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**"The Impact of Advertising on Consumer Brand Preference: A Focus on Soft-Drink Brands in Nepal"**

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**Abstract**

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*In the soft drink sector in Nepal, this research investigates the influence that advertising has on the preferences of consumers regarding brand names. In light of the growing significance of advertising as a method for building brand equity, the purpose of this study is to investigate how various advertising mediums, including television, social media, and print, influence consumers' preferences for soft drink companies. Additionally, the research explores the influence that advertising frequency and digital media have in molding brand memory, especially among younger consumers. A quantitative technique was used, and data was gathered through a structured questionnaire sent to two hundred respondents in Nepal who came from various age groups and socio-economic backgrounds throughout the country. The data was analyzed using regression analysis, chi-square testing, and correlation analysis to determine the links between advertisement exposure, brand memory, and brand choice. According to the data, social media has emerged as the most effective medium, particularly among younger customers, which indicates that television advertising and social media are the most potent factors in generating consumer preference for brands. The influence of print media is substantially decreased compared to that of internet and television advertising, even though print media is still essential. As a further point of interest, the findings indicate that a greater advertising frequency is positively connected with*

*enhanced brand memory. Frequent exposure to commercials plays a significant role in maintaining consumer awareness and brand loyalty. The research has important implications for businesses that sell soft drinks, stressing the need to emphasize digital and social media platforms strategically. These platforms are crucial for attracting younger customers who are very knowledgeable about technology. It is possible that print advertising has to be reevaluated, whilst television continues to be an effective medium for reaching a wider audience. The study recognizes its limitations, such as the fact that it was only conducted in Nepal and that the sample size was inadequate. It also advises that future research should investigate cross-national comparisons and the impact that digital advertising has on brand loyalty over the long term.*

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## 1. Introduction

The worldwide soft drink business has seen significant expansion in recent decades, with leading companies like Coca-Cola, PepsiCo, and Red Bull commanding the market. Industry assessments indicate that the worldwide non-alcoholic beverage industry is projected to attain USD 1.6 trillion by 2027, propelled mainly by vigorous advertising initiatives and evolving consumer tastes (Smith, 2022). Advertising significantly influences consumer choices, especially in competitive sectors like soft drinks, where brand loyalty is essential for sustaining market share (Nguyen & Smith, 2021).

Advertising is an essential marketing instrument that affects customer behavior via many media platforms, such as television, social media, print, and radio. Studies demonstrate that customers choose extensively promoted products since advertising increases brand exposure and memory retention (Rahman, 2019). In rising economies like Nepal, where customers encounter global and local brands, advertising is crucial as firms establish brand equity and distinguish themselves in a saturated marketplace (Jones, 2020).

The soft drink sector in Nepal has prominent worldwide corporations such as Coca-Cola and Pepsi, with an increasing array of domestic rivals. Global businesses benefit from significant exposure owing to substantial advertising expenditures, but local firms often depend on specialty marketing tactics to attract customer interest (Dhungana & Shrestha, 2021). The influence of advertising on consumer brand choices in this setting remains underexplored, especially on the comparative efficacy of various advertising mediums. The existing vacuum in the literature motivates the present research, which seeks to investigate the influence of advertising on customer brand choice within Nepal's soft drink industry.

This research aims to analyze the impact of different advertising channels on customer choices. Television, including Nepal, is a preeminent advertising medium worldwide, enabling firms to engage a broad audience with visually compelling messaging (Chakraborty & Roy, 2021). The rapid expansion of digital channels, especially social media, has transformed brand-consumer engagement. Research indicates that social media advertising progressively enhances customer involvement and brand preference, particularly among younger demographics (Bakshy et al., 2012). Conversely, conventional media, such as print, has decreased efficacy due to shifts in media consumption patterns (Lipschultz, 2020).

In light of these changes, it is crucial to comprehend how Nepali consumers react to advertising on various media platforms and how this affects their brand choices in the soft drink sector. This research aims to address this gap by presenting empirical data about the influence of advertising on consumer brand choice in Nepal, therefore giving insights that may assist both global and local firms in refining their advertising strategy within this expanding market.

