



## **EXPLORING ADVERTISING STRATEGIES ON CONSUMER ATTITUDES, PURCHASE INTENTIONS, BRAND LOYALTY, AND OVERALL PERCEPTION OF BRANDS**

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### **ABSTRACT**

This study explores the impact of advertising strategies on consumer attitudes, purchase intentions, brand loyalty, and overall brand perception. It also delves into the persuasive power of digital advertising and social media, which have been shown to significantly enhance purchase intentions. Brand loyalty, a critical factor for long-term business success, is analysed through the lens of consistent brand messaging and the effectiveness of loyalty programs. Additionally, the study highlights the growing importance of transparency and authenticity in shaping consumers' overall perception of brands, particularly in an age where consumers are increasingly sceptical of traditional marketing tactics. To know about the impact of patriotic advertising on consumer attitudes and their purchase intentions. The main objective is to study the consumer's loyalty towards the national brands promoting patriotic advertising and to explore the overall perception of national brands among the consumers. This research examines how different advertising strategies shape consumer attitudes, purchasing behaviour, brand loyalty, and overall brand impressions. In today's digital era, advertising has shifted toward personalisation and data-driven approaches, resulting in new ways of influencing consumers. By reviewing existing studies, the paper discusses the effects of elements such as emotional storytelling, celebrity involvement, and cultural alignment on consumer responses. It further explores the growing persuasive strength of digital and social-media-based advertising. Brand loyalty is assessed with respect to consistent messaging and customer-focused loyalty programs. The study also emphasises the rising importance of openness and authenticity, especially as consumers become more cautious about traditional marketing. Additionally, the research seeks to understand how patriotic advertising influences consumer attitudes and purchase intentions, particularly toward national brands. Overall, the study highlights that although traditional advertising helps establish visibility, digital advertising is more impactful in generating immediate engagement and deeper connections. The paper concludes by identifying gaps in the existing literature and suggesting the need for broader, culturally diverse, and long-term studies.

**Keywords:** *Patriotic advertising, Consumer Strategy, Consumer Attitude, Impact on Purchase Intentions, How Brand Loyalty is affected, Overall Perception of Brands on consumers*



Patriotic marketing has gained considerable traction in recent years as brands attempt to connect with consumers through national pride and shared identity. This study evaluates how brands incorporate patriotic themes and how these messages affect consumer attitudes. Prior analyses show that brands often use cultural symbols, national narratives, and collective values to create emotional bonds, which can strengthen brand attachment and improve perception.

The effectiveness of patriotic marketing varies widely depending on factors such as the authenticity of the message, the perceived alignment with the brand's values, and the cultural context (Fournier, 1998; Napoli et al., 2014). Studies like Kim et al. (2020) have shown that during national holidays, such as Independence Day in India or the Fourth of July in the United States, consumers are more receptive to patriotic messages, leading to heightened brand loyalty and purchase intent. However, Johar et al. (2005) caution that insincere or opportunistic patriotic appeals can lead to consumer backlash, highlighting the importance of authentic and contextually relevant messaging.

Advertising strategies more broadly play a crucial role in shaping consumer behaviour (Kotler & Keller, 2016). This study explores how various approaches—including emotional appeals, rational appeals, celebrity endorsements, and interactive digital marketing (Belch & Belch, 2018; De Pelsmacker et al., 2013)—impact consumer attitudes, purchase intentions, brand loyalty, and overall brand perception. Research by Poels and Dewitter (2006) and Pham (2007) underscores the power of emotional appeals, which can foster strong brand connections and loyalty, while rational appeals are more effective at driving immediate purchase decisions. Similarly, Spry et al. (2011) highlight how celebrity endorsements, when aligned with brand values and audience expectations, significantly boost brand credibility and engagement.

The Elaboration Likelihood Model (Petty & Cacioppo, 1986) suggests that consumers process persuasive messages through central or peripheral routes. Emotional appeals often activate peripheral processing, resulting in higher recall and positive brand perception (Batra & Ray, 1986; Mowen & Brown, 1981). Celebrity endorsements further amplify these effects if the celebrity is seen as credible and relevant (Ohanian, 1990; Erdogan, 1999). Studies by Geertz (1973) and Hofstede (1980) emphasise the critical role of cultural values in determining the success of advertising campaigns, with culturally resonant messages leading to more effective consumer engagement.



In today's digital environment, data analytics and AI-driven campaigns (Chaffey, 2015) enable marketers to deliver more personalised and impactful advertisements. Smith (2017) highlights how digital campaigns can drive immediate action, while traditional media builds broader brand awareness. Loyalty programs and exclusive offers (Kumar & Shah, 2004) are effective in enhancing consumer retention, although Reinartz and Kumar (2008) caution that excessive discounts can erode perceived value. Experiential marketing initiatives, such as those described by Pine and Gilmore (1998), help deepen brand loyalty through memorable brand experiences.

