

## An Investigation of Factors Affecting the Role of Advertising in Consumer Attractiveness: Post-Pandemic Perspective

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### Abstract

Advertising Effectiveness assists organizations to perceive and understand the requirements and needs of customers. To survive in today's business world, it is very important to know the effectiveness of advertising in term of consumer attractiveness. Being a developing economy, Bangladesh is gradually becoming a large market, especially for the fast-changing consumer goods sector. In the last few years, the consumer goods industry in Bangladesh has experienced a dramatic growth; both qualitative and quantitative improvements have occurred in the consumer durable items. The purpose of this study is to identify the factors that affect advertising effectiveness in case of consumer attractiveness in the era of Covid-19. Using a sample of 200 Bangladeshi customers the study identified six factors that affect advertising effectiveness, namely, attention, knowledge, judgment, interest, preference and advocacy. Respondents were directly asked to provide their perceptions or evaluations regarding the factors, using a five point Likert scale. Multiple regression analysis is used in order to test the hypotheses developed in the study. The results reveal that that except advocacy all other factors have significant impact on the advertising effectiveness in case of consumer attractiveness during COVID-19. On the basis of the findings of this study, it can be concluded that attention, knowledge, judgment, interest and preference are jointly and independently predict advertising effectiveness. This result is consistent with the findings of pre-pandemic situation which implies that the role of advertising does not change that much due to pandemic situation in terms of attracting consumers. Based on the findings of this research, it is expected that the concerned authority should formulate necessary guidelines to overcome the problems associated with the advertising effectiveness especially after the Post-Covid situation.

**Keywords:** Advertising, Consumer Attractiveness, Covid – 19, Advertising Effectiveness

**Introduction**

Consumer Goods sector is one of the largest sectors in the economy of Bangladesh with well-established distribution networks, intense competition between the organized and unorganized segments, and low operational costs. Being a developing economy, Bangladesh is gradually becoming a large market, especially for the fast-changing consumer goods sector (Harthy et al., 2021). In the last few years, the consumer goods industry in Bangladesh has experienced a dramatic growth; both qualitative and quantitative improvements have occurred in the consumer durable items. While purchasing high involvement products like electronic goods, luxury items or lifestyle products, the prior in-home decisions of purchase are not usually altered in the store environment. On the contrary, for the convenient and low involvement products like salt, flours, pens and chocolates etc. a significant level of distortion from the prior decision of brand choice due to advertising affect is frequently observed. These convenient and low involvement products are also known as fast moving consumer goods (FMCG) in marketing (Hossain et al., 2020).

Advertising carries a message of the product. The message may be visual or oral. It is designed in a systematic and psychological manner to influence the prospective customer and formulated on the basis of need, environment and objectives. It may or may not be brilliant in planning and execution, but it should be representatives of the product. The success of advertising depends upon the effectiveness of the message. Advertising has a wide scope in marketing and the social system. The scope has been described on the basis of activities included under advertising and their forms and systems, objectives and functions. A large number of Advertising media, with their, respective advantage, disadvantages, costs and benefits are available. The selection of a medium should be made on the basis of the type of customers to be approaches, and the capacity of the organization to bear the cost.

Advertising plays a greater role in marketing compared to other tools of marketing communication (Khaled et al., 2019). The significance of advertising is well felt by the ever increasing budget of advertising investment. Over the years managers have started spending more for promoting products, services, ideas, concepts and personalities across the world. It is an all pervasive fact for many growing communities. It bears a consequence for both the audience and the user of the advertised products.

To survive in today's business it is very important to know the effectiveness of advertising on the contrary of the competitors. The intent of this study is to know how the factors attention, knowledge, judgment, interest, preference and advocacy affecting on the advertising effectiveness. By reviewing the literature it has been identified that the ultimate effectiveness of advertising greatly depends on these factors. This study will help to overcome the problems associated with the advertising effectiveness in the context of attention, knowledge, judgment, interest, preference and advocacy.

**Objectives**

The core objective of this research is to evaluate the factors affecting on advertising effectiveness.

**Specific Objectives**

- To develop standardized measure for evaluating advertising effectiveness.
- To establish causal relationship between different factors namely, attention, knowledge, judgment, interest, preference and advocacy affecting advertising Effectiveness.

### **Literature Review**

Advertising effectiveness is a multidimensional concept. It is the ability of an advertisement to produce the desired effect. Advertising effectiveness is tied to the achievement of intended objectives. One obvious objective is sales. Product sale is an ultimate objective in the long term, but there are short term objectives which lead to sales (Corvi & Bonera, 2010). Marketers may set different objectives for their advertising campaigns. The initial objective for a new product launch may be awareness or knowledge. Therefore, it can be concluded that an advertisement which achieves its objective is effective. The hierarchy of effects model points to the different stages that target market passes through, such as awareness, knowledge, liking, preference, conviction and finally purchase. Creative advertisements cause favorable attitude towards Ad. Favorable attitude toward Ad mediates Attitude towards brand. Therefore, a creative Ad is expected to leave its impact on the audience. The impact of advertisement on the Attitude toward Ad was conceptualized by (Edell et al., 1987).

