

PalArch's Journal of Archaeology of Egypt / Egyptology

MARKETING EFFECTIVENESS VIA PERSUASIVE ADVERTISING IN THE DIGITAL AGE

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Bidisha Nandi, Madhavi Damle: Marketing Effectiveness Via Persuasive Advertising in The Digital Age -- Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(6). ISSN 1567-214x

Keywords: consumer psychology, persuasive advertising, ethos, logos, pathos, mobile advertising, search engine management, social media advertising, consumer attitude, advertising characteristics, digital advertising effectiveness, purchase decision

ABSTRACT

The modern market has enabled digital advertising to take brand engagement among consumers to a deeper level through communication, customer feedbacks, subscriptions, price comparisons and personalised content. This research aims to determine the co-dependency of advertising characteristics namely informativeness, creativity, personalization, and consumer attitudes like brand loyalty, buyer motivation, and manipulation on consumer purchase decisions, and measures the influence of online media on digital advertising effectiveness. The rationale for this research is to determine the factors that could help marketing professionals/advertisers strategize in the context of persuasive advertising in the digital space.

Quantitative research methodology has been used in determining the factors that contribute the most towards digital advertising effectiveness, thereby performing statistical analysis on a samples collected across various demographics through online questionnaire.

Findings of this research show that the successful execution of an advertising campaign is subject to not only consumer perception, but also the advertising characteristics that build better brand engagement. Research implications suggest that the study will prove helpful to buyers, marketers, managers, and media companies by providing insights into the consumer perception

as a result of persuasive advertisement, in turn, developing means to build trust in the consumer's market.

1. Introduction

A few years ago, traditional advertising media was considered a crucial tool for marketers to showcase their products, but now, digital advertising media is prospering and has gained significant viewership over the years. Today, digital advertising media is the most important communication channel for effective marketing as advertisers can approach consumers in a more flexible and inexpensive platform, thereby building quality relationship and trustworthiness towards the brand. Hence, marketers have leveraged digital media to make their commercials more persuasive and convincing to a well-established audience base through real-time collection and exchange of data that is obtained at convenient times and places (Barnes, 2002). Today, millions of customers use emails, company websites, search engines, apps, and social media to make purchases, interact with other customers and sellers, get promotional offers, recommend products and share their preferences, all at one place. A huge amount of consumer data gets generated in this process, which is then analysed by sophisticated tools and algorithms by strategists that make use of this information to come up with marketing strategies and advertising techniques that are effective in the modern market. This not only reduces the cost of advertising but also enables brands to build sustainability in the long run. Marketers can now target their audience by offering customised goods and services to suit individual needs, in a niche market (Andrejevic, 2013).

2. Literature Review

2.1 Types of Digital Advertising Media

2.1.1. Mobile Advertising

Mobile devices have witnessed a rapid expansion in their usage and the reliance on mobile based content has created a new delivery platform for advertisers to showcase their products. With the development of new mobile applications and services enabling multimedia messaging (MMS), SMS based messaging, games, and music, it has become more viable and lucrative for marketers to approach clients and potential customers (Humayun Kabir Chowdhury, Nargis Parvin, Christian Weitenberner, 2006). The most broadly utilized mobile advertising is SMS based advertising which is often considered as a productive tool over traditional forms of advertising media (Ahmed et al., 2019).

2.1.2. Email Advertising

Email-based advertising is an extremely powerful tool to deliver messages through various approaches – product catalogues, newsletters, web pages, company websites depending on the format chosen by the marketer. Personalized and interactive content helps in gaining consumer's attention,

making email based advertising and effective tactic. It has been revealed in an online survey that online users at an executive level understand the significance of email based marketing and considerably rely on it for informative content (Evangelos et al., 2006). The most common utilization of email-based advertising can be seen for B2B businesses, reason being its cost effectiveness and the capability to reach the masses.

2.1.3. Search Engine Management

Search engines are being heavily relied upon by consumers for their needs and preferences, resulting in an increased sale of consumer goods and services on the online platform. It has become an indispensable part of online advertising due to its immense capability of lead generation and bringing in new customers (Breuer et al., 2011). Search Engine Optimization (SEO) is a productive tool that enables links to appear on top of the results page whenever an individual searches for a specific keyword or item (Mahendru et al., n.d.). The major purpose fulfilled by SEO is to bring new customers to the landing page, making websites gain higher competitive advantage against others in order of ranking. The factors that influence website/page visits by clients are (a) quality of site in light of appraisals, (b) loyalty of consumers with the brand, (c) site hit rates, (d) click through rates, (e) cost per client/customer, (f) organic and paid search tool rankings, (g) navigation rates and (h) number of converted leads.

