

# Impact of Social Media Advertisement on Consumer Purchase Intention with the Intermediary Effect of Brand Attitude

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Social media advertisement is the most effective means of advertising as Organisations can easily generate positive word of mouth . Social media advertisements impact on customer purchase intentions with a moderating role of brand attitude analysed through this research. The Perceptual and Rational Advertisement appeals in social media contexts as the explanatory variables, brand attitude with brand emotions and brand trust were selected as the moderating variables in this study. A sample of 250 was selected based on convenience base collection amongst customers of fashion brands, banks and online shopping sites in Pakistan. The results of the study indicate that perceptual and rational advertisement have substantial influence on the brand attitude of customers. Purchase intentions have a positive impact on customers due to perceptual and rational advertisements. Brand attitude has significant intermediation in the relationship between customer purchase intentions and social media marketing. The results substantiate the effects of advertisement appeals as social media marketing increases with the mediation of brand attitudes. The overall results of the analysis present the relationship between direct social media advertisements and purchase intentions under the moderating role of brand attitude.

**Keywords:** *Social Media Advertisement, Perceptual Advertisement, Rational Advertisement, Consumer Purchase Intention, Brand Attitude*

## **Introduction**

In emerging economies like Pakistan, social media marketing is gaining influence over markets, however inadequate value towards web-based advertisement by organisations weakens the profit accruing from these platforms. Organisations might have several “likes” and followers on their social media sites, however the responsibility of such organisations to convert these followers into customers rest entirely on professional tactics. This can be one of the key reasons why small-scale organisations haven’t been able to reap the advantages of social media in boosting sales and increasing their clientele.

The TRA models merely assume that there are some normative beliefs that can influence individual behaviour and therefore do not specify any beliefs that could result in a specific behaviour (Yousafzai et al, 2010). According to Yousafzai et al, (2010) and Hansen et al, (2004), this model deals in prediction instead of considering the outcomes of behaviours as researchers tend to prefer situations where targeted behaviours cannot be completely controlled by individuals. In other words, the TRA model is unable to predict the situation where individuals hold low volitional control. Individuals form their attitude based on assessing behavioural beliefs and outcomes.

Consumer PI (Purchase intention) is measured as an index to the purchase behaviour of consumers. The current study assumes that brand attitude plays a mediating role by influencing the effects of advertisement appeal on consumer purchase intentions and change in BA (brand attitude) as a mediating change. People actually interact with brands and companies on social media. This makes social media the most efficient platform to advertise and to start two-way communication with companies whereas traditional ways of marketing are slowly becoming obsolete as they are considered to be a slow, costly and time consuming process. The major argument of the theory of reasoned action is the person’s willingness to execute specific functions. Intentions are the motivational elements that stimulate individual behaviour; these are the signs that indicate how hard it is for people to perform the actual behaviour.

## ***Research Questions***

This quantitative study reveals the intensity between purchase intention and social media advertisement of customers with a moderating role of brand attitude in Pakistan.

The study outlines the following main research questions:

- What are the impacts of Perceptual Advertisements on customer purchase intentions ?
- What are the impacts of Rationale Advertisements on customers purchase intentions?
- Does brand attitude moderate the relationship between social media advertisements and Customer Purchase intentions?

### ***Significance of the study***

This research was conducted within Pakistan, in order to discover to what extent social media advertisement affects the purchase intention of generation Y consumers in an emerging economy such as Pakistan. It is vital to measure the impact of this development, due to the advancement of technology, where each individual interacts with more than two smart devices to measure the impact of it is vital. It is also essential to identify to what extent and how consumers purchase intention is affected by social media advertisement.

