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THE EFFECT OF DIFFERENT MEDIA ADS ON CONSUMER'S PURCHASE INTENSION: A PRAGMATIC EXPLORATION ON THE BANGLADESHI FAST FOOD INDUSTRY

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ABSTRACT

Advertisement plays a significant role in terms of product or service characteristics clarification to the customer. Regardless of the advertisement's types, a customer by the exposure of ads will go through specific steps of awareness. Realizing the current needs, this study aimed to examine the relationship between three different types of advertisements and their influence on the customer's attitude towards fast food industry in Bangladesh. Data were collected by using convenient sampling method from Dhaka city in Bangladesh. The result of the research shows that, consumers have found the online advertising more interesting compared to media and print ads and its due to the rapid growth of internet users. Finally, based on the findings, some recommendations are proposed.

Key Words
Commercial Advertisement, Print advertisement, Online Advertisement, Fast Food Industry.

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INTRODUCTION

Advertisement plays a significant role in terms of product or service characteristics clarification to the customer. It is the paid form of communication to influence the behavior of the people in an efficient manner. It has become one of the most important commercial activities in the modern competitive environment (Mehta et al., 2010). Companies spend a large part of their budget to produce and run advertisements for promotions in order to communicate the information regarding their products. There have been different forms of definition for advertisement but most of them were describing this term as a form of communication for producers and marketers to attract the attention of audiences and make them to take action with respect to the product (Fennis and Das, 2011). Marketers can convey their message to customers through different types of channels such as newspaper, radio, television, billboard, mail, magazines, websites etc. the aim of each kind of advertisement is to increase the consumption of the product by pursuing customers to purchase. Regardless of the advertisement's types, a customer by the exposure of ads will go through specific steps of awareness. Knowledge, liking, preference, conviction and purchase in the time of making decision for acquiring the product.

According to Mitchell and Olson (1981), there are different types of advertising which marketers can utilize based on the nature of product and their target market (market segmentation). Besides the variety of commercial channels, various types of categorizing exist which differs in the point of individual's view. One of the common classifications is grouping the channels into:

- Traditional types of advertising
  - Newspaper magazines ads print ads)
  - Radio ads
  - TV ads
  - Wall printing and Billboards
- Modern types of advertising
  - Online ads
  - Banner ads
  - Mobile ads
  - Website ads

Traditional ways of advertising includes newspaper and magazine ads, radio ads, TV ads and billboards while modern types of advertising are dependent on new technology such as mobile advertising website and banner advertising. This study is focusing on the effect of types of advertisement towards consumer attitude in Fast Food Industry in Bangladesh. Fast foods also known as quick service restaurants, refer to those food service providers, either restaurants or even precooked or preheated packages in the store, with the lower price. Fast foods become more popular due to its inexpensiveness and quick services. Regarding to the fact that in the modern world propel are much more engaged with the life challenges and it's pretty tough to fine the proper time to make daily or weekly grocery shopping and cook. Therefore, fast foods are quite good alternatives for the people in order to save up more time.

The popularity for the fast food has increased in the last few years in Bangladesh due to the cheaper price and quick delivery (Islam and Ullah, 2010). There are different foreign and local fast food outlets in Bangladesh. Among all those, we can name Kentucky Fried Chicken (KFC), Pizza Hut, 31 Baskin-Robbin's ice cream, Helvetia and some local brands such as Hot Hut, Western Grill, and Wimpy. Therefore, Bangladeshi fast food business runners have this great opportunity to take advantage and yield superior profit through a very accurate marketing strategy. On the other hand, the highly intensive completion among all these businesses makes the situation even more intense for the marketers in order to become exclusive enough to attract sufficient customers habitually.

Advertising activity makes the product or service more valuable, useful, or appealing. Through advertisements, businesses equip their customer with more knowledge about their product and services. As one of the big groups of fast food's fans in the younger generation, therefore advertisement would be a great alternative for the fast food industry to attract that particular group. It would be imperative to detect that which type of advertising is more effective in

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customer's eyes in order to make proper decisions, as the focus of this study is to evaluate the effectiveness of these types of ads including Media, Online and print on the customers' attitude toward purchase in Bangladesh.

