

Investigating Contemporary Advertising Effectiveness on Consumer Behavior: A Focus on the Cognitive Response Model

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Purpose: This study investigates the impact of advertising exposure on consumers' cognitive response so to determine if advertising fosters their attitude towards the brand and the communicated message so to lead to their purchase intention.

Design/methodology/approach: This study is considered descriptive research. This research took place September to December 2021 (cross-sectional timeframe). Administrated questionnaires were distributed among Egyptian consumers through the use of online surveys of google form so to gather large volumes of data that can be analyzed for frequencies, averages and patterns. A QR code was created so that respondents in the study can use their mobile phones to answer the questionnaire. These respondents were sampled through mall intercept convenience sampling. 400 questionnaires were analyzed using statistical package for social science (SPSS) to test the emerged hypotheses.

Findings: This study shows that advertising exposure has a positive significant impact on product-oriented thoughts and ad-execution thoughts; consumers ad-execution thoughts, product-oriented thoughts, and source-oriented thoughts have a positive significant impact on consumers brand attitude; source-oriented thoughts and ad-execution thoughts have a positive significant impact on consumers attitude about the advertising; consumers brand attitude leads to their purchase intentions; consumers attitude towards the advertising was insignificant in impact on purchase intentions.

Originality/value: This study enables a new perspective on how advertising should trigger consumers cognitive responses and thought process about the conversed content to effectively impact consumer behavior. Elucidating the cognitive response theory, this study adds insights on how advertising can shape favorable brand attitude and purchase intents.

Key Words: Advertisement Execution Thoughts, Advertising, Attitude, Cognitive response, Consumer Behavior, Purchase Intention

1 Introduction

As businesses and marketers progressively seek vaster communication effectiveness, more careful consideration needs to be given to the selection of the type of advertising appeal used (Miguel Paolo et al., 2023). Advertising effectiveness is contemplated according to how well an advertising campaign did and how well it met the company's goals (Sarilgan et al., 2022), whether it be to increase sales, attract new consumers, and/or enhance brand perception (Roux and Lamprecht, 2022). Early and contemporary researchers have claimed that factors associated with the content and/or execution of an ad have an impact on its eventual effectiveness (MacKenzie et al., 1986; Casais and Pereira, 2021). Nevertheless, marketing trends and strategies are changeable and dynamic and thus constant research is needed in order to be able to understand the communication developments that is to be applicable, efficient, operational and successful in the community (Kotler and Keller, 2021). Accordingly, scholars and practitioners have called for more recent research to be done on the topic to know the accurate measures needed in the marketing and advertising strategies (Casais and Pereira, 2021; Sarilgan et al., 2022).

Researching on how to create effective advertising is nonstop and needed in academia as well as in the practical world (Casais and Pereira, 2021). Measuring advertising effectiveness helps in identifying ineffective advertisements and campaigns (to avoid unproductive and ineffectual communication); research is needed on advertisement formation so to leisurely change advertising at the right time, which makes advertising more focused on consumers and business goals and results (Miguel Paolo et al., 2023). Measuring and researching advertising effectiveness provides businesses, marketers, and other advertising practitioners with helpful insights to take corrective action against advertisements that are powerless in influencing the audience; evaluating advertising effectiveness aids in predicting results and avoiding total loss (Sarilgan et al., 2022). Correspondingly, research on contemporary advertising is academically and practically important.

Marketing researchers have long been interested by two significant characteristics that reflect consumers knowledge development about products and services that are triggered by advertising, affect and cognition; they claim that these two characteristics have an influence on advertising effectiveness (Roux and Lamprecht, 2022). This distinction has also been a popular means of classifying types of persuasive communication, and some work has investigated the extent to which the two types of persuasive communication change attitudes by different processes (Casais and Pereira, 2021). Early research suggests that persuasive communication done by businesses tend to be more effective when the nature of the advertising appeal matches, rather than mismatches, these two processing

styles (La Barbera et al., 1998). Such an idea can provide a rationale for understanding the reasons why some individuals differ in their responses to advertising stimuli (Solomon, 2020).

Early research of Richard E. Petty (1977) and then Lord and Kim (1995) claim purchase decision of a product can be the cause of persuasive communication that was attributed to both cognitive and affective factors. Current researches confirm this outcome and claim that the cognitive response model aid to explain that people can use both effectiveness and cognition together when it comes to making purchasing decisions (Casais and Pereira, 2021; Miguel Paolo et al., 2023). Accordingly, this study seeks to assess if the Greenwald (1968) cognitive response theory is still true in present; Greenwald's theory states that consumers remember cognitive responses better than actual information presented; and so, an advertising and marketing strategy should involve both how consumers feels about the product and what consumers thinks.

