THE INTERACTION OF DISPLAY ADVERTISEMENT AND e-WOM ON OMNICHANNEL PURCHASE INTENTION USING SEM: AN AGE MODERATION EFFECT

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ARTICLE INFO	ABSTRACT
	Purpose: This study looks at how display advertisements affect customers' Omni-buy intentions and the impact of e-WOM in determining if this influence is reflected in their purchase intentions. **Theoretical framework:** Consumers' daily lives have grown more reliant on display advertising. Consumers depend on the Internet as a source of readily accessible information regarding advertising and businesses. Consequently, a customer becomes linked and an omnichannel shopper, intending to purchase products both online and offline. Electronic word of mouth (e-WOM) has also emerged as a powerful force that must be understood in the context of the omnichannel buyer. **Design/methodology/approach:** A survey was performed to confirm the study's assumptions. Consumers who purchase fashion products omnichannel were polled for information. A questionnaire of 28 questions was developed for the study. The questionnaire includes questions about the respondent's age, gender, and educational level. **Findings:** The results of the study show that there is a link between display advertising, e-WOM, and Omni-Online Purchase Intention. Several suggestions are produced to assist managers in navigating their brand's online presence in a manner that fits their customers' Omni-purchase intention. **Research, Practical & Social Implication:** Through this investigation, the prevalence of many display ads on consumer purchase intention on the omnichannel market is determined, which contributes to the literature on advertising efficiency. **Originality/value:** This study would most likely propose a method for market communication to determine how different types of display advertisements influence consumer purchase intentions, allowing firms to better manage the customer experience. Doi: https://doi.org/10.26668/businessreview/2023.v8i5.1244

A INTERAÇÃO DA PUBLICIDADE EM DISPLAY E DO E-WOM NA INTENÇÃO DE COMPRA NO OMNICHANNEL USANDO SEM: UM EFEITO DE MODERAÇÃO DA IDADE

RESUMO
Objetivo: este estudo analisa como os anúncios em displays afetam as intenções de Omni-buy dos clientes e o impacto do e-WOM para determinar se essa influência se reflete em suas intenções de compra.

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Estrutura teórica: A vida cotidiana dos consumidores tem se tornado mais dependente da publicidade em displays. Os consumidores dependem da Internet como fonte de informações prontamente acessíveis sobre publicidade e empresas. Consequentemente, um cliente se torna vinculado e um comprador omnicanal, com a intenção de comprar produtos on-line e off-line. O boca a boca eletrônico (e-WOM) também surgiu como uma força poderosa que deve ser compreendida no contexto do comprador omnicanal.

Projeto/metodologia/abordagem: Foi realizada uma pesquisa para confirmar as premissas do estudo. Os consumidores que compram produtos de moda em um canal omnichannel foram pesquisados para obter informações. Um questionário com 28 perguntas foi desenvolvido para o estudo. O questionário inclui perguntas sobre a idade, o gênero e o nível educacional do entrevistado.

Conclusões: Os resultados do estudo mostram que há uma ligação entre a publicidade em display, o e-WOM e a intenção de compra omnicanal. São apresentadas várias sugestões para ajudar os gerentes a navegar pela presença on-line de suas marcas de forma a atender à intenção de compra omni-on-line de seus clientes.

Pesquisa, implicações práticas e sociais: Por meio dessa investigação, foi determinada a prevalência de muitos anúncios de display na intenção de compra do consumidor no mercado omnicanal, o que contribui para a literatura sobre a eficiência da publicidade.

Originalidade/valor: Esse estudo provavelmente proporia um método de comunicação de mercado para determinar como diferentes tipos de anúncios gráficos influenciam as intenções de compra do consumidor, permitindo que as empresas gerenciem melhor a experiência do cliente.

Palavras-chave: Varejo Omnicanal, Intenção de Compra, Anúncios Gráficos, E-Wom, Modelo de Equação Estrutural.

LA INTERACCIÓN DE LA PUBLICIDAD GRÁFICA Y EL E-WOM EN LA INTENCIÓN DE COMPRA EN OMNICHANNEL USANDO SEM: UN EFECTO DE MODERACIÓN DE LA EDAD

RESUMEN

Objetivo: Este estudio examina cómo afectan los anuncios en pantalla a las intenciones de compra omnicanal de los clientes y el impacto de la e-WOM para determinar si esta influencia se refleja en sus intenciones de compra.

