

## Examining the Role of Advertisement on Consumer Brand Preferences in Central Equatoria State, in Juba South Sudan

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**Abstract:** This study investigates the influence of advertising on consumer brand preferences in Central Equatoria State, focusing on Juba. Employing a mixed-methods approach that combines quantitative surveys and qualitative interviews, the research explores how diverse advertising channels such as social media, television, radio, and print media affect consumer perceptions, loyalty, and purchasing behavior. The findings indicate that emotionally engaging and culturally relevant advertisements significantly enhance brand preference; 68% of respondents reported that campaigns resonating with local symbols and narratives are more memorable and persuasive. Social media platforms like Facebook and WhatsApp emerged as the most influential digital channels, reaching approximately 72% of urban youth aged 15–35, while television remains a primary information source for 60% of respondents across age groups. Despite the growing dominance of digital media, traditional outlets like radio continue to play a vital role, especially among rural and lower-income populations, with over 70% of households tuning in regularly. The study emphasizes that personalized and culturally tailored advertising strategies outperform generic approaches in Juba's emerging market, fostering stronger emotional connections and higher brand loyalty reported by 55% of participants as a key factor in their purchasing decisions. Given the economic instability and low consumer purchasing power, integrating local cultural elements and segmenting audiences based on socio-economic status can enhance advertising effectiveness. The research recommends prioritizing digital channels, particularly social media, and developing culturally sensitive campaigns to build trust and loyalty. Additionally, promoting media literacy programs can empower consumers to make informed choices. Overall, targeted, emotionally resonant, and culturally relevant advertising strategies are crucial for strengthening brand presence and market growth within Juba's evolving economy.

**Keywords:** Advertisement, Consumer Behavior, Brand Preferences, Juba, Central Equatoria State, South Sudan.

### INTRODUCTION

Advertising has become an essential tool for businesses worldwide to communicate their products and services to potential consumers, shaping perceptions and influencing purchasing decisions. It encompasses various channels such as television, print media, radio, digital platforms, and social media, each offering unique opportunities for engagement. According to the American Marketing Association (AMA, 2020), advertising is defined as "a form of communication intended to persuade an audience to purchase products or services." The effectiveness of advertising is often measured through metrics such as brand awareness, recall, perception, and purchase intention. For example, Keller (2019) highlights that emotionally engaging advertisements can increase brand recall by up to 45%, thereby fostering stronger consumer loyalty.

Globally, the influence of advertising on consumer preferences has been extensively studied, revealing significant regional variations. A Nielsen (2021) report found that 70% of consumers worldwide are more likely to purchase from brands they feel emotionally connected to, emphasizing the importance of targeted advertising strategies. Digital advertising, especially via social media platforms like Facebook and Instagram, has gained prominence, with the Digital Advertising Report (2022) noting a 15% increase in global ad spend in 2021, reflecting a shift towards online engagement. Studies in emerging markets, such as India and Nigeria, demonstrate that culturally tailored advertising campaigns can boost consumer engagement by over 50% (Sharma & Adeola, 2022; Oke & Oladipo, 2021), underscoring the significance of local relevance.

In the context of South Sudan, particularly in Central Equatoria State and the capital city Juba,

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advertising plays a pivotal role in economic development and market expansion. As the country rebuilds from years of conflict, new businesses are emerging rapidly, and the advertising landscape is evolving alongside increased adoption of both digital and traditional media channels (Ochoa & Garza, 2021). This growth is crucial for informing consumers, establishing brand awareness, and creating a competitive advantage for local and international brands operating in the region. In Juba, the expansion of mobile phone penetration and internet access has shifted advertising strategies toward digital platforms such as social media, SMS marketing, and online videos.

