

Impact of Advertisements on Consumer Buying Behaviour for Jewellery Purchase



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Abstract- Advertising is that marketing phenomenon which is omnipresent. Everyone without even realising gets influenced by advertisements. It became a necessity for survival in today's highly competitive market. The pressure of advertising is increasing day by day so does its expenses. Companies started to invest huge sum to create no. of advertisements to make people aware about their product/services offerings. So, it becomes mandatory to study its effectiveness and its impact on the consumer mind. Thereby, present study endeavours to examine the advertisement's impact on consumer buying behaviour for jewellery. The people who are having the resources for buying jewellery are selected randomly for this survey. The total sample size taken for this study is 400. The data analysis is done with Structural Equation Modeling (SEM) technique. The level of significance is taken as 5% for hypotheses testing. The results shows that there exists a positive significant relationship of customer ad perception with customer convenience, brand loyalty and customer loyalty; product placement found to have negative significant relationship with customer convenience and positive significant relationship with customer loyalty but negative insignificant relationship with brand loyalty. Another construct taken for advertisements i.e. celebrity endorsement has positive significant relationships with customer convenience and brand loyalty but negative insignificant relationship with customer loyalty.

Index Terms- Advertisements, Brand, Consumer Buying Behaviour, Jewellery, Marketing, Promotion, Structural Equation Modeling.

I. INTRODUCTION

As a result of technological advancement and growth of Indian economy, the competition in the market has increased manifolds which forced the companies to adopt different marketing strategies to grab attention of the masses and generate interest in them towards the company's offerings. Every marketer tries to capture some piece of market share for its survival and they keep on adopting different marketing tools for the same. Advertising is considered as one of the most important marketing tool. The phenomenon of advertising is growing worldwide. At the beginning, it was considered a vague concept which was based on providing the product related information only but with passage of time, it was transformed into a powerful marketing strategy because of increasing customer aspirations and demands.

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Everyone is bombarded with advertisements from all the sides. From buying a mere pen to buying a house, it plays a significant role in convincing the viewers and helping them in taking decision by providing them all sorts of information regarding the product or service. Advertisements are everywhere. Right from the start of our morning when we open the newspaper,

we are greeted by Shahrukh Khan who states, "Come on India, Jio Digital Life". Then we switch on the television to update ourselves with latest news and there again we find him announcing, "Nerolac Paints-Healthy Home Paints" and somewhere else he cheers, "Live the Frooti Life". While getting ready for the office, we check our facebook for news feeds, again greeted by Shahrukh who says, "Fair and Handsome-Naam to suna hi hoga". In the car when we switch on the FM Radio, King Khan's voice comes to say, "DishTV-Wish karo, Dish Karo". For doing office work, we connect our laptop with the internet, suddenly, Shahrukh pops up on the screen saying "Navrattan-ThandaThanda Cool Cool". When we open our emails, we find one mail in which Shahrukh Khan is promoting some fashion brand saying "YEPME-Fresh Fashion". After work, when we go back home, we see billboard in which Shahrukh is pointing at us and saying "Big Basket-India's largest online super market. I am big basketeer, are you" and at night, when we watch the television to relax our mind, again Shahrukh Khan appears with "Royal Stag-Make it Large". Wherever we go, advertisements follow us. Jakstien, Susniene and Narbutas (2008) said that advertising plays a very important role as it builds the behaviour of the whole society for products. Ads can provide enjoyment as well as information to the people and help them to make decisions regarding the product. It acts like a catalyst to speed up the consumer decision making process, helping in establishing an emotional connection, which further helps a consumer to focus on that product leading to its purchase. Advertising is just like a magical spell which lures people into buying products which they don't even require.

II. LITERATURE REVIEW

As per Oxford English dictionary, Advertise means to describe a product, service etc. in the media to increase sales. Advertising word has its origin from the Latin word "Advertere" which means "to turn the mind or intention" i.e. anything which turns one's attention towards itself is called advertising. Advertisement is defined in different ways by different researchers. Jefkins (1973) stated that advertising provides the most persuasive selling message to the target audience for the products and services at the least cost. It is the means used by marketers to make the people aware about the company offerings and their (customers) needs.