Marco teórico: La vida cotidiana de los consumidores se ha vuelto más dependiente de la publicidad gráfica. Los consumidores confían en Internet como fuente de información de fácil acceso sobre la publicidad y las empresas. En consecuencia, el cliente se convierte en un comprador omnicanal, con intención de comprar productos online y offline. El boca a boca electrónico (e-WOM) también ha surgido como una fuerza poderosa que debe entenderse en el contexto del comprador omnicanal.

Diseño/metodología/enfoque: Se realizó una encuesta para confirmar las premisas del estudio. Se encuestó a consumidores que compraban productos de moda en un canal omnicanal para obtener información. Para el estudio se elaboró un cuestionario con 28 preguntas. El cuestionario incluye preguntas sobre la edad, el sexo y el nivel educativo del encuestado.

Conclusiones: los resultados del estudio demuestran que existe un vínculo entre la publicidad gráfica, el e-WOM y la intención de compra omnicanal. Se formulan varias sugerencias para ayudar a los directivos a orientar la presencia en línea de sus marcas de forma que satisfaga la intención de compra omnicanal de sus clientes.

Consecuencias para la investigación, la práctica y la sociedad: A través de esta investigación, se determinó la prevalencia de muchos anuncios de display sobre la intención de compra de los consumidores en el mercado omnicanal, lo que contribuye a la literatura sobre la eficacia de la publicidad.

Originalidad/valor: Este estudio probablemente proponga un método de comunicación de mercado para determinar cómo influyen los distintos tipos de anuncios gráficos en la intención de compra del consumidor, lo que permitirá a las empresas gestionar mejor la experiencia del cliente.

Palabras clave: Comercio Minorista Omnicanal, Intención de Compra, Anuncios Gráficos, E-Wom, Modelo de Ecuaciones Estructurales.

INTRODUCTION

We are presently riding a wave of display technology that changes the customer's buying experience and encourages them to move the display. Looking into future, technology will serve as fuel to propel the advertising and marketing business forward in the next years. Display

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marketing changed the economy by bringing consumers and companies closer together and allowing for constant engagement. Enterprises are attempting to provide maximum consumer value with the arrival of web 3.0, and display advertisements plays an essential part in this. The rise of display advertising and the widespread availability of high-speed internet access has changed the way people buy, behave, and amuse themselves. In the 1970s and 1980s, advertising was a fight to engage customers' minds, but today it is a battle to win hearts. With the introduction of display advertising, it has become a battle of companies speaking to the mind and soul of consumers with the aid of customization and hyper-segmentation.

Visual advertisements that appear across a variety of media are known as display advertising. They may be text, images, or various sizes, however, YouTube overlay advertisements are not allowed. These are also known as banner advertisements. Research reported that display advertisements help to establish a brand's image as these advertisements include rich media; they provide a degree of interaction not seen in other types of advertising (Briggs and Hollis, 1997). Static Display Ads, which usually utilize pictures with the company's logo and have a clear concept of their goal and should convince people, display advertising. Display advertising are visual adverts that may be put on several online media and come in various sizes (up to 14). Video Display Advertising is another display ad; these ads are more engaging and interactive, and they take banner ads to the next level. The goal of these advertisements is to help people learn about a new brand. It was researched that, the duration of video advertisements is linked to ad memorability and brand recognition (Farace et al., 2020). Furthermore, advertising experts think that internet video is more effective than other display commercials, social media ads, and television advertisements. Again, Cinema graphic Display Ads are a kind of display ad that combines static and video elements. These advertisements may be seen on many websites and social media platforms. It stimulates and engages viewers since it mainly utilizes pictures with minimal motions that have a substantial effect. Finally, Flash Display Ads are typically 15-30 seconds long and include action and animation to keep viewers interested. The trick to such advertisements is to have exactly the perfect movement to capture the viewer's attention (Untari and Satria, 2022). These are interactive flash display advertising that enables the user to personalize their experience by clicking on advertisements. Pop-ads are a kind of display ad that first appeared in 2004. They used to open in a new window, but with the advent of pop-up ad blockers, they now show as an in-window overlay. Irrelevant pop-up spam, Irrelevant pop-up advertisements, Relevant pop-up advertising, and Pop-up email forms are all examples of popup adverts (Maheshwari, 2021).

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The Internet quickly gained connection in the late 1990s and early 2000s, giving users unparalleled access to information. They react by researching goods and services, comparing pricing, visiting shop websites, and leaving feedback. This paved the way for a new "purchasing path" that ultimately resulted in linked customers. The development of multi-channel retail must be addressed while thinking about omnichannel retail. The Latin term 'omni' implies 'all' or 'of all things (Mosquera et al., 2019). Omni management is defined as synergetic management of the many available channels and customer touch points so that the user experience all over media is improved (Verhoef et al., 2015). According to the Big Commerce report (2018), offline retail may still be king, but consumers' offline buying choices are increasingly influenced by display ads. Customers viewed the company's website 39 percent of the time, read reviews 36 percent of the time, tried to match goods online 33 percent of the time, and discovered a brand on Amazon 32 percent of the time before purchasing in physical shops.

