

Implications of advertising in the contemporary models of consumer behaviour

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Abstract- * Analysing of consumer behaviour and models of this field is increasingly gaining high significance. This is due to the fact that the consumer behaviour changes continuously, and its study brings new perspectives, which are extremely important for the world of marketing. The purpose of this study is to analyse the impact of advertising on the consumer behaviour through analysing its impact on the main contemporary models of consumer behaviour. In order to meet the objective of this study, main constructs of each individual model have been elaborated in details and the potential impact of advertising on each of these constructs. In conclusion, advertising influences the consumer behaviour, and this has been argued through illustration of impact that advertising has on the contemporary models of consumer behaviour.

Index Terms- Advertising, consumer behaviour, impact of advertising, models.

I. INTRODUCTION

Consumers are involved in decision-making process many times during a day. Starting from selection of transport to go to work to the choice of what will be for dinner, all of them are decisions preceded by a decision making process. From the fact of what transport we choose to go to work to the choice of food that we consume for lunch, all of these are decisions preceded by a decision making process. But, why is the knowledge and the study of this process so important? Marketers, market researchers and companies in general should know why a consumer chooses to drink a Coca-Cola and not a Pepsi for lunch? Why does he/she choose a pair of Nike sneakers instead Adidas sneakers? Etc.

Understanding of consumer preferences and the way they take decisions helps marketers to influence the consumer's decision making process, and it creates them the opportunity to convince consumers to consider their brand and to always put it to the group of products they consider for purchasing.

From the process of analysing and familiarising with the process of consumer decision making, marketers learn that there are numerous factors influencing the decision making of consumers. Therefore, there are different models of consumer behaviour that help in understanding the consumer behaviour.

During this study, main categorizations of consumer behaviour models will be illustrated, afterwards the focus will be on analysing of contemporary models of consumer behaviour and implication of advertising on these models.

Models have been created with the aim of simplifying the reality and presentation of variables that comprise an event, a phenomenon or occurrence in the simplest way and the best real way.

In literature, there are different definitions on what it is understood by a model. A model is "a simplified representation of reality" (Loudon and Della-Bitta 1993, p. 599). "Models include various elements of behaviour and present also the relationships that exist among these elements that comprise the behaviour, normally in a chronological manner from the beginning to the end of behaviour process" (Bowen and Clarke 2009, p. 58). Similar definition was provided also by Schiffman and Kanuk (1997, p. 652), who define the model as "A simplified representation of reality designed to indicate the relationships among different elements of a system or process that is under observation/study." Based on these definitions, it may be said that a model is similar to a map that represents a reality in a simplified way, which is presented as a roadmap, and which enables to make successful predictions and to present possible essential impacts.

The use of consumer behaviour models is quite broad and beneficial. According to Loudon and Della-Bitta (1993), models of consumer behaviour serve to build a theory and facilitation of learning. Only two years later, Chisnall (1995, p.192) added that models of consumer

behaviour provide simple descriptions of "market parameters or characteristics that influence in purchasing", and these models enable to make predictions on possible outputs of different shares of marketing. Moreover, through implementation of these models, collection and integration of information on the position of the company in a certain period of time are enabled (Toybout and Hauser, 1981). Toybout and Hauser, 1981, through analysing a conceptual model of consumer behaviour and its application in auditing practice, came to a conclusion that, by measuring variables presented in the model and by determining their relationships, managers are able to identify a wide range of strategies through which they may influence the change of consumer behaviour, for example, strategies which may impact the change of consumer perceptions and preferences.

However, regardless of vast accessibility and practical profits that we may have from the use of models of consumer behaviour, there are critics towards them. The majority of consumer behaviour models have been developed in the United States of America. Given that many scholars called on testing the applicability of these models also in other cultures and countries (Albaum and Peterson 1984; Hui and Triandis 1985; Lee and Green 1991, cited by Durvasula, et.al 1993, p. 626), very few studies truly did so. Therefore, it is today more than necessary to carry out examinations of these models internationally, since it was assumed very often by researchers that these models are relevant also in other countries in addition to the U.S., however, this has never been proven by scientific researches. Attention should be paid to this, since various models of behaviour may lead to internationally invalid conclusions (Durvasula, et.al 1993).