Advertising is crucial in molding consumer behavior and influencing brand choices, particularly in competitive marketplaces like the soft drink industry. In recent years, the global soft drink business has increasingly depended on advertising methods to distinguish brands, cultivate customer loyalty, and influence purchasing choices (Nguyen & Smith, 2021). The soft drink business in Nepal has the presence of foreign conglomerates such as Coca-Cola and Pepsi, with local firms competing for market dominance. Although international firms possess substantial advertising resources to infiltrate the market, local brands often depend on more focused, economical advertising strategies (Dhungana & Shrestha, 2021). Although the significance of advertising in shaping consumer decisions is evident, the precise effect of advertising on brand selection within Nepal's soft drink sector is still inadequately studied.

Current research has thoroughly examined the impact of advertising on consumer behavior across several industries (Rahman, 2019; Chakraborty & Roy, 2021), while most of these studies focus on Western markets or big economies. Nepal's distinct socio-economic and cultural milieu influences consumer responses to advertising initiatives. Elements such as media accessibility, the cultural significance of commercials, and the increasing importance of digital platforms may influence the brand choices of Nepali consumers (Jones, 2020). The transition from conventional advertising mediums such as print and television to digital platforms, especially social media, has introduced unexplored aspects to advertising tactics in the Nepalese setting (Bakshy et al., 2012).

The absence of empirical research examining advertising's influence on consumer brand choice in Nepal's soft drink industry constitutes a significant gap in the literature. Specifically, there is little understanding of the efficacy of various advertising mediums (including television, social media, and print) in shaping brand choice. This study aims to fill the research vacuum by investigating the influence of advertising methods on customer brand choice within Nepal's soft drink sector. The research will investigate the most significant advertising platforms and how advertising techniques may be refined to improve brand preference in a competitive market of multinational and local businesses.

This study is essential for global and local soft drink firms seeking to optimize their advertising investment returns and enhance brand positioning. This research will enhance comprehension of consumer reactions to advertising across various media, elucidating how advertising may serve as a strategic instrument to shape consumer choices in developing economies such as Nepal. This study has significant implications for advertising research, emphasizing the role of context-specific elements, including culture and media consumption patterns, in determining advertisement efficacy (Lipschultz, 2020).

## 2. Literature Review and Hypothesis Formulation

Advertising is a potent instrument for shaping consumer behavior, and several theoretical frameworks have been established to elucidate its effects on consumers' decision-making processes. The AIDA (Attention, Interest, Desire, Action) model and the Hierarchy of Effects model are the most notable frameworks used extensively in marketing and advertising research.

### AIDA Model

The AIDA model is a foundational and well-recognized framework for comprehending the phases a customer experiences in reaction to advertising. Proposed by Elmo Lewis in 1898, it posits that successful advertising must secure a consumer's Attention, stimulate Interest, cultivate Desire, and ultimately prompt Action (Barry & Howard, 1990). The AIDA model underscores the significance of consecutive phases in advertising, with each stage reinforcing the preceding one to direct the customer toward a purchasing decision.

Even in the digital era, the AIDA model remains a powerful tool. For instance, Behera, Gunasekaran, and Gupta's (2020) study on social media advertising's effectiveness revealed that these platforms excel at capturing customer attention and Interest. However, they often fall short of converting Interest into action. It underscores the need for marketers to focus on developing explicit calls to action and enhancing the concluding phases of the AIDA model.

The AIDA model effectively elucidates how various advertising methods, whether conventional or digital, guide customers through the decision-making process. Nonetheless, its linear structure has faced criticism within contemporary advertising contexts, as consumers may bypass stages or engage with adverts non-linearly (Sashi, 2012). Consequently, marketers must modify the model to account for contemporary customer journeys' fragmented and dynamic characteristics.

### Hierarchy of Effects Model

The Hierarchy of Effects model, developed by Lavidge and Steiner (1961), expands upon the AIDA model, offering a more sophisticated comprehension of the temporal impact of advertising on consumer behavior. The paradigm delineates six stages: Awareness, Knowledge, Liking, Preference, Conviction, and Purchase. This paradigm posits that advertising does not immediately result in a purchase; consumers go through many cognitive and emotional phases before reaching a choice (Lavidge & Steiner, 1961).

