

**Attitude toward the Advertising and Subjective Norm on Purchase Intention:
A Case of Television Advertising of Beauty and Personal Care Product in
Bangkok**

Xiaoli Wang¹ Pussadee Polsaram, D.B.A.²

Abstract

Purpose—The purpose of this study is three folds: to investigate how the attitude toward the advertising and subjective norm influence consumer's purchase intention, to investigate how the entertainment, informativeness and irritation influence advertising value and to find the affect of the advertising value and source credibility influence the attitude toward the advertising.

Design/Methodology—Data were collected by questionnaire which was translated in Thai language, the samples size were 400 Thai respondents, who are 15-54 years old. The collecting locations were Big C super market (branch Rachada and Ladprao) and Central (branch Rachada and Ladprao) in Bangkok, Thailand. LISREL8.8 was used to analyzed the model.

Findings—The findings showed both of the attitude toward the advertising and subjective norm have the positive effect on purchase intention. The entertainment and in formativeness have the positive effect on advertising value; the irritation has the negative effect on advertising value. Both of advertising value and source credibility have the positive effect on the attitude toward the advertising.

Research Implications—The information of this study can be able to suggest the marketers and business advertisers of beauty and personal care product

¹Master of Business Administration in International Business, International College, University of the Thai Chamber of Commerce

²Lecturer, University of the Thai Chamber of Commerce

industry to understand the utility of the attitude toward the advertising, subjective norm and purchase intention. They can take use of the results to make their advertising strategies, find the effectively way to enhance consumer's purchase intention in this industry. This study can be the reference for further research.

Research Limitations—The factors in this selected study were considered as most basic factors to effect consumer's purchase intention. The results of this study can not explain and represent all the factors which not in study. The items of questionnaire were too many, therefore, the respondents might fill in them in a hurry, thus, the results might be affected.

Keywords : Attitude toward the Advertising, Subjective Norm, Purchase Intention, Advertising Value, Source Credibility

1. Introduction

According to the Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975) indicated that attitude and subjective norm were two conceptually independent determinants of intention. The attitude and subjective norms were used to predict behavior (Triandis, 1980). Some researchers found that attitude predict the behavior intention do not be the same extent with subjective norm (Trafimor, 1994). Advertising had made a great impact on modern life by its long lasting impact on viewer's mind, due to its broader exposure (Katke, 2007). Advertising is an important marketing communication strategy in marketing communication mix. Advertising, sales promotion and public relation are mass-communication tools available to marketers. Kotler (2003) defined advertising as any paid form of non-personal presentation and promotion of ideas, goods or services by any identified sponsor. Hussainy et al. (2008) pointed out that consumer market have been dominating through advertisements. Thus, advertising can be seen as the process to draw attention of particular audience (Eze, 2004). Companies or advertisers often

hope that consumers consider their brands when the consumers have the purchase intention. For a company or advertiser, the primary mission is to reach potential consumers and influence their attitude (Aynawale et al., 2005). In the other wards, the audience's attitude toward the advertising is a significant factor to influence their purchase intention.

Therefore, to find out the significant factors which influence the attitude toward the advertising is quite important. As Lafferty et al., (2002) indicated source credibility is an important contributor to an individual's attitude toward the advertising. People with initial positive attitude toward the advocated position were more influenced by less credible source and vice versa (Yoon et al., 1998). In addition, Ducoffe (1996) proposed advertising value and the attitude toward the advertising are highly associated. He further defines advertising value as a cognitive assessment of the extent to the advertising provides what consumers want. In Ducoffe (1996) and Brackett and Carr (2001) , their studies find the entertainment, informativeness and irritation as the important factors contributing to audience of advertising value and thus attitude toward the advertising.

Subjective norm also as an important factor influence the consumer's purchase intention. It looks at the influence of people in people's social environment on his behavior intentions, the consumer's opinion or subject's motivation will comply with advice of those people (Miller, 2005).

