

Empirical Investigation of Online Advertisement and Consumer Buying Intention in Restaurant Industry

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Abstract

This research aims to unravel the intricacies of factors impacting consumer buying intentions towards online advertisements. The study leans on a digital platform, deploying a survey disseminated through the Facebook group "SWOT" and garnering responses from approximately 195-200 participants of diverse ages and genders by using smart PLS to interpret the empirical data. Findings suggest that online advertising significantly affects consumer buying behavior within the restaurant industry. Factors such as perceived commercial reliability, communication demand, interactivity, and response toward ads have been pinpointed as substantial influencers on consumption patterns. Furthermore, the research also investigates the association between intent and behavior, unveiling nuanced insights into the participant's experiences and motivations to engage in online purchases. The insights derived from this study provide a foundational understanding for marketers and businesses in the restaurant industry to discern the pivotal role of online advertising in shaping consumer purchase intentions and satisfaction. It can serve as a guidepost to sculpt online advertising strategies, especially concerning customer engagement and communication.

Keywords: Online Advertisement, Consumer Buying, Consumer Intentions, Advertisement.

Introduction

The past few years have been about the internet and digitalization. The Internet is a critical part of online advertisement (Ishizaka et al., 2023). The Internet has given customers more access and control in retrieving material on the goods and services they are interested in it (Y. et al., 2011). Online advertisement expenditure and the customers' time consumed on social media are the reasons behind consumers' buying intentions (Souiden et al., 2017). Firms set aside a budget to make and run online ads to promote their brands and products/services (Nuseir et al., 2023).

The Internet has taken over the world, replacing conventional forms of communication and media, and has become our primary source of information (Morris et al., 2003). The Internet has become vital to consumers and paved the way for marketing strategies (Prasad et al., 2001; Hanafizadeh & Behboudi, 2012). In 1999, the Foreign Agricultural Service GAIN stated that around 11 million people in Pakistan eat out daily (Ghoury et al., 2011).

Online advertising can be targeted precisely as advertisers can eliminate people based on age, demographics, location, and language. The effectiveness of a campaign can also be measured using Google Analytics through stats and data. The cost-benefit analysis takes a few strokes on the keyboard (Tiwary, 2016). This research will focus on social media marketing. With over a million consumers daily, platforms like Facebook and Twitter become popular marketing outlets (Haque, Khan, & Mubarik, 2023). Almost 80% of the firms use LinkedIn for hiring new employees

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(Tiwary, 2016). Internet use in the restaurant industry has also taken hold; choosing what a customer wants to eat at what price and specific delivery time can all be done using the Internet (Jamil et al., 2023)

Social media is becoming a customer relationship management tool nowadays as Facebook gives an outstanding opportunity to a business by keeping the customer engaged using fresh content (Aguirre et al., 2023). Our main idea is to understand how online advertisements create the structure or build the steps in consumers' minds. The industry chosen is the restaurant industry, as in Karachi.

Also, to mention that consumer purchasing purpose means readiness to purchase any goods or service (Khan, Anwar, & Qabool, 2023). It may be considered a traditional marketing forecast contribution to determine the influence of customers' spending patterns and what is trendy and in demand (Shih et al., 2015).

Problem Statement

We aim to review consumers' current situation and how their purchasing intention differs and persuade them more (Jiang et al., 2023) Customer intention is unpredictable, especially in the restaurant industry, so we want to see how online advertising impacts purchasing decisions. Online advertising is cheaper nowadays. It serves as a critical instrument in creating awareness and in the minds of potential consumers to make eventual purchase decisions. Social media is preferred because it is easier to communicate and it is immediate (Khan, Badar, Khan, & Zaman). These have taken over as the primary medium of communication that firms and corporations must use to interact with consumers effortlessly. It connects with customers, increasing brand awareness and boosting leads and sales (Khan et al., 2023).

Research Objectives

- To evaluate a constructive link between perceived advertisement credibility and consumer purchasing intention.
- To shed light on message appeal impacts on consumer purchasing intention.
- To measure if the interactivity increases, the purchase intention will increase proportionally.
- To dig out the role of attitudes that advertisement significantly impacts buying behavior.

Literature Review

The article revealed that Korean consumers found information experience and other experiences, such as entertainment, have an optimistic effect on public commitment. However, there has yet to be a significant impact on the purchase intention through SNS brand community commitment. (Wang et al., 2019). The article discusses social commerce and offers a new prototype to cultivate our thoughts on social business using a PLS-SEM practice to examine the model (Khan, Hyder, & Rasheed, 2023). The outcomes of this test display that Web 2.0 uses are appealing to the audience, making it possible to connect and also produce material on the Internet (Hajli, 2015).

The researchers publicized a medicine for cold and flu as an epitome of over-the-counter (OTC) invention using Facebook marketing. The data was then examined, and they concluded that the biggest reason for the E-WOM was partaking and involving their social circles (Mekawie & Hany, 2016).

