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Comparative Influence of Beverage Advertising Dimensions on Consumers' Brand Perception: Evidence from Pakistan

Fakhira Parveen¹, Dr. Saima Kausar² & Dr. Mudassar Hussain Shah³

¹Research Scholar, Department of Communication and Media Studies, University of Sargodha, Sargodha,
Email: Fakhira941@gamil.com

²Assistant Professor, Department of Communication and Media Studies, University of Sargodha,
Email: saima.kausar@uos.edu.pk

³Chairman, Department of Communication and Media Studies, University of Sargodha,
Email: mudassar.hussain@uos.edu.pk

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Corresponding Author:

Fakhira Parveen

Email:

Fakhira941@gamil.com



ABSTRACT

Advertising is a key component of marketing communication that shapes consumers' perceptions, attitudes, and behavioural responses towards brands, particularly in the highly competitive beverage market. This study examines the impact of advertising on Brand Perception (BP) in Pakistan's beverage industry, conceptualising advertising through three dimensions: Advertising Exposure (AE), Advertising Credibility (AC), and advertising appeals (AA). A quantitative, cross-sectional survey design was used, with primary data collected from 300 respondents across cities of Punjab using a structured five-point Likert questionnaire. Data were analysed in SPSS using descriptive statistics, reliability testing, Pearson correlation, and multiple linear regression. The instrument showed excellent internal consistency (Cronbach's Alpha = 0.907). All three advertising dimensions were positively and significantly related to BP; AA had the strongest influence, followed by AC, while AE had the weakest, though still significant, effect. BP also showed potential to positively influence purchase intention and brand loyalty. The study concludes that strategically designed, credible, and emotionally engaging advertising builds favourable brand perception, and recommends that beverage firms adopt an integrated advertising approach combining persuasive appeals, credibility, and consistent exposure.

Introduction

Advertising is a key strategic communication instrument in modern marketing that shapes consumers' perceptions, emotions, and behavioural intentions towards brands. This role is

especially significant in the beverage industry, where products often provide similar functional benefits and consumers base purchase decisions largely on how they perceive a brand (Aaker, 1991). Advertising is a core element of integrated marketing communication that builds brand awareness, associations, and influences decision-making (Kotler & Keller, 2016). Brand perception is closely tied to customer-based brand equity, which develops through consistent marketing communication and favourable consumer experience over time (Keller, 2013). Repeated exposure to advertising improves recognition and recall, encouraging favourable attitudes toward a brand (Schiffman & Wisenblit, 2019). Beverage marketers frequently rely on emotional strategies such as storytelling and celebrity endorsement to build stronger connections with consumers, and the growth of digital platforms has further reshaped how brands engage audiences, with social media advertising shown to positively affect engagement and purchase intention, particularly among younger consumers (Duffett, 2017).

Back Ground

In Pakistan, the beverage industry has grown considerably, intensifying competition among domestic and international brands such as Nestlé Fruita Vitals, Slice, and Shezan. Consumer perceptions and trust significantly contribute to satisfaction and decision-making in the Pakistani market (Akram et al., 2022), reinforcing the importance of advertising as a driver of preference and purchase behaviour. However, despite heavy advertising investment, companies continue to face difficulty determining whether promotional efforts create favourable brand perceptions, especially given rising information overload and, in some cases, consumer scepticism toward frequent advertising (Vakratsas & Ambler, 1999). Within Pakistan's beverage industry, marketers commonly employ emotional appeals, celebrity endorsements, and digital marketing campaigns to attract consumers and strengthen brand image. Consumer reactions to these strategies are not uniform, however, since differences in cultural values, perceptions of media credibility, and individual preferences influence how advertising messages are interpreted and evaluated. While prior research shows advertising can build stronger brand equity (Keller, 2013), other work cautions that excessive advertising may increase scepticism and reduce trust (Vakratsas & Ambler, 1999). The growing use of interactive digital platforms and influencer marketing has further reshaped brand communication, yet the comparative effectiveness of these approaches relative to traditional channels remains under-explored within Pakistan's beverage industry. This study addresses this gap by comparing the relative influence of advertising exposure, credibility, and appeals on brand perception within Pakistan's beverage sector.

