



THE PERCEIVED ADVERTISING STRATEGIES USED ON CONSUMER PURCHASING PREFERENCE

¹Monaliza P. Cayatoc, RGC, ²Caleb Samuel D. Olaes, ³Ezekiel James S. Forcado, ⁴Amira D. Zafarullah,

⁵Andrey Nico A. Paltingca, ⁶Jacey Kleon B. Cruz, ⁷Aniika Gabrielle C. Urgelles, ⁸Dale Lemuel G.

Freyra

¹Senior High School Faculty, ²Student, ³Student, ⁴Student, ⁵Student, ⁶Student, ⁷Student, ⁸Student,

Senior High School Department,
Philippine School Doha, Doha, Qatar

Abstract: **Introduction:** Advertising plays a crucial role in influencing consumer purchasing intentions for businesses, particularly in the digital age. As the shift from traditional media to digital media has become more prevalent, businesses must adapt to the new medium for success. Online advertising helps businesses attract potential customers by analyzing their behavior and understanding the factors influencing their choices. By focusing on adaptability and convenience, businesses can stay ahead in the market and achieve customer satisfaction. **Methodology:** Originally made survey questionnaires by researchers were formally created and validated using the quantitative descriptive research design. One hundred respondents were divided into two groups, fifty (50) males and fifty (50) females were selected as the respondents of the study **Result:** The results showed that the majority of the consumers are aged from 31 to 49 years old, with a bachelor's degree, working for over 10 years, and mostly preferred online advertisement. Print advertisement has been never used, while Online advertisement, Broadcast advertisement, Product Placement advertisement, and Outdoor Advertisement have been often used. **Discussion:** The study states that most consumers in Qatar prefer Online advertisement for their product preferences. Online advertisements had a big gap of grand mean compared to others. Stating the fact that online advertisement ranked first in all demographic profiles. **Recommendations:** To study further the combinations of the different advertising strategies employed to increase sales or service provision positively.

Index Terms - Broadcast advertisement, Consumers, Online advertisement, Outdoor Advertisement, Print Advertisement, Product Placement advertisement

I. INTRODUCTION

The objective of advertising is to reach out to people who are willing to purchase goods or services. A strategy is a step-by-step plan to persuade customers to choose products or services over others. In addition to this, startups, small businesses, and established companies create strategic advertising campaigns through traditional and digital marketing channels (Key, 2017). Television ads, print ads, billboards, direct mail, and street teams are all examples of traditional advertising. Digital advertising strategies include email marketing campaigns, social media marketing, SEO-based content marketing, and digital advertising.

Reaching the profitability of the brand itself takes trials to meet its potential as it requires conditions to show its importance in selling one enterprise by managing strategies for business advertisements (Schauster & Neill, 2017). The three major goals of advertising are to give information about the products (informative advertising), persuade consumers to build selective demand (persuasive advertising), and remind consumers to continue thinking about the brand (reminder advertising) (Ogah & Abutu, 2022). In consumer buying intentions, advertising was found to be vital for all firms, which use advertising to encourage and pursue customers towards their products.

To determine consumers' preferences and buying patterns by examining their behavior, they can also pinpoint the exact factors that influence those decisions. This information can then be used to develop the products/services, set the correct prices, decide on effective distribution channels, and optimize promotional activities to maximize consumer impact. Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. Advertising plays a vital role in shaping dreams and helping customers in taking conscious product and brand decisions (Amandeep et. al., 2017)

Social networks may influence both individual and organizational achievement, according to a variety of studies. Nonetheless, a fundamental premise of this research is that network structure cannot be reduced to the characteristics of individual social players. Although the actual brand identity is determined endogenously by the makeup of the consumers who purchase it, both the firm and the consumers can communicate their desired brand identity (Kuksov et al., 2013).

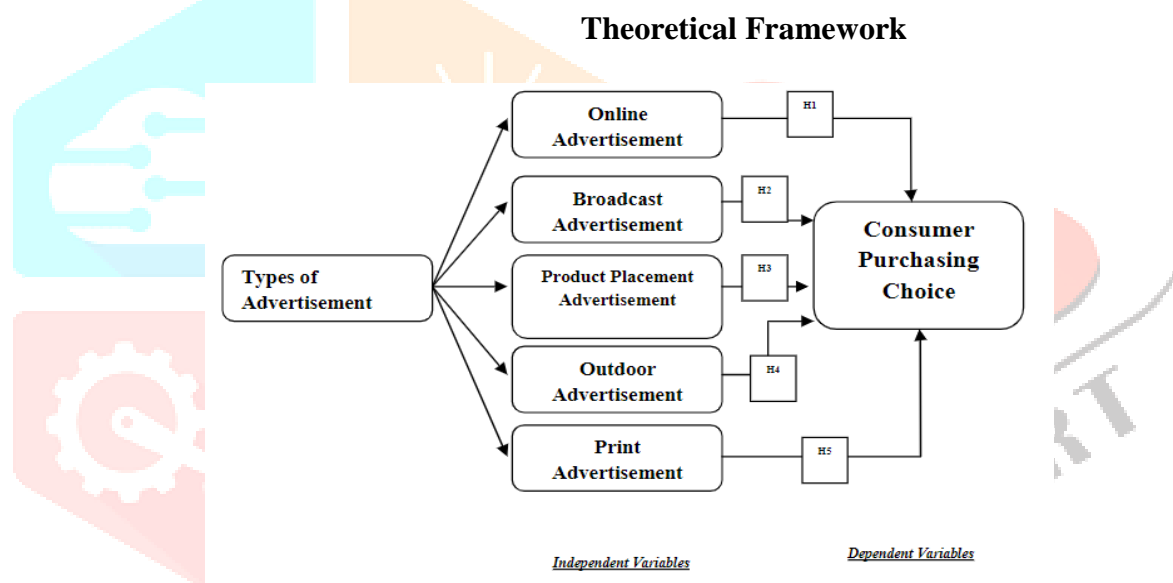


Figure 1: Research Mode, developed by Climis & Anwar (2017)

This study is based from the Climis & Anwar Model (2017). The framework discusses the different types of advertisements such as Online Advertisements, Broadcast Advertisements, Product Placement advertisements, Outdoor Advertisements, and Print advertisements.