### **Literature Review**

Samsona, Mehtab and Chandanic (2014) conducted research with the objective of examining the usefulness of online electronic communication as a method for marketing with respect to the automobile industry. The focus of this study was to comprehend the reach of the internet as a communication tool and its role in bringing potential buyers to dealership showrooms. The research was conducted through a questionnaire to find out how buyers are impacted by online electronic communication. The findings suggested that the majority of people refer to online digital communication sources and find them to be reliable and valuable when making buying decisions. Television ads and positive word of mouth were most imperative in approaching prospective consumers to the showroom. The study outcomes also obscure the fact that although online digital communication is an influential tool in passing on information to buyers, as yet it is not the most extensive and significant method and hence not as helpful as traditional advertising techniques. Mangold and Faulds (2009) researched that for an individual to communicate about products or services with hundreds or even thousands of other individuals as well as firms which provide those products to consumers all over the world is only possible with the advent of social media. Constantinides (2014) examined the rise of new types of buyer who are strong and cultured and can't be easily inspired, convinced and retained which indicate that social media has shifted the power structure of commercial centres. Customers have been transformed into powerful agents due to the roles, effects and present status provided by the social media. This paper demonstrates consumer input and roles for developing organisations' marketing strategies. It also explains different interactive possibilities to engage consumers and utilise them as effective marketing tools to generate customer demand-based innovations. Li and Shiu (2012) investigated the effect of social media advertisement on microblogs. Their research reflects end user predilection, network influence and proliferation capability, in order to propose a diffusion method to deliver marketing information over micro blogging media. A random sample was used to test these effects and further analysis was completed using different statistical models. The investigational results illustrate that the proposed model could provide advertisers with appropriate targets for constantly diffusing advertisements and thus effectively augment advertisement efficiency.

Advertisement appeals should be accorded with the nature of the product and the type of research initiated by customers, as stated by Lepkowska, et. al. (2003). Rational appeal is based on the traditional hypothesis that a consumer is supposed to make the most logical and best decision about a product based on quality, performance and price (Albers-Miller & Stafford, 1999). Variables such as intention to buy, expectation to buy and consumer attitude towards advertisement help measure purchasing decisions (MacKenzie et al., 1986, Laroche & Sadokierski, 1994, Laroche, Kim & Zhou, 1996).

Due to the expanding pattern of internet and the utilisation of online networking sites, web-based social networking promotion is gradually expanding in Pakistan. The majority of people do not have access to Internet, social media advertisement is not really popular amongst consumers even though companies are using it on a large scale. However, if we observe the past decade, the concept of social media has grown drastically, which makes social media advertisement feasible in Pakistan's growing economy.

### ***Social Media Marketing and Purchase Intentions***

Mirabi, Akbariyeh, and Tahmasebifard (2015), revealed that factors such as brand, advertisement and product quality were important determinants in formulating consumer intention towards a particular brand or product. These factors provide a key reason for companies to invest through modern means besides traditional approaches as both aim to achieve company marketing goals and increase their market share in the industry.

Bilal, Ahmed, and Shehzad (2014) investigated the relationship between social media advertisement and consumer purchase intention. They concluded that in Pakistan, consumer decisions to select a product or service are duly affected by social media. Their study also explored the fact that Pakistan residents are using social media to collect numerous company statistics, products, services and the majority chooses Facebook to gather information.

### ***Theory of Reasoned Action (TRA)***

Before proceeding to the clarification of TRA, Ajzen and Fishbein (1980) have explained the link between attitudes and behaviours, which is more important to understand. The idea of reasoned action (TRA) was first introduced in 1967. Ajzen and Fishbein improved and extended the assumption in the beginning of 1970s.

The following are some objectives of this theory:

- To analyse and comprehend the impact of motivational factors on actual consumer behaviours which are outside of individual control.

- To discover when and how to design strategies for influencing actual consumer behaviours
- To enlighten virtual human activity such as acceptance of online shopping, as to why consumers purchases online commodities, remain absent from work engagements or vote against a candidate.

### ***Theory of Planned Behaviour (TPB)***

The theory of reasoned action (TRA) was introduced by Ajzen and Fishbein in 1975. In 1980, this theory was extended to the theory of planned behaviour (TPB) and made essential due to the limitations of the previous model while handling behaviours which are not under an individual's control. TRA is considered feasible while it is used for actual human behaviours which are under the complete control of an individual.

