

**CONSUMER TRUST AND ATTITUDES TOWARD NIVEA TELEVISION  
ADVERTISEMENTS: THE ROLE OF PERCEIVED CREDIBILITY, APPEAL, AND  
PURCHASING BEHAVIOR**

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**Abstract**

This study investigates consumer attitude and trust toward NIVEA's television advertisement campaigns, focusing on how emotional appeal, message clarity, and perceived authenticity influence brand perception and purchasing behavior. Despite NIVEA's global brand recognition, uncertainties persist regarding the effectiveness of its TV campaigns in fostering consumer trust and driving purchase intent. The research explores Consumer Attitudes and Trust toward Television Advertisement Campaigns, testing hypotheses through a quantitative approach. Data were collected from 900 respondents via an online survey, examining demographic factors, trust levels, and advertisement perceptions. Statistical methods such as correlation, regression, and descriptive analysis were applied to identify relationships between variables and to predict and explain how independent variables affect the dependent variable. The findings reveal minimal associations between demographic characteristics and consumer responses, with most correlation coefficients near zero and p-values exceeding 0.05 for key variables like age ( $p = 0.113$ ), gender ( $p = 0.551$ ), and trust in ads ( $p = 0.217$ ). An adjusted R-squared value of 0.039 indicates that only 3.9% of the variance in consumer trust can be attributed to perceived ad credibility. The results suggest that demographic targeting alone is insufficient for shaping consumer attitudes toward NIVEA's TV campaigns. Instead, enhancing ad content through emotional appeal, trust-building narratives, and authentic storytelling is crucial. The study highlights the importance of broader advertising strategies aimed at fostering trust and boosting consumer engagement beyond demographic considerations.

**Keywords:** Consumer, Attitudes, Trust, Television Advertisement, Nivea Campaigns.

**Introduction**

Advertising is a vital marketing communication tool designed to inform, persuade, and sometimes influence consumer behavior through strategic messaging (Usman & Oladipo, 2019). Television stands out among the various advertising platforms for its powerful visual and emotional appeal, making it a key driver of consumer awareness, brand perception, and purchasing decisions (Kotler & Keller, 2016). However, the effectiveness of television advertisements depends on how well audiences interpret and respond to the messages conveyed (Belch & Belch, 2017).

Nivea, a globally recognized skincare brand, uses television advertisements to reinforce its brand image, build trust, and boost sales. [www.latterly.org/nivea-marketing-strategy](http://www.latterly.org/nivea-marketing-strategy). Despite its widespread visibility, uncertainties remain regarding how effectively these campaigns shape

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consumer trust and attitudes. Research indicates that elements such as emotional appeal, message clarity, and relevance are critical in influencing consumer responses (Batra, Myers, & Aaker, 2018). Yet, limited research exists on whether Nivea's advertisements communicate intended messages effectively, build lasting brand loyalty, or differentiate the brand from competitors (Percy & Elliott, 2016). Consumer trust and attitudes toward advertisements are shaped by personal experiences, cultural influences, and marketing strategies (Schiffman & Wisenblit, 2019). While Nivea's advertisements aim to connect with diverse audiences by emphasizing product benefits and fostering brand trust, it remains unclear which elements, such as perceived credibility and appeal, most significantly shape consumer behavior.

Trust is central to advertising success, influencing consumers' willingness to engage with a brand and make purchasing decisions (Edelman 2023). Although Nivea has a long-standing reputation as a trustworthy skincare brand, the extent of consumer trust in its television advertising claims has not been fully explored. Factors such as message authenticity, transparency, and alignment with consumer values are essential in building trust (Erdem & Swait, 2004). A lack of trust may weaken the brand's ability to drive consumer action and foster loyalty. Additionally, advertising campaigns impact purchasing behavior by creating familiarity and emotional connections with the brand (Kotler & Keller, 2016). While repeated exposure can increase purchase intentions, success also depends on message relevance and emotional appeal (Belch & Belch, 2017). Understanding how Nivea's television advertisements influence consumer purchasing behavior offers valuable insights into the effectiveness of its marketing strategy.

This study aims to examine consumer trust and attitudes toward Nivea's television advertisement campaigns, focusing on the role of perceived credibility, appeal and purchasing behavior. By assessing possible gaps between campaign goals and consumer interpretations, the research seeks to provide actionable recommendations for optimizing advertising strategies and enhancing brand engagement.

## **Consumer Trust and Attitudes toward NIVEA Television Advertisements: The Role of Perceived Credibility, Appeal, and Purchasing Behavior."**

### **Consumer Trust in Advertising**

Trust is commonly defined as an individual's or group's willingness to be vulnerable to another party based on the belief that the latter is benevolent, reliable, competent, honest, and open (Tschannen-Moran & Hoy, 2000). Trust is also considered a significant factor in advertising (McKnight & Chervany, 2021), influencing consumer buying decisions even in the absence of prior

knowledge about the merchandise (Akhter, Hobbs, & Maamar, 2004). Trust is a vital component in advertising (McKnight & Chervany, 2001), it influences purchase decisions without merchandise recognition (Akhter, Hobbs, & Maamar, 2004). In advertising, trust increases confidence in advertisements (Daugherty, 2001), streamlines the e-transaction procedure (Riegelsberger, Sasse, & McCarthy, 2003), increase consumer engagement (Yamagishi & Yamagishi, 1994), increase customer satisfaction (Sanzo *et al.*, 2003), and enhance brand loyalty (Gefen, 2002).

