

The Influence of Multimedia Features, Content Features and Picture Features in Online Advertising on Customer Purchase Intention towards Goods or Services

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Abstract

This study investigates online advertising related relationships among multimedia features (MF), content features (CF) and picture features (PF) towards customer purchase intention (CPI) of goods or services. An online questionnaire is distributed to 200 respondents for collecting data. SPSS Statistic System is used to analysis the research data including descriptive analysis, reliability test, Pearson correlation coefficient and multiple linear regression. Analysis results show that MF, CF, and PF have a positive relationship toward customer purchase intention. There are some limitations of this study and recommendations for future researchers are stated in the report. Therefore, solutions to enhance the problems is provided for future researchers.

Keywords:

Online advertising, customer purchase intention, multimedia features, content features and picture features.

Introduction

Due to advancement of Information Technology (IT), the Internet has become the most popular communication channel around the world today. The Internet has commercialized itself in online marketing due to its unique characteristics of high speed, low cost, user-friendly and wide accessibility. Online marketing acts as a new platform for companies to create awareness and attention for its business among consumers via online advertising (Wei,2010).

According to techopedia (2018), online advertising is also known as Digital Advertising or Internet Advertising. It is one of the marketing strategies used by companies to gain website traffic using Internet. It also helps companies to deliver marketing messages and target the

right customers. Online advertising is able to define market using unique ways and applications. The growth of online advertising is increasing rapidly since 1990. It provides

great benefit to companies such as ease of promoting goods and services information without worrying about the limitation of geographical boundaries.

There are a lot of companies which have large investment in online advertising. According to Wei (2010), the total spending of companies in online advertising in Malaysia has reached approximately USD460 million in 2008. By observing this large investment in online advertising, it proves that companies are able to gain reasonable returns from investing online advertising. Besides, in 2000, there was a 15% increase in Internet penetration in Malaysia to 65.7% compared to in 2019. This higher penetration helps the growth of online advertising. This higher Internet penetration also caused greater Internet population. Hence, companies started to generate effective online advertisements to target this profitable market segment and combine effective features in online advertisements. The companies then observe the performance of online advertising strategies on how the consumers respond to them.

Nowadays, online advertising is growing rapidly due to advance development of Internet Technology and its special characteristics as a new medium in Malaysia. Many companies had noticed this opportunity and started investing in online advertising in order to increase its market strategy and enhance brand image for attracting new customers and improve market performance. However, there is another researcher claimed that Internet technologies and marketing objectives will affect the effectiveness of direct communications (Yan,2009). Especially, large companies which prefer to build strong brand image around the world by using global exposure nature of Internet.

According to Hsu (2019), before the Internet is widely used, there are a lot of advertising agencies in the market lead by swaggering creative directors who have lavish client contracts. Besides, they also produce campaigns which set the cultural agenda and attract the consumers. However, in current situation, this equation has changed. Nowadays, agencies are familiar with consumers due to large data gathered over the time. There are large number of consumers especially young adults who hate advertisements so much and are willing to pay for avoid it. They would sign up advertisement blockers and subscription services online such as Facebook, television and billboards. As such, they reach lesser consumers and turn into ineffective advertisements. On the other hand, corporations are demanding agencies to produce more marketing campaigns by willing to pay lesser for them. Due to this situation, the advertising industry has face difficulty and need for change.

According to Willner (2018), 91% of people thinks that online advertising has become more instructive, 87% of people thinks that there are too many advertisements online and 79% of people thinks that they are tracked by online advertising. It is very important to select right features for online advertising to attract consumers which will influence customer purchase intention.

In order to find out the necessarily of this study, a pilot test is conducted among 30 respondents including 16 females and 14 males. 25 respondents are between 18-23 years old, 3 respondents are between 24-30 years old, 1 respondent is between 31- 40 years old,

and 1 respondent is between 41-50 years old. There are 93.3% of the respondents observe online advertisements from social media, 63.3% from internet website and 26.7% from

emails. There is 73.3% of the respondents watched online advertisements more than twice per day. Besides, 60% of the respondents strongly agreed that online advertisements provide aversion to audiences, 46.7% of respondents willing to pay for skipping online advertisements, 53.3% agreed that online advertisements are instructive, 66.7% of respondents strongly agreed there are too many online advertisements available, 63.3% of respondents strongly agreed that online advertisements could track their personal data, and 60% of them strongly agreed that they will purchase the products if online advertisements are attractive. Therefore, based on the pilot test result, this study must be conducted so that marketer could increase consumers interest using the three features and hence increase customer purchase intention towards own brand.