The aim of this study is to analysis the informativeness and entertainment of three different types of Media advertisement on customers' attitude towards fast food industry who are the resident of Bangladesh. The study points out and clarifies to what extent informativeness and entertainment of different types of Media advertising will affect consumer's attitude toward them in fast food industry. The general point of view is that TV, online advertisements should be more informative, and entertaining compared to print ads and rationally should attract more consumers' attention to the product. The objectives of this study are;

- To find out whether this statement is true or not in Bangladeshi context
- To determine the extent to informativeness and entertainment of different types of Medias and advertising will affect consumer's attitude toward them in fast food industry.
- To determine if there exists any relationship between personal characteristics and consumer's attitude toward them in fast food industry.

Advertisement is an important tool for marketers in order to attract customers and increase their sales (Chittithaworn, Islam and Thooksoon, 2011). Therefore, it would be essential for any marketer to figure out the elements that will cause customers to be more attached to ads. There are many factors affecting the attractiveness of advertisement and these factors are different in consumer's point of view (Dixon et al., 2007). Out of those factors, two of the most important ones, which have greater influence on customer's mind, are in informativeness and entertainment of the ads because customers desire for information regarding the decision making as well as the entertainment to be absorbed to the advertisement (Fennis and Das, 2011). The main concern of this research is of find out how customer's attitude and their intention to purchase is affected by in informativeness and entertainment of three types of ads including Online, TV and print advertising in Bangladesh. Moreover, the purpose of this survey is to examine which factor is more effectual in the customer attitude towards advertisement in selecting fast food restaurants in Bangladesh.

Literature Review

Advertising is one of the inseparable fractions of the marketing that has a significant impact overall marketing process. Therefore, a huge amount of the marketing expenditure will go for the advertising and promotion (Chittithaworn et al., 2011). Advertisements are not only introducing the product or service to the customer but also they are very critical reminders in the customer's minds for those existing products or services in the market. Once the product has been, established advertisements are considering as the very effective signals in order to introduce the product to the market (Fennis and Das, 2011). Some empirical researches indicate the great affect of advertising in the end on the brand equity as well as differentiation (Fennis and Das, 2011; Marks, 1973). As time goes by, the competition pressure in the market becomes more intensive and marketers are continuously looking for innovative advertising mix methods in order to build a superior brand image, gain advantage that is more competitive and stabilize their position in the market properly. Advertisement gives the opportunity to the brand to build and exclusive personality for itself, which is the ultimate desire for businesses (Chittithaworn et al., 2011).

Although there some studies indicate the negative public attitude of customers toward any type of advertising due to the high number of advertisements competing everyday in order to gain more interest, still these findings are not sufficient enough to ignore the positive value of the advertising in the marketing (Pillai, Katsikeas and Presi, 2011). Marketers believe by understanding the customer attitude toward the advertisement they can better strategize their

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advertising design. However, how the advertising affects the consumer decision-making procedure? Researchers suggested the consumer decision-making process is a competitive comparison in different advertising stages. This competitive comparison is the result of a very high competition in any stage of the advertising and product information (Puto and Wells, 1984). Therefore, the advertisement efficiency is a very critical factor regarding to the fact that there is significant competition among the brands in their advertising in order to inform their customers more effective in the market.

Researches emphasize on the long run affect of the advertising on the marketing productivity and sales (Henderson, Coveney, Ward and Taylor, 2009). The other critical issue is the memory of the consumers in order to remember the brand through the advertisement. In fact, customers are not making the purchasing decision while or right after the advertisement exposure but most likely, if the advertisement would be efficient enough, they would purchase the product afterwards (Witkowski and Kellner, 1998). A critical study indicates that the memory of advertisement is dynamic in nature where the authors claimed the possibility of interaction of advertisement information in the consumer mind with the other factors such as previous information, personal experience or word of mouth about that specific brand (Pillai et al., 2011).

