

Consumer Product Involvement, Attitude and Cognition Towards Ad, and Perceived Value Concerning Purchase Intentions

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Abstract

An advertisement can be effective if the advertisement content and message conveyed by the marketer are right on target, and consumers are motivated to make a purchase. Where consumer's purchase intentions are formed from the harmonious integration of various factors, both in terms of products marketed through advertising media to consumer responses themselves after they are exposed to advertising impressions. This study is based on a survey of 135 online respondents in Indonesia. The proposed hypotheses were tested using Structural Equation Model using the LISREL program. This study aims to explain the extent to which consumer product involvement, attitudes towards advertising, ad cognition, and perceived value influence consumers' purchase intentions. This study found that there was a positive relationship between consumer product involvement and attitudes towards ad and ad cognition, and perceived value had an effect on consumer purchase intentions. As a managerial implication, our results can help strategic marketing managers, content creators, and marketers to focus on the identified factors driving advertising effectiveness..

Consumer Product Involvement, Attitude dan Cognition Towards Ad, dan Perceived Value dalam Hubungannya dengan Purchase Intentions

Abstrak

Suatu iklan dapat dikatakan efektif apabila isi dari pesan iklan yang hendak disampaikan pemasar tepat sasaran, yaitu konsumen termotivasi untuk melakukan pembelian. Dimana purchase intentions konsumen ini terbentuk dari integrasi yang harmonis dari berbagai faktor, baik dari segi produk yang dipasarkan melalui media iklan hingga respon konsumen itu sendiri setelah mereka terpapar tayangan iklan. Studi ini berdasarkan survei terhadap 135 responden online di Indonesia. Hipotesis yang diajukan diuji menggunakan Structural Equation Model menggunakan program LISREL. Penelitian ini bertujuan untuk memberikan penjelasan mengenai sejauh mana consumer product involvement, attitudes towards advertising, ad cognition dan perceived value memiliki pengaruh terhadap consumers' purchase intentions. Penelitian ini menemukan bahwa terdapat hubungan positif antara consumer product involvement terhadap attitudes towards ad dan ad cognition, dan perceived value berpengaruh terhadap konsumen purchase intentions. Sebagai implikasi manajerial, hasil kami dapat membantu manajer pemasaran strategis, content creator, dan pelaku pemasaran untuk fokus pada faktor yang diidentifikasi dapat mendorong efektivitas iklan.

JEL Classification: M30, M31, M37

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INTRODUCTION

Purchase intentions are used as a measuring tool to assess the effectiveness of advertisements. This is seen to what extent the advertisements can produce certain effects as desired, where the ultimate goal is that consumers buy the products or services advertised by the marketer. This is in line with the statement of Firat (2019) that advertisements are important advertising tools to attract consumers. Therefore, marketers or advertisers have the main task of attracting consumers' interest in the products offered (Imelia & Ruswanti, 2017) this study aims to determine the factors that influence consumer purchase intentions in Indonesia especially for electronics housewares. This study investigated the respondents in one household electronics retailer in Indonesia, distributing questionnaires and involving 300 respondents, and finally checked the result using Structural Equation Modeling (SEM). Furthermore, an advertiser will encourage his customers to have awareness, knowledge, desire, preference, and purchase (Ruswanti et al., 2019). Other researchers found that social values (Song et al., 2019) promotion of premium products at discounted prices (Stiawan & Syah, 2017), and social media had a positive and significant effect on customer purchase intentions (Sidharta et al., 2021).

One of the factors that can encourage consumer purchase intentions is the attitude towards the ad. Yaseen et al. (2020) show that hedonic values, falsehood, and materialism directly impact the attitude towards ad (AT) controversial products. Sallam & Algammash (2016) mention that consumer attitude towards ads (AT) has a positive and significant effect on attitude towards brand and purchase intentions (PI). Primanto & Dharmmesta (2019) stated that the more positive the attitude towards the ad, the higher the possibility that the ad could stimulate consumers' desire to talk about it (word of mouth). According to MacKenzie & Lutz (1989), generally, attitude towards ads will influence purchasing deci-

ons on advertised products and services.