2.1.4 Social Media Advertising

Social media has undoubtedly become the major platform to engage consumers online by establishing direct relationships with them in real time networking environment. Social media has a major influence on consumer behaviour, opinions and attitudes as consumers can interact and communicate their likes and preferences to marketers, thereby generating real-time data and touch points (Chi, 2011). With highly efficient recommendation engines and algorithms, marketers can approach customers with new and innovative recommendations to enhance product reach. Consumers are likely to purchase when recommended, even more when it comes from a trustable source (Henry & Feehi, 2015). With social networks becoming the most popular content delivery platforms, businesses can be highly recognized for their products and services, leveraging the 'viral marketing' concept. Companies leverage social media for not only advertising but also for resolving consumer issues, product customizations, generating ideas and innovations and understanding their preferences.

2.2 The Concept of Persuasive Advertising

Persuasive advertising involves gaining attention, creating buzz, stimulating actions, cultivating desire for a change, and creating a preference for using the product (O'Shaughnessy & O'Shaughnessy, 2003). Persuasive techniques are described as an intricate set of linguistic tools that partake in changing perception and attitude towards a product, without any forceful impositions, thereby influencing the behaviour of individuals in a particular direction

(Romanova & Smirnova, 2019). Persuasive techniques in advertising are mostly employed to build brand reputation or raise brand awareness more than increasing sales. The research helps to shed light on the three main principles of persuasive argumentation – logos, pathos and ethos pertaining to rational, emotional, and moral argumentation, respectively.

2.2.1 Classification of Persuasive Advertising Techniques

According to Romanova and Smirnova (2019), ten persuasive techniques have been distinguished that could be categorised into logos, pathos and ethos, for example, rhetorical figures categorized into influential images, catchy phrases, underlying themes that ultimately result in strong desires and emotions. This classification is done based on certain rhetorical principles that are subject to implementation even in the modern advertising age (Table 1).

Table 1 Classification of persuasive advertising techniques as pathos, ethos, and logos. Adapted from (Elizaveta Baryshnikova, 2017)

<i>Pathos</i>	<i>Ethos</i>	<i>Logos</i>
Seeking a common ground	Appealing to consumer's authority	Appealing to rationality
Personal engagement	Self-image/representation	
Appealing to consumer's desires and preferences		
Appealing to consumer's state awareness		
Appeal to consumer's time awareness		
Appealing to benefits delivered by the product		
Flattery		

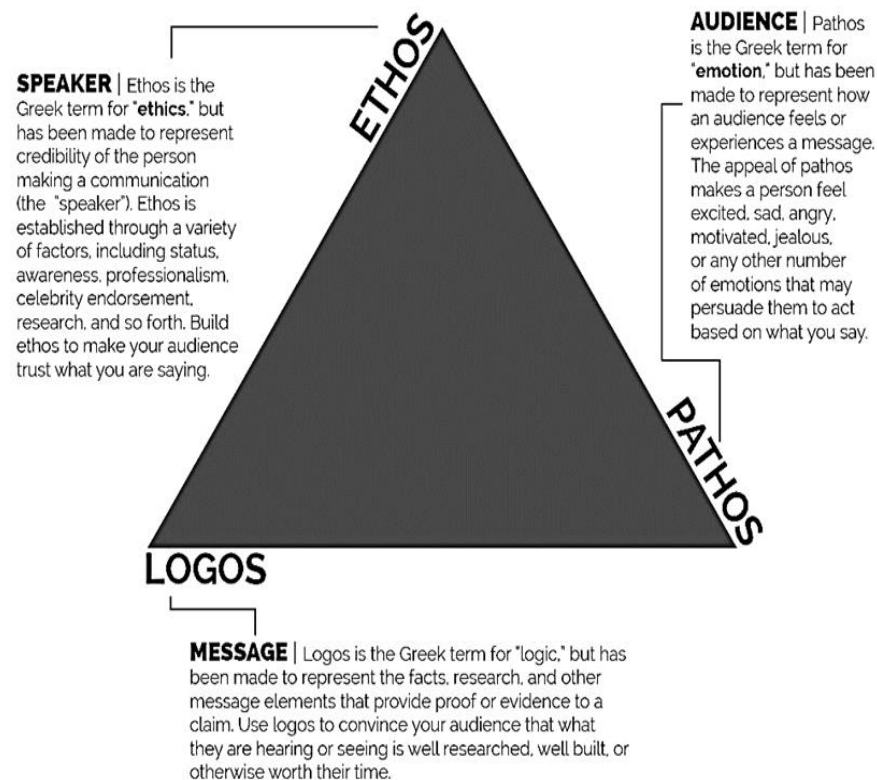


Figure 3 An Overview of The Three Rhetorical Appeals
Source: Adapted from (The VCG, n.d.)

2.2.1.1 PATHOS – Persuasion Based on Emotional Engagements

Pathos refers to persuasion via emotional involvement that considers responsibly well-articulated nature of speech, and words that makes the listener attentive, impressed and convinced by the value being proposed (Vu, 2017). This convincing effect is rather created through emotional attachments such as images and music, which act as positive reinforcements for the audience. Pathos comprises of 7 different techniques (as mentioned in Table 1) which address various emotional components such as psychological, cognitive, and behavioural factors.