The article highlights the phenomena of internet shopping, and findings also revealed that the purchase intention positively influences virtual spending patterns (Lim et al., 2016). The main objective of the research is to find the changes in product characteristics, product connection, word

of mouth (WOM), and buying intent towards online shopping. The findings concluded that word of mouth from the Internet does not primarily positively affect the buying aim (Lee et al., 2017). The study aims to discover ads' ability to shape consumers' buying intent on Facebook in 2013. The significant outcomes of the research showed that college-going young adults had the most positive outlook on social media marketing and the non-traditional form of advertising (Moore, 2016). The article highlights our topic about the Restaurant industry that Subway used social media to influence consumer purchasing intentions. Khan et al., (2023) explored the examination paper reveals Subway's changing ad battle subjects, different execution styles, and how Subway effectively applies the double adjustment technique in worldwide markets using web-based social networking groups Facebook and Twitter (Bodi, 2015). This article examines the Attitude of Youth towards Online Advertising and its Influence on their Buying Intentions (Cha, 2009). Roused by the intensity of certain sorts of online networking (for example, Facebook) to connect with clients in virtual connections, different organizations, and administrations have looked for approaches to get involved in the 'individuals' web" and to use the "preferences, 'offers and "remarks" for their expectations (Khan et al., 2023) in any case, promoters are moving from push publicizing to trust-based publicizing. Publicists create WOM through Facebook, which positions Facebook advertising as a powerful method to achieve goals (Battista et al., 2021) for purchasers. Studies have shown that online advertisement impacts consumers' purchasing intention and repurchase. It is successful when consumers have a sturdier aim to buy merchandise when they reply positively to a commercial about a creation (Busen et al., 2016). There are numerous methods for marketing items. With the progression of time, innovation is assuming control in this way, making new ways and strategies to publicize an item progressively proficiently and groundbreakingly (Khan et al., 2023). The main reason for this exploration paper was to look at the effects of guerrilla marketing on customers' purchasing conduct in refreshment businesses in Karachi, Pakistan (Khan, Rashid, Rasheed, & Amirah, 2023). The respondents' reactions were obtained both electronically and physically (Khan et al., 2023). Based on discoveries, it has been inferred that guerrilla marketing positively affects shoppers' purchasing conduct in refreshment businesses. The paper assists with seeing how to buy expectations are regularly estimated and utilized by advertising directors to contribute to choices about new and existing items and administrations. Buy aims are related and foresee future deals, yet do so defectively (Khan, Zaman, Shah, & Anwar, 2023). This audit offers knowledge on how to gauge deals from buy aims measures and why buy aims do not generally convert into sales (Vicki, 2012). The paper is an endeavor to look at the scope of web-based life on the web and the purchasing choices of the purchaser. (Sree, 2019). Brand awareness was found to affect clients' mentalities toward online networking publicizing, which thus impacts their conduct reactions toward web-based life promoting and ensuing buy aims toward extravagance items. (Kamal et a., 2013).

Table 1 Theories and Major Contributions

Planned Behavior (TPB) theory states that the intention is to buy with limited attitude, normal behavior, and perceived behavioral control. These three factors predict the purpose and the subsequent ones that predict behavior.

Ajzen, 1991

The philosophy of Logical Action focuses on examining the significance of current outlooks before the executive process. The basis of the model suggests that customers behave ethically depending on their intentions to make or achieve a specific outcome. (Martin Fishbein and Icek Ajzen (1960))

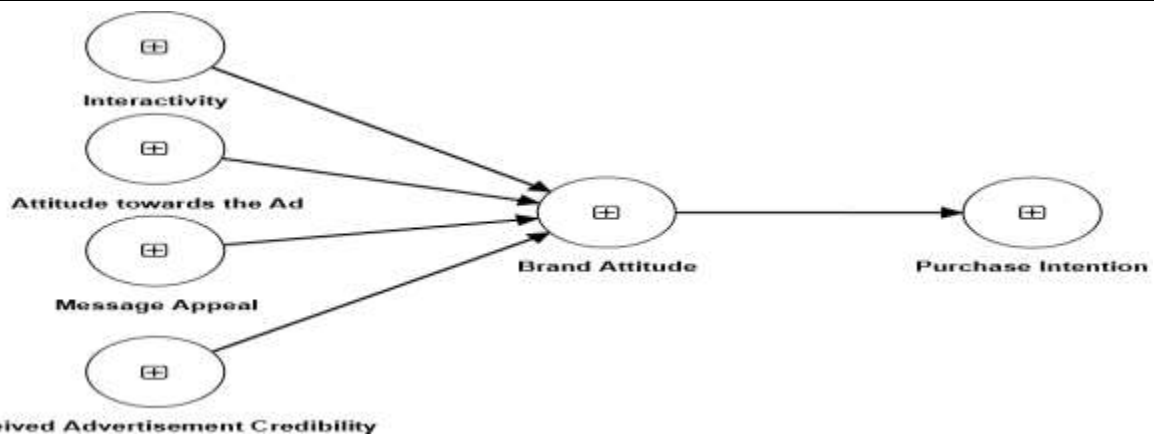
Instinct acquisitions are motivated mainly by outside incentives and likely unrelated to old-fashioned administration.