Another driving factor for purchase intentions is ad cognition because ad cognition can motivate consumers' desire to make purchases of a product or service. This statement is under the results of a study by McKay-Nesbitt et al. (2011) which found that the way information in an advertisement is presented to consumers and how it is perceived can be seen from their AT, as well as the willingness of consumers to pay attention and remember that the ad content (ad cognition) contributes to driving their intention to buy a product or service in the ad. Rauwers et al. (2018) state that consumers' cognitive responses will increase when they see advertisements through Creative media (CM) compared to traditional media (TM).

The attitude of consumers informing their purchase intentions towards a product or service can be influenced by the value of the benefits provided from the product or service, this value is commonly known as perceived value. This is also supported by the statement of Hsu & Lin (2015) which explains that perceived value (PV) can effectively influence purchase intentions (PI). Previously, Sweeney & Soutar (2001) have said that consumers judge products, not only in terms of quality value, price value, and the number of functions offered but also in terms of enjoyment or pleasure obtained from the product (emotional values) and the social consequences of what they receive communicated the product to others (social values). The study of Peng et al. (2019) proves that there is a role for the value of benefits that can positively influence purchase intentions. This statement supports the explanation of Singh & Verma (2017) which reveals one of the prominent factors in purchase intentions, namely price value or it can be said that the value of benefits from the costs incurred.

Furthermore, Vera & Espinosa (2019) propose another factor that can contribute to determining purchase intentions, namely consumer product involvement (CPI). CPI is a combination of consumer involvement and

product involvement variables, where the level of product involvement seems to be an integrated factor in the cognitive processing of advertising information (ad cognition), with the assumption that without involvement there will be no effect on the advertising (Vera & Espinosa, 2019). Previously et al. (2017) argued that high product involvement could accelerate the effect of advertising on sales. This opinion is supported by the study of Gong et al. (2020), where high product involvement can attract consumers' attention visually through product descriptions, not on the message content in an advertisement.

Previous studies have discussed several factors which influence the level of PI and determinations (Sallam & Algammash, 2016; Rauwers et al., 2018; Primanto & Dharmmeshta, 2019; Gong et al., 2020). However, that discusses CPI and PV as a factor in determining PI in consumers who watch advertisements for a particular product is still rare. CPI has indeed been proven to be able to shape consumer PI in advertising through AT and ad cognition (AC) (Vera & Espinosa, 2019), but does not discuss PV as a factor that also affects PI. Previous studies have proven that PV can influence the level of PI in consumers (Singh & Verma, 2017; Peng et al., 2019). Based on the three reasons mentioned above, this study makes an update on the research model of Vera & Espinosa (2019) by replacing the variables of age and type of media which have been proven to have no moderating effect in the research model that they built, with direct and indirect effects from PV on PI of consumers who watch advertisements

Based on this explanation, the aim of this research is to be achieved to confirm the effect of CPI, AT, AC, and PV on the PI. Because the effectiveness of an advertisement can only achieve its function of attracting the attention of consumers to the content of the message to be conveyed by the advertiser, after going through the assimilation process carried out by the consumer, then the PI can be encouraged. This study also wants to find out whether there

is a relationship between all of these variables that can be applied to consumers who watch car advertisements from well-known brands. Furthermore, this research is expected to provide managerial implications for well-known car manufacturers to attract buyers, especially local or global consumers, especially consumers with similar criteria and demographics to Indonesia.

Hypothesis Development

Relationship between CPI and AT

Petty & Cacioppo (1979) stated that consumer involvement can be strengthened when information from an advertisement is relevant to the recipient because the advertisement affects consumers emotionally so that it can motivate responses. Muhammad & Taufik (2020) state that product involvement can strengthen the search and processing of consumer information in deciding on a purchase. AT related to impressions and likes could be higher for a group of high-involvement customers than for a group of low-involvement customers (Kerr et al., 2015). Product involvement can have a positive influence on the effectiveness of an advertisement (Belanche et al., 2017). Previous studies revealed that product involvement contributes directly to AT, and brand attitudes, and reduces the negative effects of advertising invasion perceived by consumers when they are faced with skippable advertising effectiveness (Belanche et al., 2017). Further research found that CPI has a positive and significant impact on AT (Vera & Espinosa, 2019). Based on the explanation above, we proposed hypothesis is as follows:

H1: CPI has a positive effect on AT.

