

Examining the Attitude Towards Social Media Advertisements on Purchase Intention (Case Study: Adidas Brand)

Received: 2023-02-24

Accepted: 2023-06-05

Vol. 4, No.3. Summer .2023, 44-54

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Abstract

Purpose: The emergence of the Internet in the modern business environment has become so pervasive that no large or small company can ignore its influence. Therefore, the purpose of this research was to investigate the attitude towards social media advertisements on purchase intention.

Method: A researcher-made questionnaire was used to collect information. The statistical population of the research was made up of Adidas company's customers; A random sampling method was used to select the sample, and finally, 342 questionnaires were collected online. This research is applied in terms of purpose and descriptive survey in terms of nature. To analyze the data and check the hypotheses, Smart-PLS software was used.

Results: The results showed that the informativeness of advertisements, social role, and image, and creativity in advertisements have a positive and significant effect on the attitude towards social media advertisements. Finally, a positive and significant effect was found between the attitude toward social media advertisements and purchase intention.

Conclusion: Given that the expected performance has a positive effect on the customers' intention to purchase the products presented in social media advertisements, institutions, organizations, and executive bodies, with whatever mission, mission, goal, and vision they have, ultimately operate in the national or international territory and must be accountable to customers, clients, shareholders, and beneficiaries.

Keywords: social media, Advertising, Attitude, Purchase intention, Sport Management.

Introduction

When social media first appeared, organizations often thought of it as a tool to communicate with customers and market their products. These organizations never expected the tremendous impact of social media on their internal structure (Zamanian et al., 2017). The use of social media has become a big social phenomenon as group applications, online tools, and technologies encourage and enable participation, dialogue, free-thinking, creation, and socialization in a group of users. Social media have several features in common (Azmi et al., 2017). One of the most important features is that most of these sites rely heavily on user-generated content, where it is the users who largely determine the product offered by the company. (Anurag et al., 2018). The large customer base has made social media very popular not only among users but also among companies that use social media as a marketing communication medium (Canton et al., 2018).

Marketing programs based on social media are usually focused on creating content that can attract the attention of social media users and encourage them to share the desired content on social media. In this way, the desired company's message is transmitted from one user to another in the form of a chain. Researchers believe that the emergence of social media is a real revolution in marketing communication. On the other hand, nowadays in many businesses, the role of social marketing in virtual networks is very important, especially businesses that are based on the sale of goods have used this platform to develop marketing activities and even capital. They have made large investments in it, and one of these businesses is the sellers of electronic goods (Hansen et al., 2018). Today, the electronics industry has undergone many changes and many items that people want to buy, such as; There are laptops and tablets, mobile phone accessories, laptop accessories, etc. of different brands with different prices.

Usually, people don't have a specific brand and

model in mind when they go to a big shopping site, including digital goods. Therefore, advertising can be very influential on the minds of buyers, and different brands can influence customer behavior through advertising. Advertising messages play an essential role in the image of brands (Shahriari and Haq-Shanas, 1401). Therefore, media advertising plays an important role in marketing. However, due to the lack of sufficient knowledge of products and brands, lack of interaction with information-providing sites, and the lack of effective content to guide and inform users, a large part of Iran's young society uses methods in which social media is weak. Therefore, in this research, we seek to investigate the effect of social media advertising features on customers' purchase intentions. Purchase intention is one of the stages of purchase decision-making, which studies the cause of consumer behavior to purchase a particular brand (Azmi et al., 2017). Purchase intention does not mean the act of purchase itself, but purchase intention is considered a pre-purchase action. Purchase intention is the probability that customers will choose a specific brand or a product category in a purchasing situation. Purchase intention is a kind of judgment about how much or how much a person wants to buy from a particular brand.

