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TECHNOLOGY AT TABLE-TOP: ROLE OF ADVERTISEMENT VALUE AND PURCHASE INTENTION USING FOOD DELIVERY APPLICATIONS

Ayraj Ahmed
Scholar, Bahria University Karachi Campus,
ayraj.ahmed@gmail.com

Affifa Sardar
Assistant Professor, Bahria University Karachi Campus,
afifasardar.bukc@bahria.edu.pk

Dr. Muhammad Ramzan Khan
Director, Supply Chain, Govt of Pakistan
ramzan_mughal2004@yahoo.com

Abstract

Intentions shape the course of action. In marketing, the advertisement doesn't just circulate the information; instead, it penetrates in customers' minds and builds perception, leading to purchase intentions supported by the buying action. Understanding the factors that contribute to the advertisement value is of great significance; therefore, this study aims to explore and analyze the determinants of advertising value. By adopting the hypothetico-deductive approach, the data was gathered using the convenience sampling method from 203 respondents through the questionnaire. Path analysis has been applied through PLS-SEM to analyze the data. The study's findings suggest that credibility, incentives, personalization, informativeness, and entertainment positively and significantly impact advertising value. Furthermore, Advertising value substantially mediates the relationship between all predictors and the customers' purchase intentions. This study significantly contributes to the broader literature by providing deep insights regarding the predictors and outcomes of advertising value to marketers.

Keywords: Advertising value, purchase intention, food delivery apps, Karachi, PLS-SEM.

1. Introduction

According to the author named (El-Haddadeh, Weerakkody, & Peng, 2012) from the past research, it has been observed that a higher increase of using the internet along with information and communication through technologies has been seen where the social media sites are the platform through the massive response recorded. However, the social media has been considered as the hybrid element of the marketing mix as it has been taken from the traditional side which allows the firms to communicate with their customer however in nontraditional platform firms can talk with their customers directly to one another stated by .Furthermore, after seeing the most effective impact of the platform named social media on the lives of people, firms have to move towards the social media campaigns as it has been considered as cost-effective and through social media, the firm

can raise their brand awareness through blogs, email marketing, social networking sites and much more. In addition to this, many studies have been conducted on measuring the platform of advertising value that has an influence on the attitude which leads towards the forms of advertising in the model forms from traditional forms, whereas the ground of social media advertising still has been considered as the ever-evolving area.

Moreover, the author stated that the following study has the focus on the ground for effective and cognitive determinants regarding the platform of advertisements economic factors that re also known as incentives that have been taken by the positive impact of the customer attitude stated by Altberg et al. (2018). In addition to this, many past studies regarding advertising highlights the incentives as it has been considered as important ground for the customer reaction stated by (Varnali, Yilmaz, & Toker, 2012). Furthermore, personalization has been taken as the main predictor for the customer attitude while seeing any advertisement that has been taken as the main attribute of advertisement ground for selecting the consumer attitude by many studies. Furthermore, the customer always researches the information on the specific ground like from social media, as social media advertising has been proven as the product-related information that further gives get the attention of the customer stated by the authors named (Muntinga, Moorman, & Smit, 2011) and (Van-Tien Dao, Nhat Hanh Le, Ming-Sung Cheng, & Chao Chen, 2014). However, in the platform of digital environment, advertisement has been consider as the most satisfying need from the customer perspective that offers the entertainment, mentioned by (H. Li, Edwards, & Lee, 2002). Further, in the ground of web 2.0 based digital social media environment, the entertainment has been considered as the valuable thing for the needs of the customer as an emotional release, diversion along with enjoyment stated by Muntinga et al. (2011). Along with this, allowing the customer to change the different types of experiences, information along with the video clips along with the music that has been further have connected on social media sites. Furthermore, the author said that in the digital side the ads have the platform of the capability of getting the satisfied the hedonic needs of the customer that have been further offered by the good entertainment. However, advertising has the role that has been played in the activities of commercial along with the tremendous evolution that has been printed media along with the telephone that has further broadcast in the platform of radio and television stated by (Jeong, Kim, & Zhao, 2011). Where the diffusion regarding the platform of personal computer along with the ubiquity of internet along with the advertisement where that has been further grounded in the opportunities that have been reaching towards the many addressing capabilities of those technologies that have been performed by the targeted marketing stated by (Jeong et al., 2011).

However, the ground of traditional advertisers along with the before internet advertisers that are being largely used through the media that has the platform of mass communication.

