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# Impact of Advertisement Attractiveness and Brand Image on Purchase Intention of Lays Chips

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**ABSTRACT:** This research explores the impact of Attractiveness of Advertisement and brand image on purchase intention of lays chips. This study was designed to find out whether advertisement attractiveness and brand image influence the purchase of lays chips. Utilizing a cross-sectional research design, data was collected from 110 participants using a questionnaire with Likert scale responses. Statistical analyses, including descriptive statistics and regression modelling has done. it was found that Attractiveness of Advertisement and brand image heavily influenced the purchasing behaviour of lays chips.

## I. INTRODUCTION

### 1.1 OVERVIEW

The advertisements are created to draw attention to a product or service so as to distinguish it from the competition or solve a specific pain point or need. The intended outcome of the advertisement is for the targeted audience to purchase. While it may appear simple, advertising is often a hit-or-miss endeavor, particularly when brands don't understand their market and its preferences. Furthermore, companies deluge today's consumers with advertisements, which they frequently skip, ignore, or tune out. Advertisement is very important marketing communication tool for sellers.

It is crucial factor in spreading awareness about the new products in the markets. It is therefore challenge for the managers to compete with this global challenge of attracting the consumers towards their products and services. At this stance, advertisement played a vital role in creating the awareness of the products of the organization to the potential buyers. The advertisement media is very important for the purpose of the promotion of the advertisements. Brand image is the perception of the brand in the mind of the customer. It is an aggregate of beliefs, ideas, and impressions that a customer holds regarding the brand.

Every Company strives to build a strong image as it helps in fulfilling their business motives. A strong brand image has the following advantages as follows,

- More profits as new customers are attracted to the brand.
- Easy to introduce new products under the same brand.
- Boosts the confidence of existing customers. Helps in retaining them.
- Better Business-Customer relationship.

### Why are we assessing effect of advertising and brand image on purchasing intentions?

Purchasing intention is a customer's desire to buy the advertised product or service. It depends on several internal and external factors and measures a respondent's attitude toward a good or service—are they likely to purchase it or not based on the ad?

Since buyers often have numerous choices, brands must effectively communicate with consumers to influence their purchasing intention. Directly addressing a consumer's wants, needs, and pain points influences their predisposition and decision to spend money, translating to an actual sale. And for brands, this outcome drives up revenues and long-term growth. That's why company must learn how advertising and branding influences consumers' purchase intentions. This paper examines the respondent's purchase intentions appropriate to the advertising variables and brand image. It therefore sums up the consequences and impacts related to respondent's choice of suitable advertisement variables and brand image on the purchase intentions of the consumers. Data were collected from the sample of 110 individuals selected randomly. Pretested questionnaire was used to collect data through survey. Data analysis and interpretations

was done through regression model and descriptive statistics. Advertisement and other kinds of promotional techniques are effectively utilized for the purpose of selling and promotion of products and services.

Consumer's Purchase Intention means to plan to buy a good or attain a service. It refers to the desire of a customer to buy a particular product of a certain brand. The most recognized consumer purchase intention model was presented by Engel, Blackwell and Miniard, 1995. This model describes the purchase process in five stages:

1. Identification of the problem
2. Searching Information
3. Evaluating the substitutes
4. Making Decision
5. Behavior after Purchase

Advertisement and brand image must be good enough for the consumer to go through these stages and buy the product.

## II. RELATED LITERATURE AND THEORETICAL FRAMEWORK

This chapter provides an overview of empirical studies related to attractiveness of advertisement and brand image on purchase intention of lays chips. The portion of the chapter reviews related literature, which includes a description of relevant literature to the advertisement, brand image, celebrity endorsement, and consumer purchasing intention in developing and established nations worldwide and highlights the study's conceptual framework, which is associated with factors such as consumer satisfaction, brand image and price on the impacts of advertising on customers' purchase decisions.

### 2.1 BRAND IMAGE

Brand image is a consumer's interpretation of your company and its products and services. It takes form inside the consumer's mind based on their experiences and interactions, as well as their perception of your company's mission and values. With a strong brand image, you can have higher customer retention and attract new customers who will also become loyal to your brand. Using a consistent message throughout your promotional efforts will create a stronger brand image, but it also takes time and dedication.