Transparency and authenticity are increasingly important, as studies by Ellen et al. (2006) suggest that brands perceived as authentic enjoy stronger consumer loyalty and trust. Social media and influencer marketing also play pivotal roles in shaping brand perception, as Kietzmann et al. (2011) highlight. Overall, this research aims to shed light on the intricate interplay between patriotic marketing and broader advertising strategies, providing valuable insights for marketers aiming to foster positive consumer attitudes, drive purchase intentions, and build enduring brand loyalty.



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### Limitations of the Study

To put things in the proper perspective, it is important to be aware of the limits of the report. The candidates for the questionnaire are taken from a nearby location only. The study will include different professions, but only 100 candidates will be selected for the research purpose.



### **Research Approach**

This study will employ a mixed-method approach, combining quantitative and qualitative research methods to provide a comprehensive understanding of how such advertising strategies impact consumer attitudes, purchase intentions, brand loyalty, and overall perception of brands.

This approach will enable the collection of data and will analyse both the detailed approach and numerical data.

### **Research Design**

This research design will be a combination of descriptive, analytical, and exploratory methods. Descriptive methods will be used to quantify the nature of patriotic advertising representation, analytical methods will assess the impact on consumer attitudes, purchase intentions, brand loyalty, and overall perception of brands, and exploratory methods will delve into personal experiences and perceptions.

### **Target population**

Target Population: The target population for this study includes Indian citizens aged 18 and above. This demographic is chosen to ensure that the participants are legal adults and likely to have well-formed opinions and be perceptive about patriotic advertising.

### **Sample**

A sample size of 100 respondents for the quantitative surveys will be targeted to ensure statistical significance. This sample size will be used for the questionnaire sample.

### **Data Collection:**

Data collection is achieved through a structured questionnaire administered

## **1. Data Analysis**

### **1. Sample Overview**

- Sample Size: 100 respondents

### **❖ Age Distribution:**

- Under 18: 5%
- 18-24: 35%
- 25-34: 60%



❖ **Gender:**

- Male: 48%
- Female: 50%
- Non-binary/Other: 2%

❖ **Education Level:**

- High school or lower: 15%
- Some college: 30%
- Bachelor's degree: 35%
- Master's degree: 15%
- Doctorate or higher: 5%

❖ **Occupation:**

- Student: 25%
- Employed: 50%
- Self-employed: 15%
- Unemployed: 10%

## **2. Consumer Attitudes Towards Advertising**

❖ **Frequency of Advertisement Notice:**

- Very often: 40%
- Often: 30%
- Sometimes: 20%
- Rarely: 8%
- Never: 2%

The above data shows consumer attitudes towards advertising, which is how often any advertisement has been noticed. It is seen that 40% of the people notice advertising, and 30% and 20% are people who sometimes notice the advertising. There is a very small number of people who ignore the advertisement.

❖ **General Feelings About Advertisements:**

- Very positive: 10%
- Positive: 30%
- Neutral: 40%



- Negative: 15%
- Very negative: 5%

The data shows the general feeling or attitude of consumers towards advertising. A maximum number of people, i.e., 40%, have a neutral effect on them that they are not affected by any kind of advertisement. Then come 30% of people who have a positive impact on them. There are some people who have a negative impact on them, who are not affected by advertising or the message.

❖ **Most Engaging Advertisement Types (Multiple Selections):**

- TV commercials: 45%
- Online videos: 60%
- Social media ads: 70%
- Print ads: 25%
- Outdoor ads: 30%
- Radio ads: 15%

The above data shows what type of advertising media is most engaging among consumers. Social Media ads are considered most engaging among consumers, followed by online videos that are shown on different platforms. Radio ads are the least engaging among consumers, and print and outdoor ads are equal in their engaging percentage.

❖ **Attention-Capturing Elements (Multiple Selections):**

- Visuals: 65%
- Music/Sound: 50%
- Message: 70%
- Celebrity endorsements: 35%
- Humour: 55%
- Relatability: 60%

The above data shows which element is most attention-capturing in the advertising and which attracts the consumer most. It is seen that the message has 70%, the advertisement that has a message which can be related to the nation or society has more ability to attract the consumer. Then comes visuals or relatability, which has almost an equal percentage in capturing the attention of the consumer. The least is the celebrity endorsement; people connect less with the advertising that has any celebrity in it, maybe they connect less with the consumers.



