CHAPTER 4: RESEARCH FINDINGS

This chapter shows the pre-analysis and descriptive results of data collection and presents the findings of data analysis associated with the research hypotheses. There are four sections in this chapter. The first section includes the summary of the pre-analysis data screening result before further data analysis can be conducted. This section will present the normality and regression assumption test result. The second section consists of the reliability test result of each variable in the study and validity test result which covers the aspect of content validity and construct validity (discriminant and convergent validity). In third section, the descriptive results of the sample profiles and research variables are presented. Lastly, the forth section is the multiple regression results that describe the data analysis associated with the research hypotheses and validation of the research framework as a whole.

4.1 Pre-Analysis Data Screening

Data screening using box-plot method is performed to identify if outliers exist. Before that, tested variables (brand familiarity, execution styles, advertisement liking and purchase intention) which are in ordinal type (7-point Likert scale) are converted into interval data using Compute function and the data gathered are separated between the Advertisement A and B. From the box-plot analysis, outliers identified from the cases were removed. Moreover, normality tests which

include skewness, kurtosis, M-estimators, histogram and box plot are conducted to ensure all the tested variables meet the criteria for normal distribution. The skewness and kurtosis test shows that the value of the tested variables is between -2 and +2 where the variables (brand familiarity, execution styles, advertisement liking and purchase intention) are mostly negatively skewed except the execution styles from the advertisement B. M-estimators values are similar to the variables' mean, 5% trimmed mean and median. Addition to that, box-plots analysis shows that there are no more outliers for all the variables. All these tests proved that the variables are normally distributed. Therefore, as the variables are in interval type and each of them proven was normally distributed, parametric test is used for further data analysis. The normality test results are provided in the Appendix A.

4.2 Descriptive Analysis

4.2.1 Characteristics of Respondents

Table 6 presents descriptive profiles of the sample (n=250), including two major items in this study: (1) demographic profiles: gender, age group, ethnicity, education level, income level, marital status, and (2) advertisements exposure profiles: whether respondents read magazine or not, how many magazine read, reading frequency, latest time reading, how many purposes. It is shown that female respondents (44%) are slightly higher than male (56%) accordingly to this paper's plan in the earlier chapter. Majority respondents belong to age group between 21 years old to 30 years old (56%) and are from Chinese ethnic

(67.7%). Respondents who possess a bachelor degree or professional qualification are in the majority (65.2%) position as most of this paper's respondents are postgraduate students as mentioned in the earlier chapter and they are mostly holding the middle management (27.2%). Furthermore, 39.6% of the respondents are from income group between RM3,001 to RM5,000 and more than 58% of the respondents are single.

In addition to that, it is shown that majority of the respondents (89.6%) do read magazines and are exposed to print advertisements from at least two kinds of magazines (29.6%). Most of the respondents read magazine for one or two times per month (60%) and over 70% of them are exposed to print advertisements within a month. However, respondents seem to be looking for more than one purpose when they were reading the magazine and most of the respondents have at least three to six purposes which carry more than 10% in the result.

Table 4.2.1

Profiles of the Sample

Classification	Frequency	Percentage (%)
Demographic Profile		
Gender		
Male	110	44
Female	140	56
Age Group		
0-20	2	*.8*
21-30	140	56
31-40	99	39.6
>41	9	3.6

Profiles of the Sample (continue)

Classification	Frequency	Percentage (%)
Race		
Malay	57	22.8
Chinese	169	67.6
Indian	21	8.4
Others	3	1.2
Education Level		
SPM/MCE	6	2.4
STPM/HSC	3	1.2
Certificate/Diploma	17	6.8
Degree/Professional Certificate	163	65.2
Postgraduate	61	24.4
Income Level		
< RM1,500	38	15.2
RM1,501 – RM3,000	44	17.6
RM3,001 – RM5,000	99	39.6
RM5,001 – RM7,000	39	15.6
RM7,001 – RM9,000	15	6
> RM9,001	15	6
Marital Status		
Single	146	58.4
Married	100	40
Divorced	4	1.6
Occupation		
Unemployed	38	15.2
Top Management	8	3.2
Middle Management	68	27.2
Non-Management	57	22.8
Skilled Professional	34	13.6
Technical Personel	19	7.6
Others	26	10.4
Usage Profiles		
Whether Read Magazine or Not		
Yes	224	89.6
No	26	10.4

