

Impact of Advertising on Brand Preference and Brand Recall

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ABSTRACT

In today's competitive and media-driven marketplace, advertising plays an important role in influencing consumer perceptions and brand-related decisions. This study examines the impact of advertising on brand recall and brand preference to understand how advertising affects consumer memory and brand choice behavior. The research focuses on understanding advertising influence, improving brand recall, and developing brand preference among consumers. A descriptive research design was adopted, and primary data were collected through a structured questionnaire from 26 respondents using convenience sampling. Secondary data were collected from books, research journals, and online sources related to advertising and consumer behavior. The data were analyzed using percentage analysis and presented in tabular form. The findings reveal that repeated, creative, and emotionally appealing advertisements positively influence brand recall and brand preference. Brands that are easily remembered are more likely to be preferred during purchase decisions. The study concludes that consistent and engaging advertising strategies are essential for strengthening brand recall and long-term brand preference.

KEYWORDS

Impact, Advertising , Brand Recall, Brand Preference, Consumer

INTRODUCTION

In today's highly competitive business environment, organizations face increasing challenges as products and services offered by different companies often appear similar in terms of quality, features, and pricing. As a result, branding has become an essential strategy for differentiation, and advertising plays a central role in building and strengthening brand identity. Advertising helps organizations communicate their value propositions, create awareness, and influence how consumers perceive their brands. It serves as a bridge between the company and the consumer by delivering messages that inform, persuade, and remind.

Advertising is defined as a paid, non-personal form of communication used to promote products, services, or ideas through various media platforms. Over time, advertising has evolved from simple informational messages to more creative and emotionally driven communication strategies. With the rapid growth of digital technology, social media, television, and online platforms, consumers are exposed to numerous advertisements daily. This high level of exposure has created intense competition for attention, making it essential for brands to design advertisements that are memorable, engaging, and impactful.

Among the many outcomes of advertising, brand recall and brand preference are particularly important. Brand recall refers to the ability of consumers to remember a brand name when thinking about a specific product category. Strong brand recall increases the likelihood that a brand will be considered during the purchase decision process. Brand preference, on the other hand, refers to a consumer's tendency to favor one brand over competing alternatives. It develops through positive perceptions, trust, emotional connection, and repeated exposure to advertising.

Advertising influences consumers at both cognitive and emotional levels. Repeated exposure strengthens memory associations, while creative and emotionally appealing advertisements build positive attitudes toward brands. When consumers can easily recall a brand and feel positively about it, they are more likely to prefer it over competitors. Therefore, understanding the impact of advertising on brand recall and brand preference is essential for organizations seeking to build strong brand equity and achieve long-term competitive success.

OBJECTIVES OF THE STUDY

- 1.To understand advertising and its role in influencing consumer perceptions and brand communication.
- 2.To study how advertising helps in improving brand recall among consumers.
- 3.To analyze how advertising contributes to the development of brand preference among consumers.

LITERATURE REVIEW

Advertising plays a significant role in shaping brand recall and brand preference among consumers. Recent studies highlight the importance of memorable advertising elements in strengthening consumer memory. **Gaikwad and Kumar (2023)** found that distinctive components such as catchy taglines and repeated brand messages significantly enhance brand awareness and improve brand recall. Similarly, **Badran and Al-Dosari (2025)** reported that social media advertising increases brand recall by enhancing consumer engagement and repeated exposure, making brands more recognizable in competitive markets.

Emotional advertising has also been widely examined for its impact on brand preference. **Bhargavi (2024)** observed that emotional advertising not only strengthens brand recall but also fosters brand loyalty and consumer preference by creating emotional bonds with customers. Supporting this view, **Vrtana and Krizanova (2023)** stated that emotional advertising appeals strongly influence purchasing behavior and help develop positive relationships between brands and consumers, ultimately contributing to long-term brand preference.

