

Role Of Electronic Media Advertisement On Customers' Purchase Decisions

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Abstract

Electronic media is gaining popularity due to its advantages, like connecting with people around the world, sharing their interests, goods, and services, and socializing in an open and connected market. Despite an exponential surge in electronic media usage for practical implications, academic research on this domain is still lagging. We examine the association between electronic media and customers' purchase decisions. The facets of brand equity, namely brand association, brand awareness, brand loyalty, and perceived quality, were included to supplement the study and investigate how electronic media advertisement can impact customer purchase decisions. The Structural Equation Modeling technique was used to analyze the data collected from 348 consumers using various telecommunication services across India. Research findings suggested that electronic media advertisement has a significant impact on customers purchasing decisions through the mediating role of brand association, brand awareness, brand loyalty, and perceived quality.

Keywords: Electronic Media, Brand Loyalty, Brand Association, Brand Awareness, Perceived Quality, Purchase Decision.

1. INTRODUCTION

In 1795 telegraph was the earliest form of electronic media, the introduction of the telephone in 1849, followed by the radio in 1897, and finally data revolution by the Internet in 1963. Electronic media included the early inventions used to simplify our lives, for examples, neon, LED, computers, films, RAM, barcodes, audio, and videos recordings. All works of life, like marketing, education, communication, military services, journalism, news, engineering, digital art, virtual reality, entertainment, etc., use electronic media. Lives throughout the world were greatly influenced and revolutionized by the use of electronic media. The world today has transformed with the usage of Television, the internet, cell phone, news broadcast apps, other networks, etc. In addition, the substantial growth in software technologies has increased the communication between people and organizations within the city, state, country, and international governments.

With the advent of electronic media, political discussions/debates and programs, current news, breaking news on various channels/networks, websites, and smartphones can now be shared with customers worldwide. Modern gadgets such as iPods, smartphones, tablets, and the internet have mainly changed the lives of communities and individuals in advanced countries and have also

influenced developing countries and made a massive impact on underdeveloped countries. There are several advantages and disadvantages to consumers with electronic media. The learning process tremendously changed as per previous studies on electronic media. As per (Dennis et al., 2008), with massive competition in global environments, companies are expanding their markets and introducing new services and products for many reasons:

- Developing associations between customers and offering chances to share interests and services.
- To connect with media communication in and around the world's market.
- Users are empowered with sharing of information.
- Customers can communicate online and exchange without limits through electronic media.

The use of electronic media increases efficiency, giving service providers a competitive advantage. According to studies, social media advertisements are very effective now a days, as they are comparatively new to the media world and add new dimensions. Managers of the service providers need to recognize that there has been a shift of control from the manufacturers/providers to the customers with changing technological advancements. Customers are empowered to speak about and put their views regarding a new product or service on various platforms provided by electronic media.

The rapid growth of the business world and the continuous communication marketers/service providers have enabled them to grab new potential customers and build association and loyalty from existing customers.

2. Theoretical background:

The increasing importance of electronic media advertisement in recent years, particularly by the telecom service providers, for inducing purchase decisions among customers has been complemented by a collection of works on brand equity (Febrian & Vinahapsari, 2020). According to research conducted by various authors, there is a decisive relationship between purchase decisions and electronic media advertising (Tsordia et al., 2018). The role of electronic media should be to educate people, broaden their vision, and make them vigilant toward the larger goal of creating a civilized and prosperous society (Srivastava, 2016). Electronic media's three essential roles are to inform, entertain, and educate. The goal of this study is to determine how electronic media advertisements will enhance the efforts of Indian telecom service providers in inducing purchase decisions for their customers, with brand equity acting as a moderator. Moreover, how well it will help the service provider to make use of the various electronic media advertisements to gain popularity over their competitors and get customers attracted towards the services provided by them. Various studies have already been undertaken on the use of electronic media in various fields worldwide, but for Indian telecom service providers, very few studies are there. In this study, we dig deep into this quest to draw a framework that the telecom service provider can use to induce and enhance purchasing power for the services provided. The below paragraphs will put light on the theoretical framework which will be used to hypothesize our study:

2.1 Electronic media advertisement

The ads the companies/service providers share on different electronic devices for customers to view electronic media advertisement; unlike print media, electronic media advertisements are relayed to the larger community. The purpose of using electronic media advertisements can be for a variety of reasons. One of the benefits of using electronic media advertisements is that you can connect with people all over the world. In addition, electronic media advertisement is a low-cost way for people to collaborate, whether via media platforms like television, the internet, or media devices and

networks. These are a few of the advantages of electronic media advertising. (Zhu & Zhang, 2010). Advertising worldwide is significantly impacting our daily lives through the positive use of electronic media. Due to global change, people are now acclimatized to the internet and news apps available on mobile phones and television channels (Sama, 2019). The daily release of new applications is also changing people's lives. Media technology has an impact on our daily lives. The global interactions between individuals, communities, and governments have become easier with software technology development. Because of the numerous electronic media applications, individuals can live news, watch political debates and programs, and breaking news on various websites and smart phone applications and share them with people worldwide. Individuals can participate/interact in global communications and networking with the sporadic use of technology. Individuals and communities in developed countries have been influenced using new media technologies, but people in developing and transitional countries have also become part of the global community using media, particularly the internet and smartphones, etc.

According to the above discussion, the hypothesis explores the impact of the activity of electronic media on purchase decisions through mediating the role of brand equity:

H1: Electronic media advertisements positively affect the purchase decision.

2.2 Brand Awareness

Brand awareness can be explained as the customer's ability to distinguish a brand that is presented to him or her with specific stimuli (Aaker, 1991). A customer purchase decision will only happen if he or she is aware of the brand. Without awareness, the customer will not even be aware of the existence of such a brand, let alone purchase it (Mathai & Jeswani, 2021). As a result, brand recognition is critical. Furthermore, brands with a higher level of consumer awareness have a higher market share than brands unknown to consumers. The extent to which consumers can recall or recognize an individual brand is described as brand awareness. Electronic media has grown in popularity over the last few decades, and researchers have discovered that companies are using it to raise brand and service awareness among their customers. The greater the brand awareness, the more likely the brand will be recommended to be purchased. Enhancing brand awareness increases the likelihood that it will be treated for making a purchase decision (Cobb-Walgren et al., 1995;

D'souza & Rao, 1995; Nedungadi, 1990). It was found that brand awareness is a major factor in consumer choice (Jong et al., 1995). The various tools used by electronic media to increase brand awareness, brand loyalty, and so on create brand equity. (Buil et al., 2013a) investigated the role of advertisement and sales promotions in their study and found that spending on advertising for the brand increases brand awareness. Brand awareness is also being boosted by electronic media advertising. According to (Bhat & Chakraborty, 2018)'s research, online reviews have a substantial effect on brand awareness and perceived value. (ElAydi, 2018) the study also emphasizes the significance of electronic media in the development of brand awareness. Several studies were conducted to support the impact of various types of advertisements on brand awareness. (Buil et al., 2013b; Chandran et al., 2019; Sha & Rajeswari, 2019). Based on the above-discussed literature following hypotheses are raised (Figure 1): H2: Electronic media advertisements positively affect brand awareness.

2.3 Perceived Quality

Perceived quality also affects the brand equity of the product. A brand's performance is not reflected accurately by perceived quality; instead, it reflects how the consumer perceives the brand (D. Aaker, 2009). The product quality offered, and the service provided by the company have an impact on what the consumer perceives. If the consumer believes that the product quality offered is of high quality, he or she will pay even more. Perceived quality is a consumer's perception of a product's or service's quality and dominance over alternatives. Yew & Rahman (2019) demonstrated that satisfaction and brand loyalty are influenced by perceived quality. The study of Severi & Ling (2013) has shown that perceived quality and other elements have a mediating relationship with brand equity and are inseparable parts of marketing that will impact the consumer's decision-making process. The quality of consumer service is critical in attracting and retaining customers in the service industry. (Ali, 2017). DelVecchio & Puligadda (2012) studied the relation of price level with perceived brand quality and suggested that a lesser price is perceived as inferior brand quality, but it has a positive effect when the lower price is presented as a discount. The study of (Gautam, 2015) revealed that the service quality perception is an important component in the marketing of mobile telecommunication services. The study of Modig & Rosengren (2014) supports the positive impact of advertisements on quality perception. Electronic media advertisements generate awareness and help

create a positive perception and brand image, whereas the brand image in an antecedent of perceived quality (Niros & Niros, 2017). So, it is possible that digital and social media advertisements also influence perceived quality. Based on the above logic following hypotheses are presented (Figure 1):

H3: Electronic media advertisement positively affects perceived quality.

