

Role of Advertisement and Brand Image in Shaping Consumer Buying Behaviour

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ABSTRACT:

Consumer buying behaviour is influenced by several factors, among which advertisement and brand image play an important role in shaping purchase decisions. The present study examines the impact of advertisement and brand image on consumer buying behaviour towards toilet soap in Kannur District. The study is based on primary data collected from 40 consumers using a structured questionnaire through the convenience sampling method. The collected data were analysed using percentage analysis, weighted mean analysis, ranking technique, Chi-square test, Mann-Whitney U test, Spearman's rank correlation, and multiple regression analysis.

The findings reveal that brand image is the most influential factor affecting consumer buying behaviour, while advertisement mainly creates product awareness. Brand image showed a strong positive and significant relationship with consumer buying behaviour, whereas advertisement did not have a significant independent effect. The study concludes that maintaining a strong brand image, consistent product quality, and informative advertisements can improve consumer trust, brand loyalty, and purchase decisions in the toilet soap market.

Keywords: Advertisement, Brand Image, Consumer Buying Behaviour, Purchase Decision, Toilet Soap.

1. Introduction

Consumer buying behaviour is influenced by many factors, especially advertisement and brand image. Advertisement helps consumers become aware of different toilet soap brands, their features, benefits, and promotional offers, while a strong brand image creates trust and encourages repeat purchases. The Indian toilet soap market is highly competitive, with leading brands such as Lux, Dove, Santoor, Lifebuoy, Hamam, Pears, Medimix, and Cinthol using various advertising strategies to attract consumers. Customers usually select toilet soap based on quality, fragrance, price, ingredients, packaging, availability, and brand reputation. Kannur District has consumers from different age groups, income levels, occupations,

and educational backgrounds, making it a suitable area for studying consumer buying behaviour. Understanding the influence of advertisement and brand image on consumers' purchase decisions can help marketers and manufacturers improve their promotional strategies and strengthen their brand position in the market.

2. Review Of Literature

Goldsmith and Lafferty (2002) found that advertisements help create product awareness, improve consumers' understanding of products, and develop positive attitudes towards brands. Positive advertisements also increase consumers' intention to purchase.

Bishnoi and Sharma (2009) studied the impact of television advertising on teenagers' buying

behaviour. They found that television advertisements significantly influenced purchase decisions, especially among rural teenagers while male teenagers were more influenced than female teenagers.

Prince (2010) concluded that brand name and product packaging significantly influence consumer buying behaviour. The study found that attractive packaging plays an important role in encouraging consumers to purchase products.

Ghani and Jan (2010) examined the relationship between demographic factors and consumer buying behaviour. The study found that age significantly influenced buying behaviour, while gender and income did not have a significant effect.

Prabakaran (2012) found that advertisements have a positive impact on consumer buying behaviour. The study suggested that advertisements should be attractive, creative, informative, and easy to understand to influence consumers effectively.

Pughazhendi et al. (2012) examined the effect of celebrity endorsements on brand image and consumer buying behaviour. The study found that celebrity advertisements improve consumers' attitudes towards brands and positively influence their purchase decisions.

Malik et al. (2013) concluded that both advertisement and brand image have a significant positive influence on consumer buying behaviour. The study also found that consumers generally prefer brands with a strong and favourable image, particularly young consumers who are more conscious of branded products.

3. Statement Of The Problem

The toilet soap market is highly competitive, with many national and international brands offering products with different features, prices, fragrances, ingredients, and packaging. Companies spend a large amount on advertisements and brand-building activities to attract consumers and increase customer loyalty. However, consumers do not respond to advertisements in the same way. Some are influenced by advertisements, celebrity endorsements, and promotional offers, while

others prefer brands with a good reputation, better quality, or recommendations from family and friends. In Kannur District, consumers have many toilet soap brands to choose from, but there are only a few studies that examine how advertisement and brand image influence their buying behaviour. Therefore, this study aims to analyse the role of advertisement and brand image on consumer buying behaviour towards toilet soap in Kannur District and provide useful suggestions for improving advertising and brand management strategies.

4. Significance Of The Study

This study is significant because it helps to understand how advertisement and brand image influence consumer buying behaviour towards toilet soap in Kannur District. The findings will be useful to manufacturers, marketers, and retailers in designing effective advertising campaigns and strengthening brand image to attract and retain customers. The study also provides insights into the factors that influence consumers' purchase decisions, which can help companies improve their marketing strategies and increase customer satisfaction.

