

Ad-Creativity, Internal Consumer Response, and Purchase Intention: An Evaluation upon Ardiles “Flash Mom” TV Ad

Hatane Samuel^{1*}, and Janice Aurellia²

¹ Marketing Professor at Faculty of Economy, Petra Christian University, Indonesia

² Marketing Program Alumny, Faculty of Economy, Petra Christian University, Indonesia

Abstract This research aim to analyse the effects Ad-creativity, Internal Consumer Response, and Purchase Intention as an evaluation upon Ardiles’ “Flash Mom” TV ad. The research used 100 housewives as the sample respondents. The respondents were chosen when they were taking their children to go to some primary schools in Surabaya. Each of them were shown the ardiles’ advertisement entitled “flash mom” twice and then they were asked to answer the questionare. The research variable Ad-Creativity as the independent variable consist of Divergence dimation which is measured by five indicators and Relevance dimation which is measured by three indicators. Internal Consumer Response as the mediation variable consist of cognitive and affective response dimitions, which each of them is measured by three indicators. Three indicators measure the Purchase Intention as the dependent variable. This research use Partial Least Square (PLS) as the quantitative analysis tool. The results prove that there are positive effect from Ad-Creativity to Internal Consumer Response, there are positive effect on Internal Consumer Response to Purchase Intention, and there are positive effect on Ad-Creativity to Purchase Intention.

1 Introduction

Domestic footwear production in Indonesia has an enormous sales value and can significantly influence Indonesian economic. Not only producing the footwear for the domestic residents, this production can also greatly contribute the export goods. The data from Indonesia trading department showed that the footwear industry growth in 2009 from 1.7 billion USD to 3.86 billion USD in 2013. There are lot of footwear companies in Indonesia that compete to get the maximum market share both in export trading and domestic. Thus, it is essential to create a good relationship among the customers.

The company’s achievement in building the company image is made by creating the consumer perception upon their brand through promotion, [1]. Advertising is a marketing communication in the form of billboard, newspaper or tv ads, and signboard. Advertising should be able to provide value that can make the goal of success, which is able to affect a person to buy the branded products offered. Advertisement has exposure value that has to

*Corresponding author: samy@petra.ac.id

be done intensely by the company. Creativity is the main key to create the advertisement that can communicate the company goal, [2]. PT Wangta Agung Ardiles is one of the footwear companies, particularly in school shoes. Ardiles uses persuasive media communication through tv ads that keep updating every year in order to approach the consumer. One of the tv ad from Ardiles in 2015 entitled "Flash Mom". Television as one of the media electronics is the universal media that is capable to inform audio visual.

In Indonesia, television is still the main medium for the society to consume the information (95%), followed by internet (33%), radio (20%), newspaper (12%), tabloids (6%), and magazines (5%), [3]. In majority, the household will turn on their tv for seven hours a day and it becomes an important thing in social environment, [4]. The company uses tv ad in order to create the awareness of a product or a new brand, inform the futur and product excellence, create the taste upon the product or brand or even persuade the consumer to buy the product or brand that has been advertised, so that the prospective consumer might have persuasive and emotional interest, [5].

Attentional affect of an advertisement can be through the cognitive and affective response, which is called consumer internal response, [5]. It is important to know how the consumers are able to show their response during or after watching the tv ads, and whether the advertisement is able to meet the communication goal, [6].

2 Literature Review

Advertisement is the form of nonpersonal mass media communication that can inform a fact about a product or remind the consumer to buy the favourite brand and it is done by the sponsorship or company, [6]. Advertisement is one of the promotion tools in the form of communication which is commonly used by the organization to deliver or introduce the company identity such as brand or product, [7]. A creative advertisement might help to attract the consumer attention. Divergence and relevance are two dimentions that can be used in order to enrich the creativity in the advertisement, [5]. Divergences refers to in what extent the ads contains stroryline, which is out of the ordinary. Divergences is considered as the main element in creativity. However, an advertisement must be relevance, which is meaningful, useful, and worth to watch, [7].

Many researches proved that the steps of ads exposure are attention to the ads, get the message, like the ads, and then purchase intention, [8]. The consumer response towards ads directly affect the cognitive or affective response, which determine the purchase intention, [9]. Cognitive response theory summarizes that an ad should have capability to influence consumer and attract the consumer upon the product offered that lead to purchase intention, [10]. Affective response theory is the emotional effect of cognitive response that occur to consumer when they see the ad, such as happiness or other emotion that occur from the message or the produc characteristic on the ad [11]. In general, the purchase intention is based on the effort to match between purchase motive and the attributes or the brand characteristics that are being considered by involving psychological aspect, [12].

