
THE INFLUENCE OF CREATIVE STRATEGIES IN ONLINE ADVERTISING TOWARDS CONSUMERS' ATTITUDE AND PURCHASE INTENTION

Kwong, You Seng
UCSI University
sengsengg@hotmail.com

Rabiah Adawiah, Abu Seman
UCSI University
rabiah.adawiah@gmail.com

Ali Sabri, Nurul Hikmah Begum
Universiti Malaysia Sarawak
hikmahbegum@gmail.com

ABSTRACT

The purpose of this paper is to study the influence of creative strategies (humour, code-switching and visual communication) in online advertising on consumer's attitude towards advertisements and purchase intention. Boundaries of culture and nonboundaries of brands, online platforms and niche consumer market limit the brand's ability to be noticed and outstand, thus require effective creative strategies. Limited literatures discuss on effective creative strategies in online advertising. This study applied a factorial 2 x 3 design of experimental research, conducted on 120 UCSI University undergraduate students who were randomly selected and assigned to two different groups and sets of stimuli. The results of this study shows that the treatment group with three creative strategies has significantly better attitude towards the advertisement, and higher purchase intention compared to the non-treatment group. Code-switching was the most effective creative strategy, followed by visual communication and humour. The treatment group also shown to be more effective than the non-treatment group. Online advertising requires creative strategy elements to create favourable attitude and purchase behaviour among targeted consumers. This study has created practical implications to all advertisers, advertisements designers or business owners in advertising industries as this study helps to broaden their horizons in creativity aspect.

Keywords: *Creative strategies, purchase intention, attitude towards advertisement, humor, code-switching, visual communication, Malaysia*

INTRODUCTION

Global advertising is going through a valuable change and big growth from traditional to digital advertising (Zenith, 2015), that benefits both consumers and advertisers (Shafie, 2009). It requires a new creative strategy to attract consumers. A good creative strategy influence change of behaviour through cognitive, conative and affective (Chrenkova et al., 2012). It helps a brand gets noticed and outstands among the various commercials (Blackwell et al., 2006; Weilbacher, 2003). Nowadays, advertisements hardly get observed. Hence reduce its capacity to shape attitude, and induce purchase. Change of behaviour lead by good creative strategy in advertising is imperative to improve sales. However, the freedom of creativity in Malaysia is bound to social, moral and culture boundaries (De Run et al., 2010; Hassan, 1994, as cited in Kordnaeij et al., 2013; Wilson & Liu, 2011).

It is heavily influenced by Islam moralism where a violation to such moralism or values often leads to controversial (Fam & Jong, 2010). It is caused by the risk averse behaviour of Muslim and halal-conscious consumers who are critical and possess a high-involvement behaviour trait (Wilson & Liu, 2011). Thus, creative strategies used for various brands in other countries may not be suitable to be applied in different context, including Malaysia. There are a lot of creative strategies being used by the advertisers to reach consumers, such as Bandwagon, Propaganda, Fear, Sex, Humor, Code-switching, Visual Communication, Rational and etc. It is important to identify the most suitable creative strategies for digital advertising in Malaysia.

Literatures on creativity in advertising are limited, with vague information and requires further detailed explanation through more research (Stone et al., 2000). Most research have focused on the cognitive effects of advertising creativity, instead of the sales-driven effect (Dahlén et al., 2008; Modig et al., 2014; Rosengren & Bondesson, 2014). It has become more imperative to identify the right creative strategy with the proliferation of online platforms. Specifically, in Malaysia, most research focused on creativity and culture sensitivity (Al-Qardawi 1999, as cited in Fam & Jong, 2010; Fam & Jong, 2010; Hassan, 1994, as cited in Kordnaeij et al., 2013; Wilson & Liu, 2011). Therefore, this study aims to identify the best creative strategies for digital advertising in Malaysia that affects consumer's attitude and purchase intention.

LITERATURE REVIEW

Attitude

According to Allport (1935, as cited in Pickens, 2005), he defined attitude as "a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence on individual's response to all objects and situations to which it is related". To make it simple, attitude can be defined as a mentality or direction to act in a particular way because of a person's both experience and personality. A person's attitude is trying to explain his or her behaviour. It combines personality, beliefs, values, behaviours and motivation in forming our attitudes. For example, when someone says, "He has a positive attitude toward work" and "He has a poor work attitude.", we can see the difference from the way they speak through their attitude. We are directly referring to their emotions and behaviours when we speak of someone's attitude. A person's attitude towards everything shows their point of view and personal opinion about how they feel about a topic like thoughts, emotions, and actions (Pickens, 2005). Attitude defines how people see situations, just like it defines how

people behave toward a situation or an object (Pickens, 2005). Attitudes help to evaluate a person or an object either with positive or negative reactions. For example: "I like John, he is the best of my co-workers". This showed that the attitude towards the person is more favourable. In negative situations, the example would be like "I dislike bossy people" or "Jane makes me angry". This attitude simply showed it was less favourable. Attitudes also help us to form our internal cognitions or beliefs and thoughts about people and objects such as "Jane should work harder" or "Sam does not like working in this department". More than that, our attitudes also cause us to behave in a particular way toward an object or person for example "I write clearly in patients' charts because it upsets me when I can't read someone else's handwriting". From this situation we can understand a person's behaviour can result in the feeling and belief components of attitudes from internal to a person (Pickens, 2005).

Influence of Attitude toward Advertising

In the aspect of advertising, "consumers' attitude is one of the most important dimensions according to research" (Bauer, Reichardt & Neumann, 2005). "A number of advertising studies also showed that the consumers who have a positive attitude may get easier to be persuaded by every advertisements" (Mehta, 2000; Spurgeon, 2005). "In contrast, if they have a negative attitude toward advertising they may not get persuaded at all" (Lee et al., 2006). Consumer's attitude toward advertising can be known as their general view toward advertisement (Bauer & Greyser, 1968, as cited in Chan et al., 2014). In a similar way, we can understand attitudes had influenced the behavior of consumers in exposure to an ad, favorable and purchase intention. "It is directly reflecting the human behavior toward advertising which involves the content and structure of the advertising" (Bruner & Kumar, 2000). "Consumer attitude toward advertising can be indicted through consumer's favorable or unfavorable response towards any advertisement" (Mackenzie & Lutz, 1989, as cited in Chan et al., 2014). This is because the exposure of advertising will "form either positive or negative attitudes toward the advertising" (Schiffman & Kanuk, 2000). According to Mehta (2000), consumer's attitude toward advertising is one of the most influential factors as consumers' cognitive ability towards the ads are reflected in their thoughts and feelings. This in turn will influence their attitude toward advertising as well (Mackenzie & Lutz, 1989, as cited in Chan et al., 2014).