As it was mentioned before, there are different classifications of advertisements but amongst all of them, some are more effective in terms of persuading customers to buy. One of the ads, which have been used more frequent, is TV ads. Moreover, empirical evidence on this topic is very limited. Due to the limited literature and empirical evidence on the topic, this paper strives to work on the factors Informativeness and Entertainment to find out whether there is any influence from these factors on the customer's attitude toward different types of advertising, which in turn will influence the purchase intention of customers in Bangladesh.

TV Ads

One of the questions that communication researchers have always tried to answer is in regard with the customer's attitude toward TV advertising (Rajagopal, 2011; Rossiter and Smidt, 2010). One of the formative developments in human's life could be related to the rapid growth of using television as an advertising media and the first fast food restaurants that expanded all over the world, mainly due to the TV ads, was McDonald's. The swift global expansion of fast food restaurants such as McDonald's was mainly a result of extensive advertisements which introduced millions of people not to only an American cuisine but also to a similar service philosophy, promotional mix and business organizations (Witkowski and Kellner, 1998). Now people were demanding restaurants to be just as McDonald's or KFC and this could be explained by the power and influence of advertisements on the heart and mind of its TV audiences. Despite the indisputable influence of a TV ad, there have been surveys which shoed majority of respondents who desire more humor in commercials rather than demonstrating macho men and brainless women. An overall dislike for TV advertising was observed in many researches (e.g. Henry and Story, 2009; Mitchell and Olson, 1981; Pillai et al., 2011). Although the effect of TV ads differs in divergent cultures but the main, fact is the non-negotiable impact of advertisement, whether it is positive or negative. TV advertisements encompass a great portion of investment and the finding is by food producers and food companies (Henry and Story, 2009). Some studies have shown that TV advertising has changed the food preference of people's consumption and altered their choices to purchase fast food products (Fortin and Dholakia, 2005).

Besides TV advertising, Radio commercials also have marginal share among the categories of ads. Although this represents a small portion of share, it has been considered as an important media in the industry of advertising (Rajagopal, 2011). Regarding the importance of radio advertising, some researchers have found that

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geographical location of billboards, wall advertising and TV commercials has minor impact on people's minds compared to radio ads that can be heard easily through audio devices (Kaynak, Kucukemiroglu and Aksoy, 1996).

Print Ads

Print advertising or press advertising is a kind of advertisement, which is through printed channels such as newspaper, magazine, trade journal, flyers, etc. One of the most important issues regarding print ads is the type size of text that affects readability of content (Mitchell and Olson, 1981). Besides the type size of content, vivid contents in term of conveying the desired information are important as well. It was also studied that vivid informational ads resulted in more positive brand attitude between the customers. The other issue that could be observed in the print ads is the presenter. Because print ads should convey their message only through some pictures and words, which compared to TV & online ads, has more limitations in terms of movement or voice, the presenter and type size play crucial roles in this regard. The theory named as "Hook theory" was suggested which scrutinizes the presenter's characteristics resulted in customers being hooked to the advertisement and mentioned brand (Rossiter and Smidts, 2010). Therefore the five characteristics which a presenter should possess could be visibility or well-knownness, expertise, trustworthiness, likability, role model identification (Montgomery and Chester, 2009).

Furthermore, the print media can consider being one of the most flourishing industries where more benefits than other devices (Lad, 2010). The different types of print media give options for people to use advertisements. Print media such as newspapers or magazines delivers better advertising because a copy of print media advertising uses more than two people to receive information and gets in anywhere. Therefore a copy of print media creates a huge total number audience to receive information especially about advertisements. This happens because print media attracts more than two people to receive information. Print media is also easily available in anywhere and anytime, as stated by Kelley and Jugenheimer (2004).

Print media spreads more widely, fast flowing information to people than electronic media. These opportunities can give higher effectiveness to influence people because they can get print media anywhere and it also flows faster than other advertisings. The print media is known not only to play an effective role to inform people but also in making people to think and shape people's attitudes (Jan, 2002).

