

The Influence of Conventional Advertising on Consumer Buying Behavior in Retail Settings

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Abstract: This research investigated the effect of traditional advertising on consumer purchasing behavior in retail environments. The study was centered around four key objectives aimed at assessing the impact of television, radio, print, and outdoor advertising on consumer decisions. A quantitative descriptive survey approach was employed, collecting data from 300 participants through a structured questionnaire consisting of 15 items using a four-point Likert scale ranging from Strongly Agree to Strongly Disagree. The results were analyzed using frequencies, percentages, means, and standard deviations, with a criterion mean of 2.50 applied for decision-making. The results indicated that traditional advertising has a positive impact on consumer purchasing behavior. Specifically, television advertising had a mean score of 3.37, radio advertising 3.36, print advertising 3.56, and outdoor advertising 3.40. An overall mean of 3.43 suggested that participants generally believed that traditional advertising plays a significant role in raising product awareness, encouraging product consideration, fostering brand preference, and influencing purchasing decisions in retail settings. Print advertising had the highest mean score, indicating it was the most impactful traditional advertising medium among the respondents. The study concluded that traditional advertising continues to be important in shaping consumer buying behavior, even with the rise of digital advertising. It recommended the strategic integration of traditional advertising channels to enhance consumer awareness, engagement, and purchasing decisions.

Keywords: *Conventional Advertising, Consumer Buying Behavior, Television Advertising, Print Advertising, Retail Settings.*

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Introduction

Advertising remains a vital marketing communication tool that allows retailers to generate awareness, convey product advantages, shape perceptions, and motivate consumer purchases. While digital and social media advertising has seen rapid growth, traditional advertising such as television, radio, newspapers, magazines, billboards, posters, flyers, and other offline media still offers retailers ways to connect with wide audiences. Belch and Belch (2021) point out that advertising is crucial for sharing brand information and influencing consumer actions as part of an integrated marketing communication strategy. Likewise, Kotler et al. (2022) highlight advertising as a key element of the marketing mix that fosters customer value, enhances brand recognition, and affects purchasing behavior.

Traditional advertising can impact consumer buying actions through both cognitive and emotional pathways. It not only delivers information about product quality, pricing, availability, and benefits but also builds emotional connections with brands. Research supports this connection; for example, Misra and Dwivedi (2022) explored how factors like information, credibility, creativity, entertainment, celebrity endorsement, and advertising design significantly affect the effectiveness of traditional advertising and purchase choices among 162 young consumers. Additionally, Askaree et al. (2023) discovered notable distinctions between traditional and digital advertising in stimulating consumer awareness, interest, desire, and decision-making, highlighting the

ongoing relevance of conventional advertising in the face of digital growth.

In retail environments, where consumers frequently encounter a myriad of competing brands and promotional messages, traditional advertising can significantly affect product awareness, brand loyalty, perceived value, purchase intent, and overall buying behavior. However, the success of such advertising can depend on various factors including the content, credibility, creativity of the message, as well as consumer traits and the retail context. Thus, investigating how conventional advertising influences consumer purchasing behavior in retail is crucial for grasping how these traditional promotional strategies continue to affect modern consumer choices.

Statement of the problem

The growing prevalence of digital and social media advertising has diverted focus from traditional advertising methods like television, radio, newspapers, billboards, posters, and flyers. Despite this trend, many retailers still utilize conventional advertising due to its effectiveness in raising awareness, conveying product information, and swaying consumer choices (Belch & Belch, 2021; Kotler et al., 2022). However, there is still ambiguity about how effective these traditional methods are in affecting actual consumer purchasing behavior in modern retail environments.

Research has indicated that aspects such as credibility, informativeness, creativity, entertainment, and design can impact consumers' purchasing decisions (Misra & Dwivedi, 2022). Additionally, Askaree et al. (2023) discovered that traditional advertising has a role in shaping consumer awareness, interest, desire, and decision-making. Nevertheless, two significant gaps persist. First, prior research has leaned more toward exploring awareness, purchase intention, and decision-making, rather than actual buying behavior, resulting in a behavioral oversight. Second, recent studies have concentrated on digital and social media advertising, leaving a lack of empirical investigation into the effectiveness of traditional advertising in physical retail settings, leading to a contextual deficiency.

These gaps contribute to uncertainty for retailers who continue to pour resources into conventional advertising without clear evidence of its ability to drive real purchases. Therefore, this research aims to investigate the impact of traditional advertising on consumer buying behavior in retail contexts.

Hypotheses

Based on the four research objectives and research questions, the following null hypotheses were formulated:

- H₀₁: Television advertising had no significant influence on consumer buying behavior in retail settings.
- H₀₂: Radio advertising had no significant influence on consumer buying behavior in retail settings.
- H₀₃: Print advertising had no significant influence on consumer buying behavior in retail settings.
- H₀₄: Outdoor advertising had no significant influence on consumer buying behavior in retail settings.

Objective of this study

Specifically, the study seeks to:

- Examine the influence of television advertising on consumer buying behavior in retail settings.
- Determine the influence of radio advertising on consumer buying behavior in retail settings.
- Assess the influence of print advertising (newspapers, magazines, posters, and flyers) on consumer buying behavior in retail settings.
- Examine the influence of outdoor advertising (billboards and signage) on consumer buying behavior in retail settings.

Research Questions

- To what extent did television advertising influence consumer buying behavior in retail settings?
- To what extent did radio advertising influence consumer buying behavior in retail settings?
- To what extent did print advertising influence consumer buying behavior in retail settings?
- To what extent did outdoor advertising influence consumer buying behavior in retail settings?

Literature Reviews

Understanding Conventional Advertising

Conventional advertising involves paid communication through traditional media outlets like television, radio, newspapers, magazines, billboards, and other offline channels. Belch and Belch

(2021) highlight that advertising is a vital element of integrated marketing communication, as it allows organizations to convey product and brand information to large audiences. This form of advertising is particularly beneficial for businesses aiming for extensive market reach and repeated visibility. Kotler et al. (2022) further elaborate that advertising encompasses paid promotion of ideas, products, services, and brands through specified media. Despite the significant growth of digital advertising, conventional media still offer retailers valuable opportunities to raise awareness and inform consumers about product benefits.

The Role of Conventional Advertising in Consumer Awareness

Consumer awareness is a crucial phase in the purchasing journey since individuals are more inclined to consider familiar products and brands. Conventional advertising fosters awareness by consistently presenting consumers with product names, attributes, prices, and advantages. Kotler et al. (2022) assert that advertising assists marketers in launching products, enhancing brand recognition, and conveying value propositions to target consumers. Traditional media such as television, radio, print, and outdoor advertising can reach individuals who may not actively seek product information online. As a result, conventional advertising can generate initial awareness that prompts consumers to contemplate a product during later purchasing decisions.

Television Advertising and Consumer Behavior

Television advertising merges visual, auditory, and emotional components, making it effective for showcasing products in an appealing way. Kotler et al. (2022) regard television as a primary advertising medium due to its ability to vividly exhibit product features and reach extensive consumer demographics. Belch and Belch (2021) note that the effectiveness of an advertising medium hinges on its capacity to convey persuasive messages and engage its audience. In retail contexts, television ads can affect consumer purchasing behavior by fostering product familiarity, highlighting benefits, and reinforcing brand preference. The impact may vary based on advertisement creativity, frequency, credibility, and relevance to the audience.

Radio Advertising's Influence on Buying Behavior

Radio remains a significant conventional advertising medium due to its accessibility and its capability to engage consumers during their daily activities. Radio adverts can relay information regarding product availability, pricing, promotions, and store locations without needing visual focus. Belch and Belch (2021) explain that different media offer unique communication benefits, with radio providing efficient audience reach and frequent exposure. For retailers, repeated radio advertisements can strengthen product awareness and prompt consumers to consider the promoted products. However, since radio lacks visual elements, the success of radio advertising heavily depends on the creativity, clarity, repetition, and persuasiveness of its messaging.

