The Impact of Divergence on Consumer Purchase Intentions

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Abstract: The significance of creativity in advertising is often undervalued in advertising research. This study aims to address this gap by examining the role of one of the crucial aspects of advertising creativity: divergence. The research is a descriptive conclusive one and the data was collected from a convenience sample of Egyptian consumers. A total of 237 respondents completed the questionnaire, and these responses were analyzed using SPSS 26.0 techniques as CFA & Regression.

The findings of this study highlight the importance of divergence and its interaction between other factors as age, gender and occupation in shaping a positive consumer purchasing intentions. The study also found that Ads with high divergence are likely to enhance consumer purchasing intentions. The interaction of gender with divergence factors was of no significance while age and occupation have shown interesting results when interacted with divergence factors. The results also provide some valuable insights about how to craft effective advertisements with the use of divergence according to the consumers characteristics as consumers at some younger age stage may be affected by some divergence factors while others with higher age stages may not which as well as occupation, which can help advertisers craft advertising messages more effectively considering such factors.

Keywords: Advertising; creativity divergence;purchasing intentions

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Introduction:

Creativity plays a crucial role in advertising, allowing the advertising message to reach the intended audience in a more impactful way, leaving a lasting and memorable impression. Creative advertising is highly effective and efficient, as it remains ingrained in the minds of targeted consumers and fosters the rapid formation of a devoted community, surpassing the impact of other advertisements. Previous research by El-Murad and West (2004), Klebba and Tierney (1995), Ogilvy (1995), Sasser and Koslow (2008) has consistently demonstrated that creativity is a driving force behind the development and design of successful advertisements. It not only elevates awareness but also cultivates a positive purchase intention towards the advertised brands (Till and Baack, 2005; Yang and Smith, 2009; Singh and Gautam, 2019; Sarılgan et al., 2022).

Advertising creativity has also an impact on consumer behavior on both cognitive and affective levels and as a result for such impact, consumer purchase intentions can be enhanced (Sarılgan et al., 2022). Also, when advertising creativity was tested on the hierarchy of effect, it was concluded that all the HOE sequence and brand attitude were affected by advertising creativity (Smith et al., 2007). The essence of creativity breathes life into advertising messages; without it, ads risk becoming mundane and unremarkable. Creativity thrives through divergence as it has its own sub-dimensions (Smith et al., 2007). To succeed, advertising requires innovative thinking, with all creative elements seamlessly woven into an integrated theme that effectively communicates the intended message. The motivation for creativity springs from within, an intrinsic drive that pushes individuals to explore new and imaginative ideas. However, external influences can also fuel the search for fresh creative concepts. The primary objective of this study is to address the following questions:

RQI - What factors contribute to ad divergence, and,

RQ2 - Which factor holds greater influence in shaping a positive purchase intention?

RQ3 – What is the impact of the interaction between divergence and other factors such as age, gender and occupation?

To answer these questions, the research begins by exploring the theoretical background and definition of divergence and its factors. The research then proceeds to examine the findings and, in conclusion, discuss the study's significance and the need for future research in this field.

This research provides some new insights about the importance of divergence and its impact on purchasing intentions with a solid explanation for the outcome of the interaction between divergence and consumer related factors as age, gender and occupation.

Literature Review:
Divergence in Advertising:

The fundamental characteristic of advertisement creativity lies in divergence, which requires ads to incorporate novel or standout elements. Despite its central role in advertising creativity, divergence has not seen significant advancements in advertising. Traditionally, it has been viewed as a one-dimensional construct, primarily focusing on originality or novelty, with limited conceptual development. This lack of attention to divergence is significant because it plays a crucial role in advertising effectiveness and is a complex construct that demands proper understanding and recognition. Therefore, there is a need for a better conceptual model of divergence (Olarotimi, 2018).The presence of divergence in ads is believed to elicit more favorable affective and cognitive responses from consumers, primarily due to the stimulating nature of divergent stimuli. Research has long established that consumers are more inclined towards creativity (Singh and Gautam, 2019).