Profiles of The Samples (continue)

Classification	Frequency	Percentage (%)
Usage Profiles		
How Many Kind of Magazines		
0	26	10.4
1	64	25.6
2	74	29.6
3	45	18
4	23	9.2
5	7	2.8
6	6	2.4
7	2	.8
8	2	.8
9	1	.4
Reading Frequency		
0 time per month	26	10.4
1-2 times per month	150	60
3-5 times per month	54	21.6
> 5 times per month	20	8
How Many Purposes		
0	26	10.4
1	17	6.8
2	23	9.2
3	46	18.4
4	33	13.2
5	31	12.4
6	28	11.2
7	22	8.8
8	12	4.8
9	5	2
10	5	2
11	1	.4
12	1	.4
Last Time Reading		
Do not read	26	10.4
< 1 week ago	108	43.2
2-3 weeks ago	69	27.6
1-3 months ago	29	11.6
> 3 months ago	12	*4.8*
> 6 months ago	6	2.4

4.2.2 Descriptive Analysis of Research Variables

Table 4.2.2 shows some descriptive for the research variables used in this study. The table shows minimum, maximum, mean and standard deviation for the research variables of attitude towards the advert, execution styles, brand familiarity and purchase intention for both advert A and advert B. The result shown below is the summation of all the items (as mentioned in earlier chapter) belong to each variable from the seven-point Likert scales. The mean scores of attitude towards the advert is 4.96 (34.72/7) in a seven-point Likert type scale in which it shows that the respondents are neither having positive attitude nor negative attitude towards the advert A, however the score is close to 5 which they slightly agree that they have positive attitude. This is similar for attitude towards advert B as the mean score is 5.10 (35.712/7), which respondents are also showing they slightly agree that they have positive attitude towards advert B.

Whereas, respondents are slightly disagreeing that the execution styles for advert A of having a good execution styles with the average mean score of 3.88 (81.68/21). As for the execution styles of advert B, respondents are neither agreeing nor disagreeing that it has a good execution styles with the mean score of 4.15 (87.32/21). As for the brand familiarity, both adverts' scores are similar which 4.94 (24.72/5) for advert A and 4.99 (24.97/5) for advert B. However, these scores are high enough to assume that respondents are slightly agreeing that they are familiar brand. Nevertheless, the average mean scoring for both advert A and B for purchase intention are respectively 4.13 (16.54/4) and 4.47 (17.88/4)

which mean respondents do not agree nor disagree that they purchase intention would be influence by the print advertisements.

Table 4.2.2

Descriptive Statistic of Research Variables (Advert A)

Variables	Mean	Std. Deviation	Minimum	Maximum
Attitude	34.7280	6.41331	15	49
Execution Styles	81.6880	16.79497	36	126
Brand Familiarity	24.7200	5.08103	12	35
Purchase Intention	16.5480	4.94546	4	28

Descriptive Statistic of Research Variables (Advert B)

Variables	Mean	Std. Deviation	Minimum	Maximum
Attitude	35.7120	6.30078	17	49
Execution Styles	87.3280	16.73669	47	127
Brand Familiarity	24.9720	4.74693	12	35
Purchase Intention	17.8880	4.52342	10	26

4.3 Reliability and Validity Test

To ensure data validity and reliability, this study first pre-tested the questionnaire by having the research supervisor to review it.

For construct validity in term of convergent validity, confirmatory factor analysis is performed. Factor analysis is intended to reduce the large number of related variables prior of using them in the multiple regression in this study. The KMO and Bartlett's test and factor loadings for each measurement items are

examined. According to Table 4.3 (a), measurement of items construct are significant at level .01 as suggested by Sanzo et al. (2003) and the KMO index is more than 0.6 as suggested by Pallant (2001). Thus, based on Appendix A, all of the individual factors loading scores are higher than 0.30 as recommended by Pallant (2005). Therefore, these results confirm that the measurement items are of the same construct and are correlated while the convergent validity is achieved.