Relationship between CPI and AC

When there is high product involvement, consumers tend to have greater memory and recognition of advertising information, which can also encourage a better attitude towards information and support PI (Kerr et al., 2015). Therefore, Vera & Espinosa (2019) propose CPI as a variable that has a direct effect on AC based on the level of involvement of consumers in a par-

ticular product. A recent study found that high-involvement consumers show greater PI under the influence of interactive music conditions because of their high level of perceived cognitive value (Hwang et al., 2020). Based on this, we formulate the following hypothesis:

H2: CPI has a positive effect on AC.

Relationship of PV and AT

Kang et al. (2015) state that PV is arranged in a cognitive hierarchy, where the value affects behavior indirectly through attitude. Meanwhile, Henry et al. (2017) found that PV has an influence on customer attitudes to customers who shop online through Facebook, where the higher the value perceived by customers, the more positive the customer attitude to shopping online through Facebook. Furthermore, attitude can be a predictor of behavior, because when an individual develops a positive or negative attitude towards a certain object, then the possibility of how he will act depends on that attitude (Yu & Lee, 2019). Similar to the previous study, Arora & Agarwal (2019) which examines the impact of the identified predictors such as entertainment, informativeness, irritation, credibility, incentives and personalization on social media advertising value (SMAV proved that there was a positive and significant relationship between the PV of social media advertising and attitude towards social media advertising. Based on that explanation, we proposed hypothesis is as follows:

H3: PV has a positive effect on AT

Relationship of PV and PI

High PV can also increase PI, this happens when consumers obtain reliable PV through recommendations and support from advertisers in the company's efforts to increase its competitiveness (Hakim & Keni, 2020). The experience of consumers in the buying process will affect their intention to repurchase when they feel confident about the benefits of the product by their expectations (Ruswanti et al., 2019). This statement is following the findings of Mashal & Shuhaiber (2018) regarding user

awareness, trust, technology personalization, price value, perceived enjoyment, and social influence which have a significant impact on PI of smart home devices in Jordan, where PV here acts as a significant mediation influence consumer innovation on the PI. Meanwhile, Balaji & Maheswari (2021) say that store attributes can influence attitudes, PV, and PI of buyers in India. His contribution articulates that the formation of PI, PV, and attitude is based on a set of dimensions of store image attributes offered in the store environment, where store attributes play an important role in increasing the value of the store among buyers and creating PI (Balaji & Maheswari, 2021). Other researchers have also confirmed the positive role of PV on PI (Gan & Wang, 2017; Peng et al., 2019; Watanabe et al., 2020) Based on this description, we build the following hypothesis:

H4: PV has a positive effect on the PI.

Relationship between AT and AC

McKay-Nesbitt et al. (2011) in their research examining the moderating effects of age, need for cognition (NFC), and affective intensity (AI) on the attractiveness effectiveness of emotionally versus rationally framed advertisements, found that a younger group of respondents found emotional appeal to be more persuasive than rational attraction, where the respondent group compared the display of emotionally packaged advertisements better than rationally packaged advertisements. Another interesting thing, the older group of respondents developed a more positive attitude towards ads when faced with rational attraction than negative attraction (Nesbitt et al., 2011). Rauwers et al. (2018) provide direct experience to consumers through two field experiments with one factor (type of advertising: creative vs. traditional) in terms of the subject design of advertisements carried out in supermarkets, showing that creative (vs. traditional) media advertising not only enhances affective and behavioral responses of consumers but also consumer cognitive responses. Boerman et al., (2021) found that advertisement recognition helps ad cognition viewers

to recognize brand placement in television programs, which will last higher in the long run due to the introduction of such advertisements. Vera & Espinosa (2019) argue that when consumer product involvement and attitude towards ads are good, then the consumer will be involved in a cognitive process (ad cognition) to evaluate the benefits of products and brands presented in advertisements. Based on the explanation, we build the following hypothesis:

H5: AT has a positive effect on AC.

