

Is There a Link?: The Effect of Attitude toward Television Advertisement, Brand and Purchase Intention.

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Abstract

Television Advertising as a medium of Communication is largely used by companies in Sāmoa to inform, persuade and remind consumers of their products and services. The study investigated the relationship between Attitude toward Television Advertisement (Aad), Attitude toward Brand (Ab) and Purchase Intention (PI) with a particular focus on consumers in Sāmoa. A real product advertisement by Sāmoa Beverage Company (SBC) was chosen for the study. Through convenience sampling, the primary data was collected from 60 students of the National University of Sāmoa. The conceptual Framework was adopted from Wahid & Ahmed 2011 studies. The nine-item scale used to measure Consumer's attitude toward advertising (Aad) over intention to purchase the advertised product (PI) and Consumer's attitude toward brand (Ad) over intention to purchase the advertised product (PI) was largely adapted from Putrevu and Lord (1994), Taylor and Hunter (2002) and Wu and Chen (2008) studies. It was found that (1) consumers' attitude towards advertising has significant and positive influence towards brand and intention to purchase the advertised products; and (2) consumers' attitude towards brand has significant and positive influence over intention to purchase the products that are advertised. Findings from the study support the importance of television advertising as a marketing tool to help build positive consumer behaviour towards advertised products and services. This study provides a first insight on Sāmoan consumer's behaviour toward a locally designed TV advertisement.

Keywords: Advertising, Consumer Attitude, Attitude towards Advertisement, Attitude towards Brands, Purchase Intention, Consumers, Sāmoa.

Introduction

Consumer attitudes towards the advertisement of products and services have been widely researched by scholars in marketing, consumer behavior and advertising (for example, Biehal, Stephens and Curio 1992; Homer and Yoon 1992; Brosius, Donsbach and Birk 1996; Wahid and Ahmed 2011; Jalilvand and Samie 2012; Saxena and Khanna 2013; Hudson and Hudson 2013; Duffett 2015; Jae-Sin and Dae Yul 2015). These studies examine consumer attitude and perception towards different forms of advertising mediums and its influence on brand preference, intention to purchase and actual purchase. Television is a form of advertising medium that is most influential because it can reach masses of geographically dispersed buyers and enables the seller to repeat a message many times. Belch and Belch (2012) note that television advertisement has numerous advantages over other media to include impact, coverage, creativity, cost effectiveness, captivity, attention, selectivity and flexibility. Studies specific to television advertising are common in FMCG (fast moving consumer goods) and look closely at television advertising techniques that trigger positive customer attitudes to stimulate purchase intention and encourage actual purchase. For example, (Mathew and Aswathy 2014 and Armstrong et al 2012) concluded in their studies that television advertising is very effective because advertisers are able to inform, persuade and remind consumers more precisely through the careful combination of sounds, words, motion, colour, personality and stage setting to execute an advertising message.

In this paper, we extend these insights to the situation in Sāmoa with a focus on the use of a real local television advertisement to test the relationships between Advertising, Brand, and Purchase intention.

Advertising and Television: A Global Perspective

Advertising is defined as ‘any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor’ (Armstrong et al 2012). The paid aspect of this definition reflects the fact that the space or time for an advertising message generally must be purchased. The non personal aspect means that advertising involves mass media such as TV, radio, magazines, newspapers that can send a message to large groups of individuals, often at the same time (Belch and Belch 2012). Advertising communicates vital information about the firm, its products, product features, place of product availability and also helps consumers to make proper purchase decisions (Mathew and Aswathy 2014). Different advertising mediums include newspaper, radio, social media, billboards and television. Understanding consumer attitudes towards the advertisement of products and services help to provide feedback on the effectiveness and efficiency of advertising as a marketing tool.