Figure 4 Pathos in Advertising - BMW Warns Against Drinking and Driving
Source: Adapted from (Steenhout, 2015)

2.2.1.2 ETHOS – Persuasion Based on Moral Arguments

In an ethos advertisement, the speaker's position matters the most that correlates with the trustworthiness of the product being sold. "Ethos considers the moral aspect of persuasion and is represented by representation of self-image and authority" (Vu, 2017). Brands that are endorsed by celebrities are influential as the information conveyed is from reputable sources that dictate high quality. People attach the speaker's image to the image of the product being showcased. More often, companies are represented as a team or a group of people that share the same positive attitude towards the product.



Figure 5 Ethos in Advertising – Novanoid Offers Solutions Trusted by Fortune 500 Companies

Source: Adapted from (IXL Learning, n.d.)

Irrespective of having product specific expertise, influencers continue to endorse products due to their high stature in our society. Credibility of the brand is often associated with the status of the personnel endorsing it.

2.2.1.3 LOGOS – Persuasion Based on Logical Arguments

Logos refers to the sequential organization of logical arguments that leads to specific conclusions. “These arguments may be represented in the form of figures, events, facts, statistics and outstanding qualities” (Higgins & Walker, 2012). The advertiser prescribes a product through logical statements in a way that the consumer is drawn towards purchasing it. This technique appeals to rationality and hence, creates a stronger impact on the recipient’s mind. Logos based persuasive techniques are backed by tripling and statistics, based on qualitative and quantitative analysis.

Quantitative tools stating the advantages are backed up by supporting evidences and statistics, thereby creating brand trust and reliance. Qualitative tools on the other hand, can be found in references to names, well known places, labels, and organizations.

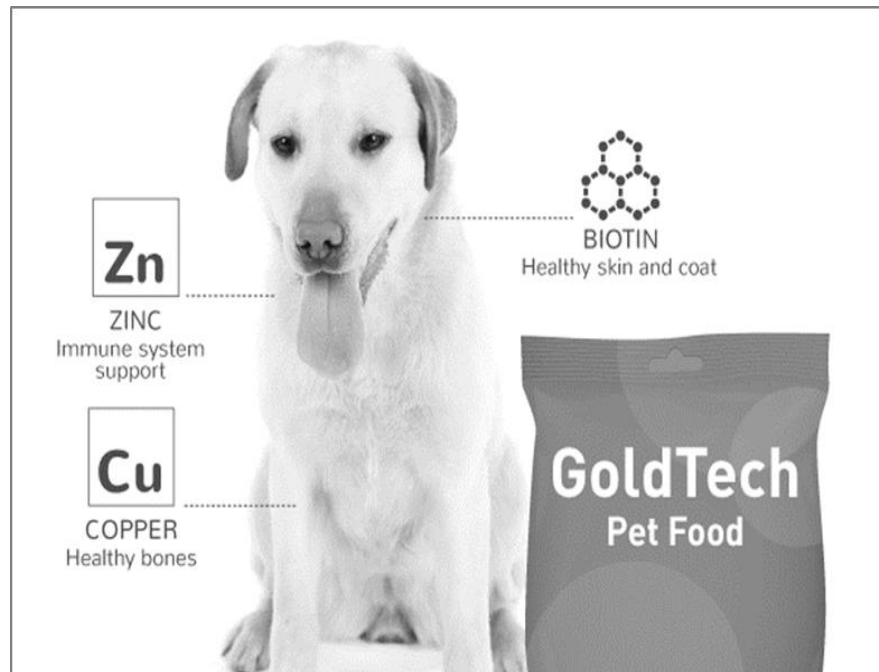


Figure 6 Logos in Advertising – GoldTech puts Logos Based Persuasive Technique to Work

Source: Adapted from (IXL Learning, n.d.)

2.3 Manipulation versus Persuasion in Advertising

For many centuries now, the terms manipulation and persuasion have been defined imprecisely. They often sound synonymous but indeed bear striking contrast to each other. For example, “Machito became persuaded to do exactly as ordered when he felt the gun pressing against his forehead.” Contrastingly, Machito was not persuaded, he was intimidated and manipulated through fear (Nichols, 1987).

In her research, Irina D. Romanova (2019) has stated that while persuasion is an act of influencing socially, it bears striking contrast to manipulation which is a negative propaganda and can affect people emotionally via fallacious arguments and deceitful advertising. Victor Danciu (2014), in his research has examined how companies use negative stimulus in their commercials to lure the audience into false perceptions and suggests solutions to diminish the same.

2.3.1 Manipulative Advertising Types

- Deceitful advertising. Deception or deceptive facts form the basis of deceitful advertising. It uses unproven, confusing, and misleading statements to lure customers into buying certain products. One form of deceitful advertising includes ads showcasing products which claim to have certain health benefits, or contain essential vitamins that in fact, it does not. For example, deceitful advertising is often used for cosmetics or weight loss pills, which may portray unattainable results and unrealistic expectations, and may contain harmful side effects which remain undisclosed. This is often done by precise manipulation,

computer generated graphics and photo editing to project the product as desirable to the masses.

