

**THE INFLUENCE OF ADVERTISING
EXPOSURE TOWARDS PURCHASE
INTENTION OF CONSUMERS ON BOSCH
PRODUCTS: A STUDY OF MODERATING
EFFECT OF AGE IN THE CONTEXT OF
MALAYSIAN CONSUMERS**

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DECLARATION

I hereby declare that the material in this thesis is my own expect for quotations, excepts, equations, summaries and references, which have been duly acknowledged.

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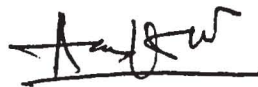
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ABSTRACT

The Influence Of Advertising Exposure Towards Purchase Intention Of Consumers On Bosch Products: A Study Of Moderating Effect Of Age In The Context Of Malaysian Consumers

The purpose of this study is to examine the influence of advertising exposure of banner, billboard, flyer, and newspaper ad towards purchase intention on Bosch products. At the same time, the study also examined the moderating effect of age between advertising exposure and purchase intention. Data from 200 respondents were obtained and analysed by using SPSS version 21 and Smart PLS 2.0. From the result obtained, banner, billboard, flyer and newspaper ad have positive relationship with purchase intention. The relationship between age and advertising exposure is also found positive. Other than that, the relationship of age with purchase intention is also positively related. Furthermore, age does not moderate the relationship between advertising exposure and purchase intention. Therefore, as the marketing managers and business of Bosch products or similar products in the competing industry, they need to take into the consideration of the influence of advertising exposure on purchase intention. Lastly, the limitation of the study and future research recommendation also were reported in this study.

ABSTRAK

Matlamat kajian ini adalah untuk mengkaji pengaruh pendedahan pengiklanan dalam sepanduk, papan iklan, risalah serta iklan suratkhobar terhadap niat pembelian. Pada masa yang sama, kajian ini juga mengkaji kesan penyederhanaan umur di antara pendedahan pengiklanan dan niat pembelian. Data dari 200 responden telah diperoleh dan dianalisis dengan menggunakan SPSS versi 21 dan SmartPLS 2.0. Berdasarkan keputusan diperolehi, didapati bahawa sepanduk, papan iklan, risalah dan iklan suratkhobar mempunyai hubungan positif dengan niat pembelian. Hubungan antara umur dengan pendedahan pengiklanan juga didapati adalah positif. Hubungan antara umur dengan niat pembelian juga mempunyai hubungan positif. Selain itu, umur tiada sederhana hubungan antara pendedahan pengiklanan dan niat pembelian. Oleh itu, sebagai pengurus pemasaran dan perniagaan produk Bosch and produk yang serupa dalam industry persaingan, mereka perlu mengambil pertimbangan penaruh pendedahan pengiklanan pada niat pembelian. Selain itu, kerebatasan kajian dan cadangan untuk penyelidikan masa depan juga dilaporkan dalam kajian ini.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Chapter 1 discussed the background of study, the problem statement, research objectives and questions that were addressed, significance and scope of study as well as some definitions to provide a better understanding about the study.

1.2 Background of study

From Crosier and Pickton (2003), advertising practitioner has limited awareness of the work of marketing academics and little confidence in their ability to solve practical problems. Marketers often can assure consumers that nostalgic advertising can provide a sense of security (Boyle, 2009). For example, Sears creates vicarious nostalgia in their advertising campaign "Sears, where else" (Elliott, 2002), by using now-and-then spots to recreate scenes of everyday life throughout the 20th Century. These ads recap consumers that Sears sold their ancestors everything from farm equipment to saddle shoes.

Advertising exposure and purchase intention have been the famous topic in the research field and debated by academicians for many years. However, in Malaysia there are still little in the past researches to conduct evident researches in Malaysia context, especially in Sabah context. From a general view on the advertising tools that are popular or most believed to be most effective in creating

advertising exposure to promote the products of the company in Sabah would be banner, billboard, flyer, newspaper, signage, bunting and posters.