Therefore, this study is going to focus on the features of online advertisement influencing customer purchase intention. It is going to explore the relationship between multimedia features, content features and pictures features in online advertising towards customer purchase intention.

Some researchers claimed that online advertising could be effective as traditional media advertising (Gallagher, Foster and Parson, 2001). However, there are also some researchers stated that online advertising contains disadvantages including nonsensical, unfocused, uninformative, forgettable and ineffective (Yan, 2009). These different perspectives showed in previous research reflect different customers attitudes towards online advertising which influence their purchase intention.

In Malaysia, the ever-changing economic, social and technology trends, especially during covid-19 pandemic, the companies required to understand the features of online advertisements and enhance the advertisements which will further affect the customer purchase intention. Therefore, this present research would be significant for the companies to understand the features of online advertising and the role of online advertising influence customer purchase intention. Companies are able to implement the market communication mix strategy such as online advertising effectively. This study will help the companies in developing their online advertisements based on the findings and implication from this research to achieve the goals and objectives.

Literature Review

Based on previous study by Khong (2010), the features that are commonly used to study the effectiveness of online advertising are multimedia features, content features and picture features. They are used to examine the influence of online advertising towards customer purchase intention in this present study. The following literature review is organised based on these three measures, followed by proposed conceptual framework and development of hypothesis.

Multimedia features of online advertising

According to Khong (2010), multimedia features refer to online contents using multimedia elements such as video, audio and animation. This research also states that consumers are easily attracted by animated colours, texts and graphics on the website and customers will respond favourable to them. Khong (2010) claims that multimedia features in online video advertising can promote 82% of brand awareness and increase 67% of brand favorability. Khong (2010) also supported that multimedia features in online advertisements will invoke

a positive attitude of customers towards a brand and then, influence their purchase intention.

Content features of online advertising

According to Khong (2010), content features are considered as short and concise messages in an advertisement which provide information of a product or service. Consumers are more willing to click on such advertisements with products and services' knowledgeable information. 66% of the online audiences are able to remember the advertised messages on the advertisements which lead to brand favorability and hence, influence customer purchase intention (Khong, 2010).

El-zoghby, El-Samadicy & Negm (2021) claims that content features are attractive, clear, specific and action-oriented text messages which include information content or persuasive content or both. In order to create effective online advertisements, marketers need to use words which able to present the product's benefits as well as affect consumer's emotion towards the promoted product. Besides, content features also state the price availability and characteristics of the product such as discount, sales, offers or deals about the promoted products and this attracts the consumers.

Picture features of online advertising

Picture features can be the most successful tools used in online advertising due to consumers' perceptions are easily developed when they are exposed to picture features (El-zoghby, El-Samadicy & Negm, 2021). Picture features are able to grab customer' attention and create better understanding as they are eye-catching and have a direct impact on consumers' emotion. According to El-zoghby, El-Samadicy & Negm (2021), a high-quality picture features will attract consumers to discover more about the promoted brand. Hence, the sales of the brand will increase.

According to Khong (2010), attractive pictures or image features are able to attract greater audiences. Khong (2010) also claims that consumers prefer advertisements which are easily understood rather than involving large number of texts. Besides, a picture of celebrities can promote brand easier and get positive response from audiences. However, picture online advertisements may create deterrence to consumers where they need time to download the advertisements.

Dependent Variable-Customer Purchase Intention

According to Mirabi, Akbariyeh & Tahmasebifrad (2015), customer purchase intention is a decision to buy a particular brand with specific reasons. Based on Yonus, Rasheed & Zia (2015), consumer purchase intention is the consumer's preference on purchasing a particular good or service. According to Goyal (2014), customer purchase intention is the promise made by oneself for purchasing the same product whenever one returns to the market.

