

Investigating the influence of Types of Advertisement and Customer Choice

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Abstract— In today's highly competitive business environment, companies frequently use advertising and ongoing promotion methods to entice customers and increase sales. The study was intended to determine whether or not shoppers in Erbil were influenced by various kinds of advertising before making purchases. The researcher employed a quantitative strategy for data analysis. The research aims to provide insight on the factors that influence customers' ad preferences among Erbil's small and medium-sized enterprises (SMEs). Researchers employed a random sampling approach to obtain data from participants so that their study would be representative of the whole population of interest. The study gathered data from many small and medium-sized enterprises (SMEs) in the Erbil area. In all, 160 questionnaires targeting small and medium-sized enterprises (SMEs) in Erbil city were sent; however, only 129 were returned with complete responses. A questionnaire was developed in order to learn how various types of advertising influence customers' willingness to make a purchase. The findings revealed that five types of advertisement had a significant and positive influence on customer choice at selected SMEs in Erbil, however it was found that online advertisement was found to be the most effective advertisement tool to influence positively and significantly on customer choice.

Keywords— Advertisement, SME, Customer Choice, Erbil

I. INTRODUCTION

Advertisements appear in a wide variety of media, including print (books, periodicals, and brochures), outdoor (billboards, events), broadcast (television, radio), the internet (social media, display advertisements), and product placement (ads displayed in movies and shows). In order to influence customers' purchasing decisions, advertising's primary objective must be convincing. It is common practice to evaluate advertisements based on how successfully they convey their intended messages or the degree to which the advertisement's stated goal was met (Högberg et al., 2019). An advertisement is a crucial part of any marketing plan since it informs customers about your goods and encourages them to make a purchase. Customers' perceptions of a product's quality might be informed by the data they collect, data that is typically provided via marketing. As a result of technical and economic shifts, companies competing against one another

in this decade and the decades to come have a significant challenge in altering customers' perceptions of their products and influencing their purchasing decisions (Tseng and Wei, 2020).

Several investigations and research have been conducted for the purpose of getting to the bottom of just what advertising is. According to Königstorfer and Thalmann (2020), various sorts of businesses employ it for a variety of reasons since it is a potent marketing weapon that may influence people's thoughts and actions. According to Golnar-Nik et al. (2019), it is all about getting the word out about a certain concept, service, or product. In prehistoric times, artisans would adorn their wares with pictorial signs or symbols to entice buyers. Advertising used to serve only one purpose: to provide information about a product or service. Today, advertisements must also establish a positive reputation for the brand, foster a sense of loyalty to that brand, and ultimately persuade potential customers

to make a purchase (Nasirzadeh and Fathian, 2020). A business's primary purpose is to generate revenue and gain a profit. A company has to earn sufficient revenue to pay its operational expenses and see a respectable profit if it is to survive and expand in the market. Due to the correlation between client base and revenue, it is crucial for businesses to run marketing efforts that persuade people to buy their products (Lou et al., 2019). In today's business environment, advertisements are crucial to the success of any marketing strategy. These days, commercials are a common way for businesses to reach out to their customers. Advertising is the most important aspect in the global success of any firm.

Nearly all businesses nowadays rely on various forms of advertising to attract more clients and, in turn, increase revenue. It's common knowledge that advertisements have the longest-lasting effect on customers of all marketing strategies. Companies that consistently see financial success invest heavily in advertising each year (Weismueller et al., 2020). Academics and researchers in the field of advertising have conducted previous studies to better understand the purpose of advertising. According to Ullal and Hawaldar (2018), advertising can have a significant impact on customers' propensity to make purchases. A company can't thrive and expand in a cutthroat market unless it can bring in enough money to cover its expenses and turn a healthy profit. Advertising efforts that persuade customers to buy a company's wares are essential to the success of any firm, as the latter depends on the former in order to stay afloat. Ads have developed into a major channel of interaction between producers and buyers of products and services. It's often accepted that advertising is crucial to the success of any company (Sanny et al., 2020). Online advertising, which includes social media, broadcast advertising (television and radio), and product placement advertising (commercials that appear in shows and movies), are just a few of the advertising options available to businesses. Ads in publications, including newspapers and magazines, as well as billboards and other outdoor displays. Advertising's principal function is to increase interest in and demand for a product or service among customers. One standard yardstick for evaluating advertising's impact is the success with which its intended message was received (Golnar-Nik et al., 2019). Advertising, as a form of promotional marketing, has the potential to be an effective method of drawing the attention of potential customers and swaying their purchase decisions. Customers typically use the advertising they see before making a final decision on the quality of a product. When businesses experience financial difficulties, the first thing to go is the marketing budget. This is because customers don't fully understand the role