Table 1.1: Factors influencing customer purchase intention

Study	Context	Independent variable	Dependent variable
Chu <i>et al.</i> (2005)	Computer monitor	Infomediary ^a	Purchase intention
Park and Kim (2003)	Book	Online retailer brand ^a	Purchase behavior
		User interface quality ^a	
		Product information quality ^a	
		Service information quality ^a	
		Security perception ^a	
Oh <i>et al.</i> (2009)	Online stores	Site awareness ^a	Behavioral intention
		Information richness ^a	
Pan <i>et al.</i> (2013)	Cell phone	System quality ^a	Purchase intention
		Seller reputation ^a	
Kim and Lennon (2013)	Apparel	Surcharge ^a	Purchase intention
	Electronics goods	Reputation ^a	
	Household goods	Web site design ^a	
		Fulfillment/Reliability ^a	
		Customer service	
Kim and Kim (2004)	Apparel	Security/Privacy ^a	Purchase intention
		Transaction cost ^a	
		Incentive program ^a	
		Site design	
		Interactivity	

Note: ^aDenotes that significant and positive relationship with the dependent variable

Source: Hsu et al., 2008; Sanyal and Datta (2011)

Table 1.1 shows a summary of the factors influencing customer purchase intention of the previous literatures conducted by researches. It can be observed that there were little or none researches done on the advertising exposure to measure the relationship of advertising tools with purchase intention of customers.

According to the interview with Mr. Mak Chin Khiang as the Marketing Manager from CMW Engineering (Sabah) Sdn. Bhd, being the sole distributor of Bosch Power Tools products in Sabah for more than 20 years of operating business in the market, advertising tools which can be used to provide advertising exposure to the customers in order to promote their Bosch products and increase sales. Apparently, the advertising tools that are commonly used by the company are banner, billboard, flyer, and newspaper ads. These advertising tools are most common to be found and adopted by the company to promote their products and increase sales. Uncertainties emerged as whether these advertising tools are

effective to provide enough advertising exposure to the consumers, changing their behavior towards purchase intention in buying products. The industry is also keen to discover whether other advertising tools would produce the same effectiveness to provide advertising exposure to draw purchase intention of consumers on Bosch products. As previous research has shown better understanding of the factors that influence customer purchase intentions (Hsu et al., 2008; Sanyal and Datta, 2011), but little has been revealed regarding the interaction effects that lead to purchase intention.

1.3 Problem Statement

According to Turley et al. (2000) advertisers are experiencing fragmenting mass media in the past decades that has required them to use alternative methods to communicate with consumers. Marketers have realised that there are some situations which consumers have to spend extra time, almost as captives for exposing these consumers to advertising messages.

This study determined the relationship of advertising exposure with purchase intention of consumers on Bosch products and moderating effect of age, in the context of Sabah, Malaysia by using advertising tools such as banner, billboard, flyer and newspaper ad. Based on the interview with Mr. Mak Chin Kiang as the Marketing Manager from CMW Engineering (Sabah) Sdn. Bhd, being the sole distributor of Bosch Power Tools products in Sabah for more than 20 years of operating business in the market, these advertising tools are most common to be found and adopted by the company to promote their products and increase sales. Uncertainties emerged as whether these advertising tools are effective to provide enough advertising exposure to the consumers, changing their behavior towards purchase intention in buying products. As previous research has shown better understanding of the factors that influence customer purchase intentions (Hsu et al., 2008; Sanyal and Datta, 2011), but little has been revealed regarding the interaction effects that lead to purchase intention.

