

The Influence of Advertising Design Affecting on Purchase Intention Via Instagram of Consumers in Bangkok and Metropolitan Region

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Abstract

This study aims to develop a causal relationship model of the influence of advertising design affection on purchase intention via Instagram of consumers in Bangkok and metropolitan region and to validate the concordance of the casual model with the empirical data. Two stages of this study were conducted: 1) Building a causal relationship model of the influence of advertising design affection on purchase intention via Instagram and 2) Investigating the concordance between the causal relationship model of the influence of advertising design affection on purchase intention via Instagram and the empirical data. The participants were 390 consumers who have made online purchasing via Instagram. A tool for collecting data was a 7-scale online questionnaire. Using software to analyze the structural equation model with 4 components: 1) Advertising Design 2) Attitude towards Advertising 3) Attitude towards Brand and 4) Purchase Intention.

The findings were as follows: the model is consistent with the empirical data to a great extent. The statistic shows that the Chi-square statistics goodness-to-fit test (χ^2) = 76.32, degrees of freedom (df) = 39, CMIN/df = 1.96, GFI = 0.97, AGFI = 0.94, SRMR = 0.04, RMSEA = 0.05 with the predictive coefficient of 0.60. Therefore, this research found that advertising design, attitude towards advertising, attitude towards brand affecting consumers' purchase intention both directly and indirectly.

Keywords: Structural Equation Modeling, Advertising Design, Attitude Towards Advertising, Attitude Towards Brand, Purchase Intention

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Introduction

In the past ten years, technology has been playing in an increasingly important role in daily human life. Whether it is a medium of communication and connecting to friends in the social network. It also includes online shopping. Electronic Transactions Development Agency (Public Organization) or ETDA revealed that the number of internet users in the past ten years had increased significantly. In 2009 found that the number of internet users is only 16.1 million, while there are currently 45.2 million internet users. Moreover, ETDA (2019a) also revealed that the value of business growth between businesses to consumer in Thailand has the highest growth rate. Thailand is the first rank in ASEAN, with the value of e-commerce between businesses to consumer to 23.30 billion US dollars.

Among the Digital Disruption trend, coinciding with the development of mobile phones and applications are changing consumer behavior. Small entrepreneurs are also changing their behavior by moving business to online channels. Simon Kemp has revealed a survey of consumer electronic usage behavior of people in Southeast Asia through the report of 'Digital 2019 Southeast Asia Ecommerce Spotlight 2019'. The survey shows that more than 91% of internet users in Thailand used to search for products or services online, and 85% of internet users in Thailand have purchased goods or services through online channels. Also, the survey found that 37.50 million internet users in Thailand bought products online which is up 6.5% from last year. Buying products through various websites, it is already widespread. A survey of the Electronic Transactions Development Agency (Public Organization) or ETDA (2019a) found that the online shopping trend in Thailand is more popular "Social Commerce". It is consistent with the data from the report in 2018 that an internet user behavior survey in Thailand from ETDA (2019b) is reporting that 93.6% of internet users in Thailand use Social Media and email sending and receiving, which is

74.2% of internet users in Thailand. Then, followed by searching for information which 70.8 percent and used to watch television or use entertainment media, which is 60.7 percent. Finally, used for purchasing goods and services, which is 51.3 percent of internet users in Thailand.

'Social Commerce' is the application of social media as a channel of electronic commerce. It is easy to communicate with buyers, including public relations, and can reach the target group thoroughly. Aside from Facebook, that sees as the most popular social commerce channel. Instagram is another way for marketers that entrepreneurs can create public relations media in a variety of formats. Instagram can post images, videos, Instagram Story, and IGTV. Large foreign entrepreneurs have realized the importance of reaching their target audience by using multimedia on Instagram as well. Oreo, Starbucks, Nike, Chanel, National Geographic, or even BMW and many other businesses go live on the Instagram application. They bring their product information, services and promotional activities go live on the Instagram application.

According to a survey conducted by Simon Kemp (2019b) via the 'Digital 2019: Thailand' report, it shows that more than 13 million users in Thailand can access various advertisements on Instagram. Besides, the 'Digital 2019: Thailand' (Kemp, 2019b) report shows that Instagram applications are rank as the 4th rank of the most active user, which is 65% of all internet users in Thailand. Instagram is following LINE, Facebook and Facebook Messenger applications, respectively. Online marketing through social media is increasing, coinciding with the changing consumer behavior, and also moving products or services across various channels. Online marketing is necessary. Entrepreneurs are not able to use public relations through offline channels (such as billboards through various locations, using advertising space through radio or television only, but must have public relations through the online channel (Online) together.