Advertisements provide hints of what you know or want to know. Advertisers provide consumers with new information about current products (Pian and James, 2011). Companies advertise with three goals (inform, persuade, and remind), and awareness is one of the most important goals. The advertisement may contain a large amount of information that will clarify many things about the products for the consumers. The more informative and informative the advertisement leads to better purchasing decisions for the consumers (Heidari et al., 2014). On the other hand, informing is effective in shaping the customer's attitude toward commercial advertisements on social networks. The informativeness of advertisements causes the customer to have a positive attitude toward

the advertising message, and as a result, it can be stated that the informativeness of advertisements has a positive relationship with the attitude toward social media advertisements (Taylor et al., 2011). Social media advertisements contain a large amount of information that makes many contents about products transparent for consumers, the more informative the advertisement is, it leads to better purchasing decisions among consumers (Bashar et al., 2012).

In general, social media is full of information, and the quality of information posted on social media sites may affect social media users' understanding of the company and its products. Accordingly, social media advertising is a good source for obtaining information about goods and services, and these advertisements provide timely and relevant information about goods. In addition, consumers who believe that social media advertising provides the information they need have a more favorable attitude toward Internet advertising (Amjad et al., 2018). Consumers' beliefs about advertisements (such as awareness) positively affect their attitudes toward advertisements (Wang and Sun, 2010). The social image of a society is the value of each person that he creates through interaction with others (Monez-Liva et al., 2017). The social image includes respect, honor, reputation, credit, competence, social connection, and loyalty. Social image is defined as the amount of respect that people gain through peer admiration or using social networking technology (Al-Alwan, 2018). Also, the social image means the consumer's perception of the value that the brand plays in social groups. The role and social image of advertising means that advertising presents the way of life and its communication goals are to create the image and personality of the brand. Advertising updates consumer information related to market trends and developments by showing what products people in their social class buy and use (Tabatabaei-Nasab and Parish, 2014).

The emergence of a social role in advertising is a strategy that advertisers are looking for from the initial stages of marketing. Advertisements can link social reactions to purchases and brand image (Heimberg, 1996). The concept of advertising messages has changed from focusing on products to focusing on customers as integral parts of the social meanings of products. Nevertheless, products and services have always had symbolic meanings and, like other forms of advertising, are often produced to promote social and lifestyle messages (Natarajan et al., 2013). Consumers find advertising useful in improving their image and social role. Advertisements often show a fictional situation. This increases the motivation of consumers to buy advertised brands, to support their real and ideal social images (Mahmoud-Ab, 2012). In general, social role and image represent the belief that advertisements affect the lifestyle and formation of people's status and social image (Wang and Sun, 2010), and the more advertising, the better the social role and image. presents, people's attitude towards it will be more positive. Creativity is the key to success in advertising. Experts in the field of advertising believe that creativity can increase the effectiveness and efficiency of advertising up to ten times (Turnbull and Wheeler, 2017). Creativity in advertising affects the effectiveness of advertising and the amount of sales and market share. On the other hand, creativity in advertisements increases attention and increases the motivation to analyze advertisements and the depth of processing (Her et al., 2017). Studies have shown that creativity facilitates the recall of memories, while motivation is the main key to increasing attention. In addition, the degree of relevance of advertisements as another main pillar of creativity in advertisements increases the desire of consumers and their attention to advertisements (Buck and Wilson, 2008). Organizations can attract customers' attention through creative advertising strategies. In short, advertising, along with increasing customers'

familiarity with the brand, can make customers understand other aspects of the brand. Actually; Advertising creativity is defined as a function of divergence and relevance. Divergence refers to the fact that an advertisement contains new, different, or unusual elements, while relevance refers to areas where the advertisement contains elements that are meaningful, suitable, or valuable for the audience (Hashivar et al., 2013).

