



The Study of Advertisement Quality of Message, Attractiveness, and Display Frequency Influence to Purchase Intention in Indonesia

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Abstract

This study aims to discover message quality effectiveness, attractiveness, and display frequency in Dove TV advertisement in influencing the purchase intention. This study applies quantitative approach and supported by a qualitative approach in order to explain the findings. The population of this study is the Indonesia TV. The samples are drawn by purposive and quota sampling throughout 200 female respondents between age 18 to 35 years old. Meanwhile, for qualitative data gathering, there are five resources which are selected randomly from 200 respondents. Quantitative analysis shows all variables in Dove TV advertisement have a positive and significant impact on purchase intention. It means the hypothesis 1, 2, and 3 could be accepted. However, the strongest impact belongs to the quality of the message. Followed by display frequencies and the last is attractiveness. Despite that, there is only a slight difference between display frequencies and attractiveness. This result is also confirmed by qualitative data analysis. Hence, the marketers should pay more attention to message quality rather than any variable, without neglecting others while arranging advertisement plan.

Kata Kunci:

Daya Tarik,
Frekuensi
Tayang, Iklan TV,
Kualitas Pesan,
Niat Beli

Abstrak

Penelitian ini bertujuan untuk mengetahui efektivitas kualitas pesan, daya tarik, dan frekuensi tayangan dalam iklan Dove TV dalam mempengaruhi niat beli. Penelitian ini dilakukan dengan pendekatan kuantitatif sebagai pendekatan utama dan didukung oleh pendekatan kualitatif untuk membantu menjelaskan temuan. Populasi penelitian ini adalah TV Indonesia. Pengambilan sampel dilakukan secara purposive dan quota sampling. Dengan demikian, ada 200 responden perempuan berusia antara 18 sampai 35 tahun. Sedangkan untuk pengumpulan data kualitatif ada lima sumber. Sumber daya dipilih secara acak dari 200 responden. Setelah dilakukan analisis data secara kuantitatif, diketahui bahwa semua variabel dalam iklan Dove TV berpengaruh positif dan signifikan terhadap niat beli. Artinya hipotesis 1, 2, dan 3 diterima.

Namun, dampak terkuat milik kualitas pesan. Diikuti dengan frekuensi tampilan dan yang terakhir adalah daya tarik. Meskipun demikian, hanya ada sedikit perbedaan antara frekuensi tampilan dan daya tarik. Hasil ini juga dikonfirmasi oleh analisis data kualitatif. Oleh karena itu, pemasar harus lebih memperhatikan kualitas pesan daripada variabel apa pun, tanpa mengabaikan orang lain dalam membuat rencana iklan.

Introduction

Nowadays, we are surrounded by various different brands of good and service. The good and service providers have been attempting to convince consumers why they should ultimately need devour their certain products with many benefits; life will be better, happier and more successful. In case of that, advertising plays important role. By its complexity, advertising fully influenced people to do an economic motives such as; consumption, selling and buying or involving in good and service chain supply. Within marketing management field, advertising is a part of promotional strategy besides publicity, public relations (PR), sales and sales promotion (Erlita,2016).

Kotler and Keller (2009) define advertising a message combined expression of feelings, ideas and values contained in a sentence. Messages are used to convey intent or meaning directly also indirectly. Messages are used to convey information about a product to consumers. It also should be created interestingly to gain consumers attention. Advertising maximizes several methods to attract consumers attention through messages which contain elements of invitation and easy to remember, create dialogue and build relationships with consumers.

Other definition, advertising is a commercial communication about an organization and its products transmitted to target audience through mass media such as television, radio, newspapers, magazines, direct mail, outdoor billboards, or public transportation. Meanwhile, Indonesian Advertising Society defines advertising as any form of message about product or service delivered through a medium and addressed to part or all of the community. As commercial tools, advertising includes whole management process; preparation, planning, implementation, as well supervision (Erlita, 2016).