5. Objectives Of The Study

- 1.To identify the factors that influence consumers' purchase decisions for toilet soap.
- 2.To study the effect of advertisement on consumers' buying behaviour towards toilet soap.
- 3.To study the effect of brand image on consumers' buying behaviour towards toilet soap.
- 4.To examine the combined effect of advertisement and brand image on consumer buying behaviour towards toilet soap.

6. Hypotheses Of The Study

H01 : There is no significant association between age and advertisement influence on consumer buying behaviour

H02 : There is no significant difference in consumer buying behaviour between male and female consumers.

H03: There is no significant association between income and consumer buying behaviour

H04: There is no significant relationship between advertisement and consumer buying behaviour.

H05: There is no significant relationship between brand image and consumer buying behaviour.

H06 : Advertisement and brand image do not have a significant influence on consumer buying behaviour

7. Research Methodology

The present study adopts an analytical research design to examine the role of advertisement and brand image on consumer buying behaviour

towards toilet soap in Kannur District, Kerala. The study is based on Primary data collected from 40 consumers using a structured questionnaire through the convenience sampling method. The collected data were analysed using statistical tools such as frequency and percentage analysis, weighted mean analysis, ranking technique, Chi-square test, Mann–Whitney U test, Spearman's rank correlation, and multiple correlation analysis.

8. Data Analysis And Interpretation

The primary data were collected from 40 respondents in Kannur District using a structured questionnaire were analysed.

Table 1: Profile of Consumers

Variables	Category	Number	Percentage
Age	Below 25	8	20.0
	25-35	14	35.0
	36-45	10	25.0
	46-55	5	12.5
	Above 55	3	7.5
Gender	Male	18	45.0
	Female	22	55.0
Education	SSLC	5	12.5
	Pre-Degree/Higher Secondary	8	20.0
	Graduation	16	40.0
	Post Graduation	8	20.0
	Others (Diploma/Others)	3	7.5
Occupation	Public Sector	7	17.5
	Business	6	15.0
	Private Sector	12	30.0
	Profession	5	12.5
	Students/Others	10	25.0
Monthly income	Less than ₹20,000	7	17.5
	₹20,000–₹40,000	15	37.5
	₹40,001–₹60,000	11	27.5

	Above ₹60,000	7	17.5
Area of residence	Rural	24	60.0
	Urban	16	40.0
Total		40	100

The age-wise classification shows that 8 respondents (20%) are below 25 years, 14 respondents (35%) belong to the 25-35 years age group, 10 respondents (25%) are in the 36-45 years category, 5 respondents (12.5%) are aged 46-55 years, and 3 respondents (7.5%) are above 55 years.

With regard to gender, 18 respondents (45%) are male, while 22 respondents (55%) are female. Regarding educational qualification, 5 respondents (12.5%) have completed SSLC, 8 respondents (20%) have completed Pre-Degree/Higher Secondary, 16 respondents (40%) are graduates, 8 respondents (20%) are postgraduates, and 3 respondents (7.5%) possess Diploma or other qualifications.

The occupational profile indicates that 7

respondents (17.5%) are employed in the public sector, 6 respondents (15%) are engaged in business, 12 respondents (30%) work in the private sector, 5 respondents (12.5%) are professionals, and 10 respondents (25%) are students or belong to other occupations.

The monthly income distribution shows that 7 respondents (17.5%) earn less than ₹20,000, 15 respondents (37.5%) earn between ₹20,000 and ₹40,000, 11 respondents (27.5%) earn between ₹40,001 and ₹60,000, and 7 respondents (17.5%) earn above ₹60,000.

Based on the area of residence, 24 respondents (60%) are from rural areas, while 16 respondents (40%) are from urban areas.

Table 2 : Preferred Toilet Soap Brand

Brand	Number	Percentage
Lux	5	12.5
Pears	4	10.0
Medimix	3	7.5
Cutie	2	5.0
Chandrika	7	17.5
Lifebuoy	5	12.5
Dove	2	5.0
Santoor	7	17.5
Hamam	3	7.5
Others	2	5.0
Total	40	100.0

Chandrika and Santoor are the most preferred toilet soap brands, each chosen by 7 respondents

(17.5%). Lux and Lifebuoy are preferred by 5 respondents (12.5%) each, while Pears is selected

by 4 respondents (10%). Medimix and Hamam are each preferred by 3 respondents (7.5%). Cutie, Dove, and Other brands are each chosen by 2 respondents (5%).