that advertising plays in influencing their purchase decisions. Strategic plans for budgeting may be created if businesses devote more time and energy to learning about their clients, the types of advertising, and the efficacy of each type (McClure and Seock, 2020). One of the most challenging problems that businesses face today is trying to persuade people to change their minds about a product or service. The influx of new SMEs into the Erbil market has boosted competition. A well-planned and executed advertising campaign is essential for every retail establishment that hopes to increase its customer base. In order to draw in customers, businesses need to launch well-planned advertising campaigns (Shanahan et al., 2019).

Research Model

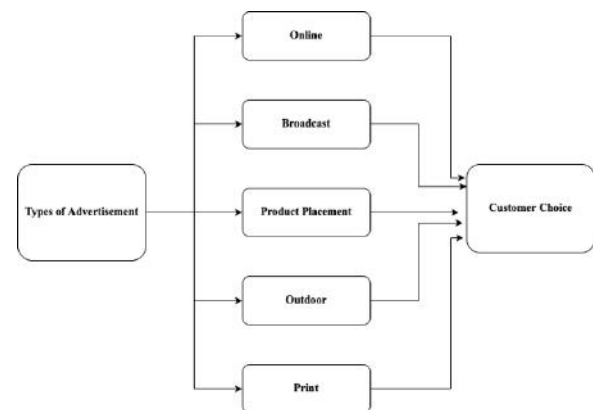


Fig.1: Research Model

Research Hypotheses

H1: Online advertising has a significant and beneficial effect on customers' SME purchase decisions in Erbil.

H2: Broadcast advertisements significantly influence customer choice in SME purchases in Erbil.

H3: Market research conducted on small and medium-sized enterprises (SMEs) in Erbil reveals a strong and statistically significant correlation between product placement advertising and shopper behavior.

H4: Outdoor advertising has a significant and beneficial effect on customers' purchase decisions at SME establishments in Erbil.

H5: Promotion via the printed media tends to have a beneficial effect on sales for small and medium-sized enterprises (SMEs) in Erbil.

II. LITERATURE REVIEW

The concept of Advertisement

Advertising may be defined as any form of mass media material whose primary goal is to encourage readers,

viewers, or listeners to purchase, use, or otherwise engage with a particular good, service, or concept (Algharabat et al., 2020). Research by Tran and Strutton (2020) business tycoons, charities, and mom-and-pop shops alike employ it for a variety of reasons because, as Liu-Thompkins (2019) argue, it has the potential to influence customers' thoughts and actions. According to Leung et al. (2020), it is "a method of communicating information about a brand, product, service, or idea to a specific customer market." According to Kim and Kim (2021), advertising plays a crucial role in the marketing process between a product and the market, helping to generate fast sales by appealing to customers in far-flung locations. To that end, advertising provides us with a wealth of information on the connections between customers, businesses, brands, and the goods and services they provide. According to Heller et al. (2019), businesses will not be successful with their marketing efforts until they get insight into their customers' motivations and preferences. Using advertising as a method of internal communication is one of the most powerful ways that a company may potentially affect the market. According to Shahbaznezhad et al. (2021). According to Tyrväinen et al. (2020), one of the primary goals of advertising is to raise awareness of a product's availability among the target audience. It's not simple to make advertising sound credible, but if you can pique a customer's interest, that's all you need to sell them on giving the product a go. Furthermore, Raza et al. (2020) stated that the major objective of advertising is to portray the entire commercial idea in such a way that the product constantly stays fresh in the thoughts of customers. According to Osei-Frimpong et al. (2019), the power of advertising lies in its ability to persuade customers to choose a certain brand, which in turn boosts a company's sales and profits. It was also found by Thakur (2018) that advertisements are an excellent way to learn about new products. Both informational and image advertisements contribute to this learning process, but studies have shown that the former is more effective at fostering product knowledge retention, while the latter plays a secondary role. Furthermore, this prestige strategy is not equally effective across all product categories in facilitating this learning process. Brand perceptions may be altered by advertising (Domazet et al., 2018). Brand advertising, as underlined by Mukerjee (2018), is crucial for encouraging customers to keep buying the same products, which boosts a company's bottom line and reputation in the eyes of its competitors. The power of advertising to influence purchasing decisions is well-known at this point. They are prompted to make a purchase via advertisements. Commercials may also be a reliable way to gain customers' confidence. If a customer is looking at the items' quality

and cost, he will be strongly influenced to make a purchase. Product testing and name familiarity are two more ways to stoke up customer interest (Gaber et al., 2019). Individual differences in motivation, needs, attitude, and values, as well as individual differences in personality traits, socioeconomic level, culture, age, gender, occupation, and other social influences, all have a role in shaping customer behavior (De Cicco et al., 2021).