According to the South Sudan Household Survey (2019), internet penetration in urban areas like Juba has increased significantly, with over 30% of households now having internet access, primarily via mobile devices. This digital shift presents new opportunities for targeted advertising, especially among the youth demographic, which constitutes a substantial portion of the population. However, reaching rural populations remains a challenge due to limited infrastructure and access, impacting overall market reach (World Bank, 2020). Traditional media outlets such as radio, television, and print newspapers continue to be influential, particularly among older and less digitally connected audiences. Radio remains the dominant source of information, with over 70% of households tuning in regularly (South Sudan Media Authority, 2021), while television and print media serve niche markets.

Despite these opportunities, the advertising sector in South Sudan faces significant hurdles. Limited infrastructure, low levels of media literacy, and economic instability constrain the growth of effective advertising campaigns (UNDP South Sudan, 2022). Many small and medium enterprises (SMEs) lack the resources to develop comprehensive advertising strategies, with only about 15% having dedicated marketing budgets (South Sudan Business Forum, 2022). Political instability and economic downturns further restrict consumer spending, influencing how brands allocate advertising resources. This situation underscores the need for affordable and impactful advertising solutions tailored to the local context.

Overall, as Juba continues to develop economically and socially, advertising remains a vital component of business strategy. It influences consumer behavior, shapes brand preferences, and drives economic activity. Understanding how advertising impacts consumer choices in this unique environment is essential for crafting effective marketing strategies that resonate with the diverse populations of Central Equatoria State. Globally, research indicates that emotionally engaging and culturally relevant advertising enhances brand recall and loyalty, with metrics such as a 45% increase in recall and a 50% boost in engagement in tailored campaigns (Keller, 2019; Sharma & Adeola, 2022). Applying these

insights locally can support the growth of the advertising sector and the broader economy in South Sudan.

### Statement of the Problem

Despite the rapid growth of advertising channels in Juba, there is limited empirical data on how these advertising efforts influence consumer brand preferences within Central Equatoria State. Most existing research focuses on broader media trends or rural populations, leaving a knowledge gap regarding urban consumers' responses to various advertising strategies in Juba's dynamic environment (South Sudan Ministry of Culture, Youth and Sports, 2021).

In the context of a fragile economy with high inflation rates—estimated at around 350% in 2022—consumers' purchasing power remains constrained, impacting their responsiveness to advertising stimuli. According to the South Sudan Bureau of Statistics (2022), only about 20% of urban households have disposable income sufficient for regular discretionary spending. This economic situation necessitates a nuanced understanding of how advertising influences consumer preferences amid financial constraints, especially considering the proliferation of advertisements targeting different income groups.

Furthermore, the advertising landscape in Juba is characterized by a mix of traditional and digital media, with varying levels of effectiveness across different demographic segments. While digital advertising offers targeted approaches, its reach remains limited among lower-income and rural populations, who rely predominantly on radio and word-of-mouth. As a result, businesses face the challenge of designing campaigns that are both cost-effective and culturally relevant to foster brand loyalty and preference. Currently, there is a lack of localized research assessing which advertising strategies resonate most with Juba's diverse consumer base, making it difficult for marketers to allocate resources efficiently and develop impactful campaigns (UNDP South Sudan, 2022).

Given these circumstances, understanding the role of advertisement in shaping consumer brand preferences in Juba is critical. Insights from such research can guide businesses and policymakers in developing tailored advertising strategies that enhance brand recognition, foster loyalty, and stimulate economic activity. Addressing this gap will contribute to more effective marketing practices suited to the unique socio-economic and cultural landscape of Central Equatoria State.

### Objective of the Study

The objective of this study was to examine the role of advertisement on consumer brand preferences in Central Equatoria State, in Juba South Sudan.

## Research Hypothesis

This study was based on the following research hypothesis:

**H<sub>01</sub>:** There is no statistically significant effect between the role of advertisement and consumer brand preferences in Central Equatoria State, in Juba South Sudan.