Advertising and marketing are essential processes needed to ensure that products get to their target markets. Advertising involves more of communication as its focus is on disseminating information about ideas, goods and services. It involves making repeat and potential customers aware of a product or services. Each advertising plan is geared towards a particular product as the all advertisements are unique (Mallory, 2013). The promotion and preservation of the brand image is another role advertising plays in marketing. Advertising is a source of image for brands; it reflects and forms a brands reception by the public (Biel, 1993). Advertising helps to sustain a brand's image which in the long run helps to boost a company's reputation and long term investments. Advertising achieves the above by influencing the perceived qualities of products (Kirmani and Zeithmal, 1993). Successful advertising aims to not just to inform, demonstrate, attract or entertaining the consumer, but to persuade them to buy Advertising often persuades through the use of selective appeals. Appeals refer to various approaches used to attract the attention of the audience or influence their feelings or behavior towards a particular product or service (Benson-Eluwa, 2004). Advertising survives or dies on creative and innovative communication. Creativity is the reason why particular agencies are preferred to others. Creativity and innovative tasks are handled by the creative department of an advertising department or agency. Creative staff write the advertising copy, choose illustrations, prepare artwork, select models or actors and supervise the scripting and production of radio, television and web ads (Biel, 1993). Priya and Vishal (2007) however argue that creativity and innovation should not be separated from effectiveness. Effectiveness of an ad is determined by the correct combination of impact and retention. Impact being the ability of the ad to attract attention while retention its ability to stay in people's minds. It will be a wasted effort to invest time and money in ads which have no effect. Techniques such as; surprise, humour and contrast, are often used to by creative people to create ads (Islam, 2021). These unexpected elements may be found in the choice of words, visuals and media or in all the three. Other techniques used could be in choice of media. For example, some ads are deliberately placed in public urinals to ensure that they get to the target audience. Some agencies now solicit for designs by consumers through Ad Design competitions (Drewniany and Jewler, 2008). With the advent of technology, it is

becoming easier to avoid television advertisements (Ads). Consumer exposure to Ads has become a real challenge for marketers. Within the television media, the number of channels has remarkably increased (Till & Baack, 2005). Advertising effectiveness is not a new concept, but what contributes to it has long been debated in academia and industry. The academia insists on the use of creativity in making advertisements for better results. Advertising literature is divided when it comes to measuring advertising effectiveness of creative advertisements. There has been significant contribution in finding out effectiveness of creative advertisements, but consensus could not be reached (Saleh et al., 2022; Goldenberg, 1999). The review of Smith and Yang (2004) found out two main determinants of creativity-divergence and relevance. Divergence means being different or novel while relevance means the appropriateness of Advertisement to Consumer.

Goods and services are produced according to consumers growing and changing desires (Mondol et al., 2021a). They are competitive tools for companies among their rivals (Mondol et al., 2021b). Companies involved in the commercial production of goods and services need advertising for several important reasons. The first reason is that advertising helps to publicize and promote their products to the public thereby helping to improve sales. Depending on the nature of the product, advertising uses the right media to get the message across to consumers. For example, in the case of consumer products such as food, soap and soft drink; broadcast media is often chosen. Secondly, advertising helps to reduce distribution costs. Because advertising reaches a mass audiences, the cost of personal selling and distribution is greatly reduced (Dominick, 2013). Advertising serves as a tool for competition. In order to compete with others, companies use creative and appealing advertisements to lure consumers to patronize their brands. Some companies will go as far as inundating the media with their advertisements in order to ensure that consumers' attention is captured. However, Phillip and Raspberry (2008) argue that what counts is not what the company says about itself but rather what people say about it as experience shows that companies who trumpet their virtues are barely average (Phillip and Raspberry, 2008).

According to Appiah (2006), there are no agreed factors of measurement of online advertising effectiveness and a lot of different approaches exist. As a reason of different opinions the dynamics of the markets, the variety of e-advertising tools and rapid changes of technologies can be named, as well as consumer behavior changes caused by growing computer literacy. A lot of scientists and practitioners focuses on the click-through rates, rather than on attitudinal responses and it is necessary to evaluate the effectiveness of online advertising from a more comprehensive perspective. Online advertising has sizable effects on brand loyalty and attitudes that can't be reflected in click-through (Islam & Habib, 2021; Bagherjeiran, Parekh 2008). It has been widely argued that the effectiveness of advertisements should be evaluated by their ability to generate click-through, which refers to a user's clicking on a certain web advertisement, or some other behavioural responses, such as sales or interactions on a website (Burns, 2006). Many hierarchy-of-effects models have been proposed for advertising effectiveness. For example in the DAGMAR (Defining Advertising Goals for Measured Advertising Results) model it is assumed that advertising works in the sequence of awareness, comprehension, conviction, and action (Scholten 1996). The internet offers marketers the widest spectrum of advertising tools and formats. The prevalent means of online advertising are search and display related advertising, which together are responsible for more than 70 % of the total advertising revenues. In addition to established online tools such as e-mail, websites and display advertising, distinguished

emerging online advertising vehicles, such as blogs, games, podcasts, social networks, virtual worlds, widgets, wikis and etc (McKinsey 2007).