Different researchers of consumer behaviour have provided different categorization of consumer behaviour models. In compliance with this study context, the categorization of Loudon and Della-Bitta, (1993) will be discussed, who categorize models based on their scope of action. According to them, models of consumer behaviour may take two forms: (a) specific, (b) comprehensive. In order to provide a brief definition of them, specific models try to describe a very specific aspect of behaviour, for example repeated purchases, loyalty, innovative behaviours, etc. On the other hand, comprehensive models, as implied by their names, they incorporate a great number of variables, trying to explain a considerable number of behaviours, though in less details than the specific models. Afterwards, comprehensive models are categorized by Loudon and Della-Bitta (1993) into two groups: (a) traditional models, and (b) contemporary models. Traditional models, as implied by their name, present the first efforts made by economists in order to facilitate the meaning of economic systems. For example, such systems describe consumer behaviour in the market suggesting that a consumer in the market, in a full rational situation, will always try to buy products that give higher profit in relation to the cost, or as expressed in microeconomic language, the marginal benefit of the product towards the price.

Models in which we are interested in our relation to advertising are categorized in the category of contemporary models of consumer behaviour, which will be clarified in details in the following, along with their relationship to advertising.

II. LITERATURE REVIEW

A. Contemporary models of consumer behaviour

Compared to other traditional models of consumer behaviour, contemporary models differ for the fact that they put emphasis on the consumer decision making process with special focus on mental activities that take place in the mind of the consumer before, during and after the purchase. In fact, this is also one of the reasons for which these models will be clarified individually, since this is the point in which the consumer behaviour and the advertisement meet in the best manner. Contemporary models of consumer behaviour rely heavily on knowledge developed in the behavioural sciences. Such models are the model of Nicosia, the theory of consumer behaviour or as it is also known as Howard and Sheth model, and finally the model of consumer decision process or as it is also known Engel, Blackwell and Miniard model of consumer behaviour.

The objective of discussing these models is the effort to illustrate the development of opinion of different authors in relation to consumer behaviour and to indicate the significance these models of consumer behaviour have for the study and the research of consumer behaviour in general and a study of consumer behaviour in relation to advertising in particular.

In regards to practical application of contemporary models of consumer behaviour, in particular their application in the field of advertising, it could be said that these models contain in themselves ideas that are often used by marketing managers on real marketing decisions. These models have been so far used mainly to study issues such as effects to the sale from the change of the amount of money spent on advertising; or in the other case, contemporary models of consumer behaviour are the best ways to predict the effect of advertising on the consumer attitude (for example when effects are reduced, then there is indication that something should be done or changed in the field of advertising).

III. THE NICOSIA MODEL

This model was developed in mid of '60s by Francesco Nicosia (1966). This model explains the consumer behaviour through four main fields in decision-making behaviour. The output of the first field becomes the input of the second field, and it continues also for other fields.

Such model of consumer behaviour is a comprehensive model, given that it deals with all aspects of building the consumer attitudes, the purchase and use of the product, including also the consumer behaviour after the purchase of the product, another extremely important aspect when it comes to research of effects of advertising on the consumer behaviour. According to Runyon & Stewart (1987, p. 699), "the Nicosia Model provides a sophisticated effort to show the relationship between consumer attributes, consumer decision making process, communication, marketing of an organization and feedback or reaction of the consumer to the organization".

A. Constructs of the model that are potentially influenced by advertising

In the following, the discussion will be on the possible impacts that advertising has on each of four main fields included in the Nicosia's model.

The first field of model is known as "from the source of the message to the consumer's attitude". In this field, there were identified the following possible impacts of advertising.

Given that in the first field, we are dealing with the consumer's attitudes, which are influenced by the message initiated by the company, then the discussion begins with the consumer attitudes. In the first field, the consumer attitudes serve as a variable depending on the message of the company. Very often in different studies, attitudes have served as a dependent variable that reviews the responses of consumers towards marketing incentives (e.g. Erickson and Johansson 1985, Gardner 1985, MacKenzie, Lutz and Belch 1986), an approach particularly spread in theory research of reviewing the effects of advertising.

