

The Influence of Product Attributes and Print Advertisements on Consumers' Purchase Intention under Different Involvement Degrees: an Empirical Evidence of Department Stores in Wuhan City

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Abstract: This paper first studies the impact of the combination of two product attributes (functional attributes, hedonic attributes) and two advertising statements (imperative statements/non-imperative statements) on consumers' purchase intention from the perspective of enterprises, and obtains the optimal matching combination by comparing the differences in the impact of different combinations on purchase intention. Further, from the perspective of consumers, this paper introduces the degree of consumer involvement as a moderating variable to explore its influence on the relationship among product attributes, advertising statements and consumer purchase intention, and deeply analyzes the changes in the influence of product attributes and advertising statements on consumer purchase intention under the regulation of the degree of involvement. At the same time, this paper explores the factors affecting consumers' purchase intention from the perspective of enterprises and consumers, which is more consistent with the current market situation and can provide suggestions and guidance for enterprises to make marketing decisions. In terms of research design, this paper used the method of describing the experiment, and used inter-group analysis.

1. Introduction

Advertising in social network sites is an important phenomenon in the social commerce. In order to promote new product and attract consumers, advertisement will be posted on the social network sites. Once interested, consumers can interact with the seller directly through social network sites to obtain more related information and buy their favorite products. Previous studies on social commerce mainly focused on validating the determinants of consumer behavior such as information sharing intention, word-of-mouth and participation. These determinants include trust, technological features and social support. Seldomly, there is research looking into determinants of consumer's purchase intention toward advertised product in social commerce.

First, a lot of literature on the functional and hedonic attributes of the product into two categories, lacking a certain product or comparative study on two kinds of attribute combination

research; second, although the academic circles have realized advertising statements in the important function of advertising, there is still a lack of research literature to categorize advertising statement from the perspective of sentence patterns; thirdly, most of the researches on consumers' purchasing intention are analyzed from a single perspective, instead of the joint research from the perspectives of enterprises and consumers^[1].

2. Research Methodology

2.1 Experimental Design

2.1.1 Experimental Design and Subjects

a) Experiment design link

Firstly, product selection. Since this paper studies the functional attributes and hedonic attributes of the same product, the product should have both of the above two attributes, and the two attributes can be easily distinguished, and consumers are susceptible to the influence of advertising statements when choosing the product^[2].

Then, according to the specific performance of the two attributes of the product and the attributes that consumers attach more importance to, the functional attributes and hedonic attributes used in this experiment are determined respectively.

Next, according to the different advertising statements, the advertising statements suitable for the functional attributes and hedonic attributes of the product are selected as the stimulus materials of this experiment.

b) Experiment grouping condition

This experiment uses 2 grouping experiment. The specific grouping is shown in Table 1.

Table 1: Grouping of experimental design

Experiment grouping	Experiment design
Group 1 (Questionnaire 1)	Advertising stimuli that accept imperative statements for functional properties of the product
Group 2 (Questionnaire 2)	Advertising stimuli that accept non-imperative statements of functional properties of the product
Group 3 (Questionnaire 3)	An imperative statement that accepts the hedonic properties of the product
Group 4 (Questionnaire 4)	An advertising stimulus that accepts a non-imperative statement of the hedonic property of the product

2.1.2 Screening and Preparation of Experimental Materials

a) Product selection

Hirschman and Holbrook (1982) classify products based on high-function and high-hedonic products (such as cars); High-function, low-hedonic products (e.g., insurance); Low-function, high-hedonic products (e.g., art); Low-function, low-hedonic products (e.g. plastic fruit). Therefore, p with high functional and hedonic attributes are selected as experimental materials in this study. The specific grouping is shown in Table 2.

From the data in the above table, it can be found that: in the seven-point scale, the functional attribute score of mobile phones is 6.12, and the hedonic score is 4.03, with the average score greater than 4, indicating that mobile phone is a high-functional and high-hedonic product. In addition, considering that mobile phones are basically familiar products to all consumers, and consumers have the experience of purchasing mobile phones, taking mobile phones as the research

object is universal to the test. Therefore, the research object of this experiment is determined to be mobile phone products.

