power in shaping consumer perceptions and influencing decision-making. These insights contribute to understanding the evolving role of advertising in consumer behavior.

Gani (2024) explored how advertising impacts the consumer behavior of university students. The study focused on the influence of advertising on purchasing attitudes among college students aged 20 to 30. Eight FMCG brands, including Lux, Pears, Dettol, Dove, Head & Shoulders, L'Oreal Paris, Dove, and Tresemme, were analyzed. Data were collected through questionnaires assessing brand-advertisement correlations, with results presented using statistical tools such as mean, standard deviation, frequency, and percentages. Findings showed that advertisements significantly influence consumer preferences, with Dove emerging as the most preferred brand, followed by Pears. Despite competitive pricing, Head & Shoulders maintained a strong customer base. Interestingly, advertisement repetition and product cost did not substantially alter buying behavior. The study further demonstrated that university students consider advertisements credible sources of information, often outweighing recommendations from friends and reference groups.

In line with this, NIVEA's television advertisement campaign can be evaluated through similar perspectives. If NIVEA's ads provide engaging, informative, and memorable content, they will likely influence consumer purchasing behavior. The emphasis on entertainment value, product clarity, and memorable messaging could enhance consumer recall and drive purchases. Therefore, the study hypothesized:

H1: Exposure to NIVEA's television advertisement campaign has no significant impact on consumer purchasing behavior, and there is no association between exposure to the campaign and consumer decision-making processes or choices regarding NIVEA products.

3. METHODOLOGY

The data for this study were collected to gather quantitative insights on respondents' advertisement exposure, decision-making processes, and purchasing behavior. The online questionnaire consisted of closed-ended questions (using a Likert scale and multiple-choice options) for consistency and ease of analysis (Joshi, Kale, Chandel & Pal, 2015).

A convenience sampling method was employed, with the form link distributed via email invitations and social media platforms (e.g., Facebook, LinkedIn, WhatsApp). Participants were informed about the study's purpose, the voluntary nature of participation, and the confidentiality of their responses. A consent statement was included at the start of the questionnaire. Out of the distributed questionnaires, 900 respondents completed and returned their forms, ensuring a robust sample size for analysis.

To ensure validity, a pilot study was conducted with 30 respondents, and their feedback was used to refine the questions for clarity and alignment (Collins, 2003). The survey remained open for 30 days, with periodic reminder emails sent to encourage participation. Responses were securely recorded and exported to CSV format for further cleaning and statistical analysis using tools like SPSS or Python.

The model for the study is represented by the following multiple regression equation:

$$\text{Purchasing\_Behavior} = \beta 0 + \beta 1(\text{Exposure\_to\_Ad}) + \beta 2(\text{Decision\_Making\_Process}) + \varepsilon$$

where:

- PB = Purchasing Behavior (dependent variable)
- EA = Exposure to Advertisements (independent variable 1)
- DMP = Decision-Making Process (independent variable 2)
- $\beta 0$ = Intercept
- $\beta 1$, $\beta 2$ = Coefficients of the independent variables
- ε = Error Term.

4. RESULTS OF THE STUDY

4.1. Descriptive statistics for respondent data

The dataset consists of 900 respondents, with key variables measured, including demographic information (age, gender, income level, and education level) and attitudinal factors (trust in ad, appeal of ad, and likelihood to purchase). Below is a detailed discussion of each variable based on the summary statistics.

4.2. Results of regression analysis

The regression model examines the relationship between purchasing behavior (dependent variable) and the independent variables (exposure to advertisements and the decision-making process).

The regression results indicate that the model has very low explanatory power, with an R-squared of 3.5%, meaning that only a small portion of the variation in purchasing behavior is explained by the independent variables (exposure to ad and decision-making process). The adjusted R-squared (2.9%) confirms this weak predictive ability. The F-statistic (1.137) with a p-value of 0.321 suggests that the overall model is not statistically significant, as we fail to reject the null hypothesis that all regression coefficients are zero. The intercept (2.8824, $p < 0.001$) is significant, representing the baseline purchasing behavior when both predictors are zero. However, exposure to ad (0.0377, $p = 0.278$) and decision-making process (-0.0343, $p = 0.321$) have p-values above 0.05, indicating that neither has a statistically significant effect on purchasing behavior. These findings suggest that advertisement exposure and decision-making complexity do not meaningfully predict purchasing behavior in this model.