1.4 Research Objectives

- a. To examine the relationship between advertising exposure and purchase intention of consumers on Bosch products.
- b. To examine the relationship between banner ad and purchase intention of consumers on Bosch products.
- c. To examine the relationship between billboard ad and purchase intention of consumers on Bosch products.
- d. To examine the relationship between flyer ad and purchase intention of consumers on Bosch products.
- e. To examine the relationship between newspaper ad and purchase intention of consumers on Bosch products.
- f. To examine the relationship between age and advertising exposure of consumers on Bosch products.
- g. To examine the relationship between age and purchase intention of consumers on Bosch products.
- h. To examine the moderating effect of age in the relationship between advertising exposure and purchase intention of consumers on Bosch products.
- i. To examine the moderating effect of age in the relationship between banner and purchase intention of consumers on Bosch products.
- j. To examine the moderating effect of age in the relationship between billboard and purchase intention of consumers on Bosch products.
- k. To examine the moderating effect of age in the relationship between flyer and purchase intention of consumers on Bosch products.
- l. To examine the moderating effect of age in the relationship between newspaper ad and purchase intention of consumers on Bosch products.

1.5 Research Question

- a. Does advertising exposure have positive relationship with purchase intention?
- b. Does banner have positive relationship with purchase intention?
- c. Does billboard have positive relationship with purchase intention?
- d. Does flyer have positive relationship with purchase intention?
- e. Does newspaper ad have positive relationship with purchase intention?
- f. Does age positive relationship with advertising exposure?
- g. Does age positive relationship with purchase intention?
- h. Does age have moderating effect in the relationship between advertising exposure and purchase intention?
- i. Does age have moderating effect in the relationship between banner and purchase intention?
- j. Does age have moderating effect in the relationship between billboard and purchase intention?
- k. Does age have moderating effect in the relationship between flyer and purchase intention?
- l. Does age have moderating effect in the relationship between newspaper ad and purchase intention?

1.6 Scope of the Study

Advertising exposure is an important marketing strategy for marketers as many advertising tools can be used by marketers to promote their products in order to increase the purchase intention of consumers. Advertising strategy in the marketing world today differs in terms of changing trend from traditional advertising to modern advertising and blending between traditional advertising and modern advertising methods. The advertising tools that are most popular to be used in Kota Kinabalu, Sabah context would be banner, leaflet, billboard, and newspaper ad. Therefore, there is a need to study how advertising exposure of these advertising tools could affect the purchase intention of consumers in Kota Kinabalu.

There are less or almost none studies have been done to study advertising exposure in Malaysia context. Malaysia is a country that comprised of differ cultures such as Malays, Chinese, Indian and other minors would be a bonus to emphasize this study to a group of male and female consumers aging from 18 years old to 55 years old. It is also the focus of the study to determine how age plays a role in influencing the relationship of advertising exposure and purchase intention.

1.7 Significance of Study

This study determines the relationship of advertising exposure with purchase intention of consumers on Bosch products, in response to different advertising tools such as banner, flyer, billboard, and newspaper ad. The moderating factor is age, highlighting the response of different age group towards different type of advertising exposure in response to purchase intention.

The significance of this study contributes the relationship of different advertising exposure affect towards purchase intention of consumer and how age could indicate affecting the relationship of advertising exposure towards purchase intention of consumer as guidance for companies and marketers in Malaysia when using different advertising tools to increase the purchase intention of consumers.

1.8 Definition of Variables

Independent Variables

Advertising Exposure

Is defined as a presentation of an advertisement to the consumer (Martin, 2014).

Banner

Is defined as a wide headline extending across the entire page (Tim, 2002).

Billboard

Is defined as 2' X 25' structure used for outdoor advertising that is usually anchored in the ground, although it may be affixed to a wall or roof, in an area of high traffic volume (Tim, 2014).

Flyer

Is defined as a small sheet of paper advertising something (Longman, n.d)

Newspaper advertisement

Is defined as advertisements appearing within the body of the newspaper (Paula, 1991).

Dependent Variable

Purchase Intention

Is defined as the possibility of consumers attempting to purchase the product (Dodds et al., 1991).