As a result, for companies to survive, they must choose "Omnichannel Retail", which entails providing various services online, such as mobile shops and physical channels. Buyers can travel easily and swiftly between platforms as the boundaries between the display and physical shops continue to fade. These channels are linked together, enabling customers to mix and utilize them throughout the buying process. In seconds, a typical client could go from email to social media, then to the website, and back to social media. As a result, customers may design a customizable, accessible, and interactive purchasing path that suits their tastes and requirements. Adidas has adopted a concept of connectivity between the real and display worlds for its customers with "endless aisles" in 200 shops throughout India. This allows customers to order goods that aren't currently on the show or in stock. Based on "click and collect," it may be delivered to your house or stored at a shop or another Adidas Store (Adobe, 2020). According to an article in Economic Times, reliance Retail has intended to implement an omnichannel strategy for its food and clothing businesses and become one stop to shop (Rasul Bailay & Writankar Mukherjee, 2021). Through the AJIO website and the establishment of AJIO stores in stores, the company has shifted its focus to omnichannel integration. Upon this announcement in the Economic Times (Varun Jain, 2016), reliance demonstrated its omnichannel presence by physically putting ajio.com in 363 Trends shops, providing an excellent example for businesses on adopting omnichannel commerce effectively. Aditya Birla Fashion & Retail has updated its websites and spent substantially for establishing omnichannel presence throughout the country," according to (Venkatesha Babu, 2016). The brand intends to

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start expanding breadth and depth via regular stores, as well as omni-channel solid play, as retail possibilities expand throughout India." Future Retail Limited, the parent business of Future Group, has announced an investment of Rs. 100 crore to carry out its omni retail strategy, according to (Hindustan Times, 2014). Following are the objectives of the study:

A.   To analyze the impact of Display advertisement on Omni Purchase Intention towards fashion products

B.   To analyze moderating effect of age on display advertisement and Omni purchase intention

C.   To analyze impact of e-wom on Omni Purchase Intention towards fashion products

LITERATURE REVIEW

Display Advertisement

Display advertisements are visual graphics that vary in form, length of the animation, and kinds, such as ad banners, wallpaper, and movies (Draganska, Hartmann, and Stanglein, 2013). It was assessed the effects of web advertising on online purchase behavior and collected data by sending questionnaires to students at an important institution in the United Kingdom (Shaouf, Lü, and Li, 2016). This research aims to look at the direct and indirect links between Web advertising visual design, Online purchase intent, behaviors toward advertising, and thoughts toward the brand utilizing SEM. As a result, customers who are pleased with online advertising are more inclined to appreciate the advertised brand, which influences their desire to buy online. Similarly, (Le and Vo, 2017) examined banner ad types and content, as well as their impact on consumers' attitudes about advertising, and concluded that pictures are more important than words. As a result, the author concluded that social integration and contact with a marketer shape one's perspective about advertisements.

It was examined the effect of smartphone web and mobile app display advertising on customer attitudes towards advertising and variables influencing customer attitudes in Vietnam (Le and Nguyen, 2014). Those with mobile phones, were the target responders. Consumers have a favorable or neutral attitude toward advertisements, with believability and entertainment being major determinants of attitude.

In a study at Vietnam, where attitudes regarding conventional banner advertising, inline ads, and pop-up ads were compared and identifies that banner advertisements are much more informative than other formats. In contrast, pop-up ads are more confused, irritating, and

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misleading (Le and Vo, 2017). In compared to other forms of advertising, inline advertisements were rated as neutral. Animated ads, get more average clicks than static advertisements since they provide more information about the company (Bruce and Rao, 2016). According to the study, for selected and retargeted consumers, animated advertising results in greater consumer engagement with the product and brand than static ads. When analysed effect of display advertisement and traditional advertisement over online and offline purchase intention, (Dinner, Heerde, and Neslin, 2014) identified online display advertisement have a direct impact on both online and offline purchase intention and identified that online display ads do have an impact on offline purchase intention, which authors previously rejected (Auschaitrakul and Mukherjee 2017). It contrasted online display advertising on social media websites to ads on commercial websites. It found that display ads are more successful when displayed on business websites than social networking sites. Context-targeted advertisements have a greater effect on product purchase intent, although they may be unrecallable at the same time. Contextually tailored advertisements are banner adverts that appear on a website with the same or a similar subject to the one being visited.