Table 3 : Preferred Packet Size of Toilet Soap

Packet Size	Number	Percentage
75 gm	9	22.5
100 gm	24	60.0
125 gm	4	10.0
Others	3	7.5
Total	40	100.0

Majority of the respondents, 24 (60%), prefer the 100-gm packet size of toilet soap. This is followed by 9 respondents (22.5%) who prefer the 75-gm packet. Four respondents (10%) prefer the 125-gm packet, while 3 respondents (7.5%) prefer other packet sizes.

Table 4 : Product Features Affecting Buying Behaviour

Features	Number	Percentage
Attractive Packaging	3	7.5
Fragrance	6	15.0
Size/Weight	3	7.5
Ingredients	4	10.0
Moisturizing Effect	3	7.5
Lathering/Foaming	1	2.5
Softness	2	5.0
Cleansing	2	5.0
Skin Protection	14	35.0
Other Features	2	5.0
Total	40	100.0

The table shows that 14 respondents (35%) consider skin protection as the most important feature when purchasing toilet soap. Fragrance is preferred by 6 respondents (15%). Ingredients are considered important by 4 respondents (10%). Attractive packaging, size/weight, and

moisturizing effect are each preferred by 3 respondents (7.5%). Softness, cleansing, and other features are each chosen by 2 respondents (5%). Lathering/foaming is the least preferred feature, selected by 1 respondent (2.5%).

Table 5 : Source of Advertisement Influencing Purchase

Source	Number	Percentage
Television	13	32.5
Social Media	10	25.0
Newspapers	5	12.5
Friends & Relatives	7	17.5
Retail Displays	3	7.5
Others	2	5.0
Total	40	100.0

The table shows that 13 respondents (32.5%) stated that television is their main source of information about toilet soap brands. Social media is the second most important source, preferred by 10 respondents (25%). Friends and relatives

influence 7 respondents (17.5%), while newspapers are the source of information for 5 respondents (12.5%). Retail displays influence 3 respondents (7.5%), and 2 respondents (5%) rely on other sources.

Table 6 : Frequency of Purchasing Toilet Soap

Purchase Frequency	Number	Percentage
Weekly	5	12.5
Fortnightly	9	22.5
Monthly	20	50.0
Occasionally	6	15.0
Total	40	100.0

The table shows that 20 respondents (50%) purchase toilet soap monthly, 9 respondents (22.5%) purchase toilet soap fortnightly, while 6

respondents (15%) buy it occasionally. Only 5 respondents (12.5%) purchase toilet soap weekly.

Table 7 : Factors that Affect Consumer Buying Behaviour

Factors	High	Medium	Low	Weighted Score	Weighted Average	Rank
Brand Image	22	12	6	96	2.40	I
Advertisement	18	14	8	90	2.25	II
Quality	15	13	12	83	2.08	III
Price	10	16	14	76	1.90	IV
Fragrance	8	15	17	71	1.78	V
Packaging	5	12	23	62	1.55	VI

The weighted average analysis shows that brand image has the highest weighted average score of 2.40, ranking first among the factors influencing the purchase of toilet soap. Advertisement ranks second with a weighted average of 2.25, followed

by quality with 2.08. Price ranks fourth with a weighted average of 1.90, while fragrance ranks fifth with 1.78. Packaging receives the lowest weighted average score of 1.55 and ranks last.