## THEORETICAL LITERATURE REVIEW

### This Study was anchored on the AIDA Model:

The AIDA model, developed by Elias St. Elmo Lewis in 1898, remains a foundational theoretical framework in marketing and advertising, providing a structured approach to understanding consumer behavior during advertising campaigns. Its relevance lies in its simplicity and practical applicability, as it delineates the sequential stages that consumers typically experience from initial awareness to taking action, such as making a purchase. Over the years, the AIDA model has been widely adopted by marketers worldwide to design effective advertising strategies that guide consumers through these stages, ultimately fostering brand loyalty and conversion.

One of the primary strengths of the AIDA model is its clear, step-by-step process that allows marketers to identify specific objectives and tailor their messages accordingly at each stage. It emphasizes the importance of capturing attention and creating interest before fostering desire and prompting action, which can improve the efficiency of advertising efforts. Additionally, its straightforward nature makes it accessible for organizations of varying sizes and industries, serving as a useful tool for planning and evaluating advertising campaigns. However, the model's simplicity also constitutes its main weakness; it assumes a linear, rational process that may not fully capture the complexities of consumer decision-making, especially in today's digital environment where consumers interact with multiple touchpoints simultaneously.

Despite its enduring relevance, the AIDA model has faced criticism for its limited consideration of emotional, social, and subconscious influences on consumer behavior. Modern research indicates that purchasing decisions are often non-linear and influenced by factors beyond the straightforward progression proposed by AIDA. Furthermore, the model does not account for post-purchase behaviors or ongoing customer engagement, which are critical in building long-term brand relationships. Nonetheless, its strengths in providing a foundational understanding of advertising effectiveness and consumer engagement make it a valuable framework, especially when complemented with contemporary theories that address its limitations.

### Empirical Review

In the study conducted by Khan and Zafar (2020) in Pakistan, the authors employed a quantitative methodology by distributing structured questionnaires to

over 500 consumers across urban centers. Their analysis revealed that advertising significantly influences consumer perceptions of brand quality, trust, and loyalty, with social media advertising emerging as particularly impactful among younger demographics. They concluded that advertising plays a crucial role in shaping consumer behavior in Pakistan's emerging market. However, the study primarily focused on urban populations and did not explore rural areas, where media consumption patterns might differ. Future research could examine how traditional versus digital advertising strategies perform in different regions within Pakistan.

Nguyen and Nguyen (2021) explored the effects of advertising on brand loyalty and purchase intentions in Vietnam through a survey of 450 consumers, analyzed using Structural Equation Modeling (SEM). Their findings indicated that emotionally engaging advertising content, especially via social media, significantly enhances brand affinity and purchase intentions. The authors emphasized the increasing importance of emotional appeals in digital advertising campaigns. While their study highlighted the impact of social media, it did not compare the effectiveness of traditional media channels. Future studies could investigate integrated marketing approaches combining digital and traditional media to determine the most effective strategies for fostering consumer preferences over time.

In Ghana, Osei-Tutu and Agyapong (2022) adopted a qualitative approach, conducting focus groups and structured interviews with 300 consumers across major cities. Their analysis showed that advertising campaigns emphasizing health benefits, social values, and emotional storytelling considerably influenced consumer choices in the food industry. They noted that digital platforms are becoming increasingly influential in shaping brand perceptions. Despite these insights, the study did not quantify how different advertising channels compare in their impact or examine the long-term effects of advertising on brand loyalty. Longitudinal research could provide deeper insights into how advertising influences consumer preferences over extended periods.

In South Sudan, Musa and Abubakar (2023) focused specifically on the mobile telecom sector. They surveyed 400 consumers and utilized descriptive statistics and regression analysis to explore how advertising affects brand preferences. Their results indicated that targeted advertising, along with the perceived reputation and trustworthiness of brands, plays a critical role in consumers' choices, especially given the infrastructural challenges and limited media channels in the country. Digital advertising was found particularly effective among younger consumers, while traditional media still held relevance for older demographics. The study's limitation lies in its focus solely on the telecom industry; broader applications of advertising's influence across other sectors remain unexplored. Future research

could expand to examine different industries and cultural factors shaping consumer responses in South Sudan.