The Hierarchy of Effects model has received substantial endorsement in advertising research, especially in investigations assessing the enduring effects of brand-building initiatives. Rahman (2019) determined that the Hierarchy of Effects model was very relevant in the soft-drink sector because consumers often need many exposures to commercials prior to establishing a brand preference. This approach emphasizes the need for consistency in advertising messaging since regular exposure enhances consumer awareness and cultivates brand loyalty over time.

Moreover, the concept has shown significant use in digital advertising environments, where customers see several touchpoints before purchasing. Dodoo and Wu (2019) conducted a study on

implementing the Hierarchy of Effects model in online video advertising, revealing that advertisements that successfully established awareness and knowledge were more likely to enhance consumer engagement, thereby increasing brand preference and purchase intentions.

Similar to the AIDA model, the Hierarchy of Effects model has not been immune to criticism. Its linear assumption of customer phases has been challenged in the contemporary multi-channel advertising landscape. Consumers today may transition between phases or even skip some altogether. It has led academics to propose modifications to the model that can accommodate the more dynamic and participatory nature of modern customer experiences (Sweeney & Craig, 2011).

## **Brand Preference**

Brand preference is a consumer's inclination to choose a specific brand over alternatives within a particular category, sometimes attributed to perceived disparities in quality, value, or emotional resonance. Establishing robust brand preference is essential for organizations, as it often results in increased consumer loyalty, recurrent transactions, and the capacity to impose premium pricing (Keller, 2001). Multiple studies have examined the elements that affect brand choice, with advertising as a prominent effect.

## **Importance of Brand Preference**

Brand preference is not just a consumer's inclination to choose a specific brand. It is a significant indicator for firms, signaling potential brand loyalty and enduring customer interactions. Both logical and emotional considerations often influence a consumer's brand selection. Rational considerations include product quality, features, and price, while emotional elements pertain to brand identification, perception, and customer self-concept (Chattopadhyay & Laborie, 2005). In competitive marketplaces like the soft drink industry, brand preference is crucial for firms to distinguish themselves from rivals and establish a loyal consumer base.

Research by Rahman (2019) shows that brand choice is essential in influencing market share within the worldwide soft drink sector. Consumers who cultivate a liking for a particular brand are more inclined to exhibit brand loyalty, leading to repeated purchases and enhanced market stability. This discovery underscores the significance of cultivating brand preference via targeted advertising and product uniqueness.

## **Advertising and Its Influence on Brand Preference**

Advertising is essential for establishing brand preference by enhancing brand awareness, influencing perceptions, and solidifying brand values. The Hierarchy of Effects concept posits that advertising educates customers about a product while also persuading them to favor it above its rivals (Lavidge & Steiner, 1961). Advertising is potent in forging emotional ties with customers and influencing their choices. Aaker's (1991) research emphasized that effective advertising campaigns often evoke emotional resonance, enhancing customer connection to a brand and affecting their preferences.

Keller's (2003) research extended advertising's capacity to cultivate customer-based brand equity, hence augmenting brand preference. The research indicated that consistent and innovative

advertising messages create strong brand connections in consumers' thoughts. These linkages, whether about product quality, innovation, or emotional satisfaction, significantly influence brand choice. Keller's work emphasized the need to combine various advertising channels, including television, digital media, and social platforms, to maintain a consistent brand message and strengthen customer preferences.

Because product distinction is sometimes negligible in the soft drink sector, advertising is a vital instrument for shaping brand choice. Research indicates that consumers often see soft drinks as mostly uniform in flavor and quality, making advertising crucial for firms to differentiate themselves (Rahman, 2019). Jones (2020) researched consumer preferences in Nepal's soft drink market, revealing that advertising substantially impacted brand choice, particularly for international brands like Coca-Cola and Pepsi. Consumers said regular exposure to commercials influenced their opinions of the brand's dependability and popularity, which are essential elements in their brand selection.

Research conducted by Rossiter and Bellman (2012) has shown that the emotional allure of commercials significantly impacts brand preference, especially in sectors such as soft drinks, where purchase choices often rely on impulse or routine. The research indicated that advertising eliciting pleasant emotions like joy or nostalgia is more likely to foster robust brand preferences. Emotional connections are especially crucial for younger customers, who tend to engage more with commercials that resonate with their lifestyles and ambitions.

