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**| RESEARCH ARTICLE**

## **Relationships among Visual Advertising Value, Brand Attitude and Customer Behaviors in Chinese Alcoholic Beverages Industry**

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**| ABSTRACT**

The purpose of this study is to measure the relationships among visual advertising value, brand attitude and customer behaviors based on Value–Attitude–Behavior Model in the Chinese alcoholic beverages industry. PLS-SEM is adopted to analyze data by using SmartPLS 4. Findings demonstrate that informational value and credibility value positively influence brand attitude, which later significantly affects repeat purchases and willingness to recommend. This study makes a theoretical contribution to relationships among advertising, brand attitude and customer behaviors.

**| KEYWORDS**

Visual Advertising Value, Brand Attitude, Customer Behaviors

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### **1. Introduction**

The alcoholic beverages industry in China has a significant development for its variety of products and differentiated marketing strategies. The main mechanism of market economy, say, competition, has to prompt more valuable marketing strategies to adopt in the alcoholic beverages industry for communicating to the customers. Given the current situation, a practicable strategy is required through a deep understanding of customer behavioral intentions.

People have become more accustomed to receiving these visualized messages rather than written or verbal ones. Visual persuasion shows its predominate effectiveness in engagement behavior on social network advertising, further adding to sales(Kujur& Singh, 2020). A brand itself can not ensure any benefits for the enterprise in the market, while effective and visualized communication makes a brand different from its competitors and enhances its business value.

Previous literature has made a great effort to study ads and consumer behaviors. Dwinanda, Syaripuddin&Hendriana(2022) investigated the relationships among the TikTok short video advertising value, advertising attitude and purchase intentions of consumers, in which the advertising value encompasses entertainment, informativeness, credibility, irritation, personalization, and interactivity elements(Dwinanda, Syaripuddin&Hendriana, 2022). Logan, Bright & Gangadharbatla (2012) focused on the perceptions of the advertising value based on Ducoffe's model on social network sites and television advertising among female students(Logan, Bright & Gangadharbatla, 2012). Disastra et al. (2018) tested the relationships among mobile advertising value, advertising attitude, and consumers' purchase intention(Disastra et al., 2018).

However, there is rarely known referring to the relationship between visual advertising value on brand attitude and customer behavioral intentions. This study aims to explore how the perceived value of visual advertising impacts brand attitude and customer behavioral intentions by conducting the Value–Attitude–Behavior Model.

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## 2. Literature review

### 2.1 Value–Attitude–Behavior Model

Homer and Kahle's (1988) pointed out that as a cognitive hierarchy model, the Value–Attitude–Behavior model (VAB model) is explained that abstract value can influence customer behavior both directly and indirectly through attitudes (Homer and Kahle's, 1988). In other words, the mediating role of attitudes on the values and behaviors relationship is emphasized, in which a specific behavior can be affected by attitude flowed from abstract cognition (i.e., values).

The VAB model has been widely conducted by scholars in research on customers' behavioral intentions. Wijaya et al. (2021) explored that the purchase intentions of men in Indonesia are influenced by their values and attitudes towards grooming products (Wijaya et al., 2021). Lee et al. (2019) studied how the value formed by the internet of consumers could affect their behavioral intentions in consumption through attitude (Lee et al. 2019). Meanwhile, Cheung & To (2019) analyzed the extent of the impact of consumers' green attitudes on the relationship between environmental consciousness and green purchase behavior (Cheung & To, 2019).

Compared with previous studies mostly focusing on the actual consumption of customers, researching the visual advertising value and customer behavioral intentions has not been adequately and systematically discussed yet. This study aims to explicate the impacts of the perceived value of visual advertising on brand attitudes and customer behavioral intentions in the Chinese alcoholic beverages industry by applying the VAB model.

### 2.2 Perceived Values of Visual Advertising and Brand Attitude

Visual advertising is commonly demonstrated in the form of pictures, comics and videos, mostly accompanied by text (Manic, 2015). Zeithaml (1988) defined that perceived value refers to the overall evaluation of product utility according to perceptions of what is received and what is given to customers (Zeithaml, 1988). Ducoffe (1995) developed a scale to predict the value and attitude of the audience toward advertising, in which entertainment, informativeness, and irritation are regarded as factors significantly contributing to consumers' assessment of advertising values (Ducoffe, 1995).