In summary, the objective of this study is concentrate on how the consumer's attitude toward the advertising and subjective norm influence their purchase intention. In addition, to investigate the relationships between the advertising value and source credibility, as well as the advertising value with entertainment, informativeness and irritation.

The beauty and personal care product industry would be a case for researching in this study. There are many categories in this industry, for this study

focused on hair care and skin care products. Since people are paying more attention to their beauty and skin day by day (Nair, D. & D.P.R., 2007). In Thailand, the Thai people have various choices both of international brand and local brand of beauty and personal care product, especially in Bangkok. In other words, there are highly competitive within this industry. For the marketers or advertisers, they are looking for an effective way to attract the audiences' attention and enhance their competitive position. Television advertising is becomes a most power tools for marketer since it can reach a wide variety of consumers and it is an effective tool to get to target group (Abideen et al., 2011). In summary, this study researched in the television advertising of beauty and personal care product in Bangkok.

2. Literature Review

2.1 Purchase Intention

Intention is the buyer's forecast of which product they will buy (Loudon and Della Bitta, 1993). The higher purchase intention, the higher consumer's willing to buy a product (Dodds, et al., 1991; Schiffman and Kanuk, 2000). Purchase intention is classified in the consumer behavior literature. The behavioral intention is a causal result from attitude and subjective norm (Gotschi et. al, 2010). It is including the positive and negative behavior that consumers may present toward the particular brand or company (Bush, 2004). The purchase intention is audiences' responses in order to cause their positive or negative actions toward the advertising (MacInnis and stayman, 1993). According the Theory of Reasoned Action (TRA) of Fishbein and Ajzen (1975), in this study, the consumer's purchase intention will be influenced by attitude toward the advertising and subjective norm.

2.2 Attitude toward the Advertising

An attitude is what consumers develop after evaluation of product or service, it may be positive or negative. The more positive individual's attitude, the

higher individual's behavior control, the people are more intention to perform the particular behavior (Ajzen and Fishbein, 1980). Attitude toward the advertising is defined as a learned predisposition to respond in a consistently favorable or unfavorable way with respect to a given object, or favorable or unfavorable manner toward advertising in general (MacKenzie and Lutz, 1989). The attitude toward the advertising influences consumer's purchase intention directly (Bruner & Kumar, 2000). The high positive attitude toward the advertising, lead a high purchase intention (Chang and Thorson, 2004).

2.3 Subjective Norm

Subjective norm is an individual's perception of social normative pressures, it is refer to the behavior is engaged or not (Ajzen, 2006). Armitage and Conner (2001) indicated that the subjective norm is an individual's potential to gain approval or suffer sanction from the important people's suggestion in a behavior. The important people may be family members, friends, co-workers, or children (Buhi and Goodson, 2007). The subjective norm have often been used to predict behavior (Triandis, 1980), it can indicate the opinion about what important others believe the people should do (Kraus, 1995). In other words, the subjective norm influences the consumer's purchase intention.

2.4 Advertising Value

Advertising as a cognitive assessment of the extent to the advertising provide consumers what they want (Ducoffe, 1996). It is a measure for advertising cognition, effectiveness, in some cases, it is an index of consumer satisfaction with the communication products of organizations (Ducoffe, 1995). Advertising value has shown to have the significant impact on the attitude toward the advertising (Ducoffe R., 1996). He developed the model based on three antecedents of perceived value, which are entertainment, informativeness and irritation, these are

the factors which contribute to audience's evaluation of advertising value, thus attitude toward the advertising (Ducoffe, 1996).