In terms of overall advertising effectiveness, **Zhao et al. (2022)** found that advertising positively affects brand awareness and brand loyalty, which indirectly enhances brand preference. Likewise, **Shukla (2023)** suggested that emotional advertising appeals significantly increase consumers' buying intentions and influence brand choice behavior, highlighting the connection between advertising strategy and consumer decision-making.

Creativity and memorability are also critical factors in advertising impact.

Asgarian, Jetha, and Jeon (2025) concluded that advertisement creativity, emotional resonance, and visual structure significantly improve ad memorability and brand recall. Furthermore, **Uyar et al. (2025)** established a direct relationship between brand recall and brand preference, concluding that emotional advertising increases attention and recall, which in turn positively influences brand preference.

RESEARCH METHODOLOGY

The present study adopts a **descriptive research design** to examine the impact of advertising on brand recall and brand preference, as this approach helps in understanding consumer responses to advertisements and their influence on brand memory and choice behavior. The population of the study includes consumers from different age groups, occupations,

and educational backgrounds who are exposed to advertising through various media platforms. A sample of **26 respondents** was selected using the **convenience sampling method**, based on accessibility and willingness to participate.

Primary data were collected through a **structured questionnaire** consisting of close-ended questions measured on a Likert scale. The questionnaire focused on advertising exposure, brand recall, and brand preference. Secondary data were collected from books, research journals, reports, and online sources related to advertising and consumer behavior. The collected data were analyzed using **percentage analysis** and presented in tabular form for clarity and interpretation.

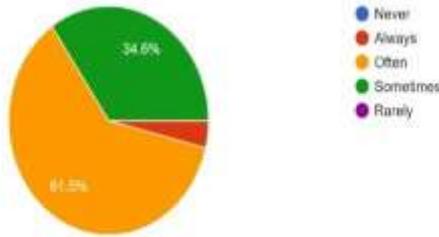
Impact of Advertising on Brand Recall and Brand Preference (N = 26)

Agree / Disagree / Advertising Statement	Neutral		
	Strongly Agree		Strongly Disagree
Advertisements help me remember brands	21	3	2
Repeated advertisements improve brand recognition	22	2	2
Creative advertisements attract my attention	20	4	2
Advertisements influence my brand choice	19	5	2
Emotional advertisements increase brand liking	18	5	3

Interpretation:- The results indicate that a majority of respondents believe advertising plays an important role in improving brand recall and shaping brand preference. Most participants agreed that repeated and creative advertisements enhance brand recognition, while emotional appeals strengthen brand liking and influence purchase decisions. Overall, the findings suggest that advertising significantly contributes to consumer memory formation and brand preference development.

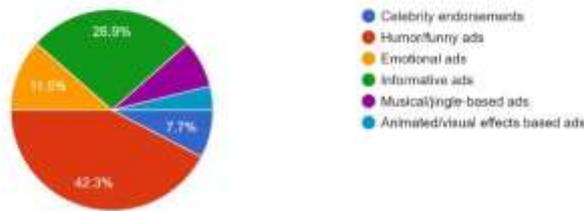
DATA ANALYSIS

How often do you pay attention to advertisements?
26 responses



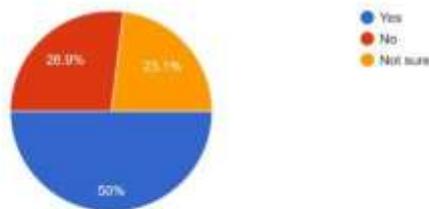
The chart shows that most people often pay attention to advertisements, which means ads are noticed by consumers. Some people notice ads sometimes, while only a few pay attention very rarely or always.

Which type of advertisement attracts you the most?
26 responses



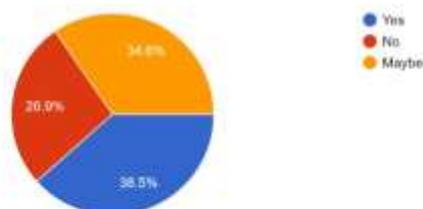
The chart shows that humor or funny advertisements attract the most attention among respondents. Informative and emotional advertisements also attract consumers, while other types are preferred by fewer people.