Some scholars (*Lee & Lim, 2020; Sousa et al., 2019; Park & Park, 2019*) stated that brand image had been a fascinating subject of discussion in the marketing literature. Besides, brand image has played a significant role in distinguishing among companies and a powerful marketing tool (*Park & Park, 2019*). Likewise, brand image research also has been recognized as the heart of marketing and advertising study. Not only has it performed as a principle for tactical marketing mix problems, but it also has played an essential role in building long-term brand equity (*Aaker, 1996; Keller, 1993*). *Keller (1993)* declared that brand image was defined as perceptions about the brand, as unveiled by the brand associations retained in the buyer's mind. Moreover, a sharp brand image has supported clients to realize the brand's requirements and to differentiate the brand from its rivals. Hence, it has improved the likelihood that clients will buy the brand (*Hsieh et al., 2004*). A company or its products/services that regularly retain a positive image by the public would indeed receive a more favourable position in the market, sustainable competitive advantage, and increase market share and performance (*C. W. Park et al., 1986; Sondoh Jr et al., 2007*). Linking between brand image and customer satisfaction was admitted in some previous researches (*Anwar et al., 2019; Wu et al., 2011*). Prior studies also showed that brand image was a predictor of customer satisfaction and positively impacted customer satisfaction (*Anwar et al., 2019; Wu et al., 2011*). Linking between brand image and customer loyalty also was revealed in some prior studies (*Anwar et al., 2019; Hsieh et al., 2018; Tu et al., 2012*). Besides, some previous empirical outcomes have explained that a favourable image (i.e., brand, shop/retail) will direct to loyalty (*Anwar et al., 2019; Hsieh et al., 2018; Tu et al., 2012*).

Keller's Brand Equity Model (also known as the Customer-Based Brand Equity (CBBE) Model) was first developed by marketing professor, *Kevin Lane Keller*, (1993) in his widely-used textbook, "Strategic Brand Management." [1] The concept behind the Brand Equity Model is simple: in order to build a strong brand, you must shape how customers think and feel about your product. You have to build the right type of experiences around your brand, so that customers have specific, positive thoughts, feelings, beliefs, opinions, and perceptions about it. When you have strong brand equity, your customers will buy more from you, they'll recommend you to other people, they're more loyal, and you're less likely to lose them to competitors.

According to the *David Aaker (1996)*, The Aaker model is a brand blueprint developed by marketing expert David Aaker. It mostly emphasizes the importance of brand identity and offers unique solutions to building a strong brand.

The man who created the model, David Aaker, put forth the ideas in the model in 1996, and the concepts have remained in use even to this day. The Aaker Model includes four different brand topics: awareness, loyalty, perceived quality and brand associations. These different topics give value to different types of brands. “*A brand vision should attempt to go beyond functional benefits to consider organizational values; a higher purpose; brand personality; and emotional, social, and self-expressive benefits.*” – David Aaker. The Aaker Model extends further than other similar models, such as the Keller Equity Model, which is limited to fewer quadrants with fewer descriptions. The Aaker Model gives more leeway for marketers developing campaigns and provides them with more helpful elements.

The Brand Identity Prism is a well-known marketing model, also referred to as *Kapferer's Brand Identity Prism (1996)*. It is a hexagonal prism that represents the six key elements that make up brand identity. The Brand Identity Prism was a major contributor to our understanding of the role of storytelling in branding. *Jean-Noel Kapferer's Brand Identity Prism* is a model that helps businesses build strong, enduring brand identities that reflect their core values. It proposes that a brand's success is driven by a company-wide utilization of the physique, personality, culture, relationship, reflection, self-image.

These frameworks offer distinct perspectives on how brand image is conceptualized and measured. *While Keller's* model focuses on brand assets and liabilities, Aaker's model emphasizes brand identity elements, and Kapferer's model explores the multidimensional nature of brand personality. Each framework provides valuable insights into understanding and managing brand image in the context of marketing strategy.

## 2.2 ATTRACTIVENESS OF ADVERTISEMENT

In the contemporary landscape of marketing, where consumers are inundated with an array of advertising messages across multiple channels, the attractiveness of advertisements plays a pivotal role in capturing audience attention, fostering positive brand perceptions, and ultimately driving purchase intentions. This literature review synthesizes existing research to elucidate the multifaceted nature of advertisement attractiveness and its implications for consumer behaviour and marketing strategy.

Advertisement attractiveness encompasses various elements that contribute to its appeal and effectiveness in engaging target audiences. Scholars have identified several dimensions of attractiveness, including visual aesthetics, creativity, emotional appeal, relevance, and congruence with consumer preferences. For instance, *Holbrook and Batra (1987)* proposed a conceptual framework that highlights the importance of hedonic and utilitarian aspects of advertisements in shaping consumer responses.

