

COMPARISON BETWEEN ADVERTISING ON TELEVISION AND SOCIAL MEDIA TOWARD PURCHASE INTENTION

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Abstract. In this new era, there has been a shift on media. Social media is the new media which growing rapidly, and it used as media advertising. Now, people spent more time with social media than watching television. This study was the comparison of consumer response to advertising on television and social media to purchase intention. This result can be used to maximize the advertising medium that will be used by a company in this era that have been developed. This study uses a variable of the previous research framework that examines the relationship between advertising to the consumer purchase intention through attitude. Researchers using an experimental study to compare the response of the respondent. The researcher want to compare the advertising on television and social media to purchase intention. The study was conducted on three generations X , Y , and Z. Each generation is represented by five people. It is intended that each generation has its representatives. Data will be processed using statistical analysis Independent T-test and paired T-test. The results of this study indicate there is a differences between consumer response to purchase intention on advertising in media television and social media. Respondent more interested with advertising on social media than television.

Keywords: Advertising on television, advertising on internet or social media, consumer attitude, purchase intention.

Introduction

Along with the time, there has been a shift in media. Now, social media is growing fast and everybody could have their own media. The use of technology has been really close with us. We might or might not realize it, but it practically has taken over our world. Computers, gadgets, and internet are a big part of our life everyday and in business. Based on the data, number of Internet users in Indonesia has increased every year. Indonesia is a country with number six world ranking (Hidayat, 2014). Nowadays people check their gadgets everytime, the average time people use their gadget is 2 hour 51 minutes per day. One of the reason of social media growing fast in Indonesia because social media ease of access.

(Armstrong, G. and Kotler, P., 2000) Advertising described as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. The traditional forms of advertisements were broadcasted through television, radio, newspaper and billboards just to mention but a few. Advertising through the traditional media posed some limitations (per the definitions above) which may include: it is expensive in nature and one-way communication. Subsequently, advertising is gradually moving from the traditional media to the World Wide Web due to some features that enable marketers to overcome the limitations of the traditional mass media (Mulhern, 2009). Advertising on TV grants people to appear and educate a wide group of onlookers regarding the business, thing, or organization. It permits you to really exhibit the advantages of proprietorship. You can indicate how the product or service functions and how it is bundled so forthcoming customers will comprehend what to search for at the purpose of offer. Advertising on television does need a much cost , but many companies are still using it for advertising on television

because advertising on television can make people more trust with the visual explanation of the products, different with the advertising in print media. But, since the existence of sosial media, people spend their time more for social media than television.

Based on the background of the problem presented previously, there has been a shift in era for media, where social media is growth rapidly. Based on the data from (wearesocial.org, 2015) people spent more time with social media than television. The growth of social media make the opportunity for use as media advertising. The researcher want to compare the response advertising using television media and social media to create purchase intention. This research was conducted to know which media advertising between television and social media more attractive to purchase intention

Literature review

Media Television Advertising

According to Wang, Cheng & Chu (2012) advertising effect, and advertising appeal positively influence purchase Intention. According to most studies in different countries, revealed that TV has the biggest effects on audiences and persude them to start purchasing processes. TV as an advertising media has three key advantages. First, its influence on consumers' taste and perception is pervasive. Second, it can reach a large audience in a cost-efficient manner. Third, its sound and moving images create a strong impact (Ramalingam, 2006). Effective advertisements are advertisements that help the advertiser to reach its goals (Doyle & Saunders, 1990).

Social Media Advertising

Social media advertising provides a whole new dimension to advertising as its offers interactivity to the users (Logan, K., Bright, L.F & Gangadharbatla, H. 2012). Facebook advertising/social media advertising offers users or consumers the opportunity to interact actively with the adverts on their page allowing them to 'like' and 'share' adverts and also view who else or which friends liked or shared the same adverts. It can be said that the social media networking has shown that birds of the same feather not only flock together but they also like and share views together too. Calder et al. (2009) supports the idea that social media advertising contributes to the various user participation online through their evidence that customers who access various social media exhibited interactive attitudes which therefore enable their engaging in communication with other users. It would have been certainly interesting to mention that traditional measures supply inadequate measurement of social media advertising effectiveness due to their affirmation on outcomes (Pavlou & Steward, 2000).