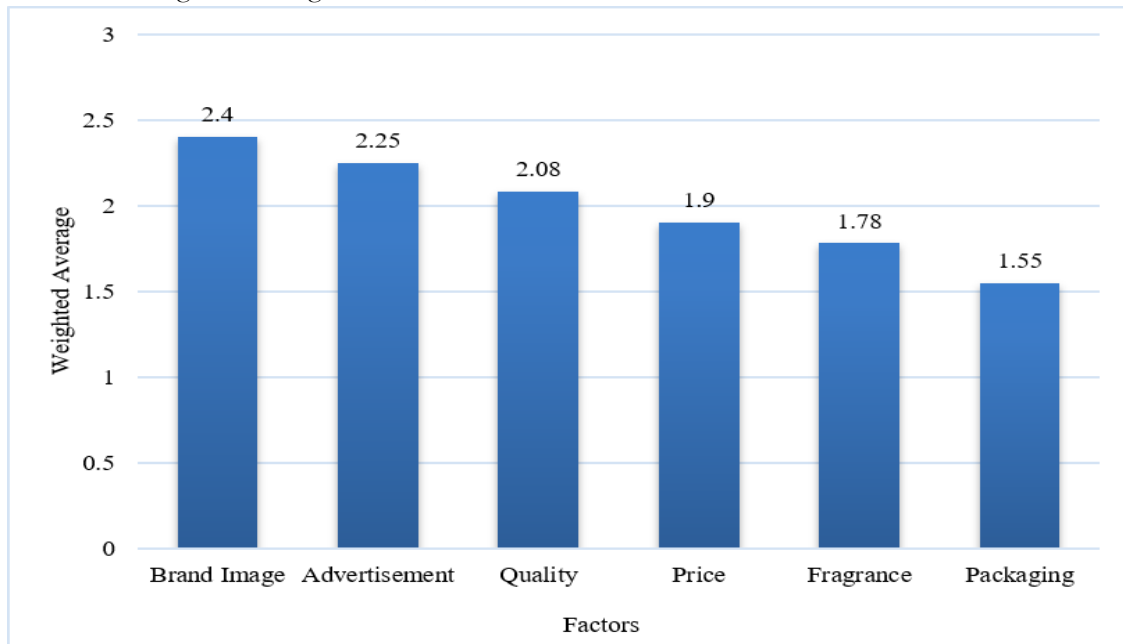


Figure 1 : Factors that Affect Consumer Buying Behaviour

Table 8 : Consumers' Opinion on Advertisement

Statement	A	N	D	WS	WA	Interpretation
Advertisements make people aware of different toilet soap brands.	28	8	4	104	2.6	Agree
Advertisements affect consumers' buying decisions.	24	10	6	98	2.45	Agree
Advertisements give useful information about products.	30	6	4	106	2.65	Agree
Attractive advertisements create more interest in a brand.	22	11	7	95	2.38	Agree
Celebrity endorsements influence customers' purchase choices.	14	12	14	80	2.00	Neutral
Advertisements help consumers compare various brands.	25	9	6	99	2.48	Agree
Overall				582	2.43	Agree

A – Agree; N – Neutral; D – Disagree; WS – Weighted Score; WA – Weighted Average.

The respondents generally agree that advertisements influence their perception and buying behaviour towards toilet soap brands, with an overall weighted average score of 2.43. Among the statements, “Advertisements give useful information about products” received the highest score (2.65), “Advertisements make people aware of different toilet soap brands” ranked second (2.60). Respondents also agreed that advertisements help them compare different

brands (2.48) and influence their purchase decisions (2.45). Attractive advertisements also create interest in brands, as reflected by the score of 2.38. However, celebrity endorsements received the lowest score (2.00).

Association Between Age and Advertisement Influence

H01 : There is no significant association between age and advertisement influence on consumer buying behaviour

Table 9 : Association Between Age and Advertisement Influence (Chi-square test)

Age	High (%)	Medium (%)	Low (%)	Total (%)
Below 25 years	0 (0.0)	4 (50.0)	4 (50.0)	8 (100)
25–35 years	1 (7.1)	8 (57.1)	5 (35.7)	14 (100)
36–45 years	2 (20.0)	3 (30.0)	5 (50.0)	10 (100)
46–55 years	0 (0.0)	2 (40.0)	3 (60.0)	5 (100)
Above 55 years	0 (0.0)	2 (66.7)	1 (33.3)	3 (100)
Total	3 (7.5)	19 (47.5)	18 (45.0)	40 (100)
Variable	χ^2	df	p-value	Decision
Age x Advertisement Influence	5.216	8	0.734	Not Significant

The calculated Chi-square value is 5.215 with 8 degrees of freedom, and the p-value is 0.734 ($p > 0.05$). Therefore, the null hypothesis is accepted. This indicates that there is no statistically

significant association between age and advertisement influence among the respondents. Advertisement influence is similar across different age groups.