Table 4.3 (a)

KMO and Bartlett's Test of Sphericity of Research Variables (Advert A)

Kaiser-Meyer	Bartlett's Test of Sphericity		
	Chi-Square	df	*p*-value
.902	5793.685	666	.000*

KMO and Bartlett's Test of Sphericity of Research Variables (Advert B)

Kaiser-Meyer	Bartlett's Test of Sphericity		
	Chi-Square	df	*p*-value
.908	6360.125	666	.000*

Table 4.3 (b)

Factor Loadings and Measures of Research Variables for Advert A

Variable	Measure	Factor Loading
Attitude towards the advert		
Att1A	The ad is beautiful	.541
Att2A	The ad attracts attention	.580
Att3A	The ad is remarkable	.611
Att4A	The ad is original	.506
Att5A	It is not immediately clear which brand is advertised	.575

Table 4.3 (b) continued

Variable	Measure	Factor Loading
Attitude towards the advert		
Att6A	You have to watch the advertisement frequently to know what it is exactly about	.672
Att7A	The ad is confusing	.696
Execution Styles		
Exec1A	I learned something from this ad that I did not know before about (this brand)	.442
Exec2A	The ad did not seem to be speaking directly to me	.686
Exec3A	There is nothing special about (this brand) that makes it different from the others	.534
Exec4A	While I looked at this ad, I thought of how this brand might be useful to me	.570
Exec5A	The ad did not teach me what to look for when buying (this brand)	.541
Exec6A	This ad was meaningful to me	.720
Exec7A	This ad was very uninformative	.566
Exec8A	(This brand) fits my lifestyle very well	.725
Exec9A	I could really relate to this ad	.736
Exec10A	Using (this brand) makes me feel good about myself	.738
Exec11A	It's hard to give a specific reason, but somehow (this brand) is not really for me	.439
Exec12A	This ad did not really hold my attention	.502
Exec13A	This ad reminded me of some important facts about (this brand) which I already knew	.554
Exec14A	If I could change my lifestyle, I would make it less like the people who use (this brand)	.360
Exec15A	When I think of (this brand), I think of this ad	.635
Exec16A	I felt as though I were right there in the ad, experiencing the same thing	.676
Exec17A	I can now accurately compare (this brand) with other competing brands on matters that are important to me	.622
Exec18A	This ad did not remind me of any experiences or feeling I have had in my own life	.374
Exec19A	I would have less confidence in using (this brand) now than before I saw this ad	.580
Exec20A	It is the kind of ad that keeps running through your head after you have seen it	.672
Exec21A	It's hard to put into words, but this ad leaves me with a good feeling about using (this brand)	.816
Brand Familiarity		
Brand1A	Is the brand well known?	.564
Brand2A	I have a positive attitude towards this brand	.618
Brand3A	This brand looks attractive	.608
Brand4A	I would recommend this brand to others	.707
Brand5A	This brand is really something for me	.724
Purchase Intention		
Intent1A	Next time that I need such a product, I will choose the brand in the ad	.808
Intent2A	It is very likely that I will buy the advertised brand	.780
Intent3A	If I saw this brand in a shop, I would buy it	.765
Intent4A	It is a good decision to buy the advertised brand	.728