Internet Ads

Among all different types of advertising, internet advertising is more effective in comparison to the traditional media advertising because of its cost effectiveness and direct marketing feature. Rossiter and Bellman (2005) argues two critical feature of the internet: one is the internet accessibility and the other one is its responsiveness. Internet accessibility feature refers to the possibility of addressing each individual directly. Moreover, internet responsiveness addresses the communication which is alert to the receiver's response, since 1990, internet advertising became an appropriate method of advertising among the marketers in different industries (Kaynak et al., 1996). The significant issue, which makes the internet a substantial vehicle for advertising, is its interactivity feature (Fortin and Dholakia, 2005; Mehta et al., 2010).

As the internet advertising has the ability to transmit the information directly, quickly and inexpensively to the customers, it is supposed have great impact on the marketing communication in comparison to the other marketing elements. Moreover, internet advertisement has significant impact on the different stages of the customer decision-making process. The customer decision-making process includes search, evaluate and transact. Researches indicate the significant effect of internet on the first stage: search (Rossiter and Bergkvist, 2009). On the first stage of the customer decision making process internet aims to inform the customer about the product and service in the most appropriate cost and time. In addition, it

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attempts to reduce this process with more direct information, which is providing for the customers. On the other hand, the other type of advertising such as print or media advertising are seeking to provide the same information but the internet advantage is its cost effectiveness (Rossiter and Percy, 1997).

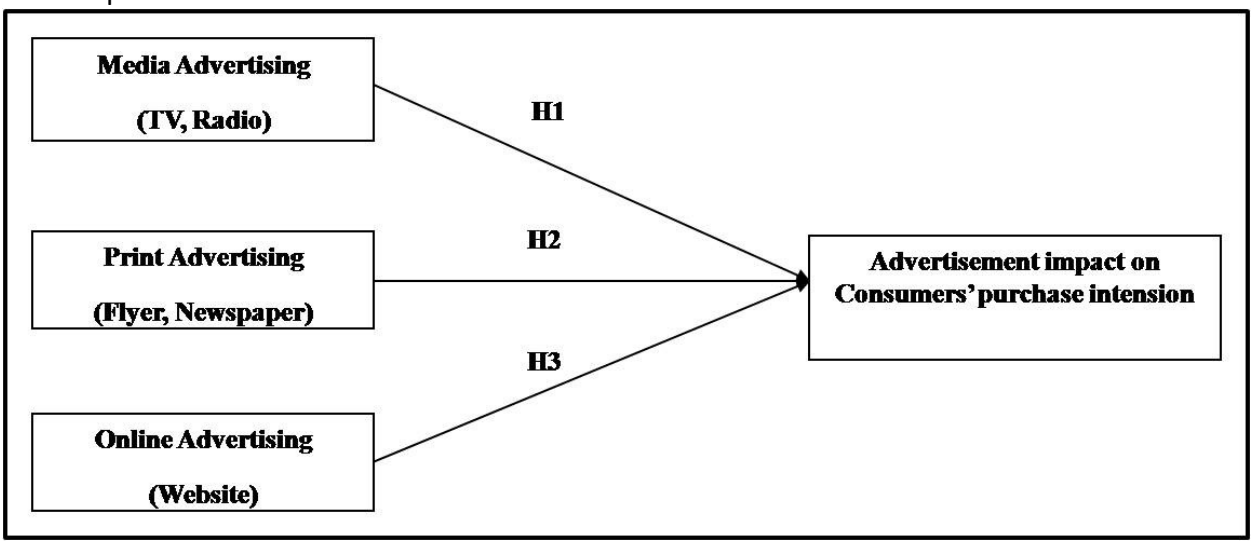
Researches show that the Bangladeshi customers have positive perception towards the internet advertising and the e-commerce business became more popular recently (Islam and Ullah, 2010). Furthermore, due to the internet advertising effectiveness and convenience, brand marketers are more concern in order to generate advance strategies in terms of internet advertising (Montgomery and Chester, 2009). In fact, they are applying this communication vehicle in order to provide consumer with brand awareness, comprehension, preference as well as the loyalty (Mehta et al., 2010).