Hawkins Stern

Research Gap

Our research focuses on bridging the knowledge gap regarding the role of online advertisements in the restaurant industry. We aim to understand the level of impact these advertisements have, as well as the influence of factors such as message appeal, interactivity, credibility, and brand attitude on consumer perceptions. Our study contributes to advancing knowledge in the field and informs effective advertising practices in the evolving digital landscape of the restaurant industry.

Table 2 Theoretical Framework



Research Methodology

Research Design

The data type we will pursue for this research is quantitative research, as it will be based on past and current literature. We are using this research to quantify the data and to know the exact percentage of people who are well aware of e-advertisement to see how it changes the intentions and buying of people in the restaurant industry and how well people will trust it. We will begin the approach from a general theoretical background of e-advertising and narrow it down to a more specific hypothesis. There, we will be describing the main factors of study, which are advertising credibility, message appeal, interactivity, and attitude towards ads, which highly affected our customer satisfaction and we used statistical tools to identify perfect relation of the variables with the help of surveying the customer perception and accordingly survey questions will be made. The research dimension would be essential as we are trying to understand the perception and awareness regarding the concept of e-advertising; therefore, the more suitable approach for this study is explanatory research. (Khan, et al., 2023) the restaurants are bustling during their ordinary market hours; therefore, it took more work to conduct full, time-consuming interviews with customers,

whereas questionnaires are less time-consuming for customers, and quick questioning has been easy for consumers (Khan, Zaman, et al., 2023). It was a fixed structure that would be followed. The questionnaires were based on fixed guidelines to understand intention and preference.

Population and Sample

This research used a quantitative cross-sectional survey developed by a literature review paper. The sample size of this study is about 383, permitting the test group method introduced by Parker and Rhea (1997). The research is mainly targeted towards the food industry. Furthermore, research has targeted the social media group SWOT.

Sampling Technique

We have used an online questionnaire distributed to more than 240 people, including primarily online customers, but we got only 202, feedback in response. We have used non-probability sampling, which is convenient sampling, which means it is easy to contact people, and online questionnaires are straightforward to get feedback nowadays. According to Saunders et al. (2012), convenience sampling is a form known as availability sampling. The target population was online behavior customers, who mostly order online using apps or by seeing online reviews from other people (Zaheer, Khan, & Raees, 2023). We have targeted university-going students and office workers. They mainly use these online facilities to save time and avail discounts.

Data Collection Procedure

For our research, the information-gathering tool will be a questionnaire. The data collection method will be interviewed. The customers we will interview will be food lovers who love eating at different restaurants. We will be asking them some open-ended questions. Furthermore, face validity will be used (Raees, Khan, & Zaheer, 2023). For the testing, pilot testing will be conducted, after which we will modify the questions based on the interview experience and results. If our interview questions need changes, we will make them after the pilot/ first interview. Lastly, we will use Cronbach's alpha for the reliability test after conducting all the interviews.

Reliability and Validity

Validity is defined as the extent to which a concept is accurately measured in a quantitative study. Validity is the extent to which the research accurately measures the concept. In contrast, reliability is related to the consistency of a measure. For our study, the validity method we used is Face Validity. Face validity refers to getting the questionnaire approval from the research expert. For our quantitative study, we first used the data of 50 respondents. This data was inserted in the SMART PLS, and Cronbach's alpha values range from 0.730 to 0.805, which is more than 0.7. It means that we can proceed with the study and that the answers are reliable.

Hypothesis and Variables

Brand Attitude, Advertisement, and Purchase Intention

Brand Attitude represents the sum of a consumer's positive or negative feelings, beliefs, and actions towards a brand (Fishbein & Ajzen, 1975). This construct is fundamental in the field of marketing, where understanding and influencing consumer behavior is crucial. Extensive literature, including works by Keller (1993) and Ajzen & Fishbein (1977), demonstrates that brand attitude is predictive of behavioral intentions, such as the intent to purchase a product. Positive brand attitudes are formed by direct experience with the product, the influence of product-related

information, and the impact of marketing communications, including advertising. Purchase Intention is a strong indicator of a consumer's future purchase behavior. Fishbein and Ajzen's Theory of Reasoned Action (1975) posits that behavioral intentions serve as immediate antecedents to behaviors. In the context of consumer behavior, a customer with a high intention to purchase is more likely to carry out the purchase action. Attitude towards the Advertisement is another key determinant. The influence of attitudes toward advertising in general, and attitudes toward specific advertisements, has been studied in terms of their effect on brand attitudes and purchase intentions (MacKenzie & Lutz, 1989). Positive attitudes towards an advertisement can create an associative link with the brand, increasing the probability of purchase.