The elaboration likelihood model (ELM) of *persuasion* is a dual process theory describing the change of attitudes. The ELM was developed by *Richard E. Petty and John Cacioppo in 1980*. The model aims to explain different ways of processing stimuli, why they are used, and their outcomes on attitude change. The ELM proposes two major routes to persuasion: the central route and the peripheral route. Theoretical frameworks such as the Elaboration Likelihood Model (ELM) and the Affect Transfer Model provide insights into the underlying mechanisms through which advertisement attractiveness influences consumer attitudes and behaviours. According to the ELM, attractive advertisements can stimulate peripheral route processing, leading to favourable brand evaluations based on affective responses rather than cognitive elaboration. Similarly, the Affect Transfer Model posits that emotional responses elicited by attractive advertisements can transfer to the advertised brand, influencing consumers' brand attitudes and purchase intentions.

*Zajonc's model* suggests that affective responses elicited by stimuli, such as attractive advertisements, can transfer to the advertised brand, influencing consumers' attitudes and behaviours. This model emphasizes the role of emotional contagion and associative processes in shaping consumer responses to advertisements.

## 2.3 PURCHASE INTENTION

Purchase intention is a plan to buy something in the future for use. Nonetheless, there will be an emotional process working where consumer perception about a product or source person is indeed necessary (*Rachbini, 2018*). Purchase intention occurs when consumers are stimulated by external factors and ultimately led to purchasing based on personal characteristics and retrieval processes decision (*Kotler & Amstrong, 2012*).

The concept of purchase intention is a combination of an ideally holistic perspective and a specific perspective to understand the possibility that a person will purchase a product (*Priyankara et al., 2017*). The marketing dictionary states that the consumers purchase intention is influenced by a trigger, outcome, recommendation, and personal

association (Shahid et., 2017). The decision evaluation stage leads to form preferences among the brands by the consumer (Totoatmojo, 2015). According to Lin et al. (2013), customer purchase intention consists of several indicators. They are the desire to buy the product, the consideration of buying the product, intention to try the product, and intention to buy the product in the future.

### III. METHODOLOGY

#### 3.1 RESEARCH DESIGN

The research adopts a descriptive approach employing a cross-sectional design, which is particularly suitable for exploratory research where the primary objective is to identify and describe the characteristics, opinions, or behaviours within a specific population at a singular point in time. Utilizing cross-sectional design, allows for the collection of data from a variety of individuals, providing a comprehensive snapshot of the population's current status or opinions without the need for manipulating the study environment or following up with participants over time.

#### 3.2 SAMPLE DESIGN

Population: The study focuses on a demographic pertinent to the research query, with clear delineation based on research objectives (e.g., college students, employees). Our sample consists of people from various age groups who regularly consume Lay's chips in their daily lives. The study specifically targets a demographic or group that is directly relevant to the research question. The exact nature of this group should be clearly defined based on the research objectives (e.g., college students, employees etc.). Our population consists of people who usually consume lays chips in their day-to-day life (12 – 50).

Sampling Frame: Participants were selected using a non-probabilistic convenience sampling method from in and around Chennai. The Participants are primarily selected based on their availability and proximity to the researcher, which introduces a level of bias as it does not comprehensively represent the entire population.

Sample Size: 110 responses were collected in and around Chennai. A total of 110 responses were collected in Chennai, determined by availability and willingness to participate rather than statistical calculations. Participant consent was obtained.

#### 3.3 DATA COLLECTION

Data collection method:

Attractiveness of Advertisement: Data for assessing the attractiveness of Lay's chips advertisements was collected through a structured questionnaire distributed via Google Forms. The questionnaire consisted of a series of Likert-scale questions designed to gauge participants' perceptions of creativity, humour and appeal.

Brand Image: Data pertaining to the brand image of Lay's chips was collected using a questionnaire administered through Google Forms. The questionnaire comprised Likert-scale questions aimed at capturing participants' perceptions of Lay's brand reputation, trustworthiness and quality.

Purchase Intention: Data concerning purchase intention towards Lay's chips was collected utilizing a questionnaire administered via Google Forms. The questionnaire comprised items designed to assess respondents' likelihood of future purchases influenced by factors such as recommendation and preference.

Fieldwork: The questionnaire link was shared with participants meeting the convenience sampling criteria. To maximize response rates, reminders and follow-up messages were sent periodically.

Data Management: Responses from Google Forms were automatically collated into a spreadsheet, which was exported to Excel for further processing and analysis.



