

Influence of Purchase Intention on Ambient Advertising Strategy

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Abstract

The objectives of the study were to investigate ambient advertising. There was a significant impact of ambient advertising towards the perception and purchase intention of individuals. The present study considered the impression of 400 candidates in Thailand regarding ambient advertising strategy. It was found out that the impact on emotions, attitude, and the ability to get attention were vital aspects of present-day advertisement. Although several brands had not seen the significance of ambient advertisement, many were already implementing it because many of the respondents had claimed that the traditional advertisement strategies such as television, radio, billboards were dying.

Keywords: Advertising, Perspective, Ambient Advertising,

1. Introduction

Nowadays, ads viewers got their eyes contact with mass media such as television, films, videos, billboards, magazines, movies, music, newspapers, and the Internet. With all these marketing tools, advertising was well-known for its ever lasting impact on audience's mind, as its exposure was much broader (Katke, 2007). Advertising could be divided in to two types, which were traditional advertising and non-traditional advertising. They were different in their placement of the advertisement. Traditional ads were the olden form of advertising like on billboards, magazines, newspapers, and radio. These ads had continued to innovate according to time. Ambient advertising could be explained as a non-traditional advertising. It made a surprising effect for the consumer to capture the person's interest (creativeguerrillamarketing.com, 2014). It was unusual ads placing at any place that people would not normally see. An ambient advertising could be successful if chose to placed on the best media with an effective message association (PQ Media, 2007). Generation X were people who were born in the year 1960s to early 1980s. They were also known as baby busters. These people were now adults and were described as independent minded. Generation Y were people who were born between 1980s and 2000. This age group was important to marketers due to they were the next size to the boomer generation.

Additionally, brand was the factor that classified themselves from their competitors very

well. It also gave customers a societal importance sometimes. Beerli and Santana stated that purchase intention was a very vital aspect in measuring the data regarding the behavior of consumers (Beerli & Santana, 1999). Another factor that influenced the purchase intention was the perceived value of a product or service. Patterson, Johnson, and Spreng studied the relationship between four key post-purchase ideas; perceived performance, satisfaction, perceived value, and repurchase intentions, in a casual path framework in an empirical study of business to business professional services. The perceived value effected on repurchase intentions was completely mediated through satisfaction (Patterson, Johnson, & Spreng, 1997). Therefore, This research provided some insights of a Thai's perception with non-traditional advertisements.

2. Objectives of the Study

The purpose of this study was to observe the perspective on ambient advertising strategies in Thailand. Hypotheses were genders, generation X, generation Y affecting the purchase intention of the products or services through of use of ambient advertising or traditional advertising.

3. Methodology

Descriptive statistical technique was usually implemented to analyze a population or sample units. This method analyzed the frequency distribution; percentage distribution, standard deviation and average distribution of the demographic characteristics or the general information of a population, which comprised of age, gender, income, occupation, etc. On the other hand, inferential analyses used the sample to come up with a judgment related to the sample. The researcher used this tool to test the hypothesis by implementing T-test, Pearson's correlation and linear regression techniques.

4. Tools and Measurement

The target population was the generation X and generation Y as the main focus for this study that may or may not be existing customers to particular product advertised. An independent sample of 400 respondents was generated for this study. Sampling could be either probability or non-probability sampling method. In a probability sampling method, the samples gathered were based on random selection of respondents. Questionnaires, the information-gathering tool had been found to be most commonly used method of information gathering. The questionnaires were made into SURVEY MONKEY website, a real-time survey website, with a 599 baht package for 1,000 responses. Although, the responses cost closed to \$1,500 to buy, the researcher decided to attain these data via the use of distributing the links via social media and

e-mail as suggested above. The measurement were tested by using Cronbach Alphas had a significance of over 0.7.