There are several ways through which advertising may influence the consumer's attitudes:

First, advertising has the ability to influence the consumer's attitude through its repetition. Effects of repeated exposure to a certain message have been studied in the context of changing attitudes either from psychologists or from researchers of the field of marketing. However, attention should be paid to the fact that repetition of advertising may have positive impact on the consumer's attitudes up to a certain frequency of repetition. Studies have shown that consumers generate positive opinions on the product/service that is advertised, at low level of exposure frequency to such advertisement/message. Nevertheless, it comes to a moment when the consumer becomes inattentive to the message that the advertisement conveys, because this consumer has been exposed to that advertisement many times, leading to negative attitudes of the consumer to the brand that is being advertised or the company sponsoring the advertisement (Berger and Mitchell, 1989).

Advertising influences the consumer attitude due to the fact that it supplies him/her with information. The consumer receives information on a certain product/service in other ways apart from advertising. For example, experiences of other individuals who consumed the same product are an important source of information for the consumer, and it may thus have high value for the consumer, by influencing his/her attitudes. However, advertisement has advantage in this case due to its repetition. Repeated exposure to an advertisement allows the individuals to process more information and thus get convinced in favour of the company that advertises the product/service.

The message that the advertisement conveys to the consumer should contain clear information regarding the benefit and importance of the product/service that is being advertised, so that this message leads the consumer towards the aimed behaviour for the company, specifically towards changing the attitudes (Milne and Gordon, 1993).

The second field of the Nicosia model is known as "search for, and evaluation of means-end relations". In this field, there were identified the following possible impacts of advertising.

From the perspective of the consumer, advertising is often the only step they notice prior to consuming the product/service. This means that the entire information they have, regarding the product/service they want to purchase, has been generated by advertising. However, advertising does not serve only as generator of information for the consumer. Through comparison of information contained in different advertisements for similar/same products, the consumer manages to carry out the process of information assessment over a certain product/service.

Scholars of consumer's attitude have stated that if a consumer observes two advertisements for two products of different companies, wherein one advertisement is better than the other, then the product of the better advertisement will undoubtedly have more characteristics and this will have higher values in the mind of the consumer (Rai, 2013). Therefore, advertising can be used as means for creating images of the brand and symbolic appeals, a very important ability especially for companies that sell products/services that are hardly noticed by consumers in regards to functional attributes (Belch and Belch, 2003).

For many individuals, advertising provides the only information or knowledge on a certain brand or product, which they will ever have (Hackley, 2005). Millions of consumers worldwide have never had a Mercedes car; they never smoke or they very rarely drink sparkling drinks. However, if they are requested, they are able to provide detailed descriptions regarding the values and characteristics of a Mercedes-Benz, of Marlboro cigarettes, or to speak about the characteristics of Coca-Cola. All this is due to the information that supplied them through advertising.

The third model of Nicosia is known as “the act of purchase”. Below there will be discussed in brief the possible impacts of advertisement in this field.

Studies on decision making have found that self-confidence in judgment is increased with the increase of the quantity of information (Oskamp, 1965). Moreover, the quantity of information is increased by more exposure of the consumer to advertising. The more information the more alternatives and opportunity for assessment, comparison and decision making. Communication through advertisement and promotion may make consumers select a certain brand on possible alternatives in the market (Hackley, 2005). In other words, advertising may lead the consumer towards the decisions making that is desired by the company, specifically towards the act of purchase.

The act of purchase is different in different products. For many products and services decisions to purchase are a result of a long and detailed process, which may include a thorough research of information, comparison and assessment of alternative brands. However, there are also products for which the purchase takes place coincidentally. It often happens that we buy a product only because we have observed a notification on discount and that resulted to the act of purchase, which is known in marketing as impulsive purchase.

In order to have impact on the act of purchase, marketers should be perfectly aware of the consumer’s behaviours. They should know how a consumer collects information?; How does he/she evaluate alternatives?; How does he/she make decisions?; How is he/she influenced by instant marketing incentives in order to perform the act of purchase?; etc.

Some of the ways through which advertising may influence a decision to purchase the product are:

Different dissatisfactions may be an important part of the consumer’s life, which can be used by marketers with the aim of influencing the consumer behaviour, precisely to lead the consumer towards the act of purchase. For example, a consumer may think that his ski boots are uncomfortable and ugly. The advertisement in the media, which presents the latest model of ski boots may help the consumer to know better the problem he has and to encourage him towards a new purchase. The advertisement, in addition to encouraging the act of purchase for the product that the consumer truly needs, it is a good technique to also encourage the purchase of products that the consumer already has and with which he/she is satisfied (Belch & Belch, 2003).

