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Influence of Social Media Advertisement on Students' Patronage of Viva Plus Detergent: A Study of Caritas University Undergraduates

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Abstract

This study investigated the influence of social media advertisement on students' patronage of viva plus detergent. The study was anchored on the technological determinism theory. The survey research design was used in this study and questionnaire was an instrument for data collection. The sample size gotten using the Australian calculator was 341 from the population of study which was Caritas University undergraduates. Multi-stage sampling technique was employed in distributing the questionnaire and simple random sampling technique at the second stage. The findings in the study shows that the undergraduates of Caritas University are aware of the existence of viva plus detergent based on social media advertising, also that social media advertisements have a great influence on their patronage of viva plus detergent, that other factors like quantity, quality, availability, brand reputation etc. also influence the purchasing decisions of undergraduates of Caritas University aside from social media advertising and lastly that social media platforms advertising are effective in influencing undergraduates of Caritas University for Viva plus detergent. Based on the findings of this study, these are the recommendations; Viva plus detergent company should leverage on the social media use since undergraduates are highly active on social media and are aware of Viva plus detergent due to advertising, Viva plus detergent should continue investing in consistent social media presence by introducing engaging content, they should capitalize more on social media advertisements because it has a strong influence on the undergraduates especially on content that highlights positive brand attributes such as quality, affordability, and effectiveness, It is recommended that they highlight special offers, bulk purchases, or student discounts to appeal to budget-conscious undergraduates because social media is effective in influencing purchasing decisions from my findings its effectiveness have been proven so it's important to tailor the contents to the specific strengths of each platform and create campaigns that encourage undergraduates to engage with the brand actively.

Keywords: Social Media, Advertisement, Influence, Digital Marketing, Patronage, Viva Plus Detergent

Introduction

In the contemporary digital era, social media has emerged as a pivotal platform for marketing and advertising which has revolutionized how brands connect with consumers. Companies increasingly leverage on social media networks to engage with their target audience, create brand awareness, and drive sales. The rising influence of social media advertising has brought about a new dynamic in consumer behaviour, where users are not only passive recipients of advertisements but active participants in discussions and sharing brand content (Kaplan & Haenlein, 2010). The use of social media platform has become so popular that it has become the most visited and used media type. The Social media is different from traditional media in so many ways such as reach, frequency, accessibility, immediate feedback and more. According to Digital Report (2023), there were 122.5 million internet users in Nigeria and Nigeria's internet penetration rate stood at 55.4 percent. Of the total population, 28.20 million use social media. Additionally, as the influence of emergent social media continues to increase, individual members of publics are starting to demand participatory communication with and from organizations instead of being passive recipients of messages, publics are now active enough to select communication channels, especially when they care about an issue (Rubin, 2002). This change has been especially pronounced among university undergraduates, who spend considerable time on social media platforms, making them an important target audience for brands such as Viva plus detergent.

Studies have shown that social media platforms are highly effective in creating brand awareness and driving consumer engagement, which can translate into higher patronage and sales (Duffett, 2017). For consumer products like Viva plus detergent, leveraging these digital spaces can enhance brand visibility and influence purchasing decisions among target markets such as university undergraduates. Advertising is a powerful tool which is mostly used by manufacturers and service providers to promote their goods and services and attract patronage. As a means of persuasive communication, advertising promotes sale of goods, services, images and ideas through information and persuasion. But one thing may be well understood that advertising by itself cannot sell the product; it cannot sell products of poor quality, products which are too costly or items which do not come up the expectations of the consuming public therefore Advertising only helps in selling.(Chunawall & Sethia,2008).. Okunna (2002) sees advertising "as a non-personal communication or information usually paid for and usually persuasive in nature about (goods and services) or ideas by identified sponsors through various media. Latif, Saleem, and Abideen (2011) add that advertising is a subset of promotion mix which is one of the 4P's in the marketing mix that is Product, Price, Place and Promotion. Undergraduates represent a significant segment of the consumer market of Viva Plus detergent which are why our target audiences for this research are Caritas University Undergraduates. This demographic is not only highly active on social media but also responsive to trends and brand communications encountered on these platforms. The influence of social media advertising on undergraduates' purchasing decisions is intense, making it crucial to understand how these advertisements affect their patronage of products like Viva plus detergent.

