

## Advertising Factors Affecting Purchase Intention of Sportswear Products for Batam City People

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### Abstract

**Purpose** – This study aims to verify whether the variables in social media advertising affect the Purchase Intention of sportswear products mediated by the Attitudes toward Advertising variable. **Methodology/approach** – This study uses a causal-comparative method. The population in this study is the people of Batam City who actively use social media. The research sample is Batam City people who have watched social media advertisements. The sample collected in this study numbered 305 respondents. The data is then processed using SmartPLS software. **Findings** – It is found that social media advertising variables, namely Entertainment, Informativeness, Emotional Appeal, and Creativity have a significant positive effect on Attitudes toward Advertising and indirectly influence Purchase Intention mediated by Attitudes toward Advertising. **Novelty/value** – This study differentiates itself from the previous research not discussing sportswear products during the Covid-19 pandemic in Batam City.

**Keywords:** Entertainment, Informativeness, Credibility, Emotional Appeal, Creativity, Attitudes toward Advertising, Purchase Intention

### INTRODUCTION

The period of the Covid-19 outbreak until its post-pandemic era has changed our lifestyle in society, with one concrete example being that people are more aware of their physical health. More and more people are accustomed to physical exercise because it benefits from increased body immunity and fitness (Setyaningrum, 2020). Sports activities, such as jogging, cycling, gymnastics, yoga, and home activities, are usually carried out so that the body remains active and productive. This even drives people to make sports their lifestyle (Pranata, 2020). The increased interest in sports has made people aware of equipping themselves with sportswear. A complete set of sportswear makes people feel more comfortable and confident in doing sport. Where more and more people use sportswear, in turn, caused the sportswear industry to grow and experience an increase in product sales (Abdul, 2020).

Significant public interest in sports has created a business opportunity for sportswear companies. Unsurprisingly, Indonesia, with a population of 275.77 million people by mid-2022 (Katadata, 2022), has attracted local and international brands trying to chip into the business of the sportswear industry. The most popular local sportswear brands in Indonesia, as reported by Kompas (2021), are CorNation Active, AUM Apparel, SoulActiv, Castle Cycling, and Lee Vierra Modest. As ranked by Top Brand Award (2022), international sportswear brands chosen by the Indonesian people are Adidas at the top with 38.8%, Nike in second place with 16.2%, and Puma secured third place with 12.7%. The fourth and fifth places are held by Converse and Reebok, with 11.0% and 7.5%, respectively.

The abovementioned data shows that the sportswear industry is becoming more competitive. For a company to win the competition, it needs to create the right marketing strategy to escalate the interest in purchasing sportswear. One strategy that can be used to increase sales is social media utilization. The benefit of using social media is primarily the rapidity and ease of information dissemination. This motivates marketers to use social media to promote and display their products or services through social media

advertising. The role of social media has evolved into facilitating the needs and desires of its users. Recent studies discussing the use of social media as a marketing strategy are as follows: Alamsyah et al. (2021) studied pop-up advertisements on Youtube focusing on purchase intention, Brolin & Spångby (2020) examined the relationship between Instagram advertisements exposure and attitudes toward advertising and brands, which lead to increased purchase intention in sportswear, Wang et al. (2018) examined customer attitudes toward viral video advertisements on social media, Chetioui et al. (2021) researched Facebook advertisements contribution to consumer purchase intention in emerging markets characterized by its high level of collectivism, and Firat (2019) investigated the factors influencing the value of YouTube advertisements and their effect on purchase intention.

Marketing strategy using social media is an alternative that sportswear companies can employ. The rationale is that internet development in Indonesia has made noticeable progress, and its users rapidly grow within the country. Based on We Are Social (2021), with a total population of 274.9 million in 2021 and a rate of urbanization of around 45%, Indonesia has an internet use ratio of 202.6 million out of 274.9 million. It shows that there are about 73.7% of internet users in Indonesia. Meanwhile, with active social media users around 170 million out of 274.9 million, it indicates 61.8% of active social media users in Indonesia.

There are four platforms with the most significant number of users in Indonesia as reported by We Are Social (2021): Youtube with 93.8% of users, Whatsapp with 87.7% of users, Instagram with 86.6% of users, and Facebook with 85.5% of users. There are 12 other platforms with the largest user, such as Twitter, Facebook Messenger, Line, LinkedIn, Tiktok, Pinterest, Telegram, WeChat, Snapchat, Skype, Tumblr, and Reddit.