Globalization and technological improvement have driven many industries growth rapidly and significantly. Besides that, the improvement has also been driving business ideas spreading, knowledge and information amongst heterogeneous and scattered people located around the world. Consequently, new business is growing

massively which made business competition more intense. Thousand companies might engage in similar industry, it constructs high demand for certain industries no longer able to guarantee its profitability. Because of that, many companies realize that they must accomplish strategic marketing efforts to establish their presence, become the main preference of consumers, and influence purchase decisions (Ginting, 2020).

Advertisement has become one of the most common strategic marketing efforts that is chosen by the company in any industry. Advertisement can be defined as a tool of communication that is created to change the behavior of an audience toward a certain brand, good, or service. The advertisement commonly contains the name of brand, good, or service and how it looks like, and also what benefits that offered by them (Kotler, 2011). There are two types of advertisement, Above the Line (AtL) and Below the Line (BtL). The AtL advertisement is characterized by the ability to reach a large number of audience in a wider geographical range, but less selective. On the other hand, the BtL advertisement is characterized by the ability to appear to a much targeted audience, but in a small number. The examples of the former are advertisements in newspapers, radio, television, billboard, and etc. Meanwhile, the examples of the latter are direct email marketing, telemarketing, and so on.

Big companies with more flexible marketing budgets tend to use a combination of AtL and BtL. However, they commonly allocate a greater budget for the AtL compared to BtL. According to Siddiqi, Sohail, Ali, and Nasim (2014), 65% of the budget is spent on the AtL channels, particularly TV. This allocation might also relate to the cost of AtL channels, which can be 80% more expensive compared to BtL. This is confirmed by Kotler (2011) that TV advertisement is one the most expensive. With the large spend on AtL channels, like TV, of course it is expected to be effective to influence the consumers' purchase intention. Due to, the purchase intention is the main predictors of purchase that contribute to the company's revenue. According to Shaharudin et al (2011), purchase intention rose when an individual had found a reason to purchase good or service.

Therefore, this study wants to measure the effectiveness of TV advertisement as part of AtL to influence the consumers' purchase intention. According to previous research by Radha (2014), there are three variables that determine the effectiveness of advertisement. Including, quality of message, attractiveness and display frequency of advertisement. Hence, these variables were used in this study. The result of this study was

expected to be able to give an insight for the huge company related to wise usage of budget for strategic marketing effort to influence the consumers' purchase intention.

A brand that was specifically selected for this study is Unilever. Due to, this multinational company is the largest advertising spender in Indonesia, which contributes to 7% of national advertising spending. Unilever is engaged in the Fast Moving Consumer Goods (FMCG) industry that produces various kinds of products from food to personal care. One of the Unilever products that received the largest advertising budget is Dove. As a brand, Dove has different types of products such as hair care, facial care, body washes, beauty bars, lotions and moisturizers, and antiperspirants.

Method

This study mainly used a quantitative approach. According to Zawawi (2007), it is scientific and systematic research against certain phenomena and its relation. This approach allows the researcher to perform a research in a large number of samples, so the result is more generalizable. There are other advantages of using this approach are able to reduce bias due to highly controlled environment between researcher and subject of research, the steps of research is more clear because it guided by research framework and hypothesizes. Moreover, it consumes less time in data collection and analysis with help of technology and statistical software (Teddlie & Yu, 2007). This study was also supported by a qualitative approach to help the author explain the quantitative findings.

This study used two types of data, primary and secondary. The primary data was collected from the respondents using questionnaire and interview. Questionnaire is defined as a series of questions to find out the response of participants toward certain thing. In this study, the questionnaire was developed based on research variables and dimensions (Bryman & Bell, 2003). Before, the questionnaire was administered to the respondents. The validity and reliability test were performed. The item is valid, if the $r_{critical} > r_{tabel}$ 0.1388 for $df = 200 - 2 = 198$; $\alpha = 0,05$. Meanwhile, the variable is reliable if the Cronbach's Alpha is greater than 0.600 (Maholtra, 2001).