Components of Attitude

Feeling, perception and behavior are the components of attitude. Generally, feeling is an emotional state, reaction, impression or mood (Keller, 1993, as cited in Chan et al., 2014). Therefore, attitude toward advertising tend to respond to advertising stimulus in a favorable or unfavorable manner at the time of exposure (Lutz, 1985, as cited in Chan et al., 2014). According to Solomon (2011), advertisements can produce a positive, optimistic feeling, such as joy, entertainment and so on. "Furthermore, he also stated that advertising can also generate warm feelings of friendliness, caring and hope" (Solomon, 2011). After mentioning the positive impact, now turn to the negative ones like offence, defiance and others which could produce from consumer's cognitive capacities (Mehta, 2000). "This can be explained the positive emotional response of consumers towards advertising is the best measurement or criteria of effective advertising because the purpose of creating advertisement is to form a favourable attitude in consumers towards the advertisement in order to stimulate their purchase intention". (Aaker & Stayman, 1990, as cited in Chan et al., 2014).

Purchase Intention

Purchase intention is associated with consumers' behaviour, perception and attitude. It is just like a key point for consumers during considering and evaluating of the product (Keller, 2001). According to Ghosh (1990, as cited in Jaafar et al., 2012), he stated that purchase intention is an important tool in determining consumers' purchase decision whether they will buy it or not. When their purchase intention gets attracted successfully, they are going to purchase a specific item under their will. However, purchase intention might be affected by many factors like the attitude towards product, attitude towards advertisement or attitude towards creativity and etc (Zeithaml, 1988, Grewal, 1998, as cited in Jaafar et al., 2012). According to Orasanu and Conolly (1993, as cited in Furaji et al., 2013), they define purchase intention as a series of cognitive operations performed consciously, which includes the elements from the environment in a specific time and place. The decision of purchase intention is considered as a situation that a person may wish to solve it within a specific environment (Narayan & Corcoran-Perry, 1997, as cite in Furaji et al., 2013).

The Role of Advertising in Purchase Intention

According to Jayachandran and Kaufman (2004), they explained the knowledge of the product plays an important role during purchase intention. Another research of Fung et al. (2004) revealed that consumer's feelings is attached with design and packaging of an ads. "Moreover, in company's point of view packaging or design build the good will of company and it also shows the quality of the product" (Dileep, 2006). "Another factor is the perceive value of purchase intention, which means the relationship between products and consumers" (Payne & Holt, 2001). "All in all, it concludes that the higher the perceived value resulting the higher the purchase intention" (Tung et al., 1994, as cited in Younus et al., 2015). "Perceived value of the product has different dimensions that are tangible and intangible" (Snoj et al. 2004). Petrick (2002) explained that with higher perceive may lead to purchase decision. "However, on the basis of product knowledge, consumers evaluate products and make decision" (Lin & Lin, 2007). According to the Tun Zong et al. (1994, as cited in Younus et al., 2015) that "purchase intention has positive affect with perceived value".

Creativity in Advertising

Advertising creativity are also considered a way of implicitly communicating the product quality (Dahlén et al., 2008). Advertising creativity usually refers to advertisements that communicate something novel yet relevant to the consumer (Smith et al., 2008). For example: creativity could refer to text, imagery or design of an ad that is considered disagreeable with the viewer. Relevance may refers to advertising if it makes sense for consumers, dissemination of advertising information or by providing their value, such as information or entertainment. "Previous studies of advertising creativity have predominately focused on traditional advertising effects such as attitude toward the advertisement and the advertised brand. However, recent research has linked advertising creativity to marketing signals (Dahlén et al., 2008; Rosengren & Bondesson, 2014) and also pitted advertising creativity against sales-driven advertising usually more common within both retailing research and practice" (Modig et al., 2014). One of the main goals of advertising is to create a favorable view for advertising products. There are several ways to reach this goal. Creativity in advertising is considered a mean to solve the problem. Daniel Lundqvist, a researcher in psychology and

the co-developer of the Swedish Awards for creative awards had said that creative thinking comes around when “there’s a goal set, but no known path to the goal” (Maree, 2012). To achieve the goal set, creativity in advertising mostly relies in three different strategies: Rebranding, Code-switching and Visual Communication.

Humour

Humour is defined as any communication that generates a ‘positive cognitive or affective response from listener’ (Crawford, 1994, as cited in Sen, 2012). According to Romero & Cruthirds (2006), they define humour as an amusing communications that produce positive emotions and cognitions in the individual, group or organization. Humour mainly could be understood as jokes and actions in spoken or written words which causes laughter or creates joy (Critchley & Nagai, 2002; Ritchie, 2004). Humour is widely present in every culture. In today’s world we can find sense of humour everywhere like newspaper, books, television, radio and etc. Humour is universally accepted because it contains persuasive effect, increases message linking and creates positive mood (Djambaska et al., 2016). Humour is powerful in attracting consumers’ attention and creates positive effect. Therefore, the use of humour in advertising has been widely increased (Dong-hun, 2009). In some ways, humour is still commonly used by advertisers to appeal emotions (Weinberger & Spotts, 1989, as cited in Venkatesh & Senthilkumar, 2015).

There are two categories of humour in advertising, that are low-complex and high-complex. The low-complex humour creates positive attitude on the advertisement, and not the brand. While high-complex humour is divided into two types, humour related to the brand, and humour unrelated to the brand. For the first type, the advantages of the products or services are blinded by the improper use of humour, and it is called vampire effect (Weinberger et al., 1995, as cited in Djambaska et al., 2016). For the second type, the humour attracts viewers’ attention, and directs them to the information about the brand. While attracts the viewers’ attention, but, distract them from the important information such as brand name, or product characteristics (Djambaska et al., 2016). On another hand, other study has found that humour creates positive affective response regardless of category or level (Pelsmacker & Geuens, 1996, as cited in Ford & Honeycutt, 1998).