### ***Technology Acceptance Model (TAM)***

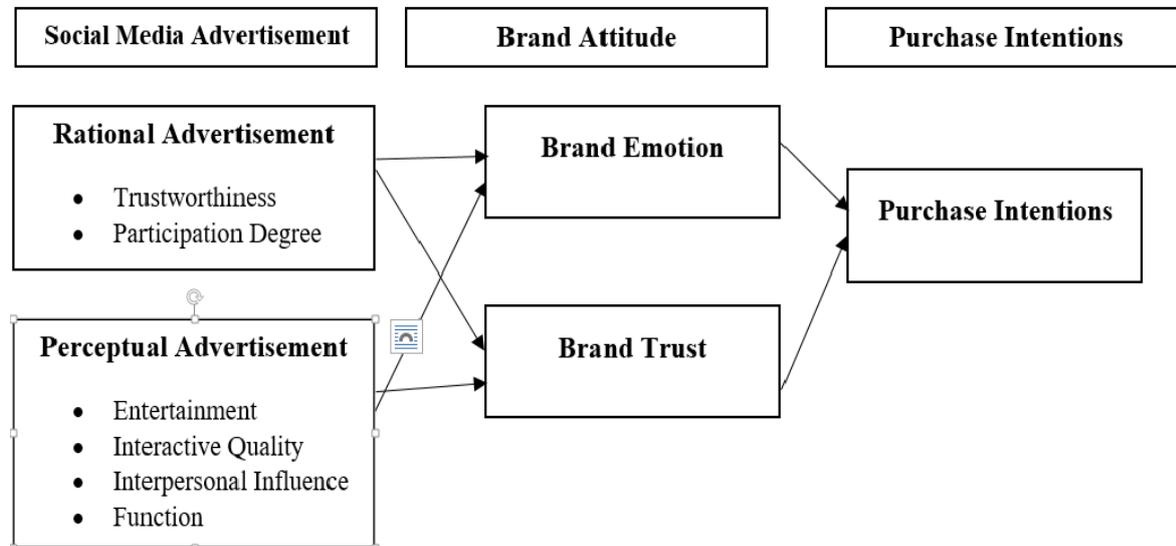
David (1989) presented Technology Acceptance Model (TAM) which was developed around the concept of the Theory of Reasoned Action (TRA), while TRA is a generic idea or concept to elaborate common human actions. The usage of TAM is limited to information system. The idea behind the development of TAM was to analyse the fundamental association between external determinants and user acceptability of computer driven applications.

### ***Conceptual Model of study***

The current study focuses on analysing the impact of advertisement appeal and online social media on consumer purchase intention. The PI of consumer is taken as an index to consumer purchasing behaviours. The researcher classified advertisement into rational and perceptual, while also dividing Brand Attitude into Brand Trust and Brand Emotion.

The following conceptual model is an analysis based on the above theoretical underpinnings.

**Figure 1.** Concept Model



### ***Purchase Intention***

According to Fishbein (1975), consumer purchase intention is the subjective possibility that a consumer will buy a product or brand. Mullet (1985) stated that consumer purchase intentions are the subjective choice of a consumer which is based on the consumer judgment of products by incorporating the influence of external stimulus. According to Mullet & Marvin (2003), consumer purchase intentions is the direct indicator of their behaviour, in other words consumer purchase behaviour relies on consumer purchase intention.

### ***Hypotheses***

**H1:** SM marketing perceptual advertising positively affects purchase intention.

**H2:** SM rational advertising positively affects Consumer Purchase intention.

**H3:** Brand trust (BT) plays an intermediary role in the relationship between social media advertising appeals and purchase intention.

**H4:** Brand emotions (BE) play an intermediary role in the relationship between advertising appeals and purchase intention.

### **Research Methodology**

This research uses a deductive research approach along with a quantitative technique. The aim is to study a particular sample of consumers who frequently use digital devices to get in contact with social media sites for the purpose of interacting with friends and family.



### ***Research Paradigm/ Philosophy***

This study is designed to analyse the impact of social media marketing on customer purchase intention with the hypothesis based on the TBA model, therefore the research operates within a scientific research philosophy.

### ***Target Population***

The target population for any exploration is chosen based on the nature and extent of study as this review is being directed towards the customers' point of view who utilise web-based social networking platforms such as Facebook, Twitter, Google+, Instagram and so forth. Therefore, customers of different brands which are available on Facebook and twitter were the target population of the study.

### ***Sample and sampling procedure***

Based on purposive based sampling, a total of 250 respondents were included in the final study sample and these respondents were selected based on their following patterns and reviews of different brands which include social media advertisement. For the purpose of the sample selection, during 2019 social media advertisements on Facebook and Twitter for fashion brands and the banking sector were sampled .

### ***Study Instrument***

The study uses a quantitative research method. A questionnaire is used to understand the impact of social media advertisement on consumer purchase intention.