El-zoghby, El-Samadicy & Negm (2021) claims that consumers could not escape from the interference of Internet in their daily lives especially social media. This makes the Internet becoming a source of information and entertainment, which lead consumers to high exposure to view the same advertisements daily. The advertisements provide certain images and messages to gain attention from consumers and encourage online shopping. Online shopping is easier for consumers where Internet is a marketing channel with two-way communication and provide healthy interactive shopping regardless place and time. Social media marketing helps business to influence customer purchase behaviour by using

advertisements which can develop emotional reactions. Online advertising is able to shape consumer's cognition by observing consumers from the advertisement through their senses, attention, memory and perception. These factors are able to help firms to attract more customers using online advertising.

Research Framework

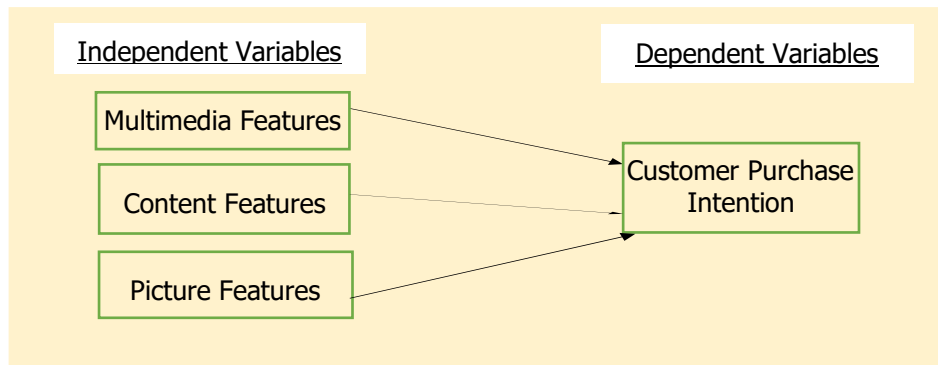


Figure 1: Proposed Conceptual Framework (Burke and Edell ,1989 & Escalas and Rutgers,2003)

Relationship between Multimedia Features in Online Advertising and Consumer Purchase Intention

Multimedia features in online advertising are the used of animation and graphic designs to market a good or service (Dynamic Digital Advertising, n.d.). Companies use these features to reach a broader audience and increase company's sales. According to El-zoghby, El-Samadicy & Negm (2021), visual such as multimedia feature is the most attractive tool to increase spread of positive word-of-mouth. According to Shaouf, Lü & Li (2015), visual design is important for successful of online advertising, influences customer attitude and purchase intention. As such, multimedia features have a great impact on customer purchase intention.

H1: There is a significant relationship between multimedia features and customer purchase intention.

Relationship between Content Features in Online Advertising and Consumer Purchase Intention

According to Khong (2010), content features are able to generate positive attitudes towards brand names. If favorable attitudes are created, purchase intention is generated. Thus, Khong (2010) had concluded that content features have a great impact on customer purchase intention. According El-zoghby, El-Samadicy & Negm (2021), content features have a great impact on customer purchase intention. Ahmed (2017) stated that information acquisition could influence customer purchase decision.

H2: There is a significant relationship between content features and customer purchase intention.

Relationship between Picture Features in Online Advertising and Customer Purchase Intention

Shaouf, Lü & Li (2015) concluded that visual design influences the customer attitude and purchase intention as it delivers commercial meanings in marketing messages and influence consumers. Based on Khong (2010), picture features will create positive attitudes toward a product or service and hence, influence customer purchase intention. According to Seo (2021), a picture advertisement of bitten food will diminish the purchase intention and willingness to pay due to feeling of disgusting. Meersseman, Geuens & Vermeir (2021) concluded that picture features have a great impact on customer purchase intention.

H3: There is a significant relationship between picture features and customer purchase intention.

Research Methods

This study uses quantitative research method to identify the relationship between independent variables (multimedia features, content features and picture features) and dependent variable (consumer purchase intention). The numerical data required to conduct this research will be collected via a survey questionnaire distributed vide online using Google Form. The sample size is 200 respondents for this research. Sampling element is the individual from the targeted population (Sekaran, 2012). For this research is people who have smartphones and internet access for watching online advertisements and access to e-commerce platforms in Malaysia. Researcher will share the online questionnaire created using Google Form to the targeted respondents via online and encourage them to fill in the questionnaire. The date collection method will be both primary data and secondary data.