1.1. Problem Statement

The internet users have been found increased at a rapid pace as it was identified that people spend more than four and half hours on social media in a week that is found to be higher than spending time on e-mail (N. Kim & Kim, 2018). The extensive use of social media sites has some effect on people and according to the above information it

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shows that people likes to spend time on social media and express their views and read others opinion as well, so, it is possible that their buying decisions also get effected by it (Saxena & Khanna, 2013). So, herd of people can be affected through social media advertising (Appel, Grewal, Hadi, & Stephen, 2020). Although, different consumers have various other characteristics and opinions. So, the companies try to conduct marketing activities by baring these differences in their mind (Ünal, Ercis, & Keser, 2011). The size of marketing budget does not matter until it can achieve high attention of communities and user (Hani, Marwan, & Andre, 2018). The use of proper material and elements in advertising is very important in today's advertising environment (Han, 2020). However, in the light of knowing about the importance of advertising the companies still lacks in developing of providing better knowledge through advertising and creating proper strategies (Dehghani, Niaki, Ramezani, & Sali, 2016).

In addition, previous studies have largely studied about factors of advertising value but there is not much research regarding the factors that could lead or effect advertising value and the intention to purchase through advertising on smartphone (Martins, Costa, Oliveira, Gonçalves, & Branco, 2019). So, as there have been a high increase in food delivery apps so it also created high competition in these apps to provide effective services (E.-Y. Lee, Lee, & Jeon, 2017). Also, according to (Azizul, Albattat, Ahmad Shahriman, & Irfan) results there were some respondents that prefer to not use food delivery apps because of the problems occurring in apps and late delivery of the food as well. So, this has been a major problem in purchase intention through using online food delivery apps. Similarly, SHIVAJI (2020) showed that online purchasing of products can be costly and especially the duration of time or delivery time is very longer and few problems have been faced though it.

Thus, based on the above information it is necessary to conduct studies (Aksoy et al., 2013) and in this time specifically when social media is at the center of every organization and business (Odoom, Anning-Dorson, & Acheampong, 2017). Thus, based on the above information it is necessary to conduct studies and, in this time, specifically when social media is at the center of every organization and business. Therefore, the current study has aimed to reduce the present gap and examine and provide in-depth insights regarding advertising on social media so that it could eventually increase purchase intention of users through food delivery apps.

1.2. Research Question

Following are the research question of the study.

1. What is the effect of informativeness, entertainment, credibility, irritation, personalization and incentives on advertising value in online food delivery apps?
2. What is the effect of advertising value on purchase intention using food delivery apps?

1.3. Research Objective

The objective of the study is to examine the effect of informativeness, entertainment, credibility, irritation, personalization and incentives on advertising value that further effects the purchase intention using food delivery apps in Karachi, Pakistan.

1.4. Significance of the Study

The results of this study have been very beneficial and can provide immense help towards both academicians and practitioners. The academicians can use this study to understand the concept of users regarding their purchase intention towards food delivery apps and can make certain points to study and provide understanding to others as well. Similarly, this study and its results can help academicians to know about the results of other studies as well by understanding the literature review of the study that involves theoretical background. The academicians can also use this study as their basis to conduct even more effective and efficient study including some other aspects as well.

In addition, this study can also help practitioners from its results. The practitioners can use these results to understand the perspective of users and then accordingly develops their strategies for further enhancing their purchase intentions of users. Also, the concept of advertising value can help practitioners to properly advertise or do marketing of their products that can eventually help in increasing the purchase intentions. Similarly, practitioners will get help from these results to properly understand the aspect of online food delivery apps and how to minimize the current problems and increase their users.

1.5. Scope of the Study

The current study has effectively studied the aspect of purchase intention using food delivery apps and described its factors as well. This study described every variable in a brief manner that includes informativeness, entertainment, credibility, irritation, personalization, incentives and advertising value. This study has used quantitative approach for collecting data and used correlational design for identifying the relationships. However, data has been collected using convenience sampling and has been analyzed using PLS-SEM analysis technique. Also, the study has provided beneficial insights and will help in providing useful results and discussions as well. The results of this study will be quite beneficial for the marketers and academicians as well. Besides, the current research has effectively studied the phenomenon of advertising on food delivery apps purchasing. Like, the research has included a vast number of prior studies that can support the aspect of current research and helps in understanding its perspective form their results. Also, the findings can help the practitioners of online food delivery apps to understand the consumer perspective and improve on their services as well.