❖ **Influence of Advertisements on Purchase Decisions:**

- Always: 15%
- Often: 25%
- Sometimes: 40%
- Rarely: 15%
- Never: 5%

❖ **Purchases Made Directly Because of an Advertisement:**

- Yes: 65%
- No: 35%

There are 65% of people who make direct purchases by seeing any advertisement, especially patriotic advertisements. This kind of advertisement shows the value of the product and its importance it holds towards society. 35% of the people are not influenced by the advertisement. `

❖ **Most Influential Advertisement Type on Purchase Decisions:**

- TV commercials: 25%
- Online videos: 35%
- Social media ads: 50%
- Print ads: 10%
- Outdoor ads: 15%
- Radio ads: 5%

The above data shows what type of advertisement has the most influence on consumers. Social media ads create more influence among consumer and influence their emotions. Online videos and TV commercials have the most equal influence on the consumer, i.e., 35% and 25% respectively.

❖ **Importance of Factors in Purchase Decisions (Scale 1-5):**

- Product quality: Average rating 4.5
- Price: Average rating 4.2
- Brand reputation: Average rating 4.0
- Advertisement message: Average rating 3.8
- Peer reviews: Average rating 4.3
- Brand loyalty: Average rating 3.9



Important factors in purchase decisions of consumers are product quality, with a rating of 4.5, which means product quality plays an important role in influencing the purchase decision of consumers. Then come peer reviews with 4.3, reviews of the customers who have used the product in the past. Price and brand reputation have almost the same rating, i.e., 4.2 and 4.0, too costly product and a medium and bad reputation of the product created a negative impact on consumers. At last comes the advertisement message and brand loyalty of the product.

#### **4. Brand Loyalty**

##### **❖ Level of Loyalty to Specific Brands:**

- Very loyal: 20%
- Loyal: 35%
- Neutral: 30%
- Disloyal: 10%
- Very disloyal: 5%

The data table shows the level of loyalty offered by customers towards the brand. Only 35% of the customers are purely loyal towards the brand they are using means they purchase the product again. 30% of the people are neutral; they purchase either the product they are using or can change the product according to their comfort. 10% of the customers are disloyal because they change the product every time they make a purchase.

##### **❖ Frequency of Advertisements Reinforcing Brand Loyalty:**

- Always: 10%
- Often: 30%
- Sometimes: 40%
- Rarely: 15%
- Never: 5%

This data shows at what frequency advertisements make brand loyalty strong. Advertisements are one of the factors that make brand loyalty strong; 40% of people believe in advertisements. 15% and 5% of people believe that it is very rare that advertisement helps in brand loyalty.

##### **❖ Factors Contributing to Brand Loyalty (Multiple Selections):**

- Product quality: 80%
- Customer service: 65%



- Price: 50%
- Advertisement consistency: 40%
- Personal experience: 75%
- Social responsibility: 55%

Factors that help in brand loyalty are product quality, customer service, price, advertisement consistency, personal experience, and social responsibility. 80% of the people say that product quality is the key factor for the increase in brand loyalty, which is how pure and authentic the product is. 75% of the customers say that personal experience is one of the factors in increasing the brand loyalty of the product, as it is how the product helps the customer and fulfils its purpose. Customer service holds 65% of the factor in the increase of brand loyalty, it is how the brand helps the customer to get the product, and how it provides the service. Price and social responsibility are one factor, and advertisement consistency needs to increase its influence among the customers to increase brand loyalty.

### **5. Overall Perception of Brands**

#### **❖ Impact of Advertisements on Overall Brand Perception:**

- Very positively: 15%
- Positively: 45%
- Neutral: 25%
- Negatively: 10%
- Very negatively: 5%

This data shows the impact of advertising on overall brand perception. 45% of the customer say it has had a positive impact on their mind, which resulted in a good overall perception of the brand. Only 10% of people believe that advertisements have had any impact on the overall perception of the brand.

#### **❖ Belief in Advertisements Providing True Representation:**

- Strongly agree: 10%
- Agree: 30%
- Neutral: 35%
- Disagree: 15%
- Strongly disagree: 10%



The above data shows how many customers believe in advertisements as a true representation of the brand. 35% of people are neutral about the representation of the brand in advertisements, where 30% of the customers believe that it is positive, and advertisements are a true representation of the brand. It depends on the brands how truly they are showcasing their brand quality and authenticity to the customers.

❖ **Change in Perception Due to Advertising:**

- Yes, positively: 35%
- Yes, negatively: 25%
- No: 40%

In the data shown above, only 40% of customers believe that advertisements have had no effect on their perception of the brand, and only 35% believe that they have had a positive influence on their perception of the brand.

❖ **Importance of Brand Transparency in Advertisements:**

- Very important: 40%
- Important: 35%
- Neutral: 15%
- Unimportant: 5%
- Very unimportant: 5%

The above data shows how important brand transparency in advertisements is. 40% of the customers believe that it is very important for the brand to have complete transparency of the product in advertisements and to show complete information about the product to the customer. Only 5% of the customers believe that it is not important for the brand to have transparency of the brand.