According to the digital seminar "Group M FOCAL 2019", Siwat Chaowariyong, Chairman of Group M (Thailand), said that in the past year, the trend of spending for digital advertising had increased worldwide (Chaowariyong, 2019). Digital advertising is more than 50 percent of the advertising industry. Application Instagram is a popular channel for Thai consumers in 2 categories. Thai consumers use Instagram channels for following news and a way to purchase products online. The Digital Advertising Association (Thailand), together with Kantar (Thailand) have surveyed the investment capital through digital media in Thailand from 2012 to 2019. The survey found that since 2012, digital media has Growing continuously until 2018. It found that investment capital through digital media over 17,000 million baht, which grew 36% from the year 2018 and higher than expected 28 percent. In 2019, the investment capital through digital media was 19,629 million baht, which growing by 16% due to marketing following the changing media behavior of consumers (Digital Advertising Association & Kantar, 2019). The results of the 2018 Electronic Commerce value survey of the Electronic Transactions Development Agency. (Public Organization) or ETDA (2019a), which survey the proportion of budget used by SMEs to marketing online. It is reported that 69.92% of the entrepreneurs used the budget for online marketing such as advertising to create brand awareness, creating brand advertising, promotional activities, etc. The budget used for advertising via offline channels is 30.08 percent.

The channel for purchasing products through the Instagram application, consumers will see images of products that are correctly advertised by entrepreneurs and also have payment channels via Instagram. Instagram is a social media that focuses on images. So, designing advertising images on Instagram to match the likes of the target audience is an essential factor that entrepreneurs have to plan in online marketing.

From the reasons mentioned above, the researcher is interested in studying the influence of advertising design affecting on purchase intention via Instagram of consumers in Bangkok and metropolitan region. The researcher hopes that the results of this research will be useful for entrepreneurs to use the results of this research to develop advertising images on Instagram to be more effective for consumers. It will result in the entrepreneurs can creating a thing that perfectly meets the needs of the target consumers.

Research Objectives

- 1.To develop the causal relationship model of the influence of advertising design affecting on purchase intention via Instagram.
- 2.To validate the concordance of the causal model with the empirical data.

Expected or Anticipated Benefit Gain

- 1.Building up a causal relationship model of advertising image design that affects the intention of consumers to buy products via Instagram in Bangkok and metropolitan region.
- 2.Understanding the influence of advertising design that affect the intention to purchase products via Instagram of consumers in Bangkok and metropolitan region.
- 3.Being a guideline for entrepreneurs to design advertising images on Instagram to more useful for consumers.

Scope of the Study

Population Scope

The population of this study is consumers who have purchased any product via Instagram and living in Bangkok and the metropolitan region; the exact population is unknown. The sampling of this study is 400 consumers who have purchased any product via Instagram and living in Bangkok and the metropolitan region. In the case of setting sampling to analyze by using causal structural-Models with Latent Variable, Wiratchai (1999)

suggested that the appropriate size of sampling should be within 10-20 per one variable. The minimum sample size that acceptable is referred by Holster value; if Holster value is above 200, it qualifies that the causal model makes a concordance of empirical data. In terms of this study, there are 12 observed variables so, the size of sampling should be at least 120 samplings in total. To prevent errors of data, the sampling size is increased to the total number of 400 and were selected by convenience sampling method.

Theoretical Background

Advertising Design (ADS)

Designing refers to the creation of any form of art work to convey the idea that can lead the audiences to feel or think the same way; the way that designer want to communicate. Visual design is an essential component that makes each advertisement become successful (Cho, 1999). Moreover, the content of the advertising is considered as being a factor that affects the attitude of consumers to advertising and the brand. As well as to the intention of the purchase. (Mackenzie & Lutz, 1989). Dao, Le, Cheng, and Chen (2014) have studied the importance of image advertising on the online channel and found that the advertising on the online channel has a positive effect on the perception of information, entertainment and reliability to consumers, and has a direct effect on purchase intention through online channels. Besides, the research of Goodrich (2011) found that consumers' intention to purchase through social media influenced directly by overall well-designed of advertising image. Furthermore, Becerra and Korgaonkar (2010) have studied consumers' purchase intention through online channels and found that purchasing through online channels can be defined as a consumers' preference purchasing which is influenced by visual advertising. Reid (2019) has explained that even though the creation of art is an expression of creativity without any fixed rules.

But, in case of designing image advertising that is intended to communicating with the audience, there is a principle called 'Principles of Design' to set up a framework to create a unique, eye-catching and effective advertising image to audiences. There are many pieces of research and theory explained about the principle of design but, the most important fundamental principles of design including emphasis, balance and alignment, contrast, repetition, proportion, movement, and white space.