In business perspective, advertising with humour is a lot more effective to increase the sales of the brand or services as compared to the non-humorous ads. It is more impactful when advertisement communicate its information and knowledge through humour. It attracts consumer’s attention by stimulating their interest, hence approving and selecting the product advertised (Venkatesh & Senthilkumar, 2015). Humour advertising does not only increase the liking of the advertisement, but also increase a more favourable attitude to stimulate consumers’ purchase intention. Consumers will build a good impression towards the product while unconsciously lead to consumer behaviour (Venkatesh & Senthilkumar, 2015). With these arguments, two hypotheses are proposed:

- H1: Humour in advertising significantly creates different customer’s attitude towards advertisements
- H2: Humour in advertising significantly creates different customer’s purchase intention
- H3: Attitude towards humour advertising significantly affects customer’s purchase intention

Code-switching

Code-switching refers to the mixing, by bilinguals or multi-linguals, of two or more languages in discourse, often with no change of interlocutor or topic (Poplack, 1980, as cited in Poplack, 2001). Code-switching also can be referred to the mixing of majority and minority language. It represents the language used by holding an internal country's political, cultural and economic power. The majority languages tend to be associated with more positive features than minority languages (Grosjean, 1982, as cited in Luna & Peracchio, 2005). One reason for this is that the negative attitude of the majority population has no power and prestige of the group and are used in all or part of this group. In turn, this typically amplified to such an extent that members of minorities have degraded even more and themselves are degraded by the dominant groups. Indeed, in some extreme cases, the minority group's attitudes toward their language are sometimes less favorable than the majority's attitudes. (Luna & Peracchio, 2005).

Code-switching is the alternate use of two languages in a fully grammatical way, within a single discourse, the same sentence or constituent (Smelser & Baltas, 2001; Poplack, 1980, as cited in Poplack, 2001). It combines two different words or languages and make it into a sentence, resulting in a mixed-language message (Luna, 2005). Code-switching influence bilinguals in the use of code-switched messages. It is utilized by bilinguals around the world. It also can be used in our daily interactions and communications between our friends and family, especially in advertising (Grosjean, 1982, as cited in Luna & Peracchio, 2005). During the codes-witching process, the foreign language has to adapt to the host's language morphologically and syntactically.

Another study showed the investigation of people's reaction towards the mixing of English in Chinese magazine advertisement. Results revealed that respondents positively view the use of English in Taiwanese ads (Chen, 2006). One of the interesting results of the study is that basic English words are often chosen by local copywriters to ensure intelligibility of the message. Another important finding is that the main motivation of the advertisers' use of code-switching is to attract readers' attention. With the above argument, we have proposed the following hypotheses:

- H4: Code-switching in advertising significantly creates different customer's attitude towards advertisements
- H5: Code-switching in advertising significantly creates different customer's purchase intention
- H6: Code-switching in advertising significantly affects customer's purchase intention

Visual Communication

Visual communication is any form of communication that conveys an idea through visual aid. In short, it means fully based on visual. There are many different types of visual communication like colors, signs, symbols, drawing, illustration, painting and etc (Oeilsj, 2011). Viewing or observing a visual is a combination of senses, choice and perception. Repetition of this action leads to higher knowledge and understanding. Hence, visual communication is an important element that affects attitude and purchase (Huxley, 1939, as cited in Oeilsj, 2011).

A creative visual communication in advertising can interpret, negotiate and make meaning from the information of a visual advertisement. Not only that, visual communication allow us to “read” and that meaning can be communicated through a process of reading. Attitude towards visual image construction symbolize an individual’s personal opinion as like or dislike (Lutz et al., 1983). Or we can say that an individual’s attitude toward purchase intention all comes from the personal impact of visual communication. To form a better understanding on the impact of visual communication, a study has been done by Seo (2010). The results from an experiment in Korea showed that the visual image, high context verbal communication can cause a favorable attitude and purchase intention toward the ad (Seo, 2010). The role of visual communication in advertising has started to convince the consumers and it increase the power of visualization towards the advertisers. With the above argument, we have proposed the following hypotheses:

- H7: Visual communication in advertising significantly creates different customer’s attitude towards advertisements
- H8: Visual communication in advertising significantly creates different customer’s purchase intention
- H9: Visual communication in advertising significantly affects customer’s purchase intention

Figure 1 shows the proposed framework for current study.

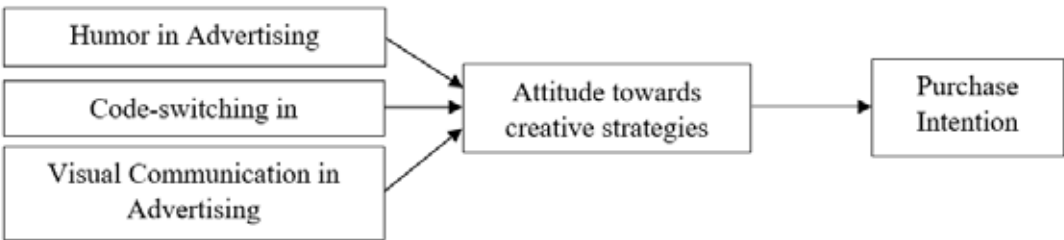


Figure 1: Proposed framework

Persuasion Theory

Persuasion is a process which people use messages to influence others. The process involves information dissemination, that focuses on influencing the receiver to the anticipated attitude and decision. It is an effort to shape decision making and change people’s mind (McGaan, 2010). Some people define persuasion as the process of trying to alter, modify or change the saliency of the values, wants, beliefs and action of others, social life is dominated by conscious or unconscious, forceful or tangential, attempts at persuasion (O’Shaughnessy & O’Shaughnessy, 2004). This is because the common beliefs and values help to get along with others and apply pressure in the end. If we understand things in the same way, there would simply be no point in communicating at all. In fact, as long as we transcend our common reaffirmation through mutual greetings, we are all in the realm of persuasion (Wilhelm Dilthey, 1911, as cited in O’Shaughnessy & O’Shaughnessy, 2004).

