Reciprocal Relationship and the Mediating Role between Dimensions of Attitude towards Advertisement (Aad), Brand Attitude (Abr) and Purchase Intention (PI) - A Case Study of Ready-To-Eat Food Products

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ABSTRACT

Purpose
The study examines the effects of Aad and Abr on the PI of a ready-to-eat food product at two levels. The first level involves the investigation of the effect of reciprocal relationship between Aad and Abr on PI. The second level involves the examination of how Aad and Abr act as mediators in predicting the PI.

Design/methodology/approach
The data is collected by administering questionnaire to in-store retail customers in the city of Chennai, India. The study involves 300 responses based on non-probability convenience sampling.

Findings
The study establishes not only the reciprocal relationship between Abr and Aad but also the mediating roles of Abr and Aad. Further, the first pathway from Aad through the mediator Abr better predicts PI than the second pathway from Abr through the Mediator Aad.

Practical implications
This study reinforces the fact managers have to focus majorly on creating a meaningful advertisement to directly attain the purchase intention without any brand attitude developed. Attractiveness and vitality in advertisements influence the purchase intention of the customers through the brand attitude that is created while watching an advertisement.

Keywords: Brand Attitude, Dimensions of Attitude towards Advertisement, Mediating.