Attitude towards Advertising (ATA)

Attitude towards advertising means that consumers have an understanding, opinion or feeling toward advertising image. This attitude may depend on the experience or target group. Kirmani and Campbell (2009) have explained that attitude towards advertising can be defined as a set of thoughts and feelings that consumers have on advertising image. The attitude effects have been widely researched in the field of advertising research. And have been concluded that consumers' attitudes towards advertising image influences consumers' attitudes towards the brand and intention to purchase, respectively (Shimp, 1981). With the reason that the consumers' attitudes towards advertising image can be defined as a factor using to predict consumers' behavior (Mackenzie and Lutz, 1989). As a research of Mehta (2000) found that consumers' attitudes towards advertising image is an important factor using to evaluate the effectiveness of advertising image. The study of Mitchell and Olson (1981) and Shimp's (1981) focused on the importance of consumers' attitudes towards advertising image. The researcher has observed that consumers' attitudes towards advertising image affects consumers' attitudes towards the brand by changing the conception of consumers receiving the brand's advertisement. Shimp (1981) has explained that consumers' attitudes towards advertising image can be defined as consumers' motivation to

respond and react in two ways; liking ads and not liking ads. There are two main factors of the consumers' motivation to respond. (1) The affective component is caused by seeing the ads. (2) The cognitive component which is caused by interpreting contents in the ads. Usman, Ilyas, Hussain, and Qureshi (2010) have concluded that most of consumers are aware of the context and information containing in advertising image, including perceiving advertising image with personal preference. Entrepreneurs should research the behavior of consumers before creating the ads to match the preference and satisfaction of the target group. Besides, the study of Mir (2012) has explained that nowadays, the creation of advertising on social media channels, it can be configured by targeting audiences' behavior or specific characteristics. Thus, concluded that personal factors play an important role in developing consumers' attitudes towards advertising.

Attitude towards Brand (ATB)

The attitude towards the brand describes the overall thoughts and feelings that consumers have on the brand. The research by Fishbein and Ajzen (1975) have concluded that consumers' attitudes play an important role in developing an intention to purchase. Furthermore, the study of Park, Jeon and Sullivan (2015) also found that consumers' attitudes towards the brand are the factor that affects consumers' intention behaviors. Besides, Edelman (2010) has described that consumers' attitudes towards the brand were developed from the experience that consumers had with the brand. And the more consumers have relevant to the product, the more positive attitudes towards the brand will be developed. This may due to promotional activities that meet the needs of consumers or the sale content that enhance consumer willing to involve with the brand. Also, interaction with the brand helped to increase the consumers' positive attitudes towards the brand. Furthermore, Romaniuk and Sharp

(2003) have described that; if consumers have a strong positive attitude towards the brand. The value of the attitude can become a factor to predict the behavior of the consumer in the future. The factor that comprises the attitude of consumers towards the brand is the opinion or consumers' feedback, for example; "I think products of this brand suit me well". Besides, Sattler, Völckner, Riediger, and Ringle (2010) have concluded that the information that consumers have on the brand and products is the main factor that determines the attitudes of the consumers. Consumers who have purchased products from a brand mainly focuses on the quality of the product. However, if consumers have not previously purchased the product and have no information about the product. Attitude towards the brand is from the brand itself. For example, the consumer has never bought a product from the brand but have heard that the product from that brand is in low-quality. Thus, the consumer will develop a negative attitude towards that brand.

Purchase Intention (PUR)

Purchase intention refers to the behavior of consumers who purchased the product or service from any brand (Parasuraman, Berry, & Zeithaml 1990). Besides, Dehghani and Tumer (2015) have researched the effectiveness of advertising image on social media channels that affecting the intention to purchase of consumers. Researchers found that the opinion of consumers towards advertising image on social media channels is positively impacting the brand image. Moreover, Shah et al., (2012) have explained that purchase intention is a form of the decision-making process that consumers used to select any product from a brand. Meanwhile, Morinez, et al., (2007, as cited in Parengkuan, 2017) have defined purchase intention as a moment that the consumers tend to purchase the product in a certain condition. Keller (2001) has explained that purchase intention is the bias of consumers that

influencing behavior to purchase the product or service. It can be said that purchase intention developed from consumers' valuation of the brand after receiving and estimating various factors, which are affecting consumers' intention to purchase and finally decided to purchase. Homer (1990) has explained that the process of purchase intention developed from how consumers participate with the brand. Homer (1990) also found that in a situation where consumers have a low participation rate with the brand, the most important factor that affecting consumers' purchase intention is the consumers' attitudes towards advertising. The researcher has concluded that consumers' attitudes towards advertising influencing consumers' attitudes towards the brand and positively affect consumers' purchase intention. This is because emotional communication helps in

developing of consumers' positive attitude and positively affects purchase intention.