Statement of the Problem

Social media has revolutionized the landscape of marketing and advertising, fundamentally improving how brands communicate with their audiences. In recent years, the rapid growth of social media has reshaped consumer behaviour, particularly among younger demographics like

university undergraduates. Social media platforms such as Instagram, Twitter, and Facebook have evolved from being merely social networking sites to powerful tools for marketing and advertising; offering brands an opportunity to connect directly with their target audiences. In the case of Caritas University, a population characterized by high digital engagement and social media activity, it is crucial to examine how social media advertisements shape undergraduates' brand perceptions and purchasing behaviors and how effective, these social media advertisements influence undergraduates' purchasing decisions. De Vries, Gensler, and LeeFlang (2012) looked into how brand posts on social media influence consumer engagement with the brand and found out that the popularity and visual appeal of brand posts were key factors in increasing consumer engagement. Despite the increasing use of social media advertising by detergent brands like Viva, there is limited research on how different and specific social media platforms (e.g., Facebook vs. Instagram) uniquely influence consumer behaviour and brand perception for Viva Plus detergent, therefore there is a need to examine the impact of micro-influencers, regular users, or user-generated content in contrast to traditional advertisements, how engagement differs across educational, promotional, and interactive content types and other important factors responsible for the purchasing decisions of university undergraduates. This study seeks to fill this gap by examining the influence of social media advertising on the purchasing decisions of undergraduates at Caritas University who represent a dynamic segment of consumers who are both highly active on social media and significantly engaged with advertising content and strategies.

Objectives of the Study

The specific objectives include to:

1. Determine the level of awareness of social media advertising of Viva Plus detergent among Caritas University undergraduates.
2. Ascertain the effectiveness of social media in advertising Viva Plus detergent among Caritas University undergraduates.
3. Identify the factors that influence the patronage of Viva Plus detergent among Caritas University undergraduates.

Literature Review

Social Media Advertising

Social media advertising refers to the use of social media platforms such as Facebook, Instagram, TikTok, and Twitter to promote products or services (Duffett, 2017). A product refers to anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations and ideas. (Kotler, 2006). Social media advertising involves various strategies such as targeted adverts, influencer partnerships, user-generated content, and interactive posts aimed at capturing the attention of potential customers (Kaplan & Haenlein, 2010). Unlike traditional advertising, social media platforms allow brands to directly engage with consumers, providing a space for two-way communication and personalized content. This interaction helps build brand loyalty and trust, especially among younger demographics like university undergraduates, who are active users of these platforms (G.G. Ezeoke, 2021). The primary advantage of social media advertising is its ability to reach a large audience quickly and effectively and its interactive nature enables brands

to engage directly with consumers, creating a personalized advertising experience (Mangold & Faulds, 2009). Marketers use data analytics to target specific demographics, ensuring that advertisements reach users whose interests align with the product. For example, advertisements for Viva plus detergent can be tailored to appeal to undergraduates' needs by highlighting its affordability and effectiveness for laundry care, which are important considerations for university undergraduates with limited budgets.

Social media platforms are popular channels for advertising due to their widespread reach, engagement potential, and ability to target specific audiences. Each platform offers unique opportunities for advertisers based on its user base, content type, and engagement style. Every brand should know their target audience which simply means those who are likely to use their products the most, and have great influence in the purchase decisions making. Secondly, Influencers, especially micro and nano influencers are often employed in content strategies to establish credibility and authenticity with the audience (De Veirman et al., 2017). Influencer endorsements can significantly impact purchasing decisions, particularly among undergraduates who view influencers as relatable role models (Jin et al., 2019). Another key component is User-Generated Content (UGC) content created by users themselves, such as reviews, photos, or videos showcasing the product. Brands encourage UGC to build community and trust, as customers often view peer-generated content as more authentic and credible than brand-generated ads (Pereira et al., 2014). UGC can drive higher engagement and provide social proof, which is influential for undergraduates and younger audiences. Last but not the least, Interactive content, this is particularly effective on platforms like Instagram and Facebook, where stories and live features can provide real-time interactions with the brand which Viva plus detergents have leveraged on. Visual content remains the most effective form of social media content for capturing attention, with videos often outperforming text-based ads in engagement and retention (Brech et al., 2017). Short-form videos, stories, and visuals help brands quickly communicate their message and evoke emotions, essential for influencing young users' purchase intentions. Social media advertising has made advertising easier, faster, interactive and more responsive.