There are two sections included in the questionnaire which are Section A for demographic information of respondents and Section B for construct measurement for all variables. Besides, there are 23 questions included where Section A included 4 questions and Section B included 19 questions. The independent variables for this study are features of online advertising including multimedia features, content features and picture features. The dependent variable is customer purchase intention.

Descriptive analysis

In the analysis of this study, the respondents' demographic information was presented using table and bar chart together with information to explain the frequency and percentage.

Inferential analysis

In this research, reliability test, Pearson correlation coefficient and multiple linear regression are conducted for identifying the relationship between all variables.

Reliability test

Cronbach's Alpha is measured to present the reliability of all variables. According to Bonett & Wright (2015), the higher coefficient alpha value which is closer to 1 is more reliable while the lowest value of coefficient alpha must be 0.6. If the value is lower than 0.6, it will

considered as unreliable.

Table 1: Ranges of Coefficient Alpha Value (Zikmund, Babin, Carr & Griffin, 2013)

Coefficient Alpha Value	Strength of Association
0.80-0.95	Very Good Reliability
0.70-0.80	Good Reliability
0.60-0.70	Fair Reliability
<0.60	Poor Reliability

There are 4 categories in level of reliability. A very good reliability has 0.80-0.95 coefficient alpha value, good reliability has 0.70-0.80 coefficient alpha value, fair reliability has 0.60-0.70 coefficient alpha value, and poor reliability has less than 0.60 coefficient alpha value.

Pearson correlation coefficient

This method identifies the significance value of the relationship between independent variable and dependent variable (William, 1996). Pearson correlation coefficient is conducted in this study to test the relationship between independent variables and dependent variable from the hypothesis using the data collected from online questionnaire. The closer value of alpha coefficient to +1 or -1, the relationship between independent variables and dependent variable will be more significant.

Table 2: Rule of thumb for interpreting the size of a Correlation Coefficient (Mukaka, 2012)

Size of Correlation	Interpretation
0.90 to 1.00 (-0.90 to -1.00)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (0.00 to -0.30)	Negligible correlation

Multiple linear regression

Multiple linear regression is a flexible analysis system for analysing the collected data with a quantitative dependent variable and study the relationship between the independent variables. It is a must to conduct for hypothesis testing, estimation and power analysis. Multiple linear regression is conducted to test the hypothesis in previous chapter. The relationship between all variables can be identified using analysis of variance. If the variable's p-value is lower than alpha value (0.05) represents significant relationship. Other than that, the value of R square represents how much independent variables influence on

customer purchase intention in percentage (%).

The equation for Multiple Linear Regression as below:

$$Y = a + b_1 * X_1 + b_2 * X_2 + \dots + b_p * X_p + \varepsilon$$

Where

"Y = Dependent Variable" "a = Constant"

"b_p = The regression coefficient associated with variable, X' "X_p = The independent variable, where p= 1, 2, 3..."

"ε = An error team, normally distributed about a mean of 0 (for the purpose of computation, the ε is assumed to be 0)"

Accept H₁ and reject H₀ if p-value is higher than 0.05 (p>0.05).
Otherwise, accept H₀ and reject H₁ if p-value is lower than 0.05 (p<0.05).

In conclusion, the data is collected, analyzed, and interpreted under research methodologies. The elements in sampling design including target population, sampling techniques, sampling size, sampling frame and location, and sampling element are identified before the online questionnaire is formed and distributed. In order to collect raw data from individuals, a questionnaire is created using Google Form and distributed via online. The data collected is analyzed and interpreted using reliability test, Pearson correlation coefficient and multiple linear regression using SPSS Statistic system.

Results and discussions

The data collected from 200 respondents via online questionnaire will be analysed using SPSS statistic system. The analysis will be explained using descriptive analysis and inferential analysis.