Furthermore, trust in advertising sustains long-term relationships with customers (Keen, 1997), helps businesses gain a competitive advantage (Wernerfelt, 1991), promotes future purchases (Garbarino & Johnson, 1999), enhances price tolerance (Delgado-Ballester & Munuera-Alemán, 2001), and reduces customer uncertainty. Consumer trust in advertising refers to customers' belief in the honesty and reliability of marketing messages (Erdem & Swait, 2004). Chaudhuri and Holbrook (2001) affirmed that trust is vital in shaping brand loyalty and enduring consumer commitment

### **Consumer Trust and Attitudes toward NIVEA Television Advertisements**

Trust's role in advertising can be examined in the form of consumer attitude toward NIVEA television advertisements, majorly to perceived credibility, appeal, and purchasing behavior. Perceived credibility, or the degree to which consumers believe an advertisement is trustworthy and reliable, significantly influences their attitudes toward the brand. When consumers observe NIVEA advertisements as reliable, they will trust the brand and consider purchasing its products. Moreover, NIVEA's television advertisements' appeal, whether emotional, informative, or aesthetic, can shape consumer perceptions and influence buying behavior. Advertisements that influence consumers on a personal level will create stronger emotional connections, further strengthening trust.

Trust in advertising is also vital in purchasing behavior. When consumers believe that NIVEA's advertisements perfectly represent the brand's values and product quality, they are more disposed to make purchasing decisions based on these advertisements. Trust promotes long-term consumer-brand relationships, at the same time leading to brand loyalty and sustained customer commitments. Therefore, consumer trust in advertising is an essential determinant of consumer attitudes and purchasing decisions. For NIVEA television advertisements, perceived credibility and appeal significantly shape consumer trust, influencing their willingness to engage with the brand and purchase. Trust not only enhances the effectiveness of advertising but also contributes to brand loyalty and long-term business success.

### **Perceived Credibility of Advertisements**

Consumers are now more anxious about advertisements and evaluate the credibility of such advertisements (Backman 2023). Also, advertisements are becoming more multifaceted and erudite, at the same time the supply of such media is vast. Consumer credibility is a consumer's overall assessment of a product, service, or brand based on their beliefs, sentiments, and behavioral intentions toward it. It expresses a consumer's feelings and thoughts about a specific product or service, which might be good, bad, or dispassionate. Many factors influence an advertisement's trustworthiness, including people's interactions with the brand, norms, marketing messages, and reputation. Several identified effects can influence how consumers assess the credibility of advertising. Some of the factors that influence advertising credibility are trust, authenticity, transparency, listening, responsiveness, and affirmation (Blackshaw 2008). The factors that influence advertising credibility primarily concern honesty. Several recognized effects can influence how consumers evaluate the believability of advertising. As a result, understanding advertisement credibility is critical for advertisers seeking to design effective marketing strategies and establish strong consumer relationships (Kimmel, 2018). Trust, honesty, and validation can be incorporated directly into commercial communication

Credibility is essential for loyal customers; it determines brand appeal and reputation. (Kabadayi & Koçak Alan, 2012). Customers are more likely to remain loyal and advocate for advertisements that they believe are trustworthy (Erdem & Swait, 2004). Lutz (1985) and Prendergast & Wong (2009) define credibility as the perceived sincerity of brand or product statements. Erdem & Swait (2004) describe credibility as the constancy, trust, and confidence that companies provide to their customers. Daugherty *et al.* (2008) define it as customer expectations about the fairness and veracity of advertising. According to Hussein & Melewar (2020), a company's credibility is defined as being accurate, caring, competent, complete, compelling, ethical, honest, impressive, reliable, and justified, as well as delivering on its service promises. According to Rao (2012), trust is the most crucial factor in promoting credibility. The credibility of an advertisement has a tremendous impact on customer perception. Perceived credibility is typically divided into two main dimensions:

#### **Source Credibility**

Source credibility can be defined as a situation in which message believability is determined by the sender's credibility in the minds and eyes of the recipients. The source credibility notion was introduced by Aristotle in his book *The Rhetoric*. In the book, he classified persuasion methods into three categories: ethos, logos, and pathos. According to him, the rhetorician ethos is the most

significant factor in shaping the audience's thoughts and views. It is the source of the speaker's identity. Such an ethos presupposes that the communicators know and grasp the message, as well as moral authority and the message sender's professed goodwill. This is when comprehension and perceived competence come into play. It is an established factor that contributes to the community center's reputation and confidence.

Baudhin and Davis (1972) and McCroskey (1958) agreed that the communicator's ethos is critical in successfully persuading message receivers. According to the source credibility theory proposed by Hovland, Janis, & Kelly (1963), persons or receivers are more likely to be persuaded if the source appears reliable. Furthermore, Hovland (1963) and Weiss (1974) later investigated the effect of sources on persuasion. The study compared credible and non-credible sources using the same persuasive message to determine whether credible sources may impact opinion changes in message receivers more than non-credible sources. The investigation verified the idea that reputable sources have the desired impact on their audience. Therefore, the trustworthiness and expertise of the brand, spokesperson, or advertiser go a long way in the minds and lives of consumers when making buying decisions(Ohanian,1910).