To convince customers to buy a product or service, advertisers develop a wide variety of promotional materials. Morgeson, et al. (2020) state that advertising is a method of targeting a certain demographic with messages about a product or service. Advertising, according to Hoyer et al. (2020), is a crucial part of the marketing mix between a product and its target market since it increases sales quickly by appealing to customers in different parts of the world (Barwitz and Maas, 2018). Therefore, advertising helps customers decipher the intricate triangle formed by the brand, the business, and the customer. In order to increase the value of a business, advertising is effective since it influences customers' choices regarding which brands to purchase (Varghese and Kumar, 2022). When it comes to being a customer, everyone has their own set of criteria by which they make decisions and habits that they always follow. While every single person is unique, we can still learn a lot about how certain types of individuals or communities behave by looking under the surface at the shared patterns that exist between them. Strategic advertising decisions, such as establishing target markets and developing advertising appeal and message, benefit greatly from the advertiser's in-depth understanding of his target segments, which may be gleaned via a thorough examination of customer behavior. According to a study Varghese and Kumar (2022), this study aims to examine the impact of five distinct forms of advertising on customers' purchasing decisions:

Online Advertisement

Internet advertising, particularly social media advertising, has transformed communication between customers and businesses (Alzoubi and Inairat, 2020). Online advertising allows businesses to reach customers all over the world and perhaps influence their purchasing decisions. Iyer et al. (2018) argue that the rapid growth of online advertising revenues proves the efficacy of world-wide web advertising as an alternative to conventional approaches. Most small and medium-sized businesses (SMEs) are interested in online advertising because it has changed so quickly in the past ten years (Ali et al., 2019).

The ways in which clients and sellers interact have shifted because of the rise of online and particularly social media (Ramus et al., 2018). The Internet's global reach is a boon

to commerce; it enables customers to research, compare, and ultimately profit from the offerings of companies all over the world (Hu et al., 2019). There is no question that the internet is a powerful and viable alternative to conventional media advertising, as stated by Zhong and Moon (2020): "The rapid rise in online advertising revenues suggests the feasibility of international web advertising as an alternative to that of traditional media." Because of its explosive growth over the past decade, online advertising has become increasingly alluring to businesses. The amount of time people spend online and the number of people who use the internet are both increasing (Farah et al., 2019

). Overall, it's safe to assume that 21st-century customers are more receptive to advertisements that appear on the internet than they are to traditional forms of marketing. As Liu et al. (2020) found, social networking offers several benefits, including facilitating connections between businesses and customers; establishing new relationships; and nurturing existing ones quickly and cheaply. Because of its singular nature and massive user base, social media has completely disrupted traditional forms of marketing (Tran et al., 2020). Industry executives have stated that firms need to be present on social media platforms such as Facebook, Twitter, Instagram, and others if they want to prosper in digital marketplaces (Lou and Yuan, 2019). Marketers need to investigate the appeal of sites like Facebook, YouTube, and Twitter in order to create an effective online advertising strategy centered on them. According to studies, people mostly use these sites to foster and expand their social networks (Zhang et al., 2020). Customers aren't interested in hearing from brands on social media since their primary motivation for using the sites is to build interpersonal relationships with other users, not with the brands themselves (De Veirman and Hudders, 2020). This data suggests that companies need to figure out how to join the discussion if they want to reach their customers.

According to Palos-Sanchez et al. (2019), one of the many benefits of social media is that it facilitates the establishment of connections between merchants and customers, the development of lasting relationships between the two, and the promotion of this partnership for little cost and in a short amount of time. Due to its immense popularity, social media advertising stands apart from more traditional types of advertising and has altered traditional methods of marketing and promotion (Wibowo et al., 2020).

Broadcast Advertisement

In the most recent decade, television has become a primary source of entertainment for virtually all socioeconomic

groups, including the upper and lower classes, the urban working poor, and rural middle-class families (Högberg et al., 2019). Commercials on TV provide customers a chance to learn more about a company's wares before they make a purchase. According to Awad, the responses of buyers to television commercials are more effective than those to other types of commercials.