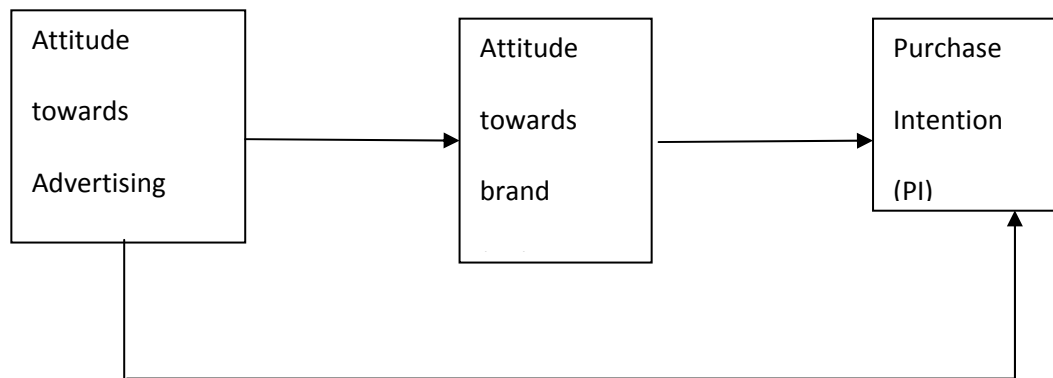
Hoyer and MacInnis (2001) define attitude as ‘relatively global and enduring evaluation of an object, issue, person, or action’. Recent studies on consumer attitudes towards advertisements suggest that consumers hold attitudes toward a variety of objects that influence purchase behavior (Mathew & Aswathy 2014, Armstrong et al 2012; Belch and Belch 2012). Belch and Belch (2012) propose that there are three parts which constitute attitude and also shape what is known as the Multiattribute Attitude Model. These three elements are: (1) cognitive (an individual’s beliefs regarding an object), (2) affective (an individual’s feelings towards the object that may be positive or negative) and (3) behavioural (the individual’s readiness to respond to the object in the form of behaviour). According to this model, when consumers have positive cognitive responses towards the product being advertised, they have positive source related thoughts and ad execution thoughts. These positive feelings also generate positive affective attitudes which consequently positively stimulate purchase intentions.

In marketing, television advertising is one form of advertising that falls under the promotional element. Despite the wide variety of advertising mediums, Laroche, Kim and Zhou 1996; Phelps and Hoy 1996; Prakash and Pathak 2014 observe that television advertising remains the most dominant form to which typical consumers are exposed. Understanding how consumers react and respond to television advertisements is vital noting as Wahid and Ahmed (2011) have done that understanding consumer attitudes towards television advertisements will help determine consumer purchase intentions and purchase behavior. This mirrors similar suggestions presented by Hoyer and MacInnis (1997), that a consumers positive attitude towards one object for example is said to affect his/her attitudes towards another object associated with it. As such, consumers’ liking and affection of an advertisement will eventually be transferred to the products brand and the liking of the products brand will influence the intention to purchase.

Advertising literature is non-existent in Sāmoa and this paper intends to contribute to existing Advertising literature by examining the degree of influence by a local television advertisement on consumer attitudes towards a local brand and intention to purchase

Television Advertisements and Consumer Attitudes in Sāmoan Contexts.

In this paper, we attempt to investigate if consumers' attitude towards television advertisements (Aad) has an influence over their attitude toward brand (Ab) and purchase intention (PI). Our question was whether there are similarities in the reaction, responses and overall attitude of consumers in Sāmoan and non Sāmoan contexts and the extent to which there are particular issues for consumers in the Sāmoan context. The conceptual framework for the study are adapted from Wahid and Ahmed studies 2011).



Our analysis of the Sāmoan context draws on 60 structured questionnaires administered through convenience sampling. The participants consist of first, second and third year students studying at the National University of Sāmoa in the Bachelor of Commerce Program. A real product advertisement was selected from a range of local product advertisements that appeared on Television 1 (TV1). The selected product advertisement is by Sāmoa Beverage Company (SBC), Sāmoa's only locally owned and operated Brewery/Beverage Company. The chosen TV advertisement is Taxi Lime. Taxi Lime is one of seven soft drinks under the brand name TAXI released by SBC back in 2013. Since its introduction, selling at \$1.50 for TAXI Small (330ml) and \$3.20 for TAXI Large (660ml), The Taxi brand has been popular due to its product range, and also because it is cheaper than Coca-Cola an allied soft-drink brand bottled under licence by Sāmoa Breweries Limited also known as Vailima.

The Taxi Lime TV advertisement was recorded and shown to the respondents in the classroom after which they were asked to respond to a set of structured questions in the questionnaire. A five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree were used to measure responses for all (Aad), (Ab) and (PI) variables in the study. Items to measure (Aad) were adapted from Goldsmith et al.'s (2000) studies. The nine-item scale that was used to measure Consumer's attitude toward advertising (Aad) over intention to purchase the advertised product (PI) and Consumer's attitude toward brand (Ad) over intention to purchase the advertised product (PI) was largely adapted from Putrevu and Lord (1994), Taylor and Hunter (2002) and Wu and Chen (2008).