In the realm of creativity literature, Guilford (1967) was the pioneering researcher to emphasize and assign importance to the development of the divergence concept in advertising. Guilford proposed various aspects of creativity that embody divergence and relevance. Additionally, Torrance (1990) expressed interest in divergence and dedicated many years to empirically testing the components of Guilford's (1967) model. While Ads with high divergence increase several constructs of processing such as curiosity and produce positive effects which serve to generate high er level s of purchase intention, in contrast to ads which are less divergent (Yang and Smith, 2009), The dimension divergence used in both the elements execution (celebrity endorsement, design, etc.) and brand/product informational elements (unusual transformational of the product) of advertisements. As far as psychology literature is concerned, most of the studies done concerning advertising have limited investigations of divergence (Sarılgan et al., 2022).

Many researchers clarified that ad creativity is linked to divergence (Till and Baack 2005). Divergence can be defined as the extent to which an advertisement contains factors that are different, new or unusual (Smith et al., 2008).

After examining the contributions of Torrance (1987), Smith et al. (2007) identified five factors related to divergence. The primary objective of this

research is to empirically investigate these five factors of divergence within the context of advertising, specifically focusing on their impact on consumer purchase intentions.

The five factors related to divergence are demonstrated in the following table (1):

Divergence Factors – Table (1)

Originality:	Ads that contain elements that are rare, surprising, or move away from the obvious and commonplace.
Flexibility:	Ads that contain different ideas or switch from one perspective to another.
Elaboration:	Ads that contain unexpected details or finish and extend basic ideas so they become more intricate, complicated, or sophisticated.
Synthesis:	Ads that combine, connect, or blend normally unrelated objects or ideas.
Artistic value:	Ads that contain artistic verbal impressions or attractive colors or shapes.

Source: Olarotimi (2018).

Purchasing intentions and divergence:

Behavioral intention is often used as a valid predictor of behavior (Lu et al., 2018). Behavioral intention, such as purchase intention, represents consumers' subjective inclination to purchase products and serves as a crucial indicator of consumer behavior (Zhu et al., 2020).Advertisements need to be captivating and distinct, which highlights the importance of incorporating creative elements such as divergence (Kim et al., 2016). Creative advertisements are characterized by their originality, innovation, novelty, and distinctiveness (El-Murad & West, 2004), all of which contribute to forming positive cognitive and emotional perceptions in consumers. These favorable perceptions, in turn, have a significant impact on purchase intention and decision-making (Smith et al., 2008).

Purchase intention serves as a subjective inclination of consumers to purchase products and is a crucial indicator of consumer behavior (Zhu et al., 2020). Ingavale (2013) highlighted how exposure to specific advertisements influences consumers' purchasing behavior, while Jiang et al. (2010) emphasized that ads can have psychological effects that direct consumers towards specific behaviors. Thus, conative responses like purchase intention represent the behavioral outcomes of consumers in response to these effects as conative response refer to consumer behavioral intentions (Park et al., 2008). Purchase intention specifically refers to the likelihood of purchasing the relevant product

or service in the future after being exposed to an advertisement (Dodds et al., 1991).

Divergence among other advertising creativity factors plays a pivotal role in enhancing the effectiveness of advertisements, relying on their originality and unexpectedness. Such creative ads have a higher likelihood of capturing consumers' attention, thereby influencing their purchasing behavior (Romoti-maniu & Zaharie., 2014; Idris et al., 2020). This impact on consumer behavior is further strengthened by affecting consumers' awareness and beliefs, consequently reinforcing their purchase intention (Jovanovic et al., 2016).

Supporting this viewpoint, Modig and Rosengren (2014) asserted that advertising creativity specially divergence also leads to an increase in perceived product quality and perceived value, which, in turn, positively influences consumers' purchase intention.

The originality and unexpectedness of an advertisement, which are key aspects of advertising creativity, enhance the effectiveness of the ad (Singam et al., 2014). Creative advertisements, due to their ability to capture consumers' attention, can influence consumer purchasing behavior (Idris et al., 2020). They can bolster purchase intentions by shaping customer awareness and beliefs (Jovanovic et al., 2016). Therefore, we propose that advertising creativity has a positive impact on consumers' intent to purchase. Supporting this proposition, Modig and Rosengren (2014) asserted that advertising creativity elevates perceived product quality and value, thereby positively influencing purchase intention.