## **RESULT AND DISCUSSION**

**Table 1. Consumer Attitude Towards Advertising**

<b>Frequency of Advertisement Notice</b>	<b>Percentage</b>
Very Often	40%
Often	30%
Sometimes	20%
Rarely	8%
Never	2%



The information in Table 1 illustrates how frequently consumers pay attention to advertisements. The results show that 40% of participants notice ads very often, while another 30% observe them often. About one-fifth (20%) notice ads only occasionally. In contrast, only a small segment of respondents reported noticing advertisements rarely (8%) or not at all (2%).

Overall, these figures indicate that the vast majority of consumers (90%) notice advertisements to some degree, suggesting a generally high level of exposure and engagement. This pattern is consistent with research noting that advertising is nearly impossible to avoid in today's media-rich environment. With only 2% reporting no exposure, it is clear that advertisers have considerable potential to reach and influence audiences, as most individuals encounter advertising regularly.

**Table 2. Consumer General Feeling Towards Advertising**

General Feelings about Advertisements	Percentage
Very Positive	10%
Positive	30%
Neutral	40%
Negative	15%
Very Negative	5%

Table 2 presents an overview of consumers' general feelings towards advertising. The majority of respondents (40%) expressed neutral feelings, suggesting that they neither have a strong positive nor negative opinion about advertising. This group likely sees advertising as a regular part of their environment without significant influence on their attitudes or behaviours (Belch & Belch, 2018).

Additionally, 30% of respondents reported a positive attitude towards advertising, while 10% were very positive. These groups collectively represent 40% of the sample and suggest that a considerable portion of consumers view advertising favourably. This finding supports earlier studies suggesting that advertising can be seen as informative and helpful (Kotler et al., 2017).

Conversely, 15% of respondents held a negative attitude and 5% a very negative one. Although these groups are smaller, they indicate a segment of the population that may be resistant or even antagonistic to advertising messages. Prior research has linked negative attitudes towards advertising with perceptions of manipulation or annoyance (De Pelsmacker et al., 2018). Overall, the data indicate a largely neutral or positive consumer sentiment towards advertising, with only a



minority expressing strong negative attitudes. This suggests that while advertisers face some scepticism, there remains a receptive audience open to advertising content.

**Table 3. Consumer Attitude Towards Advertising Shown in Different Types of Media**

Most Engaging Advertisements Type	Percentage
TV Commercial	45%
Online Videos	60%
Social Media ads	70%
Print ads	30%
Outdoor ads	30%
Radio ads	15%

Table 3 illustrates the types of advertising media that consumers find most engaging. Social media ads are considered the most engaging by 70% of respondents, reflecting the growing influence and popularity of social media platforms in daily life (Tuten & Solomon, 2018). Following closely are online video ads, with 60% of consumers reporting them as engaging, likely due to their dynamic content and targeted delivery (Kotler et al., 2017).

TV commercials also remain a significant form of engagement, with 45% of respondents finding them engaging. This supports previous research indicating that traditional media like television still hold value in reaching broad audiences (Belch & Belch, 2018).

Conversely, print and outdoor advertisements each captured 30% engagement, suggesting that while these forms remain relevant, they are less engaging than digital alternatives. Finally, radio ads are the least engaging, noted by only 15% of respondents. This aligns with existing literature highlighting the decline in radio's impact relative to visual and interactive media (De Pelsmacker et al., 2018). Overall, the data demonstrates a clear preference for digital and visually dynamic advertising formats, particularly social media and online videos. This suggests that advertisers should focus on digital channels to maximise consumer engagement.



**Table 4. Consumer Attention capturing elements in Advertisement**

Attention-Capturing Elements	Percentage
Visuals	65%
Music/Sound	50%
Message	70%
Celebrity Endorsements	35%
Humour	55%
Relatability	60%

Table 4 highlights the key elements within advertisements that capture consumer attention. According to the findings, the most attention-capturing element is the message itself (70%), indicating that a clear, meaningful message resonates deeply with consumers and has a significant impact on engagement (Belch & Belch, 2018). This aligns with research suggesting that message clarity and relevance play a critical role in consumer perception (Kotler et al., 2017).

Following this, visuals (65%) and relatability (60%) are also highly influential elements. Visuals have long been considered essential in advertising as they can communicate quickly and powerfully (De Pelsmacker et al., 2018). Relatability, meanwhile, suggests that consumers prefer advertising that connects with their own experiences or values, reinforcing the importance of personalisation in marketing strategies (Tuten & Solomon, 2018). Humour (55%) and music or sound (50%) are also significant in drawing consumer attention. Humour can enhance recall and create positive associations with the brand, while music can evoke emotional responses and reinforce brand messaging (Kotler et al., 2017; De Pelsmacker et al., 2018).