E-Wom

The effect of one marketing communication channel, as in brand-produced advertisement (Goh et al., 2013), paid events, conventional publicity (Appel et al., 2019), and television advertising, has been studied (Zhang David et al., 2016). It was (Pauwels, Aksehirli, and Lackman 2016), found that television advertising is more successful than internet advertising at increasing positive e-WOM; obtaining information before purchasing products or services is an essential component of the purchasing process. (Jeong & Koo 2015), used an experimental study to show that positive e-Wom had a lesser effect on developing attitudes about advertising and purchase intention than negative e-Wom. Similarly, (Chu and Kim 2018), It was found that e-wom had an impact on advertising attitudes and desire to purchase. Advertisers may connect with customers through E-social Wom's media advertising and blogs. e-WOM is regarded as a critical advertising technique and a link to a product's success (Bhaiswar, Meenakshi, and Chawla, 2021)

Omnichannel Purchase Intention

The notion of behavioral intention has been examined as a dependent variable in various consumer behavior studies and is affected by several variables (Frasquet, Mollá, and Ruiz,

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2015). Behavioural intention shows the driving factors that drive a person to engage in a certain behavior and illustrates how fervently people may want to engage in that behavior (Ajzen, 2011). Behavioral intention has been accepted as a buying intention in several research (Mosquera et al., 2019). The buying intention refers to a buyer's desire or preference to purchase from one of the seller's platforms (Pantano and Viassone, 2015)

The most important indicator of advertisement success is purchase intention, which may be affected by variables such as advertising attitude (Wu and Shwu-Ing, 2006). Buyers' intentions to buy reflect what they think they will need in the future to fulfil their wants and aspirations. Buyers' purchasing decisions should be based on the advertising approach, their mood, and their knowledge of the offers offered by a particular company. As a consequence, the purchase intention will be assessed as a dependent variable in this research. Marketers are using online and offline integration for affectively implement omnichannel. Major research have focused on investigating impact of online promotions and advertisements (Manchanda et al., 2018), some research have been made for offline purchase intention in reference to omnichannel strategies (Lobschat, Osinga, and Reinartz, 2017).

Rodríguez-Torrico et al., (2017) looked at the differences and similarities between online and offline consumers. They focused their investigation on clothes purchasers, and they concluded that customers choose the most suitable gadget for their activities. They did, however, emphasize the customers' distinctive characteristics and their impact on offline and online behavior rather than the product attributes. They look at how channels in omnichannel monitoring demand are affected by spontaneity and tracking order. (Hilken et al., 2018) investigated augmented reality in omnichannel customer experience. The previous literature highlighted the importance of considering via a systematic study of omnichannel retail literature where (Cai & Lo, 2020) identified five categories, the majority of which have been published, including omnichannel customer service, logistics, marketing, and advertising. Customer behavior and preferences are important factors to consider.

MATERIAL AND METHODOLOGY

H_1: There is a significant impact of Display advertisement has a positive effect on E-wom

H_{2a}: There is a significant impact of E-wom on Omni-Online Purchase Intention towards fashion products

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H_{2b}: There is significant impact of E-wom on Omni-Offline Purchase Intention towards fashion products

H_{3a}: There is significant impact of Display advertisement on Omni-Online Purchase Intention towards fashion products

H_{3b}: There is significant impact of Display advertisement on Omni-Offline Purchase Intention towards fashion products

H_{4a}: Age plays a moderating relation between Display advertisement and Omni-Online Purchase Intention towards fashion products

H_{4b}: Age plays a moderating relation between Display advertisement and Omni-Offline Purchase Intention towards fashion products