Three questionnaires were designed to collect primary data for the study. The first one was used to assess the influence of advertising on the brand; to test the relationship between Consumers' attitude towards advertising (Aad) and attitude towards brand (Ab)". This first questionnaire contained ten (10) questions on a Likert-Scale from 1 (Strongly Agree) to 5 (Strongly Disagree). The second questionnaire was used to test the relationship between Consumers' attitude towards advertising (Aad) and intention to buy the advertised product (PI). This questionnaire

contained nine (9) questions on a Likert-Scale from 1 (Strongly Agree) to 5 (Strongly Disagree). The third questionnaire was used to test the influence of Consumers' attitude towards brand (Ab) and intention to buy the advertised product (PI)". This third questionnaire contained nine (9) questions on a Likert-Scale from 1 (Strongly Agree) to 5 (Strongly Disagree).

The questionnaires were developed to gather data measuring the dependent variables of consumers' perceived *level of attitude towards advertising* and *brand* in relation to the independent variable of *intention to purchase*. In our study, we used *within-subjects* design. This is because we wanted each participant to participate in all three questionnaires. The experiment raw data were stored in an Excel Spreadsheet (Microsoft Excel 2010 ©Microsoft Corporation), while all of the statistical analysis and testing was done using Predictive Analytics SoftWare (PASW) Statistics Release 18 (PASW Statistics, 2009) and R version 3.3.0 (2016-05-03).

Findings

Reliability Analysis (Cronbach's Alpha - α)

Reliability analysis refers to the consistency of a measure. It is a test to confirm the fact that a scale should consistently reflect the construct it is measuring. In statistical terms, it is based on the idea that individual items (or set of items) should produce results consistent with the overall questionnaire. The Cronbach's alpha is the most common measure of scale reliability. It is a useful method for examining reliability, with the calculation being based on the number of items and the average inter-item correlations (Hinton et al. 2004).

The alpha value ranges from 0 (indicating a completely unreliable test) to 1, (for a completely reliable one). There is debate on an acceptable alpha value to conclude a questionnaire is reliable, but values over 0.70 would be considered acceptable in this study (Hinton et al., 2004). Cronbach's alpha was calculated for every social factor using the questionnaires from all 60 participants.

From the reliability analysis test done in SPSS, both consumers' attitude toward advertising and brand, and consumers' intention to purchase questionnaires produced high alpha scores, indicating that the items (from the questionnaires) within each factor in each of the three conditions were measuring a consistent underlying construct (internal consistency) (See Table x.1, x.2, x.3).

Case Processing Summary

		N	%
Cases	Valid	56	93.3
	Excluded ^a	4	6.7
	Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

n = number of items

Reliability Statistics

Cronbach's Alpha	N of Items
.924	10

Table x.1

Reliability Test - Cronbach's Alpha values for Questionnaire 1

Case Processing Summary

		N	%
Cases	Valid	55	91.7
	Excluded ^a	5	8.3
	Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.840	9

Table x.2 Reliability Test - Cronbach's Alpha values for Questionnaire 2

Case Processing Summary

		N	%
Cases	Valid	55	91.7
	Excluded ^a	5	8.3
	Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.872	9

Table x.3 Reliability Test – Cronbach's Alpha values for Questionnaire 3 (H3)

Significance Testing

Repeated Measure Analysis

The significance testing is a statistical measure to test if the data from an experiment support a given hypothesis. That is, in the case of our study, it is a test to show if (i) there is a significant and positive influence of consumers' attitude towards advertising over his/her attitude towards brand; (ii) there is a significant and positive influence of consumers' attitude towards advertising over his/her intention to purchase; (iii) there is a significant and positive influence of consumers' attitude towards brand over his/her intention to purchase.

We used Repeated-Measures Analysis of Variance with conditions as a repeated measure (within-subjects factor) since all participants was tested in all three hypotheses. This tests for any difference among the three conditions. To determine which means among the three hypotheses were different, a Sidak test was conducted.