Advertising can serve as the primary marketing tool in raising the good or services in the minds of buyers and shaping their purchasing decisions. In particular, purchasers assess the quality of products by obtaining information from advertisements. The primary goal of advertising is to increase the attractiveness and willingness of buyers to purchase a specific product or service. Advertising's influence is generally measured by the effectiveness of the messages, which is defined as the degree to which the advertising's assumed goal was met.

An effective advertisement should be developed and implemented to attract more buyers. Thus, enterprises should create well-structured advertisement campaigns to attract potential buyers.

ONLINE ADVERTISEMENT

Online advertising is an advertising strategy that entails using the Internet as a medium to generate website visitors but also target and send marketing messages to the appropriate consumers. Online advertisement enables enterprises to reach and influence purchasers from all over the world and affect their purchasing decisions. Rapid enlargement of online advertising revenues indicates the capability of international web advertising as a substitute for traditional methods considering internet advertising growth (Upadhyaya, 2015).

Today, most retail stores are attracted to online advertisement due to the fact that online advertisement has rapidly developed in the last decade (Fa & Ja, 2015). Social media has numerous advantages as it assists connect retailers to purchasers, developing relations, and promoting this association promptly at a low cost (Vinerean et al., 2013). Social media advertising differs from other types of advertisement, It has a massive popularity that has revolutionized marketing practices such as advertising and promotion (Zhang, 2015). To create an effective online advertising strategy, businesses should have a strong connection with Twitter, YouTube, and Facebook to attract and get closer to the potential purchasers as a result influencing their purchasing choice in a particular product or service.

BROADCAST ADVERTISEMENT

Advertising on broadcast television and radio is an excellent way to market a product because it reaches a highly targeted F. Fans of particular channels have specific preferences and interests, which a good agency can determine through market research and analysis. Television advertisement provides necessary information concerning a particular product or service and it enables purchasers to decide upon products or services. Purchasers' reactions to TV advertisements were found to be more successful than reactions to other types of advertisements (Awad, 2015). Furthermore, the marketers found that TV advertisement is more effective than print media to reach purchasers. Advertising through Television allows marketers to show and tell a wide audience concerning a product, service, or retail store. The advantage of television advertisement over other mediums is that it is perceived as a mixture of audio and video features; it provides products with instant validity and fame and offers the greatest chance for creative advertising (Mikolajczyk, 2015).

PRODUCT PLACEMENT ADVERTISEMENT

The main idea behind product placement is that the audience will not perceive the product's appearance in the show as an advertisement. The goods are naturally integrated into the play. The chosen brand must be associated with the placement's characters or context and generate positive feelings toward the brand. A product placement advertisement is the paid enclosure of branded products, through visual or audio instruments indicated within mass media programming (Mughal et al., 2014). Furthermore, purchasers have a positive attitude toward product placement with some exceptions of placement of illegal for instance cigarettes, alcohol, and drugs (Nguyen et al., 2015). To attract purchasers' attention, marketers have purposefully placed products or brand names into movies or TV scripts (Awan et al., 2016). As more purchasers attempted to avoid advertisements, there has been a development in brand placement: the practice of integrating brands into entertainment media, particularly television and film (Desai, 2014).

OUTDOOR ADVERTISEMENT

Outdoor advertising has proven to be an effective means of raising brand awareness and image. Customers have little control over what marketing they see outside their homes because they can't "neglect" outdoor ads as they can online. Billboard advertising, which promotes a product, service, or event using large, printed signs, is the most popular and effective type of outdoor advertising. That is creativity's message processing promoting strategy only improves memory when billboards cross a threshold, i.e., when the ads are at a sufficient level of conspicuity within an individual's visual field (Wilson et al., 2014). Regardless of revenue enlargement, conversely, outdoor advertising remains "one of the least researched of any mass medium" (Kit & P'ng, 2014). The development of outdoor advertising has incorporated a considerable increase in the utilization of modern formats, comprising; transit such as airports, and buses; alternative media such as marine, airborne, stadiums, and street furniture such as kiosks and shelters.

PRINT ADVERTISEMENT

Print marketing is a strategy in which marketers target a specific demographic and place print advertisements in places where they will be seen, heard, or engaged offline. Offline, the best place to reach them is often at home. It is a type of advertising aimed to draw people's attention to products and services while they are reading or scanning publications. Advertisements of this type can be found in newspapers, newsletters, and magazines. This type of advertising usually requires a lot of planning and often requires a team of people. Many advertisers utilizing print media published their advertisements to attract purchasers through point-of-purchases, newspapers, magazines, and more (Kofi et al., 2015). Communication in print advertising constitutes a unique genre with a distinct set of characteristics (Niekerk, 2018). Many scholars and academicians proved that print advertisement has a significant and positive influence on color print advertisements concerning purchasers' behavior and the organization's revenue, for instance, attitude toward the advertising or willingness to purchase (Owusu & Nyarku, 2014).

