

## **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 path way 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.*