Table 4.3 (b) continued

Factor Loadings and Measures of Research Variables for Advert B

Variable	Measure	Factor Loading
Attitude towards the advert		
Att1B	The ad is beautiful	.598
Att2B	The ad attracts attention	.656
Att3B	The ad is remarkable	.625
Att4B	The ad is original	.563
Att5B	It is not immediately clear which brand is advertised	.600
Att6B	You have to watch the advertisement frequently to know what it is exactly about	.717
Att7B	The ad is confusing	.682
Execution Styles		
Exec1B	I learned something from this ad that I did not know before about (this brand)	.416
Exec2B	The ad did not seem to be speaking directly to me	.612
Exec3B	There is nothing special about (this brand) that makes it different from the others	.543
Exec4B	While I looked at this ad, I thought of how this brand might be useful to me	.593
Exec5B	The ad did not teach me what to look for when buying (this brand)	.533
Exec6B	This ad was meaningful to me	.724
Exec7B	This ad was very uninformative	.512
Exec8B	(This brand) fits my lifestyle very well	.741
Exec9B	I could really relate to this ad	.736
Exec10B	Using (this brand) makes me feel good about myself	.724
Exec11B	It's hard to give a specific reason, but somehow (this brand) is not really for me	.437
Exec12B	This ad did not really hold my attention	.531
Exec13B	This ad reminded me of some important facts about (this brand) which I already knew	.532
Exec14B	If I could change my lifestyle, I would make it less like the people who use (this brand)	.463
Exec15B	When I think of (this brand), I think of this ad	.732
Exec16B	I felt as though I were right there in the ad, experiencing the same thing	.734
Exec17B	I can now accurately compare (this brand) with other competing brands on matters that are important to me	.697
Exec18B	This ad did not remind me of any experiences or feeling I have had in my own life	.429
Exec19B	I would have less confidence in using (this brand) now than before I saw this ad	.606
Exec20B	It is the kind of ad that keeps running through your head after you have seen it	.639
Exec21B	It's hard to put into words, but this ad leaves me with a good feeling about using (this brand)	.724
Brand Familiarity		
Brand1B	Is the brand well known?	.566
Brand2B	I have a positive attitude towards this brand	.697
Brand3B	This brand looks attractive	.704
Brand4B	I would recommend this brand to others	.722

Table 4.3 (b) continued

Variable	Measure	Factor Loading
Brand Familiarity		
Brand5B	This brand is really something for me	.736
Purchase Intention		
Intent1B	Next time that I need such a product, I will choose the brand in the ad	.755
Intent2B	It is very likely that I will buy the advertised brand	.714
Intent3B	If I saw this brand in a shop, I would buy it	.737
Intent4B	It is a good decision to buy the advertised brand	.716

Likewise, for construct validity in term of discriminant validity test, correlation analysis between the variables is performed. The result shows the correlations are low, in which the values are not higher than 0.8 as proposed by Bagozzi (1994). This indicates that the constructs are distinct from one another and deemed as an acceptable level of discrimination. Table 4.3 (c) below shows the correlation analysis between the variables.

Table 4.3 (c)

Pearson's Correlation Coefficient between the Research Variables (Advert A)

Variables	Total Att A	Total Exec A	Total Brand A	Total Intent A
Total Att A	1	.408**	.274**	.213**
Total Exec A	.408**	1	.493**	.630**
Total Brand A	.274**	.393**	1	.625**
Total Intent A	.213**	.630**	.625**	1

** Correlation is significant at the 0.01 level

Pearson's Correlation Coefficient between the Research Variables (Advert B)

Variables	Total Att B	Total Exec B	Total Brand B	Total Intent B
Total Att B	1	.551**	.419**	.303**
Total Exec B	.551**	1	.600**	.617**
Total Brand B	.419**	.600**	1	.652**
Total Intent B	.330**	.617**	.652**	1

** Correlation is significant at the 0.01 level

Regarding reliability, all items shows strong internal consistency measuring its constructs by achieving the Cronbach's alpha higher than 0.70. The result was found to satisfactorily meet the minimum acceptable level of Cronbach's alpha coefficient that is 0.70 as suggested by Hair et al. (1998). Therefore, these have suggested that items involved adequately measure a single construct for each tested variables (attitude, execution styles, brand familiarity and purchase intention). Reliability measurement for each construct is shown in Table 4.3 (d).

Table 4.3 (d)

Reliability Measurement for Research Variables (Advert A)

Variable	Number of items (N)	Cronbach's Alpha
Total Att A	7	.752
Total Exec A	19	.879
Total Brand A	5	.859
Total Intent A	4	.942

Reliability Measurement for Research Variables (Advert B)

Variable	Number of items (N)	Cronbach's Alpha
Total Att B	7	.780
Total Exec B	19	.893
Total Brand B	5	.877
Total Intent B	4	.930

To summarize, the measurement scales used in this study are generally valid and reliable, which permitted to draw further discussion on assessing the relationship between the independent variables (attitude towards advertisement, execution styles and brand familiarity) and dependent variable (purchase intention).

4.4 Multiple Regression Analysis

In order to examine the factors influencing the favourable attitude towards standardised versus adapted print advertisement which eventually influence the purchase intention in Malaysia, multiple regression analysis is conducted to test the effect of brand familiarity, execution styles, favourable attitude with purchase intention. This will include testing of hypothesis 1-3.