Results for Questionnaire 1 (Q1): Descriptive Statistics

	mean	sd	var	N
Strongly Agree	9.6000	5.0155	25.1556	60
Agree	23.7000	4.6679	21.7889	60
Neutral	16.4000	4.7188	22.2667	60
Disagree	6.4000	2.6750	7.1556	60
Strongly Disagree	3.5000	1.5811	2.5000	60
No Response	0.4000	0.6992	0.4889	60

Table x.4 Descriptive statistics for Q1

Results for Questionnaire 2 (Q2): Descriptive Statistics

	mean	sd	var	N
Strongly Agree	8.5556	3.4319	11.7778	60
Agree	21.0000	4.1533	17.2500	60
Neutral	18.7778	4.7376	22.4444	60
Disagree	7.1111	3.2189	10.3611	60
Strongly Disagree	2.3333	1.4142	2.0000	60
No Response	2.2222	0.4410	0.1944	60

Table x.5 Descriptive statistics for Q2

Results for Questionnaire 3 (Q3): Descriptive Statistics

	mean	sd	var	N
Strongly Agree	8.5556	3.4319	11.7778	60
Agree	21.0000	4.1533	17.2500	60
Neutral	18.7778	4.7376	22.4444	60
Disagree	7.1111	3.2189	10.3611	60
Strongly Disagree	2.3333	1.4142	2.0000	60
No Response	2.2222	0.4410	0.1944	60

Table x.6 Descriptive statistics Q3

Test of With-In Subjects Effects

The Mauchly Test was not significant ($p=0.485$), so the assumption of the correlations are equal among pairs of conditions (eg 1 vs 2, 2 vs 3, 1 vs 3) is not violated. Therefore we can use "sphericity assumed" tests.

Comparison of means of three Hypotheses

	Hypothesis 1 (H1)	Hypothesis 2 (H2)	Hypothesis 3 (H3)	N
Strongly Agree	9.6000	8.5556	4.7778	60
Agree	23.7000	21.0000	22.1111	60
Neutral	16.4000	18.7778	17.5556	60
Disagree	6.4000	7.1111	17.5556	60
Strongly Disagree	3.5000	2.3333	2.7778	60
No Respond	0.4000	2.2222	2.3333	60

Table x.7 Comparison of means of three hypotheses

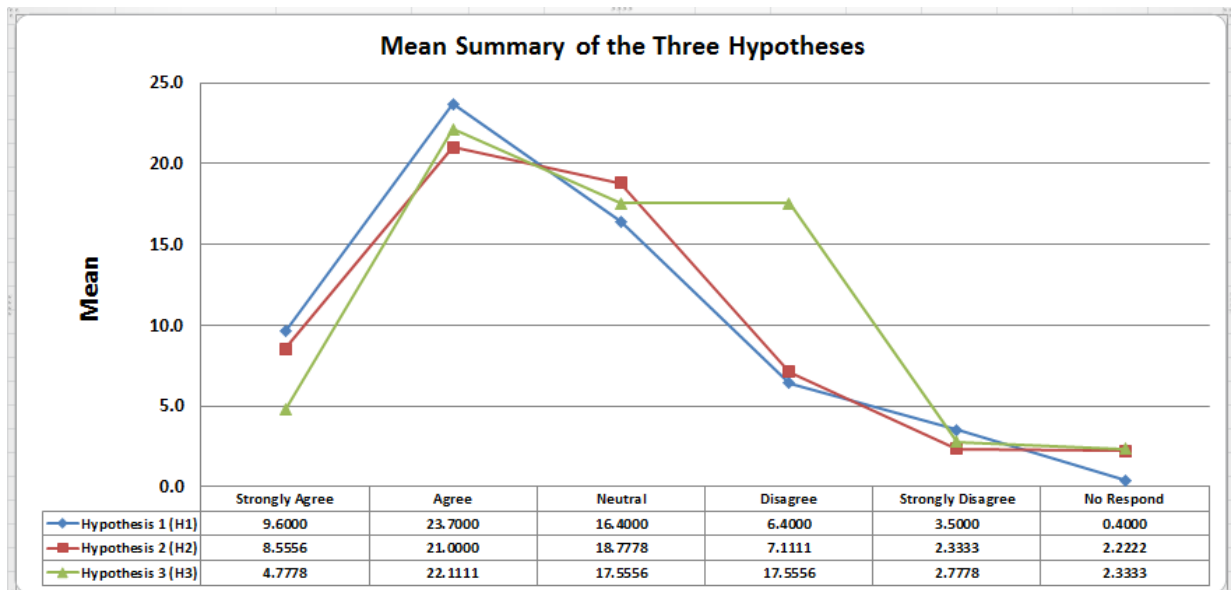


Chart: 1 Mean summary of the three hypotheses

Discussion and Implications

The findings indicate that Attitude towards Advertisement (Aad) had significant and positive influence on both attitude towards Brand (Ab) and Purchase Intention (PI) which supported study results carried out by Wahid and Ahmed (2011) and Goldsmith et al, (2000). The results found in this study on the positive effect of Brand (Ab) on Purchase Intention (PI) are also supported in studies like Laroche, Kim and Zhou (1996) Phelps and Hoy (1996) and Prakash and Pathhak (2014).