II. RESEARCH METHODOLOGY

This study utilized the descriptive design of the research which aims to accurately and systematically describe a population, situation, or phenomenon (McCombes, 2019). Further, it provides a rather full picture of what is going on at a given time and enables the development of research questions. In this study, the phenomenon that was investigated is the sales management skills of sales associates in Qatar. The descriptive research design is purely data-derived, meaning that statements are created from the data collected. (Bhamjee, 2021). The quantitative method was also used to collect data through survey questionnaires and the analysis of results. The quantitative method provides numerical data and it attempts to identify the strength of association or correlation between variables, generalization, and objectification of the results through a sample for population inference (Cadena-Iniguez et al., 2017). The quantitative data acquired in this study can help validate original findings and describe the phenomenon being examined.

3.1 Locus and Sample

This study was conducted in Doha, the State of Qatar. There was a total of fifty male consumers and fifty female consumers who had been chosen as respondents in this study. The study applied purposive sampling techniques to select the respondents. Purposive sampling is a type of non-probability sampling in which the researcher makes selections about which persons will be included in the sample based on several characteristics such as specialist knowledge of the research subject or capability and willingness to engage in the research. (Campbell et al., 2020). As a form of sampling method, purposive sampling is defined by the objectivity with which respondents are selected. The chapter makes the case that probability-based sampling approaches are more suitable for questionnaire investigation, with convenience sampling inherently dependent on untestable assumptions (Klar & Leeper, 2019). To meet the criteria of purposive sampling, this sampling strategy entails identifying and choosing individuals or groups of individuals who are knowledgeable and skilled about the topic of interest. Proper procedures were followed in gaining the approval of the authorities and respondents in the conduct of this research after receiving the informed consent.

3.2 Data and Sources of Data

The data were obtained in the following approaches: purposive sampling technique was employed to evaluate the sample size, and consumers in Qatar were chosen. After ensuring they were capable of adequate English interpretation, the directions, as well as the objective of the questionnaire were properly explained, and they were advised if they would be willing to engage in the study. When the survey respondents had no further questions and had thoroughly understood and consented, they signed and filled out the survey with the researcher's assistance, such as translating difficult-to-understand words into simplified terms. The final step was to distribute the survey to the people who responded, followed by collection. Thus, the data were then tallied and evaluated.

3.3 Research Instrument

A self-made survey questionnaire was developed to meet the objective of this study. It has closed-ended questions and is based on primary and secondary sources. The researchers followed several steps to use a valid instrument. The first part of the instrument is a formal letter from the researchers, the second part is the demographic profile of the respondents, and the third part contains the various types of advertising strategies: Online advertising, Broadcast advertising, Product placement advertising, Outdoor advertising, and Print advertising.

Development and Validation of the Instrument

STEP 1 – Content Validation

In this stage, pre-research was conducted to get the necessary data which was also included in the questionnaire. The questions were based on the theoretical framework of advertising strategies.

STEP 2 – Face Validation

The test items were examined and judged to see if they are valid for measuring the variable being studied. The questionnaire was checked by experts in the field and revised based on the recommendations of the validators.

STEP 3 – Final Administration

The respondent questionnaires were facilitated to consumers during the month of March 2023 via Google Forms.

3.4 Statistical Treatment

To analyze the responses posted in this study, the statistical tools percentage, frequency, and weighted mean were implemented to the data obtained. The demographic profile of the respondents was determined by calculating percentage and frequency. The weighted mean was utilized to determine the most prominent advertising strategies that shaped and influenced customer preferences. The table below shows the weighted mean scale and their designated verbal interpretations following the normal curve.

Weighted mean scale and the designated verbal interpretations

Weighted Mean	Verbal Description	Explanation
3.26 - 4.00	Always	Highly Preferred
2.51 - 3.25	Often	Moderately Preferred
1.76 - 2.50	Rarely	Slightly Preferred
1.00 - 1.75	Never	Not preferred at all

IV. RESULTS AND DISCUSSION

4.1 Results

Table 1. The Demographic Profile of The Consumers

Profile	Frequency	Percentage
Age		
21-30 years old	16	16%
31-49 years old	64	64%
50 years old and above	20	20%
Total	100	100%
Sex		
Male	50	50%
Female	50	50%
Total	100	100%

Level of Educational Attainment		
Primary (Elementary Graduate)	1	1%
Secondary (High School Graduate)	3	3%
Tertiary (Undergraduate)	13	13%
Bachelor's Degree	74	74%
Master's Degree	8	8%
Doctorate Degree	1	1%

Total	100	100%
Number of Work Experience		
Below 1 year	1	1%
1-3 years	1	1%
4-6 years	10	10%
7-9 years	12	12%
Above 10 years	76	76%
Total	100	100%

The table shows that the majority of the respondents, in terms of age, are 31–49 years old, with a leading percentage of 64. This is followed by 50 years old and older with 20%, and 21–30 years old with 16%. The objective is to gather and ensure a good number of older age ranges for the survey.

In older age groups, different consumer sensitivity to persuasion in advertising can be achieved with different combinations of persuasion strategies Spasova (2022). These research findings are useful for organisations that offer products and services through advertising; thus, there is a need to study age groups for consumer advertising.

Meanwhile, responses according to sex indicate that there are 50% for males and 50% for females. The study is designed to have an equal number of respondents to prevent gender bias.

Moreover, men have greater brand-evaluation involvement brought about by comparative appeals that lead to more favorable ad and brand evaluations and greater purchase intentions. For women, the heightened perceptions of manipulative intent brought about by comparative appeals resulted in negative ad and brand evaluations and reduced purchase intentions. Finally, the attribute alienability of competing products moderated the gender-dependent effectiveness of comparative and noncomparative appeals, as declared by Chang (2013).