2.5 Source Credibility

Source credibility is a communicator's positive characteristics which affect the receiver's acceptance of a message; marketers and advertisers share their belief that a communicator's character has a significant effect on consumer's purchase intention (Ohanian, 1990). It is an important contributor to an individual's attitude toward the advertising (Lafferty et al., 2002). The source credibility referred to the credibility of endorser, spokesperson, or individual shown in the advertising. As Ohanian (1990) indicated, the attractiveness, trustworthiness and expertise are more important and enduring components of sources credibility. Source attractiveness refer to the endorser's physical appearance, personality, likeability and similarity to the viewer, thus perceived social value of the source (Solomon, 2002). Trustworthiness is the major determinant of source credibility (Friedman and Friedman, 1978); it is the audience's belief in the communicator's ability to provide information in a non-biased (Ohanian, 1990). Expertise is the extent to which a communicator is perceived to be source of valid assertions (Ohanian, 1990). The endorser who knows professional knowledge, experience of skills possessed, consumer will consider to consume that product or consumer it next time (Bahram R, Zahra S, Zahra M, 2010).

2.6 Entertainment

Entertainment in advertising is an ability which audience to fulfill their needs for diversion, escapism, aesthetic enjoyment and emotional release (Ducoffe, 1996). The advertising value of traditional advertising has a significant relation with entertainment of advertising (Ducoffe, 1995). The value of media entertainment is able to meet audience's needs, hedonistic pleasure (McQuail, 1983). The

entertainment message which is concise and funny can immediately captures consumers' attention (Katterbach, 2002). Entertainment of advertising has a positive effect on the attitude toward the advertising via advertising value (Aaker, 1992).

2.7 Informativeness

Informativeness of advertising is an ability of advertising to inform audience of product alternatives which yielding the greatest satisfaction in their purchase intention (Ducoffe, 1996). The information deliver have to show qualitative features for audiences, such as timeliness, accuracy and usefulness to them (Siau, 2003). Consumers regarded information as positive aspect of advertising in the situation consumers learned about the new product, such as product benefits or comparative product information (Shavitt et al. 1998). The research of Ducoffe (1996) pointed out informativeness has the strong and positive correlation with advertising value.

2.8 Irritation

Irritation refer to when advertising employs tactics that annoy, offend, insult, or are overly manipulative; when consumers are likely to perceive it as unwanted and irritation influence, it is not good for advertiser in selling the product (Ducoffe, 1996). The irritation in advertising generates annoyance, discontents and intolerance, a small irritation may cause to reduce the effectiveness of advertising, as well as the perceived value of audience (Aaker and Bruzzone, 1985). When the audience feel the irritation in the advertising, may considered to be manipulative or deceptive (Chakrabarty and Yelkur, 2005). The research of Ducoffe (1996) indicated that irritation has the strong and negative correlation with advertising value.

Based on the literature review, there are seven hypotheses in this study, the conceptual model is presented as figure 1.