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2. Literature Review

2.2. Empirical Reviews

2.2.1. Advertising Value

Dehghani and Tumer (2015) conducted a study to investigate the impact of advertisements on the development of purchase intentions among customers through social media (Facebook) in the year 2013. In objective terms, this was an applied form of study while from the methodological view, this was a descriptive study. For the collection of data, they targeted all the students who were at the undergraduate level in the Cypriot universities. Targeted data was collected from the students through a self- administered questionnaire. A total of 320 students were approached for data collection while out of them, 100 complete responses were received. Collected data was studied through SPSS 17 and the analysis was carried out through the non-parametric Friedman test and the parametric statistical technique of t-test. The analysis results revealed that advertising through social media (Facebook) has a positive and significant impact on brand equity as well as on the brand image. Further it was found that both of these factors, brand equity, and brand image have a significant contribution towards developing purchase intentions among customers.

Y.-g. Lee, Byon, Ammon, and Park (2016) investigated the association between different variables including attitude for advertising, the value of advertising, brand-related attitude, and the purchase intentions of customers concerning the golf products. In this study they targeted the sample of a total of 367 respondents who were the members of 6 different golf ranges in the 2 main Korean provinces. The collected data was studied through structural equation modeling. After analysis it was found that all the proposed hypotheses were supported and there was a direct relationship between the studied variables except for the variable of value for advertising. Further it was found that theadvertising related attitude and the brand-related attitude have mediating effects on the association between factors of advertising value and the purchase intentions of customers. In this study, the researchers tried to redefine the findings of a for the model of advertising value in the advertising of golf products and further they threw light that how to purchase intentions are developed by the consumers for these products.

Social media is a great platform that is being continuously used for advertising and marketing purposes. Organizations are spending more money, time, and resources on advertisements through social media. Thus Alalwan (2018) conducted a study to find out the major factors for advertising on social media that can affect the purchase intentions of consumers. They developed a structural model based on three major elements identified through the Unified Theory of Acceptance and Use of Technology. These were the hedonic motivation, expectancy of performance, and the habit. They collected data through a structured questionnaire from 437 respondents. Collected data was studied with the help of structural equation modeling. The analysis results showed the validity of the model and the results revealed significant effects of expectancy of performance, interactivity, hedonic motivation, informativeness, perceived relevance, and interactivity on the intentions to purchase by the customers.

E.-B. Lee, Lee, and Yang (2017) conducted a study to investigate the intentions to purchase in the case of advertising of Smartphone that is not similar to other types of advertising media. In this study they examined the features of the advertisement of mobile like the attitude for the brand and the value for awareness of context to investigate the intentions to purchase through advertisements on Smartphone. A self-administered questionnaire was developed for data collection and a total sample of 243 respondents was collected using a random sampling technique. Collected data was studied through PLS structural equation modeling. Analysis results showed that along with the factors of non-mobile advertisements including personalization, irritation, information, and entertainment, the factors of mobile advertisements including location and timing are the major factors to develop purchase intentions among customers. Also it was found that the value of context-awareness in mobile advertisements has great effects on the attitude of consumers towards advertising and brand.

2.2.2. Advertising Value and Purchase Intention

Ünal et al. (2011) conducted a study to find out if there existed a significant difference between the adult attitude and youth attitude for advertisement through mobile.Adults and youth are the two different groups of consumers based on their patterns and styles of consumption. This difference between the two groups is visible in different brands, products, and message advertisements. Thus they investigated if there was a pattern of rejection and acceptance in their behavior for mobile advertising. They developed a self-administered questionnaire and they distributed it among the adults and youth of Turkey. They collected a total of 400 responses and out of them, a total of 380 responses were complete. Collected data was studied through structural equation modeling. The analysis results showed that an advertisement that is reliable, informative, entertaining, and personalized, had a significant and positive impact on the attitude of consumers related to mobile advertisements.

The number of people is increasing who spend a great time using YouTube. By now that has not been man studies that have examined the determinants that affect the attitude of consumers to accept advertising on YouTube as a source of advertising. Thus Dehghani et al. (2016) conducted a study to find out the effect of four-factor of YouTube advertising including irritation, customization, informativeness, and entertainment on the value of advertising, brand awareness, and the intentions to purchase by consumers. In this study, they collected data from those students who were engaged with the University of Rome. They collected data of a total of 315 respondents using a self-administered questionnaire. Analysis of the data showed that customization, informativeness, and entertainment have positive effects on the dependent variables while the factor of irritation has negative effects on the advertising on YouTube. Furthermore, the value of advertising through YouTube has an impact on the awareness of brands and intentions to purchase by consumers.