This is further supported by Sultana and Shahriar (2017), who understood the implications of this phenomenon of gender-neutral communications on brand image primarily by looking into the relationship of gender and brand from five aspects, which is relevant to grasping an understanding of this phenomenon: gender roles in advertising, the effect of brand gender perception on brand equity (Lieven et al., 2015), the effect of brand design elements on brand gender perceptions (Lieven et al., 2015), gender perception effects on brands (Till & Priluck, 2001), and non-traditional advertising.

The table also conveys the respondents' educational attainment, with a bachelor's degree as the most common level of attainment of 74%. This is followed by respondents with tertiary education at 13%, master's degrees at 8%, secondary education at 3%, and primary and doctoral degrees at 1% each. With these numbers, it is implied that the educational attainments of the participants are scattered across levels. With these numbers, it is implied that the educational attainments of the participants are scattered across levels.

Consequently, the results showed that the background or characteristics of the students greatly influenced the marketing strategy model used. Thus, universities need to conduct research on student profiles comprehensively, from demographics to the presence of other universities (Nuriadi, 2021).

Another perspective is the number of work experience respondents working for more than 10 years, with a frequency of 76%. This is followed by respondents with working experience of 7-9 years with a frequency of 12 or 12%, 4-6 years with a frequency of 10 or 10%, and lastly, respondents with working experience of 1-3 years and below 1 year with a frequency of 1. This suggests that the majority of the consumers in this data have a working experience of 10 or more years.

The importance of canalizing the advertiser's divergent thinking abilities through appropriate routes provided by working experience is emphasized by Agnoli et al. (2019), raising important implications for future explorations of domain-specific creative achievement within an individual differences framework.

TABLE 2. THE EXTENT OF ONLINE ADVERTISING STRATEGY CONSUMED BY THE RESPONDENTS

Online Advertising Strategy	Mean	Verbal Description
I prefer online advertising as it is accessible through the internet, it is easy for me to discover new products and services.	3.32	Always
I find online advertisements helpful in reaching the retailers to develop relations in a timely manner with a low cost.	3.25	Often
I find online advertising easy to purchase products through the connection of social media (Twitter, YouTube and Facebook).	3.21	Often
I pay attention to online advertisements for products that have massive popularity and promotions.	3.04	Often
I find online advertisements influence me on my purchasing decisions.	2.97	Often
Area mean	3.16	Often

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 2 displays that the area mean is 3.16 which is qualitatively described as “often” used. The indications under the online advertising strategy were ranked based on these: “I prefer online advertising as it is accessible through the internet, it is easy for me to discover new products and services.” (3.32) is verbally described as “always” meaning that the respondents highly preferred online advertising, “I find online advertisements helpful in reaching the retailers to develop relations in a timely manner with a low cost.” (3.25), “I find online advertising easy to purchase products through the connection of social media (Twitter, YouTube and Facebook).” (3.21), “I pay attention to online advertisements for products that have massive popularity and promotions.” (3.04), and “I find online advertisements influence me on my purchasing decisions.” (2.97) all verbally interpreted as “often” meaning that the respondents moderately preferred online advertising. The table also shows that the respondents: ‘I prefer online advertising as it is accessible through the internet and it is easy to discover new products and services.’ That has the highest mean of 3.32, which is verbally described as ‘Always’, meaning that the respondents highly preferred Online advertisements, while they find an indicator with the lowest mean of 2.97, which is verbally described as ‘Often’ meaning that the respondents moderately preferred Online advertisement, is the indicator that states that ‘I find online advertisements influence me on my purchasing decisions.’

In this new medium, customers can choose when and how much of the advertisement content they want to view, giving them control over their exposure to advertising. If the online advertisement proves to be useless, customers will immediately end their visit (Nizam & Jaafar, 2018). With the development of user-interactive social media platforms like YouTube, they have control over advertising. Over a billion users visit this video-sharing website each month, watching over six billion hours of content (Belanche, 2017). The results showed that online advertising aids greatly in discovering different types of products and services that are easy to access and has influenced consumers’ purchasing choices through online advertising.

TABLE 3. THE EXTENT OF BROADCAST ADVERTISING STRATEGY CONSUMED BY THE RESPONDENTS

Broadcast Advertising Strategy	Mean	Verbal Description
I find broadcast advertisement entertaining as it provides a mixture of audio and video features to present its creativity.	3.03	Often
I find it convenient since it shows through television the actual product, service or retailer store.	3.00	Often
I recognize the advertisement from instant fame and offers of the products and services.	2.91	Often
I find broadcast advertisements convincing since it provides necessary information about the product or service.	2.85	Often
I find broadcast advertisements more convincing because it channels products based on my preference and interest.	2.82	Often
Area mean	2.92	Often

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 3 displays that the area mean is 2.92 which is qualitatively described as “often” used. The indications under the broadcast advertising strategy were ranked based on these: “I find broadcast advertisement entertaining as it provides a mixture of audio and video features to present its creativity.” (3.03), “I find it convenient since it shows through television the actual product, service or retailer store.” (3.00), “I recognize the advertisement from instant fame and offers of the products and services.” (2.91), “I find broadcast advertisements convincing since it provides necessary information about the product or service.” (2.85) and “I find broadcast advertisements more convincing because it channels products based on my preference and interest.” (2.82). With the verbal description results being that of ‘often’, it is noted that the respondents moderately preferred Broadcast Advertisement. Moreover, table 3 describes the Broadcast Advertising strategy that the respondents consume. The highest weighted mean shows that “I find broadcast advertisement entertaining as it provides a mixture of audio and video features to present creativity” with a mean of 3.03 and a verbal description of “often”. While the least ranking output is “I find broadcast advertisements more convincing because it channels products based on my preference and interest” with a mean of 2.82 and a verbal description of “often”. Having all verbal descriptions as ‘often’, it means that the respondents moderately preferred Broadcast Advertisement.