The study reveals that neither exposure to ads nor the decision-making process shows a statistically significant impact on purchasing behavior. The low R-squared value further underscores the weak predictive power of the model.

Therefore, television advertisement exposure has a minimal and statistically insignificant impact on consumer purchasing behavior. The decision-making process also lacks significant predictive power, potentially indicating that other unmeasured factors (e.g., brand loyalty and social influences) may be stronger drivers of purchasing behavior. This refills the need

Table 1: Summary of variables age, gender, income level, and education level

Age	18 - 27 years (20%)	28 - 40 years (30%)	41 - 53 years (25%)	54 - 64 years (25%)
Gender	Male (48%)	Female (52%)		
Income level	Low income (18%)	Lower-middle (28%)	Upper-middle (32%)	High income (22%)
Education level	Low education (12%)	Moderate (38%)	College-level (28%)	Higher education (22%)

Source: Authors

Table 2: Summary of variables of trust in advertisement, appeal of advertisement, and likelihood of purchase

Category	Low	Moderate	High	Very high
Trust in advertisement	25% have low trust	30% have neutral trust	30% have moderate trust	15% have high trust
Appeal of advertisement	25% find ads unappealing	35% have neutral appeal	28% find ads moderately appealing	12% find ads very appealing
Likelihood to purchase	26% have low intent	32% have neutral intent	28% show moderate interest	14% show high likelihood

Source: Authors

Table 3: Regression model summary of television advertisement exposure on consumer purchasing behavior: A case study of NIVEA‘s campaign

	Value
Dependent variable	Purchasing behavior
R-squared	0.035
Adjusted R-squared	0.029
F-statistic	1.137
Prob (F-statistic)	0.321
Log-Likelihood	-1615.2
AIC (Akaike Information Criterion)	3236.0
BIC (Bayesian Information Criterion)	3251.0
No. Observations	900
Df Residuals	897
Df Model	2
Covariance type	Nonrobust

Source: Authors

for improved targeting and a deeper understanding of consumer behavior to enhance the effectiveness of NIVEA's campaigns.

5. DISCUSSION

The analysis reveals weak relationships between the variables under study, emphasizing the limited influence of television advertisements on purchasing behavior and consumer decision-making processes. The regression model confirms these observations, with an R-squared value of 0.035 and an adjusted R-squared of 0.029. These values indicate that only 3.5% of the variance in purchasing behavior is explained by the predictors, highlighting the presence of unmeasured factors significantly impacting consumer behavior. The F-statistic (1.137, p = 0.321) demonstrates that the overall model lacks statistical significance, with the predictors failing to show meaningful explanatory power. While the intercept (2.8824, p = 0.000) is statistically significant, suggesting baseline purchasing behavior independent of ad exposure or decision-making, the individual coefficients for ad exposure (0.0377, p = 0.278) and decision-making (-0.0343, p = 0.321) are insignificant. The result supports the hypothesis.

These findings align with both theoretical and empirical literature. For instance, Bamfo et al. (2019) found that advertisements have minimal effects on purchasing behavior, particularly when consumer decisions are influenced by factors such as product quality or brand reputation. Similarly, studies by Soti (2022) and Gani (2024) highlight the importance of additional variables, including consumer attitudes, brand loyalty, and external influences (e.g., social and cultural factors). Cognitive complexity and the interaction between personal preferences and external stimuli also play a significant role, which may explain the limited effectiveness of linear models in capturing these multidimensional relationships.