Figure 1: Conceptual Model of this study
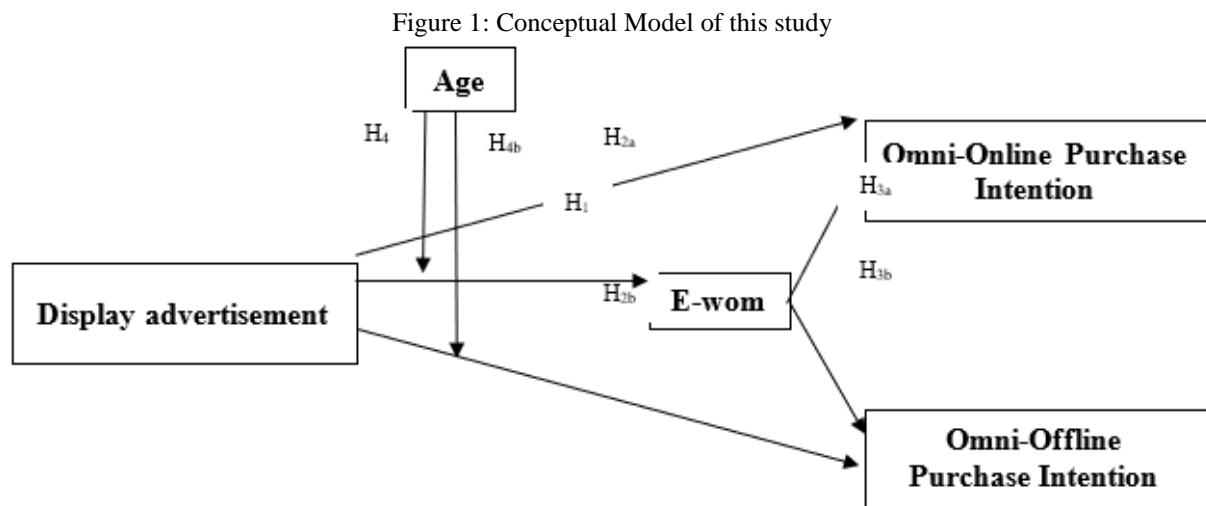
Source: Prepared by the authors (2022)

The construct was created and modified following the current research. A questionnaire of 28 questions was developed for the study. The questionnaire includes questions about the respondent's age, gender, and educational level. In the following section, 28 question sets are presented to understand the acceptability of users and the medium of display ads in Omni-Purchase Intention where a few statements were removed during the SEM process.

The questionnaire is designed on five-point Likert scale, where one indicating total disagreement and 5 indicating complete agreement. Quantitative analysis from (Pintado et al., 2017), Omni-Purchase intention (Kumar, Lee, and Kim 2009; Wang and Sun 2010), and e-wom were used to determine the effectiveness of display advertising (Yan et al., 2016). A survey was performed to confirm the study's assumptions. Consumers who purchase fashion products omnichannel were polled for information.

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Respondents who gave the same response to all of the questions were eliminated. A total of 300 people responded to the survey, with 24 of them being deleted due to inaccurate answers. As a result, the final sample size was 276, an adequate sampling size (Zhu, Chang, and Luo, 2016). The respondents who will fill out the questionnaire will be chosen using stratified random selection. This sampling method will be utilized so that our sample will include omnichannel consumers who buy and plan to purchase via both online and physical channels. Customers of fashion retail brands will be the respondents. Aditya Birla Fashion & Retail Ltd (Pantaloons), Future Lifestyle Fashions Ltd., Shoppers Stop Ltd., and Reliance Retail Ltd. were established as strata for each fashion brand.

RESULTS AND DISCUSSION

Male and female respondents make up 52 percent and 48 percent of the final sample, respectively. The responses ranged from 16 to 45 years old, 35 to 45 years old, 28 to 35 years old, and 16 to 25 years old.

The research used a four-step procedure, with the first stage including a reliability test and exploratory factor analysis (EFA) using SPSS 21.0, followed by confirmatory factor analysis (CFA) with AMOS 21. KMO evaluated internal validity, and the result was 0.874, which is significant and confirms the questionnaire's validity (Hair et al., 2006). EFA was used to decrease the number of items and find any patterns in the data (De Vaus and de Vaus 2013). After component analysis, several items related to all four constructs were eliminated due to the usage of communalities, Eigenvalues, and the Varimax rotation procedure(Gupta, S.L. and Gupta, 2011; Hafizet al., 2013). The factor loadings in this research are more than 0.50, which is acceptable and indicates a decent relationship between factors. The TVE number should be at least 60%. Thus the total variance explained the value of 63.803 percent is adequate (R Cavana, B Delahaye, 2001). Factor loadings in the Rotated component matrix should be more than 0.30 (Gupta, S.L. and Gupta, 2011), and factor loadings of more than 0.50 are acceptable in this research. We looked at the characteristics of the measurement model using a five-point Likert scale and Cronbach's coefficient alpha, which in his study was 0.894 (Burton et al., 2011). In the third part, CFA was employed to assess construct validity and concept analysis. Online and offline omnichannel buying intention, considering e-women and age as a moderating factor influencing purchase intention for the display advertising factors. In both measurement models, this phase is needed to identify how objects are linked to one another. The researcher tested Nomological validity using goodness-of-fit indices, which reflect the

model's health. The goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), incremental fit index (IFI), non-normed fit index (NFI), Relative Fit Index (RFI), Tucker Lewis index (TLI), comparative fit index (CFI), and root mean square of approximation (RMSEA) were all examined. Results are presented in the table below (Jöreskog, K.G. and Sörbom, 1993; Rahman et al., 2020)

