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The influence of brand knowledge and online advertising on purchase intention towards wireless headphones

[1]*Biswadeep Dev,* [2]*Juin Biswas,* [3]*Kiranmay Purkait,* [4]*Poonam Manna,* [5]*Saptarshi Das,* [*6]*Dibyendu Chattaraj*

Abstract

Purpose:

In the modern era of technology, online advertising is the most common tool used by firms to promote certain products or brands. The purpose is to study the role of online advertisement on purchase intention towards wireless headphones and to explain how online advertising, customer satisfaction and brand knowledge affects purchase intention.

Methods:

This study was quantitative exploratory research conducted in Kolkata, India. A sample size of 158 data was collected. Data was collected using a self-developed structured questionnaire where 5 points Likert scale had been used for recording the response. Descriptive Statistics, Reliability Test, Exploratory Factor Analysis and hypothesis test were used to analyse the collected data to study the role of online advertisement on purchase intention towards wireless headphones.

Findings:

The Cronbach's alpha value and the KMO measure with more than 0.7 indicates the high level of reliability and validity of data and appropriateness of the analysis. After a careful analysis, the results indicate that online advertisement, customer satisfaction and brand knowledge significantly influence purchase intention of customers.

Implications:

All these components Online Advertisement (OA), Purchase Intention (PI), Brand Knowledge (BK), Customer Satisfaction (CS) are very much important for a brand to sustain in the market. If the brand can maintain a good reputation in the market and can impart good quality products and services to the consumers, it will lead to the generation of customer satisfaction which will ultimately enhance purchase intention.

Originality:

This research paper submitted is an outcome of independent and original work. It has duly

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acknowledged all the sources from which the ideas and extracts have been taken. The project is free from any plagiarism and has not been submitted elsewhere for publication.

Key Words: Online Advertising, Purchase Intention, Customer Satisfaction, Brand knowledge, Wireless headphones.

[1]*BBA Final Year Student, Institute of Engineering & Management, Kolkata GN34/2, Sector V, Salt Lake Electronics Complex, Kolkata – 700091, WB Contact No: 7439542767, Email: biswadeep.deviembba2020@gmail.com*

[2]*BBA Final Year Student, Institute of Engineering & Management, Kolkata GN34/2, Sector V, Salt Lake Electronics Complex, Kolkata – 700091, WB Contact No: 62899272441, Email: juin.biswasiembba2020@gmail.com*

[3]*BBA Final Year Student, Institute of Engineering & Management, Kolkata GN34/2, Sector V, Salt Lake Electronics Complex, Kolkata – 700091, WB Contact No: 7679021362, Email: kiranmay.purkaitiembba2020@gmail.com*

4BBA Final Year Student, Institute of Engineering & Management, Kolkata GN34/2, Sector V, Salt Lake Electronics Complex, Kolkata – 700091, WB Contact No: 9836857985, Email: poonam.mannaiembba2020@gmail.com

[5]*BBA Final Year Student, Institute of Engineering & Management, Kolkata GN34/2, Sector V, Salt Lake Electronics Complex, Kolkata – 700091, WB Contact No: 8617426268, Email: dassaptarshi2002@gmail.com*

[*6]*Assistant Professor, Institute of Engineering & Management, Kolkata GN34/2, Sector V, Salt Lake Electronics Complex, Kolkata – 700091, WB Contact No: 7595971975, Email: dibyenduchattaraj@iemcal.com*

Introduction

Throughout the years, technology has improved the lives of various generations. One of the beneficial technology innovations in today's generation is social media. Social media began as a way for friends and family to communicate, but it was later adopted by businesses looking to capitalize on a popular new communication method to reach out to customers (Dollarhide, 2020). Social media can help start-up businesses through online advertising. Online advertising is much less expensive and reaches a much wider audience (Deshwal, 2016). Digital marketing requires just paying for eligible clicks, prospects, or impressions, but traditional advertising requires paying the entire sum to the advertising company. In online advertising, you can find a lot of effective tools to measure the results of online advertising (Rabeea Fatima et al., 2019). These tools can help a small business to know what to do and what not to do in their following campaigns. The majority of online advertising campaigns include a clickable link to a specific landing page where users may learn more about the product advertised.

In 2020, when the pandemic begins, many people lose their jobs, and businesses. One of the alternatives that they can do to survive is by having start-up businesses on social media sales department (Gul et al., 2022). In today's business environment, social media has evolved into a new marketing tool that is available to all businesses and allows them to instantly develop relationships with potential customers. Start-ups can use social media to break into new markets, reach out to customers, and build relationships in a more personal and direct way (Oxborrow, 2016).