Relationship between AT and PI

Sallam & Algamash (2016) stated that PI is formed through the interaction between AT and attitude towards the brand. Ruswanti (2017) in her research which examined the effect of two sides of advertising credibility on PI of acupuncture therapy mediated by AT and attitude towards the brand, found that AT was proven to affect PI for acupuncture therapy. Yaseen et al. (2020) examined the impact of consumer AT antecedents and their effect on PI, as well as the mediating role of attitude towards PI, found that hedonic values, falsehood, and materialism have a direct influence on AT of controversial products, further hedonic values and materialism also affects PI, there is also a mediation between AT and hedonic values, falsehood, materialism, and PI (Yaseen et al., 2020). Vera & Espinosa (2019) found that AT has a positive in-

fluence on purchase intentions. Based on that explanation, the hypotheses can be formulated as:

H6: AT has a positive effect on the PI.

Relationship between AC and PI

Yuan & Xiao (2021) used PV, awareness of food safety, and environmental awareness as mediating variables to investigate the effect of “organic” cognition on PI of organic milk on urban consumers in China. The results of his research show that the level of cognition has a positive effect on the perception of value and PI of residents on organic food, and the perception of value acts as an intermediary in the influence of cognition on PI (Yuan & Xiao, 2021). AC has the strongest influence on consumer PI who have seen advertisements three to 10 times (Burton et al., 2019) Furthermore, the study of Vera & Espinosa (2019) found that consumers will pay more attention to advertisements where the advertisement will ultimately lead to cognition (ad cognition) of the information contained in it as long as the product is considered interesting and important to them, in other words, they have proven that AC has a positive influence on the PI. Based on that explanation, the hypotheses can be formulated as:

H7: AC has a positive effect on the PI.

Based on the development of the hypothesis above, the research model is:

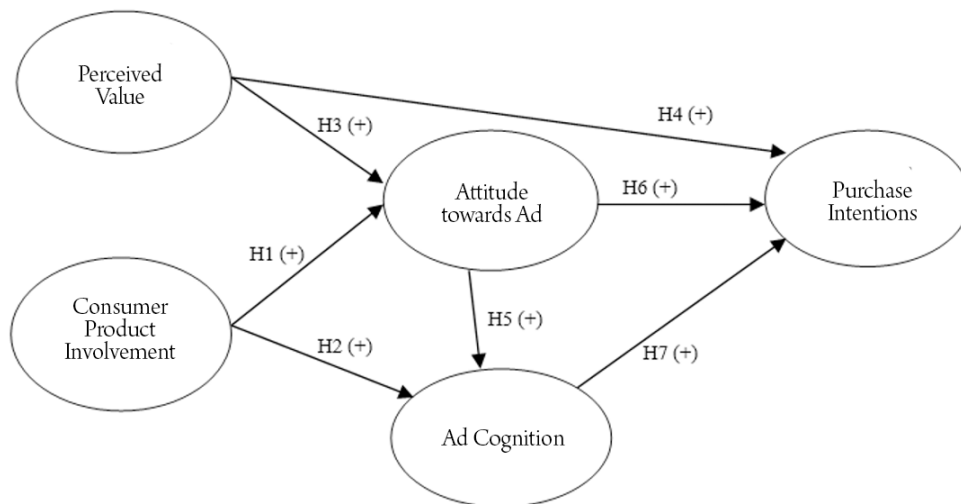


Figure 1. Research Model

METHOD

This study uses purposive sampling to determine respondents. Testing the questionnaire was done using a Likert scale with a scale of 1 – 5 (1 = strongly disagree and 5 = strongly agree). Questionnaires were distributed online via google forms on several social media such as WhatsApp and Telegram. We adopted the indicators from Vera & Espinosa (2019) to measure the Consumer Product Involvement variable (5 statements), Attitude towards Ad (3 statements), Ad Cognition (3 statements), and the Purchase Intentions variable (4 statements) adopted Lee (2017). Meanwhile, for the Perceived Value variable, we adopted Demirgüneş (2015) defined as consumer behavior. The present article sustains the idea that consumer's perceived value can be associated with satisfaction, which leads a behavioral intention such as willingness to pay (WTP which consists of four dimensions, namely emotional value (4 statements), social value (3 statements), price value (2 statements), and quality value (3 statements). The total statements in the questionnaire in this research are 27 items.

