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# Digital Advertising Features on Customer Purchase Intention

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**Abstract** – Advertisement denotes a standard strategy of attracting public interest and facilitating purchase decisions. This research aims to determine the digital advertisement feature effects on consumer purchase intent in Malaysia. A cross-sectional design was employed to gather quantitative data from 361 Malaysian respondents with a digital survey. Additionally, SPSS was utilised to assess the digital advertising-purchase intention relationship. Resultantly, pictorial cues, repetition, and sensory stores significantly influenced Malaysian consumers' purchase intention. Following the motivation theory, this research identified a relationship between digital advertising feature effects and purchase intention power that proved inadequate in past studies. The study outcome proved vital in rearranging advertising methods to be more appealing and informative for customers to receive clear and precise knowledge.

**Keywords:** Digital Advertising, Purchase Intention, Pictorial Cue, Repetition, and Sensory Store

## 1. Introduction

Digital advertising began in 1994 with the first banner commercial for AT&T on Hotwired.com. (Shaouf, Lu & Li, 2016). To date, the Internet has become an influential business platform for goods and services marketing. Although advertising denotes a primary method of impacting consumers' purchase decisions (Hilman, Hanaysha & Ghani, 2017), research on how particular-advertising aspects potentially influenced customers' purchase intention remained scarce. Hence, this research intended to bridge the gap by examining the impact of three specific explanatory variables (pictorial stimuli, repetitiveness, and sensory marketing) on the response variable (consumer purchase intention) following random sampling from the Malaysian population. Marketers could optimally position advertisements for effective results concerning purchase intention to identify product and service sales volume.

## 2. Literature Review

### *2.1 Pictorial Stimuli*

Generally, visual dimensions (colour, light, scale, pictures, and shapes) are commonly associated with personal decisions in pictorial stimuli management. Liu et al. (2015) recently demonstrated that visual stimuli could elicit more desirable behaviours towards pictorial stimulation. Studies comparing attitudes with word-of-mouth contact using multiple media implied that attitudes involving word-of-mouth interaction differed across different visual networks based on photographs and videos (Djafarova & Rushworth, 2017; Gvili & Levy, 2016; Schivinski & Dabrowski, 2015). Based on market research, Jensen et al. (2015) stated that visual photos were more inclined to be tweeted compared to text messages. For example, Instagram (as a visual-centric social network site) appeared to be a more efficient marketing platform in affecting product quality and purchase intention perspectives. Using the Malaysian population as target respondents, the study aimed to examine the degree to which pictorial stimuli impacted customers' final purchase intention. Determining the relationship extent potentially forecasted the pictorial stimuli intensity in future advertisements by reducing information overflow opportunities and developing aesthetics that complemented most consumers. As pictorial stimuli significantly impacted purchase intention and resulted in highly favourable attitudes, the following hypothesis is proposed:

*H1: Pictorial stimuli are significantly related to consumer purchase intention.*

### *2.2 Repetition*

Advertising success (a desirable perspective of advertised items) is ascertained by repetitive advertising. For example, J. Lee et al.'s (2015) examination of repetitive impacts on focus, memory, and mood revealed that animation played a moderate role. Attention deficit occurred following the first advertisement repeat (similar to the attention deficit involving internet banner advertisement) as consumers might monitor the advertisement exposure duration with attention span shifts (Pieters et al., 1999). In Yaverogly and Donthu (2008) and Fernandes (2013), the advertising repetition method enhanced brand recall and efficiency and catalysed the intention to click. Consequently, less-salient advertisements could be improved by increasing the exposure to repetition methods (continuously altering advertisement designs, formats, and locations on web pages). In this regard, it would be intriguing to determine whether advertising repetitiveness explicitly impacted customers' final purchase intention outcomes. The degree or intensity potentially gauged the optimal point where customers could engage in brand recall without inducing potential irritability. Consequently, optimal advertising costs and incomes could be produced from the goods and services sales originating from such advertisements. In this vein, the following hypothesis is developed:

*H2: Repetition is significantly associated with consumer purchase intention.*

### *2.3 Sensory Store*

Although consumers are typically more interested in product attributes before purchasing compared to conventional marketing (Schmitt 1999), current consumers preferred