Research Hypotheses

H1: Advertising design (ADS) will positively affect attitude towards advertising (ATA).

H2: Advertising design (ADS) will positively affect attitude towards brand (ATB).

H3: Advertising design (ADS) will positively affect purchase intention (PUR).

H4: Attitude towards advertising (ATA) will positively affect attitude towards brand (ATB).

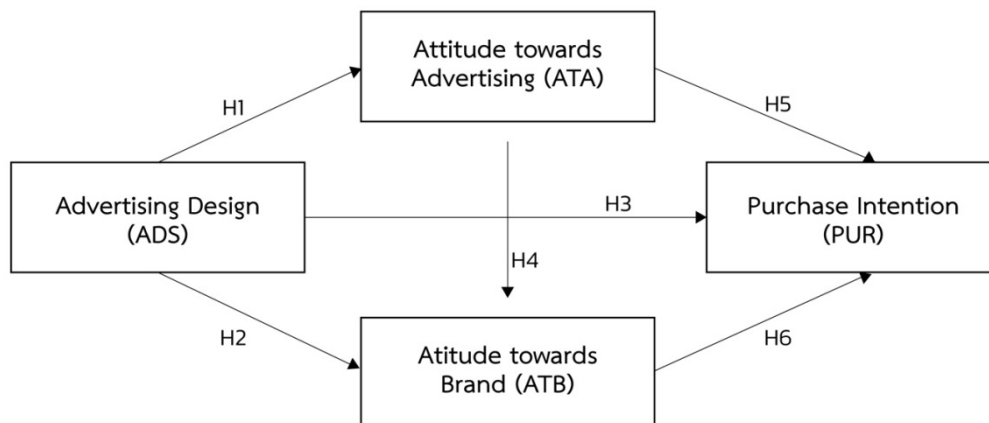
H5: Attitude towards advertising (ATA) will positively affect purchase intention (PUR).

H6: Attitude towards brand (ATB) will positively affect purchase intention (PUR).

Research Methodology

Study Framework

Figure 1: Study Framework.



Source: Shaouf, Lü, and Li (2016)

The purpose of this study is to validate the influence of advertising design affecting purchase intention via Instagram. The study framework is developed from the study of Shaouf, Lü, and Li (2016): The effect of web advertising visual design on online purchase intention: An examination across gender. Hypotheses were formulated on the relationships between those

variables; 1) Advertising Design 2) Attitude towards Advertising 3) Attitude towards Brand and 4) Purchase Intention. The variable consists of one exogenous latent variable and three endogenous latent variables. The study framework is shown in Figure 1.

Questionnaire Design

The questionnaire is referred from Shaouf, Lü, and Li (2016). Questions are adapted for up to date issues, fit to Thai Instagram user behavior and more specific for Instagram advertising. A questionnaire was using online questionnaire (Rating Scale) via Google form. The items were measured seven-point Likert scales from strongly agree (7) to strongly disagree (1).

Value 6.51-7.00 = Very strongly agree

Value 5.51-6.50 = Strongly agree

Value 4.51-5.50 = Agree

Value 3.51-4.50 = Neither agree nor disagree

Value 2.51-3.50 = Disagree

Value 1.51-2.50 = Strongly disagree

Value 1.00-1.50 = Very strongly disagree

Data was collected from consumers who have been shopping via Instagram. A total 421 questionnaires were responding and 390 of these were completed and analyzed. A questionnaire with 22 items includes 5 categories: 1) Overview of respondents which not included in study model 2)

Advertising Design 3) Attitude towards Advertising
4) Attitude towards Brand 5) Purchase Intention.

Content Validity and Reliability

The evaluation form (Index of Congruence, IOC) was used to ensure the content's validity and appropriateness. It was evaluated by five experts in the related field. The whole evaluation form which was presented on a three-rating scale range from -1 to 1. The items with the scores higher than or equal to 0.6 were considered appropriate; those with the scores less than 0.6 were considered inappropriate and had to be revised according to suggestions of experts. The IOC score for the questionnaire using in this research was scored at 0.8 to 1.

The reliability was measured by using Cronbach's Alpha reliability statistics. The acceptable value should more than 0.70 (Hair, Black, Babin & Anderson, 2010). Using the Try-out version of the questionnaire with 30 samples of consumers who have been shopping via Instagram. The overall Cronbach's alpha value of 0.91 which is more than 0.70. Therefore, the data is highly reliable and fit for the purpose of this study.