### ***Data Analysis***

The data of the 250 respondents was analysed using various analysis techniques while regression analysis was also used because it is the most widely used technique for identifying the impact and relationship between each variable on consumer purchase intention.

### ***Regression Assumptions***

A description of the assumptions of regression analysis is provided below:

1. Normality Test
2. Normality of residuals
3. Collinearity Test
4. Homoscedasticity Test



**Regression Models**

The following main regression models were used by the study for the data analysis of the relationship between social media advertisement and purchase intentions with a moderating role of brand attitude.

The following model was used to find the direct impact of perceptual and rational advertisement of purchase intention :

$$PI = \alpha_1 + \beta_1(PA) + \beta_2(RA) + \epsilon \dots \dots \dots (1)$$

The below model was used to find the relationship between brand emotion and advertisement appeal :

$$BE = \alpha_1 + \beta_1(PA) + \beta_2(RA) + \epsilon \dots \dots \dots (2)$$

The below model was used to analyse the moderating role of brand emotions .

$$PI = \alpha_2 + \beta_1(PA) + \beta_2(RA) + \beta_3(BE) + \epsilon \dots \dots (3)$$

The following model was used to discover the relationship between brand trust and advertisement appeal.

$$BT = \alpha_1 + \beta_1(PA) + \beta_2(RA) + \epsilon \dots \dots \dots (4)$$

The below model was used to analyse the moderating role of brand emotions.

$$PI = \alpha_2 + \beta_1(PA) + \beta_2(RA) + \beta_3(BT) + \epsilon \dots \dots (5)$$

**Results and Findings**

The collected data was examined using statistical analysis techniques and results are provided in the tables below.

**Demographics**

Out of the 250 interview participants ,there were 20% female participants while the remaining 80% participants were male. The educational distribution of the participants consists of 19% holding a Bachelor degree , 58% holding a Masters degree while the remaining 22% had an M.Phil. With regards to experience, 77% of survey participants have experience in the range of 1-4 years and 17% of participants in the range of 5-7 years. The remaining 6% have above

7 years of in their field. Each variable has 250 observations through the study survey . The third column provides the means for each variable and it can be observed that the mean value for perceptual advertisement (PA) is 4.01, while it is 4.6 for rational advertisement (RA) , the mean value for brand emotions (BE) is 4.5, 3. 6 for brand trust (BT) while the mean value for purchase intentions (PI) is 1.42.

**Table 1:** Descriptive Statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
	Statistic	Statistic	Statistic
Perceptual Advertisement	250	4.0125	.73638
Rational Advertisement	250	4.6417	1.21062
Brand Emotions	250	4.5063	1.23374
Brand Trust	250	3.6250	.66323
Purchase Intentions	250	1.4262	.23836
Valid N (listwise)	250		

Similarly, the standard deviation values for PA, RA, BA, BT and PI are .736, 1.21, 1.23, .663 and .238 respectively.

### Regression Analysis Assumptions

The impact of social media marketing on customer purchase intention with intermediary effects of customer brand attitude for regression analysis is described below.

#### *Test of Normality*

The normal data distribution is skewed to no different than zero while the kurtosis value for normally distributed data is less than 3.