Table 10 : Attractive Features of Advertisement

Features	Number	Percentage
Product information	22	55.0
Price information	3	7.5
Celebrity and famous people	1	2.5
Discounts and deals	2	5.0
Customer reviews	10	25.0
Others	2	5.0
Total	40	100.0

The table shows that 22 respondents (55%) consider product information as the most

attractive feature of advertisements. Customer reviews are preferred by 10 respondents (25%). Price information attracts 3 respondents (7.5%), while discounts and deals are preferred by 2

respondents (5%). Other features are also chosen by 2 respondents (5%). Only 1 respondent (2.5%) considers celebrities and famous people as the most attractive feature of advertisements.

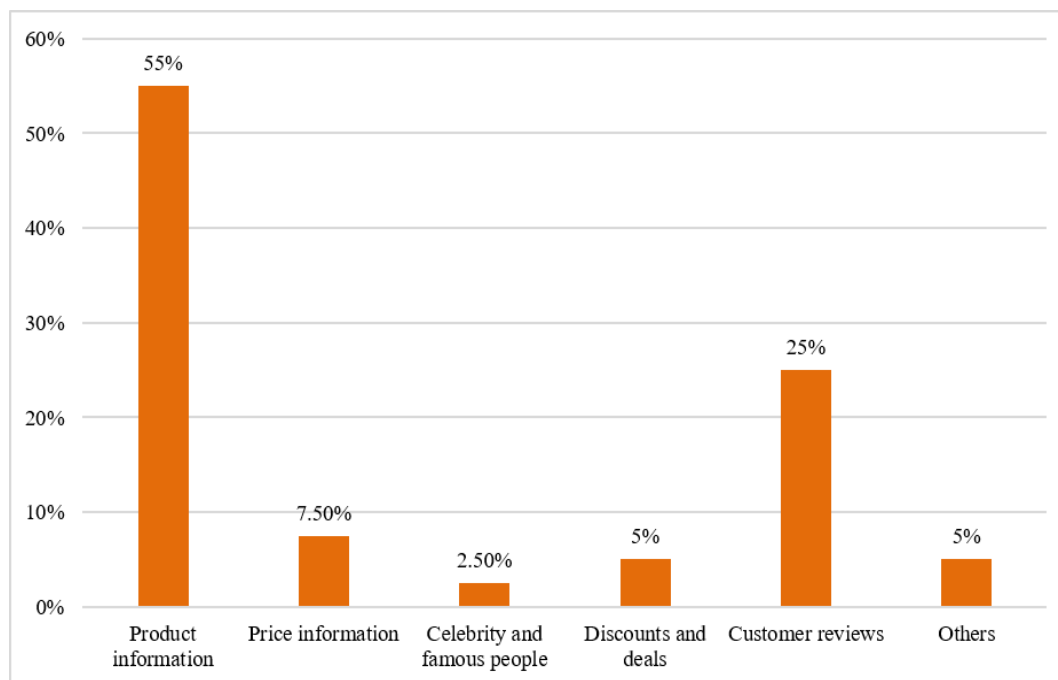


Figure 2 : Attractive Features of Advertisement

Table 11 : Consumers' Opinion on Brand Image

Statement	A	N	D	WS	WA	Interpretation
I like brands that have a good reputation.	30	7	3	107	2.68	Agree
Brand image affects my purchase decision.	27	8	5	102	2.55	Agree
I trust popular toilet soap brands.	29	7	4	105	2.63	Agree
A strong brand image indicates good quality.	31	6	3	108	2.7	Agree
I am ready to pay a higher price for trusted brands.	20	11	9	91	2.28	Agree
I suggest reputed brands to others.	26	9	5	101	2.53	Agree
Overall				614	2.56	Agree

A – Agree; N – Neutral; D – Disagree; WS – Weighted Score; WA – Weighted Average.

The respondents generally agree that brand image influences their preference and buying behaviour towards toilet soap brands, with an overall weighted average score of 2.56. The statement “A

strong brand image indicates good quality” received the highest score (2.70), The statement “I like brands that have a good reputation” also received a high score (2.68). Respondents also

showed trust in popular toilet soap brands (2.63) and agreed that brand image affects their purchase decisions (2.55). The statement “I suggest reputed

brands to others” obtained a score of 2.53. However, the willingness to pay a higher price for trusted brands received the lowest score (2.28).

Table 12 : Attractive Feature of a Brand

Features	Number	Percentage
Quality	22	55.0
Advertisement	7	17.5
Endorsing Celebrity	3	7.5
Price	6	15.0
Others	2	5.0
Total	40	100.0

The table shows that 22 respondents (55%) consider quality as the most attractive feature of a toilet soap brand. Advertisement is preferred by 7 respondents (17.5%), while price is considered

important by 6 respondents (15%). Endorsing celebrities attracts 3 respondents (7.5%), and 2 respondents (5%) consider other features as the most attractive.