The population in this study is all Indonesian people who watch and pay attention to car advertisements on Youtube. This research was conducted in November 2021 during the COVID-19 pandemic. This study uses the purposive sampling method to determine the sample. Another addition determined was respondents who watched car advertisements with well-known brands (Mitsubishi Pajero Sport/Toyota All New Fortuner/Honda Odessey/Hyundai Palisade/Nissan LEAF/Mercedes-Benz V-Class) on Youtube.

This study uses Lisrel's Structural Equation Model (SEM) to confirm all the hypotheses proposed. Meanwhile, to test the validity and reliability of the questionnaire, we used factor analysis on SPSS. To determine the status of the validity and reliability of the questionnaire, by looking at the values listed in Kaiser Meyer-Olkin (KMO), Measure of Sampling Adequa-

cy (MSA), Cronbach's Alpha value is at a minimum limit of 0.5 (Hair et al., 2014).

The results of the validity test with factor analysis of the CPI, AT, AC, PI, and PV variables are declared valid, provided that the KMO and MSA (anti-image correlation) values are > 0.500 with 1 component matrix (Sekaran & Bougie, 2017). Likewise, the reliability test of all variable statements is declared reliable with the provisions of Cronbach's alpha > 0.5 (Hair et al., 2014). Thus, after analyzing the results of the pre-test on 30 respondents, all statements were declared valid and reliable to be used as questionnaires in this study, which were 27 statements.

RESULTS AND DISCUSSION

From 135 respondents, the following data were obtained, 75 male respondents and 60 female respondents. Based on the age of the respondents, it was dominated by respondents in the age group of 36 - 42 years as many as 52 people. Based on the choices provided, 1 person chose Honda Odyssey, 55 people chose Hyundai - The all-new PALISADE, 40 people chose Mercedes-Benz V-Class, 24 people chose Mitsubishi New Pajero Sport, 13 people chose Nissan LEAF, and as many as 2 people chose the Toyota Fortuner.

The measurement results of the construct validity test in this study show that all statements are valid on each variable (CPI, AT, AC, PI, and PV) with a factor loading value (> 0.50) and t-value greater than t-table (1.96) with a significance level of 5%. Furthermore, the construct reliability test meets the reliability requirements if the CR (Construct Reliability) value is above 0.70 and the VE (Variance Extracted) value is above 0.50 (Hair et al., 2014). On the CR value, all meet the reliable requirements (> 0.70), namely PV (0.88), CPI (0.85), AT (0.80), AC (0.91) and PI (0.87). Likewise, on the VE value, all variables are declared reliable, namely having a value above 0.50 namely PV (0.67), CPI (0.53), AT (0.57), AC (0.79), and PI (0.62).

Structural model equations for the results of this study can be seen in the value of R^2 , where each equation functions to show how far the independent variable can explain the dependent variable. First, together PV (Perceived Value) and CPI (Customer Product Involvement) affect AT (Attitude toward Ad) with an R^2 value of 0.86. It can be interpreted that 86% of the variance of AT can be explained by PV and CPI, and the remaining 14% can be explained by other variables that are not in this study. Second, together with AT and CPI affect AC with an R^2 value of 0.77. It can be interpreted that 77% of the variance of AC can be explained by AT and CPI, and the remaining 23% can be explained by other variables that are not in this study. Furthermore, the third analysis explains that together AT, AC, and PV affect PI with an R^2 value of 0.81. This means that 81% of the variance of Purchase Intention can be explained by AT, AC, and PV, and the remaining 19% is explained by other variables not found in this study.