Over time, televisions have become standard in all middle-class homes, and they are increasingly common even in low-income urban and rural dwellings (Tseng and Wei, 2020). Product and service decisions are aided by the information provided by television commercials. Ad makers employ a number of methods that actively involve the audience in order to boost the appealing qualities of their ads and combat the "advertisement avoidance" (zapping) problem. Television commercials are highly effective because they engage viewers' senses of sight, sound, and motion all at once. Responses to commercials on television appear to be more intense than those to print commercials. Marketers believe that television is a more efficient medium for reaching customers than print media (Königstorfer and Thalmann, 2020). Through television commercials, marketers may reach a large audience and demonstrate their product or service to them. One of television's distinguishing characteristics is its ability to reach both literate and illiterate audiences (Hughes et al., 2019). Television advertising has an advantage over other types of advertising because it is easier to understand as a mix of audio and visual elements. It also gives products quick credibility and fame and gives the most open canvas on which to paint an original commercial (Nasirzadeh and Fathian, 2020).

Marketers also learned that television advertising is more successful at reaching customers than print media. Promoting goods and services to a wide audience is made easier through the use of television commercials. Television advertising has several advantages over other forms of advertising because it combines visual and auditory aspects; it quickly establishes the credibility and notoriety of a product; and it allows for a wide variety of creative approaches (Lou et al., 2019).

Product Placement Advertisement

According to Weismueller et al. (2020), product placement advertising is the paid inclusion of a brand's goods or services inside a media production via on-screen or in-sound references. Ullal and Hawaldar (2018) found that customers generally approve of product placement, with the exception of advertising for illegal substances including tobacco, alcohol, and drugs. To attract customers' attention, advertisers have inserted products or brand names into media scripts (Sanny et al., 2020). The

term "product placement" has been defined in a variety of ways over the years, from "the practice of placing brand name products in movies as props" (Golnar-Nik et al., 2019) to "the paid inclusion of branded products or brand identifiers, through audio and or visual means within mass media programming" (McClure and Seock, 2020). More recently, it has been defined as "the purposeful incorporation of a brand into an entertainment vehicle" (Shanahan et al., 2019) The relevant literature classifies filmic placement as either verbal (Algharabat et al., 2020), visual (Tran and Strutton, 2020), or audiovisual (Liu-Thompkins, 2019), depending on the degree to which it is integrated into the story and the nature of its relationship to the film's protagonist(s). Product placement is the strategic integration of advertising into creative works for promotional purposes. Product placement has given advertisers a potential new opportunity to capture people when conventional media is dwindling; newspaper circulation is down and one in four U.S. households has a DVR that allows customers avoid commercials. To wit: (Leung et al., 2020) Product placement is generally well received, with the exception of the placement of illicit items (drugs, alcohol, and tobacco). Marketers have been known to insert items or brand names into film and television screenplays for years in an effort to catch the eye of viewers (Kim and Kim, 2021). Brand placement, the incorporation of brands into entertainment media (especially television and movies) in an effort to reach customers who actively seek to avoid commercials, has increased in popularity (Heller et al., 2019). Some examples may be found in the pages of novels, while others can be found in television programs, musicals, and other forms of live theater (Shahbaznezhad et al., 2021). Some advertisers have positioned their products in games that are a natural match for those items (Tyrväinen et al., 2020).

Brand placement, or the incorporation of businesses into entertainment mediums like television and movies, gained popularity as people looked for ways to circumvent ads (Raza et al., 2020). To better reach their target audiences, several businesses have partnered with game developers to include their products or services in popular titles (Osei-Frimpong et al., 2019).

Outdoor Advertisement

Outdoor advertising refers to promotional displays outside of buildings, most commonly along streets and highways. Outdoor advertising has been the subject of several past studies, most of which have focused on its efficacy in terms of recall (Thakur, 2018). The outdoor industry's competitive landscape has changed due to a number of issues, including increased competition and product

proliferation, overcapacity, and altering customer expectations (Mukerjee, 2018).