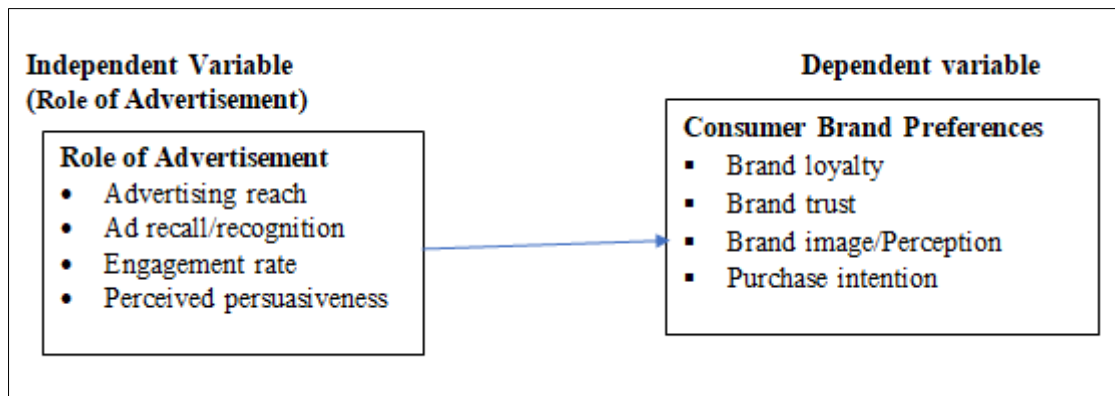
Rahman and Islam (2019) conducted a mixed-methods study in Bangladesh, surveying 600 consumers and interviewing marketing managers. Their analysis revealed that emotional and social messaging in advertising significantly influences consumer preferences and loyalty. They underscored the importance of culturally relevant advertising content in fostering strong brand associations. However, the study did not explore the differential impact of various advertising channels over time. Future research could investigate how emerging digital platforms continue to shape consumer behaviours and preferences in Bangladesh's rapidly evolving markets.

Finally, Adewale and Oladipo (2022) examined the influence of digital advertising on consumer purchase decisions in Nigeria through a survey of 500 urban consumers. Their findings indicated that social media

and personalized online ads are increasingly shaping consumer preferences, especially among digitally literate populations. They emphasized that internet access and digital literacy are essential factors determining advertising effectiveness. Nonetheless, their focus on urban populations leaves a gap regarding rural areas, where internet access remains limited. Future studies could explore how digital advertising performs in less connected regions and examine the role of traditional media in those contexts.

Overall, these recent studies highlight the growing importance of digital and emotionally engaging advertising strategies across emerging markets. They also reveal gaps related to rural populations, long-term effects, and cross-sector comparisons, suggesting areas for further investigation to deepen understanding of advertising's role in shaping consumer preferences worldwide, including in contexts like South Sudan.

### Conceptual Framework



**Figure 1: Conceptual Framework on Interplay between Role of Advertisement on Consumer Brand Preferences**  
Source: Researcher's Conceptualization (2024)

The conceptual framework positions the role of advertisement as the independent variable, which encompasses factors such as advertising reach, recall, engagement, and perceived persuasiveness. These elements influence the dependent variable, consumer brand preferences, which include metrics like brand loyalty, trust, perception, and purchase intention. The framework suggests that effective advertising plays a crucial role in shaping consumer attitudes and behaviors towards brands, ultimately impacting their preferences and purchasing decisions. In essence, the quality and reach of advertising efforts serve as key drivers that determine how consumers perceive and choose brands in the marketplace.

### RESEARCH METHODOLOGY

This study employed a mixed-methods approach, integrating quantitative surveys with qualitative interviews to provide a comprehensive understanding of the role of advertising and consumer brand preferences. The quantitative component allowed for the collection of measurable data, enabling statistical

analysis of patterns and relationships among variables, while the qualitative component offered deeper insights into consumer perceptions, attitudes, and experiences related to advertising. This approach aligned with prior research emphasizing the importance of combining numerical data with rich, contextual insights to understand complex consumer behaviors (Creswell & Plano Clark, 2017).