Consumer Attitude

Attitude toward advertising in general is defined as "a learned predisposition to respond in a consistently favorable or unfavorable manner to advertising in general" (Lutz, 1985). Attitude toward advertising has been a focus of research in a range of traditional and new media (Obermiller, Carl, Eric Spangenberg, and Douglas L. MacLachlan , 2005). According to Schultz (2008), consumers have the ability to control the information flow and build the attitude toward advertising. Li *et al.* (2002) argued that consumers' behavioural response, such as avoiding online advertising, is due to their negative attitudes toward advertising. This negative attitude might be the result of the perceived intrusive and disturbing nature of online advertising (Li *et al.*, 2002). Similarly, Zeng *et al.* (2009) found that when an online advertisement is relevant to the recipient, he or she develops a positive attitude toward it and responds favorably. Consumer attitude measure by feeling, respond, favorability, and bad/good tghe advertisment (Batra, 1987).

Purchase Intention

According to Mackenzie, Lutz, & Belts (1986), attitude toward advertising becomes significant factor toward attitude toward brand and purchase intention (as cited in Yang, 2006). Purchase intention represents the possibility that consumers will plan or be willing to purchase a certain product or service in the future. An increase in purchase intention means an increase in the possibility of

purchasing (Dodds et al., 1991; Shiffman & Kanuk, 2007). That's why the researchers use purchase intention as an important variable. Based on the summary of previous literatures, author eliminated a variable that already represented in other variable dimension.



After explained the theory and conceptual framework, the researcher develops the hypotheses to be tested in the research. Advertising is used to attract the attention of consumers and to inform them about products/brands (MacInnis et al, 1991). Previous research (Alwitt, L. F., & Prabhaker, P. R. , 1992) found that information functions of TV advertising are significantly correlated with attitudes toward TV advertising. . For social media advertising, Li et al. (2002) argued that consumers' behavioural response, such as avoiding online advertising, is due to their negative attitudes toward advertising. This negative attitude might be the result of the perceived intrusive and disturbing nature of online advertising (Li et al., 2002).

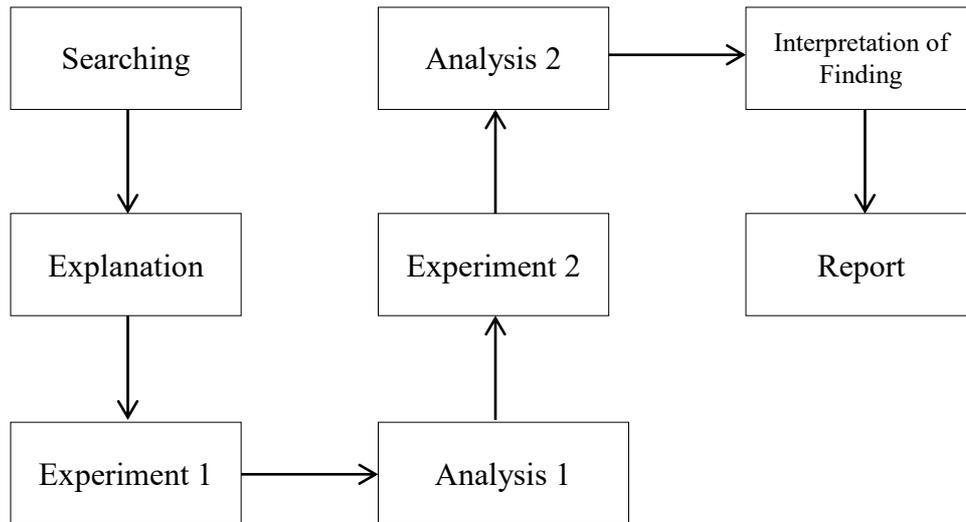
H₁: Advertising on social media is more effective than television media to make consumer purchase intention

Research Methodology

Research Design

Research designs in which a single group of research participants or subjects is To conduct this research, the researcher used experimental research method. According to Ross and Morrison (2011), the experimenter's interest in the effect of environmental change, referred to as "treatments" demanded designs using standardized procedures to hold all conditions constant except the independent (experimental) variable. Experimental method is used in order to compare which media give more impact to create purchase intention. Gay, (1992) explained "the experimental method is the only method of research that can truly test hypotheses concerning cause-and-effect relationships. It represents the most valid approach to the solution of educational problems, both practical and theoretical, and to the advancement of education as a science".