Advertisements on billboards or other outdoor signboards, often located along streets and highways, are considered outdoor advertising. The practice of placing advertisements in public spaces dates back many decades. The "ancient Egyptians used a large stone obelisk to advertise laws and treaties," for instance. Fewer studies have been conducted on outdoor advertising compared to studies on other media. Measures of outdoor advertising's success, such brand recall and awareness, have been the subject of most research (Domazet et al., 2018). To far, there have been relatively few empirical investigations on attitudes (Gaber et al., 2019). The competitive environment of the outdoor market has shifted due to a number of factors, including increased competition and product proliferation, overcapacity, and shifting customer expectations (De Cicco et al., 2021). Although sales are up, outdoor advertising is still "one of the least investigated of any mass media" (Morgeson, et al., 2020). The elements that contribute to its efficacy have not been the focus of many of the investigations that have been done (Hoyer et al., 2020). Street furniture (Barwitz and Maas, 2018), alternative media (including arenas and stadiums, aerial, marine, and transportation), and digital signage have all played significant roles in the expansion of outdoor advertising. Varghese and Kumar (2022) predict that outdoor advertising will continue to expand and diversify in the coming decades not only due to its low cost but also because it appears to be the only unavoidable realm from which to reach customers who are becoming progressively more difficult to reach and the ideal anchor of integrated marketing communication. According to Alzoubi and Inairat (2020), the following are the most common types of outdoor advertising tools: Transit panels installed in airports, trains, subways, buses, and cabs, and billboards made up of individual panels and posters that are both stationary and visible from a distance. The most popular and commonly utilized type of outdoor advertising medium is the billboard. Highway billboards are highly valued in cultural contexts because they are more handy for vehicles and more visible from longer distances than billboards positioned in urban areas, both of which contribute to more exposure for the advertised products (Iyer et al., 2018). Billboards, according to the Outdoor Advertising is the most influential and biggest kind of out-of-home advertising. According to studies conducted by Ali et al. (2019), the real strength of outdoor media lies in its ability to artistically express the entire notion of the advertising message. It's important for outdoor advertising to stand out from the crowd by using the following elements that aren't present in other forms of media:

distinctive qualities, a professional look, an efficient use of language, and a distinctive messaging style (Ramus et al., 2018).

Despite the increase in sales, outdoor advertising is still "one of the least studied of any mass medium" (Zhong and Moon, 2020). Current forms including transportation (airports and buses), alternative media (maritime, airborne, and stadiums), and street furniture (kiosks and shelters) have all seen considerable increases in usage as outdoor advertising has expanded (Hu et al., 2019).

Print Advertisement

Many companies have relied on print advertisements to spread the word about their wares and gain customer support in the past. Point-of-purchase displays, newspapers, magazines, and other print media were frequently employed by advertising to tempt customers (Farah et al., 2019). Liu et al.

(2020) claim that customers' attitudes regarding advertising as a whole affect the effectiveness of print ads. Many businesses have historically employed print media advertising to spread the word about their wares. Newspapers, newsletters, booklets, pamphlets, magazines, and other printed publications fit the definition of "print," as opposed to "broadcast" or "electronic" forms of communication. Advertising in print has been popular with readers and individuals engaged in serious matters since at least 1605, when it emerged as the cheapest form of mass media communication (Tran et al., 2020) Advertisements in magazines, newspapers, at point-of-sale terminals, and other print media were widely used by businesses hoping to acquire new clients (Lou and Yuan, 2019). According to Zhang et al. (2020), customers' overall feelings about advertisements affect the effectiveness of print ads. It is widely accepted that print media has a significant impact on informing and molding public opinion (De Veirman and Hudders, 2020). According to, print material may be accessed whenever and wherever it is most convenient for the reader (Palos-Sanchez et al., 2019). Color print advertisements (Wibowo et al., 2019) have been shown to have a positive effect on customer behavior and financial outcomes, and so have print advertisements featuring photographic images (Hughes et al., 2019).

There is consensus that print media has a significant impact on informing and shaping public opinion (Nasirzadeh and Fathian, 2020). On top of that, print ads are always accessible and straightforward to get a hold of (Lou et al., 2019). Research from a variety of academic disciplines has shown that color print ads have a significant and positive impact on customer behavior and income (Weismueller et al., 2020).