Apart from the tests above, regression assumption test was also performed prior to the multiple regression is conducted to ensure assumption 1 to 4 presented in Section 3.7.1 are not violated (assumption 1: ratio of cases to IVs; assumption 2: normality, linearity and homoscedasticity; assumption 3: multicollinearity and auto-correlation; assumption 4: multivariate outlier). From the test, the result shows that assumption 1 is not violated as there are 250 cases used in this study in which it has met the minimum 60 cases needed for the three predictors (number of cases = 20 times more than the predictors). For assumption 2, the residual scatterplot for Advert A and B (Appendix A) also show the scores are

evenly distributed and the residual normal plot shows the scores distributed along the regression line. This indicated assumption 2 is not violated whereby that the differences between the obtained and predicted variables scores are normally distributed and the residuals have a linear relationship with the predicted dependent variables scores. Thus, normality, linearity and homoscedasticity are ensured.

According to Tolerance and VIF test, multicollinearity does not exist if the Tolerance level is more than .1 and VIF is less than 10 (Ho, 2006). All the independent variables are not significantly related with each other as the collinearity statistics shows Tolerance level is more than .1 and the VIF level is less than 10. Table 4.4 (a) below shows the values of multicollinearity test result.

Table 4.4 (a)

Tolerance and VIF Test for Multicollinearity (Advert A)

Variable	Collinearity Statistics	
	Tolerance	VIF
Total Att A	.827	1.210
Total Exec A	.676	1.479
Total Brand A	.750	1.333

Dependent variable: Total Intent A

Tolerance and VIF Test for Multicollinearity (Advert B)

Variable	Collinearity Statistics	
	Tolerance	VIF
Total Att B	.684	1.462
Total Exec B	.531	1.883
Total Brand B	.629	1.590

Dependent variable: Total Intent B

The Durbin-Watson statistic also shows that there is no autocorrelation with the statistic value for both, Advert A (2.093) and Advert B(2.182), which they falls within the acceptable range of 1.5 to 2.5 as recommended by Norusis (1995). Table 4.4 (b) below shows the autocorrelation test result.

Table 4.4 (b)

Durbin-Watson Test for Autocorrelation (Advert A)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.730	.534	.528	3.39814	2.093

Durbin-Watson Test for Autocorrelation (Advert B)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.713	.508	.502	3.19290	2.182

As a result, assumption 3 is not violated where multicollinearity and autocorrelation do not exist.

Lastly, Mahalanobis Distance statistical test indicates that maximum value of Mahalanobis Distance for Advert A is 17.89 and 15.54 for Advert B. With the alpha value of 0.001 and three dependent variables, the critical value of chi-square table is 16.27. As the value for advert B (15.54) is lower than the critical value of 16.27, this means that there is no present of multivariate outliers. However, as for advert A, the value of 17.89 is higher than the critical value, therefore the outliers are to be investigated further. Based on the extreme value

table below, it is indicated that there are only two respondents with the value above 17 and their scores are not too extreme, hence they are kept in the data file.

According to Crawford and Allan (1994), the percentage of subjects exceeding the critical value (e.g: 6.5%) corresponded closely to the expected percentage at certain significant level (e.g. 5% at .05 level), it would be advisable to interpret and report this as only exceeding the .05 level and data can be accepted to use for further analysis. Thus, based on Crawford and Allan suggestion, the percentage of cases exceeding the critical value for significance at the .01 level (2.4%) which corresponded closely to the expected percentage (1% at .01 level) will be deemed as acceptable in this study. Therefore assumption 4 with no multivariate outliers exist is not violated. Table 4.4 (c) below displays the multivariate outlier result.