- Fallacious arguments. Fallacies account for errors in reasoning that undermine the logic of any argument. Illegitimate or false arguments lack logical evidences and hence can mislead an individual, hence reducing the credibility of the product or the brand. These arguments can be made either ignorantly or intentionally by causing reasoning errors in creating and conveying messages to consumers (Danciu, 2014).



Figure 8 Deceitful Advertising Depicted through Dermitage Anti-Aging Cream

Source: Adapted from (Quilao, 2007)

Emotive persuasion. This type of manipulative advertisements plays with the consumer’s emotions by often inducing fear or threatening with dangers while making promises of amazing results. This can be achieved both at conscious and unconscious levels. They often try to make business out of consumer’s vulnerabilities by monetising products critical to their state of well-being, if required. They use manipulative linguistics, imagery, and visuals as tools to deceive and mislead consumers to influence buying behaviour.

10-Yr Level Term Life Insurance \$500,000 Policy (Monthly Premiums)	age	male	female
	40	\$20.83	\$18.20
	45	\$31.33	\$26.95
	50	\$44.45	\$38.76
	55	\$76.39	\$55.83

Figure 9 Emotional Manipulation Depicted in Insurance Ad
Source: Adapted from (WordPress.com, 2017)

2.3.2 How to Ethically Use Manipulation in Advertising

For any business owner, manipulation in advertising is a common tool used to gain consumer's trust and influence their purchase decisions. So the trick to a successful advertising campaign lies in the manner in which it is implemented (Oldford, 2018). Done right, manipulation in advertising is a good thing and can have a positive impact on the audience. For this, one needs to engage with the audience at a deeper level by focussing on their pain points, likes, dislikes, feelings, and preferences. It is very important to bring their problems into limelight, so they know they have it and suggest ideal solutions to overcome them. The right way to implement manipulation circles around the following suggestions:

Relevance. Being relevant to what the consumer needs, instead of selling volumes.

Omnipresence. It is an approach to speaking to potential customers by viewing them holistically, initiating efforts to communicate to them across different channels depending on their response to each channel and analysing their past interactions with the company.

Intimacy. Building brand equity by creating trust with buyers and delivering the proposed value.

3. Objectives

The objectives of this study are as follows

1. To study various forms of digital advertising used by marketers to influence purchase decisions in the age of digitalisation.
2. To comprehend the concept of persuasive advertising by studying various techniques that are used to create impactful impressions and enhance brand value.
3. To investigate various factors that contribute towards persuasive advertising, thereby studying consumer attitude towards digital ads through questionnaire survey and analysis.
4. To understand the concept of manipulative marketing, in contrast with persuasive marketing, and suggest solutions inculcating cautious and ethical means of advertising to convey accurate product knowledge to the consumers.

4. Methodology

This research aims to determine the co-dependency of factors namely informativeness, creativity, personalization, and attitudes like brand loyalty, buyer motivation and manipulation on consumer purchase decisions. Quantitative research methodology has been used by listing out factors that contribute the most towards effective advertising in the digital space by performing Exploratory Factor Analysis and Multiple Regression on a set of samples collected across various demographics. Data collection through online questionnaire and careful analysis using SPSS has been carried to find out the correlation among various factors that partake in impactful advertising.

Conceptual Framework

4.1.1.Brand loyalty

Brand loyalty is a function of psychological processes that can be defined as the behavioural response developed overtime by a decision-making entity, in accordance to the presence of other brands or substitutes within the category of such brands catering to the same product (Berkowitz et al., 1978). It can be measured via behavioural (Yim & Kannan, 1999), attitudinal (Bennett & Rundle-Thiele, 2002) and/or responses to advertisements. The harmony of psychological and behavioural based brand loyalty gives the most robust framework of measurement.

4.1.2 Buyer Motivation

Buyer motivation is a set of psychological traits driving a consumer's decision to make a certain purchase. Motivations can be generated both intrinsically as well as extrinsically. Intrinsic motivation is influenced by personal needs and wants, whereas extrinsic motivation is driven by external factors like the environment and society (Demerjian, 2019). Analysing buyer motivation is extremely crucial for marketers to craft a highly targeted and successful advertising campaign.

4.1.3 Personalization

Personalised advertising refers to the implementation of a marketing strategy by the means of which companies cater to personalised content to customers through data collection, analysis and the use of modern recommendation engines and algorithms (Quick, 2019). Personalised content drives revenues for the advertisers by improving advertising relevance for customers. It can be based on the information directly given to the company, inferred by the company or via third party tie-ups. Brands make use of the past purchase behaviour of customers to craft highly targeted ads on the digital platform.