Social media is a relationship management with thousands of customers, but it is not just a simple marketing tool and its shape may change in the future, but it will not disappear. Companies' use of social media indicates that the more companies depend on the network, the more successful they will be in the long run due to its increasing effects (Thomas and Pearson, 2010). Attitude is the evaluation, feeling, and pleasant or unpleasant desire of a person for an idea or object (Al-Hosseini al-Madrsi et al., 2017). attitude towards advertising; It can be defined as the favorable or unfavorable response of consumers to certain advertisements (Azer et al., 2017). Consumers' attitude towards advertisements is one of the effective indicators of advertisement effectiveness; Because the cognitive ability of consumers towards advertisements is reflected in their thoughts and feelings and will affect their attitude towards advertisements. In this way, the attitude about internet advertising affects people's attitude towards a brand and also the purchase intention in a series of effects. Public attitude towards advertisements is defined as the emotional response of audience members to advertisements. In marketing management, attitude towards advertising is very important, because consumer attitude is an important factor in influencing consumers' purchase intention (Kan and Kaya, 2016). If customers have a positive attitude toward social media advertising, this will lead to purchasing behavior

in customers. Furthermore; Li et al. (2014) in their research project entitled Investigating the attitude of consumers towards internet advertisements reached the results that information, entertainment, and materialism of internet advertisements are related to the attitude of users towards internet advertisements; But they could not find a relationship between the credibility of advertising messages and attitude. They found that there is a statistically significant relationship between the attitude towards internet advertising and the information responses that include awareness, interest, enthusiasm, and purchase intention towards the advertised products.

It can be argued that there is a close relationship between the beliefs, attitudes, and behavior of consumers toward social media advertisements. Variables such as buying from a brand and expecting to buy from a brand are used to measure purchase intention. Therefore, purchase intention is of special importance, and is considered as one of the important dependent parameters in research. Although in the field of social media and its application in marketing activities in our country, much research has been done. However, no research has investigated the effect of advertising's informativeness, advertising's creativity, and social role and image on users' attitudes toward social media advertising and purchase intention. The findings of this research can be useful to fill the existing gap in marketing literature and to better understand the concepts of advertising creativity, attitude towards social media, and social role and image. Therefore, the main problem of the current research is to analyze the role of advertising information, creativity in advertising, and the role of a social image on purchase intention, emphasizing the mediating role of attitude towards advertising.

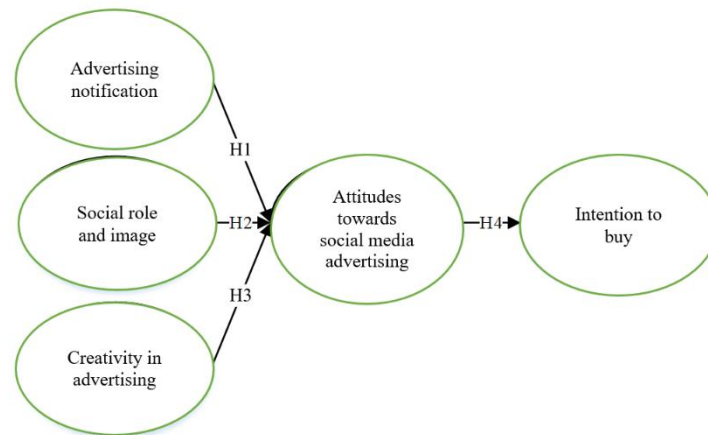


Figure 1- The conceptual model of the research

Materials and Methods

The current research is a descriptive-survey type of research and was conducted in the field. The statistical population of the research was made up of Adidas company's customers; To select the sample, a random sampling method was used, and finally, 342 questionnaires were collected online, the statistical population included those who referred to Adidas product sales agents in the country, people who are consumers of Adidas brand sports products. Use. By studying the theoretical foundations of the research and interviewing experts familiar with information technology, a 16-question researcher-made questionnaire based on an ordinal scale and a five-point Likert scale was used. The questions were controlled by some professors and expert opinions; Also, to measure the validity, convergent validity, and divergent validity were used by the software, and Cronbach's alpha reliability and composite reliability were used to fit, and as can be seen; Cronbach's alpha coefficient for all the research scales is at the optimal level, which shows the validity of the

research measures (Table 1). To analyze the data and check the hypotheses, Smart PLS software was used.