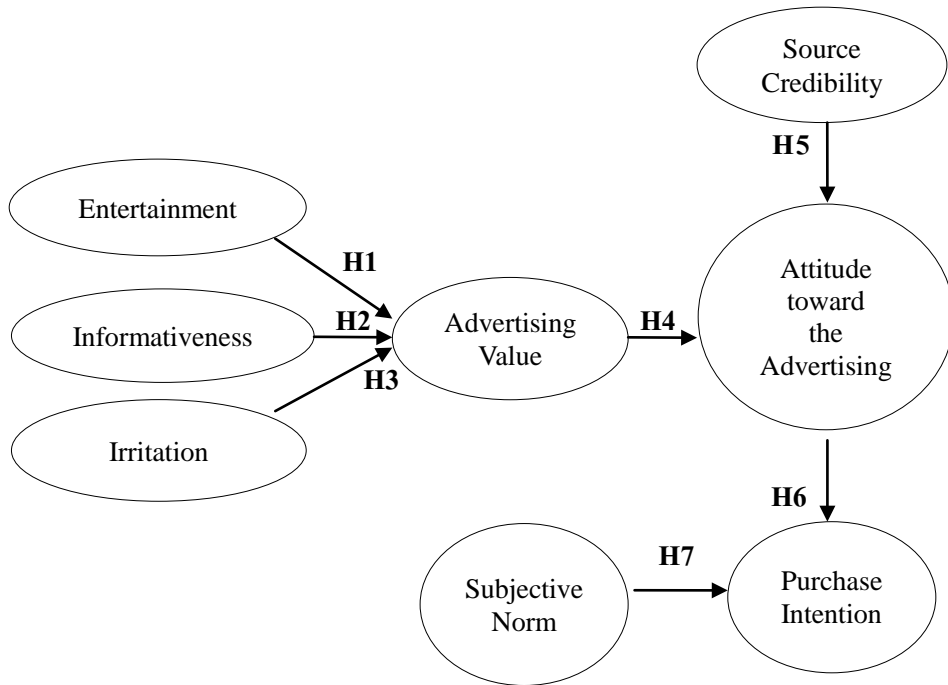


Figure 1 Conceptual Model

3. Methodology

A 5-point Likert surveys were distributed to 420 Thai respondents, who are 15-54 years old, stay in Bangkok, Thailand. The time frame was around one and half month, during the end of December in 2012 to The Mid-February in 2013. The total 400 questionnaires were used. There are two steps in filling the questionnaire. First, the respondents had to answer the screening question which was “Have you ever viewed the television advertising of beauty and personal care product?”, if their answers were “yes”, they can continue the second step which was filling the questionnaire.

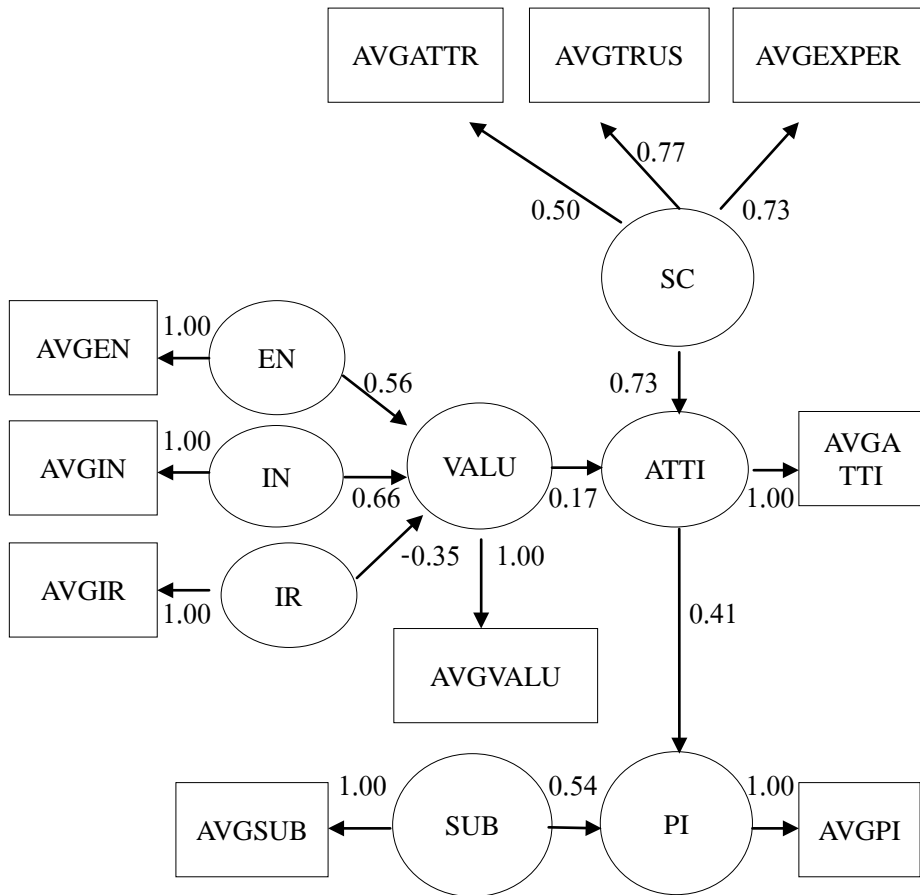
There were two parts in the questionnaire which were personal data and research variables. The questionnaires were translated from English language to Thai language. The independent variables which affected to the dependent variables were classified in the model of purchase intention (4 items), attitude toward the