Consumers shift their behaviour toward e-commerce because of the technological influence on their daily transactions (Danish et al., 2016). We specifically highlighting the purchase intention level of customers with online advertisements (Kim et al., 2017) and evaluate how sustainable knowledge about the brands plays an important role in keeping level of the customer regarding the company's operation (Srivastava and Chopra, 2016). It will help customers and consumers in assisting them in online purchase decisions and the corporate sector in formulating their marketing strategies.

Objectives

1. To study the role of online advertisement on purchase intention towards wireless headphones.
2. To examine the role of online advertisement on purchase intention towards wireless headphones.

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Literature Review

Purchase Intention

Purchase intention indicates the likelihood that consumers will plan or be willing to purchase a certain product or service in the future. In the advertising context, purchase intention refers to the process by which consumers make a plan to purchase a product/service due to advertisements delivered through advertising media (Lee et al., 2017). Online purchase intention in the study of Pena-Garcia et al. (2020) is understood as the degree to which a consumer is willing to buy a product through an online store. Martins et al. (2019) have demonstrated that an increase in purchase intention implies an increase in the chance of purchasing, which means if consumers have a positive purchase intention, then a positive engagement will promote that purchase-earlier research has demonstrated that an increase in PI indicates an increase in the chance of purchasing (Martines et al., 2019), which means consumers having a positive purchase intention create a positive brand engagement which in turn, will promote that purchase.one needs to consider PI as the desire of consumers to make a purchase through the mobile application (Chen et al., 2010). Some of the most relevant research on online PI is summarized in Table 1. In their most recent research, Zubcsek et al. (2017)

Online Advertisement

Advertisement is a form of communication which persuades the consumer for making purchase decision and to provide information to the viewer. When the information is presented in an enjoyable context, it is readily accepted (Cheung et al., 2019). The emergence of internet technology has created online advertising as the significant approach of commercial communication all over the world. In 21st century, online advertising system provides more exposure and control to the customers and they can also select how much commercial they wish to view. (Martins et al. 2019). Consumers can explore promotion, get pricing information, participate in product design, arrange deliveries, sales and also can receive post purchase support. Nowadays Businesses are spending more on online advertisement than before. (Gul et al., 2022). Understanding the factors that influence online advertisement effectiveness is crucial. According to Hanif and Asgher (2018), an online advertisement depicts that now, the majority of the advertisements are occurring through the internet by using different platforms, like Email, YouTube, Facebook, Instagram, Amazon.com and other

advertisement supporting websites (Hanif and Ashger, et al. 2018). According to them, an online advertisement is one of the most significant marketing tools in today's digital world, even though most organizations do not think of capturing the market share without advertisement (Zubcsek et al. 2017). They stated that in the current era, the style of marketing research is becoming modernized because of the impact of upgraded communication technology on the advertisement factor which adds value to the buyer's choice. (Hanif et al., 2018).

H1: Online Advertisement (OA) influence the Purchase Intention (PI) for a particular brand.

Customer Satisfaction

Many researchers have worked to elaborate on the direct relationship between online advertisement and customer satisfaction levels. According to Hanif and Asgher (2018), an online advertisement depicts that now, the majority of the advertisements are occurring through the internet by using different platforms, like Email, YouTube, Facebook, Instagram and other advertisement supporting websites (Hanif and Asgher, 2018).in the current era, the style of marketing research is becoming modernized because of the impact of upgraded communication technology on the advertisement factor which adds value to the buyer's choice (Hanif et al., 2018).Customer satisfaction is directly related to a firm's profitability. Customers may be satisfied by different factors, e.g., product design, product advertisement, etc. (Nunan et al., 2018). Customer satisfaction is a crucial factor in any firm's existence. Social media is one of the key areas where social media advertising appears. Since Internet connection is widely available, social media advertising has become a powerful way of commercial communication. Clients add significant value to consumers and businesses by looking at and purchasing the company's products that are advertised on social media (Yeo et al., 2020) According to Latif and Calicioglu's (2020) findings, social media marketing components such as perceptual and rational advertisement appeals have a beneficial impact on client purchase intentions and boost the effectiveness of advertisement appeals on customers.