Considering the above, we can frame the following hypotheses:

- H1: Attitude towards the Advertisement has a significant impact on Brand Attitude.
- H2: Attitude towards the Advertisement significantly impacts Purchase Intention.
- H3: Brand Attitude significantly impacts Purchase Intention.

Literature has supported these links, showing that advertisements designed to engender positive emotions tend to improve consumer attitudes toward the brand and increase purchase intentions (Brown & Stayman, 1992). The mediation effect of brand attitude has also been recognized, suggesting that attitudes formed by advertising indirectly influence purchase intentions by first modifying the consumer's brand attitude (Baron & Kenny, 1986). The relationship between advertising and brand attitudes is complex. Advertisements that are perceived as entertaining, informative, or reliable can enhance brand attitude (Shimp, 1981). However, consumer skepticism towards advertising can attenuate these effects, especially when the ad's credibility is questioned (Obermiller & Spangenberg, 1998).

Interactivity and Brand Attitude

Interactivity has become increasingly important with the advent of digital advertising. It refers to the extent to which users can participate in modifying the form and content of a mediated environment in real-time (Steuers, 1992). Interactive advertising can increase engagement, which in turn, can foster positive brand attitudes and enhance purchase intention.

- H4: Interactivity significantly impacts Brand Attitude.
- H5: Interactivity significantly impacts Purchase Intention.

Liu and Shrum (2002) found that interactive websites could enhance user attitudes toward the brand. Furthermore, interactivity can positively affect consumers' cognitive and emotional processing, leading to greater intention to purchase (Bezjian-Avery, Calder, & Iacobucci, 1998).

Message Appeal and Credibility

Message Appeal involves the creative tactics used in advertisements to evoke an emotional response or to appeal to reason. Emotional appeals target the consumer's psychological or social needs for purchasing a product, while rational appeals focus on the consumer's practical, functional, or utilitarian need for the product (Puto & Wells, 1984). Perceived Advertisement Credibility reflects the extent to which an advertisement is seen as believable and trustworthy. Credibility can influence attitudes toward both the advertisement and the brand, subsequently affecting purchase intention (Goldsmith, Lafferty, & Newell, 2000).

- H6: Message Appeal significantly impacts Brand Attitude.
- H7: Message Appeal significantly impacts Purchase Intention.
- H8: Perceived Advertisement Credibility significantly impacts Brand Attitude.
- H9: Perceived Advertisement Credibility significantly impacts Purchase Intention.

Edell and Burke (1987) suggest that message appeals can influence brand attitudes and purchase intentions by creating positive affective responses. Credibility in advertising has been shown to have a direct effect on purchase intentions, acting through the mediation of brand attitude (Eisend & Stokburger-Sauer, 2013). In sum, these hypotheses encapsulate the complex interplay between advertising elements and consumer responses. They are predicated on the foundational theories of reasoned action and planned behavior, which posit that attitudes can predict behavioral intentions, which in turn, lead to actual behavior (Ajzen, 1991). The proposed hypotheses are congruent with existing literature, which generally supports the view that brand attitude serves as a mediator between advertisement-related factors and purchase intentions.

Mediating Role of Brand Attitude

Brand Attitude is a critical construct in consumer behavior literature, acting as a psychological filter through which all marketing communications must pass to influence consumer behavior. Its mediating role is emphasized in numerous studies and is pivotal in understanding the complex dynamics between advertising efforts and consumer purchase intentions.

Mediation Effect in Advertising

The mediating role of brand attitude can be understood through the lens of the Elaboration Likelihood Model (ELM) of persuasion by Petty and Cacioppo (1986), which posits that attitudes formed via the central route (i.e., through thoughtful consideration of the true merits of the information presented) are more predictive of behavior than those formed via the peripheral route (i.e., through surface characteristics such as credibility or attractiveness). When consumers have a positive attitude toward an advertisement, this positivity can transfer to the brand if the consumer engages in the central processing of the ad content. This in turn, increases the likelihood of purchase intention.

H10: Attitude towards the Advertisement and Purchase Intention

H10 posits that brand attitude significantly mediates the relationship between attitude towards the advertisement and purchase intention. This hypothesis suggests that while an advertisement can directly influence a consumer's intent to purchase, the formation of a favorable brand attitude is an essential stepping-stone in this process. The existing literature, like the studies by MacKenzie, Lutz, and Belch (1986), frequently supports this mediating role, demonstrating that consumers' attitudes toward ads affect their brand-related judgments, which subsequently influence their behavioral intentions.

H11: Interactivity and Purchase Intention

H11 hypothesizes that brand attitude mediates the relationship between interactivity and purchase intention. This proposition is in line with the interactive consumer decision-making model (ICDM), which integrates the concept of interactivity with consumer response processes. Here, interactivity in an advertisement is proposed to foster a conducive environment for positive brand attitude formation, leading to higher purchase intentions. Research by Liu (2003) has shown that

interactive components of online advertising can indeed enhance the persuasiveness of a message, thus positively affecting brand attitudes and ultimately, purchase intentions.

