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

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Abstract

In the soft drink sector in Nepal, this research investigates the influence that advertising has on the preferences of consumers regarding brand names. The purpose of this study is to investigate the ways in which various advertising mediums, including television, social media, and print, influence the preferences of consumers for soft-drink companies. Additionally, the research explores the influence that advertising frequency and digital media have in moulding brand memory, especially among younger consumers. A technique that is quantitative was used, and data was gathered by means of a structured questionnaire that was sent to two hundred respondents in Nepal who came from a variety of age groups and socio-economic backgrounds throughout the country. For the purpose of determining the links between advertisement exposure, brand memory, and brand choice, the data was analysed using regression analysis, chi-square testing, and correlation analysis.

The findings indicate that a greater advertising frequency is positively connected with enhanced brand memory. This suggests that frequent exposure to commercials plays a significant role in the maintenance of consumer awareness and brand loyalty. The research has important implications for businesses that sell soft drinks, highlighting the need of placing a strategic emphasis on digital and social media platforms in order to attract younger customers who are very knowledgeable about technology. It also advises that future research should investigate cross-national comparisons and the impact that digital advertising has on brand loyalty over the long term.

Keywords

Advertising, brand preference, social media, soft-drink industry, advertising frequency

Introduction

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

Advertising functions as an essential marketing instrument that affects customer behaviour via many media platforms, such as television, social media, print, and radio. Studies demonstrate that customers tend to choose products that are extensively promoted, since

advertising increases brand exposure and memory retention (Rahman, 2019). In rising economies such as Nepal, where customers encounter both global and local brands, advertising is crucial as firms endeavour to establish brand equity and distinguish themselves in a saturated marketplace (Jones, 2020).

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

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

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

Literature Review

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

AIDA Model

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

Recent research has shown the enduring significance of the AIDA paradigm in the digital era. Research by Behera, Gunasekaran, and Gupta (2020) used the AIDA model to assess the efficacy of social media advertising, revealing that these platforms were very efficient in capturing customer attention and interest. Nevertheless, the research observed that social media advertisements often failed to translate curiosity into action, indicating that marketers must focus on developing explicit calls to action and improving the concluding phases of the model.

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

Hierarchy of Effects Model

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

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

Moreover, the concept has shown significant use in digital advertising environments, where customers see several touchpoints prior to making a purchasing choice. Dodoo and Wu (2019) conducted a study on the implementation of the Hierarchy of Effects model in online video advertising, revealing that advertisements that successfully established awareness and knowledge were more likely to enhance consumer engagement, thereby increasing brand preference and purchase intentions.

Nonetheless, like to the AIDA model, the Hierarchy of Effects model has encountered criticism for its presumption that customers go through phases in a predetermined sequence. In the contemporary multi-channel advertising landscape, consumers may transition between phases or exclude some ones altogether. This has prompted academics to propose modifications to the model that accommodate more dynamic and participatory customer experiences (Sweeney & Craig, 2011).

Brand Preference

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

Importance of Brand Preference

Brand preference is a significant indicator for firms as it indicates potential brand loyalty and enduring customer interactions. A consumer's brand selection is often influenced by both logical and emotional considerations. Rational considerations include qualities like product quality, features, and price, while emotional elements pertain to brand identification,

perception, and customer self-concept (Chattopadhyay & Laborie, 2005). In competitive marketplaces like the soft-drink industry, brand preference is crucial for firms to distinguish themselves from rivals and establish a loyal consumer base.

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

Advertising and Its Influence on Brand Preference

Advertising is essential for establishing brand preference by enhancing brand awareness, influencing perceptions, and solidifying brand values. The Hierarchy of Effects concept posits that advertising educates customers about a product while also persuading them to favour it above its rivals (Lavidge & Steiner, 1961). Advertising is very potent in forging emotional ties with customers, which are essential in influencing their choices. Aaker's (1991) research emphasised that effective advertising campaigns often evoke emotional resonance, enhancing customer connection to a brand and therefore affecting their preferences. Keller's (2003) research extended on the capacity of advertising to cultivate customer-based brand equity, hence augmenting brand preference. The research indicated that consistent and innovative advertising messages create strong brand connections in consumers' thoughts. These linkages, whether pertaining to product quality, innovation, or emotional satisfaction, significantly influence brand choice. Keller's work emphasised the need of combining various advertising channels, including television, digital media, and social platforms, to maintain consistent brand message and strengthen customer preferences.

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

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

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

Advertising Trends in the Soft-Drink Industry

The soft drink sector is among the most competitive and extensively promoted sectors worldwide. Multinational corporations like Coca-Cola, PepsiCo, and Red Bull prioritise

advertising to sustain brand exposure, loyalty, and market share. The sector has had a persistent transformation in advertising methods, transitioning from conventional media like as television and print to digital platforms, social media, and influencer marketing (Nguyen & Smith, 2021). The transformations in advertising have profoundly influenced the manner in which soft-drink firms communicate with their customers, particularly as digital platforms facilitate the creation of more personalised and interactive content.