In Questionnaire 1 (Q1), elements that were put in inquiry related to the interaction of sight and sound, the overall appeal, captivity and attention and the use of humour in the Ad execution. The findings indicate that positive cognitive responses were generated from the presence of these elements in the advertisement of Taxi Lime and these positive responses had significant positive influence over consumer attitude towards the Taxi brand. In Questionnaire 2 (Q2), positive attitudes towards the overall appeal of the ad, the use of humour, source attractiveness and overall execution had a significant and positive influence over the intention to purchase the advertised product. However purchase intention was determined by (1) the participant had money; (2) the advertised product was on promotion and (3) intention to buy the advertised product in the near future. In Question 3 (H3), positive attitudes towards the Taxi brand were also influenced by the fact that the product was a local beverage. This had a significant and positive influence over the consumer's purchase intention on the basis that (1) they would buy Taxi soft drink if they had the money, (2) they would buy a Taxi product in the near future and (3) they are likely to buy a Taxi product that is being promoted.

Conclusions

The findings from this study provide an understanding of consumer behaviour from a Sāmoan perspective with a particular focus on university students' attitudes towards television advertisements. Although Sāmoa is a developing country, from an Advertising perspective, consumer dependency on television advertisement impacts the way purchase decisions are made. The results from this study imply that television advertising is a dominant communication tool for

companies and marketing practitioners to inform, persuade and remind consumers about available products and services. An important finding from this study is that Sāmoan consumers are definitely influenced by the television advertisement that they are exposed to.

It is important to note that while the results from this study seem promising, there are still some issues that we need to address carefully when doing future work. Factors that we identified as having the potential to impact our findings and results include: participants' affiliation, previous experience, gender, and age grouping. For example, participants' experience or familiarisation of the participant with the product refers to how well a participant knows about the product or the brand being advertised. The participant may have never tried the product before or may have never heard of it before. This has an effect on our result. We assumed that all participants have somewhat affiliated with the brand being advertised. Gender is also another important factor in the study of personal perceptions and attitude. We did not have a control on this issue as participants were selected convenient to the researcher's time and availability. This is one area that could be further investigated in future research. Another limitation to be noted is on the small study sample and sampling method used. The use of sample size of 60 University students means that the results cannot be generalized for all consumers in Sāmoa. The study focused only a single TV advertisement whereas future studies could examine more TV advertisements. Cognitive and affective attitudes warrant further research, since consumers' first need to become aware and be informed of an organisation's products and develop favourable emotional bonds before they can progress to behavioural activities. This study utilised quantitative data, as have past inquiries on cognitive and affective attitudinal components, whereas qualitative research would provide greater insight into consumer attitudes towards TV advertising.

The findings from this study echoes similarities in studies carried out by Laroche, Kim and Zhou (1996) Phelps and Hoy (1996) Goldsmith et al, (2000), Wahid and Ahmed (2011) and Prakash and Pathhak (2014). This study supports previous studies that Attitude toward Advertising (Aad) has an impact on Brand (Ab) and Purchase Intention (PI). It suggests that companies and marketing practitioners can influence Purchase Intention (PI) if their advertisements are carefully designed to stimulate positive cognitive responses. We can draw conclusions that (1) consumers' attitude towards advertising has significant and positive influence towards brand and intention to purchase the advertised products; and (2) consumers' attitude towards brand has significant and positive influence over intention to purchase the products that are advertised.

This study provides marketing practitioners a general view on elements that consumers' consider important, eye catching and attention grabbing when evaluating the effectiveness and attractiveness of a television advertisement. The results indicate that the cognitive responses generated when viewing the both the television advertisement and the advertised product were positive. This influences positive attitudes towards the Taxi brand and purchase intention. Television advertising is considered to be more effective over other media because of its creativity and impact, coverage and cost effectiveness, captivity and attention, selectivity and flexibility. This suggests, the advertising of convenience products such as Taxi Lime is still important. A television advertisement that provides creative message appeals, free from clutter and stimulates source attractiveness is most likely going to produce positive consumer attitudes. These positive attitudes are indeed important to marketing practitioners' based on the assumption that consumer attitude can influence consumer behaviour.

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