CHAPTER 5: CONCLUSION

This chapter addresses the summary results of this study as well as managerial and marketers implication in the first section. Limitations and recommendations of this study are subsequently presented.

5.1 Research Conclusions

The research question for this study is to explore the influences of brand familiarity, execution styles, attitude towards the advert on purchase intention in the context of standardised versus adapted print advertisement applicable to Malaysia.

Based on the data analyses discussed in the preceding chapter, the results of the hypotheses testing are summarized in Table 5.1. The hypotheses define the links and influence between these variables. Furthermore, the results lead to the achievement of the stated research questions and consequently reflect a number of conclusions and managerial implication drawn as follows.

Based on the findings, brand familiarity and execution styles for both Advert A and B do have significant, positive influence on purchase intention. Therefore, **H1 and H2** for both advert A and B are supported in this study. Meanwhile attitude towards the advert for both advert A and B do not have significant result and

therefore, **H3** is rejected in this study. The results indicate that attitude towards the advert is not a predictor of purchase intention towards standardised or adapted print advertisements in Malaysia. Rejection of H3 was supported by past studies by Machleit, Allen and Madden (1993) which stated that consumers already have their preferred brands and it is difficult to influence them to change. Furthermore, findings by Giges (1992) has also shown that favourable attitude do not always lead to purchase intention.

With the results above, the regression equation is derived for Advert A and Advert B as shown below:

$$PI = -2.24 + 0.45*(ES) + 0.42*(BF)$$
(Advert A)

$$PI = -0.11 + 0.38*(ES) + 0.45*(BF)$$
(Advert B)

where *PI = Purchase Intention*
ES = Execution Styles
BF = Brand Familiarity

Based on the regression equations above, purchase intention for Advert A and Advert B can be calculated statistically. For example, in estimating purchase intention in advert A, execution styles and brand familiarity are done 5 times better, then the result of the purchase intention would be as calculated below:

$$PI = -2.24 + 0.45*(5) + 0.42*(5)$$
(Advert A)

$$= -2.24 + 2.25 + 2.1$$

$$= 2.11$$

The result of 2.11 indicates that 5 unit increase in execution styles and brand familiarity variables would result in 2.11 increase of consumers' purchase intention in Malaysia. On the other hand, the 5 unit increase in execution styles and brand familiarity variables would result in 4.04 increase of consumers' purchase for advert B as shown below:

$$PI = -0.11 + 0.38*(5) + 0.45*(5)$$
(Advert B)

$$= -0.11 + 1.9 + 2.25$$

$$= 4.04$$

In addition, the major findings of this study has indicated that brand familiarity and execution styles play an important role in influencing consumers' purchase intention in print advertisements in Malaysia. Moreover, when compared with the independent variables of brand familiarity and execution styles for both adverts, brand familiarity for advert B and execution styles for advert A have the highest significant and positive influence on purchase intention. Indirectly, this also means that brand familiarity is an important factor in standardised advertisement

Table 5.1

Summary of Hypotheses Testing

Hypothesis	Coefficient	Result	Supported Literatures
Advert A			
H1 Brand familiarity has a positive influence on consumers' favourable attitude towards print advertising	.42	Supported	Arora & Stoner's (1996) Holden & Rutz (1992)
H2 Execution style has a positive influence on customers' liking towards the advertisement	.45	Supported	De Pelsmacker et al. (2002) Lutz, MacKenzle & Belch (2001)
H3 Consumers' liking towards the advertising has a positive influence on buying intention	-.09	Not Supported	Machleit, Allen & Madden (1993) Giges (1992)
Advert B			
H1 Brand familiarity has a positive influence on consumers' favourable attitude towards print advertising	.45	Supported	Steenkamp er al. (2003) Keller (1998) Belch & Belch (1998) Arora & Stoner's (1996) Holden & Rutz (1992)
H2 Execution style has a positive influence on customers' liking towards the advertisement	.38	Supported	De Pelsmacker et al. (2002) Lutz, MacKenzle & Belch (2001) Belch & Belch (1998)
H3 Consumers' liking towards the advertising has a positive influence on buying intention	-.07	Not Supported	Machleit, Allen & Madden (1993) Giges (1992)

while execution styles is more important in adapted advertisements in influencing Malaysians' consumer in their purchase intention.

5.2 Research Implications

First and foremost, it is found in this paper that attitude towards advert is not a predictor for purchase intention of print advertisements in Malaysia. Consumers do not think that the positive feeling towards the advertisements, no matter it is the standardised or adapted advertisements, would influence their purchase intention. This is not consistent with most of the prior studies as mentioned in Chapter 2. However, there are few literatures that support this negative finding which aligned with the results in this study as shown in Table 5.1. Most probably this is due to Malaysians' consumers may already have their preferred brand and purchase intention towards certain brand as mentioned by Machleit, Allen and Madden (1993). For instant, in Malaysia, there are a few strong Burger King's competitors such as McDonald's, Kentucky Fried Chicken and A & W. Furthermore, some respondents have even commented during the survey was conducted that they thought the advertisements were from McDonald's.

