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CONSUMERS PERCEPTION ON PRODUCT ADVERTISEMENTS: A STUDY ON CLOTHING PRODUCTS IN CHENNAI

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Abstract

The study looked at how advertising influences consumer buying behaviour for clothing products in Chennai, India. Primary data was collected through questionnaires and secondary data was collected from documents. The study found that advertising plays a significant role in attracting attention, creating interest, and desire to purchase clothing items. The clothing industry uses various forms of advertising such as events, word of mouth, magazines, Facebook, trade fairs, T-shirts, and websites to provide information about cloth details, brand names, and price. The study recommends that companies should create advertisements in regional languages, reflect the local situation, provide direct information about the clothes, and offer more information about the benefits of the fabrics used in the clothing products.

Key words: Advertisements, consumer behaviour and purchasing behaviour.

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INTRODUCTION

Consumers are people who buy and utilise products, which is crucial for the economy to run smoothly. Customers' tastes and preferences for products, which can be impacted by characteristics including consciousness, psychology, and environment, shape their demand. Additionally, over time, advertisements may have an impact on how customers develop their interests and preferences (Sharma, 2009).

The promotion of goods to consumers through various media channels is known as advertising. The company's goals are to boost sales, offer consumers useful products, and advance society as a whole. It entails spreading knowledge about the applications and advantages of a product and developing effective mass media communication techniques. Radio, television, billboards, magazines, newspapers, and websites are all possible media for advertising. (Cohen, 1988).

Consumer behaviour studies how individuals make decisions about buying, using, evaluating, and disposing of products or services that they believe will meet their needs. It mainly focuses on how people spend their available resources such as time, money, and effort on items related to consumption (Solomon, 1994).

Consumer behaviour refers to how individuals acquire, use, and dispose of products, services, ideas or experiences. It includes what, why, when, where and how often they buy and use these products, as well as their evaluation of them and the impact of this evaluation on future buying decisions (Loudon, 1988).

Advertising has the power to affect a consumer's purchasing decisions, especially when it comes to products with inherent features that are only apparent after use. Advertising for products with a significant chance of difference is most effective. Consumers will only buy products if the greater satisfaction they

receive justifies the cost of them. Until their gains are equal to the price they pay for the good, rational customers will spend on it (Schiffman, 1993).

When people have strong emotional motives for buying something, like improving their health or social status, advertising that product is profitable. This is because emotional connections make people less concerned with the price and more likely to buy. Without advertising, people may not even know the product exists and miss out on potential benefits (Borden, 1942).

The advertising mix includes personal selling, direct marketing, advertising, sales promotions, public relations, events and experiences, interactive marketing, and word of mouth. Personal selling is important in marketing products because it involves face-to-face interactions with potential buyers, making it an effective tool for feedback. Personal selling is a precious tool of creation and requires a dependence on deals force. Direct advertising, on the other hand, communicates directly with customers and prospects, reaches a larger number of people, has a lower cost, and can transfigure statements into forceful dispatches with the development of art and plates (Kotler and Keller, 2006).

Advertising is divided into two types: above the line and below the line. Above the line advertising includes mediums such as TV, radio, and newspapers where the advertiser pays an agency to place the ad. Below the line advertising includes direct mail, sponsorship, merchandising, public relations, trade shows, and personal selling (Kotler and Keller, 2006).

Sales promotion is a strategy aimed at increasing consumer demand by offering short-term incentives such as coupons, contests, and product samples. The goal is to encourage trial or purchase of a product and stimulate market demand. The tactics used for sales promotion include coupons, point of sales, packaging promotion, web coupons, sweepstakes, contests, product

samples, rebates, tie-ins, self-liquidating premiums, trade shows, and trade-ins. This strategy can also be used to promote or protect a company's image or individual product. For example, British Airways redesigned its aircraft livery to reflect their global ambitions by transitioning from a national image to a more international one. (Kotler and Keller, 2009).

Sponsorship is when a company gives money to an event and is recognized for doing so. This helps improve the company's image and public relations. Companies often sponsor events that align with their desired image (Kotler and Keller, 2009).