### **Message credibility**

Message credibility refers to the qualities of a message that determine its believability (Roberts 2010). In the opinion of Newell and Goldsmith (2001), communication credibility is determined by the receiver's impressions and judgments about a message. Ideally, the message is received positively (Ohanian, 1991). It refers to the features of messages that determine their credibility (Metzger *et al.*, 2003). This is backed further by Roberts (2010), who stated that the trustworthiness of a message is determined by its recipient. Appelman & Sundar (2016) discovered that to assess communication trustworthiness, the terms accurate, authentic, and believable should be. According to O'Keefe (2002), credibility can be defined as an individual's perception of the veracity of the communicator's content. According to Appelman & Sundar (2016), the receiver's perception of how true the transmitted content is can be considered an indicator of communication trustworthiness. The distribution channel and its structure might have an impact on message trustworthiness. Furthermore, Sisco & McCorkindale (2013) and Appelman & Sundar (2016) note that for the message to be viewed as credible, the content must be consistent across all channels and updated regularly. Sisco & McCorkindale (2013) also recommend that the subject participate in the platform's conversation. Appelman & Sundar (2016) also identified objectivity as a determinant of trustworthiness, implying that the message should be neutral. Furthermore, Roberts (2010) identified

unbiasedness as an important factor to consider when assessing message trustworthiness. Therefore, the believability, accuracy, and relevance of the advertisement's content are significant to consumer buying decisions. (Mackenzie & Lutz, 1989).

NIVEA, as a well-established skincare brand, relies on television advertising to reinforce consumer trust and loyalty. The perceived credibility of NIVEA's advertisements will play a vital role in shaping consumer attitudes and behaviors. The credibility of NIVEA's advertisements will be determined by factors such as:

**Source Credibility:** NIVEA's reputation as a trusted skincare brand will strengthen consumer confidence in its advertising claims.

**Message Credibility:** The consistency, accuracy, and authenticity of NIVEA's advertising messages will enhance consumer trust.

Advertisement appeal refers to the persuasive strategies used to attract and engage customers. The efficacy of an advertisement is determined by its ability to trigger a strong cognitive and emotional reaction (Panda *et al.*, 2013). Skincare manufacturers, including NIVEA, frequently use two main forms of appeals:

**Emotional Appeal:** Advertisements will evoke positive emotions and foster stronger consumer connections and engagement. (Batra & Ray 1986) posit emotional appeal create associations with beauty, confidence, and well-being.

**Rational Appeal:** Rational appeals in advertising use reasoning and facts to emphasize a product's advantages (Sharma & Singh, 2006). Advertisers utilize logical appeal to distinguish items from competitors based on benefits (Kazmi & Batra, 2009). According to Kotler and Armstrong (2012), the appeal highlights product efficiency and performance. (Kotler & Keller, 2016). Consider emphasizing on scientific facts, product benefits, and problem-solving aspects.

### **Purchasing Behavior and Advertising Effectiveness**

Consumers make decisions based on both rational and emotional factors when buying (Vrtana & Krizanova, 2023). However, these processes deviate from the assumptions underlying classic economic theories. As a result, emotional activities have a significant impact on customers' shopping habits and decisions (Vrtana & Krizanova, 2023). The primary goal of television commercials is to influence consumer purchase decisions. Several elements affect the success of an advertisement in driving buying decisions, including:

**Brand familiarity:** Brand familiarity influences consumer perceptions and decisions (Campbell, 2003). It reflects direct and indirect experiences, forming brand connections in memory (Alba &

Hutchinson, 1987). Consumers connect more strongly with familiar brands, but unexpected brands lack prior connotations (Stewart, 1992). Design, branding, and marketing all influence brand experience, influencing consumer responses (Brakus *et al.*, 2009). Consumers are prone to recognize and trust brands (Keller, 2009).

**Perceived product effectiveness:** Perceived consumer effectiveness (PCE) is broadly described as a consumer's belief in his or her ability to attain the outcomes that he or she values and has established as a goal (Kovacs & Keresztes, 2022). Perceived consumer effectiveness is an assessment of a consumer's ability to value and contribute to the accomplishment of specific sustainable development outcomes through consumer behaviors (Hanss & Doran 2020). PCE is mostly linked to psychological variables influencing consumer behavior; however, cultural, social, and personal aspects also play a significant role in its development. (Hanss & Doran 2020). Advertisements that credibly communicate product benefits will increase purchase intentions (Tellis, 2004).

**Consumer involvement:** Involvement is associated with commitment and cognitive effort (Coulter *et al.*, 2003). It is classified into cognitive, individual state, and response-based variants (Laaksonen, 1994). Houston and Rothschild (1978) distinguished three types: enduring, situational, and reaction participation. Richins and Bloch (1986) distinguished between enduring and situational participation based on duration. Consumers with high participation seek precise information, whereas those with low involvement respond to emotional appeals (Petty & Cacioppo, 1986). Cognitive (product beliefs), affective (emotional responses), and behavioral factors (buy intentions) will all have an impact on consumer attitudes toward advertisements. According to Percy and Rossiter (1992), a well-balanced mix of emotional and intellectual appeals increases customer engagement and brand sentiment.

Credible NIVEA advertising will promote trust, good brand attitudes, and improved purchase intent, which have a direct impact on customer decision-making. Maintaining credibility through trust, authenticity, and openness improves consumer connections and brand reputation.

Ensuring that television advertising appropriately reflects product quality and consumer needs is critical to translating good perceptions into purchasing behavior.