The usage of Smartphone has increased tremendously in the last decade. The attitude of consumers towards different brands has changed with the increasing use of the internet through Smartphone. Thus, it was important to study the factors that affect consumers' interaction with the advertisements on Smartphone and that affect their

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intentions to purchase. Thus Martins et al. (2019) conducted a study to investigate a conceptual model in this regard. They collected data from a total of 303 respondents from Portugal and the collected data was studied through the estimation method of partial least square. The analysis result showed that the experience flow, value of advertising, quality of web design, and the awareness of brand have a positive and significant impact on the intentions to purchase by the consumers. Further the analysis results of this study enable the advertisers and the marketers to understand the contributions of advertisements through Smartphone towards the intentions to purchase by the consumers.

2.3. Conceptual Framework

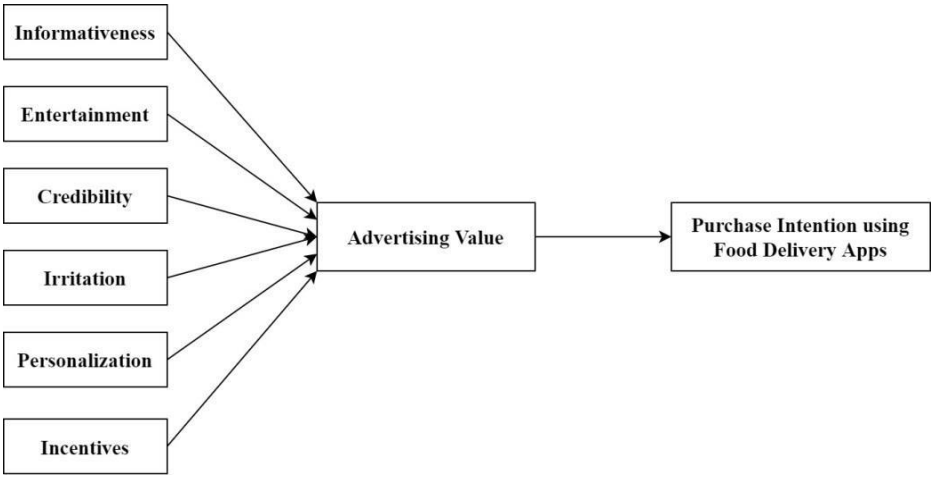


Figure 1: Research Model

2.4. Hypotheses

H_1: Informativeness has a significant effect on advertising value.

H_2: Entertainment has a significant effect on advertising value.

H_3: Credibility has a significant effect on advertising value.

H_4: Irritation has a significant effect on advertising value.

H_5: Personalization has a significant effect on advertising value.

H_6: Incentives has a significant effect on advertising value.

H_7: Advertising Value has a significant effect on purchase intention using food delivery apps.

3. Research Methodology

The research approach is the major aspect in research methodology as it helps in identifying the manner or mode in which the data has to be collected. There are two types named as quantitative and qualitative (Saunders, Lewis, & Thornhill, 2009). The quantitative approach is a very basic and simple one as it is consisting on numeric form of data that is collected using numeric means (Gomm, 2008). This approach is relatively easier to handle and manage as it does not require high amount of time. The quantitative approach also consists of theory testing and it develops hypothesis based on the theory (Wiersma & Jurs, 2005). Therefore, the current study has used quantitative approach and it has been chosen because it helps in having such results which can be generalized.

3.1. Research Design

The research design enables the researcher to examine the consisting relationships between the variables. So, there are two types of research designs named as experimental and non-experimental (Welman, Kruger, & Mitchell, 2005). The causal design is one of the non-experimental and it basic purpose is to identify the cause-effect between variables (Flick, 2015). This type of design is very helpful in examining basic and general results as it is conducted in a natural environment. This design also identify the strengths of the relationships as well as the direction of it (Churchill & Lacobucci, 2010). The causal design emphasizes on the causes through which it affects the variables and provides relatively more useful results (Kothari, 2004). Hence, in this study the best suitable design is correlational because it helps in finding out relations without identifying their causes.