The research aimed to investigate whether people's clothing buying behaviour is affected by advertisements. It's believed that ads have a hidden quality that buyers aren't aware of when they make a purchase. Therefore, clothing products were chosen as a case study to explore this idea.

OBJECTIVES OF THE STUDY

- To identify media of advertising used to advertise clothing Items.
- To determine ways in which advertisement influence purchasing behavior.
- To establish how different advertisements influence consumers behavior.

LIMITATION OF THE STUDY

- Sample bias: The results of the study may not be accurate due to the small sample size.

- Limited geographical scope: The study may only apply to a specific or limited geographical area or region, which may limit its generalizability to other regions.

RESEARCH METHODOLOGY

This study adopts descriptive survey design to analyse the impact of advertising on consumers buying behaviour. The main sources of data were primary data which was collected directly from the respondents through questionnaires, and secondary data which involves data already collected by other authors hence stored in articles, newspapers, books, and research reports as examples, and these data was used based on the subject matter to find out what they say about the impact of advertising on consumers buying behavior. The sample size would be determined using a convenience sampling technique. The sample size for the purpose of this research is 219 respondents. Area of Study: The study was conducted in Chennai district, in Tamil Nadu. Quantitative data was analysed through descriptive statistics such as frequencies and percentages. ONE-WAY ANOVA tools was used to calculate the influence of advertising and the customer buying behavior.

REVIEW OF LITERATURE

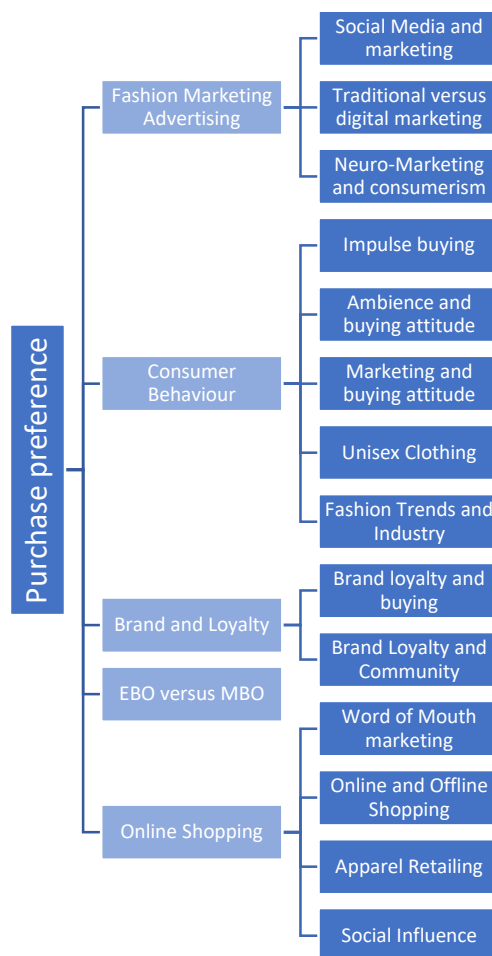


Fig.1 Diagrammatic representation of Review of Literature on Consumers Purchase Preference towards Garments

Willis (2019) the quality of content on social media platforms is important to engage consumers and maintain positive relationships with them. Positive brand attitudes and purchase intentions are also linked to positive evaluations of social media postings. Companies use social media platforms to facilitate engagement between consumers and businesses.

Jongdee Phusalux (2020) conducted a survey among 289 young consumers aged 18-24 and found that word-of-mouth in social media marketing had a significant impact on consumer behaviour. It led to increased brand preference, loyalty, and willingness to pay a premium price.

Sweta Leena Hota (2022) conducted a survey on the impact of influencer marketing on teen buying behaviour and found that social media influencers have a

significant impact on teenagers. Social media platforms connect people and their lifestyles, making influencer marketing more effective. However, some organizations misuse influencer marketing due to a lack of knowledge, negatively affecting their business performance.

Alwan, Maher & Alshurideh, Muhammad (2022) digital channels are more effective than traditional channels in reaching consumers and increasing purchase intention. While many businesses choose to market their products on digital media, they still use traditional media such as newspapers, television, and billboards, as these channels are great for brand building and reaching specific demographics that digital media may not target as effectively. Overall, traditional marketing is still seen as important and

useful, and actually supports digital marketing efforts.