There are 8 steps in conducting this experimental research. The first one is filtering where the researcher choose the suitable people to become the participants in this research based on the matched categories, the followed by the random assignment which is used to divide participants into two serial experiments. The next step is experiment which consists of pretest, treatment implementation, and posttest. After the experiment has been completed, the data is going to be proceeded using two kinds of t-test analysis; Independent means t test and paired t-test sample. The experiment and analysis will be done two times with the improvement of the previous experiment.



The researcher used One Group Pretest – Treatment – Posttest Design. According to Oxford reference, One Group Pretest – Treatment – Posttest is one of the most frequently used quasi-experimental pretested, given some treatment or independent variable manipulation, then post-tested. The form of One Group Pretest – Treatment – Posttest Design is as follows: Pretest Administered → Treatment Implemented → Posttest Administered.

According to Metler and Charles (2008), “pretest is conducted to all groups to ensure that participants in all groups are as equivalent as possible on certain variables prior to the implementation of the treatment for the treatment group”. In pretest, each group will be given questionnaires to test their attitude and purchase intention.

After the pretest has been done, treatment will be implemented to each participant, in this case they will be asked to watch television advertising of Indomie. The next step in this research is the posttest. Participants will be given the same questionnaire as the pretest and an essay to see the difference attitude and purchase intent before and after give the treatment.

Data Analysis Technique

In order to analyze the data that has been collected from Questionnaire to answer the research objectives, the researcher use this approaches:

Independent T-test

The independent t-test, also called the two sample t-test or student's t-test, is an inferential statistical test that determines whether there is a statistically significant difference between the means in two unrelated groups.

Paired T-test

Paired sample t-test is a statistical technique that is used to compare two population means in the case of two samples that are correlated. Paired sample t-test is used in 'before-after' studies, or when the samples are the matched pairs, or when it is a case-control study.

Analysis and Discussion

The experiment of this research was conducted in Bandung. The participants who are matched the criteria to be the experiment object were assigned to this experiment. This experiment is conducted to test this following hypothesis:

Ho: Social media advertising doesn't give more affect than television advertising to purchase intention

Ha: Social media advertising give more affect than television advertising to purchase intention

After the experiment result has been obtained, the decision is made based on criteria below:

If significance level or Sig.(2-tailed) > 0.05, then accept Ho and reject Ha

If significance level or Sig.(2-tailed) < 0.05, then reject Ho and accept Ha

Experiment Result

Pre-test Result

After conducting the experiment, the answers of research participants in pre-test were scored and calculated using Independent Mean t-test Analysis in SPSS in order to compare the difference between post-test results of both groups of participants.

Using 95% of confidence level, the result for the pre-test is shown by the tables below:

Table 4.1 Independent T test before ads

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|-------|
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | Lower | Upper |
| Before Social Advertising Television | ,460 | ,503 | 1,996 | 28 | ,056 | 1,133 | ,568 | -,030 | 2,297 |
| | | | 1,996 | 27,111 | ,056 | 1,133 | ,568 | -,032 | 2,298 |

The significance level from the calculation above is 0,056. According to the criteria of decision making, if the significance level or Sig(2-tailed) > 0.05, then it means that there is no significance difference between a group of respondent before given the television advertising with the respondent before given social media advertising.

Post-test Result

After conducting the pre-test and treatment, the answers of research participants in post-test were also scored and calculated using Independent Mean t-test Analysis in SPSS in order to compare the difference between post-test results of both groups of participants. Using 95% of confidence level, the result for the post-test is shown by the tables below:

The significance level from the calculation above is 0.000. According to the criteria of decision making, if the significance level or Sig(2-tailed) < 0.05. It can be concluded that after the treatment between television and social media there is a different reponse from respondent toward customer attitude and purchase intention.

Pre-test and Post-test Comparison

Pre-test and post-test results are also compared in order to know if there's a significant change between pre-test and pro-test for each group. It is analyzed using dependent means t-test analysis. The result is shown by the table below:

Table 4.2 Independent T test after ads

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|------------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|-------|
| | F | Sig. | T | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | Lower | Upper |
| After Television Advertising | ,022 | ,883 | 5,657 | 28 | ,000 | 3,733 | ,660 | 2,381 | 5,085 |
| After Social Media | | | 5,657 | 27,947 | ,000 | 3,733 | ,660 | 2,381 | 5,085 |