Descriptive analysis

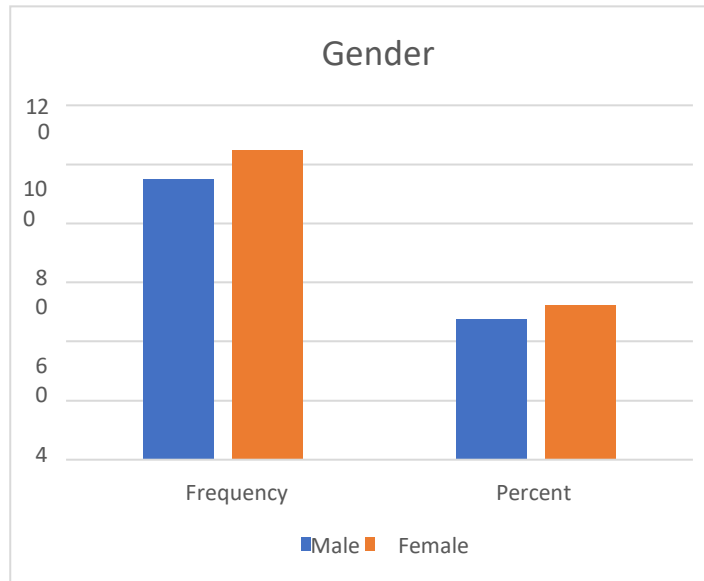


Figure 2: Bar Chart of Frequency and Percentage (Gender)

Based on Figure 2, the gender frequency and percentage are showed in bar chart where blue represents male, and orange represents female. The bar chart on left represents frequency while bar chart on right represents percentage. There are 95 (47.5%) respondents are male and 105 (52.5%) respondents are female.

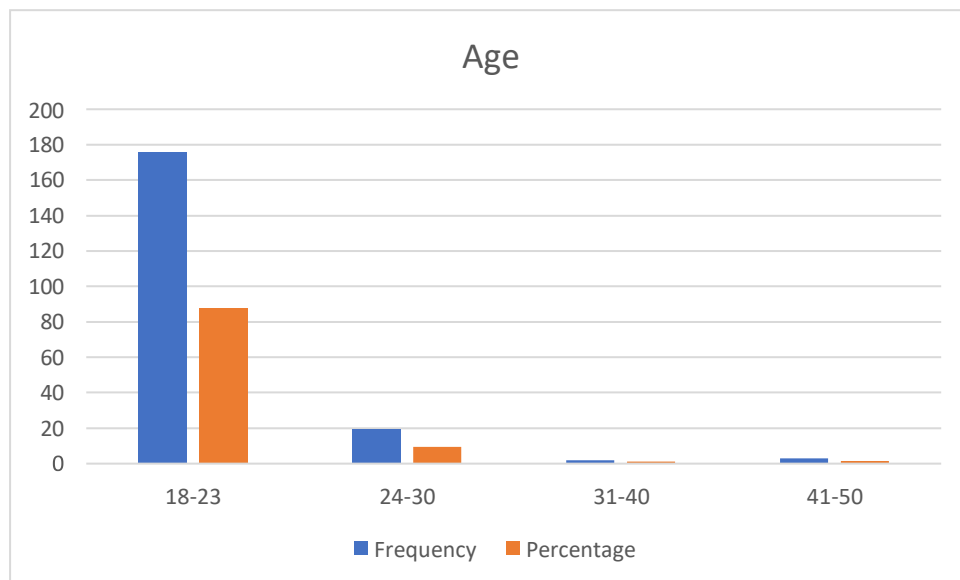


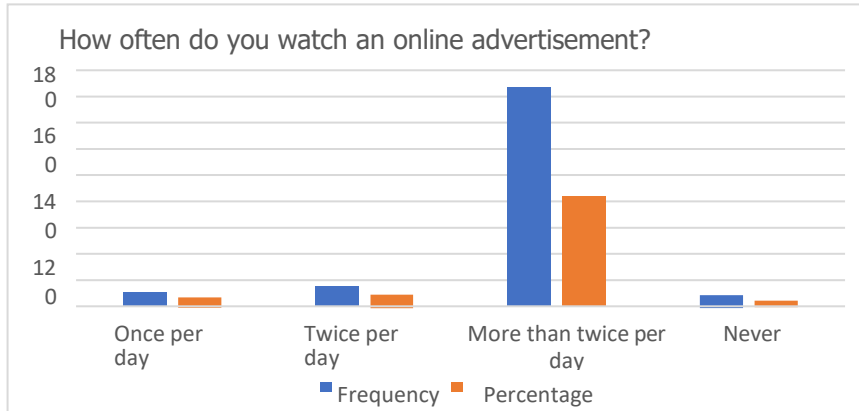
Figure 3: Bar Chart of Frequency and Percentage (Age)