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Mohan (1989) found that it is also an instrument for developing basic motivations to create resources for buying goods and services for generating favourable conditions for acceptance of an idea. Leiss, Kline and Jhally (1990) believe advertising to be the most important social, economic and cultural institution in society and a communication activity through which social change is mediated. Chunawalla (2008) has described it as a form of mass communication, a powerful marketing tool, a means of financing the mass media, an instrument of business management, a field of employment, a profession, a social institution and a component of eco system. According to Niazi, Siddiqui, Alishah and Hunjra (2012), advertising is an effective tool to attract people and to divert their attitude positively towards the product. Advertising is a public notice, especially one published in the press or broadcasted over the air. It is the technique of mass selling. Advertising is also defined as picture or a set of words or a short film intended to influence people to buy any specific product/service. One can say that advertisement is an important vehicle for presentation of images and formation of attitudes. Advertisement is something which is designed to create awareness, attract the attention, builds the interest and invites prompt action. As per ASCI (Advertising Standards Council of India), an advertisement is defined as “any paid form of communication addressed to the public or a section of it, the purpose of which is to influence the opinions or behaviour of those to whom it is addressed”. Rosser Reeves (1961) in his book “Reality in Advertising” states that Advertising is like a mystery. Companies are investing huge sum on making advertisements and nobody knows what they are getting in return for their money. Advertising is an enigmatic vortex, into which companies are pouring crores and crores of rupees every year, having no origin and end but still companies are doing this investment for the fear of losing market share. Advertising is just like a huge investment and the stakes are really high. So, failure of the advertising campaign means zero or less ROI (return on investment) for the company/advertiser. Thus, it becomes very logical for the advertiser to check the advertisement effectiveness as it is not the only promotional tool which affects the company’s sales. So, while measuring advertisement effectiveness, the effects of advertising should be isolated from other promotional and marketing activities.

III. RATIONALE OF THE STUDY

Advertising is that scientific concept which requires in depth market research and analysis. Researchers like Larkin (1979), Lee (1987), Pelsmacker, Geuens and Anckaert (2002), Acharyya and Mukherjee (2003), Malthouse, Calder and Tamhane (2007), Tellis (2009), Raju and Devi (2012), Kumar and Raju (2013), Rai (2013), Malik, Ghafoor and Iqbal (2014), Shrivastava and Bisen (2014), Fatima and Lodhi (2015) etc. stated that advertisements are very effective tool for the companies for generating sales as through this promotional tool they introduce the company offerings to the prospective customers. In India, companies are spending lots of money on advertising in order to survive in competitive market. Each company is following the other company in terms of promotional tools because they know that it’s not *Big who eats the Small, but the Fast who eats the Slow*. So, all the companies have participated

in the mad race of coming ahead of each other in terms of product offerings, promotional tools and customer satisfaction. So, impact of advertisement on the consumer buying behaviour for jewellery is somewhat to be researched. As per the research gaps highlighted in review of literature, there is a need to do a research to understand the advertisement impact on consumer purchase for jewellery because earlier studies has focussed more on other product categories like Illicic and Webster (2011)-FMCG products, Raju and Devi (2012)- health drinks, Prasanna and Raju (2013)- electronics, Krithika (2015)-cosmetics, Lahiri (2016)-automobiles etc.

IV. RESEARCH METHODOLOGY

This study was based on Punjab state and responses were collected from 400 respondents. To collect responses, Punjab state was divided into 3 regions i.e. Majha region, Malwa region and Doaba region and then respondents were selected randomly from each region to represent the full population. Those people became a part of survey who has the money and all the resources for buying jewellery items. The research was based on both secondary data as well as primary. Secondary data was collected through books, magazines, journals, research reports, news articles, theses etc. Primary data was collected through self-administered questionnaire based on Likert 5 point scale with options as (5) Strongly Agree, (4) Agree, (3) Neutral, (2) Disagree, (1) Strongly Disagree. SPSS software is used for data analysis.