The fourth field of Nicosia’s model is known as “feedback”. Such stage is achieved after concluding the decision making process by the consumer. Nicosia explains that there are two forms of feedback: (a) the feedback that the company receives (through various channels, such as analysis of sales, auditing in shops, different questionnaires, etc.) and (b) the feedback for the consumer that consumed the product/service, and such feedback may lead to a potential change of the attitude of the consumer to the brand and his/her predispositions over that brand (Fotis, 2005).

How does advertising impact the feedback of the company and the feedback of the consumer?

a. Advertising influences the consumer behaviour and that means advertising influences also the feedback received by the company. Advertising influences the consumer’s attitude, his awareness, his perceptions, thus in general in his behaviour. Advertising also impacts the sale of the company. According to Hu, Yuxing Du, and Damangir (2014), advertising may urge the sale of the product/service, by making consumers interested to seek for information regarding a product and afterwards transforming the information seeker into a buyer.

b. In regards to the impact of advertising to the feedback, which is received by the consumer after consuming a certain product/service, it can be stated as follows:

At the moment when a consumer consumes a certain product/service, at the part of experiences in his brain a feedback appears, which has impact on creating new predispositions and new attitudes on the already consumed product. For this reason, studying the consumer behaviour after consuming the product/service is of huge importance, since it impacts the compilation of successful marketing strategies. In our case, through selection of the proper advertising strategy, the company may impact on changing or strengthening the established consumer’s attitude.

IV. THE THEORY OF BUYER BEHAVIOUR

Both models of consumer behaviour from Nicosia and Howard & Sheth are considered to have brought a giant step forward in the field of marketing. Both models, though they are different in a variety of details, in essence they are configurations of behaviour, situation and economic variables that impact on the decision making process of the consumer. These two models of consumer behaviour are generic, therefore they may handle different classes of buyer behaviour.

The model that tries to elaborate buying behaviour of both consumers and industrial buyers is the model of Howard and Sheth (1969), which is also known under the name "The Theory of Buyer Behaviour". Even though this theory is focused on selection of the brand, it also includes in itself a set of broader activities related to this part, that is the reason why its authors decided to call it "the theory of buyer behaviour", rather than a theory of brand choice. The theory of buyer behaviour includes four main fields, which are acknowledged

by Howard and Sheth as constructs or variables: 1. Input variables; 2. Hypothetical constructions; 3. Exogenous variables; 4. Output variables (Fotis, 2015).

1. Input variables: consist of three types of stimuli: significative stimuli, symbolic stimuli and social environmental stimuli. Significative stimuli are those stimuli that are communicated by the object of the brand itself; symbolic stimuli are those stimuli that are communicated through the mass media; and social and environment stimuli consist of the information regarding the brand that is provided by the social environment or as also known from the buyer's word-of-mouth. Either significative stimuli or symbolic ones are related to main dimensions of a brand, such as: price, quality, distinctiveness, and availability. (Fotis, 2015).

2. Hypothetical constructs: Present the inner state of the buyer and are divided into two classes: (a) Perceptual constructs – are those that provide and process the respective information and (b) learning constructs are those that facilitate the formation of the concept.

3. Exogenous variables: In regards to impacts from the external environment, Howard and Sheth (1969) distinguish the impacts that occurred in the past and which have embedded in the recollection of the consumer as perceptions and learning constructs, from the impacts that take place within the timeframe of making the decision, and these impacts are exactly known as exogenous variables. With these variables, there can be mentioned the significance of purchase, financial situation of the consumer, consumer's personality traits, social class to which the consumer belongs, his culture, etc.

4. Outputs: Include reactions of buyers that come as a result of interaction among the stimuli and his/her inner state. There can be mentioned here the comprehension of a brand by the consumer, the attitude of the consumer towards a brand; the intention to buy; purchase behaviour; etc.

A. Constructs of the model that are potentially influenced by advertising

Based on the characteristics of advertising and on the review of Howard and Sheth model, the following discussion tries to identify the constructs of this model that are influenced by advertising.