III. METHODOLOGY

The researcher employed a quantitative strategy for data analysis. The research aims to provide insight on the factors that influence customers' ad preferences among Erbil's small and medium-sized enterprises (SMEs). Researchers employed a random sampling approach to obtain data from participants so that their study would be representative of the whole population of interest. The study gathered data from many small and medium-sized enterprises (SMEs) in the Erbil area. In all, 160 questionnaires

IV. ANALYSIS AND RESULTS

Table 1- Reliability Analysis

Numbers	Factors	Number of Questions	Value of The Cronbach Alpha
1.	Online Advertisement	8	.758
2.	Broadcast Advertisement	8	.723
3.	Product Placement Advertisement	7	.728
4.	Outdoor Advertisement	8	.787
5.	Print Advertisement	7	.791
6.	Customer Purchase Choice	7	.749

Table 1 displays the results of the reliability analysis. In this study, we determined that the alpha for online advertising as intended factor was .758, which is more than 0.6, signifying that all questions used to evaluate online advertising were valid, the alpha for broadcast as intended factor was .723, which is more than 0.6, signifying that all questions used to evaluate broadcast were valid, the alpha for product placement as intended factor was .728, which is more than 0.6, signifying that all questions used to evaluate product placement were valid, the alpha for outdoor as intended factor was .787, which is more than 0.6, signifying that all questions used to evaluate outdoor were valid, the alpha for print as intended factor was .791, which is more than 0.6, signifying that all questions used to evaluate print were valid and the alpha for customer choice as dependent factor was .749, which is more than 0.6, signifying that all questions used to evaluate customer choice were valid.

Table 3-Correlation Analysis

		Online	Broadcast	Product Placement	Outdoor	Print	Customer Choice
Online Advertisement	Pearson Correlation	1					
	Sig. (2- tailed)						
	N	129					
Broadcast Advertisement	Pearson Correlation	.663**	1				
	Sig. (2- tailed)						
	N	129	129				
Product Placement Advertisement	Pearson Correlation	.591**	.439**	1			
	Sig. (2- tailed)						
	N	129	129	129			
Outdoor Advertisement	Pearson Correlation	.558**	.601**	.411**	1		
	Sig. (2- tailed)						
	N	129	129	129	129		
Print Advertisement	Pearson Correlation	.503**	.623**	.618**	.656**	1	
	Sig. (2- tailed)						
	N	129	129	129	129	129	
Customer Choice	Pearson Correlation	.719**	.693**	.689**	.589**	.591**	1
	Sig. (2- tailed)						
	N	129	129	129	129	129	129

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Through the use of a correlation analysis, the current study found that online advertising and consumer choice at chosen SMEs have a substantial positive link ($r=.719^{**}$), suggesting that there is a significant and beneficial connection between the two, broadcast advertising and consumer choice at chosen SMEs have a substantial positive link ($r=.693^{**}$), suggesting that there is a significant and beneficial connection between the two, product placement advertising and consumer choice at chosen SMEs have a substantial positive link ($r=.689^{**}$),

suggesting that there is a significant and beneficial connection between the two, outdoor advertising and consumer choice at chosen SMEs have a substantial positive link ($r=.589^{**}$), suggesting that there is a significant and beneficial connection between the two and print advertising and consumer choice at chosen SMEs have a substantial positive link ($r=.591^{**}$), suggesting that there is a significant and beneficial connection between the two.

Table 4-Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.121	.119		.701	.317
Online	.712	.021	.719	.889	.000
Broadcast	.686	.039	.693	.901	.000
Product Placement	.681	.023	.689	.922	.000
Outdoor	.579	.043	.589	1.126	.000
Print	.583	.019	.591	1.091	.000

a. Dependent Variable: Customer Purchasing Choice

Using multiple regression analysis, this study tests five hypotheses. The results demonstrated a statistically significant link between online advertising and buyer choice for a subset of SMEs, this indicated that Online advertising has a significant and beneficial effect on customers' SME purchase decisions in Erbil. Moreover, the results demonstrated a statistically significant link between online advertising and buyer choice for a subset of SMEs, this indicated that Broadcast advertisements significantly influence customer choice in SME purchases in Erbil. Furthermore, the results demonstrated a statistically significant link between product placement advertising and buyer choice for a subset of SMEs, this indicated that Market research conducted on small and medium-sized enterprises (SMEs) in Erbil reveals a strong and statistically significant correlation between product placement advertising and shopper choice. Also, the results demonstrated a statistically significant link between outdoor advertising and buyer choice for a subset of SMEs, this indicated that Outdoor advertising has a significant and beneficial effect on customers' purchase decisions at SME establishments in Erbil, and lastly, the results demonstrated a statistically significant link between print advertising and buyer choice for a subset of SMEs, this indicated that Promotion via the printed media tends to have a beneficial effect on sales for small and medium-sized enterprises (SMEs) in Erbil.