The advantage of television advertisement over other mediums is that it is perceived as a mixture of audio and video features; it provides products with instant validity and fame and offers the greatest chance for creative advertising (Mikolajczyk, 2015). In addition, according to the findings revealed by Anwar (2017), the highest value for online advertisement has the strongest relationship with consumer purchasing choice in retail stores in Erbil. It is said that retail stores should keep up with the market development to attract customers.

The broadcast advertisement is currently in the internet generation which indicates that entrepreneurs should invest more effort and time in creating a social media connection and provide online engagement to the customer to get closer because sales may be positively affected by TV advertising in a variety of ways.

TABLE 4. THE EXTENT OF PRODUCT PLACEMENT ADVERTISING STRATEGY CONSUMED BY THE RESPONDENTS

Product Placement Advertising Strategy	Mean	Verbal Description
I find product placement by the use of characters gives positive feelings for me (Interested, Amused, Inspired, Encouraged).	2.87	Often
I am persuaded by product placement with the use of characters that catch my attention and interest to the product.	2.86	Often
I pay attention of the advertisement through visual or audio instruments indicated within mass media programming.	2.84	Often
I am fascinated of product placement use in entertainment media.	2.77	Often
I find product placement into movies or tv scripts attractive.	2.75	Often
Area mean	2.82	Often

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 4 displays that the area mean is 2.82 which is qualitatively described as “often” used. The indications under the product placement advertising strategy were ranked based on these: “I find product placement by the use of characters gives positive feelings for me (Interested, Amused, Inspired, Encouraged).” (2.87), “I am persuaded by product placement with the use of characters that catch my attention and interest to the product.” (2.86), I pay attention of the advertisement through visual or audio instruments indicated within mass media programming. (2.84), I am fascinated of product placement use in entertainment media. (2.77) and I find product placement into movies or tv scripts attractive. (2.75) Moreover, table 4 showcases the statement, “I find product placement by the use of characters gives positive feelings for me (Interested, Amused, Inspired, Encouraged).” with the mean of 2.87, and verbally described as “often” as the highest weighted mean, which means that the respondents moderately preferred Product Placement Advertisement. Meanwhile, the statement “I find product placement into movies or tv scripts attractive.” with the mean of 2.75, and verbally described as “often” as the lowest weighted mean, which means that the respondents moderately preferred Product Placement Advertisement.

According to, Jung and Childs (2020), concluded that the results demonstrated the presence of a destination positively influences both destination and product beliefs. Also, this study found that consumers’ familiarity with the destination in the branded advertisement can enhance the relationship between destination placement and destination beliefs and product beliefs. Lastly, results showed that consumers’ beliefs about a particular destination positively influence their visit intentions, and consumers’ beliefs about a branded product positively affect their purchase intention.

This indicates that the product placement is a preference that makes use of characters that gives positive feelings for consumers by integrating products into entertainment media creating a sense of attachment to a consumer, which can enhance brand recognition with the help of storyline and target audience.

TABLE 5. THE EXTENT OF OUTDOOR ADVERTISING STRATEGY CONSUMED BY THE RESPONDENTS

Outdoor Advertising Strategy	Mean	Verbal Description
I find advertisements printed in large signs eye-catching and appealing.	2.94	Often
I find this helpful as it gives a creative message that I am able to remember the advertisement.	2.93	Often
I find the visible impact of outdoor advertising campaigns appealing.	2.82	Often
I am fascinated by this advertisement since it showcases a sufficient level of visual field.	2.75	Often
I find this billboard advertisements helpful in changing my expectation in the discovery of products through campaign broadcasts.	2.75	Often
Area mean	2.83	Often

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 5 displays that the area mean is 2.83 which is qualitatively described as “often” used. The indications under the outdoor advertising strategy were ranked based on these: “I find advertisements printed in large signs eye-catching and appealing.” (2.94), “I find this helpful as it gives a creative message that I am able to remember the advertisement.” (2.93), “I find the visible impact of outdoor advertising campaigns appealing.” (2.82), “I am fascinated by this advertisement since it showcases a sufficient level of visual field.” (2.75), and “I find this billboard advertisements helpful in changing my expectation in the discovery of products through campaign broadcasts.” (2.72). Moreover, table 5 highlights the reasons under Outdoor Advertising with their calculated area mean and verbal description.

The table showcases the statement, “I find advertisements printed in large signs eye-catching and appealing.” with a mean of 2.94, and verbally described as “often” as the highest weighted mean, which means that respondents moderately preferred Outdoor Advertisement. Meanwhile, the statement “I find this billboard advertisement helpful in changing my expectation in the discovery of products through campaign broadcast.” with a mean of 2.72, and verbally described as “often” as the lowest weighted mean, which means that the respondents moderately preferred Outdoor Advertisement.

More visually striking billboard ads have a higher chance of being observed and subsequently digested. According to Taylor et al., (2016) on out-of-home advertising, appealing colors and contrasts between light and dark elements in the ad design help consumers remember the company more favorably argued. In terms of creativity, although directed attention may not always follow creativity, creativity can increase attention capacity once it is focused on the media or advertisement (Wilson et al., 2014).

Businesses may start placing advertisements on a large scale to catch the people’s attention. Vibrant color choices may contribute to the personality and identity development of a brand. Bright and striking hues, for instance, might be connected to a vibrant and active brand, thus the advertisement standing out and most likely to be remembered by viewers.