V. ANALYSIS AND INTERPRETATION

A. Demographic analysis

In the study, it was found that majority of the respondents were females who participated in survey and most of them were married lying in the age group of 20-30. Majority of the respondents were holding the Post graduate degree, belong to the salaried class and have the income below Rs.25,000 because most of the respondents who were lying in this category were Housewives.

B. Measurement and Structural Model

To study the advertisement’s impact on consumer buying behaviour, Structural Equation Modeling (SEM) technique is used. As stated by Hooper, Coughlan and Mullen (2008), this technique become as one of the preference by researchers across disciplines and mostly in social sciences. Other researchers like Chin (1996), Haenlein and Kaplan (2004), Statsoft (2013) has also stated the relevance of this advance technique that it is a second generation multivariate data analysis method that is often used in marketing research because it can test theoretically supported linear and additive causal models. As per Wong (2013), MacCallum and Austin (2000), Hoyle(1995), Rigdon(1998), marketers can visually examine the relationships that exist among variables of interest in order to prioritise resources to better serve their customers with the help of SEM. Also, Ullman (2001) described SEM as a statistical technique which is a combination of exploratory factor analysis(EFA) and multiple regression analysis. This technique is used to test both measurement theory and the structural theory.

Measurement Model: Keeping in mind the objective of present study, theory is developed based on past research and on the basis of theory, advertisement is conceptualised as having five dimensions namely, customer ad perception (5 indicators), product placement (5 indicators), celebrity endorsement (5 indicators), advertisement appeal (5 indicators) and media scheduling (5 indicators). The theory postulated that advertisement affects the consumer buying behaviour. The six outcome constructs of consumer buying behaviour are taken as brand loyalty (5 indicators), customer loyalty (6 indicators), payment mode (5 indicators), customer convenience (3 indicators), sales promotions & reference group influence (13 indicators) and customer preference (5 indicators). Each constructs has multiple indicator variables. The 11 constructs and 62 indicators are taken in the present study for testing the theory. Each indicator of the dimensions is measured using a 5 point Likert scale i.e. (Strongly Agree-Agree-Neutral-Disagree-Strongly Disagree) through the self-administered questionnaire. For assessing the measurement model reliability and validity, three main measures i.e. estimates, the average variance extracted (AVE) and composite reliability (CR) of the construct are used.

Convergent validity: For the present study, a value of AVE lower than 0.5 is deleted because Henseler & et al. (2009) stated if AVE of any construct is less than 0.5 it means that the particular construct could not explain more than half of the variance by its items or indicators. So, the cut-off value of AVE for this study is taken as 0.5 by following the guidelines of Henseler & et al. (2009). Thus, some items in the construct are deleted in order for the value of AVE to surpass 0.5. Five constructs named advertisement appeal, payment mode, media scheduling, customer preference and sales promotions & reference group influence are removed from the model to make the model fit. One item each is deleted from remaining constructs named customer ad perception, product placement, celebrity endorsement, brand loyalty and customer convenience. The items removed are as follows – From Customer Ad Perception: CAP1- “Ads make me aware about the latest designs of jewellery”, Product Placement: PP5- “I notice jewellery worn by people in occasions/parties”, Celebrity Endorsement: CE5- “There should be proper match of celebrity with the product he/she is endorsing for ad’s effectiveness”, Brand Loyalty: BL5- “I purchase jewellery from foreign countries” and Customer Convenience: CC3- “I visit those stores which take less time in billing”.

Internal consistency: Fornell and Larcker (1981) suggested that the CR value must be 0.70 or higher. Based on the table: 1, all constructs have a CR value more than 0.70; therefore the measurement model demonstrates the adequate internal consistency.