Table1: Result model after measurement model

Measures	GFI	AGFI	IFI	NFI	RFI	TLI	CFI	RMSEA	$\chi 2$	df
Vales	.886	.853	.927	.876	.854	.914	.926	0.067	362.47	162
Limit	0 to 1	0 to 1	0 to 1	0 to 1	0 to 1	0 to 1	0 to 1	<0.08	-	-

Source: Prepared by the authors (2022)

In general, higher values (i.e., above 0.80) of GFI,CFI, NFI, AGFI, IFI, and TLI, and a lower value (i.e., below 0.08) of RMSEA, indicate a good fit (Hair et al., 2006). The table above shows that every value is acceptable in this desirable study. Overall, the model, therefore, indicates a good fit (Hair et al.,2006). The fourth section structural model was analyzed, and the fit statistics of this model suggested an excellent model(Hair et al.,2006).

In the fourth step proposed conceptual model is verified by the structural equation model using the principal component method. All the model value, as shown in Table 2 was equal to or higher than 0.80, while RMSEA is 0.077 was found to be lower than the threshold limit of 0.08; hence all were found desirable. In this stage, the research model and the direct hypotheses were calculated, and moderating relationship was analyzed. According to (Hair, 1998), model fit for the structural model has a good fit.

Table 2: Result model after structural model

Measures	GFI	AGFI	IFI	NFI	RFI	TLI	CFI	RMSEA	$\chi 2$	df
Vales	.825	.821	.883	.825	.800	.863	.882	0.077	526.95	199
Limit	0 to 1	0 to 1	0 to 1	0 to 1	0 to 1	0 to 1	0 to 1	<0.08	-	-

Source: Prepared by the authors (2022)

Direct hypotheses were also examined. Here, Table 3 exhibits the results of structural path coefficients, standard error,p-value, and direct hypotheses results. The H_1 is proved to be significant and demonstrates that display advertisement affects electronic word of mouth, supported by previous research (Mukherjee and Banerjee, 2019). Here, in this table, it is shown that H_{3a} & H_{3b} is significant and show display advertisement is positively related to Omni-Online and Offline Purchase Intention towards fashion products. For the following hypothesis, H_{2a} was proved significant and identified that e-wom has a positive relationship between display advertisements Omni-Online Purchase Intention towards fashion products but H_{2b} were

statistically not significant and e-wom does not have a direct relation with Omni-Offline Purchase Intention. Furthermore, the results for Display advertisement has significant direct relationship with e-wom.

Table 3: Hypotheses Relationship

Direct Relationship	Estimate	SE	CR	P
E-wom <--- Display media Advertisement	.801	.104	7.697	***
Omni-Online purchase intention <--- E-wom	.319	.068	4.682	***
Omni-Offline Purchase Intention <---E-wom	-.063	.060	-1.051	.282
Omni-Online purchase intention <--- Display media Advertisement	.456	.106	4.311	***
Omni-Offline Purchase Intention <--- Display media Advertisement	.545	.101	5.398	***

Source: Prepared by the authors (2022)

Figure 2: SEM Output of the proposed model
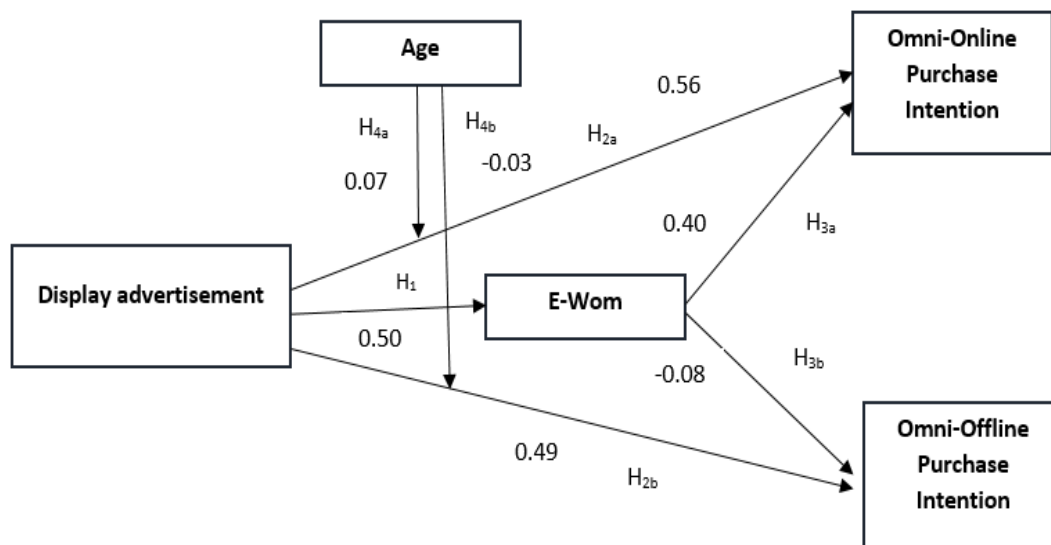
Source: Prepared by the authors (2022)