Studiy by Lee et al. (2008) supports the notion that while advertising can influence consumer intent, external factors often mediate actual purchasing behavior. The findings also align with Spears and Singh (2004) and Kemp et al. (2013), who emphasize the role of positive attitudes in shaping purchase decisions. However, skepticism and a preference for competing brands, as noted in the literature, limit the effectiveness of advertisements, reinforcing the weak observed relationship between ad exposure and decision-making.

Furthermore, Ali, Gjylbegaj and Balfagieh (2017) emphasize the significance of social endorsement in consumer behavior, which aligns with the finding that social influence plays a role in ad-driven purchase decisions. However, the weak overall effect of advertis-

Table 4: Regression coefficients of television advertisement exposure on consumer purchasing behavior: A case study of NIVEA‘s campaign

Variable	Coefficient	Std. error	t-value	p-value	95% Confidence interval (lower)	95% Confidence interval (upper)
Intercept	2.8824	0.156	18.448	0.000	2.576	3.189
Exposure_to_ad	0.0377	0.035	1.086	0.278	-0.030	0.106
Decision_making_process	-0.0343	0.034	-0.994	0.321	-0.102	0.033
R-squared	0.03					
Adjusted R-squared	0.02					
F-statistic	1.137					
Prob (F-statistic)	0.321					

Source: Authors

ing suggests that subjective norms alone may not be a strong predictor in the absence of additional reinforcing factors.

This study's findings challenge traditional advertising theories, such as the AIDA (Attention, Interest, Desire, Action) model, which posits that exposure leads to a direct and sequential progression toward purchase. The weak correlations observed suggest that the advertising model‘s linear assumptions may not adequately capture the nuances of modern consumer behavior. Moreover, the insignificant impact of ad exposure on decision-making underscores the complexity of cognitive processes, supporting theories like the Elaboration Likelihood Model (ELM), which differentiates between central (rational) and peripheral (emotional) routes of persuasion. The negative link between decision-making and purchase likelihood could indicate that television ads predominantly leverage the peripheral route, which, while effective for short-term engagement, may not lead to thoughtful purchasing. However, TPB has limitations in explaining impulse buying, habitual purchases, and subconscious influences. Future research should integrate TPB with behavioral economics and neuro-marketing to develop a more comprehensive understanding of consumer purchasing behavior in response to advertising.

6. CONCLUSION AND IMPLICATIONS

The findings of this study indicate that television advertisements have a limited impact on consumer purchasing behavior and decision-making. The regression model‘s low explanatory power further underscores the inadequacy of the examined variables in predicting purchasing behavior. The statistical insignificance of the predictors (exposure to ads and the decision-making process) suggests that other unexamined factors, such as personal preferences, brand loyalty, and external influences, play a more significant role in shaping consumer decisions. These results are consistent with prior studies, such as Bamfo et al. (2019), which identified minimal effects of advertisements on purchasing behavior in specific contexts. They also reinforce the complexity of consumer behavior, where cognitive factors and external influences outweigh the impact of media exposure alone.

6.1. Practical implications

This study reveals several actionable insights to improve NIVEA‘s television advertisement campaigns. The weak correlation between ad exposure and purchasing behavior reaffirms that television ads have a limited impact. NIVEA should diversify its marketing efforts with digital channels, social media, and influencer partnerships to enhance consumer engagement. A negative correlation with decision-making indicates that television ads might oversimplify consumer evaluations. Future campaigns should focus on informative and emotionally resonant content to encourage thoughtful decisions. A Low R-squared value reflects those other factors, like brand loyalty, product quality, and pricing, play a more significant role in purchasing behavior. Incorporating these into marketing strategies is essential.

Segmentation by demographics or purchase history could improve ad effectiveness. Tailored campaigns addressing specific consumer needs may yield better outcomes. Alternative metrics like brand recall, customer retention, and long-term sales impact should be explored to measure advertisement success. The weak predictive power of the regression model highlights the need for more robust research methodologies, including non-linear relationships and additional variables (e.g., consumer attitudes). By implementing these strategies, NIVEA can refine campaigns, optimize resources, and achieve greater influence on consumer behavior.