Referring to input variables, the following impacts of advertising may be identified:

Advertising belongs to symbolic stimuli, thus to the stimuli communicated by the mass media. Given that these stimuli are related to the main dimensions of a brand, such as: price, quality, distinctiveness and availability, advertising impacts on the following dimensions as below.

First, there are two approaches in regards to the impact of advertising to the price paid by the consumer for the product. The first approach considers advertising as market power that changes the consumer taste, it creates loyal buyers for the products that are advertised. As a result of this, the greatest advertisers of products set higher prices for consumers and gain higher profits by reducing the competition in the market. However, according to the second approach, advertising provides valuable information for the consumer, it supplies consumers with information regarding the market, alternatives and existing opportunities, for this reason, advertising actually increases price elasticity and lowers prices. (Farris and Albion, 1980).

Second, analysing the relationship between the advertising and the quality of the product is not easy, since empirical evidence is little and the theoretical work is disputable. A study conducted in the shoes market, by Archibald, Haulman and Moody (1983), found a positive relationship between advertising and the quality of the product. Studies of Federal Trade Committee (1953), Lambin (1976) and Marquardt and McGann (1975) also found a positive relationship, whereas other studies lead to irrelevant or contradictory outcomes (Cole et al., 1955; Farris and Buzzell 1979; Rotfeld and Rotzoll 1976) (Tellis and Fornell, 1988). Regardless of the positive or negative relationship between advertising and quality, what it can be concluded clearly is that there is a relationship between advertising and the quality of the product/service that is being advertised. The debate continues if the products belonging to the group of higher quality are advertised more; or it is invested more in advertising for non-quality products, which the company tries to sell through advertising.

Third, in regards to the relationship of advertising with the distinctiveness of the product, it could be said that brand choice of consumer in essence depends on the ability to distinguish products in the decision making process. One of the best methods used by companies to distinguish their products from the products of competitiveness is advertising. The existing literature suggests that there are visuals that make the consumer distinguish products from one another. However, the opposite may happen when the customer is exposed to a large number of visuals, it can lead to confusion, obscuring perceptions, diminishing the distinctiveness of product attractiveness and increasing uncertainty (Jia, Shiv, Rao, 2014).

Finally, in regards to the impact of advertising on the availability of products, it may be said as in the following. Broad product availability companies usually use TV advertisements to reach the mass market, to which they want to convey their advertising message at a low cost. On the other hand, many consumers buy a newspaper in order to read advertisements they contain, in order to get informed about prices and availability of products and to see which brand offers a discount (Belch & Belch, 2003). Advertising affects the availability of products, given that products that are advertised are apt to be sought more by consumers, and this drives retailers to make sure that these products are available on market shelves.

The advertising impact is also noticed with hypothetical constructs, with particular emphasis on learning constructs. Learning is the process by which experience brings about a change in knowledge, attitude or behaviour of the consumer. Learning begins with the development of a favourable or unfavourable behaviour of the consumer in regards to a company or the products it offers. Advertising also plays a very significant role in learning process. Consumer behaviour may change throughout the learning process, and advertising can be considered as one of the most important sources of learning for the consumer. Some researchers suggest that advertising may be used as positive tool to influence the consumer learning process due to the fact it does never overload the consumer with redundant information, this is due to the fact that the consumer will stop processing of advertisements before being overloaded (Jacoby, 1984). However, it should not be forgotten that the process of learning depends also on factors, such as: motivation of the subject to learn, amount of information that should be learned, and familiarization of the subject with the information in question. In the context of advertising, when speaking about the process of learning, it can then be said that factors such as colour, length of advertisement, music, humour, fables, etc., are factors that influence the consumer (Kassarjian, 1977).

V. THE CONSUMER DECISION PROCESS MODEL

The Consumer Decision Process (CDP) was first developed in 1968 by Engel, Kollat and Blackwell. Afterwards, this model was subject to numerous changes, and it is today known as one of the best known representations of consumer behaviour (Loudon and Della-Bitta, 1993). What is worth highlighting in regards to this model is that the Consumer Decision Process (CDP) acknowledges a continuity of decision making between what is known as the Extended Problem Solving (EPS) and the Limited Problem Solving (LPS). These two types of behaviours differ mainly by the level of involvement.