### **Theories Supporting Hypotheses on Consumer Trust and Attitudes toward NIVEA Television Advertisements: The Role of Perceived Credibility, Appeal, and Purchasing Behavior."**

The Elaboration Likelihood Model (ELM), developed by Petty and Cacioppo (1981), addresses conceptual ambiguity in persuasion research. The model presents an organizing framework for persuasion that is assumed to be relevant to a variety of source, message, recipient, and situation factors (Petty & Cacioppo, 1986). The ELM's main concept is that there are two routes to persuasion:

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central and peripheral. These are anchored at two opposed positions on a continuum that depicts the amount of cognitive effort required to process a message (Schumann *et al.*, 2011). Depending on a person's motivation and ability, their likelihood of elaboration will be high or low, deciding the path of persuasion (Petty & Cacioppo, 1983; 1986). A multitude of variables can influence an individual's motivation, including whether the message has personal relevance, the degree of need for cognition (NFC), the source of the messaging argument, and whether the supported viewpoint is pro- or anti-attitudinal. (Petty & Cacioppo, 1983).

The concept of ELM is that when there is a high possibility of elaboration, information will be processed centrally. The resulting attitude development, change, or endurance is obtained from a lengthy examination of the message reasons and will be more enduring (Haugtvedt and Petty, 1989) and predictive of an individual's later behavior (Petty and Cacioppo, 1983). When the possibility of elaboration is low, processing takes place along the peripheral route. The peripheral path to persuasion takes little cognitive effort and relies on peripheral indications like source credibility and heuristics (Petty & Cacioppo, 1983). As a result, attitudes created through the peripheral path are relatively unaffected by argument quality, are transient, and are less predictive of subsequent behavior than those developed through the core route (Petty & Cacioppo, 1983). ELM has been central in studies of customer behavior and has been referred to as one of the most significant ideas in marketing communication research (Szczepanski, 2006).

As a result, the model illustrates how NIVEA consumers process advertising messages, which heavily influence their trust, attitudes, and purchase behavior based on perceived trustworthiness and appeal messages (central route). If it is less engaged, customers will rely on visual and emotional signals (peripheral pathway), influencing attitudes and trust. The model links perceived credibility, appeal, and conduct. Strong arguments and high credibility lead to good attitudes, enhanced trust, and purchasing intent. Emotional or celebrity-driven appeal (peripheral) may continue to impact attitude and behavior, albeit in a less long-term fashion. Consumers react differently to TV advertising; some critically assess claims, while others simply absorb branding and imagery.

### **Empirical Review**

Zhao, Butt, Murad, Mirza, & Saleh Al-Faryan (2022) investigate how advertisements influence customer purchasing behavior and brand loyalty, taking into account brand awareness and perceived quality. The study focuses on the rapidly growing cosmetics business. Purposive sampling was utilized to gather data from 300 respondents via Google Forms. The hypotheses' correlations were verified using partial least squares structural equation modeling (PLS-SEM). The study found

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that ads significantly predicted brand awareness, brand loyalty, and consumer purchasing behavior and that brand awareness largely mediated the link between advertisement and brand loyalty and consumer purchasing behavior. Also, perceived quality has a strong moderating effect on the relationship between brand awareness, brand loyalty, and consumer purchasing behavior. The study added to the literature and provided new insights into the practical ramifications, as well as the survey's future roadmap. The authors' findings show that NIVEA's marketing strategy retains quality-perceived credibility and strong appeal commercials. NIVEA will emphasize quality, consumer trust, and positive attitudes. Eventually, this will increase brand loyalty and sales. As a result, the NIVEA television advertisement will have a considerable impact on perceived credibility, appeal, and purchasing behavior. NIVEA can strengthen its market position and increase long-term consumer loyalty by effectively harnessing these variables.

Wang, Liu, Zhu, Wang, Wang, & Zhao (2023) examined the influence of consumer perception on purchase intention focusing on cross-border e-commerce platforms. The structural equation and intermediary effect analysis examined the relationship between consumer perception, trust, attitude, and purchase intention. It was revealed that the improvement in consumers' perceived value and subjective display intention has a favorable impact on their buying intention. In contrast, a decline in these elements reduces consumers' intention to buy. When the level of shopping risk increases, consumers' purchase intention tends to decrease. Conversely, when the risk of shopping is reduced, consumers' intention to buy increases. Consumer trust and attitude are important mediating factors in the link between independent and dependent variables. This study provides a crucial theoretical foundation for future research in this area. It broadens the use cases of associated research approaches. The study makes available a template for managers to make an informed decision. NIVEA must ensure that its advertisements lower perceived risk while enhancing trust and value perception; this will improve consumer attitudes and increase purchasing behavior.

Rauf (2020) researched young customers' attitudes about advertising based on generational perspectives. It investigates the impact of TV advertising on consumer behavior and product sales. The impact of the younger generation on advertising attitudes in the marketing sector was identified. The study compares positive and negative methods of product advertising. Survey methods were utilized with a sample size of 50 people, including both men and women, ranging in age from 16 to 20 years. The study used a 12-item questionnaire with three options for each respondent and a value score awarded. The study reveals that young consumers are not positively disposed to television advertisements, which is not in line with previous studies. Therefore, understanding the young

generation's attitudes and preferences will enhance effective advertisements. NIVEA can promote its brand appeal and influence purchasing behavior through credible and engaging advertising strategies. Khan (2023) examined influencer credibility as an innovative and effective marketing brand strategy, which is in line with the study on how consumer trust and attitude toward NIVEA television advertisements. A dual route effect model was used, investigating the relationship between credibility, customer engagement, and trust. Similarly, NIVEA's advertisements focus on perceived credibility and appeal to shape consumer trust and purchasing behavior. Customer engagement increases influencer reputation, as ad interaction strengthens the reputation of the brand. Professional opinion and persuasive messages improve trust and attention, paralleling how NIVEA's advertising strategies influence consumer attitudes and intent. The study delves into how to use credibility to increase brand trust and drive purchase behavior.