Considering the importance of social media advertising as a vehicle to drive the sales of sportswear products, this study intends to examine the effect of social media advertising on consumer buying interest. The result of this study will hopefully assist sportswear brands in understanding consumer behavior in the Indonesian market.

## LITERATURE REVIEW

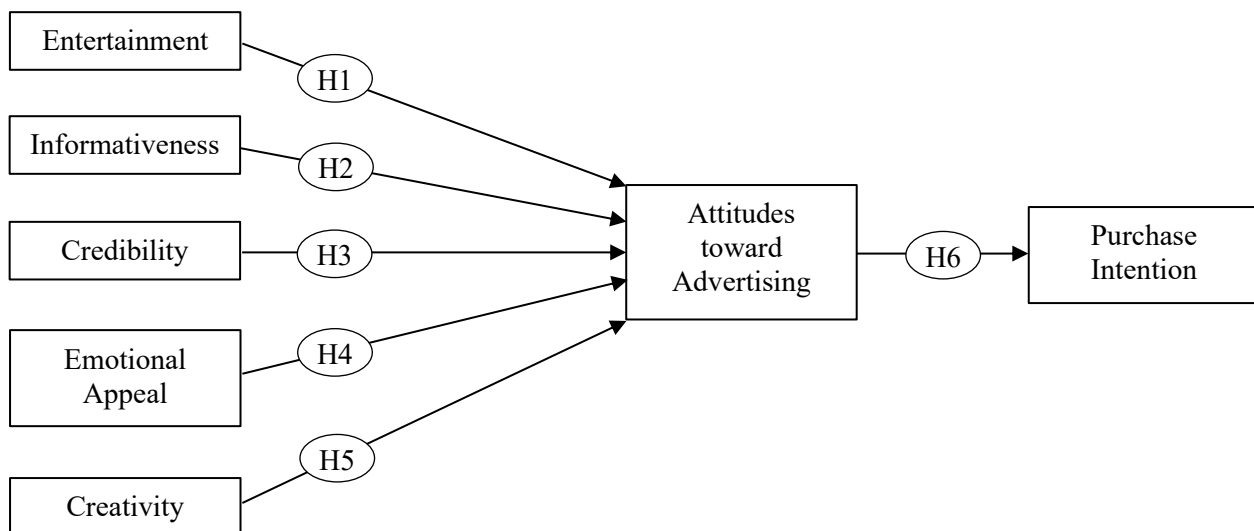


Figure 1. Research Model

## Purchase Intention

According to a study by Ina (2019), online video advertising through social media and discussion of purchase intention is the basis for determining success when designing advertisements to promote products or services, motivating consumers to buy advertised products. Firat (2019) explained that purchase intention is the tendency to buy when the advertised product or brand is needed. Yüksel (2016), who investigated the effect of user-generated content in Youtube videos on consumer purchase intention, found that perceived credibility, perceived usefulness, and perceived video characteristics of the information in Youtube videos positively affect purchase intention.

According to Setiawan & Briliana (2021), purchase intention is an action that emerges after having a positive attitude towards a particular brand, so it creates a possibility, plan, and willingness to buy a product. Sharma et al. (2021) explained that consumer purchase intention could influence a significant portion of consumer behavior. According to Brolin & Spångby (2020), the definition of purchase intention is the willingness of consumers to buy products or services offered at particular times and situations. Meanwhile, research by Huarng et al. (2010) stated that purchase intention is a process where consumers plan to buy products or services displayed on social media advertisements that directly affect consumer attitudes.

## **Entertainment**

Arora & Agarwal (2020) stated that the entertainment power of an advertisement lies in its ability to capture consumers' attention. Nabila & Achyar (2020) noted that entertainment is the ability of advertising to create positive consumer attitudes by providing pleasure, channeling, and releasing emotions; the results of the research are the positive influence of entertainment on the value of advertising on Youtube and attitudes toward advertising. Dehghani et al. (2016) found that media channels containing high levels of entertainment will tend to benefit users, encouraging them to use media more often.

Hashim et al. (2018) showed the positive effect of the entertainment variable on attitudes toward advertising, indicated by respondents associating entertainment with free time, joy, and happiness. Meanwhile, Brolin & Spångby (2020) explained the result of their research that entertainment has a positive effect on attitudes toward advertising, arguing that advertising on social media has the potential to affect consumer attitudes toward advertising if the entertainment value is high enough.