Table 1. The Validity And Reliability Test

Variable	Items	r-critical	Cronbach's Alpha
Quality of Message	Quality of Message 1	.441	.641
	Quality of Message 2	.435	

	Quality of Message 3	.458	
	Quality of Message 4	.410	
	Quality of Message 5	.229	
Attractiveness	Attractiveness 1	.595	.729
	Attractiveness 2	.519	
	Attractiveness 3	.633	
	Attractiveness 4	.419	
	Attractiveness 5	.298	
Display Frequencies	Display Frequencies 1	.486	.683
	Display Frequencies 2	.415	
	Display Frequencies 3	.335	
	Display Frequencies 4	.235	
Purchase Intention	Purchase Intention 1	.560	.725
	Purchase Intention 2	.428	
	Purchase Intention 3	.449	
	Purchase Intention 4	.452	
	Purchase Intention 5	.412	

Because, all the items and variables were valid and reliable. There was no item that needs to be discarded. Also, the questionnaire was ready to be administered to the respondents. There were two sampling methods that used to draw the respondents. Among others: purposive and quota sampling. The purposive sampling means selecting the sample based on certain criteria to gather relevant data. The criteria, among others: female, 18 – 35, and frequently watch TV. Meanwhile, the quota sampling is determining the minimum sample to make sure the researcher obtained sufficient data. According to Babbie (2010), the respondents must be at least 30 and maximum 600. Hence, this study managed to gather data from 200 respondents. After the quantitative data gathered, it was analyzed with several statistical equations, such as descriptive analysis, normality test, and multivariate regression. After the result was interpreted, an interview was conducted. There were five sources involved from the interview. The sources were selected from the list of questionnaire respondents. Each source has a different demographic profile and also distinct TV and Dove advertisement exposure.

Results and Discussion

1. Respondents' Demographic

Table 2. Result of Respondents' Demographic Analysis

Demographic Factors		Percentage
Age Group	18 - 23	51%
	24 - 29	36%
	30 – 35	13%
Occupation	Students	51%
	Full-time	30%
	Part-time	19%
	Entrepreneur	5%
Income	< 3 million	0%
	3 - < 5 million	13%
	5 - < 8 million	41%
	8 – 11 million	39%
	>11 million	7%

Table 2 revealed the demographic composition of respondents. Although range from 18 – 35 years, the respondents came from different divisions of age groups. 51% of the respondents were 18 – 23 years old. 36% of the respondents were 24 – 29 years old, and 13% of the respondents were 30 – 35 years old. Meanwhile, regarding the occupation, 51% of the respondents were students both in high school and college. 30% of the respondents were full time employees and 19% of the respondents were part-time employees. While, 5% of the respondents were entrepreneurs. From the occupation, most of the respondents obtained their income. None of the respondents obtained income below 3 million rupiah on a monthly basis. Most of the respondents or 41% of them obtained income between 5 million to less than 8 million rupiah on a monthly basis. Followed by 39% of the respondents obtained income between 8 – 11 million. 13% of the respondents obtained income between 3 million to less than 5 million and 7% of the respondents obtained income more than 11 million. Based on consumers' demographic composition analysis, it indicated that the respondents have different composition. Therefore, they were not homogeny, but heterogenic. Having respondents with heterogeneous demographic composition can improve the generalizability of the study results.

2. Respondents' TV and Dove Advertisement Exposure

Table 3. Result of Respondents' TV and Dove Advertisement Exposure

Factors		Percentage
Intensity of Watching TV Daily	Less than 1 hour	18%
	1 – 2 hour	66%

	3 – 4 hour	8%
	More than 5 hour	8%
Frequency Expose to Dove Advertisement	Always	31%
	Often	46%
	Sometimes	8%
	Rarely	15%
	Never	0%

Based on Table 3, 66% of the respondents were watching TV between 1 – 2 hours daily. 18% of the respondents were watching TV in less than an hour, 8% (3 – 4 hours), and 8% (more than 5 hours). It indicated that most of the respondents were watching TV in moderate and light intensity. Only a few of them were watching TV in heavy intensity. While watching TV, 31% of the respondents claimed that they always see the Dove advertisement. Meanwhile, 46% of the respondents claimed that they often see the Dove advertisement. The rest of the respondents, 8% and 15% were only sometimes and rarely see the Dove advertisement. This can be interpreted that Dove advertisements quite often aired on TV and different stations. Because, the large percentage of respondents claimed that they always and often see the ad.