This paper presents a framework based on an independent but interactive relationship between affect and cognition as suggested by Sojka and Giese (1997). The main objectives of the research are to (RO1) recognize the cognitive response that occurs after the exposure of an advertising; (RO2) determine the advertising's cognitive response on consumers brand attitude; (RO3) determine the advertising's cognitive response on consumers brand attitude; (RO4) Clarify if brand attitude and advertising toward the advertising lead to purchase intention. The main contribution of this paper lies in the analysis of the interactive affect-cognition relationship (thinking-feeling processing style) effects on advertising effectiveness.

In the next sections of this paper, a literature review is presented to consider the impact of advertising exposure on consumer behavior; and to explain the Cognitive Response Model so to present the research hypotheses. The next section then followed illustrates a detailed description of the methodology followed by the research analyses and results. The paper then ends with a research conclusion and discussion that is to present the research outcomes, contribution, limitations and suggestions for future research conduction.

2. Literature Review

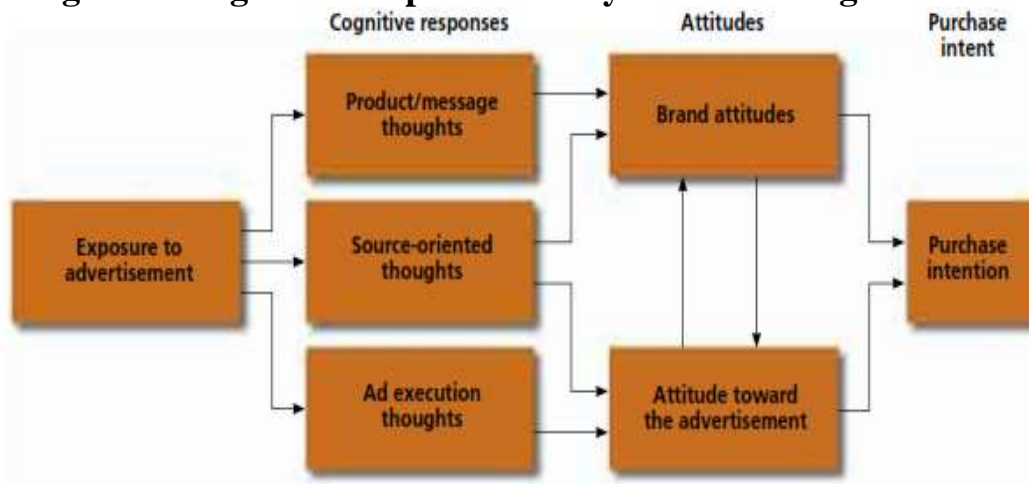
According to marketing and consumer behavior research, the change in consumers' opinions, views, perception and belief about a specific brand and its products and services is a result of learning through their advertisements (Casais and Pereira, 2021). It has been known that advertising leads to cognitive response, which reflects consumers' reaction generated on seeing an advertising, which is evaluated based on past experiences, knowledge and attitudes (Hu, 2021).

2.1 Cognitive Response Theory

According to Greenwald (1968) cognitive response theory, consumers use advertising to learn about brands and their products and services. The advertising persuasion communication approach acts as a learning mechanism that is meant to trigger cognitive responses among consumers and provide a basis for understanding the persisting effects of communication. Greenwald (1968) theory claim that consumers remember cognitive responses better than actual information presented in a message. Simply put, consumers are better at remembering thoughts about a message more than the actual message itself. Cognitive responses are the things audience (consumers) think of while listening to the promoted messages. Thus, when creating the advertising, it is suggested that effective messages should take into account factors that are likely to enhance positive cognitive responses to the receivers (Miguel Paolo et al., 2023).

The cognitive response approach has been widely used in research by both academicians and advertising practitioners (Hafizah et al., 2021; Miguel Paolo et al., 2023). The cognitive response theory illustrates the types of responses evoked by an advertising message and how these responses relate to attitudes toward the ad, brand attitudes, and purchase intentions (Lord and Kim, 1995). Figure 1 illustrates Greenwald (1968) cognitive response theory. Accordingly, advertising that is able to drive cognitive response allows consumers to enjoy the branded communication and use it as an informative resource for shopping (Casais and Pereira, 2021). When creating an advertising that is able to drive cognitive response, consumers are then in position to develop their attitudes towards the brand (Solomon, 2020). Brand attitude is the foundation of consumers to consider the purchase of a brand; it reflects the consumers favorable or unfavorable personal evaluation, emotional sensation, and behavior propensity that they preserve (Arachchi and Samarasinghe, 2023). It refers to a consumer's overall opinion of a branded product (Tahmid et al., 2023). The advertising that triggers cognitive response is also able to act as a mechanism to cultivate purchase intent in which consumers feel the willingness to buy a product or service within a certain period of time (Li et al., 2022). Due to these prior research findings of the significance of how advertising should trigger cognitive response, the following literature sections explains the cognitive responses that can be developed among consumers while viewing an advertising and how it influences consumer behavior.