Result

Table 1: Sample characteristics.

Characteristic	Category	Frequency	%
Gender	Male	97	24.9
	Female	293	75.1
Age	Below 15	2	0.5
	16 – 21	85	21.8
	22 – 35	227	58.2
	36 – 45	72	18.5
	45 or above	4	1.0
Level of Education	Below bachelor's degrees	60	15.4
	Bachelor's degree or equivalent	260	66.7
	Above bachelor's degree	70	17.9
Income	Below 15,000 THB or equivalent	112	28.7
	15,001 – 30,000 THB	142	36.4
	30,001 – 50,000 THB	62	15.9
	Above 50,000 THB	74	19.0

Table 1: Sample characteristics. (Continue)

Characteristic	Category	Frequency	%
Occupation	Student	103	26.4
	State enterprise employee	26	6.7
	Employee	179	45.9
	Business owner	70	17.9
	Other	12	3.1
Usage of Instagram for shopping	Rarely	234	60
	Once a month	96	24.6
	Fortnightly	42	10.8
	Once a week	6	1.5
	More than once a week	12	3.1

The samples were drawn from a nonprobability sampling method (accidental sampling). The number of people responding to the questionnaire was 421 in total and 390 of which were completed and analyzed, the effective recovery rate is 92.6%. Table 1 Summarizes the demographic profiles of the participants in this study. The most common age category was between 22 to 35 years (58.2%), the sample consisted of 293 female (75.1%) and 97 men (24.9%). In terms of their current level of education, 66.7% of the respondents were bachelor's degrees.

Most of the sampling are company employee (45.9%). In terms of their income, 36.4% of sampling has an average income of 15,001 to 30,000 Baht per month. For the primary information about using Instagram, 60% of sampling was rarely shopping via Instagram and most of the sampling has seen the advertisement in the fashion category (shirt, pants, shoes, etc.) (67.9%). And all of the participants are living in Bangkok or metropolitan region and have purchased at least once via Instagram.

1. Value of each factor as shown in Table 2.

Table 2: The value of Mean, Std. Deviation, Skewness, and Kurtosis of factors that affecting on purchase intention via Instagram of consumers in Bangkok and metropolitan region.

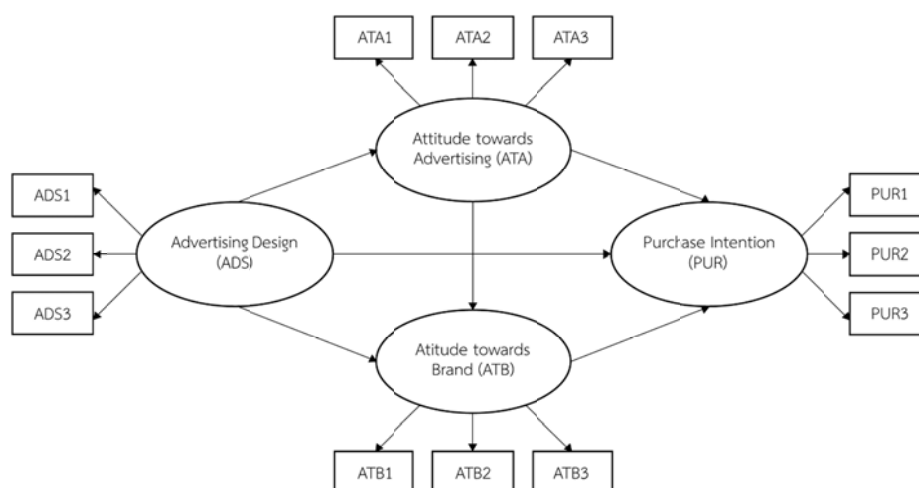
Factors	Mean	Standard Deviation	Remark	Skewness	Kurtosis	Remark
Advertising Design	5.78	0.83	Strongly agree	-0.98	1.73	Normal distribution
Attitude towards Advertising	4.93	0.98	Agree	-0.21	-0.09	Normal distribution
Attitude towards Brand	4.71	1.06	Agree	-0.01	-0.16	Normal distribution
Purchase Intention	5.11	0.97	Agree	-0.64	0.63	Normal distribution
Overall	5.13	0.96	Agree	-0.46	0.53	Normal distribution

From Table 2, it can find that the overall average of consumer opinions in Bangkok and the metropolitan region is 5.13, which is at a relatively high level. When considering in each aspect and sort by average from high to low as follows: Advertising design (ADS) had the highest mean value ($\bar{x} = 5.78$, S.D. = 0.83), followed by the attitude towards advertising (ATA) ($\bar{x} = 4.93$, S.D. = 0.98). The least was the attitude towards brand (ATB) ($\bar{x} = 4.71$, S.D. = 1.06). With Skewness between -0.98 to -0.01 and Kurtosis between -0.63 and 1.73 within the

threshold of ± 3 . It can indicate that the data has a normal distribution following the basic terms of the structural equation model analysis.