Based on the findings, the following recommendations are proposed to improve the effectiveness of NIVEA‘s television advertisement campaigns: NIVEA should expand beyond television by incorporating digital marketing, social media platforms, and influencer collaborations to reach a broader and more engaged audience. NIVEA should consider developing advertisements with more detailed, emotionally resonant, and informative content to support thoughtful consumer decision-making rather than oversimplifying the process. NIVEA could develop segmentation strategies based on demographics, psychographics, and purchase history to tailor advertisements to specific consumer groups, improving relevance and impact.

NIVEA should consider incorporating factors such as brand loyalty, product quality, pricing, and social influences in future studies and campaigns to better understand and address consumer behavior drivers. NIVEA could evaluate the success of advertising campaigns using metrics like brand recall, customer retention, and long-term sales impact instead of solely focusing on immediate purchasing behavior. NIVEA could employ more comprehensive research methodologies, such as including non-linear relationships, interaction effects, and additional predictors like consumer attitudes and media preferences, to capture the complexities of consumer behavior.

NIVEA should consider integrating television ads with other marketing channels to create cohesive campaigns that reinforce messaging across platforms, increasing overall effectiveness. NIVEA could continuously analyze campaign performance and consumer responses to refine strategies, optimize resource allocation, and improve marketing ROI. By implementing these recommendations, NIVEA can enhance its advertising effectiveness and better influence consumer purchasing behavior.

6.2. Suggestions for future research

The area for further research should include factors such as brand loyalty, product quality, pricing strategies, and social influences to better understand the drivers of purchasing behavior.

Future research should examine the long-term effects of digital marketing, social media platforms, and influencer campaigns in comparison to traditional television advertisements.

Future research should study how tailored advertising strategies impact different consumer segments (e.g., age, gender, income, and lifestyle).

Analyze the long-term effects of advertisements on brand recall, customer retention, and loyalty to capture their broader influence.

Future research should investigate how integrating television with other marketing channels (e.g., digital, print, and outdoor) enhances the overall effectiveness of campaigns.

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Apstrakt

Uticaj izloženosti televizijskim reklamama na ponašanje potrošača prilikom kupovine: studija slučaja NIVEA kampanje

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Ova studija istražuje uticaj izloženosti televizijskim reklamama na ponašanje potrošača prilikom kupovine, sa posebnim fokusom na kampanje brenda NIVEA. Televizijsko oglašavanje ima značajan uticaj na percepciju potrošača, podstiče lojalnost brendu i utiče na odluke o kupovini. Međutim, njegova efikasnost zavisi od jasnoće poruke, emocionalne privlačnosti i poverenja potrošača. Korišćen je kvantitativni istraživački dizajn, a podaci su prikupljeni pomoću strukturiranih upitnika od 900 ispitanika u vezi sa njihovom izloženošću reklamama, procesom donošenja odluka i ponašanjem prilikom kupovine. Za analizu odnosa između ovih varijabli korišćena je višestruka regresiona analiza. Rezultati ukazuju na slabe veze, što sugeriše da televizijske reklame imaju ograničen uticaj na ponašanje i donošenje odluka potrošača. Iako reklame minimalno utiču na odluke o kupovini, negativno utiču na racionalnu evaluaciju, potencijalno otežavajući složenije procese odlučivanja. Regresioni model pokazuje slabu prediktivnu moć, pri čemu prediktori ne daju značajan doprinos. Ovi rezultati se poklapaju sa prethodnim istraživanjima koja ukazuju na veći uticaj ličnih preferencija i spoljašnjih faktora na ponašanje potrošača. Studija naglašava značaj uključivanja dodatnih varijabli, kao što su stavovi potrošača, lojalnost brendu i demografske karakteristike, kako bi se poboljšalo razumevanje i optimizovala strategija televizijskog oglašavanja brenda NIVEA. Bolje ciljanje i personalizovane poruke mogle bi efikasnije da podstaknu angažovanje potrošača i povećaju kupovinu.

Ključne reči: *televizijsko oglašavanje, potrošač, ponašanje prilikom kupovine, NIVEA kampanja*

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