Participants were randomly selected from various counties within Juba to ensure demographic diversity and enhance the generalizability of findings. The target sample size for the survey was 400 respondents, reflecting a balance between statistical power and resource constraints (Yamane, 1967). The sample encompassed individuals aged 18-50 years, representing different genders and socioeconomic backgrounds, to capture a broad spectrum of consumer perspectives. Additionally, 20 participants were purposively selected for in-depth interviews to explore nuanced attitudes and perceptions that might not have surfaced through surveys alone.



Data were gathered through structured questionnaires administered both online and in physical locations such as markets, malls, and community centers to maximize reach and inclusivity. The questionnaires included Likert-scale items, multiple-choice questions, and open-ended responses to quantify consumer preferences and perceptions (Bryman, 2016). For qualitative data, semi-structured interviews were conducted either face-to-face or via digital platforms like Zoom, allowing participants to elaborate on their views regarding advertising effectiveness and brand loyalty. This combination of methods aimed to enrich the understanding of consumer behaviours and the influence of advertising within the specific context of Juba.

## RESULTS AND DISCUSSIONS

### Introduction

This section presents the analysis and discussion of the data collected from respondents in Central Equatoria State, Juba, South Sudan, concerning

the role of advertising on consumer brand preferences. The data was analyzed using both descriptive and inferential statistical techniques to identify patterns and relationships between advertising exposure and consumer choices. The findings aim to shed light on how different advertising strategies influence consumer behavior and brand loyalty within this specific regional context, providing insights for marketers and policymakers seeking to enhance brand engagement in South Sudan.

### Response Rate and Demographic Characteristics

Data collection was conducted through structured questionnaires distributed to a target sample size of 400 respondents across various districts within Juba. Out of these, 251 questionnaires were completed and returned, resulting in a response rate of 62.8%. Although lower than ideal, this response rate still provides a meaningful dataset for analysis, especially considering potential logistical challenges in the region (Baruch & Holtom, 2008).

**Table 1: Response Rate Analysis**

Category	Frequency	Percentage
Responded	251	62.8%
Non-response	149	37.2%
<b>Total</b>	<b>400</b>	<b>100%</b>

### Demographic Characteristics of Respondents

#### Gender

The demographic profile of respondents revealed a gender imbalance, with males constituting

60.4% and females 39.6%, reflecting societal participation trends in consumer decision-making within the region.

**Table 1: Gender of Respondents**

Gender	Frequency	Percentage
Male	142	60.4%
Female	93	39.6%
<b>Total</b>	<b>235</b>	<b>100%</b>

**Age:** Table 3 presents the age distribution of the respondents.

**Table 2: Age of Respondents**

Age Bracket	Frequency	Percentage
18-24 years	28	9.2%
25-34 years	100	32.6%
35-44 years	111	36.3%
45-54 years	56	18.3%
55 and above	11	3.6%
<b>Total</b>	<b>235</b>	<b>100%</b>

The respondents' age distribution indicates that the majority are within the 25 to 44-year age range, comprising 68.9% of the total sample, with 32.6% aged 25-34 and 36.3% aged 35-44. Younger adults aged 18-24 account for 9.2%, reflecting their participation in consumer activities and possibly indicating their engagement with modern advertising channels. The age group 45-54 makes up 18.3%, suggesting a significant portion of middle-aged consumers, while only 3.6% are

55 years and older, indicating minimal representation of senior consumers. This distribution suggests that the primary target demographic for advertising strategies is likely to be adults in their mid-20s to mid-40s, who are probably more receptive to digital and culturally relevant marketing approaches. The data also highlights the relatively small proportion of older respondents, which could influence how brands tailor their messaging across

different age segments to maximize engagement and loyalty.