Interestingly, celebrity endorsements captured the attention of only 35% of respondents, making it the least effective attention-capturing element among those measured. This suggests that while celebrity endorsements can enhance brand credibility for some consumers, they may be less impactful for the broader audience—potentially due to perceptions of inauthenticity or disconnect (Belch & Belch, 2018).

**Overall**, these results underscore the importance of crafting advertisements with clear messages, compelling visuals, and relatable content, while also considering the selective effectiveness of elements like celebrity endorsements.

**Table 5. Purchase Decisions Influenced by Advertisements**

<b>Influence of Advertisements on Purchase Decision</b>	<b>Percentage</b>
Always	15%
Often	25%
Sometimes	40%
Rarely	15%
Never	5%

Table 5 provides insights into how advertisements influence consumers' purchase decisions. According to the data, 40% of respondents are sometimes influenced by advertisements, suggesting that advertising has a moderate but not overwhelming impact on consumer purchasing behavior. Similarly, 25% often find their purchase decisions influenced by advertisements, while 15% always do.

This indicates that a combined 80% of consumers are influenced to some degree by advertising (Kotler et al., 2017). However, the level of influence varies widely: only 15% are consistently influenced ("always"), while a larger segment (40%) reports being influenced only "sometimes," underscoring the complexity and variability of advertising effectiveness (Belch & Belch, 2018).

Conversely, 15% of respondents said they are rarely influenced by advertising, and 5% reported no influence at all. This suggests that while advertising remains a key tool in marketing, its impact is not uniform and depends on individual attitudes, product categories, and the nature of the advertising itself (De Pelsmacker et al., 2018). **Overall**, these findings reflect the mixed effectiveness of advertising in driving purchase decisions—consistent with existing research highlighting that advertising is often one of many factors shaping consumer behavior, alongside personal preferences, social influences, and brand loyalty (Kotler et al., 2017; Belch & Belch, 2018).

**Table 6. The purchase was made directly because of the Advertisement**

<b>Purchase Made Directly Because of an Advertisement</b>	<b>Percentage</b>
Yes	65%
No	35%



Table 6 highlights the extent to which consumers directly make purchases as a result of advertisements. According to the data, 65% of respondents reported making direct purchases because of advertising. This suggests that advertisements can have a powerful impact in driving immediate consumer action (Belch & Belch, 2018).

A possible explanation for this high level of direct influence is that certain types of advertisements, such as those with patriotic themes, resonate more deeply with consumers by linking the product to cultural or national values. This aligns with research indicating that emotional and value-laden advertising messages can significantly boost purchase intentions and brand loyalty (Kotler et al., 2017).

However, 35% of respondents indicated that advertisements did not lead them to make direct purchases. This points to the limits of advertising influence—while it can prompt many consumers to buy, others remain resistant, perhaps due to brand loyalty to competitors or skepticism about advertising claims (De Pelsmacker et al., 2018). **Overall**, the data underscores the dual nature of advertising's impact: while a majority of consumers report direct purchasing behavior influenced by advertisements, a substantial minority remains unaffected. This suggests that advertisers should continue to focus on emotionally resonant and value-driven messages to convert more potential customers.

**Table 7. Influence of Type of Advertisement on Purchase Decision**

Most Influential Advertisement Type on Purchase Decision	Percentage
TV commercial	25%
Online videos	35%
Social media ads	50%
Print ads	10%
Outdoor ads	15%
Radio ads	5%

Table 7 illustrates which types of advertisements consumers perceive as most influential on their purchase decisions. Social media ads top the list, with 50% of respondents reporting that these platforms most strongly influence their purchasing behavior. This is consistent with research



highlighting the effectiveness of social media advertising in creating emotional connections and driving purchase decisions through personalized and interactive content (Tuten & Solomon, 2018; Kotler et al., 2017).

Online videos, cited by 35% of respondents, are also highly influential. Online videos are often dynamic and can present detailed information in engaging formats, which may explain their effectiveness in shaping consumer decisions (De Pelsmacker et al., 2018). TV commercials, although a more traditional medium, remain relevant to 25% of consumers, reflecting the continued impact of broadcast advertising in reaching wide audiences (Belch & Belch, 2018).

In contrast, print ads (10%), outdoor ads (15%), and radio ads (5%) are seen as less influential. These findings align with trends in advertising effectiveness, where digital and interactive media tend to outperform traditional formats due to their ability to engage consumers directly and personally (Kotler et al., 2017). **Overall**, the data suggests that digital advertising, particularly social media and online videos, plays a significant role in shaping modern purchase decisions. Advertisers should prioritize these channels when crafting campaigns to achieve maximum influence.