According to Cao (1999), we are all surrounded by a vast amount of advertising. Nearly everybody, therefore, has some thoughts on the subject. The tendency is to judge advertising as good or bad, to single out advertisements that one likes or dislikes, to wonder if advertising is worth the large sums of money spent on it. Farahat & Bailey (2012) studied about set target for identifying behavior of consumers towards products. Most important reason is most of the work in evaluating the effectiveness of targeted advertising has focused on behavioral targeting and since targeted users are chosen based upon similar behavior, traditional measures of advertising effectiveness are very likely to ignore a strong selection bias; the targeted users' behavior is very likely to be highly correlated with the measured response. Amarnath & Vijayudu (2009) examined the brand awareness in rural area to study the interest of consumer in branded products of fast moving consumer goods (FMCG) the brand awareness is showing increasing tendency everywhere. Age wise analysis explains the pattern of purchasing in the rural markets where in the age group between 21-50 years is dominating, with majority of males persons. Advertisements through electronic media are preferred over other method of communication. Marketers can benefit most if they can make the rural people feel that they value them as their customers. Regional languages are playing vital rule in the rural marketing.

According to Batra et al (1995), the effectiveness of advertising should be considered for its effect on sales in the short term. This advertising performance measurement is based on the marginal theory. The sales effect refers to the assessment of the capability of advertising to affect the sales volume and/or the market share, regardless of the possible influence of other variables. There are two opposite sociological perspectives to the advertising function in contemporary society. The first maintains a positive approach to advertising. It is believed that the role advertising is to better organize economic and social relations, to harmonize social behaviors, to make people adhere to common values and to help them to better live together without problems. The second approach is, by contrast, rather critic, because advertising tends to generate a mass consumption. In order to adapt messages to a wider audience, introduces new, poorly differentiated, symbolic values (San et al., 2020; Friedman, 1979). Sociological analysis focuses on the community, considered as a system governed by rules and social norms, and on the social behavior. The role of advertising and consumption in the society change is a very fertile topic. Sociology has examined how advertising influences opinions, attitudes and behaviors of individuals and social groups (Moingeon, 1993).

The semiotic analysis focuses in the first instance, on symbols. These are identified as anything that conveys meaning, e.g., words, gestures, images, and dance. Semiotics studies the problem of encoding, and more generally of the code used. The object of investigation is the message itself containing different signs that can be interpreted according to a pre-established intention, without reference to the consumer and the influence on the consumer behavior. This approach is useful especially in the context of advertising creation. Authors assess the effectiveness of advertising in reference either to the language of the message (Barthes, Durand, 1964). Communication in general and advertising in particular, were treated by psychologists starting from the motivations of recipients, which occupy a central position in the analysis. This is because of their influence on the perception of the recipient. They believe that the motivations drive consumer behavior. So the purpose for the advertising creator, is to identify the reasons of consumer behavior, in order to identify the most effective advertisement message or to remove the communication barriers. With the psychological

approach, other types of research and investigation have emerged, thanks to the contribution of neuroscience (Mittelstaedt, 1990). The major criticisms to the dichotomous model concern the partial evaluation and the inability to provide reliable breakdowns of the effects achieved by advertising and by other company politics (marketing and communication). For these reasons, sometimes, the threedimensional models (i.e. AIDA model and model Dagmar) are preferred. These models are used both in planning advertising campaigns and evaluating their effectiveness. They propose a hierarchy of communication effects, cognitive affective and behavioral (Brasini et al., 1993). The socio-psychological approach takes simultaneously into account the message and the recipient of the message. This approach aims to study the effectiveness of advertising in terms of persuasiveness observing the effects on the formation process of attention, memory, attitude and behavior. This research methodology considers the environment of the communication process and its actual interactions (Ray, 1982). According to Trehan and Trehan (2011), market is controlled by consumers so companies have to persuade and attract the consumers for selling their products and services. Thus, advertising has crucial role for communication. Advertising seems to be in everything for people and everywhere people go; from surfing the net to taking a bus ride. Advertisement pop up on various websites and can be found in all sorts of unusual places from can drinks to concert tickets. Advertising becomes increasingly popular as more and more individuals and companies turn to it as a tool for getting their products or services known by consumers. There are basic features of advertising; advertising create an awareness of consumers, it gives information and also it can persuade consumers. Advertising has costs.

## **Methodology**

### **Research Design**

The research design used in this study is exploratory, descriptive and causal research design. The study has used primary data. Primary data is collected through the well-structured comprehensive questionnaire and secondary data is collected through different journals, textbooks and newspapers.