IV. DATA ANALYSIS

REGRESSION

Descriptive Statistics

	Mean	Std. Deviation	N
Purchase Intention Average	3.2182	.72244	110
Advertisement Average	3.3159	.76001	110
Brand Image Average	2.993	.8532	110

CORRELATIONS

		Purchase Intention Average	Advertisement Average	Brand Image Average
Pearson Correlation	Purchase Intention Average	1.000	.339	.753
	Advertisement Average	.339	1.000	.427
	Brand Image Average	.753	.427	1.000
Sig. (1-tailed)	Purchase Intention Average	.	<.001	<.001
	Advertisement Average	.000	.	.000
	Brand Image Average	.000	.000	.
N	Purchase Intention Average	110	110	110
	Advertisement Average	110	110	110
	Brand Image Average	110	110	110

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Brand Image Average, Advertisement Average <sup>b</sup>		.Enter

a. Dependent Variable: Purchase Intention Average



b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.754 <sup>a</sup>	.568	.560	.47920	.568	70.369	2	107	<.001

a. Predictors: (Constant), Brand Image Average, Advertisement Average

b. Dependent Variable: Purchase Intention Average

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.318	2	16.159	70.369	<.001 <sup>b</sup>
	Residual	24.571	107	.230		
	Total	56.889	109			

a. Dependent Variable: Purchase Intention Average

b. Predictors: (Constant), Brand Image Average, Advertisement Average

**Coefficients<sup>a</sup>**

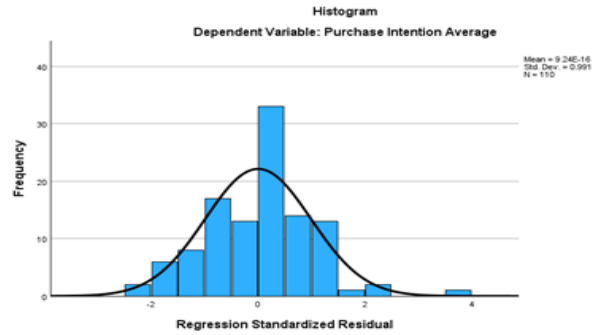
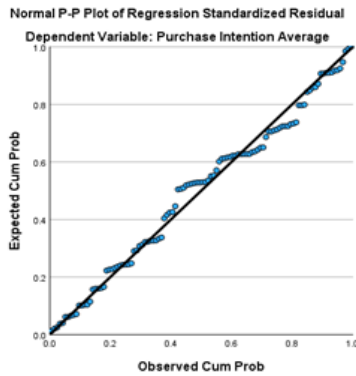
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error				Lower Bound	Upper Bound
1	(Constant)	1.264	.222		5.701	<.001	.825	1.704
	Advertisement Average	.021	.067	.022	.307	.759	-.112	.153
	Brand Image Average	.630	.059	.744	10.595	<.001	.512	.748

a. Dependent Variable: Purchase Intention Average

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.9149	4.5176	3.2182	.54451	110
Residual	-1.07586	1.77245	.00000	.47478	110
Std. Predicted Value	-2.393	2.386	.000	1.000	110
Std. Residual	-2.245	3.699	.000	.991	110

a. Dependent Variable: Purchase Intention Average



**Correlations**

		Purchase Intention Average	Advertisement Average	Brand Image Average
Purchase Intention Average	Pearson Correlation	1	.339**	.753**
	Sig. (2-tailed)		<.001	<.001
	N	110	110	110
Advertisement Average	Pearson Correlation	.339**	1	.427**
	Sig. (2-tailed)	<.001		<.001
	N	110	110	110
Brand Image Average	Pearson Correlation	.753**	.427**	1
	Sig. (2-tailed)	<.001	<.001	
	N	110	110	110

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

**Total Variance Explained**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.442	61.052	61.052	2.442	61.052	61.052
2	.781	19.525	80.577			
3	.448	11.191	91.768			
4	.329	8.232	100.000			

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.311	57.778	57.778	2.311	57.778	57.778
2	.669	16.722	74.500			
3	.608	15.190	89.690			
4	.412	10.310	100.000			

Extraction Method: Principal Component Analysis.



**Reliability**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	110	100.0
	Excluded <sup>a</sup>	0	.0
	Total	110	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.755	3

**V. FINDINGS AND INTERPRETATION**

**5.1 DESCRIPTIVE STATISTICS**

**5.1.1 MEAN AND STANDARD DEVIATION**

The dataset comprises 110 observations (eligible for analysis) for purchase intention, attractiveness of advertisement and brand image.