TABLE 6. THE EXTENT OF PRINT ADVERTISING STRATEGY CONSUMED BY THE RESPONDENTS

Print Advertising Strategy	Mean	Verbal Description
I prefer color print advertisement significant as it gives a positive influence.	2.79	Often
I pay attention to print advertising while I am reading and scanning publication.	2.50	Often
I follow print advertisement because I can easily discover new products by reading through printed text and graphics.	2.27	Rarely
I find offline advertising much more convincing than online advertising because of the creativity and effort mode.	2.27	Rarely
I rely on newspaper, magazines, and other hardcopy materials to see new sales.	2.23	Rarely
Area mean	2.41	Rarely

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 6 displays that the area mean is 2.41 which is qualitatively described as “rarely” used. The indications under the outdoor advertising strategy were ranked based on these: “I prefer color print advertisement significant as it gives a positive influence.” (2.79), “I pay attention to print advertising while I am reading and scanning publication.” (2.50), “I follow print advertisement because I can easily discover new products by reading through printed text and graphics.” (2.27), “I find offline advertising much more convincing than online advertising because of the creativity and effort mode.” (2.27) and “I rely on newspaper, magazines, and other hardcopy materials to see new sales.” (2.23) Moreover, table 6 displays the following data under Print Advertising with their calculated area mean and verbal description.

The table showcases that statement, “I prefer color print advertisement significant as it gives a positive influence” with the mean of 2.79, and verbally described as “often” as the highest weighted mean, which means that the respondents moderately preferred Print Advertisement. Meanwhile, the statement “I rely on newspapers, magazines, and other hardcopy materials to see new sales.” with the mean of 2.23, and is verbally described as “often” as the lowest weighted mean, which means that the respondents moderately preferred Print Advertisement.

According to Fang et. al. (2018), visual language is the language that is most easily recognized by human perception organs, so visual communication is very important for advertising effect. Thus, the visual appearance first grabs the viewer’s attention, evoking the consumer’s emotions with visual expressiveness. The basic elements of visual appearance in print advertisements are mainly graphics, copywriting, color, and layout (Myers & Jung, 2016).

Subsequently, print advertisement has advanced quickly, there is still space for development in terms of visual image design. Media apps for mobile devices are currently developing and maturing. It satisfies a range of user needs and develops into a multimedia application that people want to use. Hence, enhancing the viewing of print advertisements mobilizes people’s senses of sight, hearing and touch further.

TABLE 7. THE EXTENT OF ADVERTISING STRATEGIES CONSUMED BY THE RESPONDENTS

Advertising Strategies	Mean	Verbal Description
Online Advertisement	3.16	Often
Broadcast Advertisement	2.92	Often
Product Placement Advertisement	2.82	Often
Outdoor Advertisement	2.83	Often
Print Advertisement	2.41	Rarely

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 7 displays the summary of respondents of advertising strategies used on consumer preferences.

The table shows that Online Advertisement has the highest grand mean of 3.16 classified as "often". The second highest is the Broadcast Advertisement with a mean of 2.92, which is categorized as "often". It is followed by Product Placement Advertisement with a mean of 2.82, which also goes with "often". Next to Product Placement is Outdoor Advertisement with 2.83, which is categorized as "often" which are all explained as moderately preferred. The lowest among the five advertising strategies is Print Advertisement with 2.41, which is classified as "rarely" and explained as slightly preferred. Lastly, the total of the five advertising strategies is 2.87, which is verbally interpreted as "often" and explained as moderately preferred, meaning that consumers prefer at least once a week. Since Online Advertisement had the highest mean, the findings proclaim that consumer preferences rely on online advertising as their basis.

It is observed that the most used is online advertisement and according to Anusha (2016), internet advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the customers, and reduced costs in performing these tasks. Meanwhile, print advertisement with the least frequently used advertising strategy, and according to Owusu and Nyarku (2014), several empirical studies provide support for this assertion that advertising, specifically print advertising influences consumers' purchasing decisions.

TABLE 8. THE ADVERTISING STRATEGIES USED BY CONSUMERS ACCORDING TO AGE

Age Range	Online Advertising		Broadcast Advertising		Product Placement Advertising		Outdoor Advertising		Print Advertising	
	Mean	Verbal Description	Mean	Verbal Description	Mean	Verbal Description	Mean	Verbal Description	Mean	Verbal Description
21-30	2.84	Often	3.02	Often	2.74	Often	2.85	Often	2.21	Rarely
31-49	3.23	Often	2.91	Often	2.84	Often	2.87	Often	2.47	Rarely
50 and above	2.63	Often	2.83	Often	2.71	Often	2.60	Often	2.36	Rarely

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 8 reveals the summary of the responses of consumers from the different age groups as they utilize advertising strategies.

The table showed that the age bracket 21-30 indicate that the preferred strategy is broadcast advertising with 3.02 mean and described as “often”, and explained as moderately preferred while the age range, 31-49 interestingly aimed at utilizing online advertisement verbally described as “often” and explained as moderately preferred with the mean 3.23. The last range is 50 and above which opted for broadcast advertising as well with a weighted mean of 2.83 described as “often” also explained as moderately preferred. On the other hand, it is print advertisement that has been least preferred as a strategy with a verbal description of “rarely” which is explained as slightly preferred across all ages.