Research Questions

- Does advertising exposure influence consumers' brand perception?
- Does advertising credibility influence consumers' brand perception?
- Do advertising appeals influence consumers' brand perception?
- Which advertising dimension has the greatest influence on brand perception?

Study Objectives

- To examine the impact of advertising exposure on consumers' brand perception of juice brands.
- To determine the influence of advertising credibility on consumers' brand perception.
- To investigate the effect of advertising appeals on consumers' brand perception.

- To provide recommendations for improving advertising strategies in Pakistan's beverage industry.

Significance of the Study

This study contributes to theory by providing empirical evidence on advertising and consumer behaviour from an emerging market, and incorporates digital and social media advertising to reflect the evolving marketing landscape. Practically, the findings help beverage companies and marketers design more effective advertising strategies, strengthen brand perception, and enhance customer loyalty, while also offering implications for policymakers seeking to promote ethical advertising practices.

Literature Review

Advertising is a core element of integrated marketing communication, enabling firms to build awareness, differentiate products, and influence purchase decisions a role especially important in beverages, where products often share similar functional attributes (Kotler et al., 2022; Belch & Belch, 2024). The rise of digital platforms has made advertising more personalised and data-driven, shifting effectiveness from mere exposure toward relevance and credibility (Appel et al., 2020; Dwivedi et al., 2021). Because advertising works through cognitive, affective, and behavioural mechanisms simultaneously, it is best treated as a multidimensional construct rather than a single activity (Vakratsas & Ambler, 1999; MacKenzie & Lutz, 1989). Beverage advertisements commonly rely on storytelling, celebrity endorsement, humour, and lifestyle imagery to build emotional attachment that goes beyond a product's functional benefits (Belch & Belch, 2024; Keller, 2013). Despite substantial investment by Pakistani beverage brands across both traditional and digital channels, relatively limited research has systematically examined which advertising dimensions most effectively shape consumers' brand perception within this specific market context, particularly in a way that compares the dimensions against one another rather than treating advertising as a single undifferentiated activity.

Advertising Exposure

Advertising exposure refers to the frequency and intensity with which consumers encounter promotional messages, and is a fundamental driver of communication effectiveness (Belch & Belch, 2024). The Hierarchy of Effects Model (Lavidge & Steiner, 1961) explains that consumers move through cognitive, affective, and behavioural stages, meaning exposure is the necessary first step toward favourable brand perception. Zajonc's (1968) Mere Exposure Theory similarly holds that repeated exposure increases familiarity and positive attitudes, though excessive repetition can cause advertising wear-out. Exposure alone, however, is insufficient: messages must also be credible and relevant to shape favourable perception (Percy, 2023). Within Pakistan's beverage industry, consumers are exposed to advertising across television, social media, and outdoor media, but favourable perception depends on message quality as much as on frequency (Alam et al., 2025).

H₁: Advertising has a significant positive impact on consumers' Brand Perception.

While prior studies confirm advertising's influence on consumer behaviour and brand outcomes, most treat advertising as single construct or examine individual dimensions in isolation. Limited evidence compares the relative influence of advertising exposure, credibility, and appeals on brand perception, particularly within Pakistan's beverage industry. This study addresses that gap by examining all three dimensions simultaneously to identify their comparative influence on consumers' brand perception.

H1a: Advertising Exposure has a positive and significant influence on Consumers' Brand Perception.

Advertising Credibility

Advertising credibility reflects the extent to which a message is perceived as truthful and trustworthy; credible advertising leads consumers to more readily accept claims and form positive brand evaluations (MacKenzie & Lutz, 1989). This builds on source credibility theory, which holds that persuasiveness depends on the perceived expertise and trustworthiness of the communicator (Hovland & Weiss, 1951). Credibility has grown more important in digital environments, where consumers compare brand claims against reviews and user-generated content (Lou & Yuan, 2019), and broader brand credibility reduces perceived risk and information costs, influencing consideration and choice (Erdem & Swait, 2004). For beverage brands, credibility is especially relevant when advertising communicates attributes that are difficult to verify before purchase, such as taste, ingredients, or nutritional value; consistency between advertising claims and actual product experience is therefore essential to maintaining consumer trust.