Table 4.4 (c)

Mahalanobis Distance Test for Multivariate Outlier (Advert A)

Model	Mean	Std. Deviation	Minimum	Maximum
Mahalanobis	2.9880000	2.62529736	.03110	17.89287

Mahalanobis Distance Test for Multivariate Outlier (Advert B)

Model	Mean	Std. Deviation	Minimum	Maximum
Mahalanobis	2.9880000	2.49933839	.08768	15.54560

Extreme Values

			Case Number	Identity	Value
Mahalanobis Distance	Highest	1	207	207	17.89287
		2	39	39	17.59922
		3	36	36	15.98548
		4	108	108	10.77693
		5	192	192	9.78160
	Lowest	1	40	40	.03110
		2	91	91	.09958
		3	193	193	.15366
		4	215	215	.27282
		5	175	175	.27905

In conclusion, all the variables are normally distributed and the assumptions of multiple regression analysis are not violated, thus the data used in this study is fit for further statistical analysis.

Therefore, multiple regression analysis is further conducted where Table 4.4 (d) and Table 4.4 (e) show that the regressions are significant ($F_{(3, 246)} = 93.79$, $p < .01$) for advert A and ($F_{(3, 246)} = 84.58$, $p < .01$) for advert B. There are correlations between 3 IVs (brand familiarity, execution styles and favourable attitude) with DV for advert A (R = .73) as well as advert B (R = .71). Furthermore, brand familiarity, execution styles and favourable attitude explain 53% of the variance of purchase intention ($R^2 = .53$) for advert A and 50% of the variance ($R^2 = .50$) for advert B. Furthermore, the three IVs explain 52.8% (Adjusted $R^2 = .528$) of the variance of purchase intention in real population for advert A and explain 50.2% (Adjusted $R^2 = .502$) for advert B.

Table 4.4 (d)

Multiple Regression of IVs on DV (Advert A)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistic				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.730	.534	.528	3.39814	.534	93.795	3	246	.000

a. Predictors: (Constant), Total Brand Familiarity A, Total Attitude A, Total Execution Styles A
b. Dependent Variable: Total Purchase Intention A

Multiple Regression of IVs on DV (Advert B)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistic				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.713	.508	.502	3.19290	.508	84.587	3	246	.000

a. Predictors: (Constant), Total Brand Familiarity B, Total Attitude B, Total Execution Styles B
b. Dependent Variable: Total Purchase Intention B

Table 4.4 (e)

Significant of IVs on DV (Advert A)

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	3249.267	3	1083.089	93.795	.000
Residual	2840.657	246	11.547		
Total	6089.924	249			

a. Predictors: (Constant), Total Brand Familiarity A, Total Attitude A, Total Execution Styles A
b. Dependent Variable: Total Purchase Intention A

Significant of IVs on DV (Advert B)

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	2586.988	3	862.329	84.587	.000
Residual	2507.876	246	10.195		
Total	5094.864	249			

a. Predictors: (Constant), Total Brand Familiarity B, Total Attitude B, Total Execution Styles B
b. Dependent Variable: Total Purchase Intention B

Table 4.4 (f) show that most of the IVs are significant and are positively correlate to purchase intention for both advert A and B. However, attitude towards advert A (β = -.09, p > .01) and advert B (β = -.07, p > .01) were found not significantly predicting purchase intention. Indirectly, this means that attitude towards the advertisements for both Advert A and B did not make a unique contribution to the regression equation. Whereas, execution styles for advert A (β = .45, p < .01) and advert B (β = .38, p < .01) were found to be positive predictors to purchase intention. The same scenario were found in brand familiarity for both advert A (β = .42, p < .01) and advert B (β = .45, p < .01), which they were significantly predicting purchase intention as positive predictors. Consequently, these findings show that execution styles (β = .45) with a higher value than brand familiarity (β = .42) is more predictive towards purchase intention for advert A. In contrast, brand familiarity (β = .45) with a higher value than execution styles (β = .38) is more predictive towards purchase intention for advert B.

Table 4.4 (f)

Coefficients and Significant of Each IV on DV (Advert A)

	Unstandardized	Coefficients	Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	-2.245	1.445		-1.554	.122		
TotalAttA	-.069	.037	-.090	-1.870	.063	.827	1.210
TotalExecA	.135	.016	.457	8.637	.000	.676	1.479
TotalBrandA	.412	.49	.423	8.422	.000	.750	1.333

a. Dependent Variable: Total Purchase Intention A

Coefficients and Significant of Each IV on DV (Advert B)