Print Advertising and Its Impact on Consumer Purchases

Print advertising consists of materials like newspapers, magazines, brochures, posters, and flyers. These formats allow retailers to share detailed information about products, including prices, promotions, and locations. According to Kotler et al. (2022), print advertising enables marketers to relay specific product information to targeted audiences. Misra and Dwivedi (2022) identified that elements such as information and design are crucial determinants of the effectiveness of traditional advertising. Their research involving 162 young consumers identified six key

factors impacting purchase decisions, including design, entertainment, celebrity endorsements, credibility, creativity, and information. This underscores the significance of both informational and visual aspects of print advertising in influencing consumer purchase choices.

Outdoor Advertising and Its Effect on Buying Decisions

Outdoor advertising encompasses billboards, posters, transit ads, and retail signage. It holds particular relevance for retail businesses as consumers encounter such advertisements while traveling or nearing shopping destinations. Kotler et al. (2022) recognize place-based advertising as an effective means of reaching consumers in targeted locations. Outdoor ads can enhance brand awareness and remind shoppers of specific products or stores. Their effectiveness is shaped by visibility, location, simplicity of the message, creativity, and frequency of exposure. Therefore, outdoor advertising can aid consumers' decision-making by maintaining product and brand visibility in their immediate surroundings.

Conventional Advertising's Impact on Purchasing Behavior

Consumer buying behavior involves the processes individuals undergo to acknowledge needs, assess alternatives, make purchases, and reflect post-purchase. Conventional advertising can influence these dynamics by providing information, forming emotional connections, building trust, and persuading consumers toward certain products. Misra and Dwivedi (2022) provide direct empirical evidence showing that determinants of traditional advertising can sway consumers' purchasing decisions. Their findings recognized themes such as credibility, creativity, information clarity, design, entertainment, and spokesperson traits as important elements of traditional advertising. Additionally, Askaree et al. (2023) found that conventional advertising affects stages including awareness, interest, desire, and decision-making, indicating that conventional advertising continues to influence consumer behavior despite the rise of digital marketing. Nonetheless, further research is necessary to explore its impact on actual purchasing behavior in retail environments.

Summary of the Literature

The literature reviewed highlights the ongoing role of conventional advertising in shaping consumer behavior through awareness creation, informational outreach, persuasion, brand reinforcement, and influencing purchase decisions. Television, radio, print, and outdoor advertising all offer distinct advantages in reaching target consumers. Empirical studies, particularly by Misra and Dwivedi (2022), demonstrate that factors such as advertising credibility, creativity, information, design, entertainment, and spokesperson attributes can significantly impact purchase choices. However, much of the current research tends to focus on awareness, intentions, or decisions rather than actual buying behavior in physical retail contexts, emphasizing the necessity for further investigation into how conventional advertising affects consumer purchasing behavior in stores.

Empirical Reviews

Misra and Dwivedi (2022)

In their 2022 study, Misra and Dwivedi explored how traditional advertising factors impact the purchasing decisions of young consumers. The research involved 162 participants aged 18 to 35 from universities in Lucknow, India, and utilized snowball sampling for data collection, which was then analyzed using principal component analysis (PCA). The results highlighted six

primary factors of traditional advertising that affect consumer purchasing choices: design elements, entertainment, qualities of celebrities and spokespersons, credibility, creativity, and informational content. The researchers concluded that these factors significantly enhance the effectiveness of traditional advertising for young consumers. This study is relevant to current research since it emphasizes that the power of traditional advertising relies not just on exposure but also on the quality of the advertising message. However, its focus on university students in India suggests that further exploration is necessary in different retail environments.

Askaree, Arif, and Durrani (2023)

Askaree et al. (2023) undertook a comparative analysis of traditional versus digital advertising and their impact on consumer purchasing habits in Shaheed Benazirabad, Pakistan. Utilizing self-administered questionnaires from 250 respondents, the study employed t-tests and ANOVA to explore the differences in consumer awareness, interest, desire, and decision-making between the two advertising types. The results indicated significant correlations among various advertising factors, demonstrating that both traditional and digital advertising can effectively shape consumer responses and decisions. This study illustrates the continued relevance of traditional advertising, even amid increasing digital media prevalence. Nonetheless, its focus on consumer awareness and interest, rather than actual purchases, highlights a gap that the current study aims to fill.

Ujah et al. (2024)

Ujah et al. (2024) investigated how traditional media advertising influences local rice purchases among consumers in Ebonyi State, Nigeria, particularly focusing on the effects of television, radio, and billboard ads. This research is pertinent to the current study as it provides insights from the Nigerian market and emphasizes the traditional advertising methods that remain prevalent in the region. However, its concentration on a specific agricultural product limits the applicability of its findings to a wider array of retail products. Consequently, the present study broadens the discussion by exploring conventional advertising and consumer purchasing behavior across a wider retail context.

Ebri, Bassey, and Enyam (2026)

Ebri et al. (2026) conducted a comparative analysis of traditional versus digital advertising influences on consumer purchasing behavior in Calabar, Cross River State, Nigeria. This study assessed various traditional media outlets, including television, radio, newspapers, billboards, and magazines, alongside digital advertising platforms, aiming to discern which method is more effective in altering modern consumer behavior. It significantly contributes to contemporary research by presenting recent Nigerian evidence about the enduring relevance of traditional advertising in a landscape dominated by digital alternatives. However, its comparative approach differs from the current study, which specifically concentrates on the effects of traditional advertising in retail settings.

Summary of Empirical Review

The reviewed empirical studies collectively indicate that traditional advertising can effectively influence consumer awareness, decision-making, and purchasing actions. Misra and Dwivedi (2022) identified important advertising factors like credibility, creativity, information, entertainment, and design, while Askaree et al. (2023) corroborated the significance of

traditional advertising in shaping consumer decisions. Moreover, findings from Ujah et al. (2024) and Ebri et al. (2026) reinforce the ongoing importance of traditional advertising in Nigeria. However, the variations in geographic contexts, product types, consumer segments, and research variables suggest a necessity for further studies focused specifically on the impact of traditional advertising on actual consumer purchasing behavior in retail environments.

Theoretical Framework

Hierarchy of Effects Theory

The Hierarchy of Effects Theory describes how advertising impacts consumers through a series of cognitive, emotional, and behavioral stages prior to making a purchase. Traditionally, the model outlines six steps: awareness, knowledge, liking, preference, conviction, and purchase. Current advertising research still employs this framework to demonstrate how advertising messages guide consumers from initial product awareness to final purchase (Clow & Baack, 2021). The cognitive stages encompass becoming aware of and learning about a product, while the emotional stages involve liking, preference, and conviction. The final phase is the behavioral response, which culminates in purchase.

This theory is especially pertinent to this study because traditional advertising methods such as television, radio, print, and billboards are designed to inform consumers about products and encourage favorable reactions. For instance, a retail ad may first raise product awareness, then communicate its benefits, foster consumer preference, and ultimately motivate purchase. Thus, the theory offers a framework for understanding how conventional advertising can shape consumer buying behavior. However, consumers do not always follow these stages sequentially, particularly in cases of impulse or low-involvement purchases.

Theory of Planned Behavior

The Theory of Planned Behavior, introduced by Ajzen, explains how attitudes, subjective norms, and perceived behavioral control shape behavioral intentions and subsequent actions. As noted by Conner (2020), behavioral intention is the immediate predictor of behavior, while attitudes, social norms, and perceived control influence the formation of that intention. This theory is widely applied to consumer behavior because purchase decisions typically involve consumers’ product attitudes, social pressures, and perceived ability to make the purchase.

This theory is relevant to the current study because traditional advertising can affect consumers’ attitudes toward products and brands. Positive messages may generate favorable attitudes, while endorsements and social appeals can shape subjective norms. Likewise, information on product availability, pricing, and accessibility influences perceived behavioral control. These elements collectively impact purchase intention and ultimately consumer behavior. Recent studies affirm the effectiveness of the Theory of Planned Behavior in explaining consumer purchase intentions and actions (Rozenkowska, 2023).

Theoretical Relevance to the Study

These two theories complement each other. The Hierarchy of Effects Theory outlines the process from advertising exposure and awareness through to purchase, while the Theory of Planned Behavior elucidates the psychological factors influencing consumer intentions and behaviors. Consequently, this study

employs both theories to explain how conventional advertising may affect consumer purchasing behavior in retail contexts.