H2: Customer Satisfaction (CS) affects the Purchase Intention (PI) for a particular brand Brand Knowledge

In 2019, research was conducted based on critically evaluating the importance of brand knowledge and its importance in enhancing the brand image in the customer market. According to Anusha

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(2019), brand knowledge is a newly introduced term, which refers to the experiences, thoughts, and feelings of a customer regarding the brand and its operating activities. According to the researcher, one of the most important objectives of product and brand management is to build a powerful brand and its loyalty factor within a customer market. This research concluded that strong brand results in greater income streams, both in short term and long term (Gul et al., 2021). According to Von Wallpach and Kreuzer (2019), two dimensions of brand knowledge have been previously examined in marketing research. The first one is brand awareness and the second one is the brand image. According to them, brand awareness is defined as the strong point of product bulge in memory, i.e., how easy it is for the customer to recall that brand (Bukhari et al., 2021). They have a point of view that brand recall is the most common way to measure brand awareness. They stated that comprising many brand knowledge and behavioral variables, using one product category like "candy bars," plays an important role in strengthening a customer's and company's relationship. In 2019, the researchers started support for a two-factor solution: one factor represented the unassisted recall (Cheung et al., 2019). They stated that the brand image creates a strong, favorable, and unique brand reputation in the mind of the customers and other stakeholders.

H3: Brand Knowledge (BK) of a particular brand influence the Purchase Intention (PI) for that particular brand

Research Methodology

Model Development:

To study relationship between the four constructs namely Online Advertisement (OA), Purchase Intention (PI), Brand Knowledge (BK), Customer Satisfaction (CS), a model is proposed for this study. This model enables to know the influence of independent variable on the dependent variable i.e., Purchase Intention.

Sample & sampling:

The research is of quantitative approach. In this research primary data are collected from 158 (n=158) respondents to examine the relationships between the constructs using self- developed structured questionnaire using survey method. The survey was done by non- probability judgmental sampling. The questionnaire had 2 sections. The first part was to cover the demographics. The second part was to understand the relationship between the constructs. In the questionnaire 5-point Likert scale was

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used to collect the data, where strongly agree (SA)=5 and strongly disagree (SD)=1.

Analysis tool used:

To examine the reliability and validity Exploratory Factor Analysis using SPSS, 18 is used. To test the Hypotheses simple linear regression is used.

Analysis & Findings

The demographic analysis illustrates the Gender, the range of age, the level of education, their occupations, and the range of personal income in Kolkata and adjoining areas. Most respondents were students or (56%). Most of the respondents were female (56%). The age group of majorities of respondents was less than 25 years old (36%). The educational qualification of majority of respondents is Undergraduate (54%).

The foremost step in the analysis of the behavioral model is the Reliability and Validity analysis. Cronbach's alpha is the most widely used index for testing internal consistency reliability for a set of test items. Meanwhile Factor loading help to analyse the validity of the data. Factor loading are a way to understand the role of each item in defining a factor. For Factor loading and Cronbach's alpha, a value above 0.7 is acceptable.

Table 1: Respondents Validity and Reliability Statistics

Factor	Item	Factor Loading	Cronbach's Alpha	KMO Measure of Sampling Adequacy	Bartlett's Test of Sphericity
F1- OA	OA1	.815	0.870	0.701	Approx. Chi-Square: 1820.223
	OA2	.768			
	OA3	.771			
	OA4	.744			
	OA5	.698			
F2- PI	PI1	.841			df: 91
	PI A7	.755			
F3-BK	BK A9	.523			Sig.: 0.000
	BK A10	.865			
	BK A11	.690			
	BK A12	.737			
F4- CS	CS A13	.745			
	CS 14	.799			
	CS 15	.868			

The above table shows the KMO and Barletts shows the value 0.701, excluding demographic profile. As the value is more than 0.7, it can be interpreted that the items have relatively high internal

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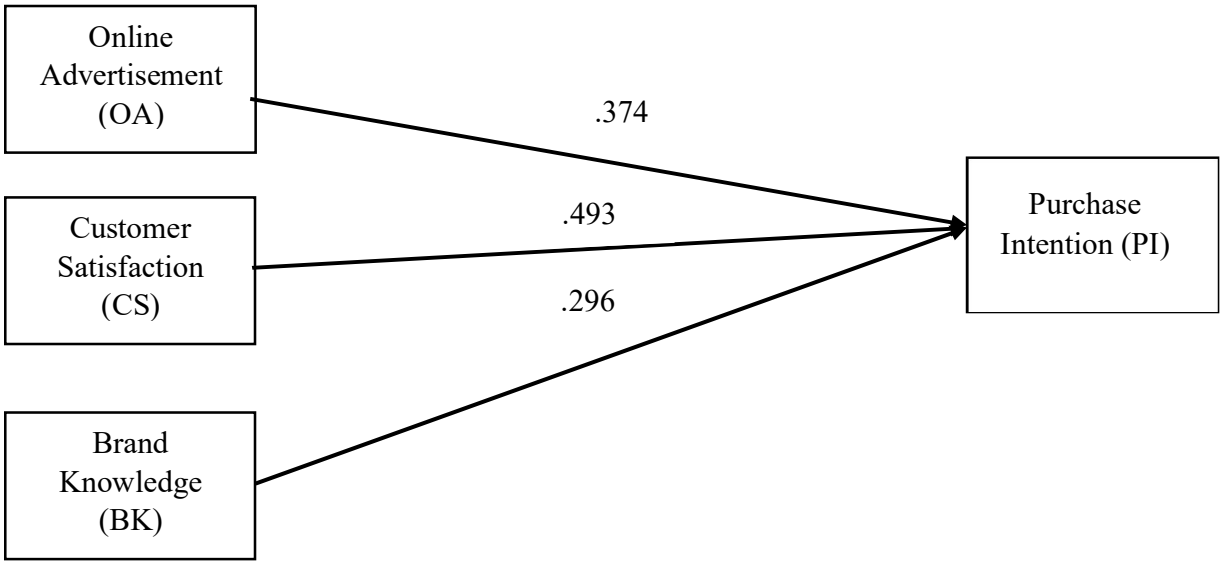
consistency, which justifies the acceptability of the study.