Profile of Viva plus detergent

Viva Plus detergent is a detergent that contains advanced stain-removing enzymes and brightening agents that help keep clothes vibrant, thoroughly clean, and fresh after each wash. It is produced by Aspira Nigeria Limited, was introduced to the Nigerian market to meet the increasing demand for high-quality laundry products. Aspira, a company founded in 2009 in Kano, Nigeria, initially focused on manufacturing personal and household care products. Over the years, Viva Plus detergent has become a staple in Nigerian households, offering a variety of features including stain removal, fabric care, and a long-lasting fragrance. In 2021, Aspira expanded the Viva Plus range with the introduction of a Laundry Sanitizer Detergent, developed in response to the COVID-19 pandemic, this new variant includes multi-enzyme technology and an eco-friendly formula that is gentle on fabrics and effective in both warm and cold water and does not only enhances stain removal but also reduces bacteria, aligning with the global push for improved hygiene. Recently they have also introduced Viva plus Gold laundry detergent which is designed to provide a premium cleaning experience, it is crafted to remove tough stains effectively while infusing clothes with a luxury fragrance developed in collaboration with perfumers. This unique scent is inspired by high-end fragrance trends, offering a "luscious and rich" aroma that can linger on fabrics after washing, enhancing freshness for longer periods and its concentrated formula makes it economical,

as only a small amount is required per load to achieve optimal results. The product line includes various sizes, such as 85g, 180g, 380g, and 900g packages, catering to different household needs.

Consumer Behaviour in the Digital Age

Consumer behaviour refers to the decision-making processes and actions of individuals when purchasing products or services (Schiffman & Kanuk, 2010). Consumer behavior is the study of individuals, groups, or organizations and the process they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Sabine 2012). Sabine states that the study of behavior of consumers helps firms and organizations improve their marketing strategies by understanding issues such as the psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products, and retailers); the psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media); the behavior of consumers while shopping or making other marketing decisions; limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome.

According to the Hierarchy of Effects Model, consumers typically progress through stages of awareness, knowledge, liking, preference, conviction, and purchase when interacting with advertisements (Lavidge & Steiner, 1961). Social media platforms can influence each of these stages by providing engaging content that guides users from awareness to purchase. For university undergraduates, factors such as perceived product quality, affordability, and social influence play significant roles in their decision-making processes (Ajzen, 1991). Studies indicate that social media advertising influences consumer behavior by enhancing brand awareness and creating a space for product discovery. For instance, undergraduates may rely on Instagram or TikTok to see product demonstrations or user-generated content related to Viva Plus, which can help them decide whether to make a purchase (Duffett, 2017).

Secondly, Social media enables consumers to view endorsements and reviews from peers, influencers, and brand advocates, leading to a phenomenon known as social proof, which refers to the way people look to others' behaviors to inform their own (Cialdini, 2007). Peer influence is particularly strong among undergraduates, who tend to be more receptive to recommendations from friends or popular influencers than from traditional advertising. For Viva Plus detergent, seeing other undergraduates or micro-influencers endorse or use the product on social media can increase its perceived credibility and desirability, potentially leading to higher patronage.

Thirdly, convenience and instant gratification; the digital age has led consumers to expect quick access to products and information. Another important aspect is that social media has shifted consumer behavior from passive observation to active participation. Digital consumers now expect to interact with brands, ask questions, and receive real-time responses. Visual content is not left out in the digital age, visual content such as videos, images, and graphics has a strong influence on digital consumers, especially younger audiences (Scott, 2015).

For Viva Plus detergent, creating visually engaging ads or short, relatable video content that showcases the product's benefits and uses can capture undergraduates' attention more effectively than static ads. Another relevant point is Word-of-mouth (WOM) which has expanded in the digital age, where consumers can easily share their opinions with a wide audience. Positive online reviews, testimonials, and recommendations have a powerful effect on purchasing decisions, as

they provide social validation and create brand authenticity and trust (Chen & Xie, 2008). Even by the use of hash tags, encouraging reviews, and rewarding user-generated content can amplify WOM and increase brand visibility among undergraduates so there is a huge difference in consumer behavior of digital age and that of the traditional media age.