Figure 1: Cognitive Response Theory of Advertising Creation



Source: Greenwald (1968)

2.1.1 Product/Message Thoughts

It is claimed that in order to create effective advertising, the message should allow consumers to think about the promoted product and/or service (Kotler and Keller, 2022). This is the first category of thoughts that is explained in Greenwald (1968) cognitive response theory (Lord and Kim, 1995). This element embraces that the advertising is significant in developing specific imaginings and portrayals directed at the product or service and/or the claims being made in the communication (Miguel Paolo et al., 2023). Nevertheless, advertising messages can cause consumers to support and believe the message or reject the message (counterarguments and support arguments) (Hafizah et al., 2021). Depending on the message communicated in the advertising, it can allow consumers to generate thoughts that affirm and encourage the sustenance of the claims made in the message (support arguments); or sometimes if a message over exaggerates its content, it can backfire and allow consumers to express disbelief or disapproval of a claim made in an ad (Casais and Pereira, 2021). Counterarguing an advertising can occur in the minds of consumers when the message makes claims that oppose the consumers beliefs (Solomon, 2020). Counterarguments relate negatively to message acceptance (Lord and Kim, 1995). Research claim that the more consumers counterargues, the less likely they are to accept the advertising message (Miguel Paolo et al., 2023). Thus, scholars claim that advertising is to be effective if they provide support arguments as it is significant for consumers to relate positively to message acceptance (Hilde et al., 2023). Thus, based on the cognitive response theory and the reviewed researches, it is hypothesized that:

H1: Advertising exposure has positive significant impact on product-

oriented thoughts

H2: Product -oriented thoughts from advertising impact consumers brand attitude

H3: Product -oriented thoughts from advertising impact consumers advertising attitude

2.1.2 Source-Oriented Thoughts

A second category of cognitive responses reflect the source of the communication. Source oriented thoughts is when the advertising is capable of making consumers view the communication as a steadfast source through which they get information about the promoted brand or product (Solomon, 2020). Advertising should be capable of developing a message (choosing the spokesperson, images, and other content) that allows consumers to react favorably to the source so to be able to generate favorable thoughts that are strengthened in the minds of consumers (Petty, 1977). An effective spokesperson in an advertising has the power to increase the likelihoods that consumers will listen to the brand/organization's messages, trust the advice given in the advertising, and act on the communicated recommendations (Hu, 2021). When negative impressions prevail about the source person in the advertising, selling the product becomes challenging; negative thoughts about the spokesperson or brand/organization makes the communicated claims not considered among consumers; less likely to accept what this source has to say (Tahmid et al., 2023). Such thoughts generally lead to a reduction in message acceptance (Sarilgan et al., 2022). Therefore, scholars claim that marketers and advertisers should attempt to hire spokespeople their target consumers admire and like so as to carry a positive effect over to the communicated message (Lord and Kim, 1995; Hu, 2021; Tahmid et al., 2023). Thus, based on the cognitive response theory and the reviewed researches, it is hypothesized that:

H4: Advertising exposure has positive significant impact on source-oriented thoughts

H5: Source-oriented thoughts from advertising impact consumers brand attitude

H6: Source-oriented thoughts from advertising impact consumers advertising attitude

2.1.3 Ad-Execution Thoughts

The third category of cognitive responses involves consumers thoughts about the ad itself; it reflects consumers opinions, judgements, and feelings when viewing an advertising, which has nothing to do not with the product and/or message claims directly, but the execution of the advertising (Lord and Kim,

1995). Ad-execution thoughts are consumers' views about the creation of the advertising message, including: the ad creativity, the quality of the visual effects, colors, etc. (Tahmid et al., 2023). Ad execution-related thoughts are significant because of their effect on attitudes toward the advertisement as well as the brand (Solomon, 2020). The execution of the advertising is a significant matter as it is mandatory to attract attention in order for the consumers to notice the communicated message (Roux and Lamprecht, 2022). Scholars and practitioners claim that affective reactions that emerge from an advertising are an essential determinant of advertising effectiveness, since these reactions may be transferred to the brand itself or directly influence purchase intentions (Li et al., 2022; Tahmid et al., 2023). According to the research conducted by Hilde et al. (2023), consumers who enjoy a commercial are much likely to be convinced with the brand message than those who have neutral thoughts about the advertising. Based on market research, marketers and advertisers are seeking to use emotional advertising designed to evoke feelings and affective reactions, which then leads to their likelihood of attending to and processing the communicated message so to be convinced of buying (Hafizah et al., 2021). Thus, based on the cognitive response theory and the reviewed researches, it is hypothesized that:

H7: Advertising exposure has positive significant impact on ad-execution thoughts