Demographic Analysis of Respondents

The demographic characteristics of the 300 respondents were examined based on their age distribution and educational qualifications. The presentation of these characteristics provides a clear description of the respondents included in the study.

Age Distribution of Respondents

The age distribution of the respondents is presented in Table 4.X.

Age Group	Frequency	Percentage (%)
18–25 years	75	25.0
26–35 years	75	25.0
36–45 years	75	25.0
46 years and above	75	25.0
Total	300	100.0

Interpretation: The table shows that the respondents were evenly distributed across the four age groups. Respondents aged 18–25 years constituted 75 (25.0%), those aged 26–35 years constituted 75 (25.0%), respondents aged 36–45 years also constituted 75 (25.0%), while those aged 46 years and above constituted 75 (25.0%). This indicates that each age group was equally represented in the study, thereby providing a balanced age distribution among the 300 respondents.

Educational Qualification of Respondents

The educational qualifications of the respondents are presented in Table 4.X.

Educational Qualification	Frequency	Percentage (%)
SSCE	75	25.0
OND/NCE	75	25.0
HND/BSc	75	25.0
Post Graduate	75	25.0
Total	300	100.0

Interpretation: The table indicates an equal distribution of respondents according to educational qualification. Respondents with SSCE numbered 75 (25.0%), those with OND/NCE numbered 75 (25.0%), respondents with HND/BSc numbered 75 (25.0%), while those with postgraduate qualifications also numbered 75 (25.0%). Thus, all four educational qualification categories were equally represented among the 300 respondents.

Summary of Demographic Characteristics

Overall, the demographic information indicates that the sample consisted of 300 respondents who were equally distributed across the reported age and educational qualification categories. Each age group and educational qualification category accounted for 25.0% of the respondents. The balanced distribution provides equal representation of the different age groups and educational levels considered in the study and establishes a clear demographic

background for interpreting the subsequent findings on conventional advertising and consumer buying behavior.

Research Methodology

Research Design

The study adopted a quantitative research approach using a descriptive survey research design. The quantitative approach was considered appropriate because the study sought to measure the influence of conventional advertising on consumer buying behavior using numerical data obtained from respondents. The survey design enabled the researcher to collect standardized information from consumers regarding their exposure to television, radio, print, and outdoor advertising and how these forms of advertising influenced their purchasing behavior.

Population of the Study

The population of the study comprised consumers who patronized selected retail outlets within the study area. The population included consumers who had been exposed to one or more forms of conventional advertising, such as television, radio, newspapers, magazines, posters, flyers, and billboards. Since the total number of consumers patronizing the selected retail outlets could not be readily established, a sample of 300 respondents was used for the study.

Sample Size and Sampling Technique

A sample size of 300 respondents was used for the study. The respondents were selected using purposive and convenience sampling techniques. Purposive sampling ensured that only consumers who had experience with retail shopping and exposure to conventional advertising were included in the study, while convenience sampling was used to reach available and willing respondents at the selected retail outlets.

Research Instrument

The major instrument used for data collection was a structured questionnaire developed based on the objectives of the study and the reviewed literature. The questionnaire consisted of two major sections. Section A collected information on the demographic characteristics of the respondents, while Section B contained statements that measured conventional advertising and consumer buying behavior.

The respondents' opinions were measured using a four-point Likert scale, which was structured as follows:

Response	Score
Strongly Agree (SA)	4
Agree (A)	3
Disagree (D)	2
Strongly Disagree (SD)	1

The four-point Likert scale was adopted because it provided respondents with clear response options and eliminated a neutral midpoint.

Measurement of Variables

The independent variable of the study was conventional advertising, which was operationalized into four dimensions:

television advertising, radio advertising, print advertising, and outdoor advertising. The dependent variable was consumer buying behavior, which was measured through product awareness, brand preference, purchase intention, and actual purchase behavior.

Validity of the Instrument

To establish the validity of the research instrument, the questionnaire was submitted to the research supervisor and experts in marketing and research methodology for review. Their assessments focused on the relevance, clarity, adequacy, and appropriateness of the questionnaire items. The recommendations and corrections provided by the experts were incorporated before the final administration of the questionnaire.

Reliability of the Instrument

The reliability of the questionnaire was established through a pilot test involving respondents with characteristics similar to those of the target population. The participants in the pilot test were excluded from the final sample. The responses obtained from the pilot test were analyzed using Cronbach's alpha coefficient to determine the internal consistency of the measurement items. A Cronbach's alpha coefficient of 0.70 or above was regarded as acceptable for the study.

Data Collection Procedure

The researcher administered 300 copies of the questionnaire to selected consumers in the study area. Before administering the questionnaires, the respondents were informed about the purpose of the study, and their participation was voluntary. The questionnaires were administered physically at selected retail outlets and were collected after completion. The respondents were assured that the information they provided would be treated confidentially and used strictly for academic purposes.

Method of Data Analysis

The data collected from the respondents were coded, organized, and analyzed using appropriate quantitative statistical techniques. Descriptive statistics, including frequency counts, percentages, means, and standard deviations, were used to summarize the responses. Inferential statistics were also employed to test the research hypotheses at a 0.05 level of significance.

Multiple regression analysis was used to determine the influence of the four dimensions of conventional advertising television, radio, print, and outdoor advertising on consumer buying behavior. The regression model was expressed as:

$$CB = \beta_0 + \beta_1 TV + \beta_2 RA + \beta_3 PA + \beta_4 OA + \varepsilon$$

Where:

- **CB** = Consumer Buying Behavior
- **TV** = Television Advertising
- **RA** = Radio Advertising
- **PA** = Print Advertising
- **OA** = Outdoor Advertising
- **β_0** = Constant
- **β_1 – β_4** = Regression coefficients
- **ε** = Error term

The decision rule was to reject the null hypothesis when the calculated p-value was less than 0.05, while the null hypothesis was accepted when the p-value was greater than 0.05.

Data Analysis and Interpretation

The data collected for this study were analyzed using frequency, percentage, mean, and standard deviation. The

analysis was based on responses from 300 respondents to 15 questionnaire items covering television, radio, print, and outdoor advertising. A four-point Likert scale was used, with Strongly Agree (SA) = 4, Agree (A) = 3, Disagree (D) = 2, and Strongly Disagree (SD) = 1. The criterion mean was 2.50; therefore, any item with a mean of 2.50 or above was regarded as an indication of agreement.

Table 4.X: Summary of Data Analysis

Advertising Medium Item		Mean	Std. Deviation	Decision
Television	Q1. TV advertisements increase product awareness	3.30	0.86	Agree
	Q2. TV information influences product choice	3.25	0.82	Agree
	Q3. TV advertisements increase preference for advertised brands	3.63	0.48	Agree
	Q4. TV advertisements influence purchase decisions	3.30	0.86	Agree
	Group Mean	3.37		Agree
Radio	Q5. Radio advertisements increase product awareness	3.28	0.83	Agree
	Q6. Radio information influences product choice	3.42	0.77	Agree
	Q7. Repeated radio advertisements encourage consideration	3.27	0.84	Agree
	Q8. Radio advertisements influence purchase decisions	3.47	0.73	Agree
	Group Mean	3.36		Agree
Print	Q9. Print advertisements increase product awareness	3.50	0.72	Agree
	Q10. Print information influences product choice	3.63	0.55	Agree
	Q11. Attractive print designs encourage consideration	3.47	0.73	Agree
	Q12. Print advertisements influence purchase decisions	3.63	0.55	Agree
	Group Mean	3.56		Agree
Outdoor	Q13. Outdoor advertisements increase awareness	3.50	0.72	Agree
	Q14. Outdoor advertisements remind consumers of products	3.27	0.84	Agree
	Q15. Outdoor advertisements influence purchase decisions	3.43	0.71	Agree
	Group Mean	3.40		Agree
	Overall Mean	3.43		Agree

Short Interpretation

The results show that all 15 questionnaire items recorded mean scores above the criterion mean of 2.50. This indicates that respondents generally agreed that conventional advertising influences consumer buying behavior in retail settings.

Among the four advertising media, print advertising recorded the highest group mean of 3.56, suggesting that it was perceived as the most influential medium. Outdoor advertising followed with a mean of 3.40, while television advertising recorded 3.37 and radio advertising recorded 3.36.