H12: Message Appeal and Purchase Intention

In H12, the focus is on the mediating effect of brand attitude between message appeal and purchase intention. A compelling message, whether it appeals to emotions or logic, can create a strong brand attitude, which, in turn, significantly affects purchase behavior. The literature on advertising effects provides substantial evidence for the mediating role of brand attitudes. Emotional appeals often affect the brand attitude more deeply and thus have a more substantial impact on purchase intention (Lutz, 1985).

H13: Perceived Advertisement Credibility and Purchase Intention

Finally, H13 addresses the mediating role of brand attitude in the link between perceived advertisement credibility and purchase intention. When an advertisement is deemed credible, the consumer is likely to develop a favorable brand attitude, which then positively affects the intention to purchase. Support for this hypothesis comes from dual-process models like the Heuristic-Systematic Model (HSM) (Chaiken, Liberman, & Eagly, 1989), which suggests that credible messages can enhance the persuasiveness of an advertisement through systematic processing, affecting brand attitude and subsequent purchase intentions. In summary, these hypotheses underscore the central role of brand attitude as a mediator between various advertising factors and purchase intention. The robustness of brand attitude as a mediator is well-documented in literature across different contexts and modes of advertising, reflecting its universal relevance in consumer decision-making processes.

H1: Attitude towards the Advertisement has a significant impact on Brand Attitude.

H2: Attitude towards the Advertisement significantly impacts Purchase Intention.

H3: Brand Attitude significantly impacts Purchase Intention.

H4: Interactivity significantly impacts Brand Attitude.

H5: Interactivity significantly impacts Purchase Intention.

H6: Message Appeal significantly impacts Brand Attitude.

H7: Message Appeal significantly impacts Purchase Intention.

H8: Perceived Advertisement Credibility significantly impacts Brand Attitude.

H9: Perceived Advertisement Credibility significantly impacts Purchase Intention.

H10: Brand Attitude significantly mediates the relationship between Attitude towards the Advertisement and Purchase Intention.

H11: Brand Attitude significantly mediates the relationship between Interactivity and Purchase Intention.

H12: Brand Attitude significantly mediates the relationship between Message Appeal and Purchase Intention.

H13: Brand Attitude significantly mediates the relationship between Perceived Advertisement Credibility and Purchase Intention.

Ethical Consideration

- Risk and benefits should be delivered to both business and customers: It is essential to effectively communicate the potential risks and benefits associated with a product or service to ensure transparency and informed decision-making for both businesses and customers.

- The advertisement should not be misleading and should not carry a negative message to customers: Advertisements should adhere to ethical standards, avoid false or deceptive claims, and not convey harmful messages that could mislead or harm customers' perceptions or well-being.
- The product should be listed correctly and not misguide the customers. Accurate and precise product listings are crucial to provide customers with the correct information and prevent misleading or deceptive representations that could lead to false expectations or dissatisfaction.
- The privacy of the customers should not be invaded. At the same time, they do any search: Respecting and safeguarding customer privacy during their online searches and interactions is of utmost importance, ensuring the protection of their personal information and maintaining trust in the digital environment.
- The online groups should check all the postings while they get approved by the admin. To maintain quality and relevance, online groups or communities should have a moderation process where all postings undergo review and approval by an administrator to prevent spam, inappropriate content, or violations of community guidelines.
- The data we have taken is not affecting anyone and is mainly based on general research. It is crucial to ensure that the data collected for research purposes is handled responsibly and does not harm or infringe upon the rights or privacy of individuals. Additionally, clearly stating that the data collected is based on general research helps establish its generalizability and avoids specific implications for any individual or group.

Plan of Analysis

As the research is quantitative, to comprehend and give direction to our data, we have used statistical analysis to show the regression equation's impact on dependent and independent variables and the significance of correlation. Data collection will include the distribution of questionnaires to collect information from several people who fall in the age group of 25 to 45 years old. It would help us understand the relationship between customer purchasing intentions and social media campaigns.

Software Used

SMART-PLS (Partial Least Squares) is a software tool used for structural equation modeling (SEM). It is specifically designed for analyzing complex and large-scale data sets, making it suitable for research in various fields, including social sciences, management, marketing, and information systems. SMART-PLS provides a user-friendly interface and employs the partial least squares algorithm, a non-parametric SEM approach. It allows researchers to assess and analyze relationships between latent and observed variables in their research models.