1.9 Organization of dissertation

This dissertation is divided into five chapters; the flow of each chapter is stated in Figure 1.1. Chapter 1 discusses the background of the study, problem statement, research objectives, significance of the study, the scope of the study and the definition of variables. Chapter 2 discusses literature review of advertising exposure, gender and purchase intention. Chapter 3 discusses methodology that adopted in this study, in which comprised of theoretical framework, research design, population and sampling, research instruments, data collection procedures and data analysis procedures. Data analysis and findings presented in chapter 4. Lastly, Chapter 5 discusses the discussion and conclusion part.

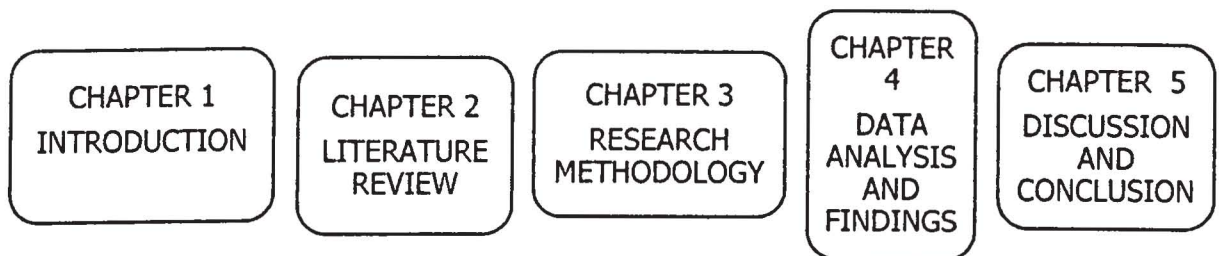


Figure 1.1 - Flow of the chapters

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Chapter 2 discussed the previous findings of the researches and studies on the individual variables available in this study. The discussion started with the discussion of the relationship of independent variable (banner, billboard, flyer, newspaper ad) and the dependent variable (purchase intention). The discussion continued with the cultivation theory and review on literatures of advertising exposure which is the independent variable of this study. Lastly, the discussion followed by the review of the moderator (age) in the relationship of advertising exposure and purchase intention.

2.2 Advertising Exposure

Short term advertising effects is the study of the attitudes toward effects of repetitive advertising, or how attitudes toward advertising change in relation to repeated exposure to the same advertisement (Anand and Sternthal, 1990; D'Souza and Rao, 1995; Nedungadi et al., 1993; Unnava and Sirdeshmukh, 1994). In the research by Simon (1982), separated the advertising scheduling into three types, constant advertising, alternating pulse, and repeat pulse, to show that alternating pulsation did best, repeat pulsation was better than the constant spending policy. Zielske (1959) compared a flight or pulse of advertisements to continuous timing strategy and found that a flight or pulse of advertisements led to a higher peak in recall, while a continuous timing strategy would be better for products that required

the maximization of average weekly basis recall. In terms of exposure pattern, Toshie and Chizuru (2000) categorized that advertising for less than three months are called short term and advertising runs for more than three months are named as long-term. The effects of repetition of exposure to ads is popular in the advertising medium for years and continues to generate a high level of interest in researchers (cf. Longman, 1997; Kirmani, 1997).

Based on a survey of 2,288 Beijing children done in 1998, the most popular media were television, books and newspapers (Bu, 1998). Media exposure in weekly basis consisted of watching television (89 percent), reading books (73 percent), reading newspapers (73 percent), listening to cassette tapes (65 percent), listening to radio (61 percent), reading magazines (53 percent), playing with computers (32 percent), playing electronic games (14 percent) and surfing on the internet (7 percent).

According to Kim et al. (1999), media ownership, exposure, amount of time consumed on specific activities, and the attention regarded to advertising can be used to measure advertising exposure. A comparison of media exposure shown that The New York Times had the most satisfactory exposure to the public in the TWA case. The Los Angeles Times delivered the most favorable exposure to the audience. If an integrated marketing communication (IMC) strategy can be established for a new product, the effectiveness and efficiency of a new communication program can be evaluated by fitting in media planning in advertising and media exposure in public relations. As a result, advertisements and publicity placements can be combined as a strategy and evaluated as a result at the same degree.