Research model and hypotheses development:

The research has two objectives, one is to investigates the factors contribute to divergence and the other is to determine which factor has the most effect on purchasing intentions. The research model in contrast with these objectives can be shown in the following figure (1):

Figure (1) – Research Model
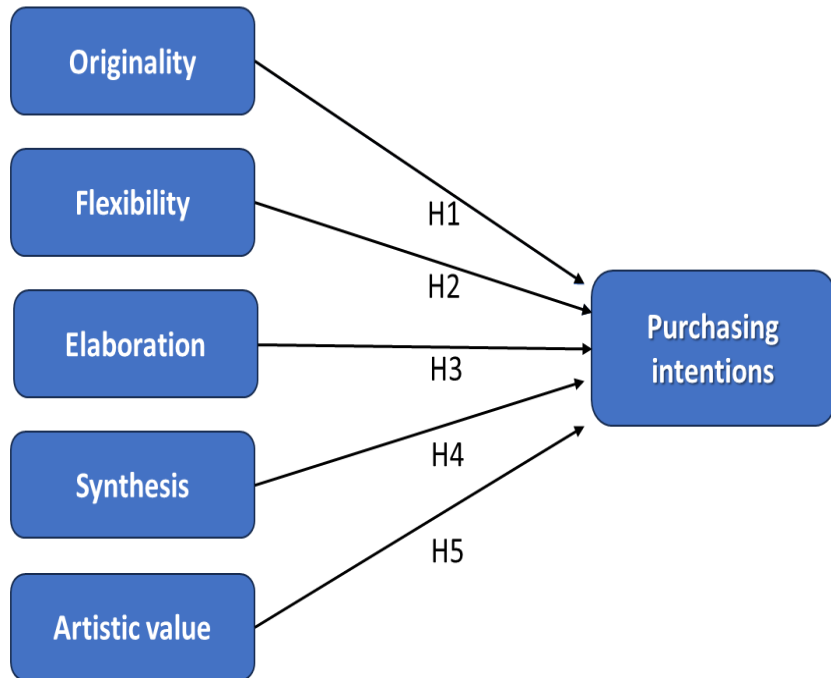
From the previous figure, five hypotheses are developed:

H1: Originality or its interaction with other independent variables has a strong positive impact on purchasing intentions.

H2: Flexibility or its interaction with other independent variables has a strong positive impact on purchasing intentions.

H3: Elaboration or its interaction with other independent variables has a strong positive impact on purchasing intentions.

H4: Synthesis or its interaction with other independent variables has a strong positive impact on purchasing intentions.

H5: Artistic value or its interaction with other independent variables has a strong positive impact on purchasing intentions.

Research Methodology:

Research Approach:

The research is descriptive conclusive research as it seeks to develop then test hypotheses to reach conclusion out of the results. Conclusive research is research that aims to provide information that is useful in reaching conclusions

and supporting of decision-making. It tends to be quantitative in nature, using numbers that can be quantifiable and summarized (Shields & Rangarajan, 2013).

Sampling and Data Collection:

According to Ketjutarat (2020) and Lyons (2015) as a general rule, sample sizes of 200 to 300 respondents provide an acceptable margin of error and fall before the point of diminishing returns. For this study, a sample of 237 was use as the sample size reached was 253 and 16 responses were not included in the study as they were not complete. They were asked to participate in the study by sending the questionnaire for them on different social media platforms. WhatsApp and Facebook were the main social media platforms that have been used to distribute the questionnaire. A survey instrument was prepared, primarily comprising close-ended questions using a 7-point Likert scale. This scaling method was chosen to effectively measure the intensity of respondents' answers (Churchill and Brown, 2004, p. 329). The study included two TV Ads. The questionnaire was in English and it was considered to use simple English language to make it easy to be understood with clear meanings then distributed to the respondents through sending the questionnaire link on different social media platforms which led them to a google form to answer the questionnaire after watching each Ad included in the study. As a result, the study analyzed data from 237 Egyptian consumer (88 female & 149 male) between 17 to more than 60 from private business employees and students. The data collection was done using a convenience sampling technique to reduce time and costs of the research. Convenience sampling is a technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient which help in reducing costs and time of the research (Obilor, 2023).