**Table 8. Important Factors in Purchase Decision**

Importance of Factors in Purchase Decisions (Scale 1-5)	Average Rating
Product quality	4.5
Price	4.2
Brand reputation	4.0
Advertisement message	3.8
Peer reviews	4.3
Brand Loyalty	3.9

Table 8 presents the key factors influencing consumers' purchase decisions, ranked on a scale of 1 to 5. According to the data, product quality stands out as the most critical factor (average rating of 4.5). This finding aligns with established research that consistently highlights the importance of product quality in driving customer satisfaction and repeat purchases (Kotler et al., 2017).

Peer reviews follow closely with an average rating of 4.3. This underscores the strong role of social proof and word-of-mouth in shaping consumer perceptions and purchase intentions (Tuten &



Solomon, 2018). As peer reviews are seen as authentic and trustworthy, they carry significant weight in consumer decision-making processes (De Pelsmacker et al., 2018).

Price (4.2) and brand reputation (4.0) are also critical factors. High prices can be a barrier to purchase, while positive brand reputation fosters trust and long-term relationships with consumers (Belch & Belch, 2018). Both factors significantly impact whether a consumer sees value in a particular product.

Meanwhile, the advertisement message (3.8) and brand loyalty (3.9) have slightly lower importance ratings. Although advertisements are valuable in capturing attention and driving awareness, their influence on final purchase decisions can be overshadowed by more intrinsic factors like product quality and price (Kotler et al., 2017). Brand loyalty, while important, may also be influenced by these other factors, such as quality and reputation. **Overall**, the findings suggest that to influence purchase decisions effectively, businesses must prioritize product quality and leverage authentic customer reviews, while also considering the importance of competitive pricing and strong brand reputation.

**Table 9. Consumer Loyalty towards Certain Brands**

Level of Loyalty to Specific Brands	Percentage
Very Loyal	20%
Loyal	35%
Neutral	30%
Disloyal	10%
Very Disloyal	5%

Table 9 illustrates consumer loyalty levels towards specific brands. The data shows that 20% of consumers identify as very loyal and 35% as loyal. This suggests that more than half (55%) of consumers exhibit some level of loyalty, indicating a tendency to repurchase from brands they trust and have positive associations with (Kotler et al., 2017). This supports the idea that customer loyalty is built through consistent quality, reliable brand experiences, and emotional connections (Belch & Belch, 2018).

Meanwhile, 30% of consumers remain neutral, open to either repurchasing familiar brands or trying new ones, depending on their comfort or circumstances. This group represents an opportunity



for marketers to further cultivate brand loyalty through targeted messaging and engagement strategies (De Pelsmacker et al., 2018). Finally, 10% of consumers are disloyal, and 5% are very disloyal. These groups are less likely to repurchase from the same brand, suggesting that they either actively seek alternatives or do not perceive significant differences between brands. This could be due to factors like lack of differentiation, weak brand identity, or competitive options (Kotler et al., 2017).

**Overall**, these findings highlight the importance of reinforcing positive brand experiences to foster loyalty and reduce consumer churn. Strategies to build loyalty include consistent product quality, clear brand messaging, and engaging communication (Belch & Belch, 2018).

**Table 10. Frequency of Advertisements Reinforcing Brand Loyalty**

Frequency of Advertisements Reinforcing Brand Loyalty	Percentage
Always	10%
Often	30%
Sometimes	40%
Rarely	15%
Never	5%

Table 10 highlights how frequently consumers feel that advertisements help reinforce their brand loyalty. According to the data, 40% of consumers believe that advertisements “sometimes” reinforce their loyalty, suggesting that advertising can play a moderate role in brand reinforcement but is not consistently effective for everyone. Additionally, 30% of consumers feel that advertisements “often” strengthen their loyalty, and 10% believe advertisements “always” do so.

This aligns with previous studies, which indicate that while advertising can be a valuable tool for reinforcing brand perceptions and loyalty, it is not the only driver (Kotler et al., 2017). Other factors, such as product quality and customer experience, also contribute significantly to loyalty formation (Belch & Belch, 2018).

In contrast, 15% of respondents feel advertisements “rarely” contribute to brand loyalty, and 5% believe they “never” do. This suggests that for a small portion of consumers, advertising has little to no effect on loyalty—possibly because they rely more on personal experience or word-of-mouth than advertising messages (De Pelsmacker et al., 2018). **Overall**, these results suggest that while



advertising can reinforce brand loyalty for many consumers, it's not universally effective. Marketers should recognise that building loyalty requires a holistic approach that integrates advertising with high-quality products, positive brand experiences, and authentic consumer interactions.

