Abstract

It is must to a marketer to indulge his self to identify that what consumers percept about the companies advertisement message credibility and as well as what factor in that message would influences them most. By intensive literature review the three higher order factors as part of message source credibility are considered in the present study they are message trustworthiness, message expertness and message attractiveness. An empirical examination was performed through a survey by considering the sample size of 139 respondents who purchase apparels. Descriptive and inferential statistical techniques are performed such as factor analysis and multiple regressions and also consumer’s educational qualification was determined as control variable. Observations are presented and discussions are made as per the results.

Keywords : Constructs source credibility, Endorser credibility, Message appeal, Grocery items purchase intention

I. Introduction

The Indian textile and equipment (T & A) industry accounts for about 4% of the global T & A market. The T & A sector is one of the largest and most important sectors of the economy. in terms of production, income by exchange rate and employment. The industry accounts for about 7% of industrial production in value, 2% of GDP and 15% of the country's export earnings. It also provides direct employment to more than 45 million people and is the second largest provider of post-agricultural jobs (CARE Ratings Limited, 2019). According to the WTO, in its...
2018 World Trade Statistical Review, India ranks fifth among the world's leading RMG exporters (CARE Ratings Limited, 2019). It is essential to find out what consumers are feeling thanks to the credibility of the message source generated by the clothing vendors on the market [VI] [VII].

I.i. Objectives of the Study

- To analyze the theoretical concepts of credibility of the message source and its components.
- To analyze the impact of message trustworthiness on consumer purchase intention.
- To analyze the impact of message expertness on consumer purchase intention.
- To analyze the impact of message attractiveness on consumer purchase intention.

II. Literature Review

Consumers operate in an environment that includes other current and established sources of information[VIII][X]. They must assess the relative credibility of web-based business information sources on traditional offline sites (e.g. Flanagin, Metzger, Pure, Markov and Hartsell). 2014). Message The reliability of the message is a high-level construction that consists of three sub-dimensions, trust, experience and attractiveness[XI][XII]. Reliability refers to the degree of trust and acceptance of the recipients in relation to the sender of the message. The experience refers to the professional knowledge of the sender about the product. Attractiveness refers to when the sender attracts recipients to consume goods or services (Wu & Wang, 2011).

Credible sources are those that the reader can trust. We believe that the author's ideas belong to him and that they can be supported by evidence (Ferle and Choi, 2001). When writing a research article, researching or reading basic information, authors must always use a credible source[XIII] [XIV]. Many people said that honesty and trust were the qualities that most affected the way they voted. These actions led him to doubt his reliability and integrity (Lafferty and Goldsmith, 1999). The term 'experience' refers to the specific ways in which marketing thinks and approaches consumers. It is assumed that the true marketing concept professional must discover what consumers want or need and try to meet those needs if it makes economic and strategic sense[XV][XVI]. A marketing message is a means or communication designed to influence customers. They are often used to generate demand, create brand awareness and sell (Goldsmith et al., 2019, Wu and Wang, 2011)[XVII].
II.i. **Research Questions**

- Does message trustworthiness show any effect on consumer purchase intention?
- Does message expertness show any effect on consumer purchase intention?
- Does message attractiveness show any effect on consumer purchase intention?

II.iii. **Hypothesis Formulation**

H1: Message trustworthiness has a positive significant impact on consumer purchase intention.
H2: Message expertness has a positive significant impact on consumer purchase intention.
H3: Message attractiveness has a positive significant impact on consumer purchase intention.

II.iii. **Research Design**

![Proposed Model Diagram]

III. **Methodology**

The questionnaire consists of nine questions and all the questions were made in relevance to likert scale which is very famous in capturing intention and behavioral studies. The items in the scale are validated using explorative factor analysis. The scale under the construct Message Trustworthiness is as follows: ’the message in the
ads was trustworthy’, the message in the ads was attractive’ and the third question ‘the message in the ads contains expertness’. The scale items under Message attractiveness are: ‘The message in the ad was communicative’ and ‘The message in the ad was logical’. The items under the construct Message Expertness: ‘The message delivered by the endorser is reliable’ and ‘I envy the endorser’ and finally, Purchase Intention was measured with the items: ‘I intend to purchase the product/service’ and I recommend this product/service to others’. The measurement on the scale is 7 point likert scale (1= Very strongly agree to 7=very strongly disagree).