The overall mean of 3.43 indicates a generally positive perception of conventional advertising among the respondents. The findings suggest that conventional advertising contributes to product awareness, product consideration, brand preference, and

purchase decisions in retail settings. Since this study used descriptive statistics, the results indicate perceived influence rather than statistical causation.

Findings

Results on the Influence of Television Advertising on Consumer Buying Behavior

The first objective of the study was to examine the influence of television advertising on consumer buying behavior in retail settings. Four questionnaire items (Questions 1–4) were used to assess respondents' views concerning television advertising.

Television Advertisements and Product Awareness

Respondents were asked whether television advertisements increase their awareness of products available in retail stores. Out of the 300 respondents, 150 (50.00%) strongly agreed, while 100 (33.33%) agreed with the statement. On the other hand, 20 respondents (6.67%) disagreed, while another 20 respondents (6.67%) strongly disagreed.

The result shows that 250 respondents, representing 83.33%, expressed agreement that television advertising increases their awareness of products available in retail stores. Only 13.34% expressed disagreement. The mean score of 3.30 is substantially higher than the criterion mean of 2.50, indicating that respondents generally agreed that television advertising contributes to product awareness.

This finding suggests that television remains an effective conventional advertising medium for exposing consumers to information about products available in retail outlets. The relatively high proportion of respondents who agreed indicates that television advertisements can attract consumers' attention and introduce them to products that they may subsequently encounter in retail stores.

Television Advertising and Product Choice

Question 2 examined whether information provided through television advertisements influences respondents' choice of products when shopping. The results indicate that 140 respondents (46.67%) strongly agreed and 110 respondents (36.67%) agreed. In contrast, 35 respondents (11.67%) disagreed, while 15 respondents (5.00%) strongly disagreed.

Overall, 250 respondents (83.34%) agreed that information from television advertisements influences their product choice, while 50 respondents (16.67%) disagreed. The mean score was 3.25, which is above the criterion mean of 2.50.

The finding indicates that television advertising does not merely create awareness but may also provide information that consumers consider when selecting products. Product features, benefits, prices, brand names, demonstrations, and promotional messages communicated through television may therefore contribute to consumers' evaluation of alternatives when shopping.

Television Advertising and Brand Preference

Question 3 assessed whether television advertisements make respondents more likely to prefer advertised brands over competing brands. The findings show that 190 respondents (63.33%) strongly agreed, while 110 respondents (36.67%) agreed. Interestingly, none of the respondents selected either Disagree or Strongly Disagree.

Thus, all 300 respondents (100%) expressed agreement that television advertisements make them more likely to prefer advertised brands over competing brands. The mean score of 3.63 was the highest recorded mean among the four television-related items.

This result represents a particularly strong indication of the perceived role of television advertising in shaping brand preference. The absence of disagreement suggests that the respondents generally recognized television advertising as an important means through which brands can differentiate themselves from competitors. Repeated exposure, attractive

presentation, brand information, demonstrations, and persuasive messages may contribute to consumers developing a preference for advertised brands.

Television Advertising and Purchase Decisions

Question 4 examined whether television advertisements influence respondents' decisions to purchase advertised products in retail stores. The responses show that 150 respondents (50.00%) strongly agreed, while 100 respondents (33.33%) agreed. Meanwhile, 20 respondents (6.67%) disagreed, and 20 respondents (6.67%) strongly disagreed.

Therefore, 250 respondents (83.33%) agreed that television advertisements influence their purchase decisions, while 40 respondents (13.34%) disagreed. The mean score was 3.30, which is above the criterion mean.

The result indicates that the influence of television advertising extends beyond awareness and brand preference to consumers' reported purchase decisions. This suggests that television advertising may contribute to moving consumers from simply knowing about a product toward considering and purchasing it in retail settings.

Summary of Television Advertising Results

The four television advertising items recorded mean scores ranging from 3.25 to 3.63, all of which exceeded the criterion mean of 2.50. The average mean for television advertising was 3.37.

The strongest result was recorded for brand preference, with a mean of 3.63, while the lowest mean was recorded for the influence of television advertising information on product choice, with a mean of 3.25. Overall, the findings indicate that respondents perceived television advertising as having a substantial influence on consumer buying behavior, particularly in creating brand preference and influencing product awareness and purchase decisions.

Results on the Influence of Radio Advertising on Consumer Buying Behavior

The second objective was to determine the influence of radio advertising on consumer buying behavior in retail settings. Four questionnaire items (Questions 5–8) were used to assess this objective.

Radio Advertising and Product Awareness

Question 5 examined whether radio advertisements increase respondents' awareness of products available in retail stores. The results show that 150 respondents (50.00%) strongly agreed, while 110 respondents (36.67%) agreed. Conversely, 35 respondents (11.67%) disagreed, and 15 respondents (5.00%) strongly disagreed.

A total of 260 respondents (86.67%) agreed that radio advertisements increase their awareness of products, compared with 50 respondents (16.67%) who disagreed. The mean score of 3.28 was above the criterion mean of 2.50.

This finding suggests that radio remains useful for communicating product information and creating awareness among consumers. Because radio advertisements can be broadcast repeatedly and reach consumers while they are engaged in other activities, they may serve as an important source of information about products and retail brands.

Radio Advertising and Product Choice

Question 6 assessed whether information provided through radio advertisements influences respondents' choice of products when shopping. The findings show that 170 respondents (56.67%) strongly agreed, while 100 respondents (33.33%) agreed. Only 15 respondents (5.00%) disagreed, and 15 respondents (5.00%) strongly disagreed.

Thus, 270 respondents (90.00%) agreed that radio advertising information influences their product choice, while only 30 respondents (10.00%) disagreed. The mean score of 3.42 indicates a strong level of agreement.

The result demonstrates that radio advertising can provide information that consumers consider when making product choices. The relatively low level of disagreement suggests that most respondents regard information communicated through radio as relevant to their shopping decisions.

Repeated Radio Advertising and Product Consideration

Question 7 investigated whether repeated radio advertisements encourage respondents to consider advertised products when shopping. The results show that 150 respondents (50.00%) strongly agreed, while 100 respondents (33.33%) agreed. Meanwhile, 30 respondents (10.00%) disagreed, and 20 respondents (6.67%) strongly disagreed.

In total, 250 respondents (83.33%) agreed that repeated radio advertising encourages them to consider advertised products, while 50 respondents (16.67%) disagreed. The mean score was 3.27, which exceeds the criterion mean.

The finding indicates that repetition may play an important role in radio advertising. Repeated exposure to an advertising message may make a product or brand more familiar to consumers and increase the likelihood that consumers will consider it during shopping.

Radio Advertising and Purchase Decisions

Question 8 assessed whether radio advertisements influence respondents' decisions to purchase advertised products in retail stores. The results show that 175 respondents (58.33%) strongly agreed, while 100 respondents (33.33%) agreed. Only 15 respondents (5.00%) disagreed, and 10 respondents (3.33%) strongly disagreed.

Overall, 275 respondents (91.66%) agreed that radio advertising influences their purchase decisions, while only 25 respondents (8.33%) disagreed. The mean score was 3.47, indicating a strong level of agreement.

This was the strongest result among the four radio advertising items. It suggests that respondents perceived radio advertisements as particularly influential at the stage of deciding whether to purchase an advertised product.

Summary of Radio Advertising Results

The mean scores for radio advertising ranged from 3.27 to 3.47, with an overall group mean of 3.36. All four items recorded means above the criterion mean of 2.50.

The highest mean was obtained for the influence of radio advertising on purchase decisions (3.47), followed by its influence on product choice (3.42). The lowest mean was recorded for

repeated radio advertisements encouraging product consideration (3.27).

Overall, the results indicate that respondents perceived radio advertising as an important conventional advertising medium capable of influencing awareness, product choice, consideration, and purchase decisions.

Results on the Influence of Print Advertising on Consumer Buying Behavior

The third objective was to assess the influence of print advertising, including newspapers, magazines, posters, and flyers, on consumer buying behavior. Questions 9–12 were used to assess this objective.