3.2. Research Purpose

There are two types of research purpose known as explanatory purpose and exploratory purpose. The explanatory purpose can be defined as an enhanced manner in which the researcher gets the understanding and knowledge in quite a detailed manner (Burns, 2000). The main idea of this purpose is that it can highly and deeply identify the research objective and problem and can give information which was not previously examined. This purpose is very helpful in identifying the operational definitions as well because it gives quite beneficial information (Creswell, 2002). Hence, this study has aimed to adapt explanatory purpose because it is very helpful and explains the concepts in a lengthy detail.

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3.3. Target Population

According to Ali et al (2021) there are 44.10 million users from 76.38 million that engages in online shopping in Pakistan and only 15% of the people choose online platform for ordering the food. Besides, the current study has selected smartphone application users of Pakistan having experience of using food delivery apps and residing in the cosmopolitan city of Karachi as target population. Herein, the study has aimed to collect data from the users of food delivery apps in Karachi, Pakistan using survey methodology.

3.4. Sample Size

The formula of 50 + 8k proposed by Krejcie and Morgan (1970) was used by the study to estimate the sample size where k is the total number of variables in the model.With total 8 variables in the modeling framework, minimum 203 sample responses were required and therefore, the study has collected 200 responses from the population.

3.5. Sampling Technique

The sampling technique enables the researcher to collect the data from the population by identifying certain people. The convenience sampling is such that can be used to collect data from easily available people (Sekaran & Bougie, 2010). This technique focuses on gathering data from people of the target population that can provide data with convenience and also gives generalized nature of information as well (Sekaran & Bougie, 2016). Therefore, the best suitable technique in this study is convenience sampling because it also saves time and is relatively less costly as well.

3.6. Data Analysis Technique

There are various techniques for data analysis but PLS-SEM is known as a very effective and efficient technique. There are different reasons for its success but the main reason is that it gives high consistency and determines the reliability of the data as well (J F Hair, Christian M Ringle, & Marko Sarstedt, 2011). This technique in comparison to others is more important as it gives better results even with small sample size as well (Hair, Risher, Sarstedt, & Ringle, 2019). Therefore, this study has used PLS-SEM using Smart PLS 3.2.8 and reason is that it gives better results in hypothesis testing through structural model.

4. Result

4.1. Demographic Profile

The following table 1 shows the demographics of the respondents.

Table 1: Demographic Profile (n = 203)

		Frequency	Percent
Gender	Male	158	77.8
	Female	45	22.2
Age Groups (Years)	18-25	49	24.1
	25 to 32	102	50.2
	32 to 39	12	5.9
	above 40	40	19.7
Education	Undergraduate	28	13.8
	Graduate	91	44.8
	Post-Graduate	80	39.4
	Other	4	2
Occupation	Student	49	24.1
	Service	64	31.5
	Self employed	45	22.2
	Other	45	22.2
Usage of Food app	Daily	17	8.4
	Once a week	52	25.6
	Once a month	73	36
	Rarely	61	30
Preference of Food Delivery Apps	FoodPanda	195	96.1
	Bogo	8	3.9

4.2. Measurement Model

According to Hair, Black, Babin, and Anderson (2010) the threshold to retain the outer loading is greater than 0.70. On the other hand, if the values are lower than 0.40 should be removed. Furthermore, the values in the range of 0.40 to 0.70 can be retained as per convergent validity. In the above table values of outer loadings are in the prescribed threshold, it can be said that construct validity had been achieved.