From managers and marketers perspective, print advertisements in Malaysia do play a crucial part in influencing consumers' attitude like any other countries. However, they need to realize that it is not sufficient to just produce good advertisements as it does not guarantee customers' purchase intention. At the

same time, it is shown that there are other factors influencing consumers' purchase intention and in this study for example, it may be influenced by the brand familiarity as well. Even though attitude towards the advertisement does not show significance result in this study, however marketers should not ignore this factor completely. This is because that favourable attititude towards the advertisement will eventually make consumers to like a brand. Perhaps it is not the first priority factor for Malaysian consumers to influence them towards having purchase intention.

On the other hand, Malaysian consumers' are shown to be strongly influence by branding in making their purchase decision. It is explicitly shown that brand familiarity is the most important factor to influence consumers in print advertisements, for both standardised and adapted advertisements. Indirectly, this means that whether consumers like or not what they see in the advertisements regarding their favourite brand, they will still buy the products from that particular brand. Basically, consumers would have purchase intention towards the brands that they are familiar with and would not switch their purchase intention easily to unfamiliar brands.

From managers and marketers standpoint, as brand is so vital and is proven being able to influence consumers' purchase intention, therefore they should focus on building brand image and get consumers familiar with their brand by conducting lots of promotional and educational programs. In short, marketers

must need to establish a strong and reputable image in order to make consumers purchase the brand and at the same time stay loyal with the brand.

Finally, execution styles are revealed to be contributing to consumers' purchase intention in Malaysia. Both informational and transformational execution may also do good to influence consumers to have purchase intention. This is due to informational execution may improve a new brand by providing information to Malaysian consumers and to persuade them to try the brand. Meanwhile, the transformational execution may strengthen a brand image by building the bond between the consumers and the brand. Thus, it is also shown in this study that execution styles carry more weight in adapted advertisements than standardised advertisements. In other words, this means Malaysian consumers are more influence by the execution styles in their purchase intention when adapted advertisements were in use to promote a brand.

Therefore, managers and marketers have to be creative in conducting the execution styles when dealing with different kind of situations. For example, execution styles are shown to be more important in adapted advertisements and therefore, marketer need to know what kind of execution styles may be suited in reaching consumers for particular objective. The possibility explanation for the execution styles to be a factor may be due to adapted advertisements needs to be closely bonded or related to the "local" culture or life style. As Malaysia is a multi-cultural society, hence the extent to which print advertisements need to be

adapted to meet regulations which have sticker implications for the Muslim population than the non-Islamic population has to be also considered. This would not be an easy task and it would be a challenge for them to create an advertisement with execution styles that suits every ethnicities. Nevertheless, managers and marketers need to be aware of the two major types of execution styles which they are informational and transformational styles.

5.3 Research Limitations and Recommendations

Despite accomplishment in recognizing the relationship between brand familiarity, execution styles, attitude towards advertisement with purchase intention in which the findings are useful for further validation, this study is subject to some limitations.

Major limitation is that the results presented in this study are based on the analysis using cross-sectional data due to the constraints on time and cost. As a result, strong evidence of the effects between research variables in the research model cannot be examined as a whole. Therefore, longitudinal study approach is suggested for future research projects.

Secondly, the sample was not representative from the actual population of Malaysia. The study is only limited to Klang Valley and utilized a convenience sampling method where the sample consists mainly graduate students, postgraduate students and white-collar workers. Thus, the study sample may

limit the generalizability of results. As the result shows that hypothesis three is rejected, further studies are necessary to confirm the causal relationships between constructs by using a broader sample that represent Malaysia in order to increase generalizability of the research findings.

Besides that, since Malaysia is a multi-cultural society, selecting the print advertisements would also affect the result of the study. In this study, an adapted advertisement that is very culturally narrowed to the Malays is selected due to the higher quota of the ethnicity in the population. Unfortunately, the total ratio of the gathered respondents did not make up to a higher quota compared to the rest of the respondents. This might affect and limit the accuracy of the result. Therefore, preplan of the quota of the respondents and choosing the proper advertisements accordingly to the theme of the print advertisements are recommended for future research.

In addition, current study did not include all possible variables which affect consumers' purchase intention in print advertisements. As Advertising Response Model (ARM) has not been tested in Malaysia in the comparison of standardised versus adapted advertisements, current model serve as a basic overview of purchase intention concept whereby the model only emphasizes on the direct effect of the variables on purchase intention. The model may need to be further enhanced as there may be other possible independent variables that may

influence purchase intention significantly or may produce new findings that would be meaningful to practitioner and academics in Malaysia.

Therefore, for future research, the model should be enhanced by searching for additional variables that can improve the ability to more accurately predict consumer's purchase intention towards print advertisements in Malaysia. Such additional variables should be considered to be relevant to apply in print advertisements context where they may includes independent variables (for example: product or brand related) or mediator variable (for example: brand attitude) or even moderator variable (for example: involvement, product attributes). This recommendation can be an interesting challenge for the future researchers and offers them new and exciting research opportunities to work in the time to come.

As the conclusion of this study, this chapter has ended the study with a comprehensive summary of the study which includes limitations and recommendations for future studies to be done to further contribute to the field. The bibliographies and appendices are provided in the last part of this study as a reference and explanation of the above analysis done.