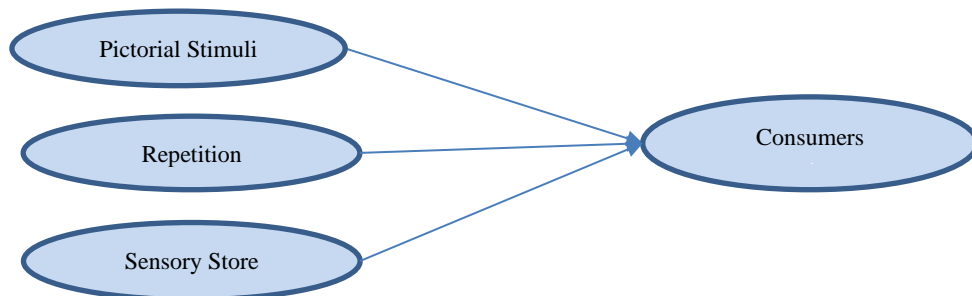
products, interactions, and marketing campaigns that attracted the senses, emotions, and intellect for novel experiences (Krishna 2010). In this vein, sensory marketing is denoted as “marketing that engages the consumers’ senses and affects their perception, judgment, and behaviour” (Krishna, 2012). Hwang, Oh and Scheinbaum (2020) demonstrated that communication technologies potentially impacted online shopping-oriented comprehension and experiences. For example, the researchers employed sensory enabling technologies (SETs) to develop stimuli with which consumers could engage in the background music of virtual shopping sites. Resultantly, interactive music impacts on experiential advantage, cognitive value, and purchase intention differed based on the extent of participation. Likewise, Krishna, Cian and Sokolova (2016) disclosed the role of sensory marketing in driving advertisement effectiveness. In this vein, the presence of cognitive instruments served to impact advertising taste outcomes (heavily dependent on idea generation and comprehension). The investigation of how sensory-facilitating technologies or stores potentially affected customers’ purchase decisions using the Malaysian population proved to be an appealing topic. The incorporation of product visualization technologies and haptic interfaces (synonymously denoted as visual and tactile support) was implicitly effective in promoting goods and identifying the generated revenue volumes.

As such, the following hypothesis is developed:

*H3: Sensory store is significantly related to consumer purchase intention.*

#### 2.4 Conceptual Framework

Conceptual Framework of Digital Advertising Features on Customer Purchase Intention



**Figure 1: Conceptual Framework**

### 3. Research Methodology

#### 3.1 Research Approach and Study Design

A cross-sectional sample design was selected in this research to include different scenarios. The selected approach corresponded to the research objectives where researchers emphasised a numerical (quantitative) analysis of the research outcomes. A Google form was also distributed to the respondents through Whatsapp, Facebook, and email with a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

### 3.2 Population and Sample Size

The research population encompassed consumers who utilised online advertising in Kelantan with a sample size of 361 (Krejcie & Morgan, 1970). A pictorial stimuli assessment scale was utilised in this research following Mathwick et al. (2001) and Shih (2015). The scale reflected the visual advertisement that appealed to consumer intention for product purchase. Meanwhile, Yaveroglu and Donthu (2008) suggested advertising repetition strategy is effective in generating greater recall online. Elder and Krishna (2009) adopted the sensory store construct to comprehend sensory observation impacts on consumer intention.

## 4. Findings and Discussion

### 4.1 Respondent Demographic Profile

Table 1. Demographic Profile

Category	Type/ Group	No. of Respondents	Percentage (%)
Gender	Male	139	38.5
	Female	222	61.5
Age	20 - 35	354	98.1
	36 and above	7	1.9
Race	Malay	208	57.6
	Chinese	88	24.4
	Indian	65	18
Educational Background	Secondary school	325	89.9
Monthly Expenditure for Online Products	RM2001 - RM3000	232	64.4

### 4.2 Reliability

In line with Hair et al. (2019), the study reliability was attainable through Cronbach's alpha (CA). The CA values for every construct exceeded the 0.70 thresholds with a minimum CA value of 0.810 (see Table 1). Resultantly, the constructs proved reliable and well behaved in the later study stages.

Table 2. Reliability Assessment

Variables	Items	Mean	CA
Pictorial Stimuli	4	4.65	0.811
Repetition	4	4.56	0.810
Sensory Store	4	4.62	0.812
Consumer Purchase Intention	4	4.58	0.810

Notes: The CA > 0.7 is acceptable and high.

### 4.3 Correlation Analysis

The Pearson Correlation test was utilised to identify the relationship between variables. Following Table 3, all the variables were significantly and positively associated with

satisfaction: pictorial stimuli ( $r = 0.719$ ), repetition ( $r = 0.187$ ), and sensory store ( $r = 0.568$ ). All the correlation coefficients proved statistically significant at the selected 5% significance level.