Print Advertising and Product Awareness

Question 9 examined whether newspaper, magazine, poster, and flyer advertisements increase respondents' awareness of products available in retail stores. The findings show that 180 respondents (60.00%) strongly agreed, while 100 respondents (33.33%) agreed. Only 10 respondents (3.33%) disagreed, and 10 respondents (3.33%) strongly disagreed.

Consequently, 280 respondents (93.33%) agreed that print advertising increases their awareness of products, whereas only 20 respondents (6.66%) disagreed. The mean score of 3.50 was considerably higher than the criterion mean.

The result indicates a strong perceived contribution of print advertising to product awareness. Printed advertisements can provide consumers with detailed information that may be read, retained, and referred to during shopping. Posters and flyers may also reach consumers close to retail outlets, potentially increasing their awareness of available products.

Print Advertising and Product Choice

Question 10 assessed whether information provided in print advertisements influences respondents' choice of products when shopping. The results indicate that 200 respondents (66.67%) strongly agreed, while 90 respondents (30.00%) agreed. Only 10 respondents (3.33%) disagreed, and no respondent strongly disagreed.

Thus, 290 respondents (96.67%) agreed that information in print advertisements influences their product choice. The mean score was 3.63, indicating a very strong level of agreement.

This result suggests that consumers may rely considerably on information presented in newspapers, magazines, posters, and flyers when comparing or selecting products. The high level of agreement indicates that print advertising may be particularly useful where consumers need specific product information before making a choice.

Print Advertising and Product Consideration

Question 11 examined whether attractive designs and messages in print advertisements encourage respondents to consider advertised products. The results show that 175 respondents (58.33%) strongly agreed, while 100 respondents (33.33%) agreed. In contrast, 15 respondents (5.00%) disagreed, and 10 respondents (3.33%) strongly disagreed.

In total, 275 respondents (91.66%) agreed that attractive designs and messages encourage them to consider advertised

products, while only 25 respondents (8.33%) disagreed. The mean score was 3.47.

The result indicates that both the informational and visual elements of print advertisements may influence consumers' product consideration. Attractive layouts, images, headlines, colours, promotional messages, and product descriptions may capture consumers' attention and encourage further consideration of advertised products.

Print Advertising and Purchase Decisions

Question 12 assessed whether print advertisements influence respondents' decisions to purchase products in retail stores. The results show that 200 respondents (66.67%) strongly agreed, while 90 respondents (30.00%) agreed. Only 10 respondents (3.33%) disagreed, and none strongly disagreed.

Therefore, 290 respondents (96.67%) agreed that print advertising influences their purchase decisions, while only 3.33% disagreed. The mean score was 3.63, which was one of the highest individual mean scores recorded in the entire study.

This result suggests that print advertising may have a substantial perceived influence on the final stage of consumer buying behavior. Information and persuasive messages contained in print advertisements may help consumers evaluate products and make purchasing decisions in retail settings.

Summary of Print Advertising Results

Print advertising recorded the highest overall group mean of 3.56 among the four conventional advertising media examined in the study. The individual item means ranged from 3.47 to 3.63, and all were substantially above the criterion mean of 2.50.

The highest means were recorded for the influence of print advertising information on product choice (3.63) and its influence on purchase decisions (3.63). This was followed by product awareness (3.50) and product consideration (3.47).

The results therefore suggest that, among the conventional advertising channels examined, print advertising was perceived by respondents as the most influential medium on consumer buying behavior in retail settings.

Results on the Influence of Outdoor Advertising on Consumer Buying Behavior

The fourth objective was to examine the influence of outdoor advertising, particularly billboards and other outdoor advertisements, on consumer buying behavior. Questions 13–15 were used to measure this objective.

Outdoor Advertising and Product Awareness

Question 13 assessed whether billboards and other outdoor advertisements increase respondents' awareness of products and retail brands. The results show that 180 respondents (60.00%) strongly agreed, while 100 respondents (33.33%) agreed. Only 10 respondents (3.33%) disagreed, and 10 respondents (3.33%) strongly disagreed.

Overall, 280 respondents (93.33%) agreed that outdoor advertisements increase product and brand awareness, while only 20 respondents (6.66%) disagreed. The mean score was 3.50, which is well above the criterion mean.

This finding indicates that outdoor advertising is perceived as an effective medium for creating awareness. Billboards and signs are often positioned in locations where consumers can repeatedly encounter them while travelling, shopping, or approaching retail outlets. Such repeated exposure may contribute to familiarity with products and brands.

Outdoor Advertising and Product Reminders

Question 14 examined whether outdoor advertisements remind respondents of products when they are shopping or near a retail outlet. The results show that 150 respondents (50.00%) strongly agreed, while 100 respondents (33.33%) agreed. Meanwhile, 30 respondents (10.00%) disagreed, and 20 respondents (6.67%) strongly disagreed.

A total of 250 respondents (83.33%) agreed that outdoor advertisements remind them of products during shopping or when they are near retail outlets. The mean score was 3.27, which exceeds the criterion mean.

This result suggests that outdoor advertising may be particularly relevant at or near the point of purchase. Seeing a billboard, sign, or other outdoor advertisement while approaching a retail location may remind consumers about a product or brand that they have previously encountered.

Outdoor Advertising and Purchase Decisions

Question 15 assessed whether outdoor advertisements influence respondents' decisions to purchase advertised products in retail stores. The results indicate that 170 respondents (56.67%) strongly agreed, while 100 respondents (33.33%) agreed. In addition, 20 respondents (6.67%) disagreed, while 10 respondents (3.33%) strongly disagreed.

Therefore, 270 respondents (90.00%) agreed that outdoor advertising influences their purchase decisions, while 30 respondents (10.00%) disagreed. The mean score was 3.43, which is above the criterion mean.

The result suggests that outdoor advertising may contribute to consumers' final purchase decisions, particularly when the advertisements are encountered close to retail locations. The visibility of outdoor advertising may therefore help maintain product awareness and stimulate purchase consideration.

Note: For Question 15, the analysis treats the supplied frequency of 100 respondents as the "Agree" category, consistent with the four-response pattern used for the other questions.

Summary of Outdoor Advertising Results

The overall group mean for outdoor advertising was 3.40, which is above the criterion mean of 2.50. The individual means ranged from 3.27 to 3.50.

The highest mean was recorded for the ability of outdoor advertising to increase awareness of products and retail brands (3.50), followed by its influence on purchase decisions (3.43). The lowest mean was recorded for its ability to remind consumers of products when shopping or near retail outlets (3.27).

Overall, the findings indicate that respondents perceived outdoor advertising as an important influence on consumer buying behavior, particularly in relation to awareness and purchase decisions.

Comparative Summary of the Four Advertising Media

The results across the four advertising media show that all four forms of conventional advertising recorded overall mean

scores above the criterion mean of 2.50. This indicates that respondents generally perceived television, radio, print, and outdoor advertising as influential in shaping consumer buying behavior in retail settings.

Advertising Medium	Number of Items	Group Mean	Rank	Interpretation
Print advertising	4	3.56	1st	High influence
Outdoor advertising	3	3.40	2nd	High influence
Television advertising	4	3.37	3rd	High influence
Radio advertising	4	3.36	4th	High influence
Overall	15	3.43	—	High influence

The comparative result shows that print advertising recorded the highest group mean of 3.56, making it the most highly rated conventional advertising medium among the respondents. Outdoor advertising followed with a mean of 3.40, while television advertising recorded 3.37. Radio advertising recorded the lowest group mean of 3.36, although this score was still substantially above the criterion mean.

The relatively small difference between television, radio, and outdoor advertising suggests that respondents perceived all three media as useful influences on consumer buying behavior. However, the comparatively higher mean for print advertising suggests that respondents may place greater emphasis on the information, design, and promotional content contained in newspapers, magazines, posters, and flyers.

Overall Results Based on the 15 Questionnaire Items

When all 15 questionnaire items were considered together, the overall mean score was 3.43, which is substantially above the criterion mean of 2.50. This indicates a generally high level of agreement among respondents that conventional advertising influences consumer buying behavior in retail settings.

The individual item results also show consistently high levels of agreement. The highest individual mean score was 3.63, recorded for:

- Television advertising making respondents more likely to prefer advertised brands over competing brands (Q3);
- Information in print advertisements influencing product choice (Q10); and
- Print advertisements influencing purchase decisions (Q12).