In the present study on persuasion theory, few common terms have special technical meanings that differ from daily uses. These terms may help to persuade the rhetorical analysis of the situation and design their messages effectively. First term is "Belief". In persuasion theory, "belief" refers to what people think is true or false. Just like when people say, "I believe in God", they are indicating that God exists is a fact in their beliefs. Second is "Value". "Value" refers to what people think is good or bad, right or wrong. When someone says "I value education", it means that person's education is good where it is right to pursue learning. Third, "Motive". "Motive" refers to the audience member's self-interest. Motive is the desire of all of us to bring positive results for ourselves and our friends and family. For example, "I want to make more money" or "I want my family to be safe", they are describing motives. The fourth persuasion term is "Attitude." "Attitude" refers to what people like or dislike, favor or oppose. If someone asks, "What is your attitude toward President Bush?" they want to know if you like or dislike, favor or oppose him (and his policies). The last persuasive term is "Behavior." "Behavior" means intentional action. The action can be either verbal (e.g. signing a petition, saying "I do.") or physical (e.g. wearing a seat belt) but it involves doing something. Frequently the ultimate goal of persuasion is to gain behavior from the receiver, although many persuasive messages represent only a small step toward that goal (Mcgaan, 2010).

Whenever we use evaluative language such as "I think the company's advertising is deceptive"; "I thought the movie was good"; "This is the best sports car on the market", it implied persuasion. It is same as when we say "You should do this", that is attempt to persuade. The same is true for all descriptions, explanations, predictions and prescriptions. Thus, any particular is given from all the possible descriptions of the given things, may or may not be the best induction agreement. We never know whether someone can be persuaded to buy in the absence of the most persuasive appeal, some part will be the description of the product. Likewise, unless it explained in the most persuasive way if not the explanation may be incorrect. Therefore, predictions only appear convincing if their basis is persuasive.

A persuasive advertising is always effective. An advertising that does not seek to persuade may missing an opportunity to compete with other persuasive advertisement because in a competitive situation those who persuade best are those most likely to win. Persuasion is always important, even where the competition is unusual. Supported by a message learning theory research, it is important to understand the effect of advertising whether is positive or negative because the more persuasive the advertisement the more people learn and remember from the advertisement. Consumers are persuaded by attention, comprehension, yielding and retention of the message (Hovland, 1953, as cited in Pam, 2013; Tan et al., 2018).

METHODOLOGY

This study employed a quantitative experiment with survey data collection method. A 2 x 3 factorial design is used for three strategies tested in this study (humour, code-switching and visual communication (Ary et al., 2013). The sample size was 120 respondents which were divided into two groups with 60 respondents in each group respectively (Group A and Group B). The sampling method used was random sampling by picking random number from the name list of undergraduate students in UCSI University South Wing Campus. Using SPSS software, data were analysed through independent T-test and Pearson correlation test.

Procedure

Both groups were presented with different stimuli; advertisements with treatment, and advertisements without treatment. Treatment here is the creative strategies studied here that are humour, code-switching and visual communication, as shown in Table 1. The advertisements used in this study are from Sedal, Nandos and McDonalds brands. Sedal brand advertisement was used for humour, Nandos brand advertisement was used for code-switching while McDonalds brand advertisement was used for visual communication. On the other hand, two different advertisements were used for each brands (2x3) for both treatment and non-treatment group. These three different brands were found potentially fit in this study.

Table 1: 2 x 3 factorial design

Creative Strategies	Advertisement	
	Treatment	Non-treatment
Humor	Ads 1	Ads 4
Code-switching	Ads 2	Ads 5
Visual Communication	Ads 3	Ads 6

Following this, respondents were required to answer a survey questionnaire. Variable attitude in the survey was adapted from Dianoux et al. (2014) while variable purchase intention was adapted from Jaafar et al. (2012) and Liew & Mohammad (2015).

Samples

Data was collected from 120 respondents, in which 53 are female, and 67 are male. Most of them are within age of 21-23 (57.5%). The respondents came from various ethnicities that are Malay (10.8%), Chinese (58.3%), Indian (18.3%) and others (12.5%).

FINDINGS

Hypothesis test (H1, H2 and H3) for Humour Strategy

Table 2 presents the independent test for H1. It shows the results of attitude towards advertisement with humor strategy. According to the table, there is a significant difference (T-value = 8.291, $p < 0.05$) in the scores of attitude for treatment group ($M = 17.183$, $SD = 3.466$) and non-treatment group ($M = 12.233$, $SD = 3.060$). Therefore, H1 is accepted in this study. This result also suggests that advertisements with humour treatment creates a better attitude towards the advertisement compared to the non humour advertisement.

Table 2: Independent T Test of attitude towards advertisement with humour strategy (n=120)

Group	N	Average Mean	Mean	SD	T value	Significant Value (p)	Mean Differences
Treatment	60	3.436	17.183	3.466	8.291	0.000	4.95
Non-treatment	60	2.446	12.233	3.060			

Table 3 presents the purchase intention of both treatment and non-treatment group. There is a significant difference (T-value = 5.836, $p < 0.05$) in the scores of purchase intention for treatment group ($M = 16.816$, $SD = 3.316$) and non-treatment group ($M = 13.383$, $SD = 3.125$). Therefore, H2 is accepted in this study. This result suggests that humour treatment advertisement creates a better score of purchase intention compared to the non humour advertisement.

Table 3: Independent T test of purchase intention for humor strategy advertisement (n=120)

Group	N	Average Mean	Mean	SD	T value	Significant value (p)	Mean Differences
Treatment	60	3.363	16.816	3.316	5.836	0.000	3.43
Non-treatment	60	2.676	13.383	3.125			

Table 4 shows a significant correlation between consumers’ attitude towards advertisements with humour and purchase intention ($p < 0.05$). Both groups have a positive moderate correlation of 0.724 (treatment) and weak 0.403 (non-treatment) towards purchase intention. This result suggests that positive attitude towards advertisements with humour leads to a higher the purchase intention, indicating that H3 is accepted.

Table 4: Pearson Correlation test between attitude towards humour and purchase intention (n=120)

Independent Variables (attitude towards humour)	Purchase Intention	
	R	Sig Value (p)
Treatment	0.724	0.000
Non-Treatment	0.403	0.001

Hypothesis test (H4, H5, H6) for code-switching strategy

Table 5 presents the independent test for H4. It shows the results of attitude towards advertisement with code-switching strategy for treatment and non-treatment group. According to the table, there is a significant difference (T-value = 5.267, $p < 0.05$) in the scores of attitude for treatment group ($M = 14.616$, $SD = 3.809$) and non-treatment group ($M = 11.433$, $SD = 2.720$). This result indicates that H4 is accepted. The advertisements with code-switching treatment creates a better attitude towards the advertisement compared to the non-treatment advertisement

Table 5 : Independent T Test of attitude towards advertisement with code-switching strategy (n=120)

Group	N	Average Mean	Mean	SD	T value	Significant Value (p)	Mean Differences
Treatment	60	2.923	14.616	3.809	5.267	0.000	3.18
Non-treatment	60	2.286	11.433	2.720			

Table 6 presents the purchase intention score of both treatment and non-treatment group of code switching advertisement. There is a significant difference (T-value = 4.400, $p < 0.05$) in the scores for treatment group ($M = 14.083$, $SD = 3.542$) and non-treatment group ($M = 11.616$, $SD = 2.511$); indicating H5 is accepted in this study. This result also suggests that purchase intention among respondents who received code-switching advertisement treatment is higher than non-treatment group.