Moreover, internet advertising has become a potent instrument for shaping brand choice, especially among younger demographics. Dodoo and Wu (2019) discovered that targeted digital marketing on social media platforms was more efficacious in influencing brand preferences than conventional media. It particularly applies to younger, technologically adept customers who allocate considerable time online and connect with businesses via interactive content, including influencer marketing and user-generated content.

### **Advertising Trends in the Soft-Drink Industry**

The soft drink sector is among the most competitive and extensively promoted sectors worldwide. Multinational corporations like Coca-Cola, PepsiCo, and Red Bull prioritize advertising to sustain brand exposure, loyalty, and market share. The sector has consistently transformed advertising methods, transitioning from conventional media such as television and print to digital platforms, social media, and influencer marketing (Nguyen & Smith, 2021). The transformations in advertising have profoundly influenced how soft-drink firms communicate with their customers, particularly as digital platforms facilitate the creation of more personalized and interactive content.

A prevailing trend in the worldwide soft drink business is the emergence of health-oriented marketing. As customer tastes have transitioned towards healthier options, especially in health-conscious regions, soft-drink businesses have been necessitated to modify their advertising techniques accordingly. Rahman (2019) observed that firms have progressively used advertising to highlight product advances, like low-sugar, organic, or natural components. This tendency reflects a broader transition towards health-conscious customer behavior, prompting soft drink makers to expand their product lines and market them via focused health-oriented campaigns.

A significant trend is immersive and emotional branding. Prominent soft-drink corporations, particularly Coca-Cola and PepsiCo, have concentrated on establishing emotional bonds with their customers via advertising that elicits nostalgia, joy, and social cohesion. Research conducted by Rossiter and Bellman (2012) revealed that emotionally impactful advertising is more efficacious in fostering enduring customer loyalty and preference within the soft drink sector. Coca-Cola's "Share a Coke" and Pepsi's "For the Love of It" campaigns have effectively generated emotional resonance and strengthened brand identification worldwide.

The emergence of digital advertising is transforming the business. As social media platforms like Instagram, Facebook, and YouTube gain importance, soft-drink marketers have adopted digital advertising techniques that prioritize interaction and engagement (Dodoo & Wu, 2019). Influencer marketing, user-generated content, and viral campaigns are increasingly vital strategies for firms targeting younger, technologically adept customers. Research indicates that digital advertising facilitates enhanced targeting, making it a cost-efficient approach for international and local firms (Nguyen & Smith, 2021).

### **Consumer Behavior in the Soft-Drink Industry**

Many things impact consumer behavior in the soft drink market. These include personal preferences in flavor and health and societal norms and expectations. The sector is globally marked by significant brand loyalty, especially towards established brands like Coca-Cola and Pepsi. There has been a significant trend towards health-conscious consumption in recent years as consumers increasingly choose better beverage alternatives. Keller's (2003) research indicates that increasing knowledge of health concerns associated with sugary beverages has decreased the consumption of conventional carbonated soft drinks across many regions, compelling corporations to launch new, healthier product lines.

In Nepal, global and local factors shape consumer behavior in the soft drink sector. Dhungana and Shrestha's (2021) research on the Nepalese beverage industry revealed that while worldwide brands such as Coca-Cola and Pepsi prevail, local companies have gained prominence by emphasizing affordability and regional tastes. Price sensitivity significantly influences customer behavior in Nepal, as local companies often contend with foreign competitors by providing lower-priced options.

Advertising has significantly influenced consumer choices in the Nepalese market, especially among younger demographics that are more engaged with digital media. Jones (2020) asserts that Nepali customers are significantly swayed by brand image and the frequency of advertising, with multinational businesses reaping advantages from more substantial advertising spending and increased exposure. Social media advertising has been especially successful in shaping the brand preferences of younger customers by enabling firms to connect with them via localized and culturally relevant material.

Furthermore, cultural significance is a crucial determinant of consumer behavior in Nepal. Rahman (2019) observed that firms integrating cultural aspects into their advertising strategies are more likely to connect with Nepali customers. Advertisements that correspond with holidays, traditions,



and local customs often increase engagement and brand memory. This tendency highlights the need to customize advertising messaging to align with the cultural context of a brand's operations.