advertising (4 items), subjective norm (4 items), advertising value (3 items), entertainment (4 items), informativeness (4 items), irritation (4 items), and source credibility (12 items). All questionnaires were designed underlying the objective of the study. Data were collected in Big C super market (branch Rachada and Ladprao) and Central (branch Rachada and Ladprao) in Bangkok, Thailand. The Structural Equation Model (SEM) was performed to investigate the relationships between the factors. The analysis was using LISREL8.8 to accomplish.

4. Results

There were 400 completed questionnaires were used for this study. The vast majority of the participants were female, they were 303 respondents as 75.7% in those 400 respondents. For the male, there were 97 respondents as 24.3% in the 400 respondents. The age of these 400 respondents were among 15 to 54. Majority, the education level of respondents was bachelor degree which covered 65.8%. The main occupation of respondents was officer as 58.5%. Moreover, most of the monthly income was 10,001 to 20,000 as 48.3%.

Figure 2 presents the SEM Standardized Solutions. It indicates that entertainment (EN) had directly and positively effect on advertising value (VALU) as $\beta=0.56$. The informativeness (IN) had directly and positively effect on advertising value (VALU) as $\beta=0.66$. For the irritation (IR), it had directly and negatively effect on advertising value (VALU) as $\beta=-0.35$. For the source credibility (SC), it had directly and positively effect on attitude toward the advertising (ATTI) as $\beta=0.73$. For subjective norm (SUB), it had directly and positively effect on purchase intention (PI) as $\beta=0.54$. For the advertising value (VALU) had directly and positively effect on attitude toward the advertising (ATTI) as $\beta=0.17$. Finally, the attitude toward the advertising (ATTI) had directly and positively effect on purchase intention (PI) as $\beta=0.41$.



Chi-Square = 16.12, df = 9, p-value = 0.06452, RMSEA = 0.045

Figure 2 SEM Standardized Solutions

5. Implications

This study was subjected to develop and validate beauty and personal care product purchase intention, in order to attract more consumers to lead to purchase intention. According to the present investigation, the finding from this research help to understand the respond of Thai consumers to the advertising of beauty and personal care product and the subjective norm effect on the purchase intention. The result of this study indicated that the factors affecting the consumer's attitude toward the advertising which were entertainment, informativeness, irritation effect

on advertising value, thus, advertising value effect on the consumer's attitude toward the advertising. In addition, the source credibility was an important factor enhance consumer's advertising attitude. Overall, information of this study is able to suggest beauty and personal care product marketer or advertiser to understand the utility of the attitude toward the television advertising, subjective norm and purchase intention. Due to this study indicated the factors which are influencing the consumer's purchase intention, the results of this study is useful for marketer who are interesting in research how to enhance the consumer's purchase intention in beauty and personal care product industry. For example, to manage the entertainment and informativeness of advertising, reduce the irritation, that can enhance the advertising value, thus, enhance the attitude toward the advertising, finally, consumer's purchase intention would be increased. Advertisers or marketers also can increase the source credibility of advertising in order to enhance the advertising attitude. To improve the subjective norm is a good way which can increase purchase intention.

6. Limitations

As the results of this study, it can be considered statistically achieved to the objectives, but there still were some limitations.

1. According to the literature review, the core of this study was the effect of attitude toward the advertising and subjective norm on purchase intention. From the prior researches, the entertainment, informativeness, irritation, advertising value, source credibility, attitude toward the advertising and subjective norm were not the only independent variable to the purchase intention. Since those factors were considered as most basic factors to affect the purchase intention, therefore, they were selected.

2. The items of the questionnaire were too many, therefore, the

respondents had to spend their more time to fill in the questionnaire. In some case, the respondents may fill in the questionnaire in a hurry, thus, the results of the questionnaire may be affected.