H1b: Advertising Credibility has a positive and significant influence on Consumers' Brand Perception.

Advertising Appeals

Advertising appeals are the persuasive and creative techniques used to attract attention and influence attitudes, spanning emotional, rational, humorous, and informational approaches (Belch & Belch, 2024). The Elaboration Likelihood Model (Petty & Cacioppo, 1986) explains that consumers process persuasive messages through a central route (careful evaluation of arguments) or a peripheral route (emotional cues, imagery), and that both rational and emotional appeals can shape attitudes. Creative, emotionally engaging appeals increase attention and memorability (Percy, 2023), and engaging digital content strengthens brand image and loyalty (Godey et al., 2016).

H1c: Advertising Appeals have a positive and significant influence on Consumers' Brand Perception.

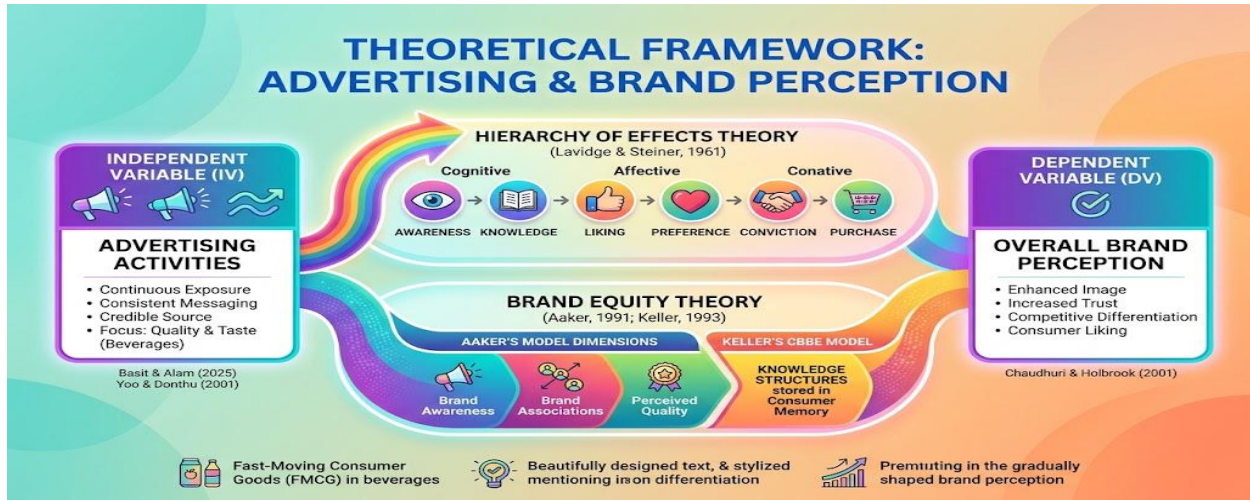
Brand Perception

Brand perception refers to the overall impression consumers' form about a brand through experience, knowledge, and marketing communication, and often drives purchase decisions more than a product's objective characteristics (Aaker, 1991; Keller, 2013). Keller's (1993) Customer-Based Brand Equity theory describes a hierarchical process from awareness to associations, perceived quality, and ultimately brand resonance. Positive brand experiences and social media marketing activities strengthen consumer perceptions and emotional attachment (Brakus et al., 2009; Godey et al., 2016). This study conceptualises Brand Perception as the outcome of three advertising dimensions: Exposure, Credibility, and Appeals.

Theoretical Framework

This study draws on two theories. The Hierarchy of Effects Theory (Lavidge & Steiner, 1961) explains that advertising influences consumers gradually through cognitive, affective, and conative stages: awareness, knowledge, liking, preference, conviction, and purchase, rather than producing immediate effects, a view particularly relevant to industries such as beverages where repeated exposure to messages about quality and taste progressively shapes brand perception. Applied here, advertising is the independent variable and brand perception the dependent variable: continuous

exposure builds awareness, followed by cognitive processing and affective responses such as liking and trust (Basit & Alam, 2025).