Next, the moderating hypotheses were examined. For hypotheses H_{4a}, H_{4b} moderating test was done to check the moderating effect of age between display advertisement and Omni-Online Purchase Intention using unstandardized value of regression coefficient and interactive structural model, (Baron, 1986; Yang, Kim, and Yoo, 2013) and result is shown in plot diagram (Ali Memon, Jun Hwa, and Ting 2019). In this step, all the values of independent variable display advertisement, moderating (age) variable, and dependent variable Omni-online purchase intention and Omni-Offline purchase intention were added and assessed. Figure 1 &

2 represents the results and shows that age strengthens the positive relationship between display advertisement and Omni-Online purchase intention but dampens positive relation between age and Omni-Offline purchase intention. The plot was made to show the moderating effect of age to show its effect graphically (Figure 1, Figure 2). H_{4a} was proved to be significant and while H_{4b} was proved insignificant in this study.

Figure 3: Moderating effect of age between display advertisement and Omni-online purchase intention. Source: Source: Prepared by the authors (2022)
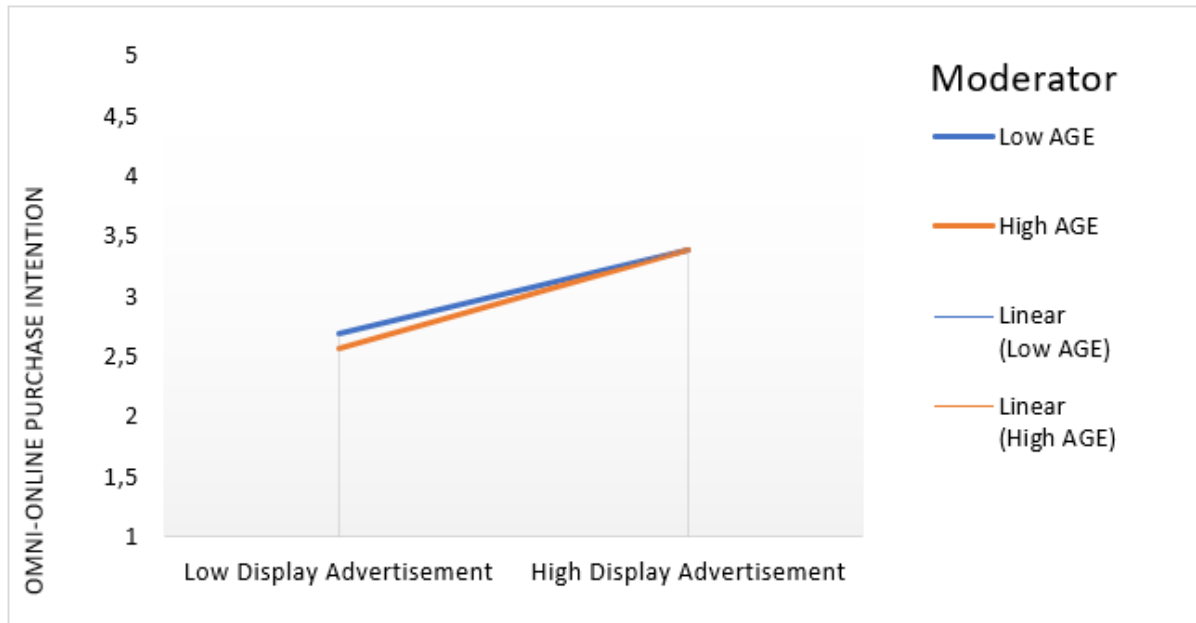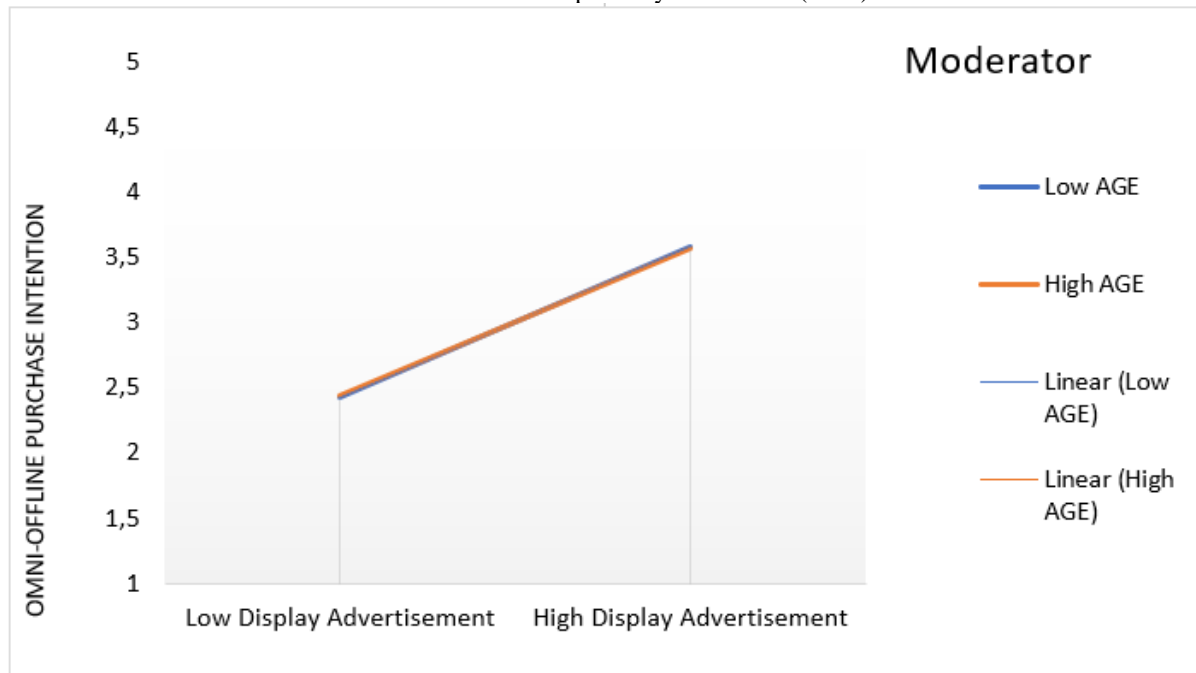