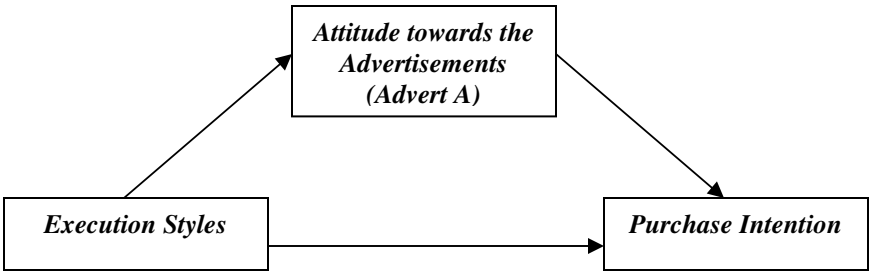
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.113	1.349		-.084	.933		
TotalAttB	-.051	.039	-.070	-1.303	.194	.684	1.462
TotalExecB	.104	.017	.386	6.286	.000	.531	1.883
TotalBrandB	.429	.054	.450	7.973	.000	.629	1.590

a. Dependent Variable: Total Purchase Intention B

The regression tests were further conducted to determine the mediating role of attitude towards the advertisements. Accordingly to the Perason's Correlation result earlier, execution styles is a predictor for purchase intention ($R= 0.63$, $p< 0.01$) and a predictor for attitude towards the advertisements ($R= 0.40$, $p< 0.01$) for advert A. Whereas the attitude towards the advertisements for advert A is a predictor for purchase intention ($R= 0.21$, $p< 0.01$). However, it is shown that the level of relationship between execution styles and purchase intention increased after the introduction of attitude towards the advertisement for Advert A ($\beta= 0.65$), which means this variable is a mediator in the relationship as shown in the figure 4.4 (a) below. The statistical significance of the model was checked by using the Sobel test ($Z= 3.07$, $p<0.05$), as shown in the table 4.4 (g) below.

Figure 4.4 (a)

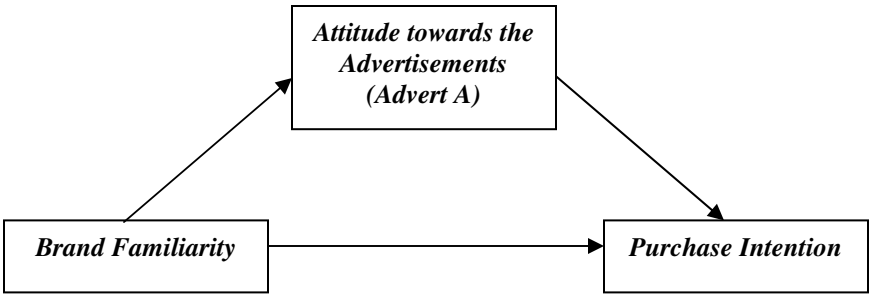
Mediating Relationship between Execution Styles and Purchase Intention (Advert A)



On the other hand, brand familiarity is a predictor for purchase intention (R= 0.62, p< 0.01) and also a predictor for attitude towards the advertisements (R= 0.27, p< 0.01) for advert A. Furthermore, the attitude towards the advertisements for advert A is a predictor for purchase intention (R= 0.21, p< 0.01) as mentioned above. However, it is shown that the level of relationship between brand familiarity and purchase intention lowered with the introduction of attitude towards the advertisement for Advert A (β= 0.61). This shows that the variable is a mediator in the relationship as shown in the figure 4.4 (b) below. The statistical significance of the model was checked by using the Sobel test (Z= 2.71, p<0.05), as shown in the table 4.4 (g) below.

Figure 4.4 (b)

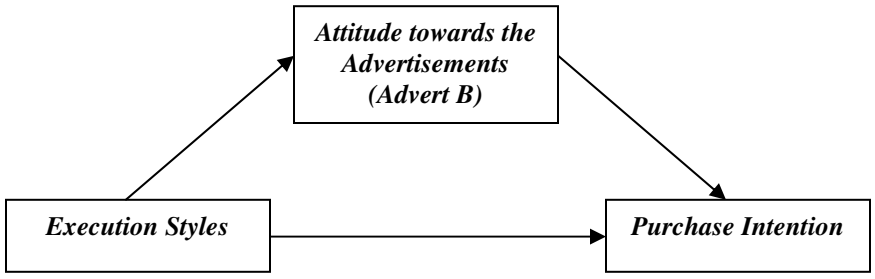
Mediating Relationship between Brand Familiarity and Purchase Intention (Advert A)