Elizabeth & Mamina (2022) suggests that people's reasons for avoiding shopping for clothes during the COVID- 19 epidemic may be due to a perceived lack of control over the situation. Movement restrictions and fear and anxiety about shopping may have led to a shift in stations towards buying vesture. This change in geste allowed shoppers to feel more in control during a time of query.

Vinish et al., (2020) survey found that female shoppers are influenced by the number of store associates and personal interaction, making them more vulnerable to impulse buying. The Indian retail sector is facing a high attrition rate, so store managers should focus on retaining the best employees to build customer satisfaction and loyalty. The scent of the store is also a key determinant of impulse purchases, as the right scent choice can enhance the perception of merchandise quality and influence shoppers to prolong their stay and make impulse purchases. Store managers should reflect upon the fragrances preferred by customers and use traditional aromas near the entrance and common areas to evoke brand identity.

Ying & Tao (2010) the perception of age among aged people is important for marketers targeting the senior request in China. People may not want to admit that they're old and thus, it's important to understand their tone- perceived age than their factual age. Aged consumers perceive themselves as youngish and this has further impact on their geste. Businesses should avoid using the term 'old age' and rather use

words that give the image of being ' healthy, energetic, and youthful inside' in their marketing strategies.

Tyagi & Anita Rani (2015) vesture is the second largest order in the Indian retail business and is prognosticated to grow by 12-15% annually. Major retail developments are anticipated in all Tier- II and Tier- III metropolises in the country by the end of 2015. International retail titans like Marks & Spencer are planning to set up around 30 further stores in the coming five times. India's fleetly growing frugality and the rise in middle- class inflows present a significant request occasion for foreign brands. still, success for transnational vesture brands in India depends on understanding the artistic nuances and strong links to tradition unique to Indian consumers.

Sarkar & Das (2017) found that while online shopping is growing in India, most consumers still prefer shopping in physical stores. Online shopping has hurt offline stores by offering large discounts, but retailers are starting to adopt omni-channel strategies to be present both online and offline to reach more customers.

DATA ANALYSIS AND RESULTS

1.AIM: ANOVA test is executed to find the significant difference between gender and purchase behaviour.

HYPOTHESIS:

Null hypothesis H₀: There is no significant difference between the variables gender and purchase behaviour.

Alternate hypothesis H₁: There is significant difference between the variables gender and purchase behaviour.

TABLE 1: ANOVA TEST BETWEEN GENDER AND PURCHASE BEHAVIOR

			Sum of Squares	df	Mean Square	F	Sig.
[MOST OF THE TIME, ADVERTISEMENTS PROMPT ME TO BUY THE PRODUCTS]	Between Groups	(Combined)	8.730	1	8.730	3.861	.049
		Linear Term	8.730	1	8.730	3.861	.049
		Weighted	8.730	1	8.730	3.861	.049
	Within Groups		470.265	208	2.261		
	Total		478.995	209			
[THE ADVERTISEMENTS OF PROMOTIONAL SCHEMES GENERALLY COMPEL ME FOR A PURCHASE]	Between Groups	(Combined)	8.202	1	8.202	4.207	.042
		Linear Term	8.202	1	8.202	4.207	.042
		Weighted	8.202	1	8.202	4.207	.042
	Within Groups		405.512	208	1.950		
	Total		413.714	209			
[I FEEL SATISFIED WHEN I GET EXPOSED TO THE ADVERTISEMENT OF THE BRAND, I AM A CONSUMER OF]	Between Groups	(Combined)	15.097	1	15.097	8.333	.004
		Linear Term	15.097	1	15.097	8.333	.004
		Weighted	15.097	1	15.097	8.333	.004
	Within Groups		376.827	208	1.812		
	Total		391.924	209			
[ADVERTISEMENTS LEAD ME TO MAKE A REPEAT PURCHASE OF THE SAME BRAND]	Between Groups	(Combined)	8.202	1	8.202	4.207	.042
		Linear Term	8.202	1	8.202	4.207	.042
		Weighted	8.202	1	8.202	4.207	.042
	Within Groups		405.512	208	1.950		
	Total		413.714	209			

INTERPRETATION:

FIRST HYPOTHESIS:

It is observed from the above table, F value is 3.861, the significant P value is found to be 0.049 it is lesser than 0.05, hence it is concluded to reject the null hypothesis. Therefore, it is interpreted that, there is significant difference between gender and purchase behaviour [**most of the time, advertisements prompt me to buy the products**].