Informativeness is defined as the information referring to the products or services of the advertisements (Mustafi & Hosain, 2020). Generally, customers watch advertising to be more informative than merely product placement (Gangadharbatla and Daugherty, 2013). Firat's study showed informativeness positively affects YouTube advertising values (Firat, 2019). Mattke, Müller, & Maier (2019) considered that informativeness provides the consumer with the necessary information to evaluate the product, which later has an effect on brand attitude (Mattke & Maier, 2019). Thus, information is strong on advertising values and important factors relating to brand attitude, which is expected as an independent variable in this study.

The term entertainment in advertising is considered to be the positive attitude of consumers on the fun they get after watching the ad (Gangadharbatla and Daugherty, 2013). Liu, Gao, Li & Zhang (2019) stated that integrating the content of ads with extensive entertainment can enhance consumers' cognition and emotion of the brand in a relaxed and funny way (Liu, Gao, Li & Zhang, 2019). Sally (2003) stated that funny encourages the audience to build a positive brand image and attitude (Sally, 2003). Hence, this research makes a hypothesis that entertainment significantly affects brand attitude.

The last independent variable of this study is credibility. Wang and Wen (2017) described that credibility is to convey reliable product information (Wang and Wen, 2017). Brackett and Carr (2001) indicated credibility directly influences both advertising value and attitude toward advertising (Brackett and Carr, 2001). Wiedmann and von Mettenheim (2021) supplemented that those credibility traits contribute to brand attitude and enhancement in brand satisfaction, brand image and brand trust (Wiedmann and von Mettenheim, 2021).

Thus, the following hypotheses were proposed:

H1a. The perceived informational value of visual advertising has a significantly positive effect on brand attitude.

H1b. The perceived entertainment value of visual advertising has a significantly positive effect on brand attitude.

H1c. The perceived credibility value of visual advertising has a significantly positive effect on brand attitude.

### 2.3 Brand Attitude and Customer Behavioral Intentions

Fishbein (1979) stated customer attitudes towards the brand could be an important factor in ultimately determining the actual behavioral intentions (Fishbein, 1979). Zeithaml, Berry, & Parasura (1996) regarded customer behavioral intentions as an actual purchasing signal (Zeithaml, Berry, & Parasura, 1996). In fact, positive behavioral intentions reflected on customers relate to willingness to recommend the brand to others and repurchase intentions (Rambocas, Kirpalani, & Simms, 2018, Zeithaml et al., 1996). Similarly, Chou (2015) defined behavioral intention as includes a recommendation of services and repurchase behavior (Chou, 2015).

This study aims to examine the specific types involving repurchase behavior and willingness to recommend behavior. Repurchase driven by a conviction is an actual behavioral endorsement towards the current brand (Hellier et al., 2003). Repeat purchase is regarded as an essential business goal of organizations for its attitudinal motivation of consumers (Oliver, 1999). In this regard, it is reasonable to expect that repurchase behavior is affected by favorable brand attitude.

The recommended intention is regarded as a direct dialogue between customers about a product or service experience (Sen & Lerman, 2007). The opinions from a trusted source expressed directly have always been valued by consumers. Word of mouth as a positive attitude is viewed with far less skepticism than commercially sources (Brown and Reingen, 1987). In particular, when buying a new product may be relatively expensive, consumers are more likely to seek more opinions. Anderson (1998) demonstrated the significant relationship between customer satisfaction and word of mouth (Anderson, 1998). Satisfaction generated from purchase experiences is more likely to enhance brand preference and heighten the intention of customers as brand advocates to engage in positive recommendations (Rambocas, Kirpalani & Simms, 2018)). Thus, the hypotheses were proposed:

- H2. Brand attitude has a significantly positive effect on customer behavioral Intentions.
- H2a. Brand attitude has a significantly positive effect on repurchase behavior.
- H2b. Brand attitude has a significantly positive effect on willingness to recommend.