Figure 4: Effect of Age as Moderating variable between display advertisement and Omni-Offline purchase intention. Source: Prepared by the authors (2022)

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Retailers may now enhance and diversify their presence in a consumer's Omni-Purchase Intention owing to recent technological advancements. In recent years, purchasing behaviour has been extensively researched for a variety of product sectors, including cosmetic products (Haque et al., 2018; Ishak et al., 2019), clothes (Pasricha, Jain, and Singh, 2020).

Here in our study, purchase intention is studied in an omnichannel retailing environment of fashion products. The study concludes that consumer's intent to purchase fashion products online more as compared to offline. Furthermore, the current study looks at the direct and indirect effects of display advertising and e-wom on Omni-online and offline purchasing intent. According to previous study, e-WOM has a high persuasiveness, making it a valuable source of information capable of reducing risk and ambiguity, which impacts customers' purchasing intentions (Chevalier and Mayzlin, 2006). However, our research concluded that e-wom does not have a relation with offline purchase intention in omnichannel retail. Considering age, as moderating variable shows that it strengthens the positive relationship between display advertisement and Omni-Online purchase intention. Still, it dampens positive relation between age and Omni-Offline purchase intention.

CONCLUSION

As per Digital Advertising Report in 2020, digital is going to be the second largest medium in the country then other medium for advertising. Recent advancements in technology marketing, integration and branding creativity will result to content delivery for next 500 million Internet users and thus to a faster rise of the digital media industry. Digital is a masterstroke in advertising, and since marketers are aware of this advantage. This study would help digital marketers to know how people from different backgrounds have a common purchase intention either through online medium or offline medium or both. Through this investigation the determine the prevalence of many display ads on consumer purchase intention on the omnichannel market contributes to the literature on advertising efficiency. For this reason, it is essential to research consumer attitudes and intentions to secure future display advertising courses through different media. This study shall concentrate on display advertising not on printed media and traditional media. In future impact of all other advertisement could be studied over omnichannel. Further study might include customization of display advertising as an important factor in shaping attitudes omnichannel shopping.

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