III.i. Descriptive Analysis

Demographic Analysis

| Demographics       | Category   | Frequency | valid Percent | Cumulative Percent | Mean | Std. Deviation |
|--------------------|------------|-----------|---------------|--------------------|------|----------------|
| Gender             | Male       | 86        | 61.90         | 61.90              | -    | -              |
|                    | Female     | 53        | 38.10         | 100.00             | -    | -              |
|                    | Total      | 139       |               |                    |      |                |
| Age                | <20 Years  | 19        | 13.7          | 13.70              | 2.61 | 0.91           |
|                    | 20-25 Years| 38        | 27.3          | 41.10              |      |                |
|                    | 25-30 Years| 59        | 42.4          | 83.60              |      |                |
|                    | > 30 Years | 23        | 16.5          | 100                |      |                |
|                    | Total      | 139       |               |                    |      |                |
| Marital Status     | Married    | 91        | 65.60         | 65.60              | -    | -              |
|                    | Un Married | 48        | 34.40         | 100                |      |                |
|                    | Total      | 139       |               |                    |      |                |
| Level of Job       | Operational Level | 131 | 93.20        | 93.20              | -    | -              |
|                    | Tactical Level | 0  | 0.00         | 93.20              |      |                |
|                    | Strategic Level | 8   | 6.80         | 100.00             |      |                |
|                    | Total      |           |               |                    |      |                |
| Educational Qualification | SSC/Diploma | 3   | 2.2          | 2.2                | 2.28 | 0.57           |
|                    | Degree/B.Tech | 100 | 71.9         | 74.1               |      |                |
|                    | Post Graduate| 30  | 21.6         | 95.7               |      |                |
|                    | Others     | 6         | 4.3           | 100.0              |      |                |
|                    | Total      |           |               |                    |      |                |
Figure 2. Demographic Characteristics

The method adopted for data collection is a non-probabilistic sampling method—snowball sampling such that, referrals from consumers as a chain process responses are collected and about 150 responses are collected in that after eliminating the inappropriate and semi-filled responses are removed in the final process of data analysis and only a few about 4 responses cases are replaced with mean values and that task is achieved by SPSS. Finally, 139 samples are considered for analyzing the results. The effect of demographic factor ‘Educational Qualification’ is observed in the study.

| Monthly Income | 0-2 Years | 2-5 Years | 5-10 Years | > 10 Years | Total |
|----------------|-----------|-----------|------------|------------|-------|
|                | 70        | 26        | 26         | 17         | 139   |
|                | 50.4      | 18.7      | 18.7       | 12.2       |       |
|                | 50.4      | 69.1      | 87.8       | 100.0      |       |
|                |           | 1.92      | 1.08       |            |       |

Study Construct | Mean | Std. Deviation | N |
--- | --- | --- | --- |
Message Trustworthiness | 3.542 | 1.4608 | 139 |
Purchase Intention | 3.942 | 2.3344 | 139 |
Message Expertness | 4.892 | 1.1496 | 139 |
Message Attractiveness | 5.449 | 2.1402 | 139 |

Fig. 3. Descriptive Statistics

Analyzing the demographic characteristics of the respondents, from the total sample adopted: about 61.90 percent are male and the rest i.e., 38.10 percent are females. When come to age of the respondents about 13.70 percent of the respondents are below 20 years, about 27.3 percent of the respondents are in the age of 20-25 years, and about 42.4 percent of the participants are in the age category of 25-30 years. Finally, about 16.5 percent of the respondents are above the age of 30 years. With respect to marital status of the respondents about 65.60 percent of the respondents are married and the rest about 34.40 percent are unmarried. Moving to the other category, about 93.20 percent are in operational level, no respondents belong to tactical level and about 6.80 percent of the respondents are in strategic level. The most important aspect considered for our study is educational qualification of the respondents, about 71.9 possess graduation as qualification who are in majority and only few in number about 4.3 percent are of neither with no qualification.
IV. Inferential Analysis

A principle components factor analysis was performed to determine the factors from the adopted questionnaire. Before to that, KMO and Bartlett’s test was performed to determine the sample adequacy and it is found that by test it is 0.613 which is sufficient enough for performing factor analysis. This is represented in the table 4. The items of the model are measured on a seven point likert scale were, mean and standard deviation of the model constructs are represented in the table 3, that the mean of trustworthiness is 3.542, the mean of purchase intention is 3.942, the mean of message expertness is 4.892 and the mean of message attractiveness is 5.449.

| KMO and Bartlett's Test |
|-------------------------|
| Kaiser-Meyer-Olkin       |
| Measure of Sampling Adequacy | .613 |
| Bartlett's              |
| Test of Sphericity      |
| Approx. Chi-Square      |
| 226.611                 |
| Df                      |
| 37                      |
| Sig.                    |
| .0001                   |