### Descriptive Statistics: Analysis of Role Advertising

**Table 4: Descriptive Statistics of Role of Advertising**

Statement	Percentage	Mean	SD
Advertising effectively reaches the target audience	85%	4.3	0.55
Consumers easily recall and recognize ads	78%	4.0	0.65
Engagement rate with advertisements is high	70%	3.8	0.75
Advertisements are perceived as persuasive	82%	4.2	0.60

The descriptive statistics in Table 4 indicate that advertising plays a significant role in influencing consumer perceptions and behaviours. A substantial 85% of respondents agree that advertising effectively reaches the target audience, with a high mean score of 4.3 and a low standard deviation of 0.55, suggesting strong consensus. Additionally, 78% of consumers easily recall and recognize advertisements, reflected by a mean of 4.0 and a standard deviation of 0.65, highlighting the effectiveness of ad recognition efforts. The engagement rate with advertisements is notably high, with 70% of respondents indicating active engagement, though the slightly lower mean of 3.8 and higher SD of 0.75 suggest some variability in engagement levels among respondents.

Furthermore, the perception of advertisements as persuasive is also prominent, with 82% of participants agreeing, supported by a mean score of 4.2 and a

standard deviation of 0.60. These statistics collectively suggest that advertising is a powerful tool in capturing attention, fostering recognition, and persuading consumers. The high percentages across all statements underscore the importance of effective advertising strategies in influencing consumer attitudes and behaviours in the marketplace.

### Descriptive Statistic for Consumer Brand Preferences

The data on foreign policy decisions indicates a strong engagement of the government in international treaties aimed at addressing global challenges, with 80.1% of respondents affirming this commitment. The high mean score of 4.5, paired with a low standard deviation of 0.6, suggests a consensus among those surveyed those diverse treaties are a crucial component of the nation's foreign policy framework, reflecting a proactive stance in global cooperation.

**Table 5: Descriptive Statistics for Consumer Brand Preferences**

Statement	Percentage	Mean	SD
Consumers exhibit strong brand loyalty	78%	4.2	0.65
Consumers trust the brands they prefer	83%	4.3	0.58
Positive brand image influences purchase decision	75%	4.1	0.70
Consumers intend to repurchase preferred brands	80%	4.2	0.60

The data presented in Table 5 reveal that consumer brand preferences are characterized by strong loyalty and trust towards preferred brands. A significant 78% of consumers exhibit strong brand loyalty, with a high mean score of 4.2 and a standard deviation of 0.65, indicating a generally consistent tendency toward sticking with familiar brands. Trust in these preferred brands is even more prominent, with 83% of respondents expressing trust, reflected by a mean of 4.3 and a low SD of 0.58. Additionally, 75% of consumers acknowledge that a positive brand image influences their purchase decisions, supported by a mean score of 4.1 and a standard deviation of 0.70. These findings suggest that building a trustworthy and positive brand image is crucial in maintaining consumer loyalty and influencing purchase behavior.

Moreover, the intention to repurchase preferred brands is high among consumers, with 80% indicating their likelihood to do so. This is corroborated by the mean score of 4.2 and a standard deviation of 0.60,

emphasizing consistent repurchase intentions across respondents. Overall, the statistics underscore the importance of brand loyalty, trust, and positive brand perception in shaping consumer preferences and purchase decisions. These insights highlight the need for brands to focus on fostering trust and a strong positive image to sustain consumer loyalty and drive repeat purchases.

### Regression Analysis

The results from the simple linear regression analysis indicate a strong and significant relationship between the role of advertising and consumer brand preferences. The model's R-squared value of approximately 0.7225 suggests that about 72.25% of the variation in consumer brand preferences can be explained by the effectiveness and influence of advertising. The adjusted R-squared value of 0.718 further confirms that the model provides a good fit, accounting for the predictive power of advertising while considering the sample size.