Measurements and Questionnaire:

The construct measures utilized in this research were derived from various sources available in the literature. Divergence measurements used fifteen items (three items for each factor) were adopted from Smith et al. (2007) and Can and Macka (2016), while the scale for purchase intention comprised three items derived from Martins et al. (2019). All construct items were measured on a seven-point Likert scale (ranging from 1 "strongly disagree" to 7 "strongly agree") and are presented in Table (2). No change was made to the used statements.

Variables Measurement Items – Table (2)

Variable	Items	Source
Originality:	The ad broke away from habit-bound and stereotypical thinking. The ad was 'out of the ordinary'. The ad was unique.	Smith et al. (2007), Can and Macka (2016),
Flexibility:	The ad contained ideas that moved from one subject to another. The ad contained different ideas. The ad shifted from one idea to another.	Smith et al. (2007), Can and Macka (2016),
Elaboration:	The ad finished basic ideas so that they become more intricate. The ad contained numerous details. The ad contained more details than expected.	Smith et al. (2007), Can and Macka (2016),
Synthesis:	The ad contains unusual connections. The ad brought unusual items together. The ad connected objects that are usually unrelated.	Smith et al. (2007) , Can and Macka (2016),
Artistic value:	The ad made ideas come to life graphically/verbally. The ad was visually/verbally distinctive. The ad was artistically produced.	Smith et al. (2007), Can and Macka (2016),
Purchase intentions	I find purchasing product/service advertised to be worthwhile. I will frequently purchase product/service advertised in the future. I will strongly recommend others to purchase product/service advertised.	Martins et al. (2019)

The questionnaire was tested within a small sample of 30 participants before the beginning of data collection process using Facebook and WhatsApp platforms to ensure that that it is accurate easy and clear and no modifications were required as the participants feedback confirmed the clarity and easiness of the questionnaire. The responses were treated with an ethical treatment as all data used only to the purpose of the research which was declared to the participants at the beginning of the questionnaire.

Advertisements samples:

The participants in this study were a group of Egyptian consumers who expressed an interest in purchasing products after watching advertisements. The selected advertisement for this research was from Edita Ltd (Freska – Ape Ad) and Aslan juice Ad (Sherine Reda). Freska Ad was selected based on the opinion and evaluation of advertising professionals in a survey carried by AlMal News Journal (2012) as it said that a group of marketing experts confirmed and agreed that the recently launched "Freska" advertisement is considered one of the most unconventional and out of the box advertisements, at a time when most advertisers decided to reduce the size of their advertising budgets affected by recent events that time. As for Aslan Ad, the Think Marketing Magazine (Hamza, 2023) concluded that the Ad made a huge buzz in the market as it started with ambiguity about the product but after revealing the product, the feedback of consumers was very disappointed as it was perceived as silly and not to the level of goodness among huge number of consumers despite the buzz at the beginning of the campaign.

Results and Findings:

Factor Analysis for Data Reduction

In the following section, exploratory factor analysis technique is utilized to reduce the number of questionnaire question to a lesser number of surrogated variables known as latent constructs. Factor analysis with orthogonal rotation reduced the multicollinearity that may exist between constructs a characteristic that is much needed in building models (Wahab, 2023). Several issues are considered, the originality of the Ad., the flexibility of the Ad., the elaboration of Ad., the synthesis of the Ad., the artistic value of the Ad., and its purchase intention.

The following table (3) presents the most reliable items to measure each construct, their reliability factor, the variance explained, factor loadings, the average response of the construct, its standard error, and the P-value for testing whether the average response is 4 (neutral).