Fig.4. Sample Adequacy

The constructs and the items are drawn from the literature, but the validity and to examine the variance explained by these constructs to the proposed model a dimension reduction technique is used in the present study. All the items and its responses are loaded in SPSS and Exploratory factor analysis is performed and it is found that four constructs evolved and the variance explained by these constructs is about 71.369 percent. As per the literature, a model explaining 60 percent of variance is considered valid and the factors are decided based on the eigenvalue, if the eigenvalue is >1 it is considered as a factor. The SPSS output below table 3 displays the result along with Rotation Sums of Squared Loadings.

| Component | Initial Eigenvalues | Extraction Sums of Squared Loadings | Rotation Sums of Squared Loadings |
|-----------|---------------------|-------------------------------------|----------------------------------|
|           | Total % of Variance | Cumulative %                        | Total % of Variance | Cumulative % | Total % of Variance | Cumulative % |
| 1         | 2.231               | 24.787                              | 2.231               | 24.787       | 2.231               | 24.787       | 1.987             | 22.076       | 22.077       |
| 2         | 1.764               | 19.600                              | 1.764               | 19.600       | 1.764               | 19.600       | 1.543             | 17.148       | 39.223       |
| 3         | 1.399               | 15.546                              | 1.399               | 15.546       | 1.399               | 15.546       | 1.505             | 16.722       | 55.947       |
| 4         | 1.029               | 11.435                              | 1.029               | 11.435       | 1.029               | 11.435       | 1.388             | 15.422       | 71.369       |
Table 1. Factor Loadings and Explained Variances

| Study Construct | Message Trustworthiness | Purchase Intention | Message Expertness | Message Attractiveness | Reability | Mean | Std. Deviation | N |
|-----------------|-------------------------|--------------------|--------------------|------------------------|-----------|------|----------------|---|
| Message Trustworthiness | 1 | .19* | .00 | -.00 | 0.680 | 3.5 | 1.460 | 139 |
| Purchase Intention | .19* | 1 | .13 | .25** | 0.660 | 3.9 | 2.334 | 139 |
| Message Expertness | .00 | .13 | 1 | .06 | 0.740 | 4.8 | 1.149 | 139 |
| Message Attractiveness | -.00 | .25** | .06 | 1 | 0.540 | 5.4 | 2.140 | 139 |

Table 2 Correlation and reliability Test

* Correlation is significant at the 0.05 level (2-tailed).
** Correlation is significant at the 0.01 level (2-tailed).

The rotation technique in this model is varimax rotation, which is a non-orthogonal method that, from table 5, it can be determined that out of 15 items about 6 items are removed due to cross loadings and item loadings under that factor is less than 0.6 and this is done as per the literature. It can be observed from table 4, that all the items are >0.6 (Correlated with that factor) and 3 items are under Message Trustworthiness, and 2 items are under Message Expertness, Message attractiveness and at last 2 items under purchase intention construct. The factor analysis does not define any causal relation between the factors but the validity of convergent and divergent validity is evaluated by this.
A serial multiple hierarchal regression method is used to observe the impact of the independent variables Message Trustworthiness, Message Expertness and Message attractiveness on purchase intention from table 7 it can be determined that Message attractiveness is positively and significantly effects (β =0.251, P<0.05) the consumers purchase intention, Message Trustworthiness do not significantly effects(β =0.195, P>0.05) the consumers purchase intention and Message Expertness positively and significantly effects(β =0.117, P<0.05) the consumers purchase intention and the awaited objective of the study that educational qualification of the consumer has a significant impact (β=-0.15,P<0.10)on the consumers purchase intention.

Two models are evaluated using hierarchal multiple regression method. Model 1: the effect of independent constructs predicted an11 percent of proportional variation in the dependent variable purchase intention, which is observed from table 8, the coefficient of determinant $R^2$ is 0.11.

V. Results and Discussion

From the second model: message attributes along with educational qualification of the respondents have predicted a 14 percent of proportional variation
(coefficient of determinant $R^2$ is 0.14). It is observed that the proportion of variation has increased by 3 percent ($R^2 = 0.11$, change in $R^2=0.03$) about 3 percent of the variance is explained by qualification of respondents and it is a key element in forming purchase intention.

| Model Summary |
|----------------|
| **Model**     | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** |
| Study Constructs | .345$^a$ | .119 | .099 | .9494805 |
| Study Constructs with Educational Qualification | .379$^b$ | .144 | .118 | .9396878 |

Table 4. Model Determination

Predictors: (Constant), Message Expertness, Message Credibility, Message Trustworthiness

Predictors: (Constant), Message Expertness, Message Credibility, Message Trustworthiness, Educational Qualification. Dependent Variable: Purchase Intention

Hence, it is proved that both the hypothesis, H1 and H2 are positive significantly associated with purchase intention means, both can contribute to formation of purchase intention and H3, the Message Trustworthiness was not significant that means consumers do not consider this as a considerable factor in purchase decision. The control variable qualification of respondents also a major decision contributing factor.

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