5. Results

From the total 435 respondents, 34 of them failed to fill in one of the question in the latter stages of the questionnaire. This was a mistake by the researcher for not selecting the option to have those areas compulsory to be answered. Over 73% of 401 candidates had seen ambient advertisement, whereas 27% had not. The problem lied in the awareness of what was ambient advertisement, and a lot of them might have seen it but they were unable to categorize it as the ambient advertisement. The target was to capture generation x and y. The majority of the respondents were divided amongst these two respondents, with one that classify as the baby boomers. However, 400 of these respondents were divided based on 203 generation y and 197 of generation x. Majority of the respondents earned between 30,001 to 45,000 THB, representing 33% of the total candidates. 27% of them earned 15,001 to 30,000 THB whereas a minority of 10% earned 60,001 THB and more. In terms of education, majority of the candidates held a bachelor degree, whereas minority of them had a doctoral degree. Gender seemed to have no impact on the perception and purchase intention. Generation x and y had significant differences in the way they perceive an advertisement and their purchase intention. Ad credibility, as noted in the finding did have a positive impact to perception and purchase intention. Ad originality seemed to have no impact on perception and purchase intention. The feeling did have a significant impact on perception and purchase intention. Attitude did have a positive and significant impact on perception and purchase intention. Ad placement, that was, the location did have an impact on perception and purchase intention. Attention seemed to have a significant and positive impact on perception and purchase intention.

6. Explanations

At the point when inquired as to whether they had encountered both of the ads after the clarification of the ideas, some distinctive samples from both eras were raised. The conventional ads that Generation X could consider were hypothesis states, in particular mail and promoting on the radio and on TV. Generation Y then again specified more present day outlets as the Internet, vehicles and transport stops, and additionally the radio and TV. Explanations behind this can be that Generation Y was more mechanical free and that they had a lower salary, making them drove more. Ambient publicizing was harder to review for Generation X. They could basically consider individuals strolling around spruced up like signs and tastings at grocery stores.

Generation Y had a simpler time reviewing ambient publicizing. They gave a wide scope of cases. A clarification for this could be that Generation Y saw ambient publicizing as more significant than Generation X and that they did not give entire hearted endeavors to not exactly important occasions.

Generation X initially examined the likelihood of recalling customary promoting better than ambient publicizing. They imagined that ambient publicizing was distressing and irritating. This was amazing since ambient publicizing should draw in consideration and be successful, not conventional promoting. Yet, hypothesis about Generation X expressed that they were more disappointed than different eras, and this could be an explanation behind their abhorrence of ambient publicizing. Not all of Generation X was negative toward ambient promoting however. The greater part of them concurred with hypothesis and contended that ambient promotions were more important. They expressed, as hypothesis, that ambient publicizing was harder to stay away from and pulled in more consideration. They additionally reasoned that ambient promoting enacted more faculties, which hypothesis finished up inspire greater reactions. They concurred that the customary promotions could draw in consideration pretty much in the same class as ambient publicizing. They too concurred that ambient publicizing once in a while incorporates an excess of collaboration, making them overlook it.

7. Conclusion and Recommendations

Ambient ads utilized a little extent of most promoting plans and hence the issue of its adequacy was not yet of awesome significance. However in the event that ambient media were to keep on taking a more prominent cut of promoting plans they had to end up more responsible. Interestingly, it was proposed that when ambient ads were utilized strategically it might be less demanding to test their adequacy (for instance, by utilizing part range tests). Key ambient ads intended to manufacture and bolster a long haul brand picture perhaps harder to assess, as may be "customary" long haul brand-building publicizing battles contrasted with shorter-term strategic ones.

Besides, it would be exceptionally costly for a sponsor to check if the promotions were really set in the petrol stations. Ambient suppliers, therefore, need to have the capacity to offer these confirmations to their customers (as some are to be sure doing; for instance, Site Reports) and thus the offices impression of nature of administration ought to increment. Proceeded with income development for ambient media would likewise be supported, if the business could clarify why ambient fights could possibly be so powerful. The following area looked to investigate some of these hypothetical issues, particularly inside the region where ambient media were presently most regular: near to or at the purpose of procurement.

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