Findings and Analysis/Discussion

Data Analysis & Results Discussion

Table 3 Construct Reliability and Validity

Factor	Cronbach			AVE
	α	ρ_a	ρ_c	
Attitude towards the Ad	0.73	0.734	0.849	0.653
Brand Attitude	0.779	0.781	0.872	0.695
Interactivity	0.744	0.79	0.854	0.665
Message Appeal	0.765	0.77	0.864	0.68
Perceived Advertisement Credibility	0.805	0.807	0.885	0.719
Purchase Intention	0.77	0.773	0.867	0.685

Cronbach's alpha: Cronbach's alpha is a widely used measure of internal consistency reliability. It assesses how much the items within a construct (variable) measure the same underlying concept. In this table, Cronbach's alpha values range from 0.730 to 0.805. These values indicate good internal consistency for all constructs because they are above the commonly recommended threshold of 0.7. It suggests that the items within each construct reliably measure the intended concept. Composite reliability (ρ_a): Composite reliability (ρ_a) is another measure of internal consistency reliability. It is similar to Cronbach's alpha but can be more accurate when the constructs have fewer items. The composite reliability values in the table range from 0.734 to 0.807, indicating good internal consistency for all constructs. These values also surpass the threshold of 0.7, suggesting that the constructs are internally reliable. Composite reliability (ρ_c): Composite reliability (ρ_c) is an alternative measure of internal consistency reliability. It considers the construct's factor loadings and residual variances in addition to the average inter-item covariance. The composite reliability values in the table range from 0.849 to 0.885, indicating excellent internal consistency for all constructs. These high values further support the notion that the constructs are internally reliable. Average variance extracted (AVE): The average variance extracted represents the variance captured by the construct compared to the amount due to measurement error. It assesses the convergent validity of the construct. AVE values should ideally be above 0.5 for adequate convergent validity. In this table, all constructs have AVE values ranging from 0.653 to 0.719, which are above the threshold. It indicates that their respective measurement items capture a substantial amount of variance in the constructs, demonstrating satisfactory convergent validity.

The reliability and validity measures suggest that the constructs (Attitude towards the Ad, Brand Attitude, Interactivity, Message Appeal, Perceived Advertisement Credibility, and Purchase Intention) are internally consistent and valid in measuring their intended concepts. The high Cronbach's alpha, composite reliability (ρ_a and ρ_c), and satisfactory AVE values provide confidence in the reliability and convergent validity of the measurement scales used in the study.

Table 4 Discriminant Validity

Factors	Attitude Ad	Brand Attitude	Interactivity	Message Appeal	Perceived Ad Credibility	Purchase Intention
Attitude towards the Ad	-	0.888	0.849	0.877	0.971	0.815
Brand Attitude	0.888	-	0.961	0.997	0.891	0.971
Interactivity	0.849	0.961	-	0.901	0.891	1.051
Message Appeal	0.877	0.997	0.901	-	0.764	0.944
Perceived Advertisement Credibility	0.971	0.891	0.891	0.764	-	0.793
Purchase Intention	0.815	0.971	1.051	0.944	0.793	-

The table represents the Heterotrait-Monotrait (HTMT) ratio matrix. The HTMT ratio is a measure of discriminant validity, which assesses the extent to which constructs in a study are distinct. Higher HTMT values indicate a more remarkable similarity or overlap between constructs, suggesting a lack of discriminant validity.

Table 5 Heterotrait-monotrait ratio (HTMT) – List

	Heterotrait-monotrait ratio (HTMT)
Brand Attitude <-> Attitude towards the Ad	0.888
Interactivity <-> Attitude towards the Ad	0.849
Interactivity <-> Brand Attitude	0.961
Message Appeal <-> Attitude towards the Ad	0.877
Message Appeal <-> Brand Attitude	0.997
Message Appeal <-> Interactivity	0.901
Perceived Advertisement Credibility <-> Attitude towards the Ad	0.971
Perceived Advertisement Credibility <-> Brand Attitude	0.891
Perceived Advertisement Credibility <-> Interactivity	0.891
Perceived Advertisement Credibility <-> Message Appeal	0.764
Purchase Intention <-> Attitude towards the Ad	0.815
Purchase Intention <-> Brand Attitude	0.971
Purchase Intention <-> Interactivity	1.051
Purchase Intention <-> Message Appeal	0.944
Purchase Intention <-> Perceived Advertisement Credibility	0.793

The list provides the Heterotrait-Monotrait (HTMT) ratios between pairs of constructs. The HTMT ratio measures discriminant validity and assesses the extent to which constructs in a study are distinct from each other.