Khuong, Hoa, & Nguyen (2016) found that TV commercials positively influenced brand loyalty through factors like music, humor, trust, and repetition in Ho Chi Minh City. These insights can help NIVEA improve its TV campaigns by emphasizing these elements to enhance brand loyalty. Zhao, Butt, Murad, Mirza, & Al-Faryan (2019) examined the impact of advertisements on brand loyalty and buying behavior in the cosmetics industry. The study showed that advertisements drive brand awareness, loyalty, and buying behavior, suggesting that NIVEA should highlight product quality and brand awareness in its campaigns.

Soti (2022) investigated the impact of digital advertising on consumer behavior, revealing a strong positive correlation between ad exposure and purchase intentions. This emphasizes the importance of tailoring advertising strategies to digital platforms and enhancing engagement in NIVEA's TV campaigns. Armah & Attafuah (2020) explored how TV ads influence buying behavior in Ghana, finding that personal factors like age and education significantly impact purchasing decisions. NIVEA can tailor its campaigns to different demographics to boost consumer engagement and trust.

***Study Hypotheses:***

- **H<sub>1</sub>:** Demographic characteristics of consumers do not significantly influence their attitudes toward the NIVEA television advertisement campaign.
- **H<sub>2</sub>:** There is no significant relationship between the perceived credibility of NIVEA campaign advertisement and trust in advertisement information.

## Methodology

The researchers used a quantitative and correlational research approach to investigate the relationship between advertisement credibility, trust in advertisement information, advertisement exposure, consumer decision making, and purchasing behavior. 900 individuals completed Google Form-based questions. To ensure reliability, the questions were based on previously validated marketing and consumer behavior studies. The structured questions in the study were scored using an ordinal and normal scale. A convenient sample strategy was used, with the form link circulated by email invitations and social media sites (such as Facebook, LinkedIn, and WhatsApp). An expert in marketing and consumer psychology analyzed the survey questions to corroborate the construct. Participants were informed about the study's goal, that participation was voluntary, and that their replies would be kept anonymous. A consent statement was included at the beginning of the questionnaire. Of the given questionnaires, 900 completed and returned their forms, ensuring a large sample size for study. To establish validity, a pilot research with 30 respondents was conducted, and their feedback was used to improve the questions' clarity and alignment (Collins 2003). The survey was open for 30 days, with periodic reminder letters sent to promote participation. Responses were securely captured on the Google Forms platform and converted to CSV format for subsequent cleaning and statistical analysis with tools such as SPSS or Python.

## Results and Interpretation

**H<sub>01</sub>:** Demographic characteristics of consumers do not significantly influence their attitudes toward the NIVEA television advertisement campaign

### Descriptive Analysis

Table 1 below shows the distribution of age, gender, income, and education levels. The mean age is 41, with a range of 18 to 64, providing context for the sample. Gender is evenly split (mean = 0.5), suggesting balanced representation. Trust in Ad, Appeal of Ad, and Likelihood to Purchase have neutral to slightly positive values (~3). A moderate standard deviation (~1.4) shows some fluctuation without significant polarization. The IQR (25%-75% of 2 to 4) suggests that the majority of reactions are moderate, neither significantly positive nor negative. Income and education levels (~3) indicate an intermediate group, although setting scale values would clarify this. The standard deviations (~1.4) show considerable variance but not too much diversity. Gender differences can determine whether men or women respond more positively. To find patterns, perception ratings could be divided into three age groups: 18-30, 31-50, and 51-64. Because the Trust, Appeal, and Likelihood to Purchase all linger around 3, the advertisement is not an effective purchase motivator.

**Table 1: Descriptive statistics Table provides key statistical measures (such as count, mean, standard deviation, and quartiles) for each variable in the dataset.**

	Respondent	Age	Gender	Income	Education	Trust	Appeal	Likelihood
	ID			Level	Level	In Ad	Of Ad	To Purchase
Count	900	900	900	900	900	900	900	900
Mean	150.5	41	0.5	3.0844	3.02	3.0789	2.9722	3.042222
Std	86.65021164	14	0.5	1.395	1.44	1.432	1.4331	1.413582
Min	1	18	0	1	1	1	1	1
25%	75.75	28	0	2	2	2	2	2
50%	150.5	41	1	3	3	3	3	3
75%	225.25	54	1	4	4	4	4	4
Max	300	64	1	5	5	5	5	5

**Source:** Authors' Computation 2025.

### The correlation matrix

Table 2 is a correlation matrix that displays the correlations between the variables in the dataset. Each cell provides a correlation coefficient (r-value), which measures the strength and direction of these relationships. The majority of correlations are weak ( $|r| < 0.2$ ), indicating no significant link between variables. The lack of significant positive linkages indicates that purchasing decisions are not driven largely by trust or appeal. The weak relationship (-0.037) between Trust in ads and Likelihood to purchase throws into doubt the notion that higher trust results in more sales. The modest negative correlation (-0.051) between Age and Likelihood to purchase suggests that advertisements may have less impact on elderly people. Gender and Education (0.131) have one of the strongest connections, demonstrating a gender-related educational trend. Because the bulk of correlations are weak, other traits not included in this dataset may be better predictors of purchase behavior. The negative relationship (-0.031) between Appeal of Ad and Likelihood to Purchase is surprising, but it does not imply causality. While Gender & Education (0.131) show a correlation, it is unclear which gender has a higher level of education.