Brand Equity Theory (Aaker, 1991; Keller, 1993) explains how a brand adds value beyond its functional attributes, especially relevant in fast-moving consumer goods where differentiation is limited. Aaker's model identifies brand awareness, associations, and perceived quality as key dimensions, while Keller's Customer-Based Brand Equity (CBBE) model frames brand value as a function of knowledge structures stored in consumer memory. Advertising activities emphasising consistent, credible messaging are expected to strengthen these dimensions and thereby enhance overall brand perception (Yoo & Donthu, 2001; Chaudhuri & Holbrook, 2001).

Conceptualisation and Operationalisation

Advertising was conceptualised as the independent variable comprising three dimensions: advertising exposure (frequency of exposure across TV and social media, and message recall), advertising credibility (believability and trustworthiness of messages), and advertising appeals (emotional, health-positioning, and creative elements such as CGI, jingles, and packaging). Brand perception, the dependent variable, reflects consumers' overall evaluation of brand quality, reliability, and image. All constructs were measured on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Hypotheses

- **H₁**: Advertising has a significant positive impact on consumers' Brand Perception.
- **H_{1a}**: Advertising Exposure has a significant positive impact on Brand Perception.
- **H_{1b}**: Advertising Credibility has a significant positive impact on Brand Perception.
- **H_{1c}**: Advertising Appeals have a significant positive impact on Brand Perception.

Research Methodology

A quantitative, cross-sectional survey design was adopted to examine the comparative influence of advertising dimensions Advertising Exposure (AE), Advertising Credibility (AC), and Advertising Appeals (AA) on Brand Perception (BP).

Population and Sample

The population comprised consumers of packaged beverage brands in Pakistan, primarily aged 18–35 and residing in different cities of Punjab. A total of 300 respondents participated, an adequate sample for descriptive statistics, reliability analysis, correlation, and multiple regressions. A stratified random sampling technique was used to ensure representation across educational, occupational, and residential backgrounds, reducing sampling bias and enhancing generalizability.

Research Instrument and Data Collection

A structured Quantitative questionnaire was developed from a review of advertising, branding, and consumer behaviour literature. It comprised a demographic section covering age, gender, education, occupation, residential area, beverage consumption frequency, preferred brand, and frequency of noticing beverage advertisements and a second section measuring AE, AC, AA, and BP on a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree), with items adapted from previously validated scales in the marketing literature. Data were collected through both physical and online surveys distributed across cities of Punjab, with respondents informed of the study's purpose and assured of confidentiality. Participation was voluntary and anonymous, and completed questionnaires were screened for completeness before entry into Statistical Package for the Social Sciences (SPSS-27).

Data Analysis Techniques

Data were analysed in IBM SPSS using descriptive statistics, Cronbach's Alpha reliability analysis, Pearson correlation, and Multiple Linear Regression Analysis, with statistical significance evaluated at the 5% level ($p < 0.05$). Descriptive statistics summarised respondents' demographic characteristics and central tendencies of the study variables. Reliability analysis assessed internal consistency of the instrument, Pearson correlation examined the strength and direction of relationships among AE, AC, AA, and BP, and multiple regression estimated the individual contribution of each advertising dimension to BP while controlling for the others. The regression model was specified as:

$$BP = \beta_0 + \beta_1AE + \beta_2AC + \beta_3AA + \varepsilon$$

Where, BP = Brand Perception; AE = Advertising Exposure; AC = Advertising Credibility; AA = Advertising Appeals; β_0 = constant; β_1 – β_3 = regression coefficients; ε = error term.

Data Analysis

A total of 300 valid questionnaires were analysed. The respondents represented consumers of packaged beverage brands residing in different cities of Pakistan. Demographic information relating to age, gender, education, occupation, residential area, and beverage consumption habits was collected to describe the sample and assess its representativeness.