H8: Ad-execution thoughts from advertising impact consumers brand attitude

H9: Ad-execution thoughts from advertising impact consumers advertising attitude

According to Grehan (2015) stated that attitude is the opinion about anything and the way of behaving towards it positively or negatively. Attitude is affected by motivational, perceptual, emotional, and cognitive processes to assess thoughts and react in a way or another. According to Hilde et al. (2023), consumers who enjoy a commercial are much likely to develop a positive attitude that triggers them to be convinced to buy the promoted product. According to Casais and Pereira (2021), a purchase intention is described as a multi-step process that pays attention to personal consumer experience to create products/services knowledge about certain products/services. Consumer will buy a product after evaluating the information that they received of it, which is another aspect of purchase intention. Consumers do not make a purchase choice, but they do often possess the intent to transact. Purchase intention is a component of consumers' cognitive behavior, demonstrating how an individual intends to purchase a certain brand in the form of "*I should do*," "*I'm going to do*," and "*I'll do*" (Wardani et al., 2019). Consumer purchase intention is generally based on information's quality and quantity that they have (Lord and Kim, 1995). Consumers' purchase intention is categorized as

a complex process that is connected to a person's actions, perceptions, and attitudes (Dastane, 2020). Thus, this study hypothesized that:

H10: Consumers brand-attitude has a positive significant impact on purchase intentions

H11: Consumers ad-attitude has a positive significant impact on purchase intentions

3 Research Methodology

The current investigation was considered descriptive research as it aimed to accurately and systematically describe the studied population, situation and research topic (phenomenon). This study sought to answer what are the consumers' thoughts that are necessary for the advertising to cultivate so to be able to trigger consumers brand attitude, advertising attitude and purchase intention, testing the research hypotheses. This descriptive research design uses quantitative research methods so to investigate various variables found in the study.

This research took place September to December 2021 (cross-sectional timeframe). Administrated questionnaires were distributed among Egyptian consumers through the use of online surveys of google form so to gather large volumes of data that can be analyzed for frequencies, averages and patterns. A QR code was created so that respondents in the study can use their mobile phones to answer the questionnaire on the google form. These respondents were sampled through mall intercept convenience sampling in which mall visitors are stopped and asked if they would like to participate in a study; those who agreed scanned the QR code and began the questioning.

The administrated questionnaire that was developed in the study assessed the studied variables using scales found in prior studies. These scales were adjusted and modified to fit the current research topic. For example, the scale that measured advertising exposure was taken from Bruner et al. (2000). The scale that measured product-oriented thoughts was taken from Escalas and Luce (2004). The scale that measured source-oriented thoughts was taken from Stafford et al. (2002). The scale that measured ad-execution though was taken from Kim et al. (1996). The scale that measured brand attitude was taken from Erdem and Swait (2004). The scale that measured advertising attitude was taken from Edwards et al. (2002). The scale that measured purchase intention was taken from Lepkowska-White et al. (2003). Table one clarifies the scales (scale type and items that assesses each variable).

The questionnaire was available in both the English (the universal language) and the Arabic (the mother tongue language of Egypt) through back translation so that the respondent can choose the most convenient and appropriate manner to provide comprehended and correct responses. To make sure the

questionnaire was clear and accurate, a pilot test of 50 questionnaires were conducted. Pilot testing enabled the researchers to assess the whole questionnaire under survey conditions so to identify any problems that might exist in the questioning of the variables before implementing the full data collection in the market. The pilot test looked to examine the reliability and the validity of each scale and their questions. The reliability and validity analysis were conducted among the 50 questionnaires so to see how well the scales (method) measures the variables. Reliability analysis illustrates the consistency of a scale measure (the results can be reproduced under same conditions). Validity analysis clarifies the accuracy of a scale measure (the results really represent what they are supposed to measure). Based on the results of the analyses, all the alpha were above 0.7; and according to Bryman (2012), these results indicate the scales' high reliability and validity.

Table 1: Reliability and Validity Analysis

Variable	Operational definition	Cronbach Alpha	Factor Loading
Advertising exposure Source: Bruner et al., 2000	Five-point Likert Scale, with the following items: <ol style="list-style-type: none"> 1. How much attention did you pay to the ad 2. How much did you concentrate on the ad 3. How involved were you with the ad 4. How much thought did you put into evaluating the ad 5. How much did you notice the ad 	0.903	.826
			.843
			.735
			.779
			.779
Product-oriented thought Source: Escalas and Luce, 2004	Five-point Likert Scale, with the following items: <ol style="list-style-type: none"> 1. While viewing the ad, did you think about using the product? 2. While viewing the ad, how much did you think about the possibility of changing your current habits or behavior in order to use the product effectively? 3. While viewing the ad, how much did you think about incorporating the product into your daily routine? 	0.873	.786
			.847
			.843
Ad-execution though	Five-point Likert Scale, with the following items:	0.821	.971
			.746