In the concept of internet, advertising gender is also one of the critical factors. Researches indicate when the internet came, the men were more using the internet in comparison to the women, but also women are shopping more than men, which make the internet advertising more efficient in terms of female customers (Kaynak et al., 1996; Rossiter and Bellman, 2005).

Conceptual Framework

From the above-discussed literature, the following conceptual framework is drawn.

Figure 1: Conceptual Framework



Hypothesis

H1: Commercial advertisement by fast food restaurant does not have any major influence on the impact on consumers' purchase intension.

H2: Print advertisement by fast food restaurant does not have any major influence on the impact on consumers' purchase intension.

H3: Online Advertisement by fast food restaurant does not have any major influence on the impact on consumers' purchase intension.

Research Methodology

This study is based on hypothesis testing and cross-sectional regarding the fact that data were collected only once to answer to research questions through questionnaire. Based on the fact that, changes in consumer's perception regarding the changes in age, information and technology due to passages of time will occur, it is highly suggested to do longitudinal study to collect data over time in order to analyze changes in attitude of consumers as well as changes in order to adjust business and corporate level strategies to make business plan and marketing plan appropriate to stay focus on market.

A questionnaire was designed with a view to collect data on the consumer's attitude toward fast food industry and the effects of informativeness and entertainment of different types of media ads in Bangladesh. The survey instrument was a 2 pages questionnaire.

The research was based on primary data collection approach. For this purpose, a survey using self-administered questionnaires was conducted by using cluster-sampling technique. Survey method was used to collect data. The advantage of the survey was that it provided a quick, experienced, efficient, and accurate means of accessing knowledge and addresses relationship among various variables. Demographic representation was also taken into consideration.

The questionnaire (survey instrument) in this research was based on the 5 point Likert-style rating scale that was anchored using descriptors (strongly disagree, disagree, neutral, agree, and strongly agree). These descriptors were chosen to neutralize any tendency to over-report difficult conditions (Pallant, 2005). This method helped to ask respondents on how strongly they agree or disagree with a statement or series of statements on a five-point scale. The series of statements in the questionnaire was maintained in the same order of response in order to avoid confusion. Probability sampling technique was used so that every person had chance of being chosen as subject in sample (Hair et al., 2010; Saunders, Lewis and Thornhill, 2003; Sekaran, 2000; Zikmund, 2003). Negatively and positively worded statements were also included interchangeably to ensure respondent reads through each statement carefully before ticking the selected answer. Respondents were assured that their responses would be treated as confidential and will be analyzed at the aggregate level only.

As the main purpose of this analysis is to identify factors that influence consumer's attitude toward fast food industry, descriptive analysis has done to fulfill the first objective of the study. To fulfill the second objective, the most appropriate analysis is multiple regression (Huck and Cormier, 1996). Although the mean and standard deviation are the most basic tools for statistical analysis, they are inadequate for measuring the statistically significant differences. For this reason, multiple regressions were performed.

Target population for this research is people inhabit Dhaka, Bangladesh. The population sample for this study is the people who eat fast foods in Bangladesh. The sample design is probability sampling and simple random sampling has chosen to collect data regarding the fact that every element in the population must have an equal chance of being chosen as a subject. It is worth mentioning that simple random sampling is the most appropriate technique for the capability to generalize which is essential for this particular research (Hair et al., 2010; Kervin, 1992). The sample size for this research is 400.

The most appropriate data collection method is questionnaire (online and offline survey) regarding to the fact that other methods like interviewing is time consuming, email has low response rate and having access to personal emails is tougher than spreading questionnaire. Several strategies used in questionnaire to minimize bias. We used online distribution method as well as physical distributions for our questionnaire to collect more respond in a shorter time. In online distribution, we uploaded the survey link on our Facebook, Linked in and Twitter accounts as well as our blogs: therefore, our respondents had more easy accessibility to filling up the questionnaire.