Table-I: Measurement Model

Construct	Item	Est	AVE	CR
Customer Loyalty [CL]	[CL1] Good customer’s services and return policies provided by the stores increases one’s loyalty to the stores.	0.765	0.502	0.833
	[CL2] Reputation of the jewellery store affects customer loyalty.	0.780		

Construct	Item	Est	AVE	CR
	[CL3] I create image of a particular store on the basis of how I am treated there.	0.650		
	[CL4] I love the company that shows concern for its business.	0.726		
	[CL5] My satisfaction from the product influences me to visit the same store again.	0.605		
Brand Loyalty [BL]	[BL1] I can pay more prices for my jewellery brand over the other brands.	0.690	0.509	0.806
	[BL2] Even if other jewellery brands carry the same quality; I would still recommend the brand I use.	0.751		
	[BL3] I believe that the jewellery brand I use represent my status.	0.748		
	[BL4] I am committed to my jewellery brand.	0.662		
Customer Convenience [CC]	[CC1] I visit those jewellery stores only which are near to my house.	0.778	0.558	0.716
	[CC2] Shop location is more important than the jewellery items for me.	0.715		
Customer Ad Perception [CAP]	[CAP2] Creative ads affect me more.	0.653	0.504	0.801
	[CAP3] I see ads of branded jewellers only.	0.625		
	[CAP4] Nowadays, too many ads by different jewellery brands increase my interest in jewellery.	0.836		
	[CAP5] Jewellery ads attract me to buy that jewellery.	0.708		
Product Placement [PP]	[PP1] I notice jewellery worn by actor/actress in movies.	0.809	0.626	0.870
	[PP2] I notice jewellery worn by artists in TV serials / reality shows / music videos/online videos etc.	0.773		
	[PP3] I notice jewellery worn by models in magazines/books.	0.805		
	[PP4] I notice jewellery worn by models in fashion shows.	0.777		

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Celebrity Endorsement [CE]	[CE1] I trust the celebrities endorsing the jewellery brands.	0.807	0.672	0.891
	[CE2] I think celebrity endorsers for jewellery are credible.	0.826		
	[CE3] Attractive celebrity endorsing any jewellery brand impacts me more.	0.878		
	[CE4] More is the popularity of celebrity, more it affects my buying decision.	0.763		

Discriminant validity: Fornell and Lacker (1981) found that discriminant validity is achieved when the square root of AVE for each construct exceeds its correlation with any other latent variable in the model which shows that each construct shares more variance with its indicators than its shares with the other constructs. As per the table 2, results have fulfilled the criteria of discriminant validity i.e. the square root of AVE for each construct exceeds its correlation with any other latent variable in the model.

Table-II : Discriminant Validity

	BL	PP	CAP	CC	CL	CE
BL	0.714					
PP	0.470	0.791				
CAP	0.668	0.681	0.710			
CC	0.492	0.201	0.425	0.747		
CL	0.514	0.486	0.465	0.110	0.708	
CE	0.597	0.681	0.722	0.481	0.359	0.820

Note: The diagonals represent the square root of the AVE, while the off diagonals represent the correlations, BL=Brand Loyalty; PP=Product Placement; CAP= Customer Ad Perception; CC= Customer Convenience; CL= Customer Loyalty and CE= Celebrity Endorsement.

Measurement of Structural Model:

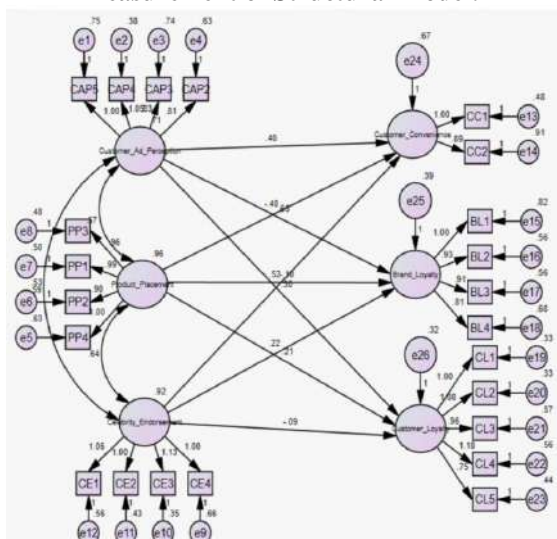


Fig. 1 : Structural Model

In moving from the measurement model to structural model, the emphasis shifts from the relationships between latent constructs and the observed variables to the nature and magnitude of the relationships among the latent constructs. Figure:1 shows the structural model. In the following structural model, 6 constructs are taken named customer ad perception, product placement and celebrity endorsement (dimensions of advertisement) and customer convenience, brand loyalty and customer loyalty (dimensions of consumer buying behaviour). Assessing the validity of the structural model involves examining the model fit and testing the structural relationships and hypotheses.

Assessing Fit: McDonald and Ho (2002) stated that absolute fit indices determine that how well a priori model fits the sample data and demonstrates which proposed model has the most superior fit. As per Yuan (2005), it is very essential for a researcher to equip himself with the knowledge of important steps required for assessing the model fit in structural equation modeling. Sugawara and MacCallum (1993); Ding, Velicer and Harlow (1995); Schermelleh, Engel and Moosbrugger (2003); Hooper, Coughlan and Mullen(2008) found that there is no single criterion for the theoretical model fit evaluation for SEM, a wide array of fit indices was developed. The absolute fit indices are explained below:

Chi-Squared test: Hu and Bentler (1999) stated that the Chi-Square value is the traditional measure for evaluating overall model fit and assesses the magnitude of discrepancy between the sample and fitted co-variances matrices. While the chi squared test retains its popularity as a fit statistic but there exist a number of severe limitations in its use. So, the researchers have sought alternative indices to assess the model fit.

RMSEA: It stands for Root mean square error of approximation. Byrne (1998) stated that RMSEA tells us how well the model, with unknown but optimally chosen parameter estimates would fit the population covariance matrix and as per Hooper et al. (2008), in a well-fitting model the lower limit of RMSEA is close to 0 while the upper limit should be less than 0.08.

Standardised Root Mean Square Residual (SRMR): It is defined as a square root of the difference between the residuals of the sample covariance matrix and the hypothesised covariance model. As per Byrne (1998); Diamantopoulos and Sigauw (2000), values for the SRMR range from zero to 1.0 with well-fitting models obtaining values less than 0.05 and Hu and Bentler (1999) stated that the values of SRMR as high as 0.08 are deemed acceptable.

Normed-fit Index (NFI): This statistic assesses the model by comparing the chi-square value of the model to the chi-square of the null model. The null/independent model is the worst case scenario as it specifies that all measured variables are uncorrelated. Bentler and Bonnet (1980) recommended that the values greater than 0.90 indicates the good fit.

Non-Normed Fit Index (NNFI): Mulaik et al. (1989) and Bentler (1990) stated that NFI statistic is sensitive to sample size by as it underestimate fit for sample less than 200.

This problem was rectified with measure NNFI, an index that prefers simpler models. Hu and Bentler (1999) recommended that the suggested value of NNFI should be greater or equal to 0.90 for model fit.

Comparative Fit Index (CFI): As per Bentler (1990), CFI is a revised form of the NFI. This statistic assumes that all latent variables are uncorrelated and compares the sample co-variance matrix with its null model. Hu and Bentler (1999) recommended the value of CFI should be equal or greater than 0.95 for good fit. Fan & et al. (1999) reported that CFI is the most popularly reported fit indices due to being one of the measures least affected by the sample size. The results presented in Table: III indicate that all the fit indices has the appropriate values for the present study. Thus, the structural model considered to be acceptable.