Results

Demographic description: 342 distribution questionnaires and their data were analyzed. In terms of gender, 64% were men and 42% were women. Also, according to the collected data, the distribution of the frequency of respondents according to age was determined that the range of 25-28 years had the highest frequency (43%). has done. 23.2% of the respondents had diploma and postgraduate degrees, 46.1% had bachelor's degrees, 23.2% had master's degrees, and 1.7% had doctoral degrees. Three criteria of reliability, convergent validity, and divergent validity are used to measure the fit of the measurement model. Reliability is done through the coefficient of factor loadings, Cronbach's alpha coefficients, and composite reliability, which is presented in Table (1).

Table 1: reliability and validity results of the research

factor load	α	CR	AVE	Item
-	0/72	0/84	0/63	Advertising notification
0/829	-	-	-	Information obtained from advertisements on social networks is useful.
0/801				I have to learn a lot of information from advertisements that exist on social networks
0/767				I think the information I get from the advertisements on social networks will be useful
-	0/80	0/87	0/62	Attitude toward social media advertising
0/878	-	-	-	In general, I am interested in social media advertising.
0/829				My attitude towards social media advertising is very favorable.
0/821				In general, I consider social media advertising to be a good phenomenon.
0/645				My general opinion about social media advertising is favorable.
-	0/77	0/76	0/54	Advertising creativity
0/643	-	-	-	Advertisements in social networks are unique.
0/967				Ads on social networks are unusual.
0/521				Advertisements on social networks are deceptive.
-	0/75	0/86	0/67	Social Role and Image
0/924	-	-	-	I find out what products I can buy through social media ads to improve my social image.
0/715				Social media advertising shows me the buying behavior of my peers.
0/816				Social media ads show what products can represent my personality.
-	0/85	0/91	0/76	Intention to buy
0/909	-	-	-	I may use the products of this company.
0/838				The products of this company are worth buying.
0/884				I will try to make most of my purchases from this company.

Considering that the appropriate value for the factor load is 0.4, Cronbach's alpha is 0.7, composite reliability is 0.7 and AVE is 0.5, as shown in Table 1, all factor loadings are at this level. They are reliably significant (the factor loading of all variables is acceptable - higher than 4-tenths). This means that the correlation coefficient of the manifest variables has the necessary ability to estimate the related hidden

variable, and as a result, it indicates that the construct validity of the model has been accepted. And in addition, according to the findings, all these criteria (Cronbach's alpha, composite reliability, average variance extracted) have adopted the appropriate value for the underlying variables, which can confirm the appropriateness of the reliability and convergent validity of the current research.

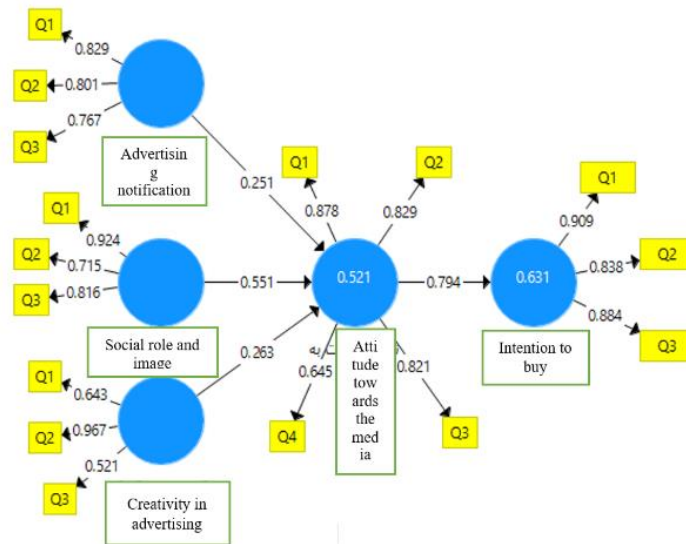


Figure 2- path coefficients and factor loadings of the research model

In Figure (2), the coefficients of the path, which express the intensity of the relationship, are specified. The numbers on the paths indicate the coefficient of the path and the numbers on the arrows of the hidden variables indicate the factor loadings. In the tested model, the significance of path coefficients and factor loadings was evaluated at the level of 0.95, as shown in Figure