The scales used in the questionnaire were nominal, and likert scale (5 points). We used surveymonkey.com to upload our survey and collect the responds afterwards. For offline data collection, we distributed the questionnaire between the people in fast food restaurant such as KFC, Pizza Hut, Halvetia, Hot Hut, Western Grill, and Wimpy. After the questionnaires were distributed, we have received total 337 from which 300 were complete and accurate for further analysis. The rest 37 were incompletely answered thus were extracted those from the further analysis.

The 300 answered questionnaires were then keyed into SPSS 16.0. Then regarding the quantitative data, we used frequency mode, explore mode and regression to prove the developed hypothesis. Data were coded directly on questionnaires and then entered into personal computers. Several analyses have been carried out in the core of this study. At the outset, simple

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descriptive statistics such as means, ranges, and frequency distributions were computed for variables represented on the original questionnaire.

For the purpose of this study, we identified the demographic & psychological factors of different media ads that effect consumer's purchase intension. A widely practiced procedure for statistically determine the instrument reliability is the determination of Cronbach's coefficient alpha (Pallant, 2005). Reliability tests were conducted for all the variables studied as a measure of the internal consistency of the research instruments employed to measure the concepts. Results of the reliability tests are presented in Table 1. Minimum α value of 0.60 for variables means that the variables are internally consistent and are good measures of the concept studied (Hair et al., 2010). All the variables have α values more than 0.60. Results indicate that the variables studied are internally consistent and each of the variables is unique and not a repetition.

Table 1: Reliability Statistics

Factor	Number of Cases	Number of Items	Cronbach's Alpha
Commercial advertisement	300	6	.893
Print advertisement	300	5	.877
Online Advertisement	300	5	.868

Analysis & Results

The results of the study showed that 46.0% of the respondents are male while 54.0% of the remaining respondents are female. Of which Muslim (45.7%) occupied highest percentage, followed by Hindu and Buddha 24.3% and 24.0% respectively and only 6.0% from other. Respondents are categorized into six levels of age group which include the range <20, 21-25, 26-30, 31-35, 36-40 and >40 years old. From the (Table 2) indicated majority respondents comprised 44.7% which is ranged 21-25 years, it is followed by an age group 26-30 as indicated 28.0%, between 31-35 indicated 10.6%, 36-40 indicated 7.0% of the total respondents and 41 and above which cover 7.7%, finally small percentages 2.0% respondents from the range of 20 years and less. In respect of education level diploma holder securing highest percentage (31.3%), undergraduate (30.0%), secondary school (28.0%) and postgraduate and primary school level 10.0% and 0.3% respectively.

Table 2: Demographic Profile of Survey Respondents

Descriptions	Frequency	Percentage
Gender		
Male	138	46.0
Female	162	54.0
Race		
Muslim	173	45.7
Buddha	72	24.0
Hindu	73	24.3
Others	18	6.0
Age		
20 & Below	6	2.0

21-25	134	44.7
26-30	84	28.0
31-35	32	10.6
36-40	21	7.0
41 & Above	23	7.7
Level of Education		
Primary School	1	0.3
Secondary School	84	28.0
Diploma	94	31.3
Undergraduate	91	30.3
Postgraduate	30	10.0

Factor Analysis

To assess the dimensionality of the different media ads on consumer's purchase intension of fast foods, factor analysis were performed using the principal factor/component (PF) method, followed by the varimax rotation. Table 3 shows the results of the factor analysis test for the variables. The Kaiser –Meyer-Olkin (KMO) value which is a measure of sampling adequacy, was found to be 0.772, suggesting that the factor analysis had proceeded correctly and that sample was adequate. The results of the Bartletts Test of Sphericity were also significant, which indicates that the factor analysis processes were correct and suitable for testing multidimensionality.