**Table 2:** Test of Normality

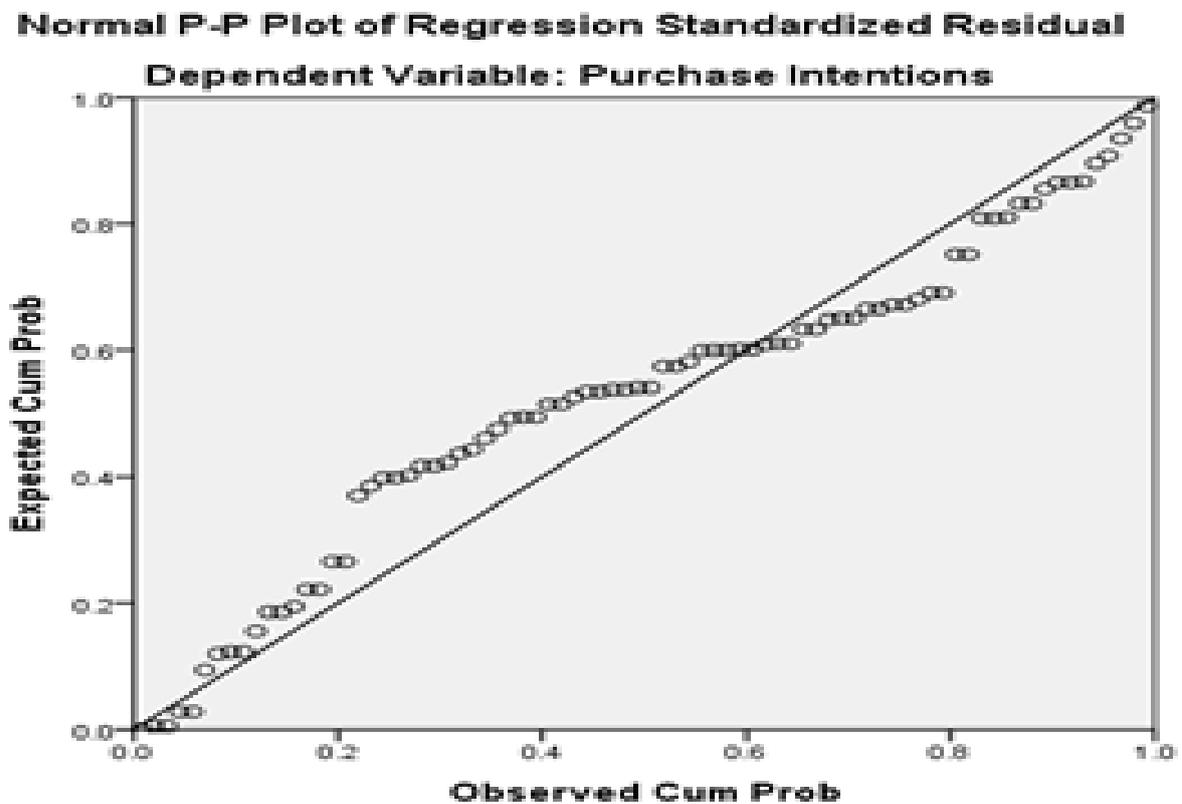
	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Perceptual Advertisement	-.026	.269	1.138	.532
Rational Advertisement	-.288	.269	-.461	.532
Brand Emotions	-.213	.269	-.046	.532
Brand Trust	-.059	.269	1.316	.532
Purchase Intentions	-.080	.269	.294	.532

Table 2 presents skewness and kurtosis values. Regarding skewness values for these variables, skewness values for all the constructs are not different from zero which implies the normality of the data distribution. This suggests that the survey data for all the variables under analysis is normally distributed and doesn't have any difficulties regarding data normality.

### *Normality of Residuals*

The P-P plot presents the distribution of residuals against the best fitted line. Figure-2 below presents the residual model distribution and it can be observed from the figure that residuals are distributed normally.

**Figure 2.** P-P Plot



### *Test of Collinearity*

There are different techniques used for analysis of data collinearity, however the most common technique used for analysis is the correlation matrix.

**Table 3:** Test of Collinearity

Correlations		Perceptual Advertisement	Rational Advertisement	Brand Emotions	Brand Trust
Perceptual Advertisement	Pearson Correlation	1	.633**	.817**	.707**
	Sig. (2-tailed)		.000	.000	.000
	N	80	80	80	80
Rational Advertisement	Pearson Correlation	.633**	1	.745**	.712**
	Sig. (2-tailed)	.000		.000	.000
	N	80	80	80	80
Brand Emotions	Pearson Correlation	.817**	.745**	1	.688**
	Sig. (2-tailed)	.000	.000		.000
	N	80	80	80	80
Brand Trust	Pearson Correlation	.707**	.712**	.688**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	80	80	80	80