An online survey was conducted about the leading advertising strategies used by consumers. The results of the univariate analyses of variance show achieved social influence among different age groups in terms of the principles. For respondents aged 46-55, the principle of social proof and commitment and consistency are relevant; scarcity is significant for 36-45-year-olds while authority is dominant for the 56-65 age groups. In older age groups, different consumer sensitivity to persuasion in advertising can be achieved with different combinations of persuasion strategies. These research findings are useful for organizations that offer products and services through advertising Spasova (2022). However, Kim & Lee (2015) reported statistics for daily social media users in Spain by age for 2015. The youngest group again accounted for the greatest percentage of users, with over 59% of those between the ages of 18–30 using social media daily. Almost half—46.1%—of individuals between the ages of 31 and 44 are daily social media users in Spain, while 31.9% of the age group 45–64 and 19.9% over the age of 65 indicated that they are daily users of social media. Although percentages are somewhat lower as compared to the U.S. regarding social media users in Spain, the results among the age groups correspond with the youngest group (18–30) having the highest percentage of users and the oldest group (over 65) having the lowest percentage of users. The data by Kim & Lee implies that the results of the study according to age bracket are coherent except for ages 21-30.

TABLE 9. THE ADVERTISING STRATEGIES USED BY CONSUMERS ACCORDING TO SEX

Sex	Online Advertising		Broadcast Advertising		Product Placement Advertising		Outdoor Advertising		Print Advertising	
	Mean	Verbal Description	Mean	Verbal Description	Mean	Verbal Description	Mean	Verbal Description	Mean	Verbal Description
Male	3.07	Often	2.87	Often	2.74	Often	2.74	Often	2.41	Rarely
Female	3.25	Often	2.97	Often	2.86	Often	2.87	Often	2.37	Rarely

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 9 shows the advertising strategies used by consumers according to sex. Male consumers opt for online advertising with a mean of 3.07 referred to as “often”. Likewise, online advertising is “often” preferred by female customers, with a grand mean of 3.16. It is also good to note that both sexes have “often” consumed advertising in broadcast, product placement, and outdoor which is all explained as moderately preferred while they “rarely” recognize their use of print advertising which is slightly preferred.

Remarkably, a survey concludes that men are more likely than women to make purchases online and use the internet for pleasure and practical purposes, while women are more inclined to use it for shopping (Wolin, 2003). It has been shown that women are less likely than males to feel emotionally gratified from online purchasing (McMahan, Hovland, & McMillan, 2009). In a study by Dittmar (2001) stated that emotional, social, and identity needs are more prominent in women’s shopping than in men’s. This is attributed to women's need to emotionally experience the object through more detailed dimensions and details that are not available on the website. The findings in this study correlates to the data: females are more prominent consumers than males in online advertising.

TABLE 10. THE ADVERTISING STRATEGIES USED BY CONSUMERS ACCORDING TO LEVEL OF EDUCATIONAL ATTAINMENT

Level of Educational Attainment	Online Advertising		Broadcast Advertising		Product Placement Advertising		Outdoor Advertising		Print Advertising	
	Mean	Verbal Description	Mean	Verbal Description	Mean	Verbal Description	Mean	Verbal Description	Mean	Verbal Description
Primary	4.00	Always	2.80	Often	3.80	Always	3.00	Often	3.40	Always
Secondary	2.74	Often	2.87	Often	2.73	Often	3.27	Always	2.47	Rarely
Tertiary	2.99	Often	2.92	Often	2.80	Often	2.83	Often	2.46	Rarely
Bachelor's Degree	3.20	Often	3.13	Often	2.77	Often	2.24	Rarely	2.42	Rarely
Master's Degree	3.13	Often	2.90	Often	3.30	Always	2.68	Often	2.00	Rarely
Doctorate Degree	3.00	Often	3.00	Often	3.00	Often	3.00	Often	2.20	Rarely

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 10 underlines the advertising strategies used by consumers according to their level of educational attainment.

The six identified levels of educational attainment has brought to light the similarities and differences of their preferred strategies which starts with the Primary strongly favoring the use of online advertisement with a mean of 4.00 described as “always” explained as highly preferred. Followed by the Secondary strikingly opting for outdoor advertising verbally referred to as “always” with a mean of 3.27. Next is the Tertiary level and Bachelor’s Degree both consuming online advertisements described, “often” described as moderately preferred with weighted means 2.99 and 3.20, respectively. Master’s degree holders differ with their choice to take advantage of product placement advertisements with a mean of 3.30 described as “always”. Finally, with a verbal description of “often”, the Doctorate degree holder has a mean of 3.00 across all strategies except print.

The findings are supported by an e-commerce study made by Pham (2020) concluded that the highest importance brand factor is for consumers with a Bachelor's degree and the smallest importance for those with a PhD degree. As digital natives, they can acquire more information because they can easily search with an online connection (Cooper & Frey , 2017). Innovative information proves its appeal to the young market globally, this is a bridge for advertising through online platforms (Weimann & Masri, 2017).

TABLE 11. THE ADVERTISING STRATEGIES USED BY CONSUMERS ACCORDING TO NUMBER OF WORKING EXPERIENCE

Number of Working Experience	Online Advertising		Broadcast Advertising		Product Placement Advertising		Outdoor Advertising		Print Advertising	
	Mean	Verbal Description	Mean	Verbal Description	Mean	Verbal Description	Mean	Verbal Description	Mean	Verbal Description
1-3 years	2.40	Rarely	2.60	Often	2.80	Often	3.20	Often	2.60	Often
4-6 years	3.29	Always	2.89	Often	2.80	Often	2.85	Often	2.27	Rarely
7-9 years	3.32	Always	3.13	Often	2.90	Often	2.86	Often	2.51	Often
Above 10 years	3.11	Often	2.89	Often	2.82	Often	2.83	Often	2.52	Often

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 11 communicates the summary of the responses of consumers as they used advertising strategies according to the number of work experiences.

As shown on the table above, the workers of 1-3 years have a unique preference as compared to those with more working experiences as they have chosen outdoor advertising with a mean of 3.20 described as "often". Concurrently, the workers with 4-6 and 7-9 years of experience have both "always" availed themselves to online advertising strategy with the respective means of 3.29 and 3.32 which is explained as highly preferred. While those working above 10 years only yielded a mean of 3.11 verbally described as "often", still online advertising has been the most opted.