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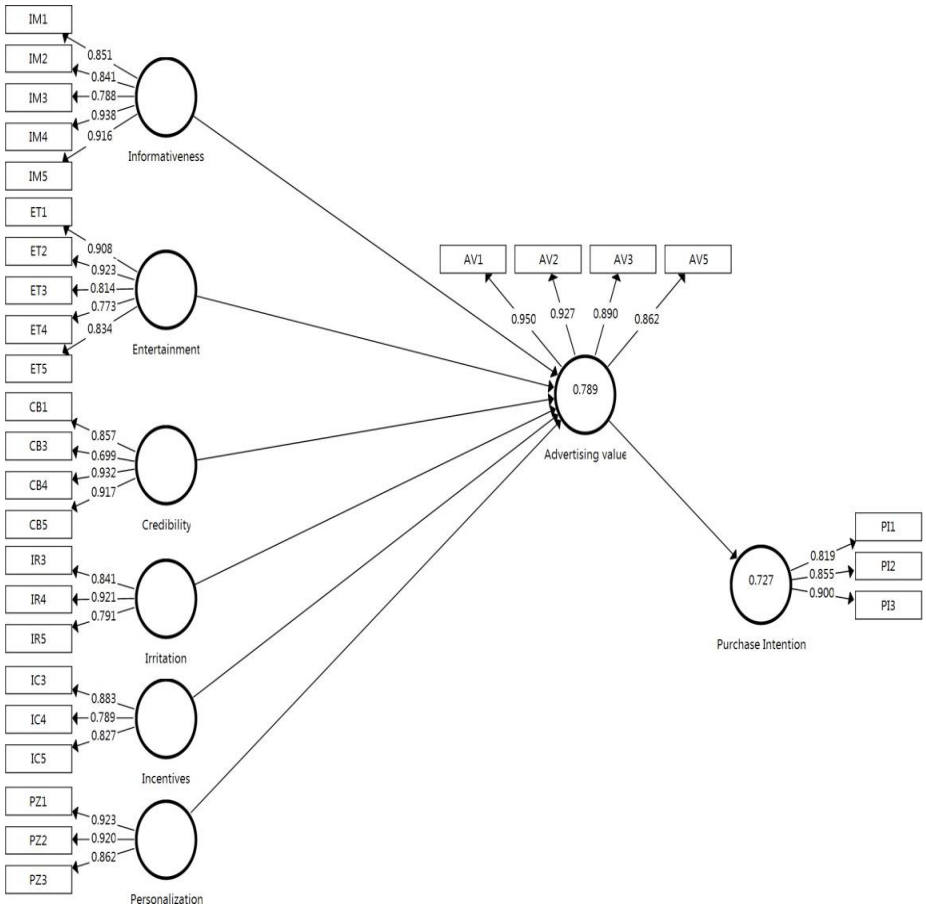


*Figure 2: PLS Algorithm***Construct Reliability and Validity**

The following table 3 shows the results reliability and validity.

Table 3: Construct Reliability and Validity

	Cronbach'sAlpha	**CompositeReliability**	**Average VarianceExtracted (AVE)**
Advertising value	0.929	0.949	0.825
Credibility	0.880	0.916	0.733
Entertainment	0.905	0.930	0.727
Incentives	0.780	0.872	0.696
Informativeness	0.918	0.939	0.755

Irritation	0.810	0.888	0.727
Personalization	0.886	0.929	0.814
Purchase Intention	0.821	0.894	0.738

In the above table all the values are greater than 0.70 in composite reliability and 0.50 in AVE as per the threshold prescribed by Hair, Sarstedt, Hopkins, and Kuppelwieser (2014), it can be said that construct reliability and validity had been achieved.

4.3. Discriminant Validity

The following table 4 shows the results of discriminant validity using Fornell and Larcker (1981b) Criterion.

Table 4: Fornell and Larcker (1981b) Criterion

	AV	CB	ET	IC	IM	IR	PZ	PI
Advertising value	**0.908**							
Credibility	-0.629	**0.856**						
Entertainment	0.596	-0.564	**0.853**					
Incentives	0.726	-0.719	0.413	**0.834**				
Informativeness	0.813	-0.619	0.391	0.692	**0.869**			
Irritation	0.428	-0.335	0.195	0.597	0.441	**0.853**		
Personalization	0.702	-0.625	0.558	0.732	0.600	0.341	**0.902**	
Purchase Intention	0.853	-0.637	0.519	0.738	0.676	0.508	0.785	**0.859**

In the above table it can be observed that all the diagonal bold values are greater as compared to the values in vertical and horizontal setting. As per Fornell and Larcker (1981b), the discriminant validity had been achieved. Besides, Fornell and Larcker (1981a) criterion had been used in various researches that identifies the correlations regarding latent variables that whether it is different from each other. Similarly, it highlights that there is discriminant validity when the latent variable have high variance in their own items as compared with other constructs (Henseler, Ringle, & Sarstedt, 2015).