Based on the analysis of group 1 to group 7, almost all test results obtained a good match

including Chi-Square, RMSEA, and ECVI, AIC and CAIC, Fit Index. There are marginal fit results in Critical N and Goodness of Fit. Then it can be concluded that the suitability of all models has met the requirements.

Furthermore, this research produces a path diagram as follows Figure 2.

Based on Figure 2 Path Diagram T-Value, the results of the hypothesis in this study can be seen in Table 1.

This study was conducted to explore the impact of advertising effectiveness with benchmarks CPI, AT, AC, and PV on PI in car advertisements with well-known brands on Youtube. The results of hypothesis first testing show that CPI has a positive influence on AT. These results support the study of Vera & Espinosa (2019), wherein their research found that consumer attitudes towards advertisements could be triggered by consumer perceptions of the suitability of their needs and desires for the content of the messages contained in the advertisements. Respondents in this study tend to form their attitudes after they are interested in the quality of the car in the advertisement which they feel is to their needs.

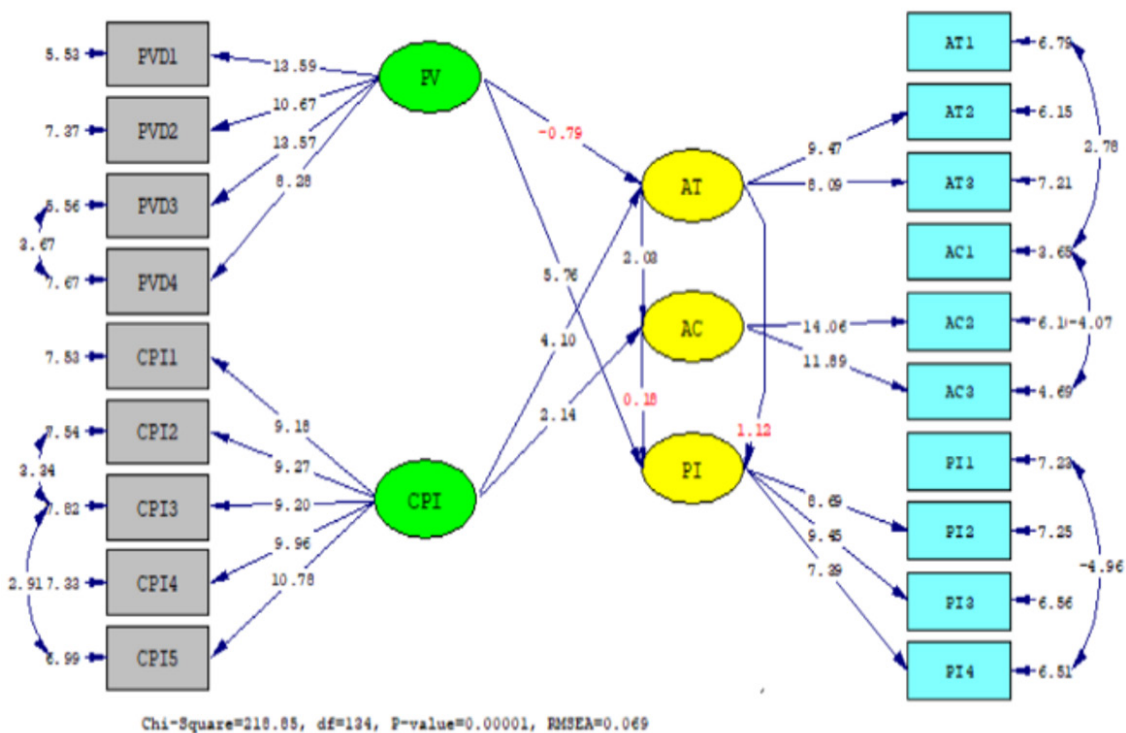


Figure 2. Path Diagram T-Value

Table 1. Research Model Hypothesis Testing

Hypothesis	Hypothesis Statement	T-Value (>1.96)	Description
H1	Consumer Product Involvement (CPI) has a positive effect on Attitude towards Ad (AT)	4.10	The data support the hypothesis
H2	Consumer Product Involvement (CPI) has a positive effect on Ad Cognition (AC)	2.14	The data support the hypothesis
H3	Perceived Value (PV) has a positive effect on Attitude towards Ad (AT)	-.79	The data do not support the hypothesis
H4	Perceived Value (PV) has a positive effect on Purchase Intentions (PI)	5.76	The data support the hypothesis
H5	Attitude towards Ad (AT) has a positive effect on Ad Cognition (AC)	2.03	The data support the hypothesis
H6	Attitude towards Ad (AT) has a positive effect on Purchase Intentions (PI)	1.12	The data do not support the hypothesis
H7	Ad Cognition (AC) has a positive effect on Purchase Intentions (PI)	.18	The data do not support the hypothesis

The results of the second hypothesis test, CPI proved to have a positive effect on AC. This is under the results of previous studies which showed a positive role for CPI in determining the level of AC (Vera & Espinosa, 2019). In this study, consumer trust and confidence in an advertisement are based on their positive perception of the content of the advertisement regarding the consistency or stability of the quality of the car displayed through the visual of the advertisement. This statement is in line with the previous theory which explained that consumers with high interest or involvement tend to be willing to put in a lot of effort in collecting and processing information about certain products so that they can decide to make a purchase (Belanche et al., 2017).