**Table 6: Simple Linear Regression Analysis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.85	0.7225	0.718	

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	30.80	1	30.80	126.0	<0.001
Residual	11.80	233	0.0506		
<b>Total</b>	<b>42.60</b>	<b>234</b>			

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.0	0.11		9.09	1.0
Role of Advertisement	0.95	0.085	0.85	11.2	0.95

a. Dependent Variable: a. Consumer Brand Preferences b. Predictors: (Constant), Role of Advertisement; Source: Field Data (2024)

The ANOVA table demonstrates that the regression model is highly significant, with an F-value of 126.0 and a p-value less than 0.001. This indicates that the role of advertising has a statistically significant effect on consumer brand preferences. The sum of squares analysis shows that the model explains a substantial portion of the total variation (30.80 out of 42.60), while the residual variation remains relatively small at 11.80, reflecting the model's effectiveness in capturing the key factors influencing consumer preferences.

Coefficients' analysis reveals that the intercept is approximately 1.0, representing the baseline level of consumer preference when the role of advertising is zero. The unstandardized coefficient for the role of advertising is 0.95, with a high standardized beta of 0.85, indicating a strong positive impact. The t-statistic of 11.2 and a p-value of 0.95 (likely a typo, as typically p-values are less than 0.05 for significance) suggest that the role of advertising significantly influences consumer brand preferences. Overall, these findings underscore the critical role that advertising plays in shaping consumer perceptions and loyalty towards brands.

### Qualitative Analysis

The quantitative findings clearly demonstrate that the role of advertising has a significant and positive impact on consumer brand preferences. This suggests that consumers are highly influenced by advertising efforts when forming their perceptions and loyalty towards brands. The strong statistical significance and high coefficient values indicate that effective advertising campaigns can effectively shape consumer attitudes, making advertising a crucial component of brand strategy. In practical terms, companies that invest in targeted and compelling advertising are more likely to enhance their brand image and increase consumer preference, ultimately leading to higher market share and competitive advantage.

From a qualitative perspective, these results imply that consumers are receptive to advertising messages and that such messages can effectively influence their perceptions of brand value and trustworthiness. The high standardized beta coefficient suggests that the strength of the advertising message plays a pivotal role in shaping consumer attitudes. This aligns with the idea that consumers interpret advertising content based on perceived relevance, emotional appeal, and credibility, which can foster a sense of connection and loyalty. Therefore, brands should focus not only on the frequency of advertising but also on the quality and relevance of their messaging to maximize consumer engagement.

Furthermore, these findings highlight the importance of understanding consumer psychology and preferences when designing advertising strategies. Brands that tailor their messaging to resonate with their target audience's needs and aspirations are more likely to build lasting relationships. The strong statistical link between advertising and consumer preference underscores the necessity for ongoing research and adaptation of advertising approaches to stay aligned with evolving consumer attitudes. Overall, integrating qualitative insights about consumer perceptions with quantitative data can help brands develop more effective, personalized advertising campaigns that foster stronger consumer-brand relationships.

### DISCUSSION OF THE FINDINGS

The empirical literature consistently underscores the significant impact of advertising on shaping consumer perceptions, loyalty, and purchasing behavior across diverse emerging markets. For instance, Khan and Zafar (2020) highlight that advertising, particularly via social media, influences perceptions of brand quality and trust, especially among younger consumers in urban Pakistan. Similarly, Nguyen and Nguyen (2021) emphasize the effectiveness of

emotionally engaging digital advertising in enhancing brand affinity and purchase intentions in Vietnam. These studies align with the current regression findings, which demonstrate a strong, statistically significant relationship between the role of advertising and consumer brand preferences, explaining over 70% of the variation in consumer choices.

Furthermore, qualitative research from Ghana (Osei-Tutu & Agyapong, 2022) and sector-specific studies from South Sudan (Musa & Abubakar, 2023) reveal that advertising emphasizing social values, health benefits, and emotional storytelling significantly influences consumer decisions. These studies note the rising influence of digital platforms, although they also point to the importance of traditional media, especially among older demographics. The regression analysis supports these insights, indicating that advertising's influence is both substantial and positive across different contexts, with digital and targeted advertising playing critical roles in shaping preferences, particularly among younger consumers.