Table 5.1: Summary of Respondent Demographics and Consumption Profile

Characteristic	Category	Percent
Age	18–25 years	86.6%
	26 years and above	13.4%
Gender	Female	65.7%
	Male	34.3%
Education	Undergraduate degree	72.0%
	Graduate degree	28.0%

Occupation	Student	81.3%
	Others	18.7%
Residential Area	Urban	73.0%
	Rural	27.0%
Advertising Consumption	2–3 times a week	37.0%
Preferred Brand	Nestlé Fruita Vitals	44.7%
	Fruitien	65.3%
Most Attractive Ad Format	TV Commercial	35.0%

The sample was predominantly young (86.6% aged 18–25), female (65.7%), educated (72.0% held a bachelor's degree), urban (73.0%), and largely composed of students (81.3%). Most respondents consumed packaged juice regularly, and Nestlé Fruita Vitals and Fruitien were the most preferred brands. A majority reported noticing juice advertisements sometimes, often, or very often, and television commercials and social media ads were identified as the most attractive advertising formats, confirming that the sample was well exposed to beverage advertising and well positioned to evaluate it.

Reliability Analysis

The overall Cronbach's Alpha coefficient was 0.907, indicating excellent internal consistency well above the recommended 0.70 threshold, confirming the instrument's suitability for further analysis.

Descriptive Statistics

Table 5.2: Descriptive Statistics of the Study Variables

Variable	N	Min	Max	Mean	Std. Dev.
AE	300	1.00	5.00	3.6950	.66529
AC	300	1.25	5.00	3.6408	.64363
AA	300	2.00	5.00	3.6589	.59082
BP	300	2.00	5.00	3.6814	.61087

All variables recorded mean scores above the scale midpoint, indicating generally favourable evaluations. AE recorded the highest mean (3.695), followed by BP (3.681), AA (3.659), and AC (3.641), with low standard deviations suggesting consistent responses.

Pearson Correlation Analysis

Table 5.3: Pearson Correlation Matrix ($p < 0.01$, 2-tailed)**

Variables	AE	AC	AA	BP
AE	1			
AC	.541**	1		
AA	.520**	.651**	1	
BP	.524**	.686**	.707**	1

All variables were positively and significantly correlated. AA showed the strongest relationship with BP ($r = .707$), followed by AC ($r = .686$) and AE ($r = .524$), indicating that consumers who perceive beverage advertisements as creative, emotionally engaging, and visually appealing are more likely to develop favourable brand perceptions, and that advertisements perceived as credible and trustworthy similarly strengthen brand perception. Although AE also showed a significant positive association with BP, its comparatively lower correlation coefficient suggests that repeated

exposure alone is less influential than the credibility and attractiveness of advertising content. The correlation matrix supports the theoretical relationships proposed in the conceptual framework and provides an appropriate basis for the regression analysis that follows.

Multiple Linear Regression Analysis

Table 5.4: Model Summary

R	R Square	Adjusted R Square	Std. Error
0.773	0.597	0.593	0.390

The model shows a strong relationship ($R = 0.773$), with AE, AC, and AA collectively explaining 59.7% of the variance in BP ($R^2 = 0.597$; Adjusted $R^2 = 0.593$).

Table 5.5: ANOVA (Dependent Variable: BP)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	66.589	3	22.196	146.051	.000
Residual	44.985	296	.152		
Total	111.574	299			

The overall model was statistically significant ($F = 146.051$, $p < .001$), confirming the combined predictors significantly explain variation in BP.

Table 5.6: Regression Coefficients (Dependent Variable: BP)

Predictor	B	Std. Error	Beta	t	Sig.
(Constant)	.493	.157		3.134	.002
AE	.108	.042	.117	2.577	.010
AC	.333	.049	.350	6.849	.000
AA	.432	.052	.418	8.289	.000

All three dimensions positively and significantly predicted BP. AA emerged as the strongest predictor ($\beta = .418$, $p < .001$), followed by AC ($\beta = .350$, $p < .001$), while AE showed the weakest, though still significant, effect ($\beta = .117$, $p = .010$).