4.1.4 Informativeness

Informativeness considers the advertisement's ability to effectively convey product information to potential consumers. For example, it becomes challenging to pick up genuine information about a product via search engines as they generate loads of information through search results (Ducoffe R.H., 1996). This not only increases consumer's information searching cost but also reduces the value of each information piece (Hoque & Lohse, 1999). Hence, web advertising is an effective tool in vividly displaying consumer relevant information and considerably reduce fatigue from rummaging across numerous search results (Webster et al., 1993).

4.1.5 Creativity

Creativity today has become a multi-faceted tool for enhancing brand presence and credibility of advertisements (Maniu & Maria, 2014). The modern advertising media equipped with high-end technologies have proven to cater to potential customers by creating positive reinforcements and perceptions. When it comes to younger recipients, online creativity plays a major role since digital

media is being heavily relied upon for content by this generation (Moraru, 2017).

4.1.6 Manipulation

On the negative side, digital advertising is often subject to consumer manipulation creating negative reinforcements. Manipulative persuasion via digital advertising and media has become one of the perennial issues that customers are facing today. “It becomes difficult to justify the nature of these manipulative advertisements due to their provocative portrayal which often misleads the customers about the price, quality, and value of the product” (Verlegh et al., 2015).

4.2 Hypothesis Formulation

Typically, purchase decisions made by consumers is governed by several factors and is extremely critical to be analysed for marketing effectiveness. Digital media has enabled marketers to engage with consumers by catering to their likes and preferences at a more personal level. The following list of hypotheses helps to find the correlation between various factors critical to marketing effectiveness and resultant purchase decisions.

H1: Mobile advertising has a positive and significant influence in substantiating the effectiveness of digital advertising.

H2: Email advertising has a positive and significant influence in substantiating the effectiveness of digital advertising.

H3: Search engine management has a positive and significant influence in substantiating the effectiveness of digital advertising.

H4: Social media advertising has a positive and significant influence in substantiating the effectiveness of digital advertising.

H5: Consumer attitudes like brand loyalty, motivation and manipulation mediate digital advertising effectiveness and consumer purchase decisions.

H6: Advertising characteristics like informativeness, creativity and personalization mediate digital advertising effectiveness and consumer purchase decisions.

H7: Both consumer attitudes and advertising characteristics mediate the effectiveness of digital advertising and purchase decisions.

4.3 Sample Collection

Data was collected in a span of one month by the people who intended to buy goods online during the month of May-June 2020. A detailed online questionnaire was randomly distributed among people across various demographics and responses were collected. A five-point Likert scale was used to measure all elements, other than the demographics which were based on multiple choice scale. The responses in the Likert scale ranged from strongly disagree = 1, agree = 2, neutral = 3, agree = 4, strongly agree = 5.

4.4 Proposed Working Model

The proposed working model for this research contains four independent variables comprising of digital advertising platforms pertaining to the digital

advertising effectiveness (DigiAdEff), namely, mobile advertising (MBA), email advertising (EMA), search engine management (SEM) and social media advertising (SCA). There are two mediating variables namely consumer attitude (ConAtt) and advertising characteristics (AdvChar) driven by three factors each - brand loyalty (BLY), motivation (MTV), manipulation (MNP), and informativeness (INF), creativity (CRTV), personalization (PRZ) respectively. The dependent variable, purchase decision (PurDec) is measured in terms of its correlation with the mediating factors. This model aims to determine the effectiveness of various mediating factors in driving purchase decisions.

The comprehensive model of this paper is given below:

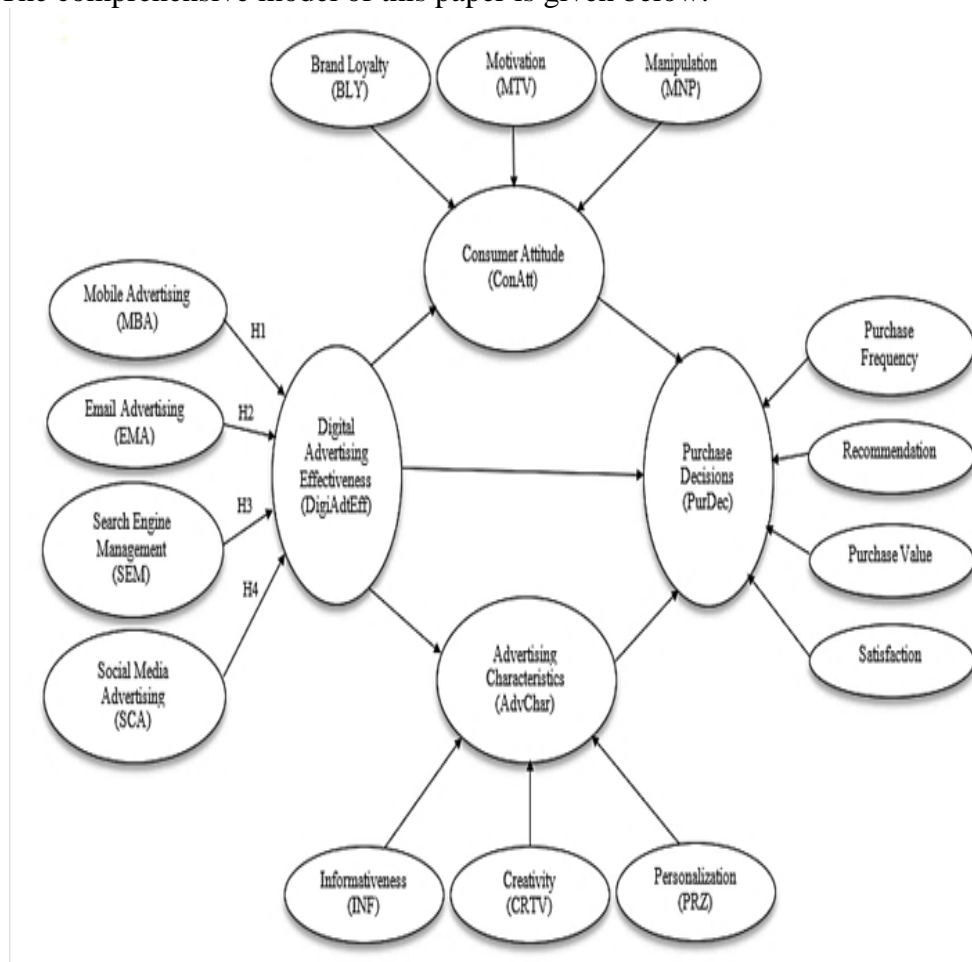


Figure 1 Proposed Research Model

4.5 Sample Description

A total of 207 responses have been collected on a voluntary basis from customers across different cities in India comprising of students, professionals, and non-professionals – spread across varied demographics. The monthly income is given in Indian Rupee (INR), and the respondent’s profiles have been summarized below:

Table 2 Respondent's Demographic Profile

	<i>Demographics</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Gender</i>	Male	137	66.2%
	Female	70	33.8%
	Total	207	100%
<i>Age</i>	18 to 30 years	184	88.9%
	30 to 40 years	9	4.3%
	40 to 50 years	6	2.9%
	50 to 60 years	5	2.4%
	More than 60 years	3	1.4%
	Total	207	100%
<i>Monthly income</i>	Non-Earning	103	49.8%
	10k to 30k	40	19.3%
	30k to 50k	24	11.6%
	50k to 70k	19	9.2%
	70k to 90k	12	5.8%
	Above 90k	9	4.3%
Total	207	100%	
<i>Experience</i>	High School	2	1.0%
	Graduation	74	35.7%
	Post-Graduation	122	58.9%
	Professional Degree	9	4.3%
	Total	207	100%

4.6 Data Analysis and Outcomes

4.6.1 Reliabilities of Constructs

The reliabilities or internal consistencies between constructs is typically measured using Cronbach's Alpha (α) which ranges from 0 to 1, with higher values indicating greater consistency, hence reliability. The reliabilities are considered excellent when $\alpha \geq 0.90$, good if $\alpha \geq 0.80$, and fair if $\alpha \geq 0.70$, as these values measure the threshold. Table 3 depicts the outcomes depicting the Cronbach's alphas, and it has been found that all the constructs have fair to good internal consistencies.

Table 3 Internal Consistencies of Constructs

<i>Reliability Test</i>		
<i>Factors</i>	<i>Operational Codes</i>	<i>Cronbach's Alpha</i>
Informativeness	INF1	0.891
	INF2	
	INF3	
Motivation	MTV1	0.769
	MTV2	
	MTV3	
Brand Loyalty	BLY1	0.778
	BLY2	
	BLY3	
Manipulation	MNP1	0.758
	MNP2	

	MNP3	
Personalization	PRZ1 PRZ2	0.701
Creativity	CRTV1 CRTV2 CRTV3	0.763
Purchase Decisions	PRD1 PRD2 PRD3 PRD4	0.899
Mobile Advertising	MBA1 MBA2	0.898
Social Media Advertising	SCA1 SCA2	0.757
Search Engine Management	SEM1 SEM2	0.732
Email Advertising	EMA1 EMA2	0.702

Note: INF = Informativeness; MTV = Motivation; BLY = Brand loyalty; MNP = Manipulation.

PRZ = Personalization; CRTV = Creativity; PRD = Purchase Decisions; MBA = Mobile Advertising.

SCA = Social Media Advertising; SEM = Search Engine Management; EMA = Email Advertising.

4.6.2 Exploratory Factor Analysis

The Exploratory Factor Analysis or EFA is used for the dimension reduction of preliminary factors. Initially, if there would have been a many number of factors, with difficulty to analyse. Hence, the dimension reduction with EFA, and Kaiser Meyer Olkin (KMO) test, and Bartlett's test for homogeneity of variances and Principle Component Analysis (PCA).