Forty items of these questionnaires were factor analyzed using principal component extraction with an orthogonal (Varimax) rotation. The number of factors was unconstrained. For the sake of convergent validity, 0.60 was used as a factor loading cut-off point. From the table 4 in our case we rotated two times to get the significant variables under three factors. From the Table, it has revealed that Kaiser-Meyer-Olkin (KMO) Measures of sampling Adequacy in our study is 0. 772. This is a good result as it exceeds 0.5 Bartlett's Test of Sphericity is 0.000, meaning that factors that form the variable is adequate.

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Table 3: KMO and Bartlett's Test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.772
Bartlett's Test of Sphericity	**Approx. Chi-Square**	360.330
	df	91
	Sig.	.000

Three factors were extracted which together accounted for 68.3 percent of the variance. The factors were labeled as Commercial Ads (Factor 1), Print Ads (Factor 2), Online Ads (Factor 3).

Table 4: Output of Factor Analysis

Items	F1	F2	F3
Channel fast food rest. in television can influence me or my children	.862		
I watch fast food restaurants advertisings, I will straight away bring my family to dine out there	.794		
Fast food restaurants bring box office movie in advertisings, can attract me/us	.721		
I always like fast food restaurant advertisement	.660		
Love to watch television	.823		
Children can influence from commercial advertisings	.667		
Print advertising is clearer than other devices		.763	
Brochure attract me to purchase fast food restaurants products		.731	
Spend my time when read fast food restaurants advertising		.673	
I always alert fast food restaurants advertising in newspaper		.785	
Entertainments in print ads make sense to me/us		.669.	
Internet advertising is easier to access about fast food restaurants information			.831
Internet fast food rest. ads can my time and cost			.783
I always access fast food advertising in internet to get info			.754
Spend more time to access fast food advertisings in website			.632
Children can influence from internet advertisement			.658

Degree of Relationship and Hypothesis Testing

Multiple regression analysis has been performed for the purpose of hypothesis testing. It is meant to determine the factors that might significantly affected the factor influences of fast food purchase intension. From the results, we will suggest the useful factors among all tested independent variables that can influence the purchase intention by Bangladeshi consumers. Based on the result, we will be able to analyze the factors that affect the fast food purchase intension. For the purpose, we have applied the model of multiple regressions with three independent variables as described below:

Y= β0+ β1X1+ β2X2+ β3X3 + єn

Where;

β0= Y intercept (a constant , the value of Y when all X values are zero)

β= The regression coefficient associated with each X

β1=Slope of Y with variable X1 holding X2, X3 constant.

β2=Slope of Y with variable X2 holding X1,X3 constant.

β3=Slope of Y with variable X3 holding X1, X2 constant.

X= independent variable

X1=Independent variable 1 (Commercial Ads)

X2= Independent variable 2 (Print Ads)

X3= Independent variable 3 (Online Ads)

And based on the computed results of multiple regression Model, we could derive

Y= Dependent variable (Advertising Impact on Consumers' Purchase Intension)

The model summary of Table 5 noticed that how much of the variance in the dependent variable (Advertising impact on the consumers' mind) is explained by the model (which includes the commercial, print and online advertising). In this research, the value is .780. Expressed as a percentage, this means in our model explains 78.0% of the variance. However, to assess the statistical significance of the result, it is necessary to look at the ANOVA Table. This tests the null hypothesis that multiple R in the population equals 0. The model in this research reaches statistical significance (sig. = .000; this really means p<.0005). From the Coefficients Matrix Table the Standardized Beta Coefficients give a measure of the contribution of each variable to the model.

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Table 5: Model Summary (b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	9.889a	.791	.780	.559

A Predictors: (Constant), Print Production; Commercial advertising; Internet Advertising;
b Dependent Variable: Advertisement Impact.

Table 6: ANOVA (b)

Model		Sum Squares of	df	Mean Square	F	Sig
1	Regression	111.205	5	22.241	71.058	.000
	Residual	28.422	4	.313		
	Total	140.682	99			

A Predictors: (Constant), Media ads; Print ads; Online ads.
b Dependent Variable: Advertisement Impact.