Table 2: Evaluation of the attributes of different products under test

Products	Functional attribute mean value	Hedonic attribute mean value
shampoo	6.26	4.11
cellphone	6.12	4.03
cell	5.83	3.09
jeans	5.28	4.40
sneakers	5.0	5.60
chocolate	4.47	5.07
beer	3.9	4.26

b) Product attribute

Combined with the above research conclusions and the advertising performance of existing mobile phone companies, this study takes the “signal stability” and “camera function” of mobile phones as functional attributes in the experimental design below. The “color representation” and “appearance design” of mobile phones are taken as hedonic attributes, and corresponding advertising statements are selected and designed according to these four attributes.

c) Advertising statements

When selecting advertising materials, this study considers that the screen color, background music and brand LOGO of TV ads or print ads may interfere with the choices tested, so only the advertising sentences presented in the form of text are selected in this experiment to ensure the effectiveness of the experiment.

2.2 Use of Scale

Table 3: Measurement and source of variables

Variables	Measuring items	Item source
Purchase intention	A1 I'm willing to use the phone	Baker and Churchill (1977)
	A2 If I saw the phone in the store, I would like to buy it.	
	A3 I would actively search the store for the phone.	
	A4 Next time if I want to buy a phone, I will choose this phone.	
Involvement degree	B1 Cell phones are very important to me.	Zaichkowsky (1994)
	B2 I buy a mobile phone for my own use.	
	B3 Buying a mobile phone means a lot to me.	
	B4 I really need my phone.	
	B5 Buying and using a mobile phone is of great value to me.	
	B6 I am very interested in mobile phones.	
	B7 I'm excited about buying and using a mobile phone.	
	B8 Mobile phones are very attractive to me.	
	B9 The brand, appearance and function of mobile phone appeal to me.	
	B10 I'm very involved in the purchase and use of mobile phones.	

There are two variable measurement scales required in this study: purchase intention scale and involvement scale. A seven-point Likert Scale was used in this study, with 1 to 7 being “strongly disagree”, “disagree”, “somewhat disagree”, “generally”, “somewhat agree”, “agree” and “strongly agree”. The scale items used in the experimental questionnaire are summarized as follows (Table 3):

3. Theoretical Model and Research Hypothesis

3.1 Theory of Reasoned Action

The Theory of Reasoned Action (TRA) proposes that the intense of intentions can cause one's attempt to perform expected behavior, and there is high possibility that behavior can happen. There are two suggested components, which bring about the intention namely, attitudes and subjective norms. A basic conceptual framework of the theory is shown in the Figure 1^[3].

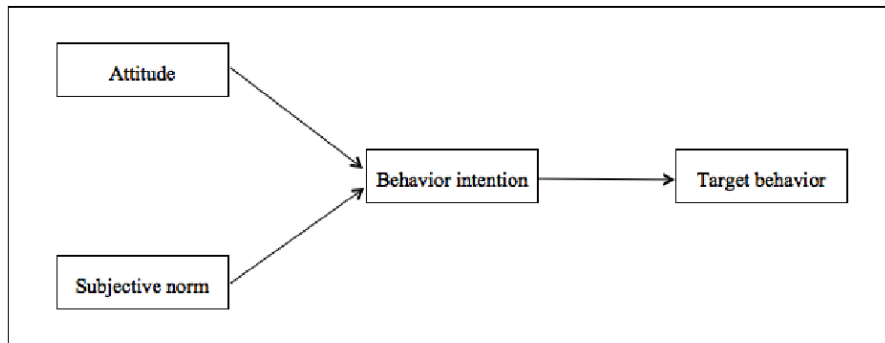


Figure 1: A basic conceptual framework of The Theory of Reasoned Action

3.2 Product Attributes, Advertising Statements and Purchase intentions

Based on the existing research theories on the relationship between product attributes and purchase intention, this paper proposes the following hypotheses:

H1: Product attributes have a significant impact on consumers' purchase intention.