HENCE H_0 – NULL HYPOTHESIS IS REJECTED & H_1 - ALTERNATE HYPOTHESIS IS ACCEPTED.

SECOND HYPOTHESIS:

It is observed from the above table, F value is 4.207, the significant P value is found to be 0.042 it is lesser than 0.05, hence it is concluded to reject the null hypothesis. Therefore, it is interpreted that, there is significant difference between gender and purchase behaviour [**the advertisements of promotional schemes generally compel me for a purchase**]

HENCE H_0 – NULL HYPOTHESIS IS REJECTED & H_1 - ALTERNATE HYPOTHESIS IS ACCEPTED.

THIRD HYPOTHESIS:

It is observed from the above table, F value is 8.333, the significant P value is found to be 0.004 it is lesser than 0.05, hence it is concluded to reject the null hypothesis.

Therefore, it is interpreted that, there is significant difference between gender and purchase behaviour [**I feel satisfied when I get exposed to the advertisement of the brand i am a consumer of**].

HENCE H_0 – NULL HYPOTHESIS IS REJECTED & H_1 - ALTERNATE HYPOTHESIS IS ACCEPTED.

FOURTH HYPOTHESIS:

It is observed from the above table, F value is 4.207, the significant P value is found to be 0.042 is lesser than 0.05, hence it is concluded to reject the null hypothesis. Therefore, it is interpreted that, there is significant difference between gender and purchase behaviour [**advertisements lead me to make a repeat purchase of the same brand**].

HENCE H_0 – NULL HYPOTHESIS IS REJECTED & H_1 - ALTERNATE HYPOTHESIS IS ACCEPTED.

2. AIM: ANOVA test is executed to find the significant difference between gender and types of advertisement preferred.

HYPOTHESIS:

Null hypothesis H_0 : There is no significant difference between two variables gender and types of advertisement preferred.

Alternate hypothesis H_1 : There is significant difference between two variables gender and types of advertisement preferred.

TABLE 2: ANOVA TEST BETWEEN GENDER AND TYPES OF ADVERTISEMENT PREFERRED

ANOVA

			Sum of Squares	df	Mean Square	F	Sig.	
[EVENT ADVERTISING]	Between Groups	(Combined)	10.641	1	10.641	6.622	.011	
		Linear Term	Unweighted	10.641	1	10.641	6.622	.011
			Weighted	10.641	1	10.641	6.622	.011
	Within Groups			340.653	212	1.607		
	Total			351.294	213			
[WORD OF MOUTH [ADVERTISING]	Between Groups	(Combined)	2.130	1	2.130	1.477	.226	
		Linear Term	Unweighted	2.130	1	2.130	1.477	.226
			Weighted	2.130	1	2.130	1.477	.226
	Within Groups			305.664	212	1.442		
	Total			307.794	213			
[MAGAZINE ADVERTISING]	Between Groups	(Combined)	11.216	1	11.216	7.323	.007	
		Linear Term	Unweighted	11.216	1	11.216	7.323	.007
			Weighted	11.216	1	11.216	7.323	.007
	Within Groups			324.677	212	1.531		
	Total			335.893	213			
[SOCIAL MEDIA ADVERTISING]	Between Groups	(Combined)	1.218	1	1.218	.662	.417	
		Linear Term	Unweighted	1.218	1	1.218	.662	.417
			Weighted	1.218	1	1.218	.662	.417
	Within Groups			390.015	212	1.840		
	Total			391.234	213			
[DISPLAY ADVERTISEMENTS]	Between Groups	(Combined)	3.384	1	3.384	1.995	.159	
		Linear Term	Unweighted	3.384	1	3.384	1.995	.159
			Weighted	3.384	1	3.384	1.995	.159
	Within Groups			359.556	212	1.696		
	Total			362.939	213			
[NEWSPAPER ADVERTISEMENTS]	Between Groups	(Combined)	11.491	1	11.491	7.485	.007	
		Linear Term	Unweighted	11.491	1	11.491	7.485	.007
			Weighted	11.491	1	11.491	7.485	.007
	Within Groups			325.448	212	1.535		