4.6.2.1.KMO Analysis and Bartlett's Test

To measure the sample acceptability in EFA, the Kaiser Meyer Olkin (KMO) test has been implemented. Table 4 depicts the outcomes of KMO test where the measure of sampling adequacy for the variables in consideration is 0.785 (78.5%), i.e. the sample precision is good when compared to the threshold value of 0.50 (50%). Also, the results of the Bartlett's test (Table 4) has shown value of significance lesser than 0.05, i.e. $p < 0.05$, which means that the correlation properties exhibit a statistically significant relationship among each other.

Table 4 KMO Analysis and Bartlett's Test

<i>KMO Analysis and Bartlett's Test</i>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.785
	Approx. Chi-Square	2559.854
Bartlett's Test of Sphericity	df	435
	Sig.	.000

4.6.2.2. Rotated Component Matrix in Factor Analysis

The EFA with Varimax rotation approach has been chosen for the interpretation of relationship. Four independent variables for digital advertising effectiveness, 6 variables for mediating variables, consumer attitudes and advertising characteristics, and 1 dependent variable measured in terms of purchase decisions.

The contribution of each variable in the appropriateness of constructing a factor has been depicted by the rotated component matrix, with corresponding factor loadings, as shown in Table 5. The outcomes of the table show that each set of variables has a value more than 0.50, thus, all the constructs and variables can be considered for this study.

Table 5 Rotated Component Matrix with Factor Loadings

<i>Exploratory Factor Analysis</i>		
<i>Factors</i>	<i>Operational Codes</i>	<i>Factor Loadings</i>
Informativeness	INF1	.610
	INF2	.720
	INF3	.648
Motivation	MTV1	.590
	MTV2	.601
	MTV3	.623
Brand Loyalty	BLY1	.717
	BLY2	.669
	BLY3	.540
Manipulation	MNP1	.515
	MNP2	.501
	MNP3	.531
Personalization	PRZ1	.675
	PRZ2	.677
Creativity	CRTV1	.778
	CRTV2	.666
	CRTV3	.736
Purchase Decisions	PRD1	.576
	PRD2	.631
	PRD3	.646
	PRD4	.660
Mobile Advertising	MBA1	.744
	MBA2	.794
Social Media	SCA1	.742

Advertising	SCA2	.705
Search Engine Management	SEM1	.627
	SEM2	.658
Email Advertising	EMA1	.537
	EMA2	.539

Note: INF = Informativeness; MTV = Motivation; BLY = Brand loyalty; MNP = Manipulation.

PRZ = Personalization; CRTV = Creativity; PRD = Purchase Decisions; MBA = Mobile Advertising.

SCA = Social Media Advertising; SEM = Search Engine Management; EMA = Email Advertising.

4.6.3 Multilinear Regression

Multilinear regression model has been constructed to determine the most important factors of digital advertisements that influence consumer purchase decisions. The 6 independent variables namely, informativeness, creativity, personalization, brand loyalty, motivation and manipulation and the dependent variable, purchase decisions have been considered to analyse the hypothesis H7. The R2 value of 0.628 (62.8%) indicates that 63% of the variation in consumer purchase decisions is affected by the variance in mediating variables. Among these, 5 independent variables namely informativeness, creativity, personalization, brand loyalty and motivation are positively associated with the dependent variable, purchase decisions. As shown in Table 6, 5 out of 6 variables show a significant relationship ($p < 0.05$) with the dependent variable. Based on the overall analysis, H7 is accepted and comparatively, creativity followed by brand loyalty have the maximum influence on purchase decisions. The multiple regression model is:

$$\bar{y} = 0.850 + 0.133 \text{ (Informativeness)} + 0.131 \text{ (Motivation)} + 0.230 \text{ (Brand Loyalty)} + 0.013 \text{ (Manipulation)} + 0.163 \text{ (Personalization)} + 0.413 \text{ (Creativity)}$$

Table 7 Multi Linear Regression Results for Purchase Decisions

Model		<i>Coefficients^a</i>						
		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Verdict
B	Std. Error	Beta						
1	(Constant)	.850	.289			2.942	.004	Accepted
	<i>Informativeness</i>	.133	.065	.135		2.058	.041	Accepted
	<i>Motivation</i>	.131	.057	.144		2.309	.022	Accepted
	<i>Brand Loyalty</i>	.230	.071	.209		3.225	.001	Accepted
	<i>Manipulation</i>	-.013	.056	-.014		-.228	.620	Not Accepted
	<i>Personalization</i>	.163	.062	.170		2.627	.009	Accepted
	<i>Creativity</i>	.413	.057	.445		7.260	.000	Accepted

a. Dependent Variable: Purchase Decisions

b. $R^2 = 0.628$

4.6.4 Hypothesized Relationship of Direct Impact

The results of Table 8 demonstrate the relationship between the independent and dependent variables according to the formulated hypotheses. Hypotheses H1 to H4 have been formulated to examine the influence of email advertising, mobile advertising, search engine management, and social media advertising on digital advertising effectiveness. The outcomes demonstrate that email advertising, mobile advertising, search engine management, and social media advertising have a significant and positive influence on digital advertising effectiveness since $T > 2$ and $p < 0.05$. If compared individually, mobile advertising exhibits the maximum influence of 0.855, and the least impact of 0.618 has been observed for email advertising on digital advertising effectiveness (DigiAdtEff). However, social media advertising has the second highest impact of 0.752, and search engine management has an influence of 0.689 on DigiAdtEff.