4.4. Structural Model

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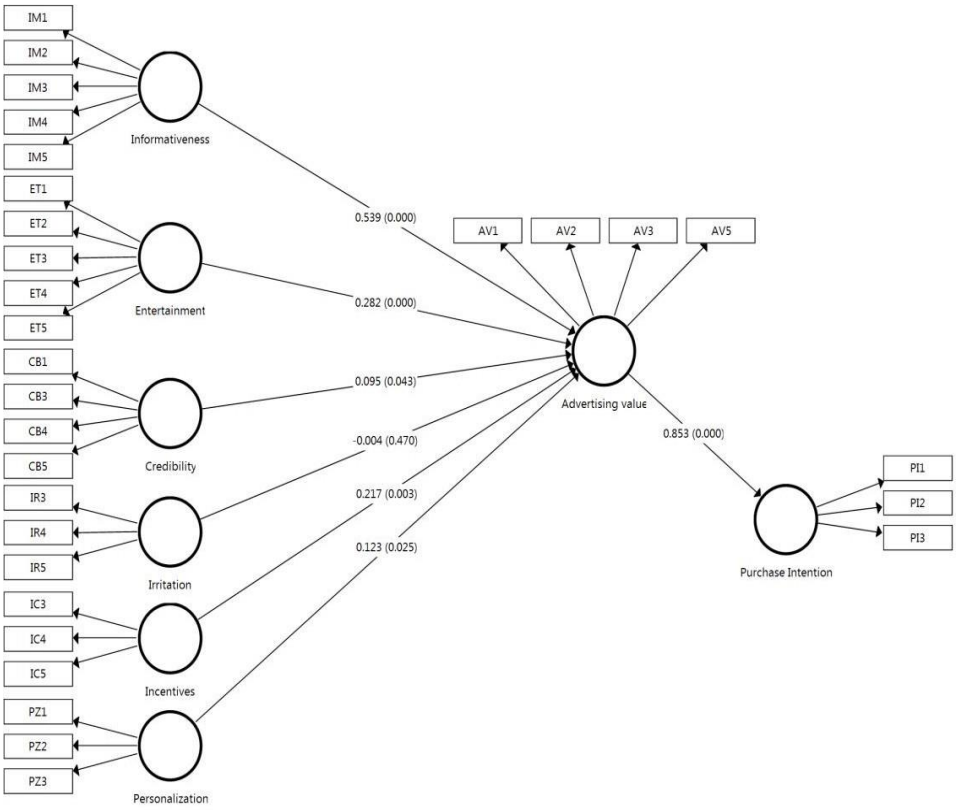


Figure *3:* PLS Bootstrapping

Table 7: Hypotheses Testing

	Estimate	Std. Dev.	T-Stats	Prob.
H1: Informativeness -> Advertising value	0.539	0.061	8.793	0.000
H2: Entertainment -> Advertising value	0.282	0.057	4.917	0.000
H3: Credibility -> Advertising value	0.095	0.056	1.712	0.043
H5: Personalization -> Advertising value	0.123	0.063	1.964	0.025
H6: Incentives -> Advertising value	0.217	0.079	2.749	0.003
H7: Advertising value -> Purchase Intention	0.853	0.023	37.799	0.000

Table 7 shows the results of hypotheses testing. According to the results informativeness has positive and significant impact on advertising value with a p-values of less than 0.05 with a mean value of 0.539 and standard deviation of 0.061. similalry, entertainment is found to have a positive and significant impact on advertising value with p-value of 0.000, mean value 0.282 and standard deviation of 0.057. Credibility is related to truthworthiness which also has positive and significant impact on the advertising value. Credibility enhances the trust of the customer and therefore increases the advertising value. The mean value of credibility and advertising value is 0.095 and standard deviation is 0.056. Personalization has been found to have a positive and significant impact on advertising values with a mean value of 0.123 and standard deviation of 0.063. Incentives also impacts the advertising value positively and significantly with a mean value of 0.217 and standard deviation of 0.079. The mediating impact of advertising value on purchase intention is also significant with a mean value of 0.853, standard deviaion of 0.023 and significance value of 0.000.

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4.5. Predictive Relevance

The following table 8 shows the results of predictive relevance.

Table 8: Predictive Relevance

	R Square	R Square Adjusted	Q Square
Advertising value	0.789	0.783	0.641
Purchase Intention	0.727	0.726	0.528

The above table showed that advertising value was effected 78.9% and purchase intention was effected 72.7% by independent variables. Also, the Q-square values are also greater than absolute zero.

5. Discussion

Hypothesis-1: Relationship between informativeness and advertising value

The study had found the informativeness had a positive and significant impact on advertising value. Similar results had been observed in the studies previously conducted. The study conducted in Indonesia in the context of advertising of GSM providers had also shown the same results (Fanggidae, 2019). Information is among the most important ingredient of quality advertising (Muntinga et al., 2011). People are more driven from the advertisement which contains relevant and accurate information (Bauer & Greyser, 1968). The advertising in Pakistan can focus on the context for the information in the advertisement to make it more effective and engaging the audience.