2, all factor loadings are significant at this level of confidence (factor loadings of all variables are acceptable) They are higher than 4 tenths). This means that the correlation coefficient of the manifest variables has the necessary ability to estimate the related hidden variable, and as a result, it indicates that the construct validity of the model has been accepted.

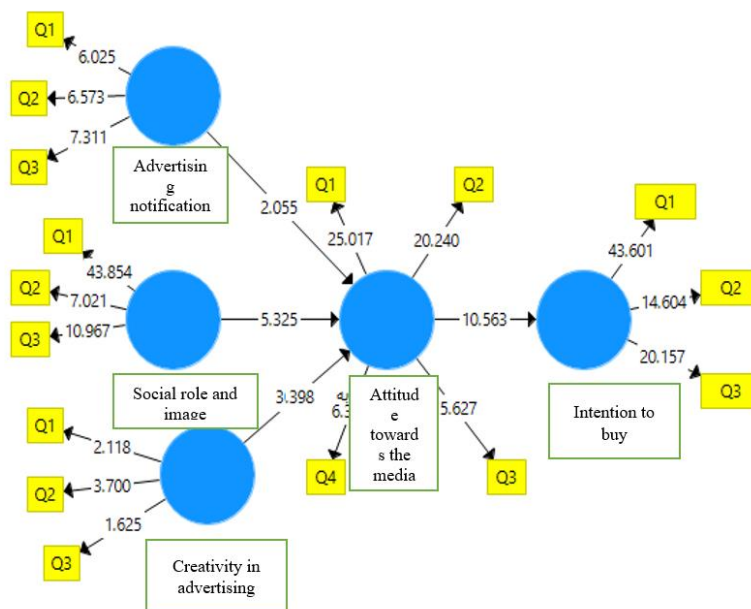


Figure 3- The main model in the state of a significant relationship

In Figure 3, the numbers marked on the arrows indicate T-values. To test hypotheses at the 95% confidence level values greater than and equal to the absolute value of 1.96 mean that there is a

significant relationship between the two variables. The direction of the relationship is determined based on whether these values are positive or negative.

The fit of the overall model includes both measurement and structural model parts, and by confirming its fit, the fit check in a model is complete. To check the fit of the overall model, only one criterion called GOF is used. Three values of 0.01, 0.25, and 0.36 have been introduced as weak, medium, and strong values for this criterion, and by obtaining a value of

0.56 for GOF, the strong fit of the overall model is confirmed. The GOF criterion is calculated as follows:

$$the = \sqrt{\frac{Communnality \times \bar{R}^2}{0.56}} = \frac{0.589 \times 0.538}{0.56}$$





Table 2: R2 and Q2 values

Structures	R ²	Q2
Attitude toward social media advertising	0/112	0/218
Intention to buy	0/139	0/407

The higher the Q2 values, the better the predictive power of the structures. The criteria for confirming the research hypotheses is that

the positive path coefficients and the t-statistic coefficients are higher than 1.96. In Table 3, the results of the hypotheses are presented.