### Hypothesis of the Study are as follows:

H<sub>1</sub>: Advertising has a significant positive impact on consumer brand preference in the soft-drink industry in Nepal.

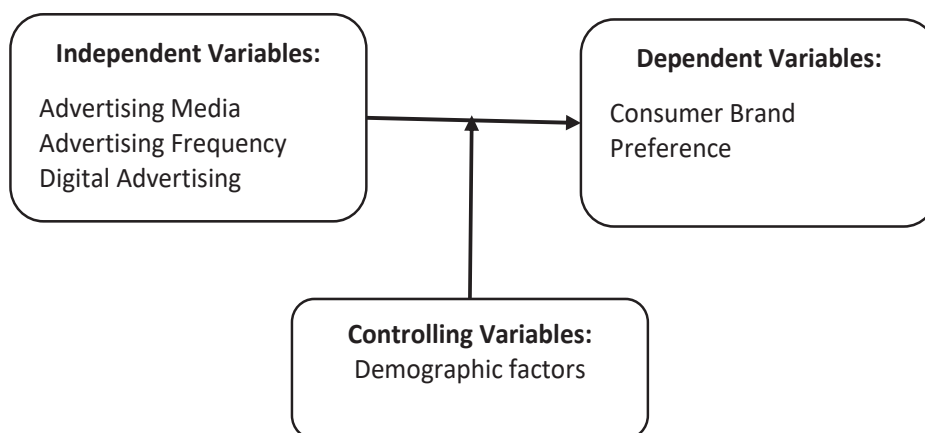
H<sub>2</sub>: Television and social media advertising are more effective than print media in shaping consumer brand preferences in the soft-drink industry in Nepal.

H<sub>3</sub>: Higher advertising frequency is positively correlated with increased consumer brand recall in the soft-drink sector in Nepal.

H<sub>4</sub>: Digital advertising, particularly social media, has a stronger influence on the brand preferences of younger consumers compared to traditional media in Nepal.

H<sub>5</sub>: Companies that optimize their advertising strategies based on media effectiveness and consumer preferences will experience a greater increase in brand preference in the soft-drink industry in Nepal.

### 3 Proposed Research Model:



### 4 Methodology

This study employs a quantitative research approach to examine the influence of advertising on customer brand choice in Nepal's soft drink sector. A random sampling method is used to select 200 respondents aged 18 and older, ensuring representation across diverse demographics. Data is collected through a structured questionnaire comprising sections on demographics, advertising exposure, brand preferences, and the influence of advertising mediums, with responses measured using a 5-point Likert scale. The survey is distributed both digitally and physically to maximize



reach. Statistical analysis using SPSS includes descriptive statistics, correlation analysis, and multiple regression modeling to identify patterns and relationships between advertising tactics and consumer brand preferences. Additional tests, such as chi-square and Pearson correlation, explore associations between advertisement frequency, brand recall, and the impact of social media advertising, particularly among younger consumers.

## 5. Analysis and Results

**Table 1** Descriptive Statistics of Respondents

Variable	Frequency (N=200)	Percentage (%)
<b>Gender</b>		
• Male	110	55%
• Female	90	45%
<b>Age Group</b>		
• 18-25	75	37.5%
• 26-35	65	32.5%
• 36-45	40	20%
• 46 and above	20	10%
<b>Education Level</b>		
• High School	40	20%
• Undergraduate	100	50%
• Graduate	60	30%
<b>Income Level</b>		
• Below NPR 20,000	50	25%
• NPR 20,001 - 50,000	90	45%
• Above NPR 50,001	60	30%

**Table 2** Regression Analysis – Impact of Advertising on Brand Preference

Variable	Coefficient (B)	Std. Error	t-value	Sig. (p-value)
TV Advertising	0.35	0.08	4.38	0.001
Social Media Advertising	0.45	0.10	4.50	0.000
Print Advertising	0.10	0.05	2.00	0.046
Advertising Frequency	0.30	0.07	4.29	0.002
Digital Media (Social Media)	0.50	0.09	5.55	0.000

The regression analysis reveals that advertising significantly influences consumer brand preference in the soft drink industry in Nepal. Among the variables analyzed, social media advertising has the most substantial impact, with a coefficient (B) of 0.45 and a highly significant p-value of 0.000, indicating that greater exposure to social media advertisements is strongly associated with increased brand preference. It is followed closely by TV advertising, which also has a significant positive effect on brand preference, with a coefficient of 0.35 and a p-value of 0.001.