2.2.1 Banner

There are two major format of banner advertisement which are static and media rich (IAB, 2000). Static banner ads are interactive but without movement, according to Briones (1999). Many managers seem to consider banner advertising based on economic terms as the revenues resulted by banner advertisement can be suffice towards the cost of making it. Ana (2012) stated that the users' attention to

banners would not be influenced even if the expected location effect, once they are familiar to the different sizes of the different banners.

Brand recognition and awareness could be developed despite of consumers do not expose themselves to the banner ad (Briggs and Hollis, 1997) and there is prospective for branding whether or not consumers recall seeing the ad (Yoo, 2009). It is implied that when consumers are exposed on the repeated exposure to the same banner advertisement would boost recall, recognition, and intention rates (Chatterjee, 2005; Yaveroglu and Donthu, 2008). A consumer can experience advertising repetition when exposed to the ad various times, starting from exposure of two exposures at least to create brand recognition (Tsao, 2010) to a recommended practitioner high of 60-100 repetitions per month (Pe´rez-Gladish et al., 2010). Color, size, location, and animation are significant to influence banner ad effectiveness (Hong et al., 2004; Robinson et al., 2007; Yoo and Kim, 2005; Yaveroglu and Donthu, 2008). The individuals who focus to more cognitive efforts in information processing pay closer attention to banner ads that feature product-based arguments, while those who do not focus extensive cognitive processing pay more attention to advertisements that reinforce the brand. According to Eric (2012), in 2010, some Lexus models were recalled by Toyota. This indicated the possibility of some respondents to encounter an increased awareness of the brand and could therefore successfully recall the banner ads.

2.2.2 Billboard

In 2006, \$3.83 billion was spent on measured outdoor advertising in the USA (Advertising Age, 2007). According to Pasch and et al. (2013), in order to encourage purchases and create brand recognition, products were advertised on storefronts and billboards, and other outdoor surfaces such as buildings, bus stands, and benches. Previous research with alcohol advertising also indicated that increased exposure to alcohol advertising around schools can influence adolescent's intentions to purchase alcohol (Pasch, Komro, Perry, Hearst, & Farbakhsh, 2007).

Pasch and et al. (2013) suggested that outdoor food and beverage advertising appears to be common, especially around schools, with some having intense amounts of this type of advertising. It is also suggested that greater linking of the ad bumper/billboard content to the program, and higher program interest by the viewer (Brennan, 2009; Lardinoit and Derbaix, 2001; Masterson, 2005).

2.2.3 Flyer

Chen (2009) indicated that Celebrity ads demonstrated no significant difference in purchase intention with the flyer and tag line on cup. In terms of increasing purchase intention, coupons may be more effectively encourage trial of fair trade coffee, and the “buy one, get one free” dimension is likely to double the awareness of fair trade by encouraging an additional trial of the product. However, less expensive promotional strategies such as informational flyers might be equally effective in communicating fair trade product qualities and saving financial resources. Thus, coupons and flyers have the equal effectiveness in communicating product to the consumers, by increasing their purchase intention.

Hede et al. (2011), in the study, a range of marketing communications tools, including a web site; print media (e.g. event programs, brochures, newspapers, flyers and postcards); broadcast media (e.g. television and some radio); and direct (e-)mail, were used to raise awareness of the Festival across the State of Victoria. Secil (1999) used four different types of print media: handbills, yellow pages, newspapers and magazines to inform special promotions such as contests and games, and to describe recipes for food products that are new to Saudi consumers.

Beatrice et al. (2014) stated that the reaction to flyer promotion programs is different among different customers in terms of their level of store loyalty. Store flyers are regarded as one of the most important media in retail promotions. Other than that, flyers play an important role, in influencing customers’ purchasing behaviour. Flyers can create store traffic and have a good influence on sales and profit margins. The flyer’s effectiveness in improving store traffic and the sales performance can be analysed according to the flyer duration, variety of featured

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