*H1: Entertainment has a significant positive effect on Attitudes toward Advertising*

## **Informativeness**

Lee & Hong (2016) argued that informativeness is the ability to inform users about product alternatives that enable them to make choices producing the highest value. Sari et al. (2020) showed a significant relationship between informativeness and the perceived value of advertising because consumers nowadays spend more time searching the internet for information.

In their study, Zhao & Wang (2020) explained that informativeness represents valuable information to inform users about alternative products. Meanwhile, Setiawan & Briliana (2021) demonstrated that the informativeness variable has a significant positive impact on attitudes toward advertising, arguing that the informativeness message is conveyed well to consumers who have seen social media advertisements.

*H2: Informativeness has a significant positive effect on Attitudes toward Advertising*

## **Credibility**

Arora & Agarwal (2020) in their research stated that credibility is defined as the extent to which consumers perceive claims about products or brands advertised in advertisements to be truthful and believable. Therefore, trusting a social media site is a prerequisite before relying on the information displayed on the site. Nabila & Achyar (2020) stated that credibility is defined as a condition where consumers feel that a brand in an advertisement is honest and trustworthy. Consumer perceptions of the credibility of an advertisement can lead consumers to consider the brand, which in turn allows consumers to assess the superiority of a brand.

Setiawan & Briliana (2021) stated a significant positive relationship between credibility and attitudes toward the advertisements displayed. The element of credibility in their study can affect consumer attitudes toward products displayed so that it can indirectly influence consumers toward purchase intention. Ben Brahim (2016) argued that credibility has a significant relationship with attitudes toward advertising, showing that the more common social media advertisements provide credible information, the better consumer attitudes toward the purchase intention of a product.

*H3: Credibility has a significant positive effect on Attitudes toward Advertising*

## **Emotional Appeal**

Wardhani & Alif (2019) argued that motivational messages relevant to individuals evoke emotional appeals and responses, so viral advertising messages in online media contain stronger emotional appeals. Brolin & Spångby (2020) explained that emotional appeal is a situation or feeling felt by consumers toward social media advertisements about particular brands that can affect consumer attitudes toward the advertisements and brands offered.

Lee & Hong (2016) argued that emotional appeal is the state of a person's state of feeling in the sense of an affect, which can be positive (e.g., love, joy) or negative (e.g., fear, anger, sadness). Related studies in

the field of communication recognized emotion as a vital element that can significantly influence the effectiveness of a message. Their study revealed that messages with a strong emotional appeal are more likely to be shared online, so it can be argued that emotional appeal positively influences attitudes toward advertising.

*H4: Emotional Appeal has a significant positive effect on Attitudes toward Advertising*

## **Creativity**

Research by Shen et al. (2020) stated that creativity is a crucial issue in ad delivery and is a significant component of advertising success. Priscilla (2018) stated that creativity in advertising is the center of the marketing element that leads to the success of all advertising campaigns. Wardhani & Alif (2019) explained that advertisements with a high creativity value could produce double sales value compared to those without creativity.

Maniu & Zaharie (2014) conducted a study explaining that creativity has the use of conveying a message of perception of unexpectedness, so creativity in advertising is defined as an action that can produce effective surprises. The result of the study showed that creativity has a positive relationship with attitudes toward advertising. Lee & Hong (2016) argued that advertising creativity is the extent to which advertising is original and unexpected. Divergence and relevance are known as the prime characteristics of advertising creativity: divergence is associated with elements that are innovative, different, or unusual, while relevance relates to factors that are meaningful, appropriate, useful, or valuable to the audience. Thus, the study concluded that creativity positively affects attitudes toward advertising.

*H5: Creativity has a significant positive effect on Attitudes toward Advertising*

## **Attitudes toward Advertising**

According to Kibtyah et al. (2021), attitudes toward advertising on social media have characteristics that are usually difficult to change and describe consumers' feelings, considerations, and tendencies towards an object idea. Hashim et al. (2018) defined attitude as a learned predisposition of human beings presumed to respond to an object, idea, or opinion. Chetoui et al. (2021) explain that intrusive social media advertisements lead to negative consumer attitudes, causing unfavorable behavioral responses. Conversely, the more positive consumers' attitudes toward the advertising, the better the intention and behavior of consumers toward product purchases.

Nabila & Achyar (2020) stated that consumer attitudes toward advertising could be defined as the initial disposition for consumer attitudes when responding to certain advertising stimuli during exposure to said advertising. The study concluded that consumer attitudes toward advertising affect consumers' purchase intention through hierarchical effects. Thus, the study showed a significant influence between attitudes toward advertising and purchase intention. Arora & Agarwal (2020) in their research described attitudes toward advertising as individual behavior or reaction to displayed advertisements and can directly affect purchase intention.