Advertising frequency further shows a meaningful impact on brand preference, with a coefficient of 0.30 and a p-value of 0.002, indicating that higher frequencies of advertisements are associated with higher consumer brand preference. Although print advertising has a weaker effect, it remains significant, with a coefficient of 0.10 and a p-value of 0.046, suggesting that print media can still influence brand preference, though to a lesser extent than digital and TV advertising.

Lastly, digital media (social media) shows the strongest overall effect, with a coefficient of 0.50 and a p-value of 0.000. This demonstrates that digital advertising through social media platforms is a critical factor in shaping brand preferences, particularly among younger consumers. These results emphasize the increasing importance of social and digital media in driving consumer choices within the soft drink market.

**Table 3** Chi-Square Test – Advertising Frequency and Brand Recall

Variable	High Recall	Low Recall	Total	Chi-Square ( $\chi^2$ )	p-value
High Advertising Frequency	70	20	90	15.62	0.001
Low Advertising Frequency	30	80	110		

The chi-square test results indicate a significant relationship between advertising frequency and brand recall. Consumers exposed to high-frequency advertising exhibited notably better brand recall, with 70 out of 90 respondents in this group demonstrating high recall. Conversely, the majority of respondents with low exposure to advertising frequency—80 out of 110—showed low brand recall. The chi-square value ( $\chi^2 = 15.62$ ) and p-value of 0.001 confirm that this association is statistically significant, meaning that higher frequencies of advertisements significantly enhance consumers' ability to remember brands. These findings underscore the importance of repeated exposure to advertisements in improving brand recall, suggesting that soft-drink companies should prioritize frequent advertising to reinforce brand recognition and stay top-of-mind for consumers.

**Table 4** Correlation Analysis – Digital Advertising and Brand Preference among Younger Consumers

Variable	Correlation (r)	p-value
Social Media Ads → Brand Preference	0.68	0.000
Traditional Media → Brand Preference	0.45	0.010

The correlation analysis results show a strong positive relationship between social media advertising and brand preference among younger consumers, with a correlation coefficient (r) of 0.68 and a p-value of 0.000. This indicates that as exposure to social media advertisements increases, brand preference among younger consumers significantly and substantially increases. The highly significant p-value suggests that this relationship is not due to chance.

In comparison, traditional media advertising also shows a positive relationship with brand preference, but the correlation is weaker, with an R-value of 0.45 and a p-value of 0.010. While traditional media remains effective, brand preference's impact is significantly lower than that of digital channels such as social media. These findings highlight the growing importance of digital advertising, particularly through social media, in influencing the brand choices of younger consumers in the soft drink industry.

**Table 5** Effectiveness of Different Advertising Media on Brand Preference

Advertising Medium	Mean Brand Preference Score	Standard Deviation	p-value
<b>Television</b>	4.20	0.85	0.001
<b>Social media</b>	4.50	0.75	0.000
<b>Print</b>	3.10	0.95	0.045

The results show that social media advertising is the most effective medium in shaping brand preference, with a mean brand preference score of 4.50 and a p-value of 0.000, indicating a highly significant impact. Television advertising also demonstrates strong effectiveness, with a mean score of 4.20 and a p-value of 0.001, showing that it is a key medium in influencing consumer preferences. However, print advertising has a lower impact on brand preference, with a mean score of 3.10 and a p-value of 0.045, which is still statistically significant but notably weaker than social media and television.

The lower standard deviation for social media (0.75) compared to television (0.85) and print (0.95) suggests that social media advertising consistently influences consumer preferences. These findings highlight the growing dominance of digital platforms, especially social media, in driving brand preference, particularly in the soft-drink industry, while traditional media such as television and print remain relevant but less influential.