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

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

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

Consumer Behaviour in the Soft-Drink Industry

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

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

Advertising has significantly influenced consumer choices in the Nepalese market, especially among younger demographics more engaged with digital media. Jones (2020) asserts that Nepali customers are significantly swayed by brand image and the frequency of advertising, with multinational businesses reaping advantages from more substantial

advertising spending and increased exposure. Social media advertising has been especially successful in shaping the brand preferences of younger customers by enabling firms to connect with them via localised and culturally relevant material.

Furthermore, cultural significance is a crucial determinant of consumer behaviour in Nepal. Rahman (2019) observed that firms integrating cultural aspects into their advertising strategies are more likely to connect with Nepali customers. Advertisements that correspond with holidays, traditions, and local customs often provide increased engagement and brand memory. This tendency highlights the need of customising advertising messaging to align with the cultural context of a brand's operations.

Figure 1 Proposed Research Model
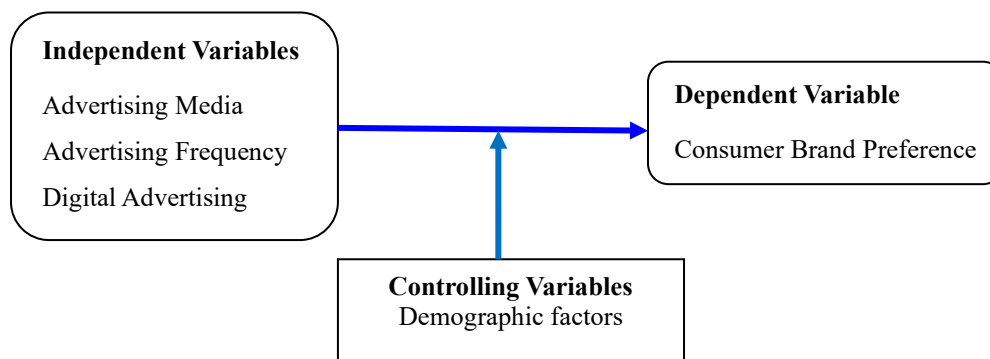
Research Methodology

Research Design

This study uses a quantitative research approach to examine the influence of advertising on customer brand choice within Nepal's soft-drink sector. Quantitative approaches are especially appropriate for this study since they facilitate the collecting and analysis of numerical data to discern patterns and correlations between advertising tactics and customer behaviour. A survey methodology was used to collect data from a substantial sample of participants, yielding a comprehensive and generalisable insight into consumer preferences and the impact of different advertising media on those choices.

The structured questionnaire, developed from prior research in the domain, encompasses essential factors including advertising exposure, brand awareness, brand preference, and purchase intention. The poll used a Likert scale to assess respondents' levels of agreement or disagreement with questions about their views towards advertising and brand choice. This design enables the research to measure the influence of advertising frequency, medium type, and message content on brand choice within the soft-drink industry.

Data will be evaluated using statistical methods, including correlation analysis and regression modelling, to investigate the links between advertising efforts and customer brand choice. These tools will ascertain the intensity and direction of these interactions, offering insights into the most successful advertising methods for influencing customer decisions in the Nepalese soft-drink industry. The quantitative method guarantees that the results are founded on quantifiable and objective facts, enhancing the rigour and dependability of the study's conclusions.

Sampling Technique:

The target demographic for this research consists of soft-drink users in Nepal, namely persons aged 18 and older who have bought and consumed soft drinks in the last six months. The study on brand choice encompasses a varied sample of respondents from various socio-economic origins, genders, and age groups. This ensures that the results accurately reflect the wider population in Nepal's soft-drink industry.

A sample size of 200 respondents is chosen for the research to provide enough data for significant analysis while being feasible for data collecting. The sample size is deemed sufficient for identifying significant correlations between advertising methods and consumer brand choice, as shown by other studies in analogous study domains (Rahman, 2019; Jones, 2020). The research employs a random sampling method to reduce selection bias and guarantee that every possible responder has an equal probability of selection. This approach enhances the generalisability of the results to the wider community of soft-drink users in Nepal.