H2: Print advertising sentence has a significant impact on consumers' purchase intention.

H3a: When the advertising statement conveys the functional attributes of the product, the non-imperative statement is more likely to stimulate the consumer's purchase intention than the imperative statement.

H3b: When the statement conveys the hedonic properties of the product, the imperative statement is more likely to stimulate consumers' purchase intention than the non-imperative statement.

3.3 The Moderating Effect of Consumer Involvement

To sum up, this paper proposes the following hypotheses on the moderating effect of consumer involvement:

H4: Consumer involvement has a moderating effect on the relationship among product attributes, print advertising sentences and purchase intention.

H4a: When the degree of consumer involvement is high, no matter whether the advertising statement conveys the functional or hedonic attributes of the product, the advertising slogan of the non-imperative statement can stimulate the purchase intention of consumers more than the imperative statement.

H4b: When the degree of consumer involvement is low, whether the advertising statement conveys the functional or hedonic attributes of the product, the advertising slogan of the imperative statement is more likely to stimulate the purchase intention of consumers than the non-imperative statement.

Based on the above hypotheses, the theoretical model of this study is obtained as follows.

4. Data Analysis

4.1 Hypothesis Testing

In this paper, the main effects of product attributes, print advertising sentences and their interaction are tested by Anova in SPSS 17.0, and the analysis results are shown in Table 4.

Table 4: Analysis of variance results

Dependent Variable: consumer's purchase intentions

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	101.043a	3	33.681	69.082	.000
Intercept	1946.088	1	1946.088	3991.534	.000
Product attribute	4.313	1	4.313	8.846	.004
Advertising statements	.876	1	.876	1.796	.183
Product properties * Advertising statements	95.855	1	95.855	196.603	.000
Error	56.556	116	.488		
Total	2103.688	120			
Corrected total	157.599	119			

a. R. Squared=.641(Adjusted R Squared=.643)

4.2 Summary of Hypothesis Testing Results

Based on the above statistical analysis results, the verification results of each research hypothesis are summarized as shown in Table 5:

Table 5: Hypothesis testing results

hypothesis	verification result
H1: Product attributes have a significant impact on consumers' purchase intention.	Support
H2: Print advertising sentence has a significant impact on consumers' purchase intention.	Support
H3a: When the advertising statement conveys the functional attributes of the product, the non-imperative statement is more likely to stimulate the consumer's purchase intention than the imperative statement.	Support
H3b: When the statement conveys the hedonic properties of the product, the imperative statement is more likely to stimulate consumers' purchase intention than the non-imperative statement.	Support
H4: Consumer involvement has a moderating effect on the relationship among product attributes, print advertising sentences and purchase intention.	Support
H4a: When consumer involvement is high, whether the advertising statement conveys functional or hedonic attributes of the product, non-imperative statements are more likely to motivate consumers to buy compared with imperative statements.	Support
H4b: When the degree of consumer involvement is low, whether the advertising statement conveys the functional or hedonic attributes of the product, the advertising slogan of the imperative statement is more likely to stimulate the purchase intention of consumers than the non-imperative statement.	Support

5. Conclusion

Specifically speaking, the research conclusions of this paper can be summarized into the following three points.

The hypothesis that advertising statements have a significant impact on consumers' purchase intention is valid. In real life, consumers' choice of a product will also be influenced by product attributes and advertising, which can be mutually corroborated with the conclusion of this paper^[4].

The advertising slogan that introduces the basic information of the product is the slogan of the non-imperative statement. Therefore, when enterprises want to convey functional information of products to consumers, they should choose advertising slogans with non-imperative sentence structure, which can better meet the needs of consumers for information collection and make consumers more willing to buy.

On the other hand, if a product is of little or no value to the consumer, and the consumer doesn't care which attributes of the product the company wants to convey in its advertising. At this point, a rallying slogan can prompt consumers to make a purchase decision. Thus, when consumer involvement is low, imperative statements are more likely to motivate purchase intentions, again independent of product attributes.

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