The frequency and percentage of 200 respondents collected from online questionnaire is show in Figure 3. Respondents are divided into 18-23 years old, 24-30 years old, 31-40 years old and 41-50 years old. The bar chart in blue represents frequency while orange represents percentage. There are 176 (88%) respondents are 18-23 years old, 19 (9.5%) respondents are 24-30, 2 (1%) respondents are 31-40 years old, and 3 (1.5%) respondents are 41-50

years old.

(a) How often do respondents watch an online advertisement?

Figure 4: Bar Chart of Frequency and Percentage (How often do respondents watch an online advertisement?)



The frequency and percentage of how often 200 respondents watch an online advertisement in a day collected from online questionnaire is show in Figure 4. There are 11 (5.5%) respondents watch an online advertisement once per day, 15 (7.5%) respondents watch an online advertisement twice per day, 167 (83.5%) respondents watch an online advertisement more than twice per day, and 9 (3.5%) respondents never watch online advertisement.

(b) How often do respondent purchase online?

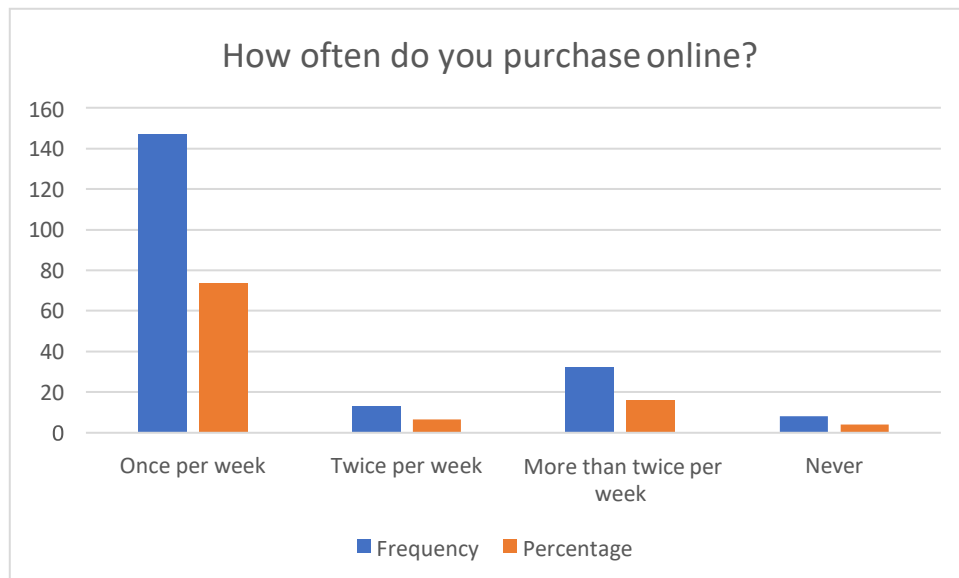


Figure 5: Bar Chart of Frequency and Percentage (How often do you purchase online?)

The frequency and percentage of how often 200 respondents purchase online collected from online questionnaire is show in Figure 5. The bar chart in blue represents frequency

while orange represents percentage. There are 147 (73.5%) respondents purchase online once per week, 13 (6.5%) respondents purchase online twice per week, 32 (16%) respondents purchase online more than twice per week, and 8 (4%) respondents never purchase online.

(c) Construct measurement of central tendencies

Results show that the independent variable which is multimedia features (MF) has the highest mean of 4.58 while dependent variable which is customer purchase intention (CPI) has the lowest mean of 4.4288. Then, the standard deviation of dependent variable, customer purchase intention (CPI) is 0.8543 which is the highest while the independent variable which is multimedia features (MF) has the lowest standard deviation of 0.6272.