### **Sampling Design**

As the study decided to follow a quantitative approach and consequently to elaborate a social survey, the sampling method used is a key point in the research process (Bryman & Bell, 2011).

There exist two types of sampling methods: probability and non-probability samples. Non-probability sampling methods rely on the personal judgment of the researcher. However due to lack of time and as this method costs a lot, a non-probability sample, where the respondents are not selected randomly and have not the same chance to be selected, is for the study the most appropriate sampling method (Bryman & Bell, 2011).

There are "three main types of non-probability samples: the convenience sample; the snowball sample; and the quota sample" (Bryman & Bell, 2011). The snowball sampling permits researchers to contact few people, after that the study use the most relevant participants to obtain contacts with other potential participants like a snowball effect (Bryman & Bell, 2011). The quota sampling is the selection of a proportionate number of people according to categories selected by researchers (Bryman & Bell, 2011). Shiu et al. (2009) defined the convenience sampling as a "sampling technique which samples are drawn to the convenience of the researcher" and which is "often used in the early stages of research

because it allows a large number of respondents to be interviewed in a short period of time". Hence this study will use convenience sampling technique.

### **Sample Size**

To reduce the sampling error, the larger the sample is the more the data can be generalized and representative of the population (Bryman & Bell, 2011). As a non-probability sample is used, the sample size is "a more or less subjective judgment made by the researcher" (Shiu et al., 2009). For the study it will be relevant to be able to obtain a sample of around 200 respondents.

### **Questionnaire Design**

A questionnaire is "a formalized framework consisting of a set of questions and scales designed to generate primary data" (Shiu et al., 2009). A self-completion questionnaire seems to be the best approach for the quantitative method. There are twenty seven questions included in the questionnaire. All the questions used are closed ended. Closed ended questions are easily analyzable, comparable with other answers and permit to save time for the respondent and the interviewer (Bryman & Bell, 2011). The first section "identification information requirements" and is composed of questions about Gender, Age, Education, Occupation and Monthly income. The second section permits authors to obtain more specific data about factors affecting on advertising effectiveness. Thus the section two is composed of factors affecting on advertising effectiveness measures by using five point likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree').

A pretest of the questionnaire is effectuated in order to evaluate the relevance and the understanding of questions. A University teacher who is specialized in business and marketing researches checked the questionnaire. Furthermore, 30 respondents who correspond to the study sample are interviewed to see if the questionnaire needs to be modified. After this pretest, this questionnaire is slightly modified.

### **Reliability Analysis**

Cronbach's coefficient alpha is used to check for internal consistency of the constructs. All constructs has no problem in reliabilities if the Cronbach's Alpha values exceeded the criterion of 0.700 (Hair et al., 2010). Cronbach's Alpha is 0.820 for 27 items of variable which suggest that the survey instrument is reliable to measure all constructs consistently and free from random error.

### **Data Analysis**

Data are collected from respondents and encoded in SPSS 20.0 software for analysis. It is analyzed by using descriptive statistics analysis, Correlation coefficient, factor analysis and multiple regression analysis.

### **Conceptual Model and Hypotheses**

The general form of the model was as follows:

$$AE = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + e$$

Where, AE= Advertising Effectiveness

X1= Attention

X2= Knowledge

X3= Judgment

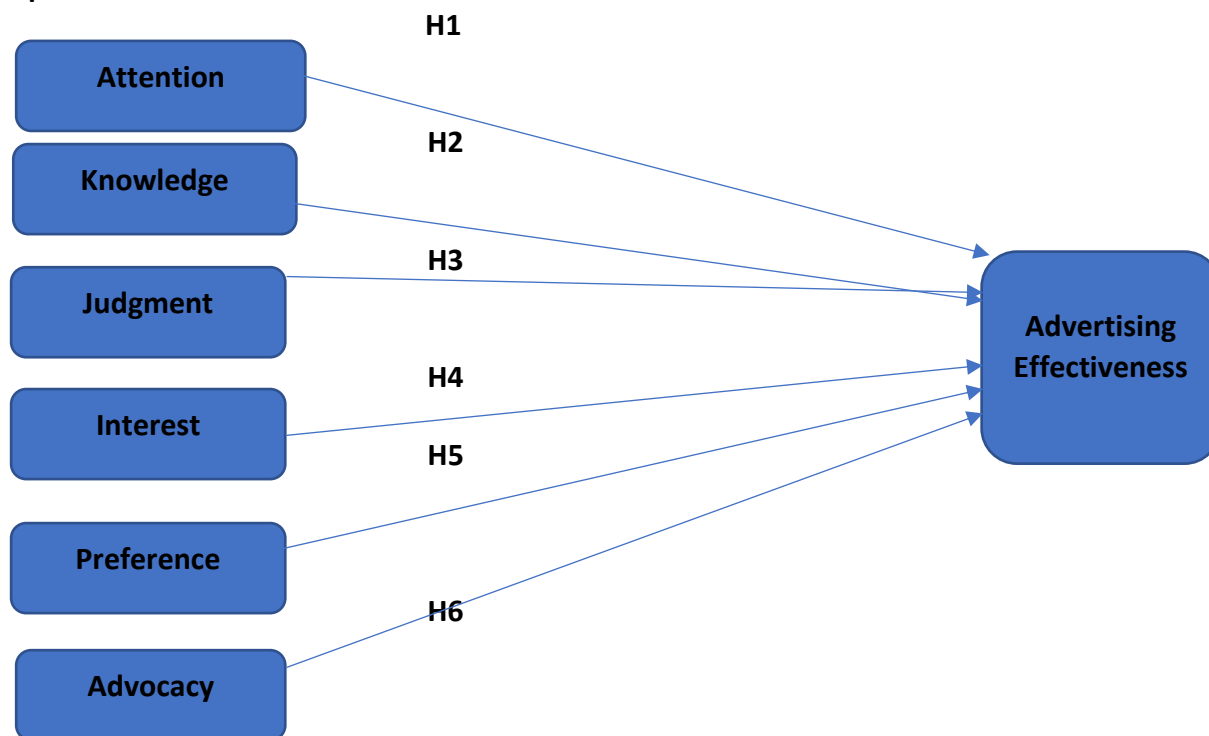
X4= Interest

X5= Preference

X6= Advocacy

$\alpha$  is constant;  $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$  and  $\beta_6$  are coefficients to estimate and  $e$  is the error term.

### Conceptual Framework



### Hypotheses

According to the introduction and objectives of the study following hypotheses are made:

H1: Attention is positively associated with advertising effectiveness.

H2: Knowledge significantly affects advertising effectiveness.

H3: Judgment and advertising effectiveness are positively related to each other.

H4: Interest is one of the important factors in evaluating advertising effectiveness.

H5: Preference and advertising effectiveness are considerably related to each other.

H6: Advocacy is positively connected with advertising effectiveness.

### Results and Discussions

This section is divided into four major sub-sections. The first sub-section provides the demographic characteristics of the respondents. The second sub-section presents results of factor analysis of the Conceptual model. The third sub-section presents descriptive statistics and correlation analysis of the dependent and independent variables. The last sub-section addresses the results of testing the research hypotheses through multiple linear regression analysis and Analysis of variance (ANOVA).



### Demographic Characteristics of the Respondents

Table 1 represents the descriptive exploration on demographic profile of respondents. Majority of respondent is males (62.5%) with females constituting (37.5%). Males can be regarded as part of a growing consumer group. It appeared that respondents are mostly in the age categories 20-29 years old (51.0%) which are called the young generation. The second highest of respondents are in the age categories 30-39 years (19.5 %). The third highest of respondents are in the age categories 40-49 years (16.0%) and Minority of respondents are in the age categories 50 years and above (7.0%). These young people tend to have been more concerned about the advertising effectiveness. With regards to educational qualification, 56.0% of respondents are graduate, 10.5% of respondents are postgraduate, 10.5% of respondents are SSC passed, 21.5% of respondents are HSC passed and 1.5% of the respondents are others. Also With regard to employment status, greater part of respondents are student (46.5%), the second highest of respondents are in Agriculture (14.5%), the third highest of the respondents are others (13.5%), the fourth highest of respondents are Business (13.0%), the minority of the respondents are service holder (12.5%). It presented that respondents are majority in the income level below 10,000(47.5%), the second highest of respondents are income level 30,000-50,000 (17.5%), the third highest of respondents are income level 10,000-30,000(14.0%) and minority of respondents are income level 80,000 above (8.0%).

Table 4-1

#### *Demographic Characteristics of the Respondents*

Content	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Gender:				
Male	125	62.5	62.5	62.5
Female	75	37.5	37.5	100.0
Age:				
Below 20	13	6.5	6.5	6.5
20-29	102	51.0	51.0	57.5
30-39	39	19.5	19.5	77.0
40-49	32	16.0	16.0	93.0
50+	14	7.0	7.0	100.0
Education:				
SSC	21	10.5	10.5	10.5
HSC	43	21.5	21.5	32.0
Graduate	112	56.0	56.0	88.0
Post-graduate	21	10.5	10.5	98.5
Others	3	1.5	1.5	100.0
Occupation:				
Student	93	46.5	46.5	46.5
Business	26	13.0	13.0	59.5
Service holder	25	12.5	12.5	72.0
Agriculture	29	14.5	14.5	86.5
Others	27	13.5	13.5	100.0
Monthly Income:				
Below 10000	95	47.5	47.5	47.5

10000-30000	28	14.0	14.0	61.5
30000-50000	35	17.5	17.5	79.0
50000-80000	26	13.0	13.0	92.0
Above 80000	16	8.0	8.0	100.0

### Factor Analysis

Factor analysis is a statistical approach that can be used to analyze interrelationships among a large number of variables. The main purposes of factor analysis are to reduce data to a smaller set of summary variables and to explore theoretical structure (Malhotra, 2009). Factor analysis was used in the current research to assess the discriminate validity of the questionnaire.