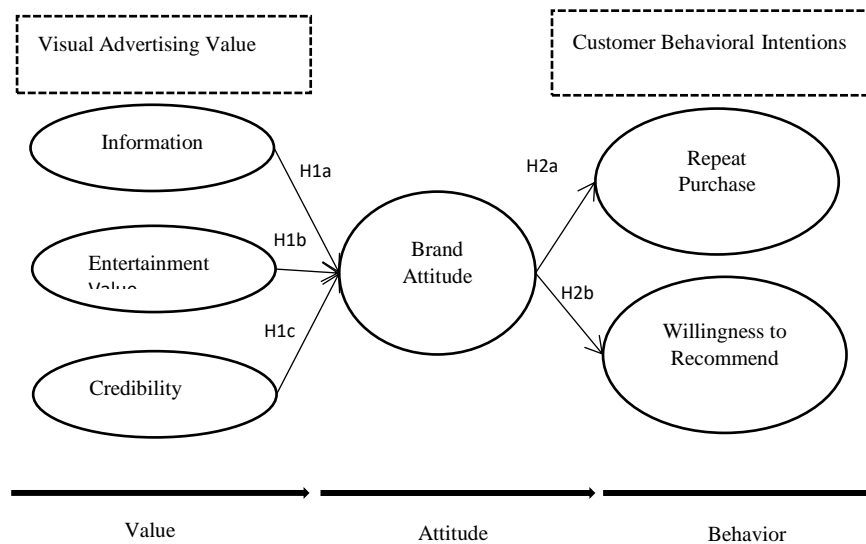


Figure 1 Conceptual framework

**3. Methodology**

This study conducted quantitative research to measure the relationships between the perceived value of visual advertising, brand attitude and customer behavioral intentions. As a cross-sectional study, an online survey is the investigation approach, and its benefits are less time-consuming and low cost. PLS-SEM provides several benefits, including the unnecessary of having normally distributed data, addressing complex research models, and the properties of construct assessment without high restriction (Hair et al., 2019). Considering the conceptual framework' complexity, PLS-SEM is adopted by using SmartPLS 4 software in the current study.

Before sending to five scholars for their comments, the questionnaire was drafted based on previous literature (Kwon and Namkung, 2022; Kumar, 2020; Langaro et al., 2018) and five-point Likert scales. The sample size of at least 400 followed the Taro Yamane formula with a 95% confidence level (Yamane, 1973). Data collection is located in Guangzhou City, China. The questionnaire is set up into QR codes and sent to respondents both online and offline, including social websites and supermarkets. There were 416 valid samples.

**4. Result**

**4.1. Demographic Analysis**

As can be seen in Table 1, demographic characteristics showed males were high percentage; the 26-35 age group a significant proportion, which aligned to audiences attracted by visual communication; diploma degree and office staff were the active participants; in addition, the monthly income focused on 0-5000.

Table 1 Characteristics of Demography Variables ( N = 416)

	Sample Characteristics	%		Sample Characteristics	%	
Age	18-25	15%	Occupation	Students	6%	
	26-35	47.4%		Office Staffs	30.8%	
	36-45	28.6%		service	8.3%	
	46-55	7.5%		public worker	18%	
	55+	1.5%		sales	12.8%	
Gender	Male	51.9%		Professionals	14.3%	
	Female	48.1%		Others	9.8%	
Educational background	High school	10.5%		Income (Monthly)	0-5000	43.6%
	Diploma	37.6%			5001-8001	35.3%
	Bachelor	36.1%			8001-12000	12.8%
	Master	7.5%	12001-20000		5.3%	
	Ph.D	8.3%	20000+		3%	

**4.2. Assessing Measurement Model**

This study adopted Cronbach’s  $\alpha$ , Rho\_A, composite reliability (CR), outer factor loading, and average variance extracted (AVE) to evaluate the reliability and validity of the constructs. For fitting internal consistency, the accepted level of Cronbach’s  $\alpha$  coefficients, Rho\_A, and CR is 0.07(George and Mallery, 2003; Hair et al., 2019); for achieving convergent validity, the common level of AVE should be more than 0.5 (Fornell & Larcker, 1981) and the factor loadings 0.7(Hair et al., 2019). As can be seen in Table 2, Cronbach’s  $\alpha$ , Rho\_A, CR and factor loadings exceeded 0.7; AVE, except for brand attitude(0.405), all surpassed 0.5.

Henseler et al. (2015) indicated that to confirm the discriminant validity, all values of the HTMT index should be less than 0.90. In Table 3, all values were less than 0.90(Henseler et al., 2015).