7. Recommendation for the Future Research

1. The further research can do the compare of response of within the Thailand and out the Thailand, such as the members of ASEAN, in order to understand more about the advertising viewer's demand and the different response of viewer's; to understand how to attract their attention on the advertising. It can help the advertisers and marketers to make plan to fix the different area.

2. The further research can do investigate with the added factors. In this study, the factors were selected were the basic factors effect on purchase intention. The further research can use other factors to do the research, in order to find the main factors to develop the model, such as the attitude toward the brand, brand equity etc.

9. References

- Aaker, D.A. (1992), *Managing Brand Equity: Capitalising on the Value of a Brand Name*, The Free Press, New York, NY.
- Aaker, D. and Bruzzone, D.E. (1985), "Causes of irritation in advertising", *Journal of Marketing*, 49 (2), 47-57.
- Abideen, Zain Ul., Farooq, Waqas and Latif, Abdul. How urban children process advertising message: Special reference to television advertising in Pakistan. *African Journal of Business Management*, Vol.5 (10), pp. 3962-3974. 18 May 2011.
- Ajzen, I., M. Fishbein. 1980. *Understanding Attitudes and Predicting Social Behavior*. Prentice-Hall, Englewood Cliffs, New Jersey.

- Ajzen, I. (2006), "Constructing a TPB questionnaire: conceptual and methodological considerations", available at: www.people.umass.edu/aizen/pdf/tpb.measurement.pdf (accessed January 6, 2009).
- Armitage, C.J., & Conner, M. (2001). Efficacy of the theory of planned behavior: A meta-analytic review, *British Journal of Social Psychology*, 40, 471-499.
- Ayanwale, A. B., Alimi, T. & Ayanbimipe, M. A. (2005). The Influence of Advertising on Consumer Brand Preference. *Journal of Social Science*, 10(1), 9-16.
- Bahram Ranjbarian, Zahra Shekarchizade & Zahra Momeni, (2010), Celebrity Endorser Influence on Attitude Toward Advertisements and Brands European. *Journal of Social Sciences*-Volume 13, Number 3 (2010).
- Brackett, L. K. and Carr, B. N. "Cyberspace Advertising vs. Other Media: Consumer vs. Mature Student Attitudes." *Journal of Advertising Research*. (41:5), 2001, pp. 23-33.
- Bruner, G.C. & Kumar, A. (2000). Web commercials and advertising hierarchy-of-effects. *Journal of Advertising Research*.
- Buhi, E.R. & Goodson, P. (2007). Predictors of adolescent sexual behavior and intention: A theory-guided systematic review. *Journal of Adolescent Health*, 40, 4-21.
- Bush, A.J., Martin, C.A. & Bush, V.D. (2004), "Sports celebrity influence on the behavioural intentions of generation Y", *Journal of Advertising Research*, March, pp. 108-17.
- Chakrabarty, S., & Yelkur, R. (2005). The effects of ad irritation on brand attitudes. *Journal of Promotion Management*, 11(2/3). 37-48.
http://dx.doi.org/10.1300/J057v11n02_04

- Chang, Yuhmiin, & Esther Thorson. 2004. Television and Web Advertising Synergies. *Journal of Advertising*, 33(2): 75-84.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effect of price, brand and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307-319.
- Ducoffe, R. H., 1995, "How Consumers Assess the Value of Advertising", *Journal of Current Issues and Research in Advertising* 17/1, pp. 1 - 18.
- Ducoffe, R. H. "Advertising Value and Advertising on the Web" *Journal of Advertising Research* (36:5), 1996, pp. 21-35.
- Eze, N. (2004). *African industrial-organisational psychology*. Lagos: Pumark Nigeria Ltd
- Fishbein, M. & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley
- Friedman, Hershey H. and Linda Friedman (1978), "Does the Celebrity Endorser's Image Spill Over the Product," *Journal of the Academy of Marketing Science*, 6 (Fall), 291-99.
- Gotschi, E., Vogel, S., Lindenthal, T., and Larcher, M. (2010). The Role of Knowledge, Social Norms, And Attitudes Toward Organic Products And Shopping Behavior: Survey Results From High School Students in Vienna. *The Journal of Environmental Education*, 41(2), 88-100.
- Hussainy, S. K., Riaz, K., Kazi, A. K., & Herani, G. M. (2008). Advertising Styles' Impact on Attention in Pakistan. *KASBIT Business Journal*, 1(1), 28-38.
- Katke, K. (2007). *The Impact of Television Advertising on Child Health & Family Spending*. International Marketing Conference on Marketing & Society. Retrieved on Dated: 10-04-2009 from <http://www.itu.int/ITUD/ict/newslog/content/binary/20-2008jjpg>.