	Total			336.939	213			
[NEWSPAPER TRACTS ADVERTIMENT]	Between Groups	(Combined) Linear Term	Unweighted	5.259	1	5.259	3.613	.059
			Weighted	5.259	1	5.259	3.613	.059
	Within Groups			308.573	212	1.456		
	Total			313.832	213			
[T-SHIRT ADVERTISING]	Between Groups	(Combined) Linear Term	Unweighted	5.208	1	5.208	2.759	.098
			Weighted	5.208	1	5.208	2.759	.098
	Within Groups			400.105	212	1.887		
	Total			405.313	213			
[TRADE FAIRS ADVERTISING]	Between Groups	(Combined) Linear Term	Unweighted	9.311	1	9.311	6.102	.014
			Weighted	9.311	1	9.311	6.102	.014
	Within Groups			323.461	212	1.526		
	Total			332.771	213			
[WEBSITE ADVERTISING]	Between Groups	(Combined) Linear Term	Unweighted	3.640	1	3.640	2.072	.151
			Weighted	3.640	1	3.640	2.072	.151
	Within Groups			372.439	212	1.757		
	Total			376.079	213			
[TELEVISION]	Between Groups	(Combined) Linear Term	Unweighted	5.115	1	5.115	2.772	.097
			Weighted	5.115	1	5.115	2.772	.097
	Within Groups			391.165	212	1.845		
	Total			396.280	213			

INTERPRETATION:

FIRST HYPOTHESIS:

It is observed from the above table, F value is 6.622, the significant P value is found to be 0.011 it is lesser than 0.05, hence it is concluded to reject the null hypothesis. Therefore, it is interpreted that, there is significant difference between gender and types of advertisement preferred [event advertising]. **HENCE H₀ – NULL**

HYPOTHESIS IS REJECTED & H₁ - ALTERNATE HYPOTHESIS IS ACCEPTED.

SECOND HYPOTHESIS:

It is observed from the above table, F value is 1.477 the significant P value is found to be 0.226 it is greater than 0.05, hence it is concluded to reject the alternate hypothesis. Therefore, it is interpreted that, there is no significant difference between variables

gender and types of advertisement preferred [word of mouth advertising]. **HENCE H_0 – NULL HYPOTHESIS IS ACCEPTED & H_1 - ALTERNATE HYPOTHESIS IS REJECTED.**

THIRD HYPOTHESIS:

It is observed from the above table, F value is 7.323, the significant P value is found to be 0.007 it is lesser than 0.05, hence it is concluded to reject the null hypothesis. Therefore, it is interpreted that, there is significant difference between gender and types of advertisement preferred [magazine advertising]. **HENCE H_0 – NULL HYPOTHESIS IS REJECTED & H_1 - ALTERNATE HYPOTHESIS IS ACCEPTED.**

FOURTH HYPOTHESIS:

It is observed from the above table, F value is 0.662 the significant P value is found to be 0.417 it is greater than 0.05, hence it is concluded to reject the alternate hypothesis. Therefore, it is interpreted that, there is no significant difference between variables gender and types of advertisement preferred [social media advertising]. **HENCE H_0 – NULL HYPOTHESIS IS ACCEPTED & H_1 - ALTERNATE HYPOTHESIS IS REJECTED.**

FIVETH HYPOTHESIS:

It is observed from the above table, F value is 1.995 the significant P value is found to be 0.159 it is greater than 0.05, hence it is concluded to reject the alternate hypothesis. Therefore, it is interpreted that, there is no significant difference between variables gender and types of advertisement preferred [display advertisements]. **HENCE H_0 – NULL HYPOTHESIS IS ACCEPTED & H_1 - ALTERNATE HYPOTHESIS IS REJECTED.**

SIXTH HYPOTHESIS:

It is observed from the above table, F value is 7.485, the significant P value is found to be 0.007 it is lesser than 0.05, hence it is concluded to reject the null hypothesis. Therefore, it is interpreted that, there is

significant difference between gender and types of advertisement preferred [newspaper advertisement]. **HENCE H_0 – NULL HYPOTHESIS IS REJECTED & H_1 - ALTERNATE HYPOTHESIS IS ACCEPTED.**

SEVENTH HYPOTHESIS:

It is observed from the above table, F value is 3.613 the significant P value is found to be 0.059 it is greater than 0.05, hence it is concluded to reject the alternate hypothesis. Therefore, it is interpreted that, there is no significant difference between variables gender and types of advertisement preferred [newspaper tracts advertisement]. **HENCE H_0 – NULL HYPOTHESIS IS ACCEPTED & H_1 - ALTERNATE HYPOTHESIS IS REJECTED.**

EIGHTH HYPOTHESIS:

It is observed from the above table, F value is 2.759 the significant P value is found to be 0.098 it is greater than 0.05, hence it is concluded to reject the alternate hypothesis. Therefore, it is interpreted that, there is no significant difference between variables gender and types of advertisement preferred [t-shirt advertising]. **HENCE H_0 – NULL HYPOTHESIS IS ACCEPTED & H_1 - ALTERNATE HYPOTHESIS IS REJECTED.**

NINETH HYPOTHESIS:

It is observed from the above table, F value is 6.102, the significant P value is found to be 0.014 it is lesser than 0.05, hence it is concluded to reject the null hypothesis. Therefore, it is interpreted that, there is significant difference between gender and types of advertisement preferred [trade fairs advertising]. **HENCE H_0 – NULL HYPOTHESIS IS REJECTED & H_1 - ALTERNATE HYPOTHESIS IS ACCEPTED.**

TENTH HYPOTHESIS:

It is observed from the above table, F value is 2.072 the significant P value is found to be 0.151 it is greater than 0.05, hence it is concluded to reject the alternate hypothesis.

Therefore, it is interpreted that, there is no significant difference between variables gender and types of advertisement preferred [website advertising]. **HENCE H_0 – NULL HYPOTHESIS IS ACCEPTED & H_1 - ALTERNATE HYPOTHESIS IS REJECTED.**

ELEVENTH HYPOTHESIS:

It is observed from the above table, F value is 2.772 the significant P value is found to be 0.097 it is greater than 0.05, hence it is concluded to reject the alternate hypothesis. Therefore, it is interpreted that, there is no

significant difference between variables gender and types of advertisement preferred [television]. **HENCE H_0 – NULL HYPOTHESIS IS ACCEPTED & H_1 - ALTERNATE HYPOTHESIS IS REJECTED.**

Overall, the ANOVA results suggest that **event advertising, magazine advertising, newspaper advertisement, trade fairs advertising** plays a significant role for the types of advertisements preferred by the customers with regard to clothing products, because it helps to know about the products.

TABLE 3: USEFULNESS OF ADVERTISEMENTS

S.NO	SCORE	VARIABLES	NO. OF RESPONDENTS	PERCENTAGE
1	UPTO 12	LOW	98	44.7%
2	13-17	MEDIUM	80	36.6%
3	18-20	HIGH	41	18.7%
		TOTAL	219	100%

INTERPRETATION:

From the above table it is evident that, 36.6% respondents rated MEDIUM score, 18.7% rated HIGH score and the remaining 44.7% rated LOW score. While comparing the above variables it is evident that majority of the respondent 55.3% (summing both MEDIUM & HIGH score) found advertisements are useful to purchase the clothing products.

CONCLUSIONS

Based on the findings of the study, the paper concludes that advertising plays a significant role in influencing consumer buying behaviour for clothing products. The study identified various media of advertising used to promote clothing products, including events, word of mouth, magazines, Facebook, trade fairs, T-shirts, and websites. Advertisements create awareness of the clothes and attract more buyers by providing information about the

clothes, such as price, quality, fabrics, clothing size, design, brand name, and colour. The paper recommends that companies create advertisements in regional languages, reflect the local situation, convey direct information about the clothes, and offer more information about the benefits of the fabrics used in the clothing products.

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