Table 6: Independent T Test of purchase intention score for code-switching strategy advertisement (n=120)

Group	N	Average Mean	Mean	SD	T value	Significant Value (p)	Mean Differences
Treatment	60	2.816	14.083	3.542	4.400	0.000	2.46
Non-treatment	60	2.323	11.616	2.511			

Table 7 shows a significant result from Pearson Correlation in investigating the correlation between consumer's attitude towards advertisements and purchase intention ($p < 0.05$). Both groups have a positive strong correlation of 0.803 (treatment) and moderate 0.553 (non-treatment) towards purchase intention. This result indicates that positive attitude towards advertisements with code-switching strategy leads to a higher purchase intention, H6 is supported.

Table 7: Pearson Correlation test between attitude towards advertisement with code-switching strategy and purchase intention (n=120)

Independent Variables	Purchase Intention	
	R	Sig Value (p)
Attitude		
Treatment	0.803	0.000
Q	0.553	Q
Q	Q	
	Q	Q

Hypothesis test (H7, H8, H9) for visual communication strategy

Table 8 presents the independent T-test for H7. It shows the results of attitude towards advertisement for both treatment (advertisement with visual communication strategy) and non treatment group (without visual communication strategy). According to the table, there is a significant difference (T-value = 3.069, $p < 0.05$) of attitude among the treatment group ($M = 16.200$, $SD = 3.171$) and non-treatment group ($M = 14.600$, $SD = 2.498$). This result suggests that advertisements with visual communication strategy treatment creates a better attitude towards the advertisement than non-treatment advertisement, indicating H7 is accepted in this study.

Table 8: Independent T Test of attitude towards advertisement with visual communication strategy (n=120)

Group	N	Average Mean	Mean	SD	T value	Significant Value (p)	Mean Differences
Treatment	60	3.240	16.200	3.171	3.069	0.003	1.60
Non-treatment	60	2.920	14.600	2.498			

Table 9 presents the purchase intention of both treatment and non-treatment group. There is no significant difference ($p > 0.05$) of purchase intention for both treatment group ($M = 15.833$, $SD = 3.335$) and non-treatment group ($M = 14.933$, $SD = 2.399$), indicating H8 is failed to be supported in this study. This result suggests that advertisement with visual communication strategy does not significantly create any better impact on purchase intention than an advertisement without visual communication strategy.

Table 9: Independent T Test of purchase intention score for visual communication strategy advertisement (n=120)

Group	N	Average Mean	Mean	SD	T value	Significant Value (p)	Mean Differences
Treatment	60	3.166	15.833	3.335	1.697	0.092	0.90
Non-treatment	60	2.986	14.933	2.399		0.093	

Table 10 shows a significant result from Pearson Correlation in investigating the correlation between consumers' attitude towards advertisement with and without visual communication strategy and their purchase intention ($p < 0.05$). Both groups have a significant positive moderate correlation of 0.636 (treatment) and weak 0.459 (non-treatment) towards purchase intention. This result indicates that positive attitude towards advertisements with visual communication strategy leads to a higher purchase intention, H9 is supported.

Table 10: Pearson Correlation test between attitude towards advertisements with visual communication strategy and purchase intention (n=120)

Independent Variable	Purchase Intention	
	R	SIG VALUE (p)
Attitude		
Treatment	0.636	0.000
Non Treatment	0.459	0.000

Purchase Intention for Advertisement With and Without Creative Strategies

Table 11 presents a significant result from independent t test in investigating the difference of purchase intention between treatment and non-treatment group ($p < 0.05$). According to the table, there is a significant difference (T-value = 7.264, $p < 0.05$) of purchase intention for treatment group ($M = 46.766$, $SD = 7.481$) and non-treatment group ($M = 38.000$, $SD = 5.605$). This result indicates that treatment group (advertisements with create strategies of humour,

code-switching and visual communication) has a higher purchase intention compared to non-treatment group.

Table 11: Independent T Test of Purchase Intention rate between Treatment & Non-treatment group (n=120)

Group	n	Mean	SD	T value	Significant Value (p)	Mean Differences
Treatment	60	46.766	7.481	7.264	0.000	8.766
Non-treatment	60	38.000	5.605			

Table 12 presents a significant result from regression test in investigating the relationship between three creative strategies (humour, code-switching, visual communication) of consumers' attitude towards advertisements and purchase intention ($p < 0.05$). Among the 3 strategies, code-switching (.430) has the highest contribution to purchase intention, followed by humor (.356), and visual communication (.290). This result indicates that positive attitude towards advertisements with code-switching strategy leads to a highest purchase intention.

Table 12: Regression test between the three creative strategies and purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	8.198	2.146		3.820	.000
Humor	.688	.113	.356	6.108	.000
Code-switching	.930	.121	.430	7.661	.000
Visual Communication	.776	.148	.290	5.248	.000

DISCUSSION

The objectives of this paper are to study the role of creative strategies in online advertising affects consumers' attitude towards advertisements and purchase intention and to determine which strategy is the most effective in this study. This study has shown that there is a significant impact of creative strategies (humor, code-switching & visual communication) on attitude towards advertisements and purchase intention with three different brands of online advertisements namely Sedal, Nandos and McDonalds. These three advertisements were set to test the creative strategies among the treatment and non-treatment group. Results showed the treatment group has a higher score of attitude and purchase intention compared to the non-treatment group.

The results found in the current study are in line with the previous studies by Ford and Honeycutt (2015), indicated that humour strategy in advertisements has an impact in affecting consumers' attitudes and purchase intention compared to a non-strategy advertisement. In other words, a positive attitude that is evoked by the humour advertisement influences the purchase intention among consumers. However, humour in advertisement also leads

to negative impact on consumer's attitude when it is not focused on the brand and product advertised (Djambaska et al., 2016).