Table 3. Pearson Correlation Coefficient

		Pictorial Stimuli	Repetition	Sensory Store	Purchase Intention
Pictorial Stimuli	Pearson Correlation	1	.693**	.568**	.671**
	Sig. (2-tailed)		.000	.000	.000
	N	361	361	361	361
Repetition	Pearson Correlation	.693**	1	.605**	.598**
	Sig. (2-tailed)	.000		.000	.000
	N	361	361	361	361
Sensory Store	Pearson Correlation	.568**	.600**	1	.717**
	Sig. (2-tailed)	.000	.000		.000
	N	361	361	361	361
Intention	Pearson Correlation	.671**	.598**	.717**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	361	361	361	361

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

#### 4.4 Multiple Regression Analysis

Multiple regression analysis was employed to investigate pictorial stimuli, repetition, and sensory storage impacts on consumers’ purchase intention. The following regression model was utilised in the analysis:

$$Y = \partial + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Table 4. Model Summary

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	.748 <sup>a</sup>	.559	.558	.72460

a. Predictors: (constant), pictorial stimuli, repetition, and sensory store

Following the model description in Table 2, the multiple correlation coefficient (r) reflected 0.748. Furthermore, the independent variation variables (justified by independent variables) were represented by the R-squared (r<sup>2</sup>) value. The three independent study variables (pictorial stimuli, repetition, and sensory store) justified 55.9% of the total variation in consumer purchase intention.

Table 5. Regression Coefficient

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.497	.224		-2.218	.027
Pictorial stimuli	.691	.034	.581	20.217	.000
Repetition	.035	.029	.029	1.175	.240
Sensory Store	.336	.040	.240	8.346	.000

Both the unstandardised and standardised regression coefficients in Table 5 indicate that purchase intention was assumable with merely two variables: pictorial cues ( $\beta = 0.581$ ,  $t = 20.217$ ,  $p < 0.000$ ) and sensory store ( $\beta = 0.240$ ,  $t = 8.346$ ,  $p < 0.000$ ). Resultantly, market purchasing intention was substantially impacted by both aspects. The overall model implied that customer purchasing intent was not forecasted by repetition.

## 5. Discussions

This study aimed to examine the relationship among pictorial stimuli, repetition, and sensory storage on consumers' purchase intention in Kelantan. Consequently, visual stimuli, repetition, and sensory stores reflected a relatively strong correlation towards consumers' online purchase. For example, pictorial stimuli demonstrated a positive correlation ( $r = 0.719$ ) that consumers conveniently recalled at the point of sale with picture-based and colourful advertisements. The appeal potentially induced consumers' remembrance of specific digital advertisements. The research outcome corresponded to Liu et al. (2016) where pictorial stimuli could stimulate consumers' product purchase intention or service payment. Although pictorial stimuli proved adequate to forecast consumer purchase intention ( $\beta = 0.581$ ,  $t = 20.217$ ,  $p < 0.000$ ) and displayed a positive and solid impact on purchase intention, the repetition could not be employed to forecast customers' purchase intention ( $\beta = 0.029$ ,  $t = 1.175$ ,  $p < 0.240$ ). Resultantly, repetition was significantly associated with consumers' purchase intention ( $r = 0.187$ ). The outcome corresponded to Fernandes (2013) where increased advertising repetition subsequently increased consumers' recall of the primary advertising points. Consequently, customers were inclined to continue clicking and seeking specific products or services. Notwithstanding, repetition failed to impact consumers' purchase intention (could not be

employed as a consumer purchase intention indicator). Lastly, sensory store was significantly related to consumers' purchase intention ( $r = 0.568$ ) at the selected 5% significance level. The outcome corresponded to Krishna, Cian and Sokolova (2016) where increased positive sensory thoughts catalysed taste perceptions that facilitated consumer purchase intention. In this vein, sensory store reflected one of the consumer purchase intention indicators.

## **6. Conclusion and Recommendations**

Notably, content and advertisement positioning optimisation denoted vital factors in identifying product or service profitability. Future research could leverage advertisement texts for textual or sentiment analysis. Such information could subsequently forecast the potential volume of particular products or services with regression-oriented or machine-learning methods.

## **7. Research Limitations**

As this study was confined to the state of Kelantan, the survey was primarily applicable to Kelantanese establishments. Additionally, the variables indicated specific information and factors that could be further examined.

## **8. Suggestions for Future Research**

Given the research limitations, future studies needed to extend the geographic scope for additional digital advertising variables.

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