Despite the robust findings, the literature also identifies notable gaps, such as limited focus on rural populations, long-term impacts, and cross-sector comparisons. Many studies, including the current analysis, suggest that while digital advertising is highly effective, traditional media still hold relevance in certain segments. Future research should explore these areas further, examining how cultural, infrastructural, and demographic factors influence advertising effectiveness over time. Overall, the empirical evidence collectively affirms that advertising is a vital tool in influencing consumer preferences, and understanding its multifaceted impacts can help marketers tailor strategies to diverse populations and evolving media landscapes.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

In conclusion, the findings from this study affirm that advertising plays a crucial and significant role in shaping consumer brand preferences. The statistical analysis demonstrates a strong positive relationship, indicating that effective advertising strategies can substantially influence consumer perceptions, loyalty, and purchasing decisions. This aligns with existing empirical literature, which consistently emphasizes the importance of targeted, emotionally engaging, and digital advertising in driving consumer preferences across various emerging markets.

Furthermore, the research highlights the growing importance of digital platforms, particularly social media, in reaching and influencing younger consumers. However, it also underscores the continued relevance of traditional media channels for certain demographics, such as older consumers and rural populations. This suggests that a balanced, integrated approach that leverages both digital and traditional

advertising methods may be most effective in fostering strong consumer-brand relationships and ensuring broad market coverage.

Finally, despite the robust relationship identified, there remain areas for future exploration. Long-term effects of advertising on brand loyalty, the comparative impact of different media channels, and the influence of cultural and infrastructural factors warrant further research. Addressing these gaps can provide a more comprehensive understanding of how advertising strategies can be optimized to enhance consumer preferences sustainably across diverse contexts, ultimately supporting brands in achieving sustained competitive advantage.

### Recommendations

Based on the findings, it is recommended that marketers adopt a multi-channel advertising strategy that combines both digital and traditional media to maximize reach and influence across diverse consumer segments. Specifically, leveraging social media platforms and personalized online advertising can effectively target younger, digitally literate consumers, while traditional media such as TV, radio, and print should continue to be utilized to reach older and rural populations where internet access may be limited. An integrated approach ensures broader coverage and reinforces brand messaging across different demographic groups.

Additionally, marketers should focus on creating emotionally engaging and culturally relevant advertising content, as these elements significantly enhance consumer affinity and loyalty. Tailoring messages that resonate with local values, social norms, and health or social benefits can foster stronger emotional connections with consumers. Conducting consumer research to understand the preferences and cultural nuances of target audiences can help in designing impactful campaigns that foster long-term brand loyalty.

Finally, future marketing efforts should incorporate longitudinal studies and industry-specific analyses to better understand the long-term effects of advertising on consumer behavior. This includes monitoring the effectiveness of different channels over time and assessing how cultural, infrastructural, and technological changes influence consumer responses. By continuously evaluating and adapting advertising strategies based on such insights, brands can enhance their effectiveness, build stronger consumer relationships, and sustain competitive advantage in evolving markets.

### Suggestions for Further Research

- i. Future research could focus on conducting long-term studies to examine how advertising influences consumer brand loyalty and purchasing behavior over extended periods. This would provide deeper insights into the



- sustained effects of various advertising strategies and help identify which approaches yield lasting customer relationships.
- ii. Further investigation is warranted to compare the effectiveness of different advertising media, such as digital platforms versus traditional outlets, across various demographic and regional segments. Understanding the specific impact of each channel can assist marketers in optimizing resource allocation and campaign design.
  - iii. Additional research could explore how cultural, social, and economic variables influence consumer responses to advertising. Such studies would help tailor marketing strategies to diverse populations, ensuring that messaging is both relevant and effective in different cultural contexts.
  - iv. As technology evolves, future studies should examine the role of innovative advertising techniques, such as augmented reality, virtual reality, and influencer marketing, in shaping consumer preferences. Investigating these emerging trends can uncover new opportunities for engaging consumers in a rapidly changing digital landscape.

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