

CONSUMER INTENTION TO PURCHASE AFTER EXPOSURE TO ADVERTISEMENT- A CASE STUDY OF THAI CONSUMERS IN BANGKOK

Natthawut Chartpathomrak
Assumption University,
Bangkok, Thailand

Email: Natthawut.c.b@gmail.com

Abstract: *Advertising is a social form of communication that conveys the cultural values of a given society in such a way that the audience finds similarity between themselves and the cultural norms, values, and attitudes presented in the advertisements. Advertising is used for promoting commercial products and services. This study shows the impact of advertising toward customer purchase intention that is affected by various independent variables.*

Keywords: *Advertising, Corporate Image, Customer, Involvement, Purchase Intention, Trust*

1. INTRODUCTION

The topic of this research is about exploring customer intention to purchase and how it is affected by exposure to advertising in Thailand. It tested 6 hypothesis based on 5 main variables defined as Advertising Tendency sited by Tsao, J. (1997), Corporate Image sited by Ditcher, (1985), Involvement sited by Zaichkowsky, Judith Lynne (1985). Trust sited by McAllister, D. (1995) and Moorman, C., Zaltman, G. (1992), and intention to purchase sited by Hill, Fishbein & Ajzen (1977), and by Chen. (2013).

The trend of world markets has changed noticeably from agricultural to service markets (Asian Development Outlook, 2007). All of the businesses are trying their best to improve their quality in order to make customers satisfied with their services. On the other hand, the company also needs the advertising as a tool to help promoting their businesses. Consumers' beliefs and attitudes toward advertising are important indicators of advertising effectiveness, Mehta A. (2000). Customer attitudes are extremely important to the brand as it create the customer intention to purchase.

1.1 Purpose of the study

This research has two mains objectives, which are as follows:

- i. First is to study about consumers' attitudes toward Thai advertising after they consumed the advertising which produced by Thai agency.
- ii. Second is to apply the knowledge that the researcher had received from Assumption University of Thailand and Toulouse Capitole 1 University of France.

2. LITERATURE REVIEW

This research is based on 3 main previous studies that were conducted earlier. The first one was written by Wallin and Lindestad (1998) which studied on customer loyalty and complex services using 600 samplings to test its hypotheses and the result showed that corporate image had an positive impact on involvement and customer satisfaction, which related to customer loyalty.

The second study was conducted by Long-Yi Lin and Ching-Yuh Lu, (2010), which studied the impact of trust on consumer purchase intentions and how they are affected by corporate image in service industry. This research paper used convenience sampling to collect data on Taiwanese population of + 18 years old. Data was collected from 473 people and analyze the research for various outcomes. The result of this research paper showed that corporate image had a strong positive relationship on trust and intention to purchase.

The last study included in this literature review was conducted by Levy and Hanna (2012). They studied the effectiveness of advertisement towards intention to purchase by using a quantitative analysis of total 206 samples that were randomly collected. The result showed that there is a direct positive significant relationship between advertising and impulse buying, which was found to be linked to the purchase intentions.

3. METHODOLOGY

This research used descriptive research methodology to analyze the collected data. The descriptive research is used to describe the characteristics of certain group as well as to estimate the population of people in a specified sample who behave in a certain way (Churchill (1995). In this research paper the descriptive research is used to identify the factors of consumer purchase intention after being exposed to advertisement.

The target population in this research paper is adult consumer in Bangkok metropolis who has their own purchasing power. To be more specific, both male and females are at least 20 years old and they reside in Bangkok and were selected as the target population for this study. The reason of selecting this group as the target population is because they have the purchasing power and are able to make the decision by themselves.

This research paper used a previous study conducted by Chanthika & Robert (2010), as reference to decide the sampling size. This study titled “The effect of message appeals and unrealistic optimism on purchase intentions” studied a total 478 undergraduates in which 200 respondents were Thai who live in Bangkok metropolis.

Five-points scale questionnaire was used in the research paper, which was created to specify the respondents’ agreement level toward each question.

4. RESULTS AND DISCUSSION

In the sample of 218 people who responded to a 5-points scale questionnaire used in the research, 96 were male (44%) and 122 were female (56%). The majority of respondents were employees (45%) who are in the age range of 26-30 years old (33.5%) with an income of 20,001-40,000 Baht per month (32.1%). Most of respondents were single (71.1%). Table-1 given below depicts the profile, occupation, income and marital status. A part of the table is also shown as a graphic in Figure-1.

The results of this small study show that Thai people rely less on advertisement. Therefore, the advertisers should improve trust from consumers when producing the advertisement since it is closely related to intention to purchase. It might serve as an indicator to brands to improve the value of their advertisements and enhance or create new marketing opportunities.

Table-1: Summary of demographic factors

Item	Percentage
Gender	
- Male	44%
- Female	56%
Occupation	
- Student	17.4%
- Employee	45%
- Business Owner	12.4%
- Government Officer	8.7%
- Unemployed	11.5%
- Other	5%
Age	
- 20-25 yrs.	22.5%
- 26-30 yrs.	33.5%
- 31-35 yrs.	23.4%
- 36-40 yrs.	10.1%
- More than 40 yrs.	10.6%
Income Per Month	
- Below 8,000 Baht	2.3%
- 8,000-15,000 Baht	10.1%
- 15,001-20,000 Baht	20.6%
- 20,001-40,000 Baht	32.1%
- 40,001- 60,000 Baht	21.6%
- More than 60,000 Baht	13.3%
Marital Status	
- Single	71.1%
- Married	25.7%
- Divorced	3.2%

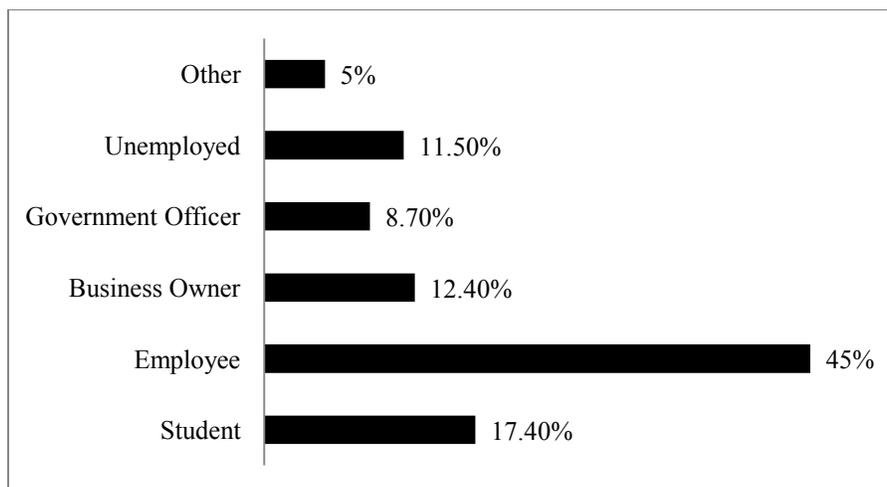


Figure-1: Occupation of the people surveyed

5. CONCLUSION

Thai people take advertisement as one of the factors when they need to make a decision on purchasing process. The researcher assumed that there will be more factors that consumer would consider during the moment of purchasing. But this study found a moderate relationship between advertising and intention to purchase. Therefore improving the advertisement is a very important task that companies must consider.

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