V. DISCUSSION

The findings indicated a strong correlation between the effectiveness of certain advertising methods and consumer purchase behavior. There was a positive correlation between advertising and consumer purchasing behavior overall, although some respondents thought specific forms of advertising were more effective than others. Advertising

in the SME sector helps and guides customers to make the best purchase decision they can. This study uses multiple regression analysis to examine the five hypotheses. These results demonstrated a statistically significant link between SME online advertising and purchaser preferences. The results indicated that internet advertising had a sizeable and beneficial impact on Erbil consumers' choice of small and medium-sized enterprises (SMEs). Moreover, for several types of SMEs, the results indicated a statistically significant correlation between online advertising and final purchase decisions. This found that customers in Erbil are substantially influenced by broadcast commercials while making purchases from SMEs. Furthermore, for some types of SMEs, the data indicated a statistically significant connection between product placement advertising and consumer preference. This result demonstrated that studies of Erbil's SME market showed a statistically significant and robust connection between product placement advertising and consumer preference. Finally, the results showed a statistically significant link between print advertising and buyer choice for a subset of SMEs, suggesting that promotion via the printed media has a tendency to influence customers' purchasing decisions at SME establishments in Erbil.

Although research on the social and economic effects of radio advertising is limited, what little there is suggests that it influences listeners' purchase decisions in a favorable way. About 12% of the operational budgets of supermarkets, department stores, and big shopping centers go into marketing and advertising. Radio advertisements were shown to be the most popular form of marketing when considering factors like producing a suitable communication mix and crafting messaging (Ullal and Hawaldar, 2018). Companies in the retail sector now operate in a more cutthroat market, increasing the need to inspire all demographics to shop with the brand.

Supermarkets and department stores should expect a speedy reaction time from radio commercials promoting the sale of items. Radio listeners are more likely to pay attention to advertisements that are also interesting (Sanny et al., 2020).

The most common approach used by small and medium-sized businesses when creating radio advertisements for sales promotions is to use humor with the purpose of increasing the listener's empathy. Listeners form opinions about the company based on their perception of the humor. Advertisements that strike a balance between delivering the message and being funny are more likely to influence consumers to make a purchase (Golnar-Nik et al., 2019). The commercials broadcast over the radio that were both uplifting and easily comprehended by listeners were the ones that stuck in their minds long after they had stopped playing. Radio ads may not be a huge deal in comparison to the other major types of media, but they play a significant role in advertising and marketing in major urban areas. TV commercials are another sort of broadcast advertisement; they often use recognizable presenters, convincing messaging, and eye-catching visual effects to provide an engaging presentation of products and services. Advertising on television has expanded in recent years as a result of technical advancements. Commercials bombard audiences with thousands upon thousands of messages every day. It's true that several channels help get the word out, but TV commercials have a disproportionate impact on consumers' decisions (McClure and Seock, 2020). Commercials on TV have also used humor as a way to get their messages across to viewers.

Many businesses have heavily invested in pamphlets, brochures, and flyers as a means of better communicating their products and driving sales. Despite retailers' perpetual preoccupation with the efficacy of marketing materials like flyers, this worry isn't mirrored in the academic research on the subject. A study found that shoppers who got flyers while grocery shopping spent more money than those who did not receive flyers because of the information they provided. According to Shanahan et al. (2019), sales promotion (including free gifts, samples, loyalty programs, discounts, and coupons) is extremely important to customers when choosing SMEs. Further evidence that advertising, direct mail, customer loyalty programs, and discounts are effective in luring consumers to small and medium-sized enterprises (SMEs) is provided (Algharabat et al., 2020).

The volume and variety of internet advertisements are rapidly expanding. Companies are increasing their investments in internet marketing. Organizations that actively participate in customers' social media

conversations stand a better chance of influencing their final purchase decisions. Social media platforms like Facebook have transformed modern consumers into active participants in the dissemination of information about a company's products and services. Through these channels, customers are able to freely exchange ideas, insights, and experiences. According to research (Algharabat et al., 2020), customers' social media activity influences them at every stage of the food retail buying process. Facebook's capabilities make it easy for users to connect with grocery stores, make purchases, and browse reviews left by other shoppers. It's common knowledge that people may find useful information about products and services, as well as cues for their own behavior and actions, on online social networks. Customers' purchasing decisions are influenced by the topics discussed and debated online.