*H6: Attitudes toward Advertising have a significant positive effect on Purchase Intention*

## **METHOD**

This study uses a causal-comparative research method. According to Wicaksono (2015), causal-comparative research is research directed at examining cause-and-effect correlations according to observations of the impacts that occurred and looking for causal factors from the data collected. This study has the people in Batam City as the target population. The target population has a research sample: the people of Batam City who have seen social media advertisements. For sampling, this study uses the non-probability sampling method by taking samples or data with the possibility that all the selected data are not equally large. The sample collection in this study used the formula from Hair et al. (2019) with a ratio of 1:10, so each variable question represents ten respondents. In this study, there are 26 questions in the questionnaire, so the minimum number of questionnaires needed to be collected is 260 total respondents. To prevent data scarcity and acquire accurate results, this study distributed as many as 305 questionnaires. The data was then processed using SmartPLS software.

## **RESULT AND DISCUSSION**

Table 1. Characteristics of Respondents

Category	Frequency	Percentage
Gender:		
Male	120	39.3
Female	185	60,7
Age:		
13-17	19	6.2
18-24	225	73,8
25-34	55	18
35-44	6	2
Occupation:		
Student	30	9,8
University student	133	43.6
Entrepreneur	17	5,6
Private sector employee	120	39.3
Government employee	2	0,7
Other	3	1
Income:		
<Rp4,200,000	162	53.1
Rp4,200,000-Rp7,999,999	128	42
Rp8,000,000-Rp10,000,000	6	2
>Rp10,000,000	9	3
Social platform used to view sportswear advertisements:		
You Tube	97	31.8
Instagram	125	41
Facebook	26	8,5
Tiktok	55	18
Other	2	0,7
Brand of sportswear advertisements viewed:		
Adidas	83	27.2
Nike	82	26.9
Puma	59	19.3
Converse	76	24.9
Other	5	1,7
Advertisements viewing duration:		
<2 minutes	245	80,3
>2 minutes	60	19,7

The results of the statistical analysis on the respondents' demographic table show that the majority of respondents viewing sportswear advertisements are women, with a frequency of 185 or 60.7%, which is in line with a report from Katadata (2021), which reported that women dominate Instagram users. The results of the data also show that the age of most respondents who use social media is between 18-24 years, with a frequency of 225 or 73.8%, and according to Katadata (2021), for the age group of 18-24, the majority were Instagram users with 33.90 million out of 91.01 million. Respondent occupation shows that students amount to a total of 133 or 43.6%, indicating that students play a more prominent role in the use of social media. Meanwhile, the income of the respondents with the highest frequency is Rp4.200.000, numbering 162 or 53.1%, so this analysis shows that the target market that must be achieved by sportswear advertising on social media is those who have an income of less than Rp4.200.000 so that there is segmentation in the market that suits the majority of students who do not yet have a job. The standard minimum wage in Batam City in 2022 is in line with that reported by Kompas (2022). The use of Instagram has the highest rank, with a frequency of 125 or 41%, as Katadata (2021) reported that the use of Instagram was dominated by women aged 18-24 years. The result of data processing regarding sportswear advertisements on social media finds Adidas as a sportswear brand with a frequency of 83 or 27.2%. Meanwhile, regarding the duration of watching social media advertisements as tabled above, respondents view more social media advertisements



for less than 2 minutes with a total of 245 or 80.3%, so it can be concluded that respondents are interested in advertisements having less than 2 minutes duration.

## Validity Test

Table 2. Average Variance Extracted Test

Variable	Average Variance Extracted (AVE)	Explanation
Entertainment	0.709	Valid
Informativeness	0.643	Valid
Credibility	0.804	Valid
Emotional Appeal	0.786	Valid
Creativity	0.723	Valid
Attitudes toward Advertising	0.646	Valid
Purchase Intention	0.791	Valid

The result of the average variance extracted test has the same purpose as the outer loading to determine accuracy, but it focuses more on each variable. The criteria for the AVE measurement scale is that the value must reach  $>0.5$  to be declared valid. In this study, all AVE values have met the criteria of more than 0.5, which can be seen in Table 2.