2.4 Brand Association

A brand's emotional response to its customers is referred to as brand association. When consumers have a positive brand association, they can recall the product when making a purchase decision. The social image of the brand and the features of the brand's products have the most influence on brand association. The Association of brands is an important feature that distinguishes it from other brands in the same category (Jeon & Baeck, 2016). The consumer always associates the brand which he/she comes across frequently; as rightly quoted, that brand association positively affects the brand equity for fast food brands (Singh & Pattanayak, 2016) in their research. When consumer feel associated with the brand, brand equity directly and positively impact the purchase decision (Doostar et al., 2012). (Sinha & Verma, 2018), in their research paper, revealed that brand association gets influenced more by the hedonic benefit of sales promotion in comparison to the utilitarian benefits. Therefore, it can be said that brand association is an output of various thoughts and memories associated with any brand (Jin et al., 2019). Online display advertisement and social media advertisement are not only effective in maintaining brand and consumer relationships (Hudson et al., 2016; Kim & Ko, 2012) but also create a brand association (Kretz & De Valck, 2010). Based on the above discussion, we propose the following hypothesis (Figure 1):

H4: Electronic media advertisement positively affects brand association.

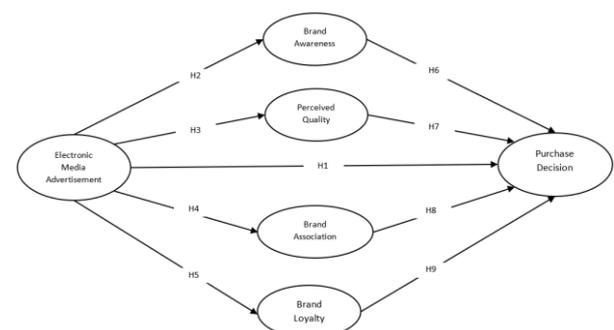


Figure 1. Proposed conceptual framework of a study showing the relation b/w electronic media

advertisement, element of brand equity, and purchase decision

2.5 Brand Loyalty

"Brand loyalty can be defined as the extent of consumer faithfulness to a specific brand, and this faithfulness is expressed through repeat purchases and other positive behaviors such as word-of-mouth advocacy, regardless of marketing pressures generated by competing brands" (Kotler & Keller, 2006; Kotler et al., 2008). Brand Loyalty is defined as a consumer's continuing proclivity to purchase products from a specific brand. Pappu and colleagues, 2013. A positive relationship exists between consumer satisfaction, repurchase, and loyalty (Curtis et al., 2011). Brand loyalty has an impact on various marketing and consumer-related attributes, such as consumer satisfaction, brand image, and perceived price level (Back & Parks, 2003; Ferreira & Coelho, 2015; He & Lai, 2014). Brand loyalty is a notion of consumer and depends on the composition of factors that motivate repeat purchases (Yim & Kannan, 1999). Brand loyalty is an important element of brand equity, and it must be maintained for the welfare of the brand (Aaker, 1991). The literature focuses solely on the consumers, with no regard for the emotional significance of loyalty (Ansari and Riasi, 2016). According to Hawkins et al. (2007), the consumers' reaction is caused by psychological and mental processes in the individual consumers' minds.