Review of Related Studies

Duffett (2017) conducted a study on “*the influence of social media marketing communications on young consumers’ attitudes in South Africa*” which reveals that social media advertisements significantly influence consumers' attitudes toward brands, especially when they feature interactive elements like videos and user-generated content. This research emphasizes the importance of engaging content in social media advertising and how it can foster positive brand perceptions among young consumers. Similarly, this study seeks to examine how similar strategies could improve the effectiveness of advertising for Viva Plus among Caritas University undergraduates.

Similarly, a research by G.G. Ezeoke (2021) focused on “*consumer behavior in the digital age and the factors that influence purchasing decisions*” Ezeoke's study found that advertising content that emphasizes product quality and affordability is particularly effective among student populations. This aligns with the focus of the current study, as it seeks to determine whether similar factors like quality, quantity, price, availability, packaging etc. in social media advertisements for Viva Plus Detergent influence purchase decisions among university undergraduates.

Furthermore, Smith et al. (2018) conducted research on “*the influence of digital media on youth engagement*” and found that social media platforms are instrumental in shaping young consumers' purchasing behavior. The study showed that targeted advertisements on platforms like Instagram and Facebook could significantly affect brand preferences among university undergraduates. This study provides insights into how digital advertising strategies could be tailored to appeal to the specific preferences and behaviors of Caritas University undergraduates when promoting products like Viva Plus Detergent.

In the same vein, Wimmer and Dominick (2011) also explored “*the role of digital media in shaping consumer behavior*” highlighting the importance of creating a strong online presence to attract and retain customers. Their findings suggest that brands that effectively use social media to communicate their value propositions can see an increase in customer loyalty and patronage. This empirical evidence is crucial for understanding how Viva Plus Detergent might leverage social media platforms to enhance its appeal among undergraduates by building an authentic and engaging online identity, which is important for brands aiming to establish long-term customer relationships.

In the context of detergent products, a study by Kotler and Keller (2016) on “*consumer goods marketing*” indicated that social media campaigns that highlight the unique selling propositions of the product, such as stain removal, efficiency and affordability are more successful in driving consumer patronage which applies to viva plus detergent and also that social media campaigns for consumer goods must clearly communicate the product's value to drive consumer interest and purchase behavior.

Theoretical Framework

The Technological Determinism Theory

This study was anchored on the theory of Technological Determinism. The theory is most commonly associated with Thorstein Veblen, an American economist and sociologist, who first introduced ideas that evolved into technological determinism in the early 20th century.. Veblen's work, particularly his 1915 book "The Engineers and the Price System", emphasized the role of technological development in shaping economic systems and society. However, the theory as it is commonly understood today was further developed by Marshall McLuhan, a Canadian philosopher and media theorist, in the 1960s. McLuhan is most famous for his ideas about how media (as a form of technology) shape human perceptions, culture, and society. His most influential work, "Understanding Media: The Extensions of Man" (1964), argued that technology and media have profound effects on how societies function, with his famous statement “the medium is the message” highlighting the power of technology in determining cultural and societal change.

Technological determinism is a theory that suggests that technology plays a fundamental role in shaping society, culture, and history. It holds that technology is not just a tool used by humans but that it shapes and structures human experience, behavior, and society.

The targeted nature of social media advertising (based on user data, interests, and behavior) makes it an incredibly powerful tool for shaping consumer choices. Technological determinism also suggests that media technology (social media) not only influences individuals but also plays a role in shaping social norms. Social media platforms are built to create feedback loops, where users are continuously exposed to more of the content they interact with. This reinforces behavior and creates cycles where students are repeatedly exposed to ads for Viva Plus Detergent, making them more likely to purchase the product.