Source Kim et al., 1996	1. The ad was interesting		.789
	2. The ad was informative		.755
	3. The ad was well-designed		.791
	4. The ad was easy-to-follow		
	5. The ad was attention-getting		.846
Source-oriented thought Source: Stafford et al., 2002	Five-point semantic differential scale, with the following items: 1. unpleasant/pleasant 2. dislike very much/like very much 3. left me with a bad feeling/left me with a good feeling	0.976	.827
			.768
			.829
Advertising Attitude Source: Edwards et al., 2002	Five-point Likert Scale, with the following items: 1. I develop a positive attitude towards the ad as it was attractive 2. I develop a positive attitude towards the ad as it was enjoyable 3. I develop a positive attitude towards the ad as it was entertaining 4. I develop a positive attitude towards the ad as it was fun to watch	0.831	.726
			.943
			.795
			.798
Brand Attitude Source: Erdem and Swait, 2004	Five-point Likert Scale, with the following items: 1. This brand delivers what it promises. 2. This brand's product claims are believable. 3. Over time, my experiences with this brand have led me to expect it to keep its 4. promises, no more and no less. 5. This brand has a name you can trust. 6. This brand doesn't pretend to be something it isn't.	0.982	.879
			.785
			.862
			.839
			.877
			.888
Purchase Intention Source: Lepkowska-White et al.,	Five-point Likert Scale, with the following items: 1. If I were looking for this type of product my likelihood of purchasing the product in the ad would be high. 2. If I were to buy this type of product,	0.904	.891
			.798
			.847

2003	the probability that I would consider buying the product in the ad would be high. 3. If had to buy this type of product, my willingness to buy the product in the ad would be high.		
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Before answering the questionnaire, the respondents that agreed to participate in the study had to watch the advertising campaign of Nike's "Crazy Dreams". This advertisement was needed so that the respondents can reflect on their thoughts that were developed based on watching advertising and to reflect on the cognitive responses. This advertisement was chosen out of all the existing advertising as the campaign was voted the world's most effective campaign of 2021 (Statista, 2023). This advertisement showed and discussed growth stories of iconic athletes; the campaign created six billion U.S. dollars in brand value for Nike. The data collection in this research followed ethical procedures of research. Before the respondents participated in the study, they were told what the investigation is about, why they were chosen to participate in the study, what was their role in the study, and that their identity will be kept confidential.

The research sought a sample size that is able to get to a 5% margin of error, which was calculated to be not less than a require sample of 384 (Kredijice and Morgan 1947). Krejcie and Morgan sampling size is a commonly used approach in estimating the appropriate sample size for research studies. It is used when researchers do not have access to the entire statistical population of interest and need to make decisions based on a representative sample. Once the needed data was collected, the researcher used the statistical package for social science (SPSS) to analyze the data and test the emerged hypotheses. Various analyses were conducted. The next section presents the results.

4. Research analyses

This study gained respondents that came from different socio-demographic traits as shown in Table 2. Based on the descriptive statistics, it shows that total sample participated in this research is 400. It could be observed that age group from 20 – less than 35 contribute the highest percentage in participating in the study; they made up 53.8% (N=215). It could be observed that the majority of the respondents held an education level of "Collage Degree", contributing the highest percentage of 43.8% (N=175). It could be observed that most of the respondents came from Alexandria; the Alexandrians made up of 75% (N=300) of the participants. It could be observed that the "Males" were the majority of the respondents, contributing the highest percentage of 71% (N=209). It could be observed that marital status "single" contributes the highest percentage with 71%

(N=284). The majority of participants did not have any children; they made up 75.3% (N=301) of the respondents. It could be observed that the majority of the respondents worked in grey collar jobs as they made up 38% (N=152). It could be observed that the average monthly household income of “Over 10,000” was common among the majority of the respondents with 43.3% (N=173).

Table 2: Respondents Socio-Demographic Traits

Item	Category	Frequency (N=400)	Percent %	Item	Category	Frequency (N=400)	Percent %
Age	Under 20	90	22.5	Education	High School	108	26.11
	20 – less than 35	215	53.8		College Degree	175	43.8
	35 – less than 50	58	14.5		Graduate Degree	52	13.0
	50 – less than 65	26	6.5		Postgraduate Degree	33	8.3
	65 and above	11	2.8		Other	32	8.0
City	Cairo	66	16.5	Gender	Female	191	47.8
	Alexandria	300	75.0		Male	209	52.3
	Other	34	8.5	Income	Less than 2,000	81	20.3
Marital	Single	284	71.0		2,000 – less than 5,00	77	19.3
	Married	88	22.0		5,000 – less than 10,0	69	17.3
	Divorced or separated	16	4.0		Over 10,000	173	43.3
	Widowed	12	3.0	Occupation	Blue collar	98	24.5
Number of children	None	204	51.0		White collar	150	37.5
	One to two children	109	27.3		Grey collar	152	38.0
	Three or more children	87	21.8				

Quantitative research questions usually ask about relationships among multiple variables, and data are usually observational rather than experimental. By far, the most common tool used to analyze such data is multiple regression analysis and the multivariate analysis of variance (MANOVA). The multivariate analysis of variance provides regression analysis and analysis of variance for

multiple dependent variables by one or more factor variables. Multiple regression is a statistical technique that analyze the relationship between a single dependent variable and several independent variables. The objective of multiple regression analysis is to use the independent variables whose values are known to predict the value of the single dependent value. Table 3 illustrates the results of the hypotheses testing.