Characteristics of EPS include: (a) high consumer involvement; (b) high perceived risk of the purchase; (c) prolonged research, and (d) full evaluation process. In the opposite, characteristics of LPS include: (a) low involvement level; (b) perceived low risk; (c) low motivation for research; and (d) incomplete evaluation of alternatives (Loudon and Della-Bitta 1993).

A behaviour that includes an extended problem solving (EPS), the process is activated when environmental impacts, individual distinctions and memory retained information, contribute to consumer awareness of the gap that exists between his actual and ideal situation, and this is exactly where the consumer recognizes a need. Afterwards, the consumer refers to his/her memory for searching for information regarding alternatives and solution criteria. This is known as internal search. If the internal search does not produce the required information, the consumer is involved in external search of information when such search is dominated by different stimuli. One of the stimuli encountered by the consumer in external search of information in EPS is advertising. What is more important in exposing of the consumer to stimuli is if the consumer trusts the interpreted stimuli and if he/she manages to get convinced regarding the information transmitted by such stimuli. As a result of such process, the consumer already has the required information in his/her mind about alternative products and brands in the market. The consumer influenced by the environment factors or by individual differences determines the evaluation criteria for the alternatives he has in mind, afterwards he takes a decision for selecting a certain alternative. After that, it precedes the purchase of the selected alternative and consequently the consumption.

On the other hand, in cases of LPS, the journey for decision making and purchase of the product is obvious and brief. There is very little, almost no process of information search and evaluation of alternatives.

A. Constructs of the model that are potentially influenced by advertising

During the information search phase, in particular during the external information search phase, advertising plays an important role. A company is always searching in the market for consumers to whom it aims to sell its products/services. Advertising serves for the company as a communication tool.

At the moment when the consumer perceives a problem or need that can be satisfied by the purchase of a product or service, he/she starts with the information search process. It often happens that internal search does not provide sufficient information to the consumer and he/she is therefore forced to commit to the so-called external information search, and it is exactly here the stage in which the impact of advertising is noticed the most.

One of the main sources from which the consumer can obtain information from the external information search is the market-controlled sources, such as advertising, sellers and Internet (Belch & Belch, 2003). Given that advertising is seen as one of the primary sources of external information search by the consumer, marketers are increasingly paying more attention to the message and content that is transmitted to the consumer through advertising. Companies are aware that consumers use the selective perception to filter unwanted or irrelevant advertising messages, therefore they use various creative tactics in order to make their advertising messages be more noticeable. A disputable tactic for which advertising has often been accused of is the impact of advertising to the consumer's subconscious. That was called by Belch & Belch (2003) as subliminal perception, which refers to the ability of an individual to perceive a stimuli (in this case the advertisement), which is below the level of his/her consciousness. Therefore, advertising through the use of various tactics manages to supply the consumer with information also in cases he/she may not be aware of the fact that he/she is being informed through advertising.

The impact of advertising during preliminary evaluation of alternatives: Following the collection of information during the phase of information search, the consumer goes to the stage of assessment of alternatives. At this stage, the consumer compares different brands or products and services, which he /she has identified as convenient for resolving the issue of consumption and to satisfy the needs or motives that began with the decision making process. Different brands identified as purchasing options and which will be considered during the process of evaluation of alternatives are known as consumer's evoked set (Belch & Belch, 2003).

The purpose of the majority of advertisements is to increase the opportunity for a brand to be included in the consumer's evoked set and to be considered during preliminary evaluation of alternatives. Marketers use advertising as a tool by which they aim to make the consumer aware of the brand, and to keep it as long as possible in their memory, in order for this brand to be included into the targeted evoked set of audience. According to Belch & Belch (2003), advertising is a valuable promotion and very important tool for creating and maintaining the awareness of the brand and ensuring that a brand is included in the evoked set. Therefore, through advertising the consumer can be influenced and it leads to inclusion of the product or service to the group of alternatives that he/she considers for evaluation prior to taking a decision to purchase one of them.

The impact of advertising during the purchase: In the process of purchase, the consumer comes to a point where he/she concludes the search for information and assessment of alternatives from the evoked set and therefore makes a decision to purchase. It should be taken into account that the purchase decision is not the same as the actual purchase. After the selection of the product that the consumer selects to purchase, he/she should apply such decision in practice in order to carry out the actual purchase. In this case, other decisions are required to take, such as: when to buy the product, where to buy the product and how much money should he/she spent on it (Belch & Belch, 2003).