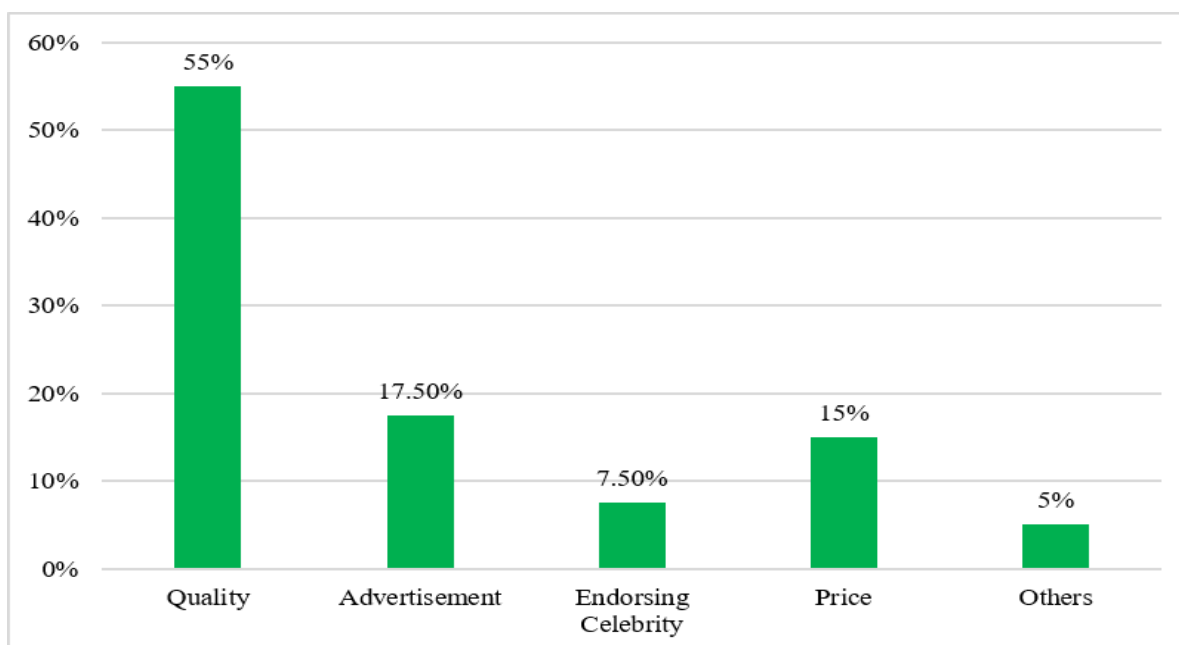


Figure 3 : Attractive Feature of a Brand

Table 13 : Customer's Brand Loyalty

Opinion	Number	Percentage
Yes, I always stick to the same brand	8	20.0
No, I keep experimenting with different brands	17	42.5
I remain loyal only if the product quality is good	13	32.5

Depends on price and offers	2	5.0
Total	40	100.0

The table shows that 17 respondents (42.5%) keep experimenting with different toilet soap brands, making it the most common response. 13 respondents (32.5%) remain loyal only if the product quality is good. Eight respondents (20%) always stick to the same brand, while 2 respondents (5%) stated that their loyalty depends on price and promotional offers.

Table 14 : Consumers' Opinion on Buying behaviour

Statement	A	N	D	WS	WA	Interpretation
I compare brands before purchasing.	27	8	5	102	2.55	Agree
I usually purchase my preferred brand.	29	7	4	105	2.63	Agree
Advertisement affects my final purchase decision.	24	10	6	98	2.45	Agree
Brand image influences my repeat purchase.	28	8	4	104	2.6	Agree
I am satisfied with my preferred toilet soap brand.	30	6	4	106	2.65	Agree
I intend to continue purchasing my preferred brand.	31	5	4	107	2.68	Agree
Overall				622	2.59	Agree

A – Agree; N – Neutral; D – Disagree; WS – Weighted Score; WA – Weighted Average.