Table 2

#### Results of Factor Analysis

Factors	Description	Factor Loading	Eigen Value	% of Variance	Cumulative %
Attention	Ignore	.543	<b>.267</b>	.443	<b>11.236</b>
	Interesting	.567	<b>.132</b>	.367	
	Complete information	.532	<b>.356</b>	.432	
	Credible	.648	<b>.345</b>	.748	
	Economy	.654	<b>2.282</b>	5.654	
	Essential	.646	<b>0.872</b>	.646	
	Relevance	.453	<b>0.984</b>	.453	
	Betterment	.456	<b>.334</b>	5.456	
	Standard	.431	<b>.089</b>	.431	
Up to date	.672	<b>.567</b>	.672		
Knowledge	Good thing	.690	<b>.786</b>	3.690	<b>1.980</b>
	Timely	.567	<b>.987</b>	.567	
	Purchase decision	.541	<b>1.22</b>	.541	
	Unnecessary	.532	<b>.222</b>	4.532	
	Cost	.698	<b>.333</b>	.698	
	Believable	.678	<b>.457</b>	.678	
	Like	.531	<b>.789</b>	.531	
Judgment	Manipulative	.567	<b>.456</b>	.567	<b>13.98</b>
	Annoying	.571	<b>.789</b>	4.571	
Interest	Ignore	.421	<b>1.22</b>	.421	<b>33.90</b>
	Motivation	.432	<b>.224</b>	.432	
Preference	Encourage	.456	<b>.455</b>	.456	<b>17.54</b>
	Performance	.567	<b>.786</b>	5.567	
Advocacy	Recommend	.598	<b>.996</b>	.598	<b>7.98</b>
	Upcoming	.643	<b>.345</b>	.643	
Advertising Effectiveness	Purchase decision	.657	<b>.145</b>	.657	<b>19.90</b>
	Change	.698	<b>.123</b>	.698	

The principal components analysis was used to factor extracted using extraction method and Varimax with Kaiser Normalization was used to factor rotated using rotation method. The factors with Eigen values greater than or equal to 1.0 and statements/attributes with factor loadings greater than 0.40 were reported. From the varimax-rotated factor matrix, seven factors with 27 Statements/attributes were defined by the original 40 statements/attributes that loaded most heavily on them (loading>0.40; Table 2). Thirteen statements /attributes were dropped due to the failure of loading on any factor at the level of 0.30 (or higher). The communality of each variable ranged from 0.443 to 0.973. There are 27 statements /attributes out of 40 attributes covering the seven factors were selected for further analysis and those factors explained of 34.04% of cumulative variance of the data. The factors underlying Advertising effectiveness at different package were as follows: Attention (Factor 1) contained ten statements/attributes and explained 11.236% of the variance in the data, with an Eigen value 0.345. The attributes associated with Knowledge (Factor 2) accounted for 1.980% of the variance, with an Eigen value of 0.984. Judgment (Factor 3) includes two attributes and accounted for 13.98% of the variance, with an Eigen value of .987. These attributes were "Manipulative" and "Annoying". Statement related to Interest (Factor 4) contained two attributes. This factor explained 33.90% the variance, with an Eigen value of .789. Preference (Factor 5) includes two attributes and explained 17.54% of variance in the data, with an Eigen value of .996. Advocacy (Factor 6) accounted for 7.98% of the variance, with an Eigen value of .996. Advertising Effectiveness (Factor 7) includes two attributes and accounted for 19.90% of the variance, with an Eigen value of .788.

### Descriptive Analysis

Table 3 represents descriptive statistics of all the variables. If the mean scores of independent variables are observed then it is clear that Advertising Effectiveness has higher value 3.89. Then the rest of the order is as follows: Judgment(3.92), Attention (3.77), Knowledge(3.31), Interest (3.24), Preference(3.13), Advocacy (3.11).

Table 3

#### Descriptive Statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
Attention	3.77	.931	200
Knowledge	3.31	.63813	200
Judgment	3.92	.341	200
Interest	3.2415	.58311	200
Preference	3.1366	.62311	200
Advocacy	3.1187	.51317	200
Advertising Effectiveness	3.8927	.97140	200

### Correlation Analysis

Correlations between different variables are shown in the table 4. The correlation between Advertising Effectiveness was positive and was significant at the level 0.01 level and 0.05 levels (2-tailed). For example, the correlation between Advertising Effectiveness and Attention(Factor 1) was .528(P-0.000) which supports hypothesis 1; the correlation between Advertising Effectiveness and knowledge (Factor 2) was 0.281(P-0.000) which supports

hypothesis 2, the correlation between Advertising Effectiveness and judgment (Factor 3) was 0.240 (P=0.001) which supports hypothesis 3, the correlation between Advertising Effectiveness and interest (Factor 4) was 0.321 (P=0.000) which supports hypothesis 4. The correlation between Advertising Effectiveness and preference (Factor 5) was 0.278 (P=0.000) which supports hypothesis 5; the correlation between Advertising Effectiveness and Advocacy (Factor 6) was 0.429(P=0.000) which supports hypothesis 6.