Purchase intention is determined by: (1) perception, which is a process when someone is chosing, arranging, and interpreting the stimulant, so it becomes a complete picture and has meaning. (2) Attitude, which is a tendency where someone behaves consistently when he responses on an object or stimulant through either pleasant or unpleasant reactions. (3) Motivation, which is something that come from someone that push him to perform an action. (4) Integrase, which is the unity between attitude and action, [13].

3 Research Hypothesis

- H-1: Ad-Creativity affect Internal Consumer Response
- H-2: Internal Consumer Response affect Purchase Intention
- H-3: Ad-Creativity affect Purchase Intention

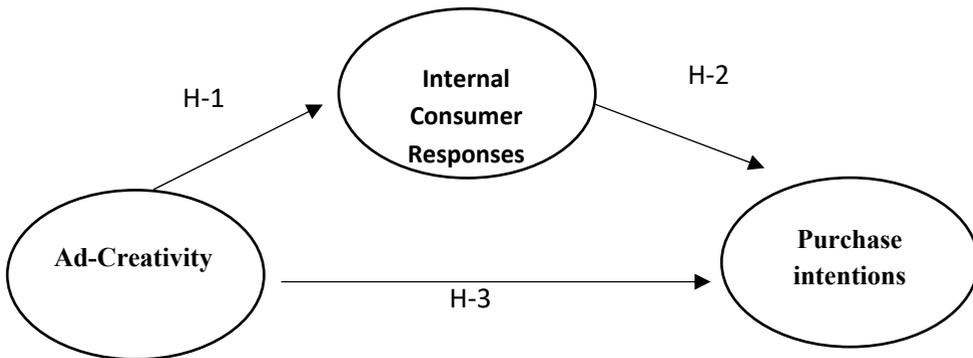


Fig. 1. Hypothesis Framework

4 Research method

Population in this research is all the housewives who have children on the primary school and with the middle economic status. The sample were taken by purposive sampling, there were 100 housewives who have children in the primary school, belong to middle class economic status, had ever watched the Ardiles tv ad “Flash Mom”, if they had never watched the ad, then would be shown twice, and then they would be asked to answer the prepared questionnaire. The 100 housewives were chosen when they were taking their children to school in some primary schools in Surabaya. The research variables used in this research are;

Independent Variable: Ad-Creativity (X) which is constructed by the divergence element (5 indicators) and relevance (3 indicators). Divergences refers to the extraordinary storyline or something new and difference from the others. Relevance focus on emotional aspect of the ad that is meaningful for the consumer. Those two aspect are able to make a successful ad.

Intervening Variable: *internal consumer response* (Z) summarizes that an ad should have capability to influence the consumer and attract them to the product offered, which is constructed by cognitive responses (3 indicators): that show consumer’s responses in receiving information or message on the ad; and affective response (3 indicators): when the consumer seems to attract and like the ad.

Dependent Variable, (Y) *purchase intention* (3 indicators) is the responses on the creativity of tv ad that lead to an intention or even action to purchase the product.

5 Data analysis

The data analysis in this research used Partial Least Square model with the steps as follow: (1) reliability which is divided into two steps, *indicator reliability* evaluation and *internal consistency reliability* evaluation. (2) Data validity evaluation through *convergent validity* and *discriminant validity*. (3) *Path coefficient* and *coefficient of determination* assessment. (4) Hypothesis assessment through *t-Statistic*.

6 Discussion

From the data collected on 100 respondents who have answered the questionnaire, the researchers analyzed based on the steps as explained before which is first reliability evaluation through *indicator reliability* evaluation and *internal consistency reliability* evaluation. As shown in table 1, for the Ad-Creativity variable (X) which is constructed by divergence dimation (indicator x11-x15) and relevance dimation (indicator x21-x23) all the loading factors are above 0,7 so it can be said that both dimations have good *indicator reliability*. In addition to that, the Cronbach alfa coefficient, which is 0.923 is supported with the composite reliability value that also above 0,70. It shows that this construction variable also has a good *internal consistency reliability*. Thus, the analysis can be continued.