The overall weighted average score of 2.59 indicates that respondents agree that advertisements, brand image, and other factors influence their buying behaviour towards toilet soap brands. The statement “I intend to continue purchasing my preferred brand” received the highest score (2.68), showing strong brand loyalty among consumers. Consumer satisfaction with preferred brands also received a high score (2.65), indicating that consumers are satisfied with their selected brands. The preference for a particular brand (2.63) and the influence of brand image on

repeat purchase (2.60) show that brand-related factors play an important role in purchase decisions. Comparing brands before purchase (2.55) and the influence of advertisements on final purchase decisions (2.45) also received positive responses.

Buying Behaviour between Males and Females

H₀₂ : There is no significant difference in consumer buying behaviour between male and female consumers.

Table 15 : Difference in Buying Behaviour between Males and Females (Mann–Whitney U Test)

Variable	Male (n = 18) Mean Rank	Female (n = 22) Mean Rank	U	Z	p	Result
Consumer Buying Behaviour	18.33	22.27	159.00	-1.122	0.262	Not Significant

The mean buying behaviour score of females (4.27) is slightly higher than that of males (4.00). However, The Mann-Whitney U test result shows a value of 159.000 and a p-value of 0.262 ($p > 0.05$). Therefore, the null hypothesis is accepted. There is no significant difference in buying behaviour

between males and females among the respondents.

Association Between Income and Buying Behaviour

H03: There is no significant association between income and consumer buying behaviour

Table 16 : Association Between Income and Buying Behaviour (Chi-square test)

Monthly Income	Low n (%)	Moderate n (%)	High n (%)	Total n (%)
Below ₹25,000	1 (10.0)	7 (70.0)	2 (20.0)	10 (100)
₹25,001–₹50,000	0 (0.0)	10 (71.4)	4 (28.6)	14 (100)
₹50,001–₹75,000	1 (10.0)	5 (50.0)	4 (40.0)	10 (100)
Above ₹75,000	0 (0.0)	2 (33.3)	4 (66.7)	6 (100)
Total	2 (5.0)	24 (60.0)	14 (35.0)	40 (100)
Variable	χ^2	df	p-value	Interpretation
Month Income × Buying Behaviour	6.87	6	0.333	Not Significant

The calculated Chi-square value was 6.87 with 6 degrees of freedom, and the p-value was 0.333, which is greater than the 0.05 level of significance. Therefore, the null hypothesis is accepted. This indicates that there is no statistically significant association between monthly income and buying

behaviour among the respondents.

Relationship between Advertisement and Buying Behaviour

H04: There is no significant relationship between advertisement and consumer buying behaviour.

Table 17 : Relationship between Advertisement and Buying Behaviour (Spearman's Rank Correlation)

Variables	Spearman's Correlation (ρ)	p-value	Result
Advertisement x Buying Behaviour	-0.204	0.207	Not Significant

Spearman's rank correlation analysis showed a weak negative correlation between advertisement score and buying behaviour score ($\rho = -0.204$, $p > 0.05$). Therefore, accept the null hypothesis and there is no significant relationship between advertisement and buying behaviour among the

respondents

Relationship between Brand Image and Buying Behaviour

H05: There is no significant relationship between brand image and consumer buying behaviour.

Table 18 : Relationship between Brand Image and Buying Behaviour (Spearman's Rank Correlation)

Variables	Spearman's Correlation (ρ)	p-value	Result
Brand Image x Buying Behaviour	0.731	0.000	Significant Positive Relationship

Spearman's rank correlation revealed a strong positive correlation between brand image and buying behaviour ($\rho = 0.731$, $p < 0.001$). This indicates that there is a statistically significant positive relationship between brand image and buying behaviour.

Advertisement and Brand Image on Buying Behaviour

H06 : Advertisement and brand image do not have a significant influence on consumer buying behaviour

Table 19 : Multiple Regression Analysis of Advertisement and Brand Image on Buying Behaviour

Predictor	B	SE	T	p
Constant	0.842	0.521	1.616	0.115
Advertisement Score	-0.118	0.093	-1.269	0.212
Brand Image Score	0.691	0.109	6.339	<0.001*
Model Fit	R = 0.741	R ² = 0.549	Adj. R ² = 0.525	F = 22.510, p < 0.001

Note: B = Unstandardized regression coefficient; SE = Standard Error; R² = Coefficient of Determination; *p < 0.05.