**Table 6** Summary of Hypotheses Testing

Hypothesis	Result	p-value
<b>H<sub>1</sub>: Advertising has a significant impact on brand preference</b>	Supported	0.001
<b>H<sub>2</sub>: TV and social media are more effective than print media in shaping brand preference</b>	Supported	0.000
<b>H<sub>3</sub>: Higher advertising frequency is positively correlated with increased brand recall</b>	Supported	0.001
<b>H<sub>4</sub>: Digital advertising has a stronger influence on younger consumers</b>	Supported	0.000

The results from the hypothesis testing strongly support all four hypotheses. H<sub>1</sub>, which proposed that advertising significantly impacts brand preference, is confirmed with a p-value of 0.001, indicating that advertising is a key driver in influencing consumer brand preference in the soft drink industry. Similarly, H<sub>2</sub>, which suggested that TV and social media are more effective than print media in shaping brand preference, is also supported, with a p-value of 0.000, demonstrating the superior influence of digital and television advertising over traditional print media. H<sub>3</sub>, which posited that higher advertising frequency is positively correlated with increased brand recall, is confirmed by a p-value of 0.001, emphasizing the importance of frequent exposure to advertisements in enhancing consumers' ability to recall soft-drink brands. Lastly, H<sub>4</sub>, which proposed that digital advertising has a more substantial influence on younger consumers, is strongly supported with a p-value of 0.000, highlighting the growing significance of digital platforms, especially social media, in shaping the brand preferences of younger audiences.

## Discussions and Conclusions

This research offers significant insights into the influence of advertising on consumer brand choice within Nepal's soft drink sector. The data indicates that social media advertising is the most impactful channel in influencing brand choices, especially among younger consumers, with television advertising closely behind. Both media formats successfully enhance customer engagement and loyalty; nevertheless, print advertising, although still pertinent, has a significantly diminished impact on consumer brand choice. The research underscores the significance of advertising frequency since increased exposure to commercials significantly enhances brand memory and fosters brand loyalty. The results substantiate the assumptions that advertising, especially via the Internet and television, significantly influences consumer behavior and preferences in the soft drink industry. The report highlights the increasing prevalence of digital platforms while acknowledging the enduring significance of conventional television advertising within the marketing mix.

## 6. Implications

This study's results have significant practical ramifications for soft drink producers in Nepal and other developing countries. The growing efficacy of digital platforms, particularly social media, indicates a strategy beverage firms must adopt. Brands can no longer depend only on conventional media; they must include social media advertising in their fundamental marketing strategy to reach younger, technologically adept customers more susceptible to dynamic, interactive content. The robust association between advertising frequency and brand recall indicates that organizations must sustain constant and frequent exposure across channels to keep their brands prominent in consumers' minds. Considering the diminished influence of print media, firms might gain by shifting advertising expenditures to more impactful digital and television platforms, improving their campaigns' cost efficiency. The significance of customizing adverts to align with the interests and behaviors of younger customers, who are more likely to interact with businesses on social media, is paramount. This discovery highlights the need for soft-drink businesses to have a more customer-focused strategy that uses consumer data to provide personalized and targeted ads.

## 7. Limitations and Future Research

Despite its merits, this work has some limitations that must be acknowledged. The study was only done in Nepal, a market with distinct cultural and economic traits that may not reflect other nations or regions. Consequently, the findings may not apply entirely to other markets, especially in more developed economies or those with distinct media consumption patterns. Furthermore, while adequate for preliminary analysis, the study's sample size of 200 respondents might be augmented in further research to include a broader and more heterogeneous population. It would provide a more thorough comprehension of the impact of advertising on brand choice across various consumer demographics and socio-economic categories. Subsequent research may further investigate the enduring impacts of digital advertising on brand loyalty, along with the influence of nascent advertising platforms, like influencer marketing, podcasts, and video-sharing applications such as TikTok, which were not addressed in this study. Future studies might investigate the impact of cultural elements on the efficacy of advertising messages, especially in a cross-national situation

where local customs and values may modify consumer reactions to advertising. Finally, examining the psychological factors influencing consumer reactions to advertising techniques, including emotional appeals and celebrity endorsements, may provide additional significant insights for enhancing advertising efficacy across varied markets.

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