Table-III : Goodness of fit Measures

Goodness-of-Fit Statistics (Structural Model)
Degrees of Freedom=218
Minimum Fit Function Chi-square=530.497
Chi-Square for Independence Model with 253 Degrees of Freedom= 7510.939
Root Mean Square Error of Approximation(RMSEA)=0.059
Standardised RMR= 0.047
Normed Fit Index(NFI)= 0.929
Non-Normed Fit Index(NNFI)=0.918
Comparative Fit Index(CFI)=0.957

VI. HYPOTHESES TESTING

Keeping in mind the objective of the present study i.e. to study the impact of advertisements on consumer buying behaviour, the researcher has formulated the following hypotheses among the various constructs taken for the study.

(i) *To evaluate the impact of customer ad perception on consumer buying behaviour following hypothesis is framed:*

Hypothesis 1: There is a significant impact of customer ad perception on consumer buying behaviour.

The above hypothesis is further divided into three sub-hypotheses based on the dimensions of the consumer buying behaviour. The sub-hypotheses are given below:

- H_{1a} : There is a significant impact of customer ad perception on customer convenience.
- H_{1b} : There is a significant impact of customer ad perception on brand loyalty.
- H_{1c} : There is a significant impact of customer ad perception on customer loyalty.

The hypotheses are tested considering the level of significance as 5%. The results of hypothesis testing are given in the Table:4. The results shows that all the

relationships depicted in H1a, H1b and H1c are positive and statistically significant as $p < 0.05$. Thus, the results supported H1a, H1b and H1c. Therefore it can be concluded that customer ad perception has a significant positive impact on consumer buying behaviour.

ii) *To evaluate the impact of product placement on consumer buying behaviour following hypothesis is framed:*

Hypothesis 2: There is a significant impact of product placement on consumer buying behaviour.

The above hypothesis is further divided into three sub-hypotheses based on the dimensions of the consumer buying behaviour. The sub-hypotheses are given below:

- H_{2a} : There is a significant impact of product placement on customer convenience.
- H_{2b} : There is a significant impact of product placement on brand loyalty.
- H_{2c} : There is a significant impact of product placement on customer loyalty.

The second sets of hypotheses are tested considering the level of significance as 5%. The results of hypothesis testing are given in table: 4. The results show that relationship between product placement and brand loyalty is negative but statistically insignificant for the present study; but there exists a significant negative relationship between product placement and customer convenience; and significant positive relationship of product placement with customer loyalty as $p < 0.05$. Hypotheses H2a and H2c are supported but H2b is rejected.

iii) *To evaluate the impact of celebrity endorsement on consumer buying behaviour following hypothesis is framed:*

Hypothesis 3: There is a significant impact of celebrity endorsement on consumer buying behaviour

The above hypothesis is further divided into three sub-hypotheses based on the dimensions of the consumer buying behaviour. The sub-hypotheses are given below:

- H_{3a} : There is a significant impact of celebrity endorsement on customer convenience.
- H_{3b} : There is a significant impact of celebrity endorsement on brand loyalty.
- H_{3c} : There is a significant impact of celebrity endorsement on customer loyalty.

Finally, the third set of hypotheses, H3a-H3c, examined the impact of celebrity endorsement on consumer buying behaviour (customer convenience, brand loyalty and customer loyalty). The results shows the positive impact of celebrity endorsement on customer convenience and customer loyalty and both the relationships are proved statistically significant and it is found that there exists a negative impact of celebrity endorsement on customer loyalty but it is statistically insignificant as $p > 0.05$.

Table-IV : Hypothesis Testing

	Hypotheses	Est	Std Error	P	Decision
H1a	Customer Ad Perception → Customer Convenience	0.400	0.127	0.002	Supported

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H1b	Customer Ad Perception → Brand Loyalty	0.651	0.111	***	Supported
H1c	Customer Ad Perception → Customer Loyalty	0.301	0.081	***	Supported
H2a	Product Placement → Customer Convenience	-0.402	0.098	***	Supported
H2b	Product Placement → Brand Loyalty	-0.098	0.074	0.186	Rejected
H2c	Product Placement → Customer Loyalty	0.211	0.060	***	Supported
H3a	Celebrity Endorsement → Customer Convenience	0.522	0.107	***	Supported
H3b	Celebrity Endorsement → Brand Loyalty	0.216	0.082	0.008	Supported
H3c	Celebrity Endorsement → Customer Loyalty	-0.086	0.065	0.183	Rejected