Table 4  
Correlation between Advertising Effectiveness and other variables

Correlations		Att.	Know.	Jud.	Int.	Pre.	Adv.	Adv. Effect.
Attention	Pearson Correlation	1	.119	.240**	.070	.078	.400**	.528**
	Sig. (2-tailed)	.000	.093	.001	.326	.275	.000	.000
	N	200	200	200	200	200	200	200
Knowledge	Pearson Correlation	.119	1	.166*	.189**	.165*	.026	.281
	Sig. (2-tailed)	.093		.019	.007	.020	.711	.093
	N	200	200	200	200	200	200	200
Judgment	Pearson Correlation	.240**	.166*	1	.367**	.423**	.134	.240**
	Sig. (2-tailed)	.001	.019		.000	.000	.058	.001
	N	200	200	200	200	200	200	200
Interest	Pearson Correlation	.070	.189**	.367**	1	.469**	.258**	.321
	Sig. (2-tailed)	.326	.007	.000		.000	.000	.326
	N	200	200	200	200	200	200	200
Preference	Pearson Correlation	-.078	.165*	.423**	.469**	1	.469**	.278
	Sig. (2-tailed)	.275	.020	.000	.000		.000	.275
	N	200	200	200	200	200	200	200

Advocacy	Pearson Correlation	.400**	-.026	.134	.258**	.469**	1	.429**
	Sig. (2-tailed)	.000	.711	.058	.000	.000		.000
	N	200	200	200	200	200	200	200
Advertising Effectiveness	Pearson Correlation	1.000**	.119	.240**	.070	-.078	.400**	1
	Sig. (2-tailed)	.000	.093	.001	.326	.275	.000	
	N	200	200	200	200	200	200	200
**. Correlation is significant at the 0.01 level (2-tailed).								

### Multiple Regression Analysis

Multiple Regression Analysis was performed to assess whether the identified independent variables exerted a significant influence on dependent variable. Linear regression analysis was applied to test the hypotheses developed because it provided the most accurate interpretation of the dependent variables. Results of linear regression analysis are shown in table 5. To predict the goodness-of-fit of the regression model, the correlation coefficient (R), t-value, standardized coefficient (Beta), unstandardized coefficient (B) and F ratio were examined.

Table 4-5

*Regression Results of Advertising Effectiveness and other variables.*

Variable	R	t-value	Coefficient	F-Value	P-Value
Attention	.373	6.431	.541(.431*)	27.321	.001
Knowledge	.241	3.132	.287(.276*)	14.245	.379
Judgment	.231	11.261	.341(.311*)	11.257	.000
Interest	.795	5.231	.297(.265*)	57.423	.000
Preference	.543	3.123	.356(.321*)	31.786	.005
Advocacy	.256	2.665	.554(.421*)	17.456	.287

## Hypothesis Testing

Based on the objectives of this research, six hypotheses were proposed. Each hypothesis was tested by using correlation analysis and multiple linear regression analyses and analysis of variance.

The results of the hypotheses testing are discussed below:

### Hypothesis 1

H1: Attention is positively associated with advertising effectiveness.

54.1% variance in Advertising Effectiveness is explained by Attention, which is evident by the value of  $R=0.373$ ,  $F=27.321$  at  $P=0.001$ . The value of  $t=6.431$  is the evident of the significant positive relationship between independent and dependent variable. Therefore, on the basis of these results it can be inferred with confidence that H1 is accepted.

### Hypothesis 2

H2: Knowledge significantly affects advertising effectiveness.

28.7% variance in Advertising Effectiveness is explained by Knowledge, which is evident by the value of  $R=0.241$ ,  $F=14.245$  at  $P=0.379$ . The value of  $t=3.132$  is the evident of the significant positive relationship between independent and dependent variable. Therefore, on the basis of these results it can be inferred with confidence that H2 is not accepted.

### Hypothesis 3

H3: Judgment and advertising effectiveness are positively related to each other.

34.1% variance in Advertising Effectiveness is explained by Judgment, which is evident by the value of  $R=0.231$ ,  $F=11.257$  at  $P=0.000$ . The value of  $t=11.261$  is the evident of the significant positive relationship between independent and dependent variable. Therefore, on the basis of these results it can be inferred with confidence that H3 is accepted.

### Hypothesis 4

H4: Interest is one of the important factors in evaluating advertising effectiveness.

29.7% variance in Advertising Effectiveness is explained by Interest, which is evident by the value of  $R=0.795$ ,  $F=57.423$  at  $P=0.000$ . The value of  $t=5.231$  is the evident of the significant positive relationship between independent and dependent variable. Therefore, on the basis of these results it can be inferred with confidence that H4 is accepted.