For code-switching strategy which contains multilingual in the advertisement, the researcher used the advertisement that included both Bahasa Malaysia (minority language) and majority language (English) for treatment group, and only Bahasa Malaysia slogan for the non-treatment group in this study. The results revealed that this type of strategy can effectively change the consumers' attitudes and purchase intention towards the product. Similar research carried out by Luna and Peracchio (2005) showed that the changing of wording from the minority language to the majority language can effectively boost the product evaluation compared to the changing of wording from majority language to the minority language as this strategy affect the attitudes and purchase intention of the consumers. Similar as previous research in China, Phillipines and France, bilingual language combining the culture's language and English is a good creative strategy that portrays the intellectuality and social identity which leads to favourable emotion and image. Hence, favourable behaviour including product purchase and vote for a politician (Chen, 2006; Gochecho, 2013; Tajolosa, 2013).

This study has also shown a significant positive result for the visual communication strategy in the advertisement in affecting the consumers' attitudes and purchase intention, which in line with the study of Won (2010), indicated that high context verbal communication with a creative visual image can effectively lead to the positive attitude and increase the consumers' purchase intention. By providing consumers an attractive image of the product and bigger font size in the advertisement provides more positive attitudes towards the product and higher purchase intention compared to an advertisement that with a plain text and without any image (Kumar & Al-Zubaidi, 2014; Wang, Cheng & Chu, 2013). Literature has also identified the importance of visual rhetoric in crating a connontative meaning in consumer's mind, enhancing the effectiveness of communication process (Koksal, 2013). Some consider it as manipulative, yet persuasive and effective (Bulmer & Buchanan-Oliver, 2006). It contributes to creating an anticipated emotion by showing the most convincing sales information (Leape, 2004).

IMPLICATIONS

There are two types of implications concluded from this study; practical and theoretical. Practically, this study identifies the best creative strategies for fast moving consumer goods (FMCG) and food and beverage (F&B) categories. They are visual communication, code-switching and humour. From this study, it is found that advertisements with these strategies create favourable attitude and purchase among the consumers. Visual is important to portray the physical of the product, and impart positive feeling from it's attractive design.

While code-switching is suitable in Malaysia due to cross-cultural factor. Using the usual slang or common conversational language including mix of native language (Malay) and English leads to a faster understanding of the message among the consumers. However, an application of this strategy needs a consideration of the education level of the target audience. This strategy is effective when the target audience has a higher level of understanding of both languages (Hughes et al., 2006). Meanwhile, humour is known to be suitable for a low involvement product categories including both FMCG and F&B products. Using humour in an advertising creates favourable feeling towards a brand, and better brand recall. Thus lead to product purchase.

Theoretically, this study has clarified the applicability persuasion theory to study the effect of creative strategy on purchase intention. In this study, researcher has used persuasion theory as a guideline to complete this study. Persuasion uses information and messages to influence others. This theory has helped researcher to study on the creativity that can persuade consumers in order to affect their purchase intention. Each strategy has worked different ways to convey the information from the ads to increase their desires to purchase. According to Mr. Hovland's "Message Learning Theory" (1953, as cited in Pam, 2013), it is important to understand the effect of advertising whether it is positive or negative because the more persuasive the advertisement is, the more people learn and remember from the ad (Tan et al., 2018). By using persuasion theory, it helps researcher to get a positive value and to relate with better results of attitude towards advertisement and purchase intention.

LIMITATIONS AND RECOMMENDATIONS

There were few limitations found in this study. One of the limitations of this study was the generalizability. This study was collected data from only one faculty (Faculty of Social Sciences and Liberal Arts) in south wings of UCSI University. FOSSLA's students are knowledgeable in social sciences and liberal arts but these are still not enough generalizability to conduct this study. It is unavoidable to have minor inaccurate as they are still undergraduate students but not professionals. To improve this study, this experiment should be conducted in a bigger population with more diversity as it can provide a wider possibilities to get a better results in this questionnaires.

Another limitation is the different perspective of attitude towards the advertisements. Participants from different major might have different dimensions of attitude. There is no standard to measure their attitude to define creativity that has been done by the researcher to conduct in this study. Therefore, it limits the study as respondents have different background of attitude to answer the questionnaire in this study. As we know in Malaysia advertising's industry, the cultural sensitivity limits advertising creativity. This limitation is related to the conflicts of religions. The advertising rules and regulations are heavily influenced by the Islamic values. Therefore, researcher have to be mindful in selecting advertisements in order to avoid the cultural values' clash.

CONCLUSION

The proliferation of brands, online platforms and niche consumer market have contributed to the limitation of online advertisements being noticed and viewed. Moreover the next steps of product purchase, evaluation and repetition as in the consumer behaviour process model. This difficulty is possibly solved with an application of creative strategies in the online advertisements. Three creative strategies that are humour, code-switching and visual communication create favourable attitude towards a brand, and lead to purchase intention among consumers. Code-switching based on the locality has the most impact on consumers emotion and purchase as this leads to their understanding of the advertisement.