**Table 11. Factors Contributing to Brand Loyalty**

Factors Contributing to Brand Loyalty	Percentage
Product quality	80%
Customer service	65%
Price	50%
Advertisements consistency	40%
Personal experience	75%
Social Responsibility	55%

Table 11 outlines the key factors that consumers believe contribute to brand loyalty. Product quality emerges as the most critical factor, with 80% of respondents identifying it as essential for building loyalty. This supports the well-established marketing principle that consistent, high-quality products are fundamental to fostering consumer trust and repeat purchases (Kotler et al., 2017).

Personal experience, closely following at 75%, highlights the importance of how effectively a product meets consumer needs in real-life use. Positive personal experience strengthens the emotional connection to the brand, encouraging loyalty (Belch & Belch, 2018). Customer service also plays a significant role (65%), emphasising that effective support and service can enhance consumer satisfaction and brand attachment (De Pelsmacker et al., 2018). This aligns with research suggesting that customer service quality often influences consumers' willingness to remain loyal.

Price (50%) and social responsibility (55%) are important but somewhat less influential. Price reflects consumers' sensitivity to value, while social responsibility indicates growing consumer interest in brands that demonstrate ethical and environmental commitments (Kotler et al., 2017). These factors increasingly shape brand perception and loyalty in today's socially conscious marketplace.

Advertisement consistency ranks lowest at 40%, indicating that while consistent messaging helps reinforce brand identity, it currently has a more limited impact on loyalty compared to product experience and service. Marketers might benefit from strengthening the role of consistent advertising



alongside other loyalty drivers (Belch & Belch, 2018). **Overall**, the findings emphasize that product quality and personal experience are paramount in building brand loyalty, supported by strong customer service, competitive pricing, and social responsibility. Advertisement consistency, while important, requires enhancement to boost its influence on consumer loyalty.

**Table 12. Impact of Advertisements on the Perception of Consumers**

Impact of Advertisements on Overall Brand Perception	Percentage
Very positively	15%
Positively	45%
Neutral	25%
Negatively	10%
Very negatively	5%

Table 12 demonstrates how advertisements influence consumers' overall perception of brands. A significant majority, 60% of respondents (15% very positively and 45% positively), report that advertising has a positive impact on their perception of the brand. This finding is consistent with the established understanding that effective advertising not only informs but also shapes consumer attitudes, fostering favourable brand images (Kotler et al., 2017).

Meanwhile, 25% of respondents remain neutral, indicating that advertising neither improves nor worsens their perception. This neutrality may reflect scepticism toward advertising or reliance on other factors, such as personal experience or peer reviews, to form opinions about brands (Belch & Belch, 2018). Only 15% of consumers feel advertising negatively affects their brand perception (10% negatively and 5% very negatively). This could be due to poorly targeted or overly intrusive ads, which can generate consumer annoyance or distrust (De Pelsmacker et al., 2018).

Overall, the data confirms that advertising plays a crucial role in shaping consumer perceptions positively, but its effectiveness depends on how well it resonates with the target audience.

**Table 13. Belief in Advertisements**

Belief in Advertisement Providing True Representation	Percentage
Strongly agree	10%
Agree	30%
Neutral	35%
Disagree	15%
Strongly disagree	10%

Table 13 illustrates the degree to which consumers believe advertisements provide an accurate and truthful representation of the brand. The data shows that 40% of respondents (10% strongly agree and 30% agree) trust that advertisements reflect the true nature of the brand. This suggests that a substantial portion of consumers view advertising as a credible source of brand information when brands maintain transparency and authenticity (Kotler et al., 2017).

However, the largest segment, 35%, remains neutral, indicating uncertainty or scepticism about the truthfulness of advertisements. This ambivalence may stem from mixed experiences or awareness of exaggerated claims in advertising, which is a common concern in consumer behaviour research (Belch & Belch, 2018).

Furthermore, 25% of respondents disagree or strongly disagree, reflecting a notable level of distrust towards advertising claims. This distrust could be linked to perceived exaggeration, misleading information, or past experiences where advertisements failed to deliver on promises (De Pelsmacker et al., 2018). **Overall**, these findings highlight that while many consumers find advertisements credible, a significant number remain cautious. For brands, this highlights the importance of honest and transparent advertising in building consumer trust and enhancing brand reputation.

**Table 14. Change in Perception due to Advertising**

Change in Perspective Due to Advertising	Percentage
Yes, positively	35%
Yes, negatively	25%
No	40%

Table 14 illustrates how advertising influences changes in consumers' perceptions of brands. According to the data, 35% of respondents reported that advertising has positively changed their perception of a brand, demonstrating that well-crafted advertisements can enhance brand image and consumer attitudes (Kotler et al., 2017). This positive influence is consistent with advertising's role in creating favourable emotional connections and strengthening brand equity (Belch & Belch, 2018).