Comparative Influence and Hypothesis Testing

Table 5.7: Comparative Influence of Advertising Dimensions on Brand Perception

Rank	Dimension	Standardised β	Interpretation
1	Advertising Appeals	0.418	Strongest predictor
2	Advertising Credibility	0.350	Second strongest predictor
3	Advertising Exposure	0.117	Weakest but significant predictor

All three hypotheses (**H_{1a}**, **H_{1b}**, **H_{1c}**) were supported. Advertising Appeals exerted the greatest influence on Brand Perception, followed by Advertising Credibility and Advertising Exposure, directly answering the study's central research question.

Discussion and Policy Recommendations

Advertising Exposure showed a positive but comparatively modest effect on Brand Perception, consistent with the Hierarchy of Effects Model (Lavidge & Steiner, 1961), which holds that

advertising, builds attitudes gradually, beginning with awareness. This suggests that frequent exposure contributes to favourable perceptions but is not, alone, the strongest driver; its impact depends on the credibility and creative quality of the message (Aziz et al., 2023). Advertising Credibility emerged as the second-strongest predictor, consistent with Kotler and Keller (2016) and Stern (1994), who link message credibility to greater acceptance and more positive brand evaluation, and with Richards and Curran (2002), who identify credibility as a defining element of persuasive advertising. Consumers appear to judge advertising less by frequency and more by how reliable and authentic its content is perceived to be.

Advertising Appeals had the strongest influence on Brand Perception, showing that creative and emotionally engaging advertising, appealing visuals, CGI, healthy branding, and memorable packaging have the greatest capacity to shape favourable perceptions. This reflects Ambler's (2000) Memory–Affect–Cognition framework, which emphasises that advertising works primarily through emotion and memory, and is supported by Mounir (2023) and Brakus et al. (2009), who link positive emotional brand experiences to stronger perceptions and attachment. Taken together, these findings suggest that Pakistani beverage consumers respond most strongly to advertising that feels creative and emotionally resonant, provided its claims are also perceived as honest, while simple repetition of a message contributes comparatively little on its own. This has important implications for how beverage marketers allocate advertising budgets: rather than maximising the frequency of media placements, firms are likely to gain more from investing in the creative quality and credibility of their messaging, since these are the factors most strongly associated with favourable brand perception, and, by extension, with stronger purchase intention and brand loyalty over time.

Policy Recommendations

- Prioritise creative, emotionally engaging advertising storytelling, strong visuals, CGI, and appealing packaging given its dominant role in shaping Brand Perception.
- Ensure advertising credibility by keeping product claims accurate and transparent, particularly regarding quality and health benefits.
- Maintain consistent exposure across television, digital, and outdoor media to sustain awareness, even though exposure alone yields the smallest gains.
- Evaluate campaigns on their ability to strengthen overall brand image rather than reach alone.
- Use consumer feedback and market research to continually refine advertising strategy.
- Invest in digital and social media communication, especially to engage younger consumers.

Together, these strategies can help beverage companies strengthen Brand Perception and secure a more competitive position in Pakistan's beverage industry.

Limitations and Future Research

This study is subject to certain limitations. The sample was drawn primarily from young and educated consumers in Punjab, which may limit the generalizability of findings to older consumers or other provinces of Pakistan. The cross-sectional design captures perceptions at a single point in time and cannot establish long-term causal effects of advertising on brand perception. Future research could adopt a longitudinal design, extend the sample to a more diverse national

population, and examine additional mediating variables such as purchase intention and brand loyalty more directly, alongside emerging digital advertising formats.

Conclusion

This study set out to compare the influence of advertising exposure, credibility, and appeals on consumers' brand perception within Pakistan's beverage industry. The findings confirm that all three dimensions positively and significantly contribute to brand perception, with advertising appeals emerging as the strongest driver, followed by credibility and exposure. These results underscore that the effectiveness of beverage advertising depends less on how frequently consumers encounter a message and more on how creatively and credibly that message is delivered. Beverage marketers seeking to build stronger brand perception, purchase intention, and long-term loyalty should therefore invest in integrated advertising strategies that combine persuasive, emotionally engaging appeals with transparent and trustworthy communication, supported by consistent exposure across traditional and digital media.

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