Table 3): Internal model fitting results

Result	T-Value	B	Direction
confirmation <input checked="" type="checkbox"/>	2/055	0/251	Attitude toward social media advertising  Advertising notification
confirmation <input checked="" type="checkbox"/>	5/325	0/551	Attitude toward social media advertising  Social Role and Image
confirmation <input checked="" type="checkbox"/>	3/398	0/263	Attitude toward social media advertising  Creativity in advertising
confirmation <input checked="" type="checkbox"/>	10/563	0/794	Intention to buy  Attitude toward media advertising

Discussion

The Internet has completely changed the world of marketing. The increasing trend of connection and access to information has forced the development of many existing marketing models and platforms. The emergence of the Internet in the modern business environment has become so pervasive that no large or small company can ignore its influence. As consumer communication with social media expands, consumer interaction will be done in any way, and connecting to the Internet will become easier and more powerful than ever. However, when people go to a shopping site to buy, they don't have much information about the brand and model, and advertisements can influence the minds of buyers. However, the lack of sufficient awareness of products and brands, the lack of interaction with information-providing sites, and

the lack of effective content to guide and inform users have caused a large part of Iran's young society to use methods in which the role of social media has been weak. Research in this field shows that social media has features that should be investigated so that we can use them to influence customers' purchase intentions more and better.

The main goal of the current research is to analyze the role of advertising information, social image, and creativity in advertising on purchase intention with emphasis on the mediating role of attitude towards social media advertising. The first, second, and third hypotheses indicate the presence of a positive and meaningful effect of advertising information, social role and image, and creativity in advertising on the attitude toward social media advertising. The path coefficient of

these hypotheses is respectively equal to (0.251, 0.551, 0.263); And it shows the positive and significant effect of advertising information, role and social image, and creativity in advertising on the attitude towards social media advertising. The t-statistics of these hypotheses are significant at the 95% level (2.055; 5.325; 3.398). The results of these hypotheses with the research of Lee and Hong (2016); Smith and Young, (2004) are consistent. According to the obtained results, it can be stated that advertising provides information about the characteristics, properties, and availability of products, which enables consumers to make reasonable choices and ability improve their shopping habits. In fact, in the advertisements that take place on social networks, information containing the advantages and disadvantages of the products is presented so that customers can act with a better view of choosing the products they need. Since creativity is considered as the main factor in attracting attention, it is suggested to use methods of creating ideas to increase both the quantity and quality of creative ideas. Many advertisers are looking for ways to be creative to attract people, because the world of advertising is not a new world and many ideas have been used so far, and facing the fact that many advertisements have the same elements and style, it is normal (Yong and Yazdani Fard, 2014). On the other hand; The young generation is looking for the image They have a very good social relationship with their society and peer group, which has led to the tendency of this group to have a greater attitude towards social media advertisements.

The fourth hypothesis indicates the existence of a positive and significant relationship between the attitude toward social media advertisements and the purchase intention, and according to statistics, the positive relationship was confirmed more than the desired level. The results of this hypothesis are in line with Al-Alwan's research (2018). A positive attitude towards advertising can create the intention to buy in a customer, therefore, the more people's

attitude towards social media advertising is, the more motivated they are to search for information. In other words, people's attitude is an introduction to people's response to advertisements and subsequently their purchase intention. Also, consumers who have a positive attitude towards online advertisements are more involved in advertisements and spend more time explaining and responding to information related to the advertisement and in turn give a more favorable response to the advertised products and this response will improve their ability to remember the brand, feel favorable towards the brand, and develop purchase intention.

Conclusion

In the end, the role and social image of advertising is to provide a kind of lifestyle of advertising. Also, social role and image refer to the image and credit it brings to consumers. Institutions, organizations, and executive bodies, with whatever mission, mission, goal, and vision they have, ultimately operate in a national or international territory and must be in front of customers, owners, shareholders, and beneficiaries. be accountable; In recent years, the speed of environmental changes (economic, social, and technological) has been so impressive that many organizations and their managers have not been able to understand these changes with the same speed and show a quick and appropriate reaction to these changes or associate themselves with these developments. These changes in the technology sector have been faster and more than in other sectors. Therefore, it is recommended to always try to understand the needs and desires of the customer and to keep ourselves up-to-date and aware of the environmental changes so that we can understand the needs and desires of our customers in time and the customer thinks of buying and returning to have us.

Acknowledgment

We sincerely thank all the contributors to this

article.

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