REFERENCES

- Ary, D., Jacobs, L. C., Irvine, C. K. S., & Walker, D. (2013). *Introduction to research in education*. Belmont, CA: Cengage Learning.
- Bauer, H. H., Reichardt, T., Barnes, S. J., & Neumann, M. M. (2005). Driving consumer acceptance of mobile marketing: A theoretical framework and empirical study. *Journal of Electronic Commerce Research*, 6(3), 181–192.
- Blackwell, R. D., Miniard, P. W., Engel, J. F. (2006). *Consumer behavior*. Mason, OH: South-Western Pub.
- Bruner, G. C. & Kumar, A. (2000). Web commercials and advertising hierarchy-of-effects. *Journal of Advertising Research*, 40 (1-2), 35–42. <https://doi.org/10.2501/JAR-40-1-2-35-42>.
- Bulmer, S., & Buchanan-Oliver, M. (2006). Visual rhetoric and global advertising imagery. *Journal of Marketing Communications*, 12 (1), 49–61. <https://doi.org/10.1080/13527260500289142>.
- Chan, M. L., Chee, H. L., Chin, S. P., & Sim, G. X. (2014). *Consumers' attitude towards online advertising: the study on informational responses* (Bachelor thesis, Universiti Tunku Abdul Rahman, Kuala Lumpur, Malaysia). Retrieved from http://eprints.utar.edu.my/1348/1/Consumer_s_attitude_towards_online_advertising_the_study_of_.pdf.
- Chen, W. C. (2006). The mixing of English in magazine advertisements in Taiwan. *World Englishes*, 25 (3-4), 467–478. <https://doi.org/10.1111/j.1467-971X.2006.00467.x>
- Critchley, S. (2002). *On humour*. London & New York: Routledge.
- Critchley, H. D., & Nagai, Y. (2012). How emotions are shaped by bodily states. *Emotion Review*, 4 (2), 163–168. <https://doi.org/10.1177/1754073911430132>.
- Dahlén, M., Rosengren, S., & Törn, F. (2008). Advertising creativity matters. *Journal of Advertising Research*, 48 (3), 392–403. <https://doi.org/10.2501/S002184990808046X>.
- De Run, E. C., Butt, M. M., Fam, K. S., & Jong, H. Y. (2010). Attitudes towards offensive advertising: Malaysian Muslims. *Journal of Islamic Marketing*, 1 (1), 25–36. <https://doi.org/10.1108/17590831011026204>.
- Dianoux, C., Linhart, Z., & Vnoucková, L. (2014). Attitude toward advertising in general and attitude toward a specific type of advertising-A first empirical approach. *Journal of Competitiveness*, 6(1), 87–103. <http://doi.org/10.7441/joc.2014.01.06>.
- Djambaska, A., Petrovska, I., & Bundaleska, E. (2016). Is humor advertising always effective? Parameters for effective use of humor in advertising. *Journal of Management Research*, 8 (1), 18–36. <https://doi.org/10.5296/jmr.v8i1.8419>.
- Dong-Hun, L. (2009). Six trends in advertising: Analysis of successful TV commercials. *SERI Quarterly*, 2(3), 103–109.
- Ford, J. B., Honeycutt, E.D.J. (Eds.). (1998). *Proceedings of the 1998 Academy of Marketing Science (AMS) Annual Conference*. London: Springer.
- Furaji, F., Łatuszyńska, M., Wawrzyniak, A., & Wąsikowska, B. (2013). Study on the influence of advertising attractiveness on the purchase decisions of women and men. *Journal of International Studies*, 6 (2), 20–32.
- Fung, R. Y., Chong, S. P., & Wang, Y. (2004). A framework of product styling platform approach: Styling as intangible modules. *Concurrent Engineering*, 12 (2), 89–103. <https://doi.org/10.1177/1063293X04044381>.

- Gocheo, P.M. (2013). Code –switching in television-mediated political campaign ads in the Philippines. *Philippine ESL Journal*, 10, 30–56.
- Hughes, C. E., Shaunessy, E. S., Brice, A. R., Ratliff, M. A., & McHatton, P. A. (2006). Code switching among bilingual and limited English proficient students: Possible indicators of giftedness. *Journal for the Education of the Gifted*, 30 (1), 7–28. <https://doi.org/10.1177/016235320603000102>.
- Jaafar, S. N., Lalp, P. E., & Naba, M. M. (2012). Consumers' perceptions, attitudes and purchase intention towards private label food products in Malaysia. *Asian Journal of Business and Management Sciences*, 2 (8), 73–90.
- Jayachandran, S., Hewett, K., & Kaufman, P. (2004). Customer response capability in a sense- and-respond era: the role of customer knowledge process. *Journal of the Academy of Marketing Science*, 32 (3), 219–233. <https://doi.org/10.1177/0092070304263334>.
- Keller, K. L. (2001). Building customer-based brand equity: A blueprint for creating strong brands (pp. 3–27). Cambridge, MA: Marketing Science Institute.
- Köksal, F. N. (2013). The role and usage of visual rhetoric in advertising. *Online Journal of Communication and Media Technologies*, Special Issue, 78–79.
- Kordnaeij, A., Askaripoor, H., & Bakhshizadeh, A. (2013). Studying affecting factors on customers' attitude toward products with halal brand (case study: Kuala Lumpur Malaysia). *International Research Journal of Applied and Basic Sciences*, 4 (10), 3138–3145.
- Kumar, D. (2006). Role of packaging in marketing product and organization [White paper]. Morocco: Mohammed VI Polytechnic University.
- Kumar, K., & Al-Zubaidi, A. M. O. (2014). Role of visual communication in advertising: a study of consumer purchase decision making behavior. *Online Journal of Art and Design*, 2(3), 37–49.
- Leape, L. L. (2004). Human factors meets health care: the ultimate challenge. *Ergonomics in Design*, 12 (3), 6-12. <https://doi.org/10.1177/106480460401200303>
- Lee, J., Park, D. H., & Han, I. (2006). *The effect of site trust on trust in the sources of online consumer review and trust in the sources of consumer endorsement in advertisement*. PACIS 2006 proceedings, 27, 210–221.
- Liew, Y. S., & Mohammad, F. (2015). Conceptualising consumers' purchase intention towards online group buying. *Global Journal of Business and Social Science Review*, 3(1), 357–366.
- Limbu, Y. B., Huhmann, B. A., & Peterson, R. T. (2012). An examination of humor and endorser effects on consumers' responses to direct-to-consumer advertising. *International Journal of Pharmaceutical and Healthcare Marketing*, 6(1), 23–28. <https://doi.org/10.1108/17506121211216888>
- Luna, D., & Peracchio, L. A. (2005). Advertising to bilingual consumers: The impact of code-switching on persuasion. *Journal of Consumer Research*, 31(4), 760–765. <https://doi.org/10.1086/426609>
- Lin, N. H., & Lin, B. S. (2007). The effect of brand image and product knowledge on purchase intention moderated by price discount. *Journal of International Management Studies*, 2 (2), 121–132.
- Malaysia Communications and Multimedia Commission. (2009). Advertising development in Malaysia (Catching Eyeballs in Changing Media). *Malaysia Communications and Multimedia Commission*. Retrieved from https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/Ad_Dev_Malaysia_compressed.pdf