3. Multiple Regression

Table 4. Result of Multiple Regressions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733 ^a	.537	.539	.16477

+

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	1.091	.154	
Quality of Message	.654	.125	.677
Attractiveness	.413	.097	.435
Display Frequency	.528	.050	.514

Coefficients^a

Model	t	Sig.
(Constant)	1.887	.012
Quality of Message	5.373	.003
Attractiveness	3.290	.007
Display Frequency	2.427	.015

Based on the Table 4 Model Summary, the three variables that determine the effectiveness of advertisement, quality of message, attractiveness, and display frequencies simultaneously have strong and positive relationship to purchase intention. It is indicated by R value 0.733. Meanwhile, the R Square value revealed the three variables ability to predict purchase intention. R value was 0.537. It means quality of message, attractiveness, and display frequencies simultaneously can predict 53.7% of purchase intention. Meanwhile, 46.3% is affected by other variables that are not included in this study.

However to see the significance of influence per variable, it needs to refer to Table 3 Coefficient. The Sig or P value indicated the significance of variable influence to purchase intention. If the P value is less than 0.05, it means the variable has significant influence on purchase intention. On the other hand, the P value is greater than 0.05, it means the variable has insignificant influence to purchase intention. Meanwhile, to look for the positive or negative influence, it can be seen from B Unstandardized Coefficients.

The P value of variable quality of message is 0.003, which is less than 0.05. Therefore, the quality of the message in the advertisement has significant influence on purchase intention. Based on the B Unstandardized Coefficients, the influence is also positive. Every one additional unit to quality of message will improve 0.654 to purchase intention. Therefore, the H1 is accepted.

Meanwhile, the P value of variable attractiveness is 0.007, which is less than 0.05. Therefore, the attractiveness in the advertisement has significant influence on purchase intention. Based on the B Unstandardized Coefficients, the influence is also positive. Every one additional unit to attractiveness will improve 0.413 to purchase intention. Therefore, the H2 is accepted.

Similar results were also found in variable display frequency that has P value 0.015, which is less than 0.05. It means display frequency has a significant influence on purchase intention. Also, based on the B Unstandardized Coefficients, the influence is positive. Every one additional unit to display frequency will improve 0.528 to purchase intention. Therefore, the H3 is accepted.

Most interview sources are agreed that the quality of message is the main factor that can significantly influence the purchase intention. Because, the quality of the message determines the consumers' perception about the product and whether the unique selling point matches the consumers' needs or not. Like stated by the Source I. *"I did buy Dove product one time, after seeing the advertisement. It said, the deodorant can brighten and smoothen the skin of your armpit. I have a problem with that, so it intrigued me to buy,"* she said. However, some of the interview sources stated that the quality of message needs to be accompanied by frequent exposure. Because, if not, no matter how good the quality is, it will not be effective to influence purchase intention. It stated by Source 3, *"If the quality is good but we are rarely exposed to the advertisement, it will not be effective. For me, it takes several times until I consider to buy the product."*

The quantitative data analysis of this study revealed among those factors, quality of message is the one that had the most significant and positive impact on purchase intention. This is aligned with the findings of several previous studies such as Buda and Zhang (2000) and Hemamalini and Kurup (2014). Followed by display frequencies, and the last is attractiveness. It can be explained by the research of Furaji et al (2013). According to the research, attractiveness is more suitable to consider as a factor that draws and maintains the audience's attention to the advertisement. Hence, its influence on attitude and behavior will not be as significant as other variables.