Have you ever purchased a product mainly because of its advertisement?
26 responses



The pie chart shows that half of the respondents have purchased a product mainly because of its advertisement. This indicates that advertising has a strong influence on consumers' buying decisions.

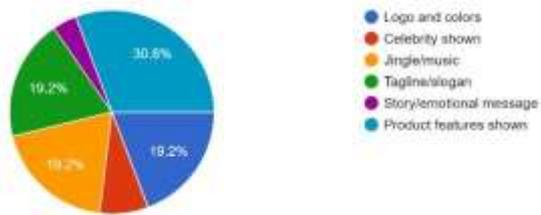
Does Celebrity endorsements make brands more memorable to you?
26 responses



The pie chart shows that many respondents believe celebrity endorsements make brands more memorable. Some respondents are unsure, while a smaller group feels celebrity endorsements do not have a strong effect.

What helps you remember a brand the most from an advertisement?

26 responses



The pie chart shows that product features shown in advertisements help consumers remember a brand the most. Other factors like logo, slogan, and jingle also help, while fewer respondents remember brands because of celebrities or emotional messages.

FINDINGS AND DISCUSSION

1. Advertising helps consumers remember brands

Most respondents agreed that advertising helps them remember brand names easily. This shows that advertising plays an important role in strengthening brand recall and keeping brands in consumers' memory.

2. Repeated advertisements improve brand recognition

The findings indicate that repeated exposure to advertisements improves brand recognition. Frequent advertising helps consumers become more familiar with brands and increases memorability.

3. Creative advertisements attract consumer attention

Respondents showed a positive response toward creative advertisements. Creativity in advertising helps attract attention and increases engagement compared to ordinary advertisements.

4. Emotional advertisements increase brand liking

Emotional advertisements were found to create positive feelings toward brands. This emotional connection helps improve consumer attitudes and strengthens brand preference.

5. Advertising influences brand choice decisions

A majority of respondents agreed that advertisements influence their buying decisions. This suggests that advertising plays a significant role in shaping consumer preferences and purchase behavior.

6. Frequently advertised brands stay top-of-mind

Brands that are advertised regularly are more likely to remain in consumers' minds during purchase situations. Consistent advertising helps maintain strong brand awareness.

7. Positive relationship between brand recall and brand preference

The study shows a direct connection between brand recall and brand preference. Consumers tend to choose brands that they can easily remember.

8. Recognizable brands are more preferred

Consumers are more likely to prefer brands that are familiar and recognizable. Strong recall increases trust and confidence in the brand.

SUGGESTION

Brands should focus on maintaining consistency in their advertising messages across different platforms, as repeated exposure helps improve brand recall and strengthens consumer memory. Advertisements should also emphasize creativity and emotional appeal through storytelling, relatable themes, and engaging visuals, as these elements enhance attention and brand liking. Companies are advised to adopt integrated media strategies that combine digital, social media, television, and outdoor advertising to maximize reach and effectiveness. Regular evaluation of advertising campaigns based on consumer recall and preference feedback is essential to improve message impact. Furthermore, marketers should focus on long-term brand-building strategies rather than short-term promotional advertising, as sustained communication helps develop strong brand equity. Personalised advertising and clear, simple messaging should also be used to increase relevance and understanding among target audiences.

CONCLUSION

The study concludes that advertising has a significant influence on both brand recall and brand preference among consumers. The findings reveal that repeated, creative, and emotionally appealing advertisements improve consumers' ability to remember brands and positively shape their brand choices. Brands that remain top-of-mind during purchase decisions are more likely to be preferred, highlighting the important link between recall and preference. The study also confirms that advertising contributes not only to immediate consumer response but also to long-term brand equity by building trust, familiarity, and loyalty. Although the research is based on a limited sample size, it offers valuable insights for marketers aiming to enhance brand performance through effective advertising strategies. Overall, strategic investment in advertising is essential for sustainable brand growth and competition.

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