- Purchase intention - Mean is 3.2182 with a standard deviation of 0.72244, indicating some variability in satisfaction levels around the mean.
- Attractiveness of advertisement - Mean is 3.3159 with a standard deviation of 0.76001, suggesting relatively consistent attitudes towards technology adoption.
- Brand Image - Mean is 2.993 with a standard deviation of 0.8532, indicating moderate variability in satisfaction levels.

These statistics include information on the mean (central tendency), variance (standard deviation), and number of observations for each variable. According to the statistics, respondents assessed purchase intention, attractiveness of advertisement and brand image relatively positively on average, with some variation around the mean values.

**5.1.2 HISTOGRAM**

The histogram depicts the frequency of standardized residuals, accompanied by a smooth black curve representing the normal distribution. With a sample size of 110, the standard deviation is 0.991. This setup enables the assessment of the normality assumption of the residuals in the regression model. The close-to-zero mean and the standard deviation close to 1 indicate that the residuals are standardized. By comparing the distribution of the histogram to the normal curve, insights into the distribution of residuals around the mean can be gleaned.

**5.1.3 CORRELATIONS**

The correlation analysis among job satisfaction, technology adoption, and training program satisfaction (N = 110) shows:

- Purchase intention has moderate positive correlations with Attractiveness of advertisement (r = 0.339) and Brand image (r = 0.753).
- Attractiveness of advertisement is moderately positively correlated with both Brand image (r = 0.427) and purchase intention (r = 0.339).
- Brand image has the strongest correlation with purchase intention (r = 0.753) compared to its correlation with Attractiveness of advertisement (r = 0.427).

Overall, the table shows substantial positive correlations between the variables, emphasizing the linkages between job satisfaction, technology adoption, and the average training program in the sample.

#### 5.1.4 ANOVA

The ANOVA table evaluates the overall fit of the regression model, indicating that the inclusion of "Brand image average" and "Attractiveness of advertisement average" as predictors significantly explains variance in "Purchase intention average" ( $F(2, 93) = 70.369, p < 0.001$ ). The sum of squares for regression (32.318) surpasses that of residuals (24.571), suggesting meaningful predictors in explaining variance in the dependent variable. Overall, the regression model is statistically significant ( $p < 0.001$ ), explaining a substantial portion of the variation in Purchase intention average, with predictors including a constant, Brand image average and Attractiveness of advertisement

#### 5.1.5 PEARSON'S COEFFICIENT

Both "Attractiveness of advertisement" and "Brand image" significantly and positively affect "Purchase Intention"

- Each one-unit increase in "Attractiveness of advertisement average" corresponds to a predicted increase of about 0.21 units in "Purchase Intention Average"
- Similarly, each one-unit increase in "Brand Image Average" is associated with a predicted increase of approximately 0.630 units in "Purchase Intention average"

The data shows that Brand Image correlates with higher Purchase Intention.

#### 5.2 CRONBACH'S ALPHA

The Cronbach Alpha was used to measure the internal consistency and reliability of the data. The overall alpha value for all three variables was found to be 0.755 indicating a consistent and fit model, apt for research

### VI. CONCLUSION

The findings of this study provide substantial evidence supporting the hypothesis that both the attractiveness of advertisements and brand image play significant roles in influencing the purchasing behavior of Lay's chips consumers. Moreover, it is evident that these influences vary distinctly between male and female consumers.

Notably, the research underscores that brand image exerts the most substantial impact on the purchase intention of Lay's chips. This dominance can be attributed to various factors, including the establishment of trust, the familiarity of the brand, emotional connections fostered with consumers, and the presence of strong brand loyalty among Lay's customers. These elements collectively contribute to solidifying Lay's position in the market and sustaining its consumer base.

Conversely, while the attractiveness of advertisements also contributes to influencing purchase intention, its impact appears to be relatively less pronounced. This observation may be attributed to a potential decline in advertising efforts by Lay's in recent years. Despite this, it remains evident that advertisements still hold sway over consumer behaviour, albeit to a lesser extent compared to the enduring influence of brand image.

In conclusion, the study underscores the paramount importance of brand image in shaping consumer perceptions and preferences towards Lay's chips. Understanding and leveraging the factors that contribute to a positive brand image are imperative for Lay's to maintain and enhance its market position amidst evolving consumer trends and competitive landscapes. Additionally, while advertising remains a relevant factor, its efficacy may benefit from renewed efforts to engage consumers effectively and capitalize on emerging opportunities in the snack food market.

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