**Table 2: The correlation matrix displays the Pearson correlation coefficients between different variables, showing the strength and direction of their relationships.**

	<i>Age</i>	<i>Gender</i>	<i>Income Level</i>	<i>Education Level</i>	<i>Trust in Ad</i>	<i>Appeal in Ad</i>	<i>Likelihood to Purchase</i>
<i>Age</i>	1	0.017402	-0.00445	0.050942	-0.02653	0.012311	-0.05088
<i>Gender</i>	0.017402	1	-0.00691	0.130687	0.006087	-0.02015	0.023438
<i>Income Level</i>	-0.00445	-0.00691	1	-0.04342	-0.01879	-0.03028	-0.00865
<i>Education Level</i>	0.050942	0.130687	-0.04342	1	0.070986	-0.01861	0.021215
<i>Trust in Ad</i>	-0.02653	0.006087	-0.01879	0.070986	1	-0.02195	-0.03735
<i>Appeal in Ad</i>	0.012311	-0.02015	-0.03028	-0.01861	-0.02195	1	-0.03057
<i>Likelihood to Purchase</i>	0.05088	0.023438	-0.00865	0.021215	-0.03735	-0.03057	1

**Source:** Authors' Computation 2025

### **Regression output summary**

The table below tests the impact of several independent variables (Age, Gender, Income Level, Education Level, Trust in Advertisement, and Appeal of Advertisement) on a dependent variable (Likelihood to purchase or a similar outcome). The table reveals that No variable is statistically significant ( $p > 0.05$  for all), meaning none of these predictors strongly impact the Likelihood to Purchase. Age (-0.0051,  $p = 0.1273$ ) indicates a weak negative link, although it is not statistically significant. Trust in Ad (-0.0369,  $p = 0.2628$ ) and Appeal of Ad (-0.0302,  $p = 0.3593$ ) are both slightly negative, indicating that stronger trust or appeal does not significantly influence purchases. Gender (0.0663,  $p = 0.4822$ ) and education (0.0208,  $p = 0.5246$ ) exhibit minor correlations with purchase likelihood. Income (-0.0088,  $p = 0.7953$ ) is nearly neutral, implying that income level does not influence purchasing behavior. As a result, the table implies that factors beyond this dataset may better explain purchase behavior.

**Table 3: Regression Coefficients Table presents the results of a multiple regression analysis, showing the beta (regression) coefficients, standard errors, t-values, p-values, and significance levels for each independent variable.**

<i>Variable</i>	<i>Beta</i>	<i>Standard Error</i>	<i>t-value</i>	<i>P-value</i>	<i>Significance</i>
<i>Age</i>	-0.0051	0.0034	-1.5264	0.1273	<i>Not significant</i>
<i>Gender</i>	0.0663	0.0942	0.7031	0.4822	<i>Not significant</i>
<i>Income Level</i>	-0.0088	0.0338	-0.2595	0.7953	<i>Not significant</i>
<i>Education Level</i>	0.0208	0.0327	0.6365	0.5246	<i>Not significant</i>
<i>Trust in Ad</i>	-0.0369	0.0329	-1.1205	0.2628	<i>Not significant</i>
<i>Appeal in Ad</i>	-0.0302	0.0329	-0.9171	0.3593	<i>Not significant</i>

**Source:** Author's Computation 2025

**H2:** There is no significant relationship between the perceived credibility of NIVEA's campaign advertisement and trust in advertisement information.

### **Descriptive Statistics.**

The Descriptive Statistics Table outlines major factors for 900 respondents, giving insight into their distribution. The Respondent ID number runs from 1 to 300, suggesting a distinct identity for each participant. The period has a mean of 2.00 with a minimum of 1 and a maximum of 3, indicating that three independent time frames were measured. Perceived Credibility is close to neutral, with an average of 2.93 and a standard deviation of 1.43, indicating moderate response variation. The interquartile range (Q1 = 2, Q3 = 4) indicates that the majority of responses lie within the median range. Trust in Ad Information has a similar distribution, with a mean of 3.03 and a standard deviation of 1.41, showing that the majority of respondents do not strongly trust or distrust ad information. The statistics indicate that judgments of trustworthiness and trust in advertisement information are moderately variable, although centered on neutral replies. A more thorough investigation is required to discover which factors influence these perceptions.