Conversely, 25% of respondents indicated that advertising has negatively impacted their perception, which may occur when advertisements are perceived as misleading, intrusive, or irrelevant, potentially damaging the brand's reputation (De Pelsmacker et al., 2018). Negative advertising effects highlight the risk brands face if advertising strategies do not align with consumer expectations or values.

Notably, 40% of consumers feel that advertising has not changed their perception of the brand, suggesting that other factors such as personal experience, peer reviews, or product quality might play a more significant role in shaping their opinions (Kotler et al., 2017). **Overall**, the findings suggest that while advertising has the potential to positively influence consumer perception, it can also have negative effects or no impact at all, emphasising the need for brands to develop authentic and engaging advertising that resonates with their target audience.

**Table 15. Brand Transparency in Advertising**

Importance of Brand Transparency in Advertisements	Percentage
Very important	40%
Important	35%
Neutral	15%
Unimportant	5%
Very unimportant	5%



Table 15 highlights the importance consumers place on brand transparency in advertising. A significant majority, 75% of respondents (40% very important and 35% important), believe that brands must be fully transparent in their advertisements by providing complete and accurate information about their products. This finding aligns with contemporary marketing research that emphasises transparency as a key factor in building consumer trust and long-term brand loyalty (Kotler et al., 2017).

Transparency in advertising reduces consumer scepticism and enhances perceived brand authenticity, which can positively influence purchasing decisions (Belch & Belch, 2018). In contrast, only 10% of consumers consider transparency unimportant, reflecting a small group less concerned with detailed product information.

Overall, the data underscores that consumers increasingly expect honest and open communication from brands, making transparency a critical element in effective advertising strategies.

## **FINDINGS**

The analysis demonstrates that consumer exposure to advertising is both extensive and frequent, reinforcing the pervasive role of promotional messaging in contemporary media environments. Although overall attitudes toward advertising remain largely neutral, digital platforms—particularly social media—exert a disproportionately strong influence on consumer attention, engagement, and purchase-related decision-making. The data further indicate that while advertising contributes meaningfully to shaping consumers' perceptions of brands, it is not the primary determinant of long-term loyalty. Instead, intrinsic product attributes such as quality, user experience, and credibility established through peer evaluations emerge as the most decisive factors in fostering sustained brand commitment.

Notably, patriotic advertising appears to enhance consumer receptivity and purchase inclination when the messaging is perceived as authentic and aligned with cultural values. However, the effectiveness of such campaigns is highly contingent on the perceived sincerity of the brand's intent. Collectively, these findings underscore that successful advertising strategies must integrate compelling and culturally resonant narratives with transparent communication and consistently high product performance. Brands that strategically leverage digital platforms while adhering to authentic, value-driven messaging are more likely to cultivate favourable attitudes, stimulate purchase intentions, and strengthen brand loyalty over time.



The findings from the study provide a comprehensive understanding of consumer attitudes, perceptions, and behaviours toward advertising and its impact on brand loyalty and purchase decisions. A significant majority of consumers frequently notice advertisements, with 70% indicating high exposure (Table 5). However, feelings toward advertisements are mixed, with only 40% expressing positive attitudes, suggesting that while ads reach audiences effectively, their emotional impact varies (Table 6). Social media ads emerged as the most engaging and influential medium, capturing the attention of 70% of consumers and influencing purchase decisions for 50%, whereas traditional media like radio and print have less impact. This shift underscores the growing dominance of digital platforms in advertising.

The message of the advertisement is the most powerful element for capturing attention (70%), followed by visuals and relatability. Celebrity endorsements, however, attract the least attention, highlighting the importance of authenticity and relevant messaging. Notably, 65% of consumers have made direct purchases due to advertising, especially those emphasising patriotic or socially relevant themes (Table 10), while brand loyalty shows moderate strength at 55%. Despite advertising's influence, product quality (80%) and personal experience (75%) are the primary drivers of loyalty.

Consumers value transparency, with 75% considering it important, and while 60% report that advertising positively shapes brand perception (Table 16), scepticism persists, as 35% remain neutral on ad truthfulness. The study highlights major shifts in how consumers interact with advertising. Social media and other digital platforms have become dominant channels for engagement, while traditional formats play a secondary but still relevant role. Messages that are clear, relatable, and grounded in authenticity tend to generate stronger reactions. Although advertising significantly shapes brand perception for many consumers, long-term loyalty still depends heavily on product quality and personal experience. The growing emphasis on transparency reflects consumers' desire for honest and meaningful communication from brands. To stay competitive, companies must balance compelling digital strategies with credible product performance and ethical messaging.



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