2. The result of the development of the causal relationship model of purchase intention via Instagram of consumers in Bangkok and the metropolitan region. The researcher has studied relevant documents and research to create a causal relationship model as Figure 2.

Figure 2: Model of Influential Factors for the result on Purchase Intention.



3. Analysis of causal relationships, this research using structural equation techniques method to analysis. This method can find the path

to the causal influence of variables by testing the consistency between the model of the hypothesis and the empirical data as Table 3.

Table 3: Model fit summary.

Goodness of Fit Index	Criteria	Before adjusting the model		After adjusting the model	
		Result	Remark	Result	Remark
CMIN/df	≤ 2.00	3.44	Poor fit	1.96	Good fit
Goodness-of-Fit Index (GFI)	≥ 9.00	0.93	Good fit	0.97	Good fit
Adjusted Goodness of Fit Index (AGFI)	≥ 9.00	0.89	Poor fit	0.94	Good fit
Comparative Fit Index (CFI)	≥ 9.00	0.94	Good fit	0.98	Good fit
HOELTER	> 200	154	Poor fit	279	Good fit
SRMR	≤ 0.08	0.05	Good fit	0.04	Good fit
RMR	≤ 0.08	0.07	Good fit	0.06	Good fit
RMSEA	≤ 0.08	0.08	Good fit	0.05	Good fit

From table 3, this model presented good fit indices. Goodness-of-Fit indicators included a CMIN/df = 1.96 which is less than 2.00. The goodness-of-fit index (GFI) = 0.97, the adjusted goodness of fit index (AFGI) = 0.94, the comparative

fit index (CFI) = 0.98 which are more than 0.90. The value of SRMR = 0.04, RMSEA = 0.05 which are less than 0.08. The structural model was reliable with the empirical data. The results of data processing for analysis are illustrated in Figure3.

Figure 3: The Adjusted Model.

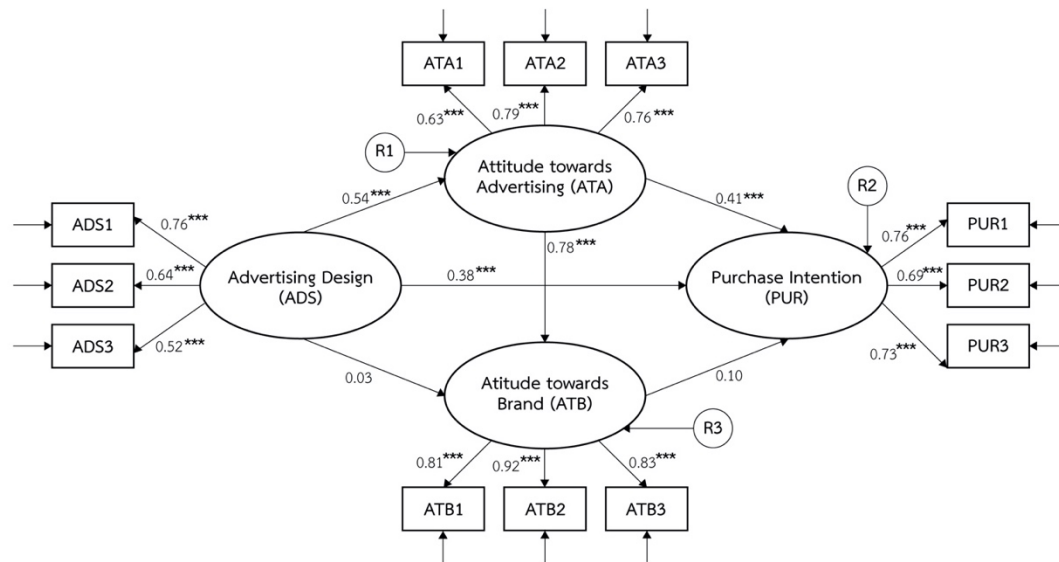


Table 4: Effect of variables on purchase intention

Dependent Variable \ Independent Variable	Attitude towards Advertising			Attitude towards Brand			Purchase Intention		
	DE	IE	TE	DE	IE	TE	DE	IE	TE
Advertising Design	0.54**	-	0.54***	0.03	0.2	0.24	0.38***	0.22*	0.60***
	*				1			**	
Attitude towards Advertising	-	-	-	0.78***	-	0.78***	0.41***	0.08*	0.49***
								**	
Attitude towards Brand	-	-	-	-	-	-	0.10	-	0.10

Remark: *P ≤ 0.05, **P ≤ 0.01, ***P ≤ 0.001, DE = Direct effects, IE = Indirect effects, TE = Total effects.