**Table 4: Descriptive Statistics Table summarizes key statistical measures such as count, mean, standard deviation, minimum, maximum, and quartiles for each variable, providing an overview of the dataset's distribution and variability.**

Statistic	Respondent_ID	Time_Period	Perceived Credibility	Trust in Ad Info
Count	900	900	900	900
Mean	150.50	2.00	2.93	3.03
Standard Deviation	86.65	0.82	1.43	1.41
Min	1	1	1	1
25th Percentile (Q1)	75.75	1	2	2
Median (Q2)	150.50	2	3	3
75th Percentile (Q3)	225.25	3	4	4
Max	300	3	5	5

**Source: Author's Computation 2025**

### *Correlation Matrix*

The table below shows the correlations between Respondent ID, Time Period, Perceived Credibility, and Trust in Ad Information. The diagonal values (1.000) indicate that each variable is perfectly correlated to itself. Perceived Credibility and Trust in Ad Info (-0.018) have a near-zero correlation, indicating that there is no significant relationship between how credible respondents find the ad and how much they trust the information in it. Time Period and Perceived Credibility (-0.018) have no significant relationship, showing that the time period has no effect on how respondents perceive credibility. Time Period and Trust in Ad Info (0.037) show a weak positive correlation, but it is too small to suggest a strong relationship. Respondent ID correlations (0.051, 0.019) are close to zero, indicating that individual respondents do not exhibit systematic variations in credibility or trust based on their assigned ID. The low correlation values suggest that these variables do not have strong linear relationships, implying that changes in one do not predict changes in the other.

**Table 5: Correlation Matrix shows the Pearson correlation coefficients between different variables, indicating the strength and direction of their relationships.**

Variable	Respondent_ID	Time_Period	Perceived Credibility	Trust in Ad Info
<i>Respondent_ID</i>	1.000	0.000	0.051	0.019
<i>Time_Period</i>	0.000	1.000	-0.018	0.037
<i>Perceived Credibility</i>	0.051	-0.018	1.000	-0.018
<i>Trust in Ad Info</i>	0.019	0.037	-0.018	1.000

**Source: Author's Computation 2025**

**Regression Analysis Summary**

The regression table below analyzes the relationship between perceived credibility (the independent variable) and trust in advertising information (the dependent variable). It displays statistical information such as coefficients, standard errors, t-values, and p-values. The intercept (3.0819,  $p = 0.000$ ) shows that when perceived credibility is zero, baseline trust in ad information is 3.08 (neutral to slightly positive). The negative correlation (-0.0173,  $p = 0.598$ ) indicates that higher Perceived Credibility reduces Trust in Ad Info slightly, albeit this relationship is not statistically significant ( $p > 0.05$ ). The R-squared (0.044) figure suggests that Perceived Credibility accounts for just 4.4% of the variation in Trust in Ad Info, showing that other factors have a greater influence. The low corrected R-squared value (0.039) suggests that the model does not fit well. The F-statistic (0.2788,  $p = 0.598$ ) indicates that the model as a whole is not significant. As a result, Perceived Credibility did not significantly predict Trust in Advertising Information. Other aspects to consider in future research include brand experience, ad frequency, and social influence.

**Table 6: The Regression Summary Table provides key results from a regression analysis, including the dependent variable, regression coefficients, standard errors, t-values, p-values, confidence intervals, and overall model fit statistics (R-squared, Adjusted R-squared, F-statistic, and p-value).**

Statistic	Value	Variable	Coefficient	Standard Error	t-value	P-value	95% Confidence Interval (Lower)	95% Confidence Interval (Upper)
Dependent Variable	Trust_in_Ad_Info	Intercept	3.0819	0.107	28.803	0.000	2.872	3.292
R-squared	0.044	Perceived Credibility	-0.0173	0.033	-0.528	0.598	-0.082	0.047
Adjusted R-squared	0.039							
F-statistic	0.2788							
Prob (F-statistic)	0.598							

**Source:** Author's Computation 2025

**Descriptive Statistics summarizing key statistical measures (count, mean, standard deviation, min, max, and percentiles) for Respondent ID, Time Period, Exposure to Ad, Decision-Making Process, and Purchasing Behavior.**

The Descriptive Statistics Table summarizes the Respondent ID, Time Period, and Exposure to Ad, Decision-Making Process, and Purchasing Behavior for 900 respondents. Exposure to Ad (Mean = 2.99, SD = 1.41): Respondents rated ad exposure around 3 on a 5-point scale, with varying levels. Decision-Making Process (Mean = 2.94, SD = 1.41): The average rating is neutral, with a normal spread. Purchasing Behavior (Mean = 2.89, SD = 1.46): Slightly lower than other factors,

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suggesting ad exposure and decision-making do not directly drive purchases. Percentiles (Q1 = 2, Q2 = 3, Q3 = 4): Most respondents rated between 2 and 4. Min-Max Range (1-5): Responses span the full scale, indicating diverse opinions. The data suggests moderate ad exposure, decision-making, and purchasing behavior, with noticeable variations.

**Table 7: Descriptive Statistics summarizing key statistical measures (count, mean, standard deviation, min, max, and percentiles) for Respondent ID, Time Period, and Exposure to Ad, Decision-Making Process, and Purchasing Behavior**

Statistic	Respondent_ID	Time_Period	Exposure_to_Ad	Decision_Making_Process	Purchasing_Behavior
Count	900	900	900	900	900
Mean	150.50	2.00	2.99	2.94	2.89
Standard Deviation	86.65	0.82	1.41	1.41	1.46
Min	1	1	1.00	1.00	1.00
25th Percentile (Q1)	75.75	1	2.00	2.00	2.00
Median (Q2)	150.50	2	3.00	3.00	3.00
75th Percentile (Q3)	225.25	3	4.00	4.00	4.00
Max	300	3	5.00	5.00	5.00

*Source: Author's Computation 2025*

### Discussion and Conclusion

This study sought to determine whether demographic factors such as age, gender, income, and education have a significant impact on customer attitudes toward NIVEA's television ads. The findings confirm that these variables have little influence on consumer responses. The sample showed a balanced gender distribution, with only minor ratings for ad appeal, trust, and purchase likelihood. Statistical analyses, such as correlation matrices and regression, revealed weak or negligible correlations between demographics and ad views, suggesting that other factors influence customer attitudes. These findings are similar to prior studies (Khuong *et al.*, 2016; Zhao *et al.*, 2019), which found that trust, ad content, and product quality have a greater influence on consumer behavior than demographics. Soti (2022) argued that broad-reaching advertising strategies are more effective than demographic targeting. While other research (Armah & Attafuah, 2020) suggests that age and education influence purchasing decisions, this study found that NIVEA's ad effectiveness is more dependent on content quality and trust.