According to technological determinism, the medium (social media platforms) itself drives the level of awareness among students. Social media advertising can expose students to Viva Plus Detergent through tailored ads, influencer promotions, and peer interactions. Technological determinism posits that the medium not only exposes individuals to content but also shapes how they perceive and interact with it. If ads are presented in a way that resonates with their lifestyles or values, students may form positive perceptions of the product. Social media platforms shape the factors that influence purchasing decisions by continuously reinforcing product messages, testimonials, or special offers. The technology of social media drives not only the exposure to these ads but also the factors (such as brand image, affordability, peer influence) that guide purchasing decisions.

Methodology

This study adopted the survey research method, which is effective in collecting quantitative data on attitudes, behaviours, and perceptions from the population. The population of this study consists of all undergraduates of Caritas University, Enugu which is three thousand (**3,000**). The Australian Online Sample Size Calculator, developed by the National Statistical Service of Australia was used

to get the sample size for this study which is **341**. The multi-stage sampling technique was used to draw respondents from the sample size of three hundred and forty- one (341). The instrument used for data collection was a structured questionnaire. To ensure the validity of the questionnaire, the questionnaire was given to two different lecturers in the department of Mass communication, Caritas University to review. The reliability of the questionnaire was tested using Cronbach's Alpha to measure the internal consistency of the instrument. Copies of the questionnaires were then administered to the respondents personally by the researchers. The collected data were analyzed using descriptive statistics (frequencies, percentages etc)..

Discussion of Findings

Research Question One: Awareness of social media advertising of Viva plus detergent among Caritas University undergraduates - The findings indicate that the undergraduates of Caritas University are highly aware of the social media advertisements for Viva Plus detergent. It was revealed that all respondents are familiar with these advertisements and regularly encounter them on social media platforms, as most students use social media daily. This suggests that social media advertising has a strong presence among this demographic.

Research Question Two: Effectiveness of social media platforms in the advertisement of viva plus advertisement among Caritas University undergraduates - The data shows that social media advertisements for Viva Plus detergent are generally effective in influencing Caritas University undergraduates. These advertisements provide the necessary information to persuade them to make a purchase indicating a direct impact on their buying behaviour and that social media platforms advertising are effective in influencing undergraduates of Caritas University for Viva Plus detergent.

Research Question Three: Factors that influence the patronage of viva plus detergent among Caritas University undergraduates - The findings indicate that several factors, aside from social media advertising, influence the purchasing decisions of Caritas University undergraduates when it comes to Viva Plus detergent like quantity, quality, availability, brand reputation, packaging and various other factors that contribute to the decision-making process of undergraduates at Caritas University.

Recommendations

Based on the findings of this study, Viva plus detergent company should leverage on the daily social media use by undergraduates of Caritas University to boost more awareness since undergraduates are highly active on social media and are aware of Viva Plus due to advertising, Viva Plus should continue investing in consistent social media presence by introducing engaging content such as "Did You Know?" facts about the product, usage tips, or environmental benefits to further solidify brand recall and also utilize social media trends like hash tags, challenges, or memes to increase product visibility, leveraging the platforms where undergraduates are most active.

The findings show that social media advertising has a strong influence on the undergraduates. Viva Plus should focus on content that highlights positive brand attributes—such as quality,

affordability, and effectiveness. They should also share customer testimonials, influencer reviews, or expert endorsements to reinforce a more favorable image.

Since factors like quality, quantity, availability, and brand reputation also shape purchasing decisions, the advertising strategy should address these directly. Content should spotlight the high-quality features of Viva Plus, like stain removal capability, or any unique formulas that stand out. They should also highlight special offers, bulk purchases, or student discounts to appeal to budget-conscious undergraduates and always ensure their product is widely available in local shops or online platforms accessible to undergraduates, and include this information in social media posts.

Social media is effective in influencing purchasing decisions from the findings. So it's important to tailor the contents to the specific strengths of each platform. For example: Use Instagram and TikTok for visual, quick consumption content like short how-to videos or influencer collaborations. And use platforms like Facebook for more detailed posts or events that involve educational content, discounts, or giveaways. They should create campaigns that encourage undergraduates to engage with the brand actively. For example, photo or video contests where undergraduates demonstrate how they use Viva Plus can increase interaction. They can also incorporate incentives like giveaways, loyalty rewards, or branded merchandise for undergraduates who consistently engage with online campaigns

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