As the data was summarized according to the work experience, online advertising has the highest total mean of 3.03 which is classified as "often" explained as moderately preferred. The internet is the most used medium of exchange of information in today's time. This could be done with the use of magazines, newspapers, books, radio, and television (Farooqi et al., 2018). Consumers can consume almost any content from the media to reach different forms of brand awareness and product introduction (Lee & Cho, 2019). In cases where expertise comes at a high cost, consumers still choose information obtained through experience over search. Online advertising is almost essential for firms to attract consumers (Anusha, 2016). This means that based on working experience, online advertisement is mostly consumed by consumers.

4.2 Discussion

Based on the findings, the three independent variables: outdoor advertising, product placement, and broadcast advertisement have gained the verbal interpretation "often". Meanwhile, online advertisements have acquired the verbal description of "always." which indicates that consumers mostly preferred online advertisement overall. Lastly, print advertising "rarely" influences the decisions that customers make about what to buy.

Focusing on the most preferred advertising strategy, online advertisement is known as the most predominant choice of buyers. Along with the rapid increase in the number of Internet users around the world, the World Wide Web has become the fastest-growing advertising medium in this decade. The 10-fold increase not only signifies the importance of online advertising to the advertising and media industry but also the rapid advancement of technology in online advertising delivery and display formats that requires researchers to help the media and advertisers to capitalize on the new medium and society in understanding the increasing impact of the medium (Ha, 2012).

Carrying on the 'often' consumed advertising strategies: Broadcast Advertisement, Product Placement, and Outdoor Advertising, these have been significantly in place as proven by the investigation of Chaurasia et. al. (2021) articulating that with the recent advancement in wireless technologies and handheld electronic devices including smartphones and tablets, the use of broadcasting services has been extended to include many modern applications. This hints that networks have adapted to the changing needs of modern society. Another study mentions the significance of product placement in promotions through an online

experiment done by Jin and Muqaddam (2019), they examined the effects of Instagram posts' source types and product-placement types on brand attitude and credibility perception. Consumers exposed to Instagram influencers as the source conditions indicated higher corporate credibility and more positive attitude toward brand posts when exposed to the influencer-with-product conditions than when exposed to the product-only conditions. Concurrently, outdoor advertisement via digital billboards, as a new form of outdoor advertising, has gained popularity in recent years because of its revolutionized way of controlling when and where the specific ads appear (Huang et. al., 2021). The evident presence of these advertising strategies only demonstrates that (Jafari et. al. 2021) in today's highly competitive business environment, advertisement plays an influential role in attracting customers and increasing market share. Companies adopt different advertising strategies in a competitive market, such as offensive, defensive, and generic, to keep and increase their market share.

Concurrently, in the study conducted by Climis and Anwar (2017), it has been claimed that outdoor advertisement has the weakest relationship with consumer purchasing choice in selecting a certain retailer store in Erbil. Retailer stores should keep up with market development to attract customers. On the other hand, this analysis presents that Print Advertisement is the endorsement that received the lowest rank proven by Altstiel et.al. (2019) summing up that traditional media found itself scrambling to stay relevant as digital media wreaked havoc with the guarantee that consumers were likely to see ad messages. However, Vadalkar et.al. (2021) stated that amidst the plethora of mass communication methods that technology bestowed businesses with, print advertisements remain an effective and widely utilized advertising tool, and retain a diachronically venerable position in international marketing practice. This implication justifies agencies still advertising via print materials.

Eventually, the evolving advertising strategies make companies migrate to a new brand that has more to offer and is always present in a market with innovative promotional ideas. Retailers and manufacturers all over the world use promotion as a tool to attract potential consumers to buy their products or avail of their services (Mughal et al., 2014). As such, this probing brings to light that out of this shift, marketers and agencies got very innovative in turning these tools to their advantage (Altstiel et. al., 2019). Nonetheless the shift of preference as well of the different profiles not only in consuming goods and services but also in absorbing advertisement strategies from print advertisement to online advertising.

4.3 Conclusion

The inferences are based on the statistical analysis of data that led to the conclusions.

Advertising can serve as the primary marketing tool in raising the goods or services in the minds of buyers and shaping their purchasing decisions. In particular, purchasers assess the quality of products by obtaining information from advertisements. The demographic profiles of the consumers are as follows, the age of respondents ranges from 21 to 50 and above. The respondents are equally distributed between male and female producing non-gendered bias. The work experience based on the years of the respondents ranges from 1 to 10 years and above. The highest education of attainment can be classified from Primary (Elementary) to a Doctorate Degree.

To conclude, the advertising strategies are being consumed by different consumers in terms of age, sex, highest education of attainment, and number of working experience. The most consumed and preferred advertising strategy by consumers is Online Advertising. Based on mean in different demographics, Online Advertising is prominently consumed by ages between 31 to 49 years old. Based on sex, Online Advertising is more preferred by the female than the male. Furthermore, consumers with primary (Elementary) education levels prefer online advertising. In addition, under working experience, consumers working for 7 to 9 years prefer online advertising. On top of that, based on the grand mean, Print Advertisement has the lowest mean, which means that it is "rarely" consumed by consumers.

Based on the statistical and empirical findings, the following are recommended: Consumers should know the different concepts of advertising strategies to know the advantages of each. To entrepreneurs, knowing the preferred advertising strategy by the consumer will help the business grow with brand and product attraction. Lastly, Future researchers can use this study as a guide to assist them with their research if it is related to consumer preferences and advertising strategies.

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