Based on the figure below, which shows the beta values for the path correlation as analyzed. We will consider Purchase Intention as the key determinant factor.



The table below shows that three hypotheses have been proven to have positive and significant correlation.

Table 2: SPSS Analysis – Result of Hypothesis

HYPOTHESIS	STRUCTURAL PATH	R2	t VALUE	p VALUE	Beta	DECISION
H1	OA ---> PI	0.140	19.475	0.000	0.374	SUPPORTED
H2	CS ---> PI	0.243	3.339	0.000	0.493	SUPPORTED
H3	BK ---> PI	0.296	9.932	0.000	0.296	SUPPORTED

$p<0.05$, significant at 95% confidence level

In our study model all the paths are significant and positive, supporting the corresponding hypotheses that have been framed for this study. The hypotheses test results which provide the beta coefficients and t-values for the hypotheses tested through the linear regression, are presented in Table 2. The t values for the beta coefficients in all the paths have been found to be significant at 95% confidence levels.

Hypothesis H1, H2, exhibits the strongest relationship between OA-PI and CS-PI, with the largest β value of 0.493 and 0.374, respectively. The SPSS regression analysis finds all the relationships

significant, and all the hypothesised relationships are supported.

Discussions

The results show that the model validates all the proposed positive correlation, and they have a positive significant value.

The first correlation between OA and PI (Beta OA --- > PI = 0.374), describes the degree of online advertisement on Purchase Intention for a product of a particular brand. The result shows that online advertisement has a relatively stronger impact on purchase intention. If a brand has a good online advertisement, it is expected that the consumers of that brand will get purchase intention in terms of all domains of that brand, be it product quality, service quality and after service quality.

The second correlation between CS and PI (Beta CS --- >PI = 0.493), indicates the degree of Customer satisfaction on purchase intention for a particular brand. The output shows that customer satisfaction has a stronger impact on purchase intention. It indicates that if brands want to retain their customers, they should focus on the quality of products and services they are offering. If the customers perceive good quality, the consumers will be automatically more satisfied, and they will maintain satisfaction towards a particular brand.

The third correlation between BK and PI (Beta BK --- >PI = 0.296), describes the degree of Brand Knowledge on purchase intention. The result highlights brand knowledge does not affect purchase intention towards a large extent. It has a weak effect on purchase intention. If the brand has a good reputation in the market, it does not guarantee that the consumers will be just satisfied with the reputation, and they will be the regular followers of the brand.

Conclusions

The present research followed the proposed model to investigate the citizens of Kolkata's behavior regarding role of online advertisement on purchase intention of wireless headphones. The proposed model consists of four components –Online Advertisement (OA),

Purchase Intention (PI), Brand Knowledge (BK), Customer Satisfaction (CS). The result indicates that Customer Satisfaction is the strongest factor for purchase intention and Brand knowledge is the weakest factor. The study suggests that if good customer satisfaction can be maintained, then it will help the brand to retain more loyal customers, which will ultimately help the brands to sustain in the

market. Online Advertisement (OA) has 5 components; Purchase Intention (PI) has 2 components; Brand Knowledge (BK) has 4 components; Customer Satisfaction (CS) has 3 components.

Most respondents were students or (56%). Most of the respondents were female (56%). The age group of majorities of respondents was less than 25 years old (36%). The educational qualification of majority of respondents is Undergraduate (54%).

So, to conclude, all these components- Online Advertisement (OA), Purchase Intention (PI), Brand Knowledge (BK), Customer Satisfaction (CS) are very much important for a brand to sustain in the market. If the brand can maintain a good reputation in the market and can impart good quality products and services to the consumers, it will lead to the generation of customer satisfaction which will ultimately enhance purchase intention.

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