Table 7: Coefficient Matrix

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Colinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF	
1 (Constant)	-1.151	.500		-2.30	0.23			
Commercial Ads	.319	.061	.323	-5.256	.000	.588	1.701	
Print advertising	.369	.047	.432	7.820	.000	.728	1.373	
Internet advertising	.775	.089	.697	8.711	.001	.347	2.880	

A Predictors: (Constant), Commercial ads; Print ads; Online ads
b Dependent Variable: Advertisement Impact.

In our data analysis, we found that the largest beta coefficient is .697, which is for online advertising. This means that this variable makes the significant or unique contribution to explaining the dependent variable, when the variance explained by all other variables in the model is controlled for. The beta values for media advertising is .323 and for print advertising is .432 made less of a contribution. The equation from the SPSS output gives us the estimates of b- values and these values indicate the individual contribution of each predictor of the model. If we replace the b values into equation, we find that we can define the model as in equation. (Y) Advertising Effectiveness = b0 + (.323) (X1= Commercial advertising) + .432 (X2= Print advertising) + .697(X3=Online advertising). So if we put our values into the equation it will be; Advertising Effectiveness = -1.1511 + .323 X1 + .432 X2 + .697 X3.

Hypothesis Testing

If the sig value is less than .05, the variable at 95% confidence level, is making a significant contribution to the prediction of the dependent variable, hence, we can reject our hypothesis. If it is greater than .05, than we can conclude that variable is not significant to the prediction of our dependent variables and we can accept our hypothesis.

Hypothesis 1: Commercial advertisement by fast food restaurant does not have any major

influence on the impact on consumers' purchase intension.

In this study, P value of Commercial Advertising (H1) is .000 means P<0.05. Thus H1 is rejected which means that, advertising through media such as TV and radio by fast food company does have significant impact on consumers' purchase intension.

Hypothesis 2: Print advertisement by fast food restaurant does not have any major influence on the impact on consumers' purchase intension.

The P value of print advertising (H2), is also .000 means P<0.05. Thus H2 is rejected which means that, print advertising such as newspapers, flyers etc. does have a significant impact on consumers' purchase intension.

Hypothesis 3: Online Advertisement by fast food restaurant does not have any major influence on the impact on consumers' purchase intension.

The P value of online advertising (H3), is also 0.001 means P<0.05. Thus H3 is rejected which means that online advertising does have a significant effect on the consumers' purchase intension.

CONCLUSION AND IMPLICATIONS

In our research, we strived to examine the relationship between three different types of advertisement and their influence on the customer's attitude. These have been assesses through three different media advertisement including commercial ads, print ads and online ads. The result of the research shows that, consumers have found the online advertising more interesting compared to media and print ads and its due to the rapid growth of internet users. Results also showed that each of alternative hypotheses had been accepted. Each of alternative hypotheses was related with literature review. Among all three variables largest it is been revealed that internet advertising program impact on consumers' mind followed by commercial advertising, print advertisement. Based on findings, some recommendations are proposed.

The implications of the study findings can be determined in many ways based on results. Fast food restaurants should provide more suitable advertising end points of purchase information. This can help customers to increase their likeability towards products. Moreover, fast food restaurants should be innovative in their messages to create freshness and increase customer's likeability by using new catchphrases. Last but not least, fast food restaurants should provide much information to customers to give them satisfaction such as locations, size of products, increase facilities, new entertainment and more. All these can make customers impressed with fast food restaurants advertisings. This information can give opportunities to marketers of fast food restaurants to understand customers' needs and wants by producing more quality and more effective advertisements about products.

The limitation that we encountered was the shortage of time in case of distributing questionnaire and collecting the responses. Although we have done online and offline survey, if we would have enough time, we could have more appropriate responds based on standards to make the analysis more accurate. We only relied on 300 questionnaires out of 337 regarding to the fact that we found 37 questionnaires invalid; therefore, they have been deleted from the data analysis (Including extremes and some outliers). Thus, future study need to be conducted with a greater sample size to validate and generalize the study outcomes.

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