Moreover, these findings are also supported by the result of interviews from five different sources. All of the sources agree that quality of message is the factor that can significantly increase the purchase intention. But, it needs to be accompanied with high display frequencies. The importance to pair quality of message and display frequencies is because display frequencies makes the message stick in the mind of audiences (Chih-Chung et al., 2012). Hence, when the needs appear, they will recall the brand easily. Moreover, display frequencies increase the credibility of the brand of product itself. Because, the audience thinks the company that is able to advertise many times on TV

must be the huge and reputable one. Hence, the product must have good quality (Pechmann & Stewart, 1988).

Despite that, there is a source that emphasized that quality of message alone is sufficient to impact the purchase intention with exception. However, the quality of the message is not only good, but also has to be relatable to audience condition and possess believability. For example: the audience is experiencing the problem of hair fall. The ad must provide clear and complete information about how the product can solve the problem. Giving testimonials from other consumers also help to enhance believability. Therefore, quality of message should be the main concern of marketers, before considering two other factors.

It is also revealed the importance of touching the affective domain of the audience. Actually, Dove has held an emotional advertisement campaign that makes the market think the product is suitable for any woman and can help them to feel beautiful as they are. The campaign is named as “Real Beauty”, which developed from a phenomenon where women lose confidence in themselves and do not consider themselves beautiful. The message in the advertisement campaign allows the brand to connect with the consumers on a deeper level. Some advertisements that included in this campaign, even left the women audience feeling moved and empowered. This campaign led to huge success. Traffic to the Dove site was incredible, with consumers actively seeking more information. Moreover, the sales of the product increased significantly from \$2.5 billion to \$4 billion. Besides that, the campaign won two awards that escalate the positive image of the brand. Based on these study outcomes, the marketers should consider creating an emotional advertising campaign like Dove “Real Beauty” in Indonesia.

Coolant is a new product of isotonic beverages, recognizing that there are many isotonic drinks on the market, Coolant makes a new sub category of "body cooling drinks". Coolant has been implementing several marketing communication strategies including campaign strategies such as advertising, brand activation, direct sales, and social media activation that lead to introduce his position to the public. This research discusses content of messages on television advertising and social media activation as a communication strategy to reach all target audiences and Coolant markets in Indonesia (Prasetya, 2014).

The results of this study shows Coolant already has a position as a body cooling drink on commercial television and social media activation. In this case, Coolant uses

photogenes, trick effects, poses, and messages that build audience knowledge of product position. Message which conveyed within communication strategy does not enough to construct a Coolant image. This could support related research which message conveyed by Unilever through its product "Dove". It tries to alternate beautiful image that currently only seen by ideal physical characters such as white skin, long and straight hair, thin, and tall. Dove is able to place its products by having the message that beautiful is what it is and being yourself. So, there is no stereotype about "real beauty". This shows messaging and positioning are becoming one of the important elements in marketing communication strategy. Dove dares to deliver different message in doing marketing communication so that it makes consumers feel emotionally bound and relate to the product.

Conclusion

From this research, it can be concluded that general advertisement had a significant impact on purchase intention. However, it needs to be revealed further which variables are able to improve the impact. This study proved that all variables (quality of message, attractiveness, and display frequencies) have positive and significant influence on purchase intention. However, there is a variable that had the most positive and significant influence, which is the quality of the message. This finding is confirmed from the quantitative and qualitative data analysis. Meanwhile, the significance of attractiveness and display frequencies are only slightly different. With state, where display frequencies are more significant. The qualitative data analysis also revealed the same that quality of message is the factor that can significantly increase the purchase intention. But, it needs to be accompanied with high display frequencies. The importance to pair quality of message and display frequencies is because display frequencies make the message stick in the mind of audiences. Hence, when the needs appear, they will recall the brand easily. If the quality is not accompanied by display frequencies, it must be outstanding and relatable to audience condition and possess believability.

The research above concludes that audiences with different age-range, watching television duration, also amount of income are not massively affected by attractiveness to buy a product. However, audiences have tendency still interested for a product which impressed by quality message as well as product display in ad. Those aspects will rise trust, attractiveness and audience's buying-willingness towards specific product.

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