VII. RESULTS AND DISCUSSION

On the basis of empirical results for the second objective, it is clear that there is an impact of advertisements on the consumer buying behaviour for jewellery. Results are supported by researchers like Kumar and Raju (2013), according to them advertisements are having the ability to change the opinions of the consumers about the products, Malik et al. (2013) stated that there exist a positive impact of advertisements on consumer buying behaviour, Rai (2013) also found that consumers are induced significantly by the advertisements, Kumar (2014) also found in his study on Shimla that advertisements impacts the consumer buying behaviour but excessive repetition of advertisements can create irritation in the consumer's mind and another his study on FMCG products stated that advertisements has its impact on buying behaviour of consumers. As per Srivastava and Bisen (2014), advertisements can affect any low or high income group, Fatima and Lodhi (2015) also supported the above result which shows the impact of advertisement on the consumer buying behaviour. To meet this objective, customer ad perception, product placement and celebrity endorsement are taken as three dimensions of advertisement and brand loyalty, customer loyalty and customer convenience as dimensions of consumer buying behaviour. Advertisement is considered as an independent variable and consumer buying behaviour as a dependent variable. The result shows that customer ad perception has a positive significant relationship with brand loyalty, customer loyalty and customer convenience. Impact of advertisements on consumers depends upon how they perceive the ads. If they think that advertisements are informative and creative then it puts a positive impact on their buying behaviour. Product placement has a negative but significant impact on customer convenience and positive significant impact on customer loyalty. There exists a negative but insignificant relationship between product placement and brand loyalty. For celebrity endorsements, variables are taken from the study by Erfgen (2012) i.e. likeability, physical attractiveness, trustworthiness, expertise and credibility. It is

found that celebrity endorsement has a positive and significant impact on customer convenience and brand loyalty but negative and insignificant impact on customer loyalty. Thus, it can be concluded that there exists a significant impact of advertisements on consumer buying behaviour for jewellery but repetition of ads decreases the actual impact of advertisements. So, every marketer should try to create unique and creative advertisements that leave long lasting impression on consumer's mind.

VIII. CONCLUSION

The magnitude and significance of the loading estimates shows the distinctive role played by advertisements in affecting the consumer buying behaviour for the above mentioned product and region taken for the present study. Many constructs and indicators initially taken are deleted for making the model fit. Results show that there exists a significant impact of advertisements on consumer buying behaviour. Customer ad perception, product placement and celebrity endorsement are taken as the dimensions of advertisements and customer convenience, brand loyalty and customer loyalty are taken as the dimensions of consumer buying behaviour. As per the results, it is concluded that there exist a significant positive relationship of customer ad perception with brand loyalty, customer loyalty and customer convenience as p is less than 0.05 in all. Another dimension of advertisement i.e. product placement has an insignificant negative relationship with brand loyalty as $p > 0.05$, significant negative relationship with customer convenience and significant positive relationship with customer loyalty as $p < 0.05$ and lastly, the third dimension of advertisements i.e. celebrity endorsement have a significant positive relationship with customer convenience and brand loyalty but insignificant negative relationship with customer loyalty.

IX. LIMITATIONS

i) This research was conducted to study the consumer buying behaviour of both the genders i.e. males and females in case of jewellery. But many males expressed their unwillingness to fill the questionnaire as they perceive that jewellery shopping is always related with the females and men have no role to play in case of jewellery buying decision. So, in this study, proportion of female respondents was more as compared to men. So, a separate research can be done only on the male section to know their preferences and buying behaviour for jewellery. ii) Sample size for the present study was taken as 400 which can be considered small as compared to the whole population under study. It becomes difficult to generalise the results about whole area (i.e. Punjab) on the basis of responses collected from 400 respondents. Therefore, it will open the doors of research for other researchers as they can conduct the same study by taking the large sample size for more accurate results.

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