Table2 Cronbach's  $\alpha$ , Outer Factor Loadings, Rho\_A, CR, AVE

Construct (Cronbach's $\alpha$ )	Questions	Outer Loading	Rho_A	CR	AVE
Informational Value(0.882)	Visual ads of a brand made various information immediately accessible.	0.837			
	I felt that visual ads of a brand can provide valuable information.	0.904			
	I felt that visual ads can provide the information relating to brands I need	0.845	0.915	0.880	0.656
	I was able to perceive the information provided by visual ads of brand.	0.841			
Entertainment Value(0.890)	I took pleasure in thinking about what I read in visual ads	0.880			
	visual ads of a brand was more interesting than other kinds.	0.873			
	visual ads of a brand had great amusement value	0.850	0.894	0.890	0.669
	Visual ads of brand did not make me bored.	0.863			
Credibility (0.858)	The content of visual ads of a brand was credible.	0.832			
	I trusted the goods of the brand through watching its visual ads	0.782			
	I trusted the reputation of the brand through watching its visual ads	0.879	0.879	0.853	0.600
	I trusted the capability of the brand through watching its visual ads	0.846			
Brand attitude (0.798)	I felt the brand likable after watching its visual ads.	0.800			
	I felt the brand attractive after watching its visual ads.	0.844			
	I felt the brand valuable after watching its visual ads.	0.811	0.794	0.766	0.405
	I felt that I liked the brand after watching its visual ads.	0.862			
Repeat Purchase (0.858)	When I need a specific product or service, this brand is my first choice	0.812			
	I will repeat purchase this product or service.	0.837			
	If necessary, i will consume products or services of the brand as much as possible.	0.856	0.870	0.854	0.599
	The products or services of the brand will be one of the best choices.	0.839			
	The brand is one of my top recommendations	0.860	0.874	0.859	0.608

Willingness to Recommend (0.861)	I said positive things about the brand	0.792
	I have recommended the product or service of a brand to my circles.	0.862
	I will continuously recommend the product or service of a brand to my circles	0.841

Table 3 HTMT

	IV	EV	CV	BA	RP	WTR
IV						
EV	0.442					
CV	0.414	0.326				
BA	0.437	0.410	0.534			
RP	0.509	0.348	0.421	0.633		
WTR	0.450	0.292	0.488	0.477	0.348	

Table 4. Hypothesis testing.

Causal Path	Coefficients	T-Value	Accept or Reject
IV → BA	0.211	2.685**	Supported
EV → BA	0.168	1.842(n.s.)	Rejected
CV → BA	0.334	4.071**	Supported
BA → RP	0.602	9.333**	Supported
BA → WTR	0.407	4.968**	Supported

\*\* p < 0.05, n.s. not significant.

### 4.3 Measuring structural model

This study justifies the hypothesis established by the path coefficient analysis of PLS-SEM. As can be seen in Table 4, informational value and credibility value positively affect brand attitude ( $\beta=0.211$ ,  $T=2.685^{**}$ ;  $\beta=0.334$ ,  $T=4.071^{**}$ ); hence the hypothesis 1a and 1c are supported; emotional value also shows positive relation to brand attitude, but for without a statistically significant level, the hypothesis 1b is rejected.

Brand attitude reveals significant relationships with repeat purchases and willingness to recommend ( $\beta=0.602$ ,  $T=9.333^{**}$ ;  $\beta=0.407$ ,  $T=4.968^{**}$ ); therefore, the hypothesis 2a and 2b are supported.

### 5. Conclusion

Previous studies are largely concerned with visual advertising of perceived value and customer behavior. This study focused on exploring the perceived value of visual advertising, brand attitude and customer behavior by conducting the VAB model, and findings showed that informational value and credibility value positively relate to the brand attitude, which later significantly affects repeat purchases and willingness to recommend, and entertainment value not relate to brand attitude.

This study made a methodological contribution to testing relationships among visual advertising value, brand attitude and consumer behaviors by adopting SmartPLS 4 in the context of the Chinese alcoholic beverages industry and indicated the importance of informational value and credibility value in ads communication of alcoholic beverages. Future studies can get academic and methodological references from this study., This study has a limitation on detailed analysis of this topic, that is, to elaborate the comparison of variables.

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