Table 4.3 Paired T test

| | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|--|--------------------|----------------|-----------------|---|--------|--------|----|-----------------|
| | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | Lower | Upper | | | |
| Paired 1: Before social media ads – after social media ads | -4,733 | 2,764 | ,714 | -6,264 | -3,203 | -6,633 | 14 | ,000 |
| Paired 2: Before television advertising – after television advertising | -,067 | ,594 | ,153 | -,395 | ,262 | -,435 | 14 | ,670 |

Using Paired t test for paired sample, the researcher found pvalue for television advertising is 0,670 which means there is no significant difference between pre-test and post-test for television advertising because Sig.(2-tailed) > 0.05. However, pvalue for social media group is 0.000 which means there is a significant difference between pre-test and post-test for social media advertising because (2-tailed) < 0.05. From the significant data, social media has a large number of significant, which mean social media is more effective than television. That means that Ha is accepted, and Ho is rejected.

For more specific differentiation between before and after treatment, the researcher used paired test of each variable, variable attitude and purchase intention:

Before and after variable attitude on media television and social media

The researcher used paired test is to see the difference between before and after advertising on television and social media for variable attitude.

Table 4.4 Paired T test for attitude

| | Paired Differences | | | | | t | df | |
|---|--------------------|----------------|-----------------|---|--------|--------|----|------|
| | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | Lower | Upper | | | |
| Pai r1 Attitude socmed attitude socmed - | 3,667 | 1,799 | ,465 | -4,663 | -2,670 | -7,892 | 14 | ,000 |
| Pai r2 Attitude before tv - attitude after tv | ,067 | 2,492 | ,643 | -1,313 | 1,447 | ,104 | 14 | ,919 |

Based on the table, using Paired t test for paired sample, the researcher found pvalue for attitude on social media advertising is 0,000 which means there is a significant difference between pre-test and post-test for attitude on social media advertising because Sig.(2-tailed) < 0.05. However, pvalue for attitude on television group is 0.919 which means there is no significant difference between pre-test and post-test for attitude on television advertising because (2-tailed) > 0.05. From the significant data, social media has a large number of significant, which mean social media is give more impact for change consumer attitude

Before and after variable purchase intention on media television and social media

The researcher used paired test to see the difference between before and after advertising on television and social media for variable purchase intention.

Table 4.5 Paired T test for purchase intention

| | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|--|--------------------|----------------|-----------------|---|--------|--------|----|-----------------|
| | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | Lower | Upper | | | |
| Pai r1 Purchase intent before socmed - purchase intention after socmed | -2,133 | 1,767 | ,456 | -3,112 | -1,155 | -4,675 | 14 | ,000 |
| Pai r2 Purchase intent before tv - purchase intent after tv | -,200 | ,414 | ,107 | -,429 | ,029 | -1,871 | 14 | ,082 |

Based on the table above, using Paired t test for paired sample, the researcher found pvalue for purchase intention on social media advertising is 0,000 which means there is a significant difference between pre-test and post-test for purchase intention on social media advertising because Sig.(2-tailed) < 0.05. However, pvalue for purchase intention on television group is 0.082 which means there is no significant difference between pre-test and post-test for purchase intention on television advertising because (2-tailed) > 0.05. From the significant data, social media has a large number of significant, which mean social media is give more impact for change purchase intention.

Conclusion

Along with the time, there has been a shift in media. Now, social media is growing fast and everybody could have their own media. The use of technology has been really close with us. We might or might not realize it, but it practically has taken over our world. Based on the research, people give more respond with advertising on social media because people spent more time with internet than television. People also check their gadget to see social media when they are bored.

Based on previous research, there is a relationship between advertising, consumer attitude, and purchase intention. Advertising is used to attract the attention of consumers and to inform them about products/brands (MacInnis et al, 1991). Previous research (Alwitt, L. F., & Prabhaker, P. R. , 1992) found that information functions of TV advertising are significantly correlated with attitudes toward TV advertising. For social media advertising, Zeng et al. (2009) found that when an online advertisement is relevant to the recipient, he or she develops a positive attitude toward it and responds favorably. The consumer, who is effectively affected by advertising, may form a positive attitudes toward advertising that may then influence his/her purchase intention. In addition, (Homer, 1990) also found out that attitudes toward advertising had an effect on purchase intention.

The researcher used experimental analysis to gather the data, and conclude that advertising on social media give more impact to consumer attitude and purchase intention.

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