These findings indicate that conventional advertising may influence consumers at several stages of the buying process, including awareness, product consideration, brand preference, product choice, and purchase decision.

The lowest individual mean score was 3.25, recorded for Question 2, concerning the influence of information provided through television advertisements on product choice. Although this was the lowest mean, it remained considerably above the criterion

mean of 2.50. Therefore, even the least highly rated advertising influence was still positively perceived by respondents.

The standard deviations across the 15 items ranged from 0.48 to 0.86. The relatively moderate standard deviations indicate that responses were generally concentrated around the agreement categories, although some variation existed among respondents. The lowest standard deviation was observed for Question 3 (0.48), which is consistent with the fact that all respondents selected either Strongly Agree or Agree. The highest standard deviation was recorded for Questions 1 and 4 (0.86), indicating somewhat greater variation in respondents' views on those statements.

Results in Relation to the Research Objectives

Objective One: Influence of Television Advertising

The findings indicate that television advertising has a positive perceived influence on consumer buying behavior. All four television-related items recorded means above 2.50, with a group mean of 3.37. Respondents particularly agreed that television advertising can strengthen preference for advertised brands, increase product awareness, influence product choice, and affect purchase decisions.

Objective Two: Influence of Radio Advertising

The results show that radio advertising also has a positive perceived influence on consumer buying behavior. The group mean of 3.36 indicates agreement across all four radio-related statements. Respondents particularly indicated that radio advertisements influence their purchase decisions, with Question 8 recording a mean of 3.47.

Objective Three: Influence of Print Advertising

Print advertising produced the strongest overall result, with a group mean of 3.56. The findings show high levels of agreement that newspapers, magazines, posters, and flyers influence product awareness, product choice, product consideration, and purchase decisions. Questions 10 and 12 both recorded a mean of 3.63, demonstrating particularly strong agreement.

Objective Four: Influence of Outdoor Advertising

Outdoor advertising recorded a group mean of 3.40, indicating that respondents generally agreed that billboards and

other outdoor advertisements influence consumer buying behavior. Outdoor advertising was particularly associated with product and brand awareness, which recorded a mean of 3.50.

General Interpretation of the Findings

The results provide evidence of a generally strong perceived relationship between conventional advertising and consumer buying behavior in retail settings. Across all 15 questionnaire items, respondents demonstrated a high level of agreement with statements describing advertising influences on awareness, product choice, consideration, brand preference, and purchase decisions.

The findings also show that conventional advertising does not appear to influence only one stage of the consumer decision-making process. Rather, respondents reported influence at several stages. Advertising first contributes to awareness by informing consumers about products and brands. It can then contribute to consideration and preference by presenting product information, attractive messages, and persuasive brand appeals. Finally, respondents indicated that conventional advertising can influence their purchase decisions in retail stores.

Among the four media examined, print advertising obtained the highest overall mean, suggesting that respondents perceived it as the most influential conventional advertising medium in the context of this study. Outdoor advertising ranked second, followed by television and radio advertising.

However, the differences among the four group means should be interpreted carefully. The findings are based on respondents' reported perceptions and descriptive statistics. Therefore, the results demonstrate the perceived influence of the advertising media among the surveyed respondents; they do not, by themselves, establish statistical causality or prove that one medium directly causes consumers to purchase more products than another.

Summary of the Major Findings

Based on the analysis of responses from the 300 respondents, the major findings of the study are summarized as follows:

1. Television advertising was perceived to have a strong influence on consumer buying behavior, with an overall mean of 3.37. Respondents agreed that television advertisements increase product awareness, influence product choice, encourage brand preference, and affect purchase decisions.
2. Radio advertising was also perceived to influence consumer buying behavior, recording an overall mean of 3.36. Respondents particularly agreed that radio advertisements influence purchase decisions and product choice.
3. Print advertising recorded the highest overall mean of 3.56, making it the most highly rated conventional advertising medium in the study. Respondents strongly agreed that print advertising influences product awareness, product choice, product consideration, and purchase decisions.
4. Outdoor advertising recorded an overall mean of 3.40, indicating a strong perceived influence. Respondents particularly recognized its role in increasing awareness

of products and retail brands and influencing purchase decisions.

5. All 15 questionnaire items recorded mean scores above the criterion mean of 2.50, indicating overall agreement with the statements concerning the influence of conventional advertising on consumer buying behavior.
6. The overall grand mean of 3.43 indicates a high level of agreement among respondents that conventional advertising influences consumer buying behavior in retail settings.
7. Based on the group means, the advertising media were ranked as follows: Print advertising (3.56), Outdoor advertising (3.40), Television advertising (3.37), and Radio advertising (3.36).
8. The findings suggest that conventional advertising remains relevant in retail environments because it can contribute to consumer awareness, product consideration, brand preference, product choice, and purchase decisions.

In conclusion, the descriptive results indicate that respondents generally perceive conventional advertising as an important factor influencing consumer buying behavior in retail settings. Print advertising emerged as the most highly rated medium, while radio advertising recorded the lowest group mean; nevertheless, all four media recorded mean scores well above the criterion mean, demonstrating generally positive perceptions of their influence.

Discussion of Findings

On Television Advertising

The first objective of the study was to examine the influence of television advertising on consumer buying behavior in retail settings. Four questionnaire items were used to address this objective.

Television Advertising and Product Awareness

The first finding revealed that respondents generally agreed that television advertisements increase their awareness of products available in retail stores. The item recorded a mean of 3.30, which was above the criterion mean of 2.50. A large majority of the respondents agreed with the statement.

This finding suggests that television remains an important medium for introducing consumers to products and brands. Television combines visual and audio elements, allowing advertisers to demonstrate products, communicate their benefits, and create memorable brand images. Consequently, consumers may become aware of products they had not previously considered.

The finding is consistent with the Hierarchy of Effects Theory, which identifies awareness as an initial stage in the advertising communication process. According to this perspective, consumers must first become aware of a product before they can develop knowledge, preference, conviction, and eventually purchase it. The finding therefore suggests that television advertising performs an important foundational role in the consumer decision-making process.

The finding also agrees with Belch and Belch (2021), who explain that advertising serves important communication functions,

including creating awareness and providing consumers with information about products and brands. Similarly, Askaree, Arif, and Durrani (2023) found that traditional advertising can influence consumer awareness and subsequent stages of consumer response.

Therefore, the result supports the first objective of the study by demonstrating that television advertising is perceived by respondents as an effective means of increasing awareness of products available in retail stores.

Television Advertising and Product Choice

The second finding showed that respondents agreed that information provided through television advertisements influences their choice of products when shopping. The item recorded a mean of 3.25, which was above the criterion mean.

This result indicates that television advertising goes beyond simply making consumers aware of products. The information communicated through television may assist consumers in evaluating available alternatives. Product features, quality claims, prices, benefits, uses, and demonstrations may provide information that consumers consider when deciding which product to select.

This finding corresponds with the Hierarchy of Effects Theory, particularly the knowledge and preference stages. After becoming aware of a product, consumers need information to develop knowledge and form evaluations of competing alternatives. Television advertising may therefore assist consumers in moving from awareness toward product preference and choice.

The finding is also consistent with Kotler, Keller, and Chernev (2022), who emphasize the importance of marketing communication in providing information that consumers use when evaluating products and making purchasing decisions. Similarly, Misra and Dwivedi (2022) identified information, creativity, credibility, design elements, and other advertising characteristics as important determinants of consumer responses to advertising.

The result therefore supports the objective of examining television advertising by showing that respondents perceive information contained in television advertisements as relevant to their product selection.

Television Advertising and Brand Preference

The third finding was one of the strongest findings in the entire study. All respondents agreed that television advertisements make them more likely to prefer advertised brands over competing brands, producing a mean score of 3.63.

This result indicates that television advertising has a particularly strong perceived influence on brand preference. Advertising may differentiate one brand from competing brands by emphasizing unique benefits, quality, image, reliability, popularity, or emotional appeals. Repeated exposure to such messages may strengthen consumers' familiarity with and preference for the advertised brand.

The finding strongly supports the Hierarchy of Effects Theory, particularly the movement from knowledge and liking to preference. Once consumers become aware of and knowledgeable about a brand, advertising can help create favorable attitudes and preferences toward that brand.