Similar results are shown for the case of advert B. It is illustrated prior that execution styles is a predictor for purchase intention (R= 0.61, p< 0.01) and a predictor for attitude towards the advertisements (R= 0.55, p< 0.01) for advert B as well. Meanwhile, the attitude towards the advertisements for advert B is a predictor for purchase intention (R= 0.33, p< 0.01). However, it is shown that the level of relationship between execution styles and purchase intention increased after the introduction of attitude towards the advertisement for Advert A (β= 0.62). Indirectly, this indicates that the relationship between execution styles and purchase intention is partly mediated by attitude towards the advertisements as shown in the figure 4.4 (c) below. The statistical significance of the model was checked by using the Sobel test (Z= 4.86, p<0.05), as shown in the table 4.4 (g) below.

Figure 4.4 (c)

Mediating Relationship between Execution Styles and Purchase Intention (Advert B)



Brand familiarity for advert B is the strongest predictor for purchase intention (R= 0.65, p< 0.01) and also a predictor for attitude towards the advertisements (R=

0.41, p< 0.01) for advert B. In addition, the attitude towards the advertisements for advert B is also a predictor for purchase intention (R= 0.33, p< 0.01). However, it is shown that the level of relationship between brand familiarity and purchase intention lowered substantially with the introduction of attitude towards the advertisement for Advert B (β= 0.62). Therefore, this result shows that the variable is a mediator in the relationship as shown in the figure 4.4 (d) below. The statistical significance of the model was checked by using the Sobel test (Z= 4.38, p<0.05), as shown in the table 4.4 (g) below.

Figure 4.4 (d)

Mediating Relationship between Brand Familiarity and Purchase Intention (Advert B)

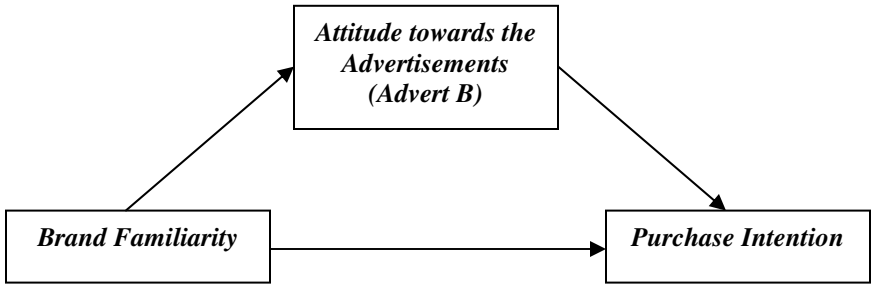


Table 4.4 (g)

Sobel Test for Mediating Relationship between IV and DV (Advert A)

	Unstandardized	Coefficients	Sobel Test		
Model	B	Std. Error	Test Statistic	Std. Error	*P* Value
TotalExecA and TotalAttA	0.156	0.022	3.07799379	0.00831191	0.00208399
TotalAttA and Total IntentA	0.164	0.048			
TotalBrandA and TotalAttA	0.346	0.077	2.71975372	0.02086365	0.00653306
TotalAttA and Total IntentA	0.164	0.048			

Sobel Test for Mediating Relationship between IV and DV (Advert B)

	Unstandardized	Coefficients	Sobel Test		
Model	B	Std. Error	Test Statistic	Std. Error	*P* Value
TotalExecB and TotalAttB	0.207	0.020	4.8648341	0.01008441	0.00000115
TotalAttB and Total IntentB	0.237	0.043			
TotalBrandB and TotalAttB	0.556	0.077	4.38117311	0.03007688	0.0000118
TotalAttB and Total IntentB	0.237	0.043			

This chapter has concluded with the analysis presented above which comprises of the data screening, validity and reliability test, descriptive and data analysis associated with the research hypotheses. The next chapter would be the conclusion chapter which summarised the overall of this research paper. It also explored the possible managerial and marketers implication and at the same time described the limitations of this study while recommending the future studies.