Data Collection

Data will be obtained using a standardised questionnaire aimed at collecting information on consumers' brand preferences and their exposure to diverse advertising methods. The survey is divided into four primary sections:

This section gathers respondents' age, gender, income, and educational attainment to determine demographic characteristics that may affect brand selection. This section evaluates respondents' exposure to various advertising mediums (TV, social media, print, etc.) and the frequency of these adverts. Participants are asked to specify their favourite soft drink brand and evaluate the extent to which advertising affects their selection. This section employs a 5-point Likert scale (from "Strongly Disagree" to "Strongly Agree") to assess the extent to which advertising influences preferences. A distinct component examines the exposure of younger consumers to digital and social media ads, evaluating the impact of these platforms on their preferences for soft-drink brands. The questionnaire will be disseminated both digitally and physically to optimise sample reach. The survey link will be disseminated via social media platforms and email for online distribution, while in-person distribution will occur in designated retail outlets and public spaces in urban centres like Kathmandu, Pokhara, and Biratnagar.

Data Analysis

The data obtained from the structured questionnaires will be analysed using quantitative statistical methods to investigate the correlations between advertising tactics and consumer brand preferences. The study would use SPSS (Statistical Package for the Social Sciences), a prevalent program for statistical analysis in social science research. Descriptive statistics, including mean, median, and standard deviation, will be used to encapsulate the demographic attributes of the respondents and their overall preferences for soft-drink brands. These metrics will provide a comprehensive overview of the information and facilitate the identification of fundamental patterns in consumer behaviour.

A multiple regression analysis will be used to examine the correlation between advertising exposure (independent variable) and customer brand choice (dependent variable). This investigation will ascertain which forms of advertising media (e.g., television, social media, print) have the most significant influence on brand choice. The regression model will include control variables, like age, gender, and income, to address demographic variations in customer preferences. A chi-square test of independence will be used to evaluate the link between

categorical variables, specifically the correlation between advertisement frequency and consumer brand memory. This investigation will ascertain if the frequency of advertising exposure is substantially correlated with consumers' capacity to remember and favour certain brands. A Pearson correlation analysis will be performed to ascertain the degree and direction of the association between digital advertising (social media) and brand choice, particularly among younger consumers. This will assess the influence of social media advertising on consumer behaviour and evaluate its efficacy relative to conventional media channels.

Results and Discussions

Table 1 Descriptive Statistics of Respondents

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

The sample for this study consists of 200 respondents, with a fairly balanced distribution between male (55%) and female (45%) participants. In terms of age, the majority of respondents are within the 18-25 age group (37.5%), followed by 26-35 (32.5%), indicating that a significant portion of the sample comprises younger consumers. A smaller proportion of the sample falls within the 36-45 age range (20%) and 46 and above (10%), reflecting a diverse age range but with a focus on younger adults.

Regarding educational background, 50% of the respondents hold an undergraduate degree, while 30% have completed graduate education, and 20% have a high school education. This distribution suggests that the sample is relatively well-educated, with a significant portion having pursued higher education.

In terms of income levels, 45% of the respondents earn between NPR 20,001 and NPR 50,000, which is the largest group. 30% of respondents earn above NPR 50,001, and 25% earn below NPR 20,000. This range of income levels allows for insights into how advertising affects consumers from different economic backgrounds, making the sample representative of various socio-economic segments.

Table 2 Regression Analysis – Impact of Advertising on Brand Preference

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

Cont

Digital Media (Social Media)	0.50	0.09	5.55	0.000

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

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

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

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

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

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

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

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

The correlation analysis results show a strong positive relationship between social media advertising and brand preference among younger consumers, with a correlation coefficient (r) of 0.68 and a p-value of 0.000. This indicates that as exposure to social media advertisements

increases, there is a significant and substantial increase in brand preference among younger consumers. The highly significant p-value suggests that this relationship is not due to chance.

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

Table 5 Effectiveness of Different Advertising Media on Brand Preference

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

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

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

Table 6: Summary of Hypotheses Testing

Hypothesis	Result	p-value
H_1: Advertising has a significant impact on brand preference	Supported	0.001
H_2: TV and social media are more effective than print media in shaping brand preference	Supported	0.000
H_3: Higher advertising frequency is positively correlated with increased brand recall	Supported	0.001
H_4: Digital advertising has a stronger influence on younger consumers	Supported	0.000

The results from the hypothesis testing strongly support all four hypotheses. H_1, which proposed that advertising has a significant impact on brand preference, is confirmed with a p-value of 0.001, indicating that advertising is a key driver in influencing consumer brand preference in the soft-drink industry. Similarly, H_2, which suggested that TV and social media are more effective than print media in shaping brand preference, is also supported, with a p-value of 0.000, demonstrating the superior influence of digital and television advertising over traditional print media. H_3, which posited that higher advertising frequency is positively correlated with increased brand recall, is confirmed by a p-value of 0.001, emphasizing the importance of frequent exposure to advertisements in enhancing consumers' ability to recall soft-drink brands. Lastly, H_4, which proposed that digital advertising has a stronger influence on younger consumers, is strongly supported with a p-value of 0.000, highlighting the growing significance of digital platforms, especially social media, in shaping the brand preferences of younger audiences.

Discussion and Conclusion

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

Implications

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

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