Hypothesis-2: Relationship between Entertainment and advertising value

Furthermore, the study identified a significant positive association between entertainment and advertising value. This result is also consistent with (Murillo, Merino, & Núñez, 2016b). As per Dehghani et al. (2016) the entertainment value of advertising content is its ability to meet consumer needs for escape, diversion, aesthetic pleasure, or emotional release. Also, Pintado, Sanchez, Carcelén, and Alameda (2017) found the same result and concluded that the receiver can interpret an entertaining promotional message more favorably. Similarly, Nicolaas (2016) concluded that entertainment is also critical for mobile marketing, in which a message to attract interest should be succinct and enjoyable.

Hypothesis-3: Relationship between credibility and advertising value

The research found a significant positive relationship between credibility and advertising value. This result is also supported by (Gaber, Wright, & Kooli, 2019). As per Lou and Yuan (2019) the idea of advertisement credibility emerged in the advertising literature as one of the most significant aspects of the value of advertising. Shareef,

Mukerji, Dwivedi, Rana, and Islam (2019) suggested in the sense of social media literature that credibility has a positive impact on the perceived importance of social media ads by users, which in turn positively influences their online buying intention.

Hypothesis-4: Relationship between irritation and advertising value

Likewise, research also concluded an insignificant negative link between irritationand advertising value which is also supported by (I. Ko, Wei, & An, 2019). The outcome indicates that consumers tend to be irritated, which adversely affects their attitude towards advertising and its value. According to Disastra, Hanifa, Wulandari, and Sastika (2019), researchers discovered that one of the key reasons why ads were opposed by customers was irritation, resulting in reduced advertising efficacy. Aktan, Aydogan, Aysuna, and Cad (2016) also investigated the development of attitudes towards social networking ads and discovered that the attitude of the audience was adversely influenced by irritation.

Hypothesis-5: personalization and advertising value

The research identified a significant positive affiliation between personalization and advertising value which is also consistent with (Aydin, 2018). Personalization has been identified as a critical factor for marketers and appears as an important factor in consumer persuasion (Pappas, Kourouthanassis, Giannakos, & Chrissikopoulos, 2017). According to Hamouda (2018) focusing on ads, personalizing the content of the message or delivery can both generate value. Moreover, Ad personalization will make it more informative for the user, less annoying, and more fun (Tran, 2017).

Hypothesis-6: Relationship between incentives and advertising value

The research identified a significant positive association between incentives and advertising value which is also supported by (S. Wang & Nguyen, 2018). HO and Thuy (2020) Indicate that the key aim of incorporating advertising incentive information is to draw consumers and provide them with the justification of why they should watch advertising that offers them some interesting benefits. Moreover, in comparison, the implementation of incentive details is a good way to bring consumers back in return or next buy and reduce the expense of discounted goods or services as well as the cost of advertised products or services (Hamouda, 2018).

Hypothesis-7: Relationship between advertising value and purchase intention

The current research found a significant positive connection between advertising value and purchase intention which is also supported by (E.-B. Lee et al., 2017; Martins et al., 2019). According to Y.-g. Lee et al. (2016) advertising value refer to how much an advertisement generates the purchasing intent of buyers, and is generally considered to have a strong association with ensuring purchasing behavior. Moreover, as per Mustafi and Hosain (2020), If marketers can present value in their advertising, buyers are willing to watch the advertisements and be inspired to purchase goods and services.

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6. Conclusion

The current study has effectively studied the factors that impact purchase intention using food delivery apps. The factors included informativeness, entertainment, credibility, irritation, personalization, incentives and advertising value. The study used quantitative approach for collecting data and used correlational design for identifying the relationships. A sample size of 203 respondents was collected from the target population using survey method. The study adopted the convenience sampling as the sampling technique. The data was analyzed using PLS-SEM analysis technique using SmartPLS software version 3.2.8.

The study concluded that advertising value had a positive and significant effect on the purchase intention. Credibility had a positive and significant effect on the advertising value. Similarly, entertainment had a positive and significant effect on the advertising value. Incentives had a positive and significant effect on the advertising value. Moreover, informativeness had a significant effect on the advertising value. Also personalization had a positive and significant effect on the advertising value. However, the irritation hada negative and significant effect on the advertising value.

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