The result of testing the structure model is presented in Table 4. The result shows that:

(1) Advertising design (ADS) has a direct effect on attitude towards advertising (ATA) ($\beta = 0.54$, $P < 0.001$). Thus, H1 is established. This shows that, if advertisements were designed appropriately, consumers will develop positive attitudes towards the advertisement.

(2) Advertising design (ADS) does not possess significant relationship on the attitude towards brand (ATB) ($\beta = 0.03$, $P = .31$). Thus, H2 is not established. This indicates that a well-designed advertising image does not help in developing consumer's attitudes towards the brand that much.

(3) The relationship between advertising design (ADS) and purchase intention (PUR). The results show a significant relationship between these two factors ($\beta = 0.38$, $P < 0.001$). Therefore, H3 is supported. This indicated that; the appropriate advertisements influence consumers' purchase intention.

(4) The relationship between attitude towards advertising (ATA) and attitude towards the brand (ATB). The results show a significant relationship between these two factors ($\beta = 0.78$, $P < 0.001$). Therefore, H4 is supported. This indicated that; if consumers have a positive attitude towards advertisement, it will also affect consumers' attitudes towards the brand.

(5) The relationship between attitude towards advertising (ATA) and purchase intention (PUR). The results show a significant relationship between these two factors ($\beta = 0.41$, $P < 0.001$). Therefore, H5 is supported. This indicated that; if consumers have a positive attitude towards advertisement, it will also affect consumers' intention to purchase.

(6) Attitude towards brand (ATB) does not possess significant relationships on purchase intention (PUR) ($\beta = 0.10$, $P = .31$). Thus, H6 is not established. This indicates that the attitude towards the brand does not affect much on consumer's purchase intention.

Discussion

In this research, the researcher discussed the research results based on the objectives of the research to develop a model for the causal relationship. The influence of advertising design effects on purchase intention of consumers in Bangkok and the metropolitan region. Also, checking the consistency of the causal relationship model that developed with empirical data.

The analysis of the causal relationship model found that the model was consistent with the empirical data well. The Chi-square statistics goodness-to-fit test ($X^2 = 76.32$, degrees of freedom (df) = 39, $CMIN / df = 1.96$, $GFI = 0.97$,

$AGFI = 0.94$, $SRMR = 0.04$, $RMSEA = 0.05$ with the predictive coefficient of 0.60. It shows that the model variable can explain 60% of the variance in purchasing decisions. Advertising design (ADS), attitude towards advertising (ATA) and the attitude towards brand (ATB) resulting Intention determination of purchase products via Instagram as follows

1. Advertising design (ADS) factor has a direct effect, indirect effect, and a combination of intention to purchase products via Instagram. This factor consistent with the research by Spears & Singh (2004) that studying the attitude towards advertisement and purchase intention. It can find that 1) Positive Feelings that occur have a positive effect on the attitude of the advertisement image. 2) Positive Feelings that occur have a positive effect on the brand's attitude. 3) Negative Feelings that occur have a negative effect on the advertising images. 4) Negative feelings that occur have a negative effect affect the attitude towards the brand. 5) The attitude towards advertising images has a direct effect on the attitude towards the brand. (6) The attitude towards the brand has a direct effect on purchasing intention.

2. Attitude towards advertising (ATA) factor has directly affected, indirectly, and affects the intention to purchase products via Instagram. This factor consistent with the research by Huang, Chou, and Lin (2010). This research is studying the theory of consumer participation that induce the intention to purchase. It found that the image that makes good sense to advertise makes consumers have a positive attitude and positive impact on purchasing intention. Also, Ling, Piew, and Chai (2010) researches about the factors that influence consumer attitudes towards advertising. It found that after consumers have seen the advertisement. If there is a negative feeling, it will affect the negative attitude to the brand and may cause consumers not to want to purchase the product. At the same time, if consumers have a positive feeling. (The name likes advertising images) will

also have a positive attitude. It will cause the purchase intention.

3. Attitude towards brand (ATB) factors has directly affected the intention of purchasing products via Instagram. This fact is consistent with Shaouf et al. (2016). This research is studying the influence of advertising images design on websites that influence online shopping intentions. It can be found that 1) Advertising design has a positive effect on the attitude that consumers have on advertising. 2) The attitude that consumers have on the advertising picture has a positive effect on the attitude that consumers have on the brand. 3) The consumers' attitudes towards advertising images have a positive effect on the intention of purchasing products on the online channel.