The finding also agrees with Belch and Belch (2021), who emphasize the role of advertising in creating favorable brand

associations and differentiating brands within competitive markets. It is also consistent with Misra and Dwivedi (2022), whose findings showed that several traditional advertising characteristics, including creativity, credibility, design, entertainment, and information, can influence consumer responses.

The strong agreement recorded in this study suggests that television advertising may be particularly effective when its objective is not merely to inform consumers but also to establish a distinctive brand image and preference.

Television Advertising and Purchase Decisions

The fourth television finding revealed that respondents agreed that television advertisements influence their decision to purchase advertised products in retail stores. The mean score was 3.30, which exceeded the criterion mean.

This finding suggests that television advertising may contribute to the final stage of the consumer buying process. After consumers become aware of a product, obtain information, and develop a preference, advertising may reinforce their willingness to purchase.

The finding is consistent with the final stages of the Hierarchy of Effects Theory, particularly conviction and purchase. The theory proposes that effective advertising can move consumers from awareness and knowledge toward a stronger disposition to act.

The finding also corresponds with Askaree et al. (2023), who reported that traditional advertising can influence consumers through stages such as awareness, interest, desire, and decision-making. Similarly, Kotler et al. (2022) recognize marketing communication as an important influence on consumer evaluation and purchase decisions.

Therefore, the finding indicates that television advertising is perceived not only as an awareness-building medium but also as a medium capable of influencing consumers' reported purchase decisions in retail settings.

Overall Discussion of Television Advertising

Taken together, the four television findings produced an overall mean of 3.37. This indicates that respondents generally perceived television advertising as having a strong influence on consumer buying behavior.

The findings show that television advertising operates across several stages of the buying process: it creates awareness, provides information, influences product choice, develops brand preference, and contributes to purchase decisions. This pattern is consistent with the Hierarchy of Effects Theory, which views advertising as a communication process that can progressively move consumers from awareness toward purchase.

Thus, the first objective of the study was achieved. The evidence suggests that television advertising remains relevant to consumer buying behavior in retail settings.

On Radio Advertising

The second objective of the study was to determine the influence of radio advertising on consumer buying behavior in retail settings. Four questionnaire items were used to address this objective.

Radio Advertising and Product Awareness

The fifth finding revealed that respondents agreed that radio advertisements increase their awareness of products available in retail stores. The mean score was 3.28, indicating agreement.

This finding demonstrates that radio continues to serve an important awareness function. Unlike television, radio depends primarily on sound, including spoken descriptions, music, slogans, jingles, and repeated brand messages. Such characteristics can make product and brand information accessible to consumers in different environments.

The finding supports the awareness stage of the Hierarchy of Effects Theory. Radio advertisements can introduce products to consumers and establish initial knowledge of their existence.

The finding is also consistent with Belch and Belch (2021), who identify traditional media as important vehicles for reaching consumers with brand and product messages. It also supports the broader findings of Askaree et al. (2023) that traditional advertising can contribute to consumer awareness and interest.

The implication is that radio advertising can remain relevant to retailers seeking to reach consumers and build awareness of products.

Radio Advertising and Product Choice

The sixth finding showed that respondents agreed that information provided through radio advertisements influences their choice of products when shopping. The mean score was 3.42.

This finding is important because it suggests that radio advertising is not limited to creating awareness. Through product descriptions, benefits, prices, promotional offers, and other verbal messages, radio advertisements may provide consumers with information that assists them in choosing among competing products.

The finding is consistent with the Hierarchy of Effects Theory, particularly the knowledge stage. Advertising information can help consumers understand a product and subsequently develop preferences among alternatives.

The finding also supports the argument of Kotler et al. (2022) that marketing communication provides information that consumers use during evaluation and decision-making. In addition, Misra and Dwivedi (2022) emphasized information as one of the advertising determinants capable of influencing consumers.

Therefore, the result supports the second objective by showing that respondents perceive radio advertising as capable of influencing product selection.

Repeated Radio Advertising and Product Consideration

The seventh finding revealed that respondents agreed that repeated radio advertisements encourage them to consider advertised products when shopping. The mean was 3.27.

This result highlights the importance of repetition in conventional advertising. Repeated exposure may increase familiarity with a brand or product and make the advertising message more accessible in consumers' memories when they are shopping.

This finding can be linked to the Hierarchy of Effects Theory, because repeated advertising may strengthen awareness and knowledge and subsequently encourage consumers to consider the advertised product.

The finding is also consistent with the advertising literature discussed by Belch and Belch (2021), which emphasizes the importance of repeated exposure and message reinforcement in advertising campaigns.

The result suggests that radio advertisers may benefit from maintaining consistent and repeated advertising messages rather than relying on isolated advertisements.

Radio Advertising and Purchase Decisions

The eighth finding revealed that respondents agreed that radio advertisements influence their decisions to purchase advertised products in retail stores. The mean score of 3.47 was the highest among the four radio-related items.

This finding suggests that radio advertising can extend beyond awareness and consideration to influence the reported final purchase decision. This may occur where consumers encounter radio advertising before shopping and later recognize or remember the advertised product when they are in a retail environment.

The result supports the later stages of the Hierarchy of Effects Theory, particularly conviction and purchase. It also agrees with Askaree et al. (2023), whose findings indicate that traditional advertising can influence consumers through successive stages leading toward purchase decisions.

From the perspective of the Theory of Planned Behavior, advertising information may also contribute to favorable attitudes toward products, which can strengthen purchase intentions. However, because this study used descriptive statistics, the finding should be understood as respondents' perceived influence rather than proof that radio advertising directly causes purchases.

Overall Discussion of Radio Advertising

The four radio findings produced an overall mean of 3.36, demonstrating that respondents generally agreed that radio advertising influences their buying behavior.

Radio advertising therefore appears to perform several functions: creating awareness, providing information, encouraging product consideration through repetition, and influencing purchase decisions. Although radio had the lowest overall mean among the four advertising media examined, its mean remained substantially above the criterion mean.

The second objective was therefore achieved, with the findings indicating that radio advertising remains a relevant conventional advertising medium in influencing consumer buying behavior.

On Print Advertising

The third objective was to assess the influence of print advertising on consumer buying behavior in retail settings. The study examined newspapers, magazines, posters, and flyers.

Print Advertising and Product Awareness

The ninth finding revealed that respondents strongly agreed that newspaper, magazine, poster, and flyer advertisements

increase their awareness of products available in retail stores. The mean score was 3.50.

This result demonstrates the strong awareness-building capacity perceived for print advertising. Print advertisements allow advertisers to present product information in a physical and relatively detailed format. Consumers may read the information at their own pace and may also encounter posters and flyers near retail locations.

The finding supports the Hierarchy of Effects Theory, particularly the awareness and knowledge stages. Print advertisements can provide both initial awareness and detailed information, thereby helping consumers move from awareness toward knowledge.

The finding is also consistent with Belch and Belch (2021) and Kotler et al. (2022), who emphasize the role of advertising in communicating product information and building consumer awareness.

Print Advertising and Product Choice

The tenth finding revealed a very high level of agreement that information provided in print advertisements influences respondents' choice of products when shopping. The mean score was 3.63.

This was one of the highest findings in the entire study. It suggests that consumers may place substantial value on the information contained in print advertisements when evaluating products.

The finding is consistent with Misra and Dwivedi (2022), who identified information and other advertising characteristics as important determinants of consumer responses. It also supports Kotler et al. (2022), who emphasize the role of information in helping consumers evaluate alternatives.

The result can also be explained using the Hierarchy of Effects Theory. Once awareness has been established, consumers need adequate knowledge to evaluate competing products. Print advertising may be particularly useful at this stage because it can communicate detailed information about products, offers, features, and benefits.

Attractive Print Advertisements and Product Consideration

The eleventh finding showed that respondents agreed that attractive designs and messages in print advertisements encourage them to consider advertised products. The mean score was 3.47.

This finding indicates that the effectiveness of print advertising may depend not only on the information presented but also on how that information is presented. Attractive designs, images, headlines, typography, promotional messages, and creative layouts may capture consumers' attention and increase their willingness to consider the advertised product.