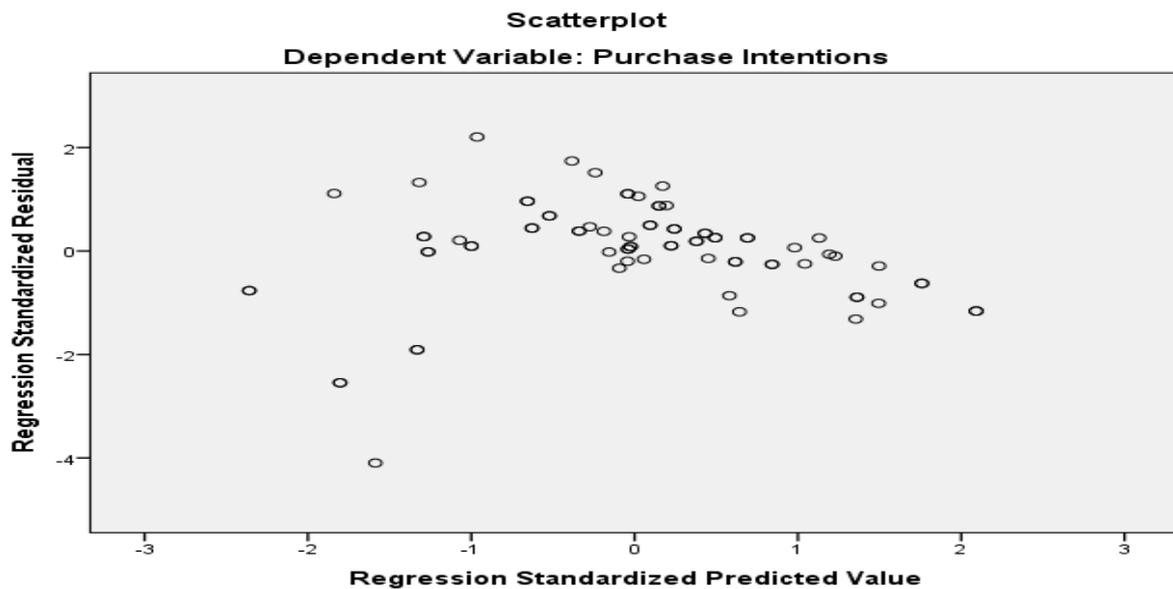
\*\* . Correlation is significant at the 0.01 level (2-tailed).

The correlation matrix presented above shows that the correlation coefficient for PA and RA with BE and BT are significant and greater than .70 as they have an intermediary relationship.

***Test of Homoscedasticity***

The data should not be homoscedastic in order to obtain unbiased results. As a result, Homoscedasticity test is applied to check for heterogeneity in the residuals. The residuals of the model should be random and independent for unbiased results. Normally the scatter plot is used to check the problem.

**Figure 3:** Scatterplot



It is evident in the figure above that residuals are randomly distributed and do not show any significant clustering or obvious patterns and thus suggest that the residuals of the model are randomly distributed.

### ***Regression Models***

In order, to discover the impact of social media marketing on customer purchase intention with the mediating effect of brand attitude (Brand Emotions (BE) and Brand Trust (BT)), the study uses five different regression models in a sequence. The results are presented below. In order to find out the direct impact of social media advertisements on customer purchase intention. a multiple regression model is used where PI used as a dependent variable while PA and RA stand as explanatory variables. The results of the regression analysis are presented in table 4 below.

**Table 4:** Regression Results

Coefficients						
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.255	.032		7.835	.000
	Perceptual Advertisement	.170	.011	.524	15.363	.000
	Rational Advertisement	.106	.007	.537	15.730	.000

a. Dependent Variable: Purchase Intentions

F = 787.583

R Square = .93

The table shows that the model's F value is 787.583 and signifies the overall fitness of the study model. The significance of F implies the authentication of the model estimates. The R square value is .93 which implies that PA & PI accounts for almost 93% of the variation in customer purchase intention.

Furthermore, the coefficient for relationship between perceptual advertisement and purchase intention is .170 which suggests a direct relationship between PA and PI, implying that an increase in PA will result in an increase in PI and vice versa. The test statistics for this value coefficient is 15.363 which is significantly greater than the critical value and for the same reason the P value is .000, which implies a significant relationship between PA and PI at  $P < .01$ . Therefore, the alternate hypothesis that PA and PI have a significant relationship is accepted.

The coefficient for rational advertisement with purchase intention is .106 which suggests a direct relationship between RA and PI, implying that an increase in RA will result in a corresponding increase in PI and vice versa. The coefficient value is 15.730, which is significantly greater than the critical value and for the same reason the P value is .000. This implies a significant relationship between RA and PI at  $P < .01$ . Therefore, the alternate hypothesis RA and PI have a significant relationship is accepted.