The same thing happens to *Internal Consumer Response* (Z) which is constructed by cognitive responses (indicator z11-z13) and affective responses (z21-z23). All the indicators have the loading factor above 0,7 which mean they have good *indicator reliability*. Besides, the Cronbach alfa coefficient, which is 0.872, is supported with the 0.903 composite reliability value. Again, it is above 0.7 that means the conduction variable of *Internal Consumer Response* has good *internal consistency reliability*. Therefore further analysis can be done. For the purchase intention variable with its three indicators (y1-y3), it also has the loading factor above 0.70 so it means that it has good indicator reliability. The Cronbach alfa coefficient, which is 0.896 and supported with 0.936 composite reliability also shows that it has good *internal consistency reliability*. The AVE value or *communality* of those three variable shows that all of them are above 0.50 so it has possible *convergent validity* to be analyzed further.

Table 1. The Research Instruments Validity and Reliability Evaluation

Variabel	Indicator	Loading	AVE	Cronbach Alfa	Composite Reliability
Ad-Creativity (X)	X1.1	0.807	0.649	0.923	0.937
	X1.2	0.844			
	X1.3	0.759			
	X1.4	0.809			
	X1.5	0.813			
	X2.1	0.851			
	X2.2	0.803			
Internal Consumer Response (Z)	Z1.1	0.818	0.609	0.872	0.903
	Z1.2	0.770			
	Z1.3	0.822			
	Z2.1	0.731			
	Z2.2	0.752			
	Z2.3	0.787			
Purchase Intention (Y)	Y1	0.850	0.829	0.896	0.936
	Y2	0.947			
	Y3	0.932			

Path coefficient evaluation is used to show how strong the effect or influence of each variable within the models. Meanwhile, the *coefficient determination* is used to measure how many endogen variables are affected by the other variables. Table 2 shows that the *path coefficient* of each variables are as follows: *Path coefficient* between *Ad-Creativity* and *Internal Consumer Response* is 0.819. It means that these two variables have positive effect relationship. This result is consistent as what shown in the previous study [5]. Positive effect of *Ad-creativity* upon *Internal Consumer Response* has 0,000 significant value. Statistically, it shows that this relationship is very significant and if it compares to the relation effect between variable within models, can be seen that these two variables are the strongest. It means that the *Ad-creativity* in Ardiles “Flash Mom” that is constructed by divergence and relevance dimentions has decent exposure value to *Internal Consumer Response*. It shows that H-1 is accepted.

The next one is *path coefficient* evaluation between the *Internal Consumer Response* and *purchase intention*. It shows that the coefficient is 0.312 with the 0.0049 significant value, which mean that there is positive effect between *Internal Consumer Response* and *purchase intention*. This result support the previous study [14], which find out that there is positive *Internal Consumer Response* upon purchase intention. By looking at the significancy shown above, it ccan be said that the H-2 is also accepted. Based on the finding, can be concluded that there is indirect effect between *Ad-creativity* upon *Purchase Intention* through *Internal Consumer Response* that is $0,819 \times 0.312 = 0.255$, it proves that *Internal Consumer Response* is a perfect mediation to *Ad-Creativity* upon *Purchase Intention*.

Table 2. Hypothesis Evaluation

Hubungan Pengaruh	Path Coefficient	Standard Erorr	T Statistic	Sig.
Ad-Creativity -- Internal Consumer Response	0.819	0.041	19.614	0.0000
Ad-Creativity – Purchase Intention	0.484	0.108	4.532	0.0000
Internal Consumer Response -- Purchase Intention	0.312	0.107	2.885	0.0049

By looking at the direct effect between *Ad-Creativity* and *Purchase Intention*, it shows that the path coefficient is 0.484 with 0.000 significant value. It can be said that *Ad-creativity* has strong positive direct effect upon Purchase Intention. It shows that H-3 is also accepted. Looking at the direct and indirect effects shown before, thus the total effect of Ad-Creativity upon Purchase Intention is $0.484 + 0.255 = 0.739$. The coefficient value which is close to one proves that the exposure ability created by *Ad-creativity* on Ardiles “Flash Mom” is able to create Purchase Intention properly.

7 Conclusion and Research Limitation

The findings in this research has empirically demonstrated that there is a direct as well as indirect (through internal consumer response) effect of Ad-Creativity to Purchase Intention. These findings also show that the advertising design in Ardiles “Flash Mom” fits the target consumers. This research has a limitation in its generalisability due to the non-random sample. Besides, there is the possibility that the information obtained from screening ads had bias responses due to the diverged educational backgrounds of the respondents.

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