The results of the third hypothesis test show that there is no relationship between PV and AT. This result is contrary to previous research that examined advertising symbols on PV where they identified the influence of religious symbols in advertising and this proved to have a significant effect on AT (Jayanegara & Najib, 2020). Based on the results of data processing provided by respondents in this study, it shows that respondents prioritize the consistency of the quality offered for certain car brands, as well as the euphoria or emotional connection felt by respondents after they are exposed to advertise-

ments of a car brand. Where to find out the level of stability and consistency of the quality of a car, an individual must do a direct test on the car. The results of this test have not been able to build their perception of the quality of the car, because the respondents have not felt the direct benefits of the advertised product. In this study, respondents only knew by looking at the superiority or quality of the car from the advertisements on Youtube. So, it can be said that they have not been able to feel the direct value of the benefits of the advertised product. Thus, the PV of the respondents can not affect the formation of their AT. In general, the individual's AT is more dominated by several other factors, such as an attractive appearance, the reputation of the product brand, the advertising message that is easily accepted, and the suitability of needs for the product benefits of the advertisement. This statement is following the theory of Belanche et al. (2017) which explains that an easily accepted advertising message will encourage individuals to determine their attitude towards the advertisement.

The fourth hypothesis test proves that PV is positively related to PI. These results support previous studies which have stated that PV plays an active role in increasing PI (Chi et al., 2011; Gan & Wang, 2017; Peng et al., 2019; Watanabe

et al., 2020). This study shows that respondents will be encouraged to have the intention to buy when they feel they will benefit or believe they will benefit greatly from the advantages and attractive messages implied by the car advertisement. The quality of cars with well-known brands in advertisements is indeed easier for consumers to trust, so it tends to be easy to build their intention to buy the car.

The results of the fifth hypothesis test confirm the positive influence of AT on AC. This is per the results of Vera & Espinosa (2019) which prove that AC is positively influenced by AT. This study shows that respondents' attitudes toward the advertisements they see can determine their views on the product. The better their attitude towards a product, the higher the level of trust and confidence in the message conveyed in the car advertisement. This statement is similar to that expressed by Boerman et al. (2021) that AC can be formed after consumers can understand or recognize the intent of the content of the ad being delivered while paying attention to the ad.