In the next step a multiple regression analysis is used to find the relationship between perceptual advertisement and brand emotions through multiple regression model with BE as a dependent variable while PA and RA are used as explanatory variables. The results of the regression model are presented in table 5 below:

**Table 5:** Regression Results

Model		Coefficients				
		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.167	.389		.428	.670
	Perceptual Advertisement	.302	.132	.180	2.285	.025
	Rational Advertisement	.745	.080	.731	9.260	.000

a. Dependent Variable: Brand Emotions

F = 115.752

R square = .75

The F value is 115.752 which leads to signify the overall fitness of the model used in the study. The R-square value is .75 which implies that PA & PI accounts for almost 75% of customer variation of brand emotions, which implies that perceptual and rational advertisements are strong determinants of customer BE.

The table shows that the coefficient for the relationship of perceptual advertisement with BE is .302 which suggests a direct relationship between PA and BE, suggesting that an increase in PA will result in an increase in BA and vice versa. The test statistics for this value coefficient is 2.285 which is significantly greater than the critical value and for the same reason the P value is .025. This infers a significant relationship between PA and BE at  $P < .05$ . Therefore, the alternate hypothesis that PA and BA have a significant relationship is accepted. Similarly, the coefficient for rational advertisement with BE is .745 which suggests a direct relationship between RA and BE, implying that an increase in RA will result in an increase in BA and vice versa. The test statistics for this value coefficient is 9.260 which is significantly greater than the critical value and for the same reason the P value is .000. This suggests that the significance of the relationship between RA and BE is  $P < .01$ , leading the acceptance of the alternate hypothesis that RA and BE have a significant relationship.

### ***Discussion of the Results***

The results presented above suggest that the perceptual and rational appeals of social media advertising have a direct association with customers purchase intention. The effectiveness of advertisement is dependent on the correct use of effective communication tools and appropriate audience (MacKenzie, Lutz & Belch, 1986). The effectiveness of advertisement is based on various appeals which are used to develop certain responses in viewers (Mishra, 2009). Appeals with a unique idea and positive image about a product leave a positive impression on

the target audience. A large volume of study is available on advertising which is mainly focused on rational versus emotional types of advertisements (Li, Li & Zhao, 2009; Wang, 2008).

In the same manner, according to the study results, social media advertising appeals in the shape of perceptual and rational advertisements, which guide the attitudes of customers in terms of brand trust and brand emotions that influence consumer purchase intentions. The overall results of the study support the results of previous studies based on the Theory of Planned Behaviour. According to Hansen et. al., (2004) and Yousafzai et. al., (2010) individual behavioural intention is the primary determinant of behaviour.

### ***Study Findings***

Perceptual and rational advertisements are found to have a substantial impact on consumer brand attitude. The components of Social media marketing i.e. Perceptual and Rational advertisements influence both consumer brand emotions and brand trust.

The results further present that brand attitude (brand emotions and brand trust) also has a major impact on customer purchase intention.

Perceptual and rational advertisement appeals present a positive impact on customer purchase intentions and an increase in the effectiveness of advertisement appeals on customers. The results present that the impact of advertisement appeal of social media marketing increases with the mediation of brand attitudes.

### **Conclusion and Recommendations**

The findings show that perceptual and rational advertisements are found to have a significant impact on customer brand attitude. Social media marketing components i.e. Perceptual and Rational advertisements influence both customer brand emotions and brand trust. Perceptual and rational advertisement appeals have a positive impact on customer purchase intentions and it an increase in the effectiveness of customer advertisement appeal. The results further show that brand attitude has significant intermediation in the relationship between social media marketing and customer purchase intentions. The findings present the impact of advertisement appeal as social media marketing increases with the mediation of brand attitudes. There is a direct relationship between social media advertisements and purchase intentions under the moderating role of brand attitude according to the overall results of the analysis.



Based on the study results , the following recommendations:

- Companies can enhance the level of customer purchase intention by adding more positive language and content in their social media advertising, enhance the level of entertainment and create easy and entertaining content .
- Furthermore, content interaction, mood swings, interaction with others, and friend recognition also influence customer visibility and high role level to disseminate content.
- Adding content which can trigger consumer brand emotions in a manner that can link the advertisement with consumer well-being can lead to positive customer intentions towards the brand.
- Adding experiments and information can increase customer trust towards a brand which ultimately has a positive impact on consumer purchase intention.



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