- Katterbach, W. (2002). Die SMS-VerKäufer. Impulse, February 1st, 67.
- Kotler, P. 2003,"Marketing Management", Pearson Efficiency Trade-Offs within an Implied Social Education, Upper Saddle River, New Jersey, Contract Framework", Journal of Public Policy,pp. 206 - 216.
- Kraus, S.J. (1995). Attitudes and the prediction on behavior: A meta-analysis of the empirical literature. Personality and Social Psychology Bulletin, 21, 58-75.
- Lafferty, B.A., Goldsmith, R.E. and Newell, S.J. (2002), "The dual credibility model: the influence of corporate and endorser credibility on attitude and purchase intentions", Journal of Marketing Theory & Practice, Vol. 10 No. 3, pp. 1-13.
- Loudon, D. L., et al., 1993. Consumer Behaviour Concepts and Applications. 4th ed.: McGraw Hill.
- MacInnis, D. J., & Stayman, D. M. 1993. Focal and Emotional Integration: Constructs, Measures, and Preliminary Evidence. Journal of Advertising, 22(4): 51-66
- MacKenzie, Scott B. & Richard J. Lutz(1989), " An Empirical Examination of the structural Antecedents of Attitude-Toward-The-Ad in an Advertising Pretesting Context," Journal of Marketing, 53 (April), 48-63.
- McQuail, D. (1983, 2005). Mass Communication Theory. London: Sage.
- Miller, K. (2005). Communications theories: perspectives, processes, and contexts. New York: McGraw-Hill.
- Nair, D.V. K & D. P. P. R. (2007). A study on Purchase Pattern of Cosmetic among Consumers in Kerala. International Marketing Conference on Marketing & Society, Singapore: M.A.K.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. Journal of Advertising, 19(3), 39-52.

- Schiffman, L. G. & Kanuk, L. L. (2000). *Consumer Behavior* (7th ed.). Wisconsin: Prentice Hall.
- Shavitt, S., Lowrey, P. and Haefner, J. (1998), “Public attitudes toward advertising: more favorable than you might think”, *Journal of Advertising Research*, Vol. 38 No. 4, pp. 7-22.
- Solomon, Michael R. (2002), *Consumer Behavior: Buying, Having, and Being*, 5th ed., New Jersey: Prentice Hall.
- Siau, K. S. (2003). Building Customer Trust in Mobile Commerce. *Communications of the ACM*, 46(4), 91-94 <http://dxdoi.org/10.1145/641205.641211>
- Trafimow, D. (1994). Predicting intentions to use a condom from perceptions of normative pressure and confidence in those perceptions. *Journal of Applied Social Psychology*, 24, 2151-2163.
- Triandis, H. C. (1980). Values, attitudes, and interpersonal behavior. In H. Howe & M. Page (Eds.), *Nebraska symposium on motivation 1979*, 195–295. Lincoln, NE: University of Nebraska Press.
- Yoon, K., Kim, C. H., & Kim, M. S. (1998). A cross-cultural comparison of the effects of source credibility on attitudes and behavioral intentions. *Mass Communication & Society*, 1(3/4), 153-173. http://dx.doi.org/10.1207/s15327825mcs0103&4_3