Before leaving the house and going out to purchase, the consumer often compiles a list of products that he/she is going to purchase, this is due to the fact that he has already established trust on a certain brand, which results in a repeated purchase of the certain product. The impact of advertising comes to the fore exactly here. For marketers, it is vital to establish and maintain the loyalty of the consumer. In order to achieve this, they use advertising through which they try to keep 'alive' the names of their brands for the consumers; and to prevent the consumers from changing the brands. In other words, efforts are made through advertising in order to influence the purchase decision that will be taken by the consumer.

The impact of advertising during the consumption stage and post-consumption evaluation stage: The process of decision making by the consumer does not end upon the purchase of the product. Following the purchase, it comes the stage of product/service consumption and after the consumption, the consumer compares the level of real performance to the anticipation that he/she has had for the product. This leads to a satisfied or unsatisfied consumer. The consumption stage is of great importance due to the fact that the impressions gained during consumption of product/service will influence the likelihood for a consumer to purchase a certain product/service again. Marketers should pay particular attention to this phase. An unsatisfied consumer does not simply mean not purchasing the product by him/her, but, on the other hand an unsatisfied consumer may disseminate information to the broader audience by preventing the others from purchasing such product/service. It is important at this stage that advertising does not create unjustifiable expectations, which cannot be met in reality by the products/services. Therefore, all that an advertisement can do for the consumption stage, in consumer decision making process, is to be as real as possible and not to create discrepancy between the information it contains and the real quality of the product. Recently, more and more companies are paying attention to communication following the purchase. Some companies send brochures in order to reassure the buyers and to reinforce the wisdom they have shown by selection of their brand for purchase and consumption.

VI. CONCLUSION

Advertising impacts the consumer's behaviour and this can be argued through the influence it has on different dimensions of behaviour, namely in various constructs of comprehensive models of consumer behaviour, such as: Nicosia model; the theory of buyer behaviour (or Howard and Sheth model); and the Engel, Blackwell and Miniard model of consumer behaviour.

Advertising influences building up of consumer's behaviour, the decision for purchasing and using the product, and the consumer's behaviour after the purchase and use of the product/service. This has been argued through the impact and potential changes in the five main areas of Nicosia's model, which derive as a result of the impact of advertising on them.

The impact of advertising is also noticed when the consumer interferes with the observable reality, specifically when in contact with external stimuli, part of which the advertising is considered to be. Under "the theory of buyer behaviour (or Howard and Sheth model)", this has been argued through illustration of impact that advertising has on the constructs of this model, which are the input and output variables.

Advertising influences the inner state of the buyer. Furthermore, the relationship between advertising and the consumer's behaviour has been known for centuries as a mind body problem. Advertising impacts on provision of information that is processed in the mind of the consumer, in processing of this information and afterwards also in forming the concept in his/her opinion. This has been substantiated through analysing the impact of advertising on hypothetical constructs of Howard and Sheth model.

Significant impact of advertising is noticed in consume decision making process, in particular when the consumer is involved in Extended Problem Solving (EPS). Many times in the reality of a consumer, it is an advertising, whatever that is, the main "cause" that drives the consumer in identifying a need or a problem, of whose existence he/she might have not been aware. Moreover, very often a

beautiful audio and visual illustration, with colours, music and other attractive components, such as advertising is the best and easiest way to be selected as the method of information by a consumer. This selection can frequently be carried out unconsciously by the consumer. Many of alternative opportunities that are in the mind of the consumer, are there because of a good and qualitative advertisement. As soon as the consumer encounters a purchase, it may be the advertisement that is embedded in his memory to be the fact that drives him/her to purchase a certain product. The advertisement should pay attention to the content of the message that is transmitted and to the characteristics of the product/service advertised. Any discrepancy among the expectations established in the mind of the consumer after being exposed to an advertisement and the real perceptions, after consuming a certain product/service, lead to an unsatisfied consumer. In addition, an unsatisfied consumer does not simply mean an individual who will not purchase the product/service of the company any longer – but it means a consumer who will disseminate information to others on the bad experience, by preventing also others from purchasing the product/service.

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