## Reliability Test

Table 3. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Explanation
Entertainment	0.796	0.880	Reliable
Informativeness	0.723	0.844	Reliable
Credibility	0.763	0.891	Reliable
Emotional Appeal	0.863	0.917	Reliable
Creativity	0.808	0.887	Reliable
Attitudes toward Advertising	0.921	0.936	Reliable
Purchase Intention	0.868	0.919	Reliable

The reliability test aims to verify the consistency and accuracy of each respondent's answer to the questions in the questionnaire. This study uses two methods: Cronbach's Alpha and Composite Reliability. The criteria for testing Cronbach's Alpha and Composite Reliability values is that their value must reach more than 0.6. It can be concluded from the table above that the reliability test result shows that all Cronbach's alpha and composite reliability values are more than 0.7, so it can be concluded that Cronbach's alpha and composite reliability tests have met the criteria and are reliable.

Table 4. Path Coefficients Test

Relation between Variables	Sample Mean	P Values	T-Statistics	Explanation
Entertainment has a significant influence on Attitudes toward Advertising	0.833	0.000	5.301	H1 accepted
Informativeness has a significant influence on Attitudes toward Advertising	0.250	0.000	5.625	H2 accepted
Credibility has a significant influence on Attitudes toward Advertising	0.048	0.183	1.332	H3 rejected
Emotional Appeal has a significant influence on Advertising	0.227	0.000	5.029	H4 accepted
Creativity has a significant influence on Attitudes toward Advertising	0.262	0.000	4.684	H5 accepted
Attitudes toward Advertising have a significant influence on Purchase Intention	0.264	0.000	39.529	H6 accepted

The direct effect test or path coefficients test aims to verify the significance and strength between relationships and test the hypothesis (Syahrir et al., 2020). To see a significant result on the Direct Effect, the criteria suggested by Hair et al. (2019) is that the P value must be less than 0.05, and the T-statistics must be more than 1.96. Looking at Table 4, the relationship between Entertainment and Attitudes toward Advertising has a T-statistics value of 5.301 and a P value of 0.000, which indicates a number below 0.05; therefore, H1 is accepted. The relationship between Informativeness and Attitudes toward Advertising shows a T-statistics value of 5.625 and a P value of 0.000, so H2 is also accepted. The relationship between Credibility and Attitudes toward Advertising obtained a T-statistics value of 1.332 and a P value of 0.183, which shows that H3 is rejected because the value of T-statistics is less than 1.96 and the P value is more than 0.05. The result regarding Emotional Appeal and Attitudes toward Advertising has a T-Statistics value of 5.029 and a p-value of 0.000, which shows that H4 is accepted. While the relationship between Creativity and Attitudes toward Advertising shows a T-statistics value of 4.684 and a P value of 0.000, signifying that H5 is accepted. Lastly, the test result for the Attitudes toward Advertising variable on Purchase Intention has a T-Statistics value of 39.529 and a P value of 0.000, which concludes that H6 is accepted.

From the direct effect test that has been carried out, it can be seen the influencing relationship between variables as follows:

1. A significant positive influence of Entertainment on Attitudes toward Advertising. It can be interpreted that sportswear social media advertisements that can entertain and produce joy can influence consumer attitudes in response to sportswear social media advertisements. The higher the entertainment value provided, the higher potential for positive consumer attitudes toward sportswear advertising on social media can be gained. This statement is in line with previous research by Ina (2019), Arora & Agarwal (2020), Nabila & Achyar (2020), Hashim et al. (2018), and Brolin & Spångby (2020).
2. A significant positive influence of Informativeness on Attitudes toward Advertising. It can be concluded that sportswear social media advertisements that provide transparent information about their products can influence consumer attitudes toward products displayed on social media. The clearer the information provided in social media advertisements, the more positive the consumer's attitude toward advertising will be. This statement is in line with the research by Arora & Agarwal (2020), Nabila & Achyar (2020), Lee & Hong (2016), Sari et al. (2020), Zhao & Wang (2020), and Setiawan & Briliana (2021).
3. Credibility has no significant positive influence on Attitudes toward Advertising. This shows that sportswear social media advertisements displayed and perceived as credible do not affect consumer attitudes toward social media advertising. This result is in agreement with previous research conducted by Yaakop et al. (2013), Hashim et al. (2018), and Toksoy (2020).
4. A significant positive effect of Emotional Appeal on Attitudes toward Advertising. This can be interpreted that sportswear social media advertisements can affect consumer feelings, such as sadness, joy, fear, etc. Hence, it directly affects the attitudes of consumers who view social media advertisements. This is in line with the research conducted by Ina (2019), Lee & Hong (2016), Brolin & Spångby (2020), Wardhani & Alif (2019), Teichert et al. (2018), and Priscilla (2018).
5. A significant positive effect of Creativity on Attitudes toward Advertising. This shows that the more creative sportswear social media advertisements are displayed, the easier they can influence consumer attitudes toward social media advertising. This follows the research conducted by Lee & Hong (2016), Maniu & Zaharie (2014), Shen et al. (2020), Priscilla (2018), Wardhani & Alif (2019), and Brolin & Spångby (2020).
6. A significant positive effect of Attitudes toward Advertising on Purchase Intention. This statement means that the variable of attitudes toward advertising is an essential element in product marketing via social media advertising. If the consumers' attitude towards product advertising is positive, it can directly affect the purchase intention of the product. The result of this study is in line with the research conducted by Ina (2019), Arora & Agarwal (2020), Nabila & Achyar (2020), Kibtyah et al. (2021), Hashim et al. (2018), and Chetoui et al. (2021).