Brand loyalty as defined by Hawkins et.al. (2007) as:

"A biased willing towards a specific brand (whether to buy or suggest others) that a person will show over time, and it will make a strong feeling to choose the same brand whenever he/she is involved in a decision making or evaluation situation"

Brand loyalty is a psychological process in which consumers evaluate various products or services available based on specific criteria before making a purchasing decision (Beerli et al., 2004). According to Mullatahiri & Ukaj (2019), with the help of e-Marketing, brand loyalty can be created and enhanced. In the study (Erdoğmuş & Çiçek, 2012) it was also demonstrated that an online campaign, promotional offers, content management, and manifestation on electronic media platforms positively influence brand loyalty, to make consumers loyal to their brands the electronic media in their campaigns should include the advantages, benefits, and values they offer to consumers in their advertising campaigns. It is assumed based on the above discussion that:

H5: Electronic media advertisement positively affects brand loyalty

2.6 Purchase Decision.

The thought process that allows a consumer to identify a need to generate alternatives and opt for a product and/or brand is called a purchase decision. While making a purchase decision, the buyer goes through these five stages of the decision process. The five stages of the consumer decision process are a problem or need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation (buyer decision process). It is always a better option to retain an existing consumer than to create a new consumer in terms of cost. Consumer retention is the byproduct of consumer satisfaction (Almossawi, 2012). However, consumer satisfaction depends upon the quality of the product or services (Nilsson et al., 2001), fairness in terms of price (Homburg et al., 2005), and promotional activities (Anselmsson, 2006). Consumer satisfaction is also related to brand equity generation, which finally leads towards purchase decisions (Doostar et al., 2012). For consumer retention and inducing purchase decisions, it is very important to identify the highest revenue-generating consumer segment and management of their expectations (Joshi, 2014). Chen & Myagmarsuren, (2011), according to their research, service providers must build brand equity in order to succeed and survive because it ensures consumer retention, repeat purchases, and association. The likelihood of purchasing services increases dramatically if a service provider successfully maintains brand awareness, perceived quality, brand association, and brand loyalty. The above discussion raises the following research hypotheses (Figure -1):

H6: Brand awareness influences purchase decisions positively.

H7: Perceived quality has a significant and positive influence on purchasing decisions.

H8: The brand association has a significant and positive influence on purchasing decisions.

H9: Brand loyalty influences purchase decisions in a significant and positive way.

3. Research Methodology

The primary goal of this study is to comprehend how electronic media advertisements can induce purchase decisions in the minds of their customers via the mediating role of brand equity. Indian telecommunication sector is taken into the study because, first, this sector is facing the problem of

slow decline and struggling to retain consumers (Digital McKinsey September 2016), second, to maintain the consumer base, telecom companies are investing high in offline and online advertisements through various media. As a result, the study's findings can assist service providers in better utilizing electronic media to communicate with their customers.

3.1. Measures

All the multi-item scales used in this study were established and adapted from scales used in previous survey research. The research model includes six constructs. The measurement of variable perceived quality is done through four items scale adapted from the study of (Pappu et al., 2005, 2007) & (Sisodia, 2003). The five items scale is used to measure brand awareness which is adapted from the research of (Buil et al., 2013a), (Yoo et al., 2000), (Netemeyer et al., 2004). Brand loyalty is measured by the three-item scale adapted from the research of (Yoo et al., 2000) and brand association is measured by the five-item scale adapted from the research of (Yoo et al., 2000) & (Rust & Oliver, 1994), (Lassar et al., 1995); Aaker (1996); (Netemeyer et al., 2004); (Pappu et al., 2005, 2007). Seven item scale to measure electronic media advertisement is developed based on the study of Evans (2010), Felix et al. (2017), Oberoi et al. (2017), ElAydi (2018), and Shareef et al. (2019). To measure the purchase decision, a five-item scale is developed based on the research of Yim & Kannan (1999), Schweidel et al. (2008), Javed & Wu (2020), and Rita et al. (2019).

3.2. Research Procedure

A survey was designed and distributed to the research sample population in order to collect data and test the hypothesis. The survey method is used for data collection in this study with the help of a structured questionnaire. The questionnaire is divided into two sections. The first section of the questionnaire includes questions about demographic information. The questions used to assess the study's variables are found in the second section of the questionnaire. The second section of the questionnaire contains twenty-nine closed-ended questions designed to evaluate the values for each of the conceptual model's six constructs: electronic media advertisement, brand awareness, perceived quality, brand association, brand loyalty, and purchase decision. Each question elicited a response from the respondents, who were graded on a 5-point Likert scale from strongly disagree to strongly agree.