The Instagram application is the online purchasing platform that the researcher focuses on, which is a photo and video-sharing social networking. Most of the consumer considers by the image of the product in making a purchase. This research found that the design of the advertising image (ADS) has both a direct and indirect effect on consumers' purchase intention (PUR). The factor that has the most value in effecting consumers' purchase intention is Attitude towards Advertising (ATA → PUR $\beta = 0.41$, $P < 0.001$). Although consumers' attitude towards the brand (ATB) does not possess significant relationships on purchase intention (PUR), this research found that there is a significant relationship between Attitude towards Advertising and Attitude towards Brand (ATA → ATB $\beta = 0.78$, $P < 0.001$).

Conclusion

This research, the researcher summarizes the research results according to the objectives to develop the causal relationship model with the influence of advertising image design that affects the intention to purchase products on Instagram. The researcher used the conceptual framework from the work of Shaouf et al. (2016) by explaining

the factors that affect the intention to purchase. It can be summarized as follows.

1. Factors that directly affect purchase intention via Instagram sorted by ascending influences value which are advertising design (ADS), attitude towards advertising (ATA) and attitude towards brand (ATB).

2. Factors that indirectly affect purchase intention via Instagram Sorted by ascending influences value, which is advertising design (ADS) and the attitude towards brand (ATB).

3. Factors that affect the intention of purchasing products via Instagram sorted by ascending influences value which is advertising design (ADS), attitude towards advertising (ATA) and attitude towards brand (ATB).

Limitation

The study aims to investigate the opinion of consumers who have purchased products via Instagram, but there was some limitation about the sample profile. There were only two questions in the sample screening section in the questionnaire (1) Have you ever purchased any product or service via Instagram; the choices are yes or no. If the participant answered 'no' that answer will not be analyzed (2) How often do you purchase product or service via Instagram; the choices are rarely, once a month, fortnightly, once a week, and more than once a week. The gap between choice 'rarely' and 'once a month' might cause some limitations.

Besides, there is a need to specify the explanation of the word 'purchase' in the questionnaire because the consumers define the word 'purchase' on Instagram that it is the way they only directly message to order; however, there are some shops use 'shop feature' on Instagram. The 'shop feature' will lead consumers to the website, so the consumers can be confused that purchasing on the website is different from purchasing on Instagram. It slightly affects the answers of participants.

Suggestion

Suggestions for applying research results

The above research shows the value of direct effects, indirect effects, and a total effect of different latent variables that affect the intention of buying products through Instagram. It can apply the findings result from the research and use in future research. It including important issues as follows:

1. Entrepreneurs who interested to expand their business on Instagram should focus on advertising image design. It is a factor that makes advertising images different, outstanding, and easy to remember. The most important advertising image design principles are using beautiful colors or using fresh colors or using colors that match the mood of the product. It also includes the use of high-resolution illustrations in the design of advertising images because it helps the advertising images look more professional. Using famous people in the advertisement picture will attract the target audience, but at the same time, if the entrepreneurs use famous people that do not match the target audience, it will cause a negative attitude towards the advertisement image.

2. Attitude towards advertising images is a factor that affects brand attitude and purchase intention. Attitude towards advertising images is a delicate mechanism to control due to personal experience. There is a possibility of having a positive and negative effect. If entrepreneurs expect positive results from consumers, entrepreneurs should plan and set strategies for designing advertising images that match the interests of the target audience. If

the consumer's attitude towards advertising is positive, it will make the advertisement image not to be annoying to consumers and consumers will feel that the advertising image has helped to select products on Instagram.

3. Creating a positive attitude towards that brand, which unable to accomplish in a short time. The researcher found that the consumer attitude towards has been influenced by the attitude towards advertising images. If entrepreneurs want consumers to have a positive attitude towards the brand, entrepreneurs should focus on designing advertising images that create a positive attitude towards advertising images. From the information found that if consumers see advertisements on Instagram, consumers will feel more confident in the brand.

4. Entrepreneurs who interested to expand their business on Instagram can research as a guideline for the marketing strategy to meet the needs of consumer groups.

Suggestions for the future research

It should research the design of advertising images in different types of products due to different products have different target groups. The consumers' attitudes towards advertising images can be different, such as designing advertisements for clothing items is suitable with advertising images that have bright colors such as white, light pink, beige. At the same time, advertising image designs for automotive products may be suitable with colors that are more discreet, such as black, navy blue, etc.

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