The study also looked at how perceived credibility affects customer trust. The results support the prediction that credibility has a poor connection with trust, implying that emotional appeal,

participation, and relevance are more essential. Zhao *et al.* (2022) revealed that ads strongly predict brand identification and loyalty, suggesting that NIVEA should focus on perceived quality rather than trustworthiness. Furthermore, Wang *et al.* (2023) demonstrate that decreasing shopping risk while boosting perceived value increases consumer trust and purchase intent. NIVEA should use transparent communications to lower perceived risks and enhance consumer confidence. Soti (2022) emphasizes the growing importance of digital advertising and advises NIVEA to integrate digital and TV commercials to boost engagement and audience reach.

Furthermore, Khuong *et al.* (2016) discovered that music, humor, and repetition promote brand loyalty. Incorporating these elements into NIVEA's advertising could boost engagement and long-term brand loyalty. Rather than categorizing consumers based on demographics, advertising should focus on creating emotionally compelling and consistent messages across several media. According to the findings of this study, demographic features have little influence on customer attitudes on NIVEA's television advertisement. Ad effectiveness is defined by content quality, trust, emotional connection, and perceived value. Furthermore, credibility has little influence on trust, underlining the need of smart advertising features that encourage engagement and emotional connection.

### **Recommendations**

1. To strengthen the emotional connection and increase brand recall, NIVEA's advertising should use humor, music, and repetition. NIVEA, for example, may launch a campaign with a memorable jingle or an appealing story. NIVEA may prioritize high-quality pictures, storytelling, and marketing that focuses on product benefits, as perceived quality increases trust and loyalty more than credibility alone. For example, NIVEA can promote dermatological research that complements their products.
2. To increase engagement, NIVEA should go beyond traditional television advertising and add social media campaigns, influencer partnerships, and interactive digital content. NIVEA, for example, may create short-form videos for platforms like Instagram and TikTok in which influencers explain product use. NIVEA advertising may provide clear, transparent content to reduce consumer doubt and develop confidence. NIVEA's marketing materials could contain money-back promises or dermatologist-approved assertions.
3. NIVEA might use television, web videos, and interactive commercials to increase audience reach and appeal to a variety of consumer tastes. NIVEA, for example, may develop a unified campaign that spans television, YouTube, and social media channels. NIVEA should engage

customers through interactive content, including polls, sweepstakes, and user-generated content campaigns. NIVEA may organize a challenge to encourage customers to share their skincare procedures using its products.

4. NIVEA might use genuine client testimonials in television and internet advertisements, with satisfied customers sharing their positive experiences. Furthermore, expert recommendations from physicians and skin care specialists might aid to increase validity. NIVEA may produce short films in which dermatologists explain the science behind their formulas or collaborate with beauty influencers to demonstrate product efficacy.
5. NIVEA might leverage consumer knowledge to personalize advertisements based on preferences and actions. Personalized email campaigns and targeted social media marketing can increase engagement and revenue. To improve advertising strategies and preserve long-term brand loyalty, NIVEA should investigate the cultural, psychological, and experiential variables that influence consumer perceptions. In today's competitive market, applying these methods will allow NIVEA to produce more compelling and consumer-focused advertising campaigns that promote engagement, build trust, and drive purchase intent.

### **Limitations of the Study**

While this survey provides useful insights into customer sentiments toward NIVEA's television campaign, there are a few limitations:

1. The study's sample size may be insufficient to represent the population. A larger and more diverse sample might improve the generalizability of the results. Consumer views were examined using self-reported data, which may have been influenced by social desirability bias or individual misreading of survey questions.
2. The study focused on demographics and perceived credibility but did not account for cultural effects, personality qualities, or prior brand encounters. The survey took a cross-sectional strategy, gathering consumer views at a specific point in time. A longitudinal study could shed light on how attitudes change over time.
3. The study focuses on NIVEA's television campaign and does not consider the impact of digital, social media, or print advertisements, which may have varying effects on customer perceptions. External factors such as previous brand exposure, individual mood, and environmental effects were not controlled, which could have influenced responses.

4. The study assumes uniform responses from customers within demographic categories, perhaps ignoring subtle changes in sentiments. While customer perceptions were investigated, the study did not assess actual purchase behavior, which is an important aspect in assessing advertising efficacy.

### Suggestions for Future Research

To address these limitations, future research should:

1. Increase the sample size to reflect a more diverse demographic and use mixed-method approaches, such as qualitative interviews, to gather deeper consumer insights.
2. Conduct longitudinal research to track shifts in customer perceptions over time. Also, look into the impact of digital and social media advertising, as well as classic television ads.
3. Use experimental designs to better account for external impacts on customer responses. And Investigate psychological and cultural aspects that influence consumer perceptions and decision-making.

By overcoming these constraints, future research can provide a more complete picture of consumer sentiments and improve advertising strategies for firms such as NIVEA.

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