The results of the sixth hypothesis test prove that AT does not affect PI. This result is following Vera & Espinosa (2019) theory regarding the effect of AT on PI. In their research, they revealed that AT cannot have a direct effect on the PI but must go through AC. The PI of new consumers will appear after they feel they have high trust and confidence in the advertising message of a particular product. While the respondents in this study, may not easily decide to buy a car just based on watching an advertisement without trying to understand or pay more attention to the content of the ad. At this stage, generally, consumers who are already interested in the advertised car will collect more information or pay attention to the entire content of the car ad message so that it will create a sense of trust and confidence in everything that is displayed in the ad. If consumers feel there is a discrepancy between the contents of the advertising message with their needs and desires, then they will not remove their intention to make a purchase on the product in the advertisement. This statement is following the results of Putri

(2014) which shows that AT has a negative effect on the PI. In her research, she explained that the message content in Telkomsel 4G-LTE advertisements was not following the target consumers so PI could not be formed properly.

The results of the seventh hypothesis test show that there is no effect between AC on PI. These results contradict the study of Vera & Espinosa (2019) which found AC as a variable that mediates the relationship between AT and PI. While the respondents in this study did not consider the content or attractive appearance of car advertisements as a factor that builds their intention to buy the car. They tend to pay more attention to how much profit or benefit they will get from the content of advertising messages related to the advantages and disadvantages of the famous car. This statement is supported by the results of the previous hypothesis which proves the role of PV on PI positively. To buy a famous car, careful consideration is needed, such as the value in terms of the benefits to be received and the value of the price that must be spent. This statement is by the theory of Demirgüneş (2015) defined as consumer behavior. The present article sustains the idea that consumer's perceived value can be associated with satisfaction, which leads a behavioral intention such as willingness to pay (WTP which explains that PV includes emotional value, social value, price value, and functional value related to product quality that can be felt by consumers. Further Chi et al. (2011); Gan & Wang (2017); Peng et al. (2019); Watanabe et al. (2020) also stated that other factors have a high contribution to determining PI, namely PV.

CONCLUSION AND RECOMMENDATION

This study succeeded in confirming four of the seven hypotheses proposed, including CPI which has a positive effect on AT and AC, AT has a positive effect on AC, and the positive effect of PV on the PI. From these results, it can be explained that the attractiveness of an advertisement that is presented to the audience is proven to be able to bring up a good attitude and cognition,

but it is not enough to encourage their intention to buy the product in the advertisement. More consideration is needed on various matters, especially regarding the advantages and benefits that consumers will get from the product in a particular advertisement to build and motivate their intention or desire to purchase the product.

The limitation of this study is that this research was conducted during the COVID-19 pandemic which required social distancing procedures, so it did not involve direct interaction between researchers and respondents. The other limitation is, that there were respondents who got eliminated due to the inability to understand the instructions properly and correctly. This study also did not evaluate the size of the respondent's income or average monthly expenditure outside of their routine expenses, so it did not fully support the luxury car classification segment used as the object in this study. Another limitation of this study can be related to the fact that consumers were asked to evaluate certain types of car advertisements from certain types of social media, in this case, Youtube, which not all of the respondents saw or watched the car advertisements from the media mentioned above.

For further research, an alternative or additional idea that may arise from this current findings is to include another type of media such as Facebook, Twitter, TikTok, or other viral social media, to see if the type of media has a significant effect on advertising effectiveness in functions with various customer profiles. In addition, the use of influencers per the advertised product segment and category may be able to encourage purchase intentions of consumers who are the target of marketers or advertising companies. Another thing that can be proposed is customer membership such as a loyalty program might have a positive effect on the relationship between advertising effectiveness and PI.

This research has several managerial implications that can be applied to the field of marketing. To build consumer intentions in making a purchase, it is recommended for producers to pay more attention to the various advantages and advantages that consumers expect

for a particular product. Marketers should pay more attention to the visual appearance of advertisements made as attractive as possible so that they can attract the attention of the ad audience. Likewise, the clarity of the information that the advertiser wants to convey so that the advertisement is right on the target market that the marketer wants to go to. If the ad is perceived as credible by consumers and verifiable, this will help consumers feel they make a difference in buying the advertised product. Especially for car manufacturers, to pay more attention to products based on the number of benefits that will be obtained compared to the price that must be spent. If the price and benefits that are felt to be obtained from the car are appropriate, it will be easy for manufacturers to attract consumer buying interest in the car.

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