### Hypothesis 5

H5: Preference and advertising effectiveness are considerably related to each other.

35.6% variance in Advertising Effectiveness is explained by Preference, which is evident by the value of  $R=0.543$ ,  $F=31.786$  at  $P=0.005$ . The value of  $t=3.123$  is the evident of the significant positive relationship between independent and dependent variable. Therefore, on the basis of these results it can be inferred with confidence that H5 is accepted.

### Hypothesis 6

H6: Advocacy is positively connected with advertising effectiveness..

55.4% variance in Advertising Effectiveness is explained by Advocacy, which is evident by the value of  $R=0.256$ ,  $F=17.456$  at  $P=0.287$ . The value of  $t=2.665$  is the evident of the significant positive relationship between independent and dependent variable. Therefore, on the basis of these results it can be inferred with confidence that H6 is not accepted.

**Limitations of the Study**

While working with this research some limitations are faced in terms of having access to the respondents. The sample size used for this research is not fully representative to total population. For conducting this research only six variables (Attention, knowledge, judgment, interest, preference and advocacy) are used as independent variable which influence the dependent variable advertising effectiveness. But, psychological and others factors are ignored. In spite of these limitations, however the researchers tried their level best to fulfill the objectives of this study.

**Conclusion**

Advertising Effectiveness assists organizations to perceive and understand the requirements and needs of customers. Attention, knowledge, judgment, interest, preference and advocacy are such factors that lead any business towards success or failure. This study has investigated the effectiveness of advertising on consumer attractiveness during and after the COVID situation. Here, respondents were directly asked to provide their perceptions or evaluations regarding the factors, using a five point Likert scale. The results revealed that there is strong relationship between Advertising effectiveness and (Attention, knowledge, judgment, interest, preference and advocacy). On the basis of the findings of this study, it can be concluded that Attention, knowledge, judgment, interest, preference and advocacy were jointly and independently predict Advertising Effectiveness. This result is consistent with the findings of pre-pandemic situation which implies that the role of advertising does not change that much due to pandemic situation in terms of attracting consumers.

Future research is recommended to improve the significance of the sampling by expanding the sample size and carrying out survey at different geographical areas. Moreover, a study on the moderating effect of demographics with the Factors Affecting on Advertising Effectiveness is deemed relevant by using multivariate data analysis technique. The study found few influences of independent variable. So there may be some other variable which may influence Advertising Effectiveness. Those factors are left for future research.

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**Appendix**

Questionnaire

An Investigation of Factors Affecting the Role of Advertising in Consumer Attractiveness: Post-Pandemic Perspective

**Section-1**

**Demographic profile:**

**Gender:**           Male Female

**Age:**               Below 20   20-29       30-39           40-49           50+

**Education:**   SSC           HSC           Graduate       Post-Graduate   Others

**Occupation:**   Student       Business   Service holder   Agriculture       Others

**Monthly Income:**   Below 10,000       10,000-30,000

30,000-50,000       50,000-80,000

Above 80,000.

**Section-2**

Please indicate your level of agreement or disagreement with each of the statements on a five point scale as given below:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree.

Sr. No	Attention	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I ignore Ads when I busy in other work.					
2	Consumer Brands Advertising are interesting.					

Sr. No	Attention	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
3	Advertising provides complete information.					
4	Advertising are credible.					
5	Advertising has positive effects on the economy.					
6	Advertising is very essential.					
7	Advertising supplies relevant information					
8	Advertising results in better products for the public.					
9	Advertising increases our standard of living.					
10	Advertising keeps us up to date about the market.					
Sr.	Knowledge	Strongly	Disagree	Neutral	Agree	Strongly

No		disagree				agree
11	Overall I consider Advertising is a good thing.					
12	Advertising provides timely information.					
13	I consider Advertising before purchase decision.					
14	Due to buy things that are unnecessary					
15	Advertising increases the cost of products.					
16	Advertising is believable.					
17	Overall, I like the Advertising of Consumer Brands.					

Sr. No	<b>Judgment</b>	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
18	It is more manipulative than it is informative.					
19	Much of advertising is annoying.					

Sr. No	<b>Interest</b>	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
20	Have you blocked/ignore any Advertisement?					
21	Celebrity in Ads motivate for buying products.					

Sr. No	<b>Preference</b>	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
22	Advertising have encourage your purchase in anyway.					
23	Products do not perform as well as the Ads claim.					

Sr. No	<b>Advocacy</b>	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
24	I will recommend Consumer Brand Ads to friends when they will buy.					
25	I will pay attention to the upcoming Advertisements of Consumer Brands.					

Sr. No	<b>Advertising Effectiveness</b>	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
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26	If Consumers Brands use appropriate advertising methods by evaluating advertising effectiveness I will purchase its products.					
27	If Consumer Brands changes its advertising tools suddenly and a mismatch happened in receiving advertising messages, I would immediately change my product provider.					