- Maree, A. M. (2012). The impact of advertising creativity on purchasing intentions (Unpublished Master thesis). *Cairo University, Cairo*. <https://silo.tips/download/the-impact-of-advertising-creativity-on-purchasing-intentions-cairo-university>.
- McGaan, L. (2012, Oct 3). Introduction to Persuasion. *Manmouth College*. http://department.monm.edu/cata/saved_files/Handouts/PERS.FSC.html.
- Mehta, A. (2000). Advertising attitudes and advertising effectiveness. *Journal of Advertising Research, 40* (3), 67–72. <https://doi.org/10.2501/JAR-40-3-67-72>.
- Modig, E., Dahlén, M., & Colliander, J. (2014). Consumer-perceived signals of ‘creative’ versus ‘efficient’ advertising: Investigating the roles of expense and effort. *International Journal of Advertising, 33*(1), 137-154. <https://doi.org/10.2501/IJA-33-1-137-154>.
- Oeil, S. J. (2011, February 18). Visual communication and its role in advertising. *Hello, I'm Oeil*. <https://oeilsj.wordpress.com/2011/01/25/visual-communication-and-its-role-in-advertising/>
- Shaugnessy, J. & O. Shaugnessy, N. (2004). *Persuasion in advertising*. New York: Routledge.
- Pam, M. S. (2013, April 7). Message-learning approach. *Psychology Dictionary*. <https://psychologydictionary.org/message-learning-approach/>.
- Payne, A., & Holt, S. (2001). Diagnosing customer value: integrating the value process and relationship marketing. *British Journal of Management, 12*(2), 159–182. <https://doi.org/10.1111/1467-8551.00192>.
- Petrick, J. F. (2002). Experience use history as a segmentation tool to examine golf travellers & satisfaction, perceived value and repurchase intentions. *Journal of Vacation Marketing, 8* (4), 332–342. <https://doi.org/10.1177/135676670200800404>.
- Pickens, J. (2005). Attitudes and perceptions. Barkowski, N. (Eds.), *Organizational behavior in health care*. (pp. 43–75). Sudbury, MA: Jones and Bartlett Publishers.
- Poplack, S. (2001). Code-switching (Linguistic). In N. J. Smelser & P. B. Baltes (Eds.), *International encyclopedia of the social and behavioral sciences* (1st ed., pp. 2062-2065). Amsterdam: Elsevier Science. <https://doi.org/10.1016/B0-08-043076-7/03031-X>.
- Ritchie, G. (2004). *The linguistic analysis of jokes* (1st ed). London: Routledge. <https://doi.org/10.4324/9780203406953>.
- Romero, E. J., & Cruthirds, K. W. (2006). The Use of Humor in the Workplace. *The Academy of Management Perspectives, 20* (2), 58–69. <https://doi.org/10.5465/AMP.2006.20591005>.
- Rosengren, S., & Bondesson, N. (2014). Consumer advertising as a signal of employer attractiveness. *International Journal of Advertising, 33* (2), 253–269. <https://doi.org/10.2501/IJA-33-2-253-269>.
- Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer behavior* (7th ed.). New York: Prentice Hall.
- Sen, A. (2012). Humour analysis and qualitative research. *Social Research Update, 63*, 1-4.
- Seo, W. J. (2010). *Understanding the impact of visual image and communication style on consumers' response to sport advertising and brand: A cross-cultural comparison*. (Unpublished Doctoral dissertation), University of Texas at Austin, USA. Retrieved from University of Texas Libraries <https://repositories.lib.utexas.edu/handle/2152/ETD-UT-2010-08-1829>.
- Shanthi, P., & Thiagarajan, S. (2013). Research sequential relationship of appeal, attitude, ethical judgement and purchase intention: A SEM analysis. *Global Journal of Management And Business Research, 13*, (14), 10–17.

- Solomon, M. R. (2011). *Consumer behavior: Buying, having, and being* (12 th ed.). New Jersey: Pearson College Division.
- Smelser, N. J., & Baltes, P. B. (2001). *International encyclopedia of the social & behavioral sciences* (Vol. 1). Amsterdam: Elsevier Science.
- Smith, R. E., Chen, J., & Yang, X. (2008). The impact of advertising creativity on the hierarchy of effects. *Journal of advertising*, 37 (4), 47–62. <https://doi.org/10.2753/JOA0091-3367370404>.
- Snoj, B., Korda, A. P., & Mumel, D. (2004). The relationships among perceived quality, perceived risk and perceived product value. *Journal of Product & Brand Management*, 13 (3), 156–167. <https://doi.org/10.1108/10610420410538050>.
- Spurgeon, C. (2005). Losers and lovers: Mobile phone services advertising and the new media consumer/producer. *Journal of Interactive Advertising*, 5 (2), 47–55. <https://doi.org/10.1080/15252019.2005.10722101>.
- Stone, G., Besser, D., & Lewis, L. E. (2000). Recall, liking, and creativity in TV commercials: A new approach. *Journal of Advertising Research*, 40 (3), 7–18. <https://doi.org/10.2501/JAR-40-3-7-18>.
- Tajolosa, T. D. (2013). Motivations for code-switching in advertising and the construction of Consumers' Multiple Identities: the case of Philippine TV commercials. *Philippine ESL Journal*, 11, 48–84.
- Venkatesh, S., & Senthilkumar, N. (2015). Effectiveness of humor advertising on advertising success. *International Journal of Management and Social Science Research Review*, 1 (9), 171–179.
- Wang, J. S., Cheng, Y. F., & Chu, Y. L. (2013). Effect of celebrity endorsements on consumer purchase intentions: Advertising effect and advertising appeal as mediators. *Human Factors and Ergonomics in Manufacturing & Service Industries*, 23 (5), 357–367. <https://doi.org/10.1002/hfm.20336>.
- Weilbacher, W. M. (2003). How advertising affects consumers. *Journal of Advertising Research*, 43 (2), 230–234.
- Wilson, J. A., & Liu, J. (2011). The challenges of Islamic branding: navigating emotions and halal. *Journal of Islamic Marketing*, 2 (1), 1759–1833. <https://doi.org/10.1108/17590831111115222>.
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the factors affecting customer purchase intention. *Global Journal of Management and Business Research*, 15 (2), 8–13.
- Zauner, A., Koller, M., & Hatak, I. (2015). Customer perceived value—Conceptualization and avenues for future research. *Cogent Psychology*, 2 (1), <https://doi.org/10.1080/23311908.2015.1061782>.
- Zenith. (2015, May 11). Google strengthens its position as world's largest media owner. *Zenith Media*. Retrieved from: <https://www.zenithmedia.com/google-strengthens-position-worlds-largest-media-owner-2/>.