The adjusted R square test results are used to assess how much a research model can explain the dependent variable. The following table is the result of the adjusted R square test in this study:

Table 5. Adjusted R Square Test

Variable	Adjusted R Square	Percentage
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Attitudes toward Advertising	0.794	79.4
Purchase Intention	0.694	69.4

Based on the results of the adjusted R square test in the table above, it can be explained that:

1. The adjusted R square value on the Attitudes toward Advertising variable is 0.794. This means that the variables of Entertainment, Informativeness, Credibility, Emotional Appeal, and Creativity can explain the Attitudes toward Advertising variable by 79.4%, while the remaining 20.6% is explained by other factors not included in this research model. The Attitudes toward Advertising variable is categorized as a strong variable because the adjusted R square value is more than 0.50, following the statement explained by Hair et al. (2019).
2. The Purchase Intention variable is 0.694, which means that the Entertainment, Informativeness, Credibility, Emotional Appeal, and Creativity variables can explain the Purchase Intention variable by 69.4%, while the remaining 30.6% are presented by other variables not included in this research model. The Purchase Intention variable is categorized as a strong variable because the adjusted R square value is 0.694, which shows a value greater than 0.50.

Table 6. GoF Index Test

Communality	R Square	GFI
0.728	0.744	0.635

The goodness of fit index (GFI) tests the suitability of sample data between two specific variables. Three categories of values are used in the GFI test: weak if the value is greater than 0.01, moderate for 0.25, and strong if the value exceeds 0.36. Based on Table 6, the calculation of the quality index test shows that the GFI result is 0.635, which means that the value can fit into the categorization of a strong model.

## CONCLUSION

Entertainment has a significant positive effect on Attitudes toward Advertising. It can be interpreted that sportswear social media advertisements presented as entertaining and fun can influence consumer attitudes in response to sportswear social media advertisements. Therefore, sportswear companies must increase the entertainment element in social media advertisements so that consumers are interested and readily accept the advertisements, which can indirectly influence purchase intention for the products.

Informativeness has a significant positive effect on Attitudes toward Advertising. It can be concluded that sportswear social media advertisements that provide transparent information about their products can influence consumers' attitudes toward products displayed through social media. Sportswear companies are best advised to increase appropriate and accurate information on the products offered to drive consumer attitudes and indirectly influence purchase intention.

Credibility has no significant positive effect on Attitudes toward Advertising. This shows that sportswear social media advertisements, even if displayed credibly, do not affect consumers' attitudes toward social media advertising.

Emotional Appeal has a significant positive effect on Attitudes toward Advertising. This can be interpreted that sportswear social media advertisements can affect consumers' feelings, such as joy, fear, etc., so it directly affects the attitudes of consumers who view social media advertisements. Sportswear companies are expected to be able to create social media advertisements that can affect the consumer's emotions so that they can attract consumers and indirectly influence purchase intention.

Creativity has a significant positive effect on Attitudes toward Advertising. This shows that the more creative social media advertising is, the more it attracts consumers' attention and directly affects consumers' positive attitudes toward social media advertising. Sportswear companies are advised to have a creative team to combine every element of advertising to create advertisements that are liked by consumers and indirectly affect consumers' attitudes and purchase intention.

Attitudes toward Advertising variable has a significant positive effect on Purchase Intention. This statement means that the variable of attitudes toward advertising is vital in product marketing via social media advertising. If the consumers' attitudes toward product advertising are positive, it can directly affect the purchase intention of products. Sportswear companies must be able to prioritize consumers' will and



establish good relationships with consumers so that consumers' attitudes toward advertising can influence purchase intention.

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