This finding closely corresponds with Misra and Dwivedi (2022), who identified design elements and creativity among the factors that can influence consumers' responses to traditional advertising.

The finding also supports the Hierarchy of Effects Theory, particularly the transition from knowledge to liking and preference. An advertisement that is informative but also visually appealing may generate more favorable responses from consumers.

Print Advertising and Purchase Decisions

The twelfth finding revealed that respondents strongly agreed that print advertisements influence their decisions to purchase products in retail stores. The mean score was 3.63.

This finding indicates that print advertising is perceived as influential at the final stage of the consumer buying process. Printed information may remain accessible to consumers and may provide specific details that assist them when making purchasing decisions.

The finding agrees with Askaree et al. (2023), who found that traditional advertising can influence consumer responses through stages leading to decision-making. It is also consistent with the Hierarchy of Effects Theory, which proposes that advertising can eventually lead consumers toward purchase after awareness, knowledge, liking, preference, and conviction.

Overall Discussion of Print Advertising

The four print advertising findings produced the highest overall group mean of 3.56 among all four advertising media examined.

The results suggest that print advertising was perceived as particularly influential in providing product information, influencing product choice, encouraging consideration, and affecting purchase decisions. This strong result may be explained by the ability of print media to combine information and visual presentation in a form that consumers can examine at their own pace.

The finding also demonstrates the continued relevance of conventional advertising despite the growing importance of digital advertising. In the context of this study, respondents perceived print advertising as the strongest of the four conventional advertising channels investigated.

The Third Objective of the Study was Therefore Achieved.

On Outdoor Advertising

The fourth objective was to examine the influence of outdoor advertising on consumer buying behavior in retail settings. The study focused particularly on billboards and other outdoor advertisements.

Outdoor Advertising and Product Awareness

The thirteenth finding showed that respondents agreed that billboards and other outdoor advertisements increase their awareness of products and retail brands. The mean score was 3.50.

This finding indicates that outdoor advertising has a strong awareness-building function. Outdoor advertisements are often positioned in public locations with high consumer traffic, making them capable of repeatedly exposing consumers to brand and product messages.

The finding is consistent with the Hierarchy of Effects Theory, particularly the awareness stage. Repeated exposure to outdoor advertising may ensure that consumers become familiar with products and brands before entering retail environments.

The finding also agrees with the broader advertising literature, including Belch and Belch (2021), which recognizes traditional advertising media as important tools for building brand visibility and awareness.

Outdoor Advertising and Product Reminders

The fourteenth finding showed that respondents agreed that outdoor advertisements remind them of products when they are shopping or near a retail outlet. The mean score was 3.27.

This finding is particularly relevant to the retail context of the study. Unlike advertisements encountered far away from the point of purchase, outdoor advertisements can be encountered while consumers are travelling toward or around retail outlets. They may therefore function as reminders at a time when consumers are already close to making a purchase.

This finding can be related to the later stages of the Hierarchy of Effects Theory, because reminders may reinforce previous awareness and knowledge and help maintain a product in the consumer's consideration set.

The result also supports the marketing communication perspective of Kotler et al. (2022), which emphasizes the importance of communication in influencing consumers at different points in the decision-making process.

Outdoor Advertising and Purchase Decisions

The fifteenth finding revealed that respondents agreed that outdoor advertisements influence their decisions to purchase advertised products in retail stores. The mean score was 3.43.

This result suggests that outdoor advertising may contribute to the transition from product awareness to purchase consideration and reported purchase decision. The physical location of outdoor advertising may be particularly important because consumers may encounter the advertisement close to the point where they can purchase the advertised product.

The finding is consistent with the Hierarchy of Effects Theory, particularly the movement toward conviction and purchase. It also supports the general conclusion of Askaree et al. (2023) that traditional advertising can influence consumer decision-making.

From the perspective of the Theory of Planned Behavior, exposure to advertising may contribute to favorable attitudes and intentions toward a product. Nevertheless, the current finding should be interpreted as a perceived influence rather than direct evidence of causal purchasing behavior.

Overall Discussion of Outdoor Advertising

The three outdoor advertising findings produced an overall mean of 3.40, making outdoor advertising the second-highest-rated conventional advertising medium in the study.

The findings demonstrate that outdoor advertising can create product and brand awareness, remind consumers about products close to retail locations, and influence reported purchase decisions. This makes outdoor advertising particularly relevant to retail businesses because it can connect advertising exposure with consumers' physical movement toward shopping locations.

The fourth objective was therefore achieved

Summary of the Discussion of Findings

The discussion has established that the findings of the study are broadly consistent with the reviewed literature and theoretical framework.

First, television advertising was found to influence product awareness, product choice, brand preference, and purchase decisions, supporting the first objective.

Second, radio advertising was found to influence awareness, product choice, product consideration through repeated exposure, and purchase decisions, supporting the second objective.

Third, print advertising was found to have the strongest overall perceived influence, particularly on product choice and purchase decisions, supporting the third objective.

Fourth, outdoor advertising was found to increase awareness, remind consumers of products near retail outlets, and influence purchase decisions, supporting the fourth objective.

Overall, all 15 findings recorded mean scores above the criterion mean of 2.50, while the grand mean of 3.43 indicates a high level of agreement that conventional advertising influences consumer buying behavior in retail settings.

The findings therefore provide empirical support for the argument that conventional advertising remains relevant to consumer decision-making in retail environments. They also reinforce the propositions of the Hierarchy of Effects Theory by demonstrating perceived advertising influence across awareness, knowledge, consideration, preference, and purchase-related stages.

Conclusion

The study's findings suggest that traditional advertising significantly impacts consumer buying behavior in retail environments. Responses indicated a general consensus that television, radio, print, and outdoor advertisements enhance product awareness, preference, consideration, and purchasing decisions. The average score of 3.43, exceeding the criterion mean of 2.50, reflects a predominantly positive view of the effect of conventional advertising on consumer behavior.

Among the various advertising formats investigated, print advertising obtained the highest average score of 3.56, indicating that newspapers, magazines, posters, and flyers are viewed as the most influential traditional advertising means by respondents. Outdoor advertising followed closely with a mean of 3.40, while television and radio advertising scored 3.37 and 3.36, respectively. Although the differences were minor, the findings highlight the continued relevance of all four traditional advertising channels in retail settings.

Additionally, results demonstrate that conventional advertising plays essential roles in the consumer decision-making process. It fosters awareness of products, provides necessary information, prompts consideration of advertised brands, shapes product preferences, and affects purchase decisions. This underlines the notion that traditional advertising remains valuable, even amidst the growing presence of digital and social media advertising.

Consequently, the study suggests that retailers and advertisers should not entirely dismiss conventional advertising but rather incorporate television, radio, print, and outdoor advertising alongside digital methods to effectively engage consumers and stimulate positive buying behavior.

Recommendations

The study offers six key recommendations:

1. Continued investment in traditional advertising:

Given that all four media averaged above the criterion mean of 2.50, retailers should maintain conventional advertising as a component of their promotional strategies instead of solely relying on digital platforms.

2. Increased focus on print advertising:

With print advertising achieving the highest average score of 3.56, retailers should leverage newspapers, magazines, posters, flyers, and other printed materials for conveying product details, pricing, promotions, and special offers.

3. Enhancement of the quality and appeal of advertising messages:

Advertising messages should be clear, informative, credible, and visually appealing. Engaging designs and relevant product information can help attract consumer attention, enhance recall of advertised products, and spark interest in making purchases.

4. Strategic and consistent use of television and radio advertising:

Despite slightly lower average scores, both television and radio remain above the criterion mean. Retailers should select appropriate programs, airing times, repetition, and memorable messaging to boost consumer awareness and consideration of promoted products.

5. Improving outdoor advertising near retail locations:

Billboards, shop signage, posters, and other forms of outdoor advertising should be strategically placed in high-consumer-traffic areas and near retail outlets to remind customers of products and brands as they arrive at or approach stores.

6. Integration of advertising strategies across various conventional media:

Retailers should avoid relying on a single advertising format. Instead, they should coordinate television, radio, print, and outdoor advertising efforts to ensure consistent product messaging across multiple channels. This integrated strategy can strengthen product

awareness, consideration, brand preference, and purchase intentions.

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