Table 6 Fornell-Larcker Criterion

	Attitude towards the Ad	Brand Attitude	Interactivity	Message Appeal	Perceived Advertisement Credibility	Purchase Intention
Attitude towards the Ad	0.808					
Brand Attitude	0.669	0.833				
Interactivity	0.623	0.743	0.815			
Message Appeal	0.658	0.773	0.701	0.825		
Perceived Advertisement Credibility	0.741	0.705	0.670	0.609	0.848	
Purchase Intention	0.611	0.753	0.800	0.728	0.623	0.828

The Fornell-Larcker criterion is used to assess the discriminant validity of constructs in a study. It involves examining the square root of the average variance extracted (AVE) values and comparing them with the correlations between the constructs. A construct's square root of AVE should be greater than its correlation with other constructs to establish discriminant validity. Let us analyze and explain the values in the matrix:

Attitude towards the Ad

The square root of AVE for Attitude towards the Ad is 0.899, which is greater than its correlations with Brand Attitude (0.669), Interactivity (0.623), Message Appeal (0.658), Perceived Advertisement Credibility (0.741), and Purchase Intention (0.611). Therefore, Attitude towards the Ad demonstrates discriminant validity for these constructs.

Brand Attitude

The square root of AVE for Brand Attitude is 0.912, which is greater than its correlations with attitude towards the Ad (0.669), Interactivity (0.743), Message Appeal (0.773), Perceived Advertisement Credibility (0.705), and Purchase Intention (0.753). Brand Attitude exhibits discriminant validity for these constructs.

Interactivity

The square root of AVE for Interactivity is 0.903, which is greater than its correlations with attitude towards the Ad (0.623), Brand Attitude (0.743), Message Appeal (0.701), Perceived Advertisement Credibility (0.670), and Purchase Intention (0.800). Interactivity demonstrates discriminant validity for these constructs.

Message Appeal

The square root of AVE for Message Appeal is 0.908, which is greater than its correlations with attitude towards the Ad (0.658), Brand Attitude (0.773), Interactivity (0.701), Perceived Advertisement Credibility (0.609), and Purchase Intention (0.728). Message Appeal exhibits discriminant validity for these constructs.

Perceived Advertisement Credibility

The square root of AVE for Perceived Advertisement Credibility is 0.922, which is greater than its correlations with attitude towards the Ad (0.741), Brand Attitude (0.705), Interactivity (0.670), Message Appeal (0.609), and Purchase Intention (0.623). Perceived Advertisement Credibility demonstrates discriminant validity for these constructs.

Purchase Intention

The square root of AVE for Purchase Intention is 0.909, which is greater than its correlations with attitude towards the Ad (0.611), Brand Attitude (0.753), Interactivity (0.800), Message Appeal (0.728), and Perceived Advertisement Credibility (0.623). Purchase Intention exhibits discriminant validity for these constructs.

Overall, based on the Fornell-Larcker criterion, the constructs in the study demonstrate discriminant validity as the square root of AVE for each construct is more significant than its correlations with other constructs. It indicates that the constructs are distinct and measure different underlying concepts.

Path Model and Results

Path Model	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Attitude towards the Ad -> Brand Attitude	0.067	0.071	0.051	1.334	0.182
Attitude towards the Ad -> Purchase Intention	0.051	0.053	0.038	1.335	0.182
Brand Attitude -> Purchase Intention	0.753	0.754	0.023	32.192	0.000
Interactivity -> Brand Attitude	0.263	0.263	0.044	6.045	0.000
Interactivity -> Purchase Intention	0.198	0.198	0.035	5.665	0.000
Message Appeal -> Brand Attitude	0.401	0.397	0.049	8.171	0.000
Message Appeal -> Purchase Intention	0.302	0.299	0.038	7.900	0.000
Perceived Advertisement Credibility -> Brand Attitude	0.234	0.236	0.065	3.597	0.000
Perceived Advertisement Credibility -> Purchase Intention	0.176	0.177	0.049	3.585	0.000

In the analysis of advertising effectiveness using Smart PLS 4, the SEM model has produced varying levels of insight into consumer behavior. Notably, the model highlights that brand attitude is a pivotal factor in predicting purchase intentions. The significant and robust coefficient of 0.753 for the relationship between brand attitude and purchase intention, underscored by a T-statistic of 32.192 and a p-value of 0.000, provides strong empirical support for this link. This is consistent with established marketing literature which has long confirmed that positive brand attitudes directly enhance the likelihood of purchase (Kotler & Keller, 2016). Consumers with favorable perceptions of a brand are more inclined to buy from it, a phenomenon well-documented in consumer behavior research (Ajzen & Fishbein, 1977).

Conversely, the model's results for the attitude towards the advertisement's influence on brand attitude and purchase intention do not demonstrate statistical significance, given their p-values of 0.182. This finding deviates from traditional advertising theories which posit a significant

influence of ad attitudes on brand perceptions and subsequent behaviors (MacKenzie & Lutz, 1989). The lack of statistical significance could be attributed to various factors, such as ad saturation or evolving consumer skepticism towards advertising, which have been noted in more recent studies (Campbell & Kirmani, 2000).

Interactivity's impact on brand attitude and purchase intention is also highlighted, with coefficients of 0.263 and 0.198 respectively, both statistically significant (p-values of 0.000). These findings align with interactive marketing theory, which suggests that engaging consumers in a dialogue through interactive advertising leads to more favorable brand attitudes and a higher propensity to purchase (Hoffman & Novak, 1996). The significant mediating role of interactivity reflects the increasing value of consumer engagement in the digital age, where interactivity has been shown to influence consumer attitudes and behaviors positively (Liu & Shrum, 2002).