The popularity of outdoor advertising has skyrocketed in recent years. Outdoor billboards are useful for establishing new brands and reinforcing existing ones in the target audience's awareness. According to Liu-Thompkins (2019), everything utilized for the purpose of advertisement, announcement, or direction, whether it be in the form of words, letters, models, signs, board notices, devices, or representations, is considered outdoor advertising. It has been used as a promotional tool for centuries. Not as much research has been done on outdoor advertising as on other forms of media. The majority of the research looked at the memory and recognition rates of outdoor advertisements. There isn't a lot of research that looks at how people feel. Potential customers can find out about supermarkets through websites, fliers, billboards, and signs on public transportation vehicles, in addition to more traditional methods like putting up signs inside the store and putting up signs advertising sales and discounts (Leung et al., 2020).

Though relatively understudied, brand placement in marketing has gained popularity in the past two decades. Today, advertising is crucial because it not only affects how people think about a product or service but also how they decide to buy it. Advertisements need to be presented in such a manner that they pique consumers' interests sufficiently to prompt them to make a purchase if they are to succeed in getting consumers to try a new product. According to prior research, identifying the who, what, where, when, and how of a consumer's purchase is essential for every business, because an unstructured advertising campaign would not provide beneficial outcomes (Kim and Kim, 2021). Gender is less of a factor in the effect that advertising has on consumers' decisions to buy a particular brand across a wide range of ages and levels of education (Heller et al., 2019). Another study (Shahbaznezhad et al., 2021) came to the same conclusion:

commercials had a major effect on consumers' purchasing decisions. Ads that are both original and high in quality will encourage more customers to buy the product being promoted, leading to more profits for the company.

The results indicate a favorable and statistically significant correlation between internet advertising and consumer spending. Customers are greatly influenced by advertising on social media, which allows them to discover several ads in regards to SMEs' promotions, discounts, new products, and so on. Therefore, it is advised that store managers make an effort and design a good plan to construct a successful social media site to influence online shopping by recognizing and targeting different sorts of customers and taking actions to recognize and emphasize client interests. The results showed that broadcast advertising has a significant and positive relationship with customer purchasing choices and that residents of Erbil view broadcast advertising as an informative source of both new and existing products that influence their purchasing decisions, although it is less effective than other methods. Moreover, we found that a larger sample size had a more beneficial influence on the persuasive power of TV commercials to sway consumers to make a purchase. The data also shows that SME commercials and online marketing were the most significant factors in getting people to shop at the supermarket. According to research by Tyrväinen et al. (2020), consumers rely on social media sites like Facebook instead of traditional search engines when gathering data prior to making purchases at grocery stores. When customers interact with supermarkets on Facebook, they start to trust the brand and feel like they belong to it. This makes them more likely to buy from that supermarket.

VI. CONCLUSION

The study's findings highlight the role that advertising plays in influencing consumers' final purchase decisions at Erbil SMEs. Although many experts have investigated the correlation between different forms of advertising and consumer preferences, very few have zeroed in on the specifics of how and why shoppers choose certain SMEs establishments. Based on the results, it seems that internet advertising has the strongest association with customers' selection of SMEs stores in Erbil, while outdoor advertising has the least. Small and medium-sized enterprises (SMEs) need to adapt to changing market conditions if they want to maintain and grow their consumer bases. In the internet-savvy economy of today, it's important for SMEs to reach out to customers through social media and online shopping. The five hypotheses are put to the test by this study, which uses multiple regression

analysis. The findings showed that there was a statistically significant correlation between online advertising and buyer choice for a group of SMEs. This suggested that internet advertising has a considerable effect on customers' SME purchase decisions in Erbil, and that this effect is a positive one. In addition, the findings showed that there was a statistically significant link between online advertising and buyer choice for a subset of SMEs. This revealed that broadcast advertisements strongly influence customer choice in SME transactions made in Erbil. In addition, the results showed that there is a statistically significant link between product placement advertising and buyer choice for a subset of SMEs. This indicated that market research carried out on small and medium-sized enterprises (SMEs) in Erbil reveals a strong and statistically significant correlation between product placement advertising and shopper choice. Also, the results demonstrated a statistically significant link between outdoor advertising and buyer choice for a subset of SMEs; this indicated that outdoor advertising has a significant and beneficial effect on customers' purchase decisions at SME establishments in Erbil; and finally, the results demonstrated a statistically significant link between print advertising and buyer choice for a subset of SMEs; this indicated that Promotion via the printed media has a tendency to have a positive influence on buyer choice for SMEs.

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