A multiple regression analysis indicate that the overall regression model was statistically significant (R = 0.741, R² = 0.549, Adjusted R² = 0.525, F = 22.51, p < 0.001). The model explains 54.9% of the variation in buying behaviour. Among the predictors, brand image had a significant positive impact on buying behaviour (B = 0.691, p < 0.001), indicating that respondents with a more positive perception of brand image tend to exhibit higher buying behaviour. In contrast, advertisement did not have a statistically significant impact on buying behaviour (B = -0.118, p = 0.212).

9. Findings

- The majority of the respondents (35%) belong to the 25–35 years age group. Female respondents (55%) are higher than male respondents (45%). Most respondents are graduates (40%), employed in the private sector (30%), earn a monthly income between ₹20,000 and ₹40,000 (37.5%), and reside in rural areas (60%) of Kannur District.
- Chandrika and Santoor are the most preferred toilet soap brands, each selected by 17.5% of the respondents. The majority of the respondents (60%) prefer the 100-gm pack size.
- Skin protection (35%) is the most important

factor influencing the purchase of toilet soap, followed by fragrance and ingredients.

- Television (32.5%) is the major source of information about toilet soap brands, followed by social media (25%). Most respondents (50%) purchase toilet soap once a month.
- Brand image is the most influential factor affecting the purchase of toilet soap, with a weighted average of 2.40, followed by advertisement (2.25) and quality (2.08).
- The overall weighted average score for advertisement is 2.43, indicating that respondents agree advertisements influence their buying behaviour. The statement "Advertisements give useful information about products" received the highest weighted average score (2.65).
- The Chi-square test showed no significant association between age and advertisement influence ($\chi^2 = 5.215$, p = 0.734). Therefore, advertisement influence does not vary across different age groups.
- Product information (55%) is the most attractive feature of advertisements, whereas only 2.5% of respondents consider celebrity endorsements as the most attractive feature.

- The overall weighted average score for brand image is 2.56, showing that respondents agree brand image influences their buying behaviour. The statement "A strong brand image indicates good quality" received the highest weighted average score (2.70).
- Quality (55%) is the most attractive feature of a toilet soap brand. About 42.5% of the respondents prefer trying different brands, while 32.5% remain loyal to a brand if its quality is good.
- The overall weighted average score for consumer buying behaviour is 2.59, indicating that advertisement, brand image, and product-related factors positively influence consumers' purchase decisions. Respondents also showed satisfaction and loyalty towards their preferred brands.
- The Mann–Whitney U test revealed no significant difference in buying behaviour between male and female respondents ($U = 159.000$, $p = 0.262$).
- The Chi-square test indicated no significant association between monthly income and consumer buying behaviour ($\chi^2 = 6.87$, $p = 0.333$).
- Spearman's rank correlation showed a weak negative and non-significant relationship between advertisement and consumer buying behaviour ($\rho = -0.204$, $p > 0.05$).
- Spearman's rank correlation revealed a strong positive and significant relationship between brand image and consumer buying behaviour ($\rho = 0.731$, $p < 0.001$).
- Multiple regression analysis showed that the regression model was statistically significant ($R = 0.741$, $R^2 = 0.549$, Adjusted $R^2 = 0.525$, $F = 22.51$, $p < 0.001$). The model explained 54.9% of the variation in consumer buying

behaviour. Among the predictors, brand image had a significant positive influence on consumer buying behaviour ($B = 0.691$, $p < 0.001$), whereas advertisement had no significant influence ($B = -0.118$, $p = 0.212$).

10. Suggestions

- Companies should focus on building a strong brand image to increase consumer trust and loyalty.
- Advertisements should provide clear and useful information about the product, as consumers value informative advertisements.
- Marketers should give more importance to product quality, as it is one of the main factors influencing consumer purchase decisions.
- Companies should maintain consistent product quality to retain existing customers and improve brand loyalty.

11. Conclusion

The study concludes that advertisement and brand image influence consumer buying behaviour towards toilet soap, but brand image has a stronger influence. Consumers give more importance to product quality, brand reputation, and useful product information while purchasing toilet soap. Television and social media are the major sources of advertisement that create awareness among consumers. The statistical results show that brand image has a significant positive relationship with consumer buying behaviour, whereas advertisement alone does not have a significant effect. Therefore, toilet soap manufacturers should focus on maintaining high product quality, building a strong brand image, and providing clear and informative advertisements. These strategies will help increase consumer trust, customer satisfaction, brand loyalty, and long-term business growth.

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