Table (3) Factor Analysis for Data Reduction

Constructs	Reliability Coefficients	Explained Variance	Factor Loadings	Reliability Coefficient	Explained Variance	Factor Loadings
		Freska Ad.			Aslan Ad.	
Originality		62.289%		45.6%	62.074%	
	66.8%					
			.834			0.916
			.873			.916
			.641			.906
Flexibility	68.4%	61.358%		93.5%	87.476%	
			.706			.899
			.822			.947
			.817			.958
Elaboration	84.5%	76.403%		85.4%	77.807%	
			.826			.884
			.898			.913
			.897			.848
Synthesis	83%	74.760		89.9%	83.272%	
			.896			.939
			.881			.922
			.815			.876
Artistic Value	75.8%	55.214		90.2%	83.692%	
			.802			.879
			.816			.969
			.590			.894
Purchase Intention	86%	78.288%		89.3%		
			.888			.905
			.851			.944
			.915		83.290%	.888

As shown in Table (3), the reliability coefficient Chornbach - α which measures the internal consistency of each construct is high (>65%) except for the originality in case of Aslan Ad is little bit low. Regarding the extracted variance all constructs have explained variance higher than 77% except for the originality concept in case of Aslan Ad (62.074%), and the artistic value concept in case of Freska Ad (55.214%). Meanwhile, we continue to use the most reliable and valid items in measuring each construct in subsequent analysis.

Having reached the most reliable and valid items, we express each construct as a weighted average of the its items, weighted by its factor loadings to be able to carry out the required testing hypotheses and regression models. including descriptive, measures, the t-test for comparing means of the two Ads using the paired sample t-test, the multivariate analysis to test for the main and interaction effects between different constructs, and finally to run the regression models for each Ad to investigate the most significant independent variables explain each purchase intention to answer the research hypotheses. The following Table (4) exhibits the average response of each construct, its standard error, and the P-value for testing whether the average response is 4 (neutral). The one sample t-test is used justify whether the average response of each construct is neutral (=4).

Table (4) The result of the perception of the sample to each Ad.

		One-Sample Test						
			Test Value = 4				95% Confidence Interval of the Difference	
Dimension	Ad.	The Average Response	Standard Error	t	df	P-value		
							Lower	Upper
Originality	Freska	5.6502	.06295	26.214	.000	.000*	1.5262	1.7742
	Aslan	3.8540	.11862	-1.231-	236	0.220	-.3797-	.0877
Flexibility	Freska	4.9187	.07543	12.179	236	.000*	.7701	1.0673
	Aslan	3.9501	.09634	-.518-	236	0.605	-.2397-	.1399
Elaboration	Freska	4.8336	.09158	9.102	236	.000*	.6532	1.0140
	Aslan	4.2175	.08960	2.427	236	0.016*	.0410	.3940
Synthesis	Freska	4.3901	.07069	5.518	236	.000*	.2508	.5294
	Aslan	4.1156	.09917	1.166	236	0.245	-.0797-	.3110
Artistic Value	Freska	5.4761	.07178	20.566	236	.000*	1.3347	1.6175
	Aslan	4.3220	.10483	3.072	236	0.002*	.1155	.5285
Purchase Intention	Freska	4.9756	.08393	11.624	236	.000*	.8103	1.1410
	Aslan	3.7772	.09330	-2.388-	236	0.018*	-.4066-	-.0390-

As shown in the above Table (4), regarding the originality of each Ad, respondents reacted positively to Freska Ad (average =5.6502 on 7-likert scale), while they were neutral regarding the Aslan Ad. (average = 3.854). The same conclusion holds for the Flexibility concept of each Ad. Freska Ad has an average response 4.9187(positive), and the Aslan Ad has 3.9501 which is neutral. Regarding the respondent's elaboration, the results showed that respondents reacted positively to both Ads, with average response of 4.8336 for Freska and 4.2175 for Aslan Ad. For the Ad synthesis Freska has an average support of 4.3901(positive), and Aslan has 4.1156 (neutral). For the artistic value, respondents reacted positively for both Ad. with an average response rate of 5.4761 for