Inferential Analysis

(a) Reliability test

Table 3: Reliability Test Result

Variables	Dimension	Cronbach's Alpha	Number of Items
Independent Variables	Multimedia Features (MF)	0.895	5
	Content Features (CF)	0.897	5
	Picture Features (PF)	0.904	5
Dependent Variable	Consumer Purchase Intention (CPI)	0.944	4

Based on the reliability test result in Table 3, the Cronbach's Alpha values lie between 0.7-0.95. This result can conclude that the dimensions in the questionnaire are consistent and stable. Besides, these values also shows that the dimensions have very good reliability.

(b) Pearson correlation coefficient

Multimedia Features

Table 4 Correlation between Multimedia Features and Consumer Purchase Intention

		Customer Purchase Intention (CPI)
Multimedia Features (MF)	Pearson Correlation Coefficient	0.761
	P-value	<0.0001
	N	200

Table 4 shows the value of correlation coefficient is 0.761 which lies between the coefficient range of ± 0.71 to ± 0.90 , and this shows a strong relationship between multimedia features and consumer purchase intention. Therefore, multimedia features has a positive relationship towards consumer purchase intention.

Content Features

Table 5 Correlation between Content Features and Consumer Purchase Intention

		Customer Purchase Intention (CPI)
Content Features (CF)	Pearson Correlation Coefficient	0.630
	P-value	<0.0001
	N	200

Table 5 shows the value of correlation coefficient is 0.630 which lies between the coefficient range of ± 0.41 to ± 0.70 , and this shows a moderate relationship between content features and consumer purchase intention. Therefore, content features has a positive relationship towards consumer purchase intention.

Picture Features

Table 6 Correlation between Picture Features and Consumer Purchase Intention

		Customer Purchase Intention (CPI)
Picture Features (PF)	Pearson Correlation Coefficient	0.812

	P-value	<0.0001
	N	200

Table 6 shows the value of correlation coefficient is 0.812 which lies between the coefficient range of ± 0.71 to ± 0.90 , and this shows a strong relationship between picture features and consumer purchase intention. Therefore, picture feature has a positive relationship towards consumer purchase intention.

Multiple Linear Regression

Table 7: Model

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	0.833 ^a	0.695	0.690	0.44049

a. Predictors: (Constant), MF CF PF

b. Dependent Variable: CPI

Based on Table 7, the R square value is 0.695 which is 69.5%. Hence, it presents that all the independent variables significantly influence customer purchase intention by 69.5%.

Table 8: Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.331	0.289		-4.609	0.000
MF	0.341	0.113	0.227	3.020	0.003
CF	0.173	0.081	0.120	2.129	0.035
PF	0.451	0.095	0.549	7.915	0.000

Table 8 shows all the three independent variables which are multimedia features (MF), content features (CF) and picture features (PF) with a significant value less than 0.05. The significant value for multimedia features (MF) is 0.003, content features (CF) is 0.035, and picture features (PF) is 0.000. This proves that these three independent variables have positive relationship to customer purchase intention.

Thus, Customer Purchase Intention = $-1.331 + 0.341$ (Multimedia Features) + 0.173 (Content Features) + 0.451 (Picture Features).

H1: There is a significant relationship between multimedia features and customer purchase intention.

The p-value for multimedia features is 0.003 lower than alpha value, H1 is supported.

H2: There is a significant relationship between content features and customer purchase intention.

The p-value for content features is 0.035 lower than alpha value, H2 is supported.

H3: There is a significant relationship between picture features and customer purchase intention.

The p-value for picture features is 0.000 lower than alpha value, H3 is supported.

Conclusion

Duration of an online advertisement could be important in attracting consumers and hence, future researchers may use it as an independent variable. A short advertisement may not be informative enough while a long advertisement could result in boredom and ignoring the messages of marketers wanted to share. In order to prevent responses from similar age group, questionnaires are suggested not to distribute privately. Future researchers are recommended to try out more reliable method and include respondents from different demographic status. Researchers may look for a professional survey website to get wider range of respondents. Furthermore, similar research had been conducted by various researchers. It is recommended for future researcher to research on consumer's income towards purchase intention. It is because some consumers may not have any income but the intention to purchase still exist.

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