Table 3: Hypotheses Testing Results

Hypotheses	Sig. Value	Beta Coefficient	Hypothesis outcome
H1: Advertising exposure has positive significant impact on product-oriented thoughts	p=0.000	$\beta=0.761$	Supported
H2: Product oriented thoughts impact consumers brand attitude	p=0.000	$\beta=0.553$	Supported
H3: Product-oriented thoughts impact consumers advertising attitude	p=0.554	$\beta=0.448$	Not Supported
H4: Advertising exposure has positive significant impact on source-oriented thoughts	p=0.734	$\beta=0.218$	Not supported
H5: Source-oriented thoughts impact consumers brand attitude	p=0.021	$\beta=0.461$	Supported
H6: Source-oriented thoughts impact consumers advertising attitude	p=0.000	$\beta=0.363$	Supported
H7: Advertising exposure has positive significant impact on ad-execution thoughts	p=0.000	$\beta=0.761$	Supported
H8: Ad-execution thoughts impact consumers brand attitude	p=0.010	$\beta=0.624$	Supported
H9: Ad-execution thoughts impact consumers advertising attitude	p=0.000	$\beta=0.846$	Supported
H10: Consumers brand-attitude has a positive significant impact on purchase intentions	p=0.000	$\beta=0.622$	Supported
H11: Consumers ad-attitude has a positive significant impact on purchase intentions	p=0.740	$\beta=0.321$	Not Supported

In the first phase of the model of cognitive response theory, it states that once the consumers are exposed to the consumer they are to begin thinking about the showed content. They are to reflect on the product-oriented thoughts, source-oriented thoughts, and ad-execution thought. Thus, the first part of the theory was assessed using MANOVA. It was found that when it comes to **H1:** Advertising exposure has positive significant impact on product-oriented thoughts, the results showed a sig. value less than 0.05 ($\beta=0.761$, $p=0.000$, $p<0.05$), meaning that the hypothesis is supported. When it comes to **H4:** Advertising exposure has positive significant impact on source-oriented thoughts, the results showed a sig. value

more than 0.05 ($\beta=0.218$, $p=0.734$, $p>0.05$), meaning that the hypothesis is not supported. When it comes to **H7**: Advertising exposure has positive significant impact on ad-execution thoughts, the results showed a sig. value less than 0.05 ($\beta=0.761$, $p=0.000$, $p<0.05$), meaning that this hypothesis is supported.

In the next model phase testing, this study used multiple regression to assess consumers thinking process (cognitive responses) that emerged due to the expose of the advertising on the development of brand attitude. In this phase of testing, **H2**: Product -oriented thoughts from advertising impact consumers brand attitude, **H5**: Source-oriented thoughts from advertising impact consumers brand attitude, and **H8**: Ad-execution thoughts from advertising impact consumers brand attitude were assessed. The results of the multiple regression showed that product-oriented thoughts, source-oriented thoughts, and ad-execution thoughts were fully supported as the hypotheses testing showed sig. values all less than 0.05. The outcomes subsequently were: ($\beta=0.553$, $p=0.010$, $p<0.05$), ($\beta=0.461$, $p=0.021$, $p<0.05$), and $\beta=0.624$, $p=0.000$, $p<0.05$). The contribution of strongest impact strength in sequential manner according to beta coefficient were: (1) ad-execution thoughts (2) product-oriented thoughts, and then (3) source-oriented thoughts.

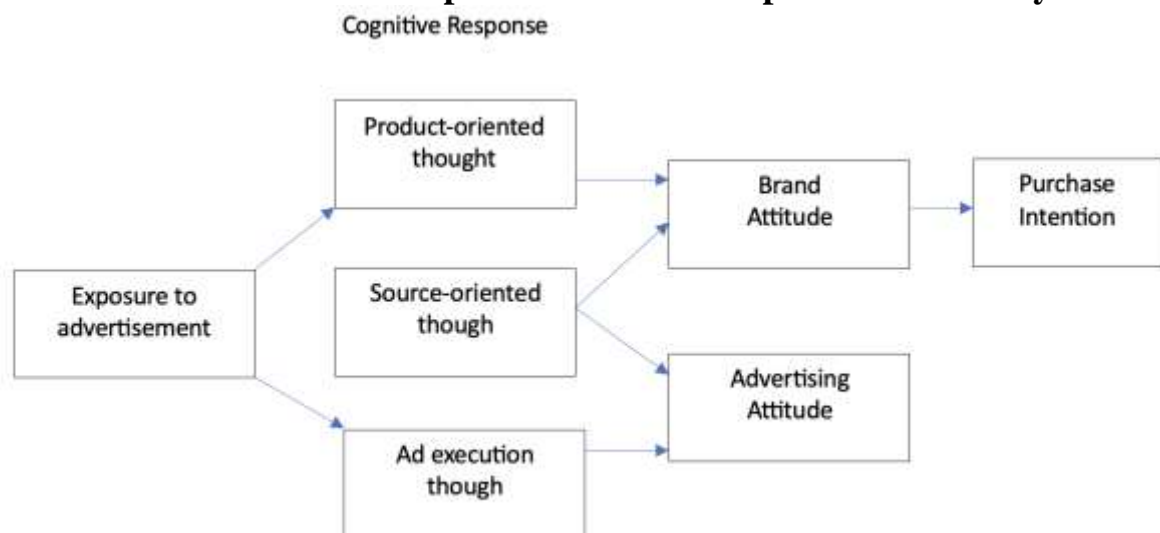
When testing consumers thinking process (cognitive responses) that emerged due to the expose of the advertising on the attitude towards the advertisement, not all the associated hypotheses were supported. When testing **H3**: Product-oriented thoughts from advertising impact consumers advertising attitude, it is showed a sig. value more than 0.05 ($\beta=0.448$, $p=0.554$, $p>0.05$), meaning that the hypothesis is not supported. When testing **H6**: Source-oriented thoughts from advertising impact consumers advertising attitude, the results showed a sig. value less than 0.05 ($\beta=0.363$, $p=0.000$, $p<0.05$), meaning that this hypothesis is supported. When testing **H9**: Ad-execution thoughts from advertising impact consumers advertising attitude, the results showed a sig. value less than 0.05 ($\beta=0.846$, $p=0.000$, $p<0.05$), meaning that this hypothesis is supported. The contribution of strongest impact strength in sequential manner according to beta coefficient were: (1) ad-execution thoughts and then (2) source-oriented thoughts.

In the final phase of the model, this study used multiple regression to assess consumers brand attitude and the attitude towards the advertising on consumers purchase intention of the promoted product. The results show that **H10**: Consumers brand-attitude has a positive significant impact on purchase intentions is supported, with a sig. value less than 0.05 ($\beta=0.622$, $p=0.000$, $p<0.05$). **H11**: Consumers ad-attitude has a positive significant impact on purchase intentions was not supported, with a sig. value more than 0.05 ($\beta=0.321$, $p=0.740$, $p>0.05$).

5 Research Discussion

Based on the Greenwald (1968) the theory, the cognitive response model, provides a basis for understanding the significant effects of communication; it claims that effective advertising should make consumers think about the message so to be able to influence consumer behavior. The cognitive response model states that consumers remember cognitive responses better than actual information presented that is presented to them; consumers are better at remembering thoughts about a message, rather than the actual details of the content placed Infront of them. Thus, it is mandatory that the advertising that is created by marketers lead to consumers' ad-execution thoughts, product-oriented thoughts, and source-oriented thoughts so that they can develop a positive brand attitude and advertising attitude, which leads to their purchase intentions. Nevertheless, this study contradicts certain parts of this theory. It was found that the current study fine-tuned the cognitive response model of advertising as shown in figure 2.

Figure 2: Current Research Proposed Model Development after Analysis



Source: Current research Analysis

5.1 Theoretical Implication

The current study shows that exposure to advertising is significant to develop product-oriented thoughts and ad-execution thoughts. This outcome is supported by (Lord and Kim, 1995; Casais and Pereira, 2021; Hafizah et al., 2021; Hilde et al., 2023). According to Casais and Pereira (2021), they claim that in order for advertising to be effective, it should raise awareness of a good or service that people didn't know existed. Hafizah et al. (2021) claim that advertising is needed by the consumer as it aids in their knowledge development and thus, helps them later to make better purchase decisions in the future; if a consumer is going to the supermarket to buy groceries, they will prefer a brand that they know about due to the watched advertising over unrecognized brands on the shelf. Hilde et al.

(2023) mentions that advertising should be significant to persuade consumers to try something they otherwise wouldn't have; it has the power to create a sense of urgency or competition that encourages people to act quickly. Further, early research of Lord and Kim (1995) claim that when designing the advertising, marketers should create content that is attractive so to leave a positive impression in the consumer's mind about the brand.

This study shows that exposure to advertising does not lead to source-oriented thoughts. This outcome contradicts Grigaliūnaitė and Pilelienė (2015) claim that a spokesperson is a significant way to connect consumers to a product and stay in their minds. It also contradicts Lord and Kim (1995) claim that a spokesperson can improve consumer perception and confidence in a product, generally boosting sales and increasing brand value. However, this outcome is supported by Hilde et al. (2023) as they mentioned that an advertising contains many elements in its design to lead to impact on consumers. So, a spokes-person is one of the mechanisms that can be used to communicate information the public wants or needs (for the messages being conveyed).

This study show that for consumers to develop a positive attitude towards the advertising, content should be memorable on regards to the execution of the advertising and the source message. This outcome is supported by Roux and Lamprecht (2022) and Sarilgan et al. (2022). In their researches, they claim that creative advertising execution is able to choose an appeal that will get consumers attention, allowing them to be attentiveness, responsiveness, and develop thoughtfulness. So, Hilde et al. (2023) state that a particular advertising appeal can be executed in a variety of ways and a particular means of execution can be applied to a variety of advertising appeals.

This study concludes that when consumers develop various thoughts related to the product, the source, and the creation of the ad itself, it can lead consumers to develop a positive brand attitude. This outcome is supported by Sarilgan et al. (2022). They claim that advertising is effective to brand attitude development as it creates awareness and reminders about the brand and its products; advertising is a means of promoting brand name or product; advertising is promotion tools that enhance the performance of a particular brand product in the market.

This study shows that consumers attitude does not impact consumers purchase intention. This outcome is supported by Solomon (2022) as he claims that advertising will bring consumers to the store or the website, but there are other factors that can influence buying decisions, such as brand packaging, price, sales promotion, etc. This study's outcome clarifies that consumers positive brand attitude leads to their purchase intention. This outcome is supported by Hameed et al. (2023). In their research, they claimed that advertising plays a role in creating brand awareness so that consumers can develop an attitude towards the brand; this

is imperative in making consumer decisions and increasing the likelihood of purchasing the brand. According to Sarilgan et al. (2022), when consumers are exposed to a brand, they are more likely to recognize it, making it simpler for them to identify and evaluate it in a certain way as to encourage or discourage the purchase; so, if consumers evaluate the brand positively, it significantly affects consumers' purchase decisions and intentions. Hilde et al. (2023) explain that consumers frequently choose to buy products and services that are more well-known.

5.2 Managerial Implication

Many practitioners seek to know how to develop the right advertising strategy that would encourage consumers to select their products and services over competitors (Hameed et al., 2023). Thus, this study has important management implications for companies that seek to create effective advertising communication to market their brands and products. It is important that businesses create advertising that allows consumers to become cognitively responsive so that the brand and its products and services has established enough brand awareness; cognitive response are the things consumers think of while listening and watching the advertised messages. Cognitive responses should be developed by the advertisings that companies create so to be considered successful as it will be able to attract consumers' attention, shape attitude, and influence them to develop purchase intentions. Advertising practitioners must comprehend that content related to informing consumers about the product and the overall quality of the execution of the ad is significant in impacting consumers brand attitude more than the source of the message (the spokesperson/celebrity endorsement). It is important to create advertising that acts as a knowledge resource to develop consumers outlook toward the brand; this allows them to establish positive attitude. It is important that practitioners take notice brand attitude development is what leads to purchase intention NOT the notion of people enjoying the advertisement that they were exposed to. Positive advertising attitude among consumers make them notice and reflect on the advertising, but does not guarantee purchase intentions. So, it is important that when designing the advertising, the focus is on polishing and persuading the consumer to consider the promoted brand and its product.

5.2 Research Limitation and Suggestion for Future Studies

The study faced several limitations that future studies can improve on. Firstly, this study assessed the effectiveness of the Greenwald (1968) theory, the cognitive response model, on a specific advertisement. Thus, future studies can assess the model on other advertising and see if the results are the same. This

study assessed consumers product-oriented thoughts, source-oriented through and ad execution though in a generic manner. Future studies can assess these cognitive responses using specific thoughts that are promoted in the advertising. A quantitative study has been used in the current study consequently in the future some qualitative data can also be added so to obtain personal stories and examples of advertisement influence on consumers and how it impacted their cognitive responses through open-ended and conversational communication. Future studies can focus on various other variables that is known to change consumer behaviors, such as the nature of products, social influence, personality factors, and/or culture to assess consumer behavior due to effective advertising (whether it be consumers' cognitive response, attitude, purchase intention).

6 Research Conclusion

This paper presents a framework based on an independent but interactive relationship between affect and cognition as suggested by Sojka and Giese (1997). The main objectives of the research were to recognize the cognitive response that occurs after the exposure of an advertising; to determine the advertising's cognitive response on consumers brand attitude; to determine the advertising's cognitive response on consumers brand attitude; and to clarify if brand attitude and advertising toward the advertising lead to purchase intention. Based on the results of this study, it shows that when consumers are exposed to an effective advertising, the advertising has a positive significant impact on product-oriented thoughts and ad-execution thoughts; it has an insignificant impact on source-oriented thoughts. when it comes to consumers ad-execution thoughts, product-oriented thoughts, and source-oriented thoughts, these thoughts all have a positive significant impact on consumers brand attitude. Nevertheless, only consumers source-oriented thoughts and ad-execution thoughts have a positive significant impact on consumers attitude about the advertising; consumers' product-oriented thoughts were insignificant in impact the advertising attitude. Finally, consumers brand attitude leads to their purchase intentions; consumers attitude towards the advertising was insignificant in impact on purchase intentions. These outcomes lead to main theoretical and practical contribution in the analysis of the interactive affect-cognition relationship (thinking-feeling processing style) effects on advertising effectiveness.

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