Table 8 Regression Weights for the Proposed Working Model
Regression Weights for the Proposed Working Model

Hypotheses	Relation	Beta (β)	SE	T	Sig.	Verdict
H1	MBA → DigiAdtEff	0.855	0.028	23.578	0.000	Accepted
H2	EMA → DigiAdtEff	0.618	0.051	13.332	0.000	Accepted
H3	SEM → DigiAdtEff	0.689	0.045	13.612	0.000	Accepted
H4	SCA → DigiAdtEff	0.752	0.041	16.344	0.000	Accepted

4.6.5 Mediation Analysis

Mediation analysis has been conducted to determine the mediating effect of macro variables like consumer attitude and advertising characteristics on purchase decisions. For this, 3 hypotheses have been proposed, H5 to H7. The results have been extracted through Bootstrapping method, in which the zero between the Boot LLCI (lower level of confidence interval) and Boot ULCI (upper level of confidence interval) is analysed. If the zero doesn't lie between 95% of the confidence interval, then it can be concluded as a perfect mediation. Thus, the outcomes of Table 9 show that the two macro variables – Consumer Attitude (ConAtt) and Advertising Characteristics (AdvChar), also known as the mediating variables, have significant impact between digital advertising effectiveness (DigiAdtEff) and purchase decisions (PurDec).

Table 9 Mediation Analysis of Consumer Attitudes and Advertising Characteristics on Purchase Decisions

<i>Mediation Analysis</i>							
Hypotheses	Relation	Indirect Effect	Boot SE	Boot LLCI	Boot ULCI	Sig.	Verdict
H5	DigiAdtEff → ConAtt → PurDec	0.093	0.045	0.020	0.197	0.001	Accepted
H6	DigiAdtEff → AdvChar	0.131	0.054	0.058	0.272	0.000	Accepted

	→ PurDec						
H7	DigiAdtEff → ConAtt & AdvChar → PurDec	0.266	0.056	0.065	0.287	0.000	Accepted

5. Discussions

The results obtained from calculations of the undertaken research prove that (a) online media platforms significantly influence the effectiveness and persuasiveness of digital advertising, and (b) consumer attitudes and advertising characteristics have a positive influence on consumer purchase decisions. According to the perceived outcomes, brand loyalty and creativity are the most influential in driving purchase decisions, among consumer attitudes and advertising characteristics, respectively. On the other hand, manipulation acts as a negative reinforcement and has an adverse impact on purchase behaviour. Also, both consumer attitudes and advertising characteristics have an impactful mediation between digital advertising effectiveness and purchase decisions. The outcomes also reveal that both macro variables combined, have a greater mediation effect on purchase decisions in comparison to individual measurements.

According to the outcomes of standardized weighted measures, mobile advertising has the maximum impact digital advertising effectiveness and is in line with previously conducted researches, such as that of R. R. Ahmed (2019). However, previous researches have stated that email advertising has a significantly high impact on digital advertising, as those have been conducted considering the business to business (B2B) marketing approach. On the contrary, this research has been carried out based on mixed responses of individual customers rather than business enterprises, hence, in the light of B2C marketing approach; therefore, the outcomes slightly differ from previous studies. The research outcome states that mobile advertising is followed by social media advertising as the second most effective advertising tool pertaining to effectiveness of digital advertising. Also, search engine management is an effective tool to showcase and commercialise products concerning online purchase.

6. Conclusion

The main objective of this research is to determine the factors that contribute towards driving consumer purchase decisions, by measuring consumer’s attitudes towards digital advertisements. It also justifies the influence of online media on the effectiveness of digital advertising and consumer approach. The results of this research show that the successful execution of an advertising campaign is subject to not only consumer psychology or cognitive thinking, but also depends on the brand reputation, customer orientation and brand reinforcement that needs to be taken care of for better customer outreach and engagement with the brand. In this research, most consumers suggest taking creativity into consideration more than other factors pertaining to advertising characteristics and perceive brand loyalty as the most influential factor that drives consumer behaviour. Also, both consumer attitudes and advertising characteristics have an impactful mediation between digital advertising

effectiveness and purchase decisions. The findings also differentiate between ‘persuasion’ and ‘manipulation’ as these two are commonly confused terms, thereby pondering the intent and ethics behind achieving a common goal. Similarly, the outcomes demonstrate that mobile advertising is perceived to be the most effective tool for consumer engagement and product commercialization over an integrated platform. As digital advertising is on the rise, both consumers and marketers are set to witness a rapid shift from traditional advertising media to a highly enhanced, personalised, and integrated ad delivery platform in the near future.

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