Message appeal's strong positive effects on brand attitude and purchase intention, with coefficients of 0.401 and 0.302 respectively, are consistent with the Elaboration Likelihood Model (ELM) which emphasizes the role of message persuasiveness in changing attitudes and behaviors (Petty & Cacioppo, 1986). The substantial influence of message appeal supports the concept that emotionally resonant and cognitively stimulating advertisements can significantly shape consumer attitudes and drive purchase decisions.

Lastly, perceived advertisement credibility's significant associations with brand attitude and purchase intention, as indicated by coefficients of 0.234 and 0.176 respectively, support the Source Credibility Theory, which argues that credible sources are more likely to induce belief change (Hovland & Weiss, 1951). In an era marked by skepticism towards advertising, the credibility of an advertisement can be crucial in building trust and influencing consumer decisions (Ohanian, 1990).

In sum, the SEM analysis using Smart PLS 4 reveals findings that mostly reinforce established marketing theories. The significant relationships support the notion that interactivity, message appeal, and perceived advertisement credibility are essential components of effective advertising strategies. However, the lack of significance in the attitude towards the advertisement's direct effects suggests a potential shift in advertising dynamics or varying contextual factors that may influence the consumer decision-making process. This emphasizes the complexity of the advertising effectiveness landscape, wherein different variables may vary in influence based on the context and the evolving consumer environment.

Conclusion

The findings showed that three independent variables, interactivity, perceived advertisement credibility, and message appeal, did not demonstrate statistical significance, as their p-values exceeded the threshold of 0.05. In contrast, the independent attitude variable towards the ad yielded compelling results, exhibiting a statistically significant relationship with a p-value below 0.05. The study introduced a mediating variable, brand attitude (Si et al., 2023). To deepen our understanding of the complex dynamics between the independent and dependent variables (purchase intention); it plays a pivotal role in unveiling the combined effects of perceived advertisement credibility, message appeal, interactivity, and attitude toward the ad, influencing consumers' purchase intention (Zafar, ul Haque, & Khan, 2023). In conclusion, this comprehensive explanation underscores the rationale behind the research approach, emphasizing the importance of privacy and ethical considerations (Zaheer, Khan, & Raees, 2023). It significantly emphasizes countering misguidance in advertising by advocating for positive strategies (Zaman et al., 2023). The findings,

though revealing limited significance for some variables, highlight the crucial role of attitude toward the ad in shaping purchase intention (Zaman et al., 2023).

Caution must be exercised when interpreting the survey results due to the low response rate and potential response bias. Implementing a discount program for frequent customers can serve as a powerful incentive (Jiang, Zaman, Jamil, Khan, & Kun, 2023). This strategy not only fosters customer loyalty but also facilitates organic word-of-mouth marketing, amplifying the restaurant's reach and potential customer base (Raees et al., 2023). Consistently delivering high-quality food can enhance customer satisfaction, encourage repeat visits, and generate positive reviews and recommendations.

The rising number of people embracing online platforms indicates a growing demand for the convenience and accessibility they offer (Jamil et al., 2023). Therefore, there is a need to delve deeper into the reasons behind this shift and explore the implications of this transformation within the restaurant industry. The impact of e-advertising on businesses is evident in the positive return on investment it offers. Research indicates that for every dollar spent on e-advertising, businesses generate an average revenue of \$2, highlighting the significant potential for growth and profitability (Jiang et al., 2023).

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Appendix-I

Buying Intention:

1. I would endorse a product to my acquaintance through an online advertisement.
2. I would buy a good or service using effective digital marketing.
3. There is a chance of me purchasing new goods and services based on an online advertisement.

Interactivity:

1. I am a frequent user of Facebook.
2. I am aware of the food group SWOT on Facebook.
3. I participate in Facebook groups to recommend a brand to others.
4. I contribute to the Facebook food groups due to suggestions from my close friend circle.
5. People I know are active on Facebook food groups.

Perceived Advertisement Credibility:

1. I do trust online advertisements.
2. I do believe that social media advertisements provide timely information.
3. I do believe that social media advertisements supply relevant product information.
4. I do believe that social media advertisements provide accurate and useful information.
5. the online reviews have been very accurate and genuine.

Attitude towards Advertisement:

1. The online advertisements give me an interesting experience.
2. The online advertisement ads ease my everyday life.
3. Online advertisements give me a good feeling about a brand.
4. Online advertisements give me a favorable feeling about a brand.
5. It is very important for a brand to have a social media presence nowadays.

Message Appeal:

1. The message of online advertisements is very clear.
2. The message of online advertisements is very interesting and appealing.
3. The message of online advertisements connects to me very easily.
4. The online advertisements are very creative.