3.3. Pretest and pilot study

Pretest and pilot tests were performed before executing the final data collection. First, these questions were examined by three academicians experienced in research. Their recommendations were useful to improvise the questionnaire. A pretest followed this to check the consistency of questions, improve the instrument's understanding, and confirm the sufficiency of information to respondents (Bryman & Bell, 2007). The pretest was executed to correct the semantic problems. The participants of the pretest were 12 customers who are using the services of different telecom service providers. The subject selection is done based on their knowledge in the field of online advertisement and consumer behavior. Some of the items' words have been revised based on the subject's response. The wordings of a few items are somewhat modified, which is more obvious and consequential. This was followed by a pilot study involving all 38 customers using telecom services of various service companies operating in India. The reliability and validity of these 38 responses were evaluated. Cronbach's alpha for all constructs was greater than 0.7 in the pilot study, indicating that the items were reliable enough to measure the constructs. The factor analysis results demonstrated that all items were sufficiently loaded to be included in the questionnaire. The method proposed by (Lewis et al., 2005) to determine the content validity through the execution of pre-tests and a pilot-test.

3.4 Sampling Design and Data Collection

To test the research hypothesis, data was collected through an online survey of consumers of telecommunication services from 20 different cities in India. With the help of email and mobile applications, around 600 respondents were approached for data collection. A total of 368 respondents filled up the online questionnaire. Out of the 368 responses, 20 responses were not included in the study on the issue of completeness and accuracy. Finally, 348 responses were taken for analysis. Respondents were the consumers of four different telecommunication services providers, which included Bharat Sanchar Nigam Limited, Airtel, Vodafone - Idea, and Reliance Jio. The detailed sample characteristics are shown in table 1. From the 348 responses collected, 192(55.17%) were males, and 156(44.83 %) were females. Most of the respondents, i.e., 208 (59.77%), were between 18-30 years, followed by 120 (34.48 %) who were more than 30yrs but less than 50yrs and 20 (5.75 %) were more than 50yrs. The majority of respondents (219(61.49 %) are Graduates, and 19(5.46 %) are Undergraduates. In terms of

occupation, the majority of respondents, 160(45.98%), were students, followed by 98(28.16%) in service, 64 (18.39%) in business, and 26 (7.47%) professionals. In terms of income, the majority of the respondents, i.e., 172(49.43 %) had an annual income of above Rs 500000 and more, 106 (30.46 %) had more than Rs 200000, and less than Rs 500000 and 70 (20.11 %) had an annual income less than Rs 200000. The following are telecom service providers' customers: A maximum of 108 (31.03 %) were currently using Airtel, followed by 101 (29.03 %) using Reliance Jio services, 97 (27.87 %) using Vodafone/Idea services, and 42 (12.07 %) using BSNL services.

Table 1 Demographic Information

Category	Frequency	Percentage
Female	156	44.83
Male	192	55.17
Gender		
18 years to 30 years	208	59.77
More than 30 years to less than 50 years	120	34.48
More than 50 years	20	5.75
Age		
School	19	5.46
Graduate	115	33.05
Post-Graduate and above	214	61.49
Education		
Student	160	45.98
Service	98	28.16
Business	64	18.39
Professional	26	7.47
Annual Family Income		
Up to Rs 200000	70	20.11
More than Rs 200000 and less than Rs 500000	106	30.46
More than Rs 500000 and above	172	49.43
Telecom Service Provider		
Airtel	108	31.03
BSNL	42	12.07
Reliance Jio	101	29.03
Vodafone/Idea	97	27.87

3.5 Analytical Approach

This research article aims to assess the impact of electronic media advertising on purchase decisions using elements of brand equity. Structural Equation Modelling (SEM) is possible by two methods, either covariance-based (Byrne, 2010) or variance-based (Henseler et al., 2009). This study applies a variance-based method, partial least squares SEM (PLS-SEM), utilizing the software Smart PLS 3 (Ringle et al., 2015) to evaluate the research assumption. The relationship between variables, electronic media advertisement through elements of brand equity on purchase decisions for Indian telecom service providers has received little attention; the current study is in its early stages. For

exploratory studies, PLS-SEM is better suited and was applied (Hair et al., 2014).

4 Analysis and findings

4.1 Measurement Model

Confirmatory factor analysis (CFA) was performed on the model of six constructs to address the issue of convergent and discriminant validity by using Smart PLS3 (Anderson & Gerbing, 1988). Items with standard loadings less than 0.50 have been removed. A series of CFAs were performed, removing items one by one. Two items from brand awareness (AWA1 & AWA5), one item from purchase decision (PD4), one item from brand loyalty (LOY1), and three items (EMA2, EMA4, and EMA5) were removed to improve convergent validity from electronic media advertisements. With the rest of the items, we held the CFA once more. The maximum likelihood estimation method was used to test the CFA model.

All questionnaire items were chosen with previous studies in this field in mind, and they were partially revised to meet the study's specific needs. As a result, because all of the research questions were derived from previous research in this field, the survey used in this study could be considered standard.

Individual item reliability, internal consistency reliability, convergent validity, and discriminant validity were tested to assess the measures' reliability and validity, as shown in Tables 2a and 2b. First, the reliability of the individual item is assessed by examining the outer loadings of each construct. CFA was used to solve the proposed model's convergence and discriminant validity problems. The brand association measurement items had standardized loadings ranging from (0.63) to (0.78). The brand awareness measurement items had standardized loadings ranging from (0.72) to (0.86). The purchase decision measurement items had standardized loadings ranging from (0.76) to (0.88). Brand loyalty measurement items had standardized loadings ranging from (0.89) to (0.94). The perceived quality measurement items had standardized loadings ranging from (0.58) to (0.74). The electronic media advertisement measurement items had standardized loadings ranging from (0.68) to (0.79). All the items' standardized loadings exceed the threshold limit of 0.5, indicating adequate individual item reliabilities.

Second, composite reliability coefficient measures were used to assess internal consistency. According

to the recommendation, the composite reliability coefficient for each latent construct should be greater than 0.70. Table 2a shows that the composite reliability coefficients, which range from 0.72 to 0.91, demonstrate satisfactory internal consistency reliability because they are greater than 0.70, as recommended. The internal consistency of constructs at all scales can be calculated using Cronbach's alpha. Cronbach's alpha ranges from 0.72 to 0.86, indicating adequate reliability (Nunnally, J.C & Bernstein, 1978), (Cronbach, 1951; Nova'k, Christine, & Abetz, 2004; Ware, Kosinski, & Gandek, 1998), except for one construct, perceived quality, for which the Cronbach's alpha is 0.48. Third, the convergent validity was determined by calculating the Average Variance Extracted (AVE) for each latent construct. In general, the AVE for each latent construct must be greater than 0.50, with the exception of perceived quality, which has an AVE of 0.39. Table 2a shows that the AVE threshold value for each latent construct is greater than 0.50, indicating satisfactory convergent validity.

Table 2a. Measurement Model Summary

Construct	Items	Factor Loading	Average Variance Extracted	Composite Reliability	Cronbach's α
Electronic Media Advertisement	EMA1	0.79	0.55	0.83	0.72
	EMA3	0.75			
	EMA6	0.76			
	EMA7	0.68			
Brand Awareness	AWA2	0.72	0.64	0.84	0.72
	AWA3	0.80			
	AWA4	0.86			
	PQ1	0.59			
Perceived Quality	PQ2	0.58	0.39	0.72	0.48
	PQ3	0.74			
	PQ4	0.58			
Brand Association	ASO1	0.63	0.51	0.84	0.76
	ASO2	0.78			
	ASO3	0.75			
	ASO4	0.75			
	ASO5	0.65			
Brand Loyalty	LOY2	0.89	0.84	0.91	0.81
	LOY3	0.94			
Purchase Decision	PD1	0.76	0.70	0.90	0.86
	PD2	0.88			
	PD3	0.84			
	PD5	0.86			

Finally, the discriminant validity of measures was determined using the Fornell-criterion Larcker's, as shown in Table 2b. According to Fornell and Larcker (1981), discriminant validity is established when the square root of the AVE for one latent construct exceeds its correlation with another. Table 2b evaluated the correlations between latent constructs using the square root of the AVEs (values in bold). Table 2b shows that sufficient discriminant validity exists when the square root of the AVE for each latent construct is greater than the

correlation with any other construct. Tables 2a and 2b show the validity and reliability assessments.

Table 2b. Discriminant Validity of Latent Constructs

	Brand Association	Brand Awareness	Electronic Media Advertisement	Brand Loyalty	Purchase Decision	Perceived Quality
Brand Association	0.71					
Brand Awareness	0.50	0.80				
Electronic Media Advertisement	0.42	0.34	0.74			
Brand Loyalty	0.60	0.46	0.44	0.91		
Purchase Decision	0.52	0.44	0.48	0.61	0.84	
Perceived Quality	0.56	0.55	0.53	0.45	0.56	0.63

4.2 Structural Model

The structural model was evaluated in stages following the validation of the measurement model's reliability and validity. In particular, taking into account the evaluation criteria proposed by Henseler et al. (2009), similarly to (J. F. Hair et al., 2013), the structural model was also evaluated using three consistent measurements: the Path coefficient, the significance of path coefficients, and the coefficient of determination (R2). The standardized path coefficient is significant if the t-value is greater than 1.96 at the 5% level of significance.

Table 3: Structural Models Estimates

Structural Relation (Hypothesis)	Path Coefficient	Standard Deviation	T Statistics	P Values	Result
Brand Association → Purchase Decision	0.38	0.05	3.48	0.01	Accept
Brand Awareness → Purchase Decision	0.31	0.07	4.54	0.00	Accept
Electronic Media advertisement → Brand Association	0.42	0.05	9.09	0.00	Accept
Electronic Media Advertisement → Brand Awareness	0.34	0.05	7.03	0.00	Accept
Electronic Media Advertisement → Brand Loyalty	0.44	0.05	9.61	0.00	Accept
Electronic Media Advertisement → Purchase Decision	0.13	0.05	2.67	0.01	Accept
Electronic Media Advertisement → Perceived Quality	0.53	0.05	10.49	0.00	Accept
Brand Loyalty → Purchase Decision	0.38	0.05	7.91	0.00	Accept
Perceived Quality → Purchase Decision	0.26	0.07	3.78	0.00	Accept

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5 Analysis and Findings

5.1 The relationship between electronic media advertisement and brand equity elements

All four research hypotheses are confirmed by structural equation modelling results for electronic media advertisements on brand awareness, brand association, perceived quality, and brand loyalty (Figure 2 and Table 3). The regression weights of the four structural relations are electronic media advertisement → brand association ($\beta=0.42$), electronic media advertisement → brand awareness ($\beta=0.34$), electronic media advertisement → brand loyalty ($\beta=0.44$), and electronic media advertisement → perceived quality ($\beta=0.53$). As can be seen, electronic media advertising has the greatest influence on perceived quality, followed by brand loyalty, brand association, and, finally, brand awareness. Electronic media advertisements have a comparatively more significant impact on perceived quality, so they will be more effective in influencing consumers' purchasing decisions. Additionally, it has the second-highest impact on brand loyalty; thus, electronic media advertisements effectively develop brand loyalty. Electronic media advertising is effective at increasing brand association and awareness. As a result, it can be stated that electronic media advertisement is effective in increasing consumer awareness of quality to create loyal consumers, create associations, and induce brand awareness in the minds of consumers.

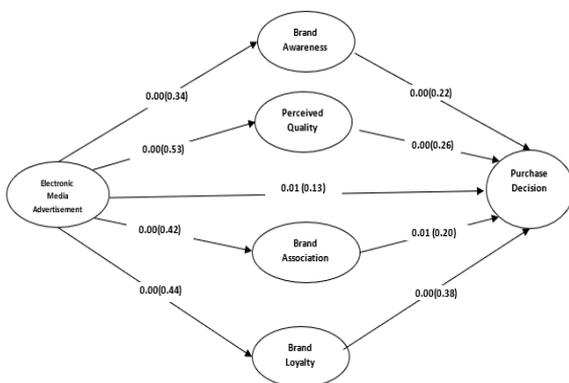


Figure 2. The Structural Model Showing Relation through p value and β Coefficient in the bracket.

5.2 The relation between elements of Brand Equity and Purchase Decision

Evaluating the impact of brand awareness, perceived quality, brand association, and brand loyalty on service purchase decisions provides valuable insights (Figure 2 and Table 3). The results show that perceived quality ($\beta=0.26$, $p=0.00$) and brand loyalty ($\beta=0.38$, $p=0.00$) influence the purchase decision. The findings also indicate that brand awareness ($\beta=0.22$, $p=0.00$) and brand association ($\beta=0.20$, $p=0.01$) have a slightly

less significant impact on the purchase decision. These findings support that perceived quality and brand loyalty are the most important factors when a consumer thinks about making a purchase decision.

6. Conclusion and Discussion

After analyzing the consumers' comments given in electronic media of the service providers studied in this research paper, it is believed that one of the primary reasons for slightly less in the hypothesis H2 & H4 (i.e., brand association and brand awareness) is that service providers' consumers have serious issues in generation purchase decision while using electronic media advertisements. Specifically, consumers believe that they get themselves less associated and make themselves less aware while using electronic media advertisements (i.e., TV, Radio, etc.). Now with the advancement in technologies, i.e., social media ads and online media ads are more effective in making the consumers aware and associate with the specific brand of their choice through personal touch. The study's findings show that electronic media advertisement effectively generates purchase decisions by making consumers aware of the quality and loyalty of the services provided to their consumers. One of the reasons for getting more results with social media advertising may be the sharing of feelings regarding any brand on social media through likes, share, and comments by real-life friends and relatives (De Vries et al., 2012). Showing a positive attitude through sharing, liking, and comments among peer group make it more trustworthy (Ladhari & Michaud, 2015). In social media, consumer responses can be easily tracked, and consumer dissonance can be converted in satisfaction by providing an appropriate solution (Istanbulluoglu, 2017).

The present study's findings show that electronic media advertisement is linked more with brand loyalty. Based on the above findings, it can be concluded that the strength of electronic media advertising is rooted in brand loyalty and perceived quality. According to research findings, perceived quality influences purchase decisions, followed by brand loyalty. As a result, retaining the customer's perceived quality is critical.

The key contributions of this research are as follows: First electronic media advertising is a better solution to motivate consumers and generate purchase decisions. Second electronic media advertisement is more linked with brand loyalty and perceived quality, and so it impacts a purchase decision.

7. Managerial implication

This study has managerial consequences for marketing experts as well as theoretical contributions to building up knowledge of electronic media advertising in the Indian telecommunications sector. The results suggest that electronic media advertisement is effective in generating positive intention to make purchase decisions, but at the same time, it also emphasizes the importance of electronic media advertising as a better solution to retain the consumer. The proper utilization of electronic media advertisement among consumers can provide a solution to the Indian telecommunication services providers for inducing purchase decisions.

Continuous online orientation about telecommunication services is helpful to develop the feeling of brand loyalty among consumers but watching the advertisement shared and liked by friends and relatives develops the intent of repurchase and loyalty for a specific brand. Marketing practitioners can utilize these findings to create a perceived quality and brand loyalty and finally get success generating purchase decisions. The study also suggests that consumers' intention to purchase services is highly motivated by perceived quality, so service providers must focus to build a positive perception of quality. A marketing practitioner can positively perceive service quality by properly utilizing electronic media advertisements. Overall, this study is extremely beneficial to Indian telecommunications service providers because it stabilizes the importance of electronic media advertising.

8. Limitations and Prospects for Future Research

Although the study's findings have managerial implications for telecommunications service providers and researchers, some limitations must be acknowledged in order to provide future research direction. Because the empirical evaluations are based on Indian telecommunications service providers' customers, the research findings are limited to this industry. The following telecom service providers were used in the study survey: BSNL, Airtel, Vodafone/Idea, and Reliance Jio. As a result, future research is expected to cover additional goods and services sectors. Such research findings will help strengthen existing knowledge in the context. Second, due to time and resource constraints, this study's empirical findings are constrained to a relatively small sample of Indian telecommunications service sector consumers from 20 different Indian cities. As a result, future research should include a larger

sample of Indian and international consumers. Third, while the current study focused on electronic media advertising, future research could include other advertising tools such as search engine advertising and retargeting, among others. Regardless of these limitations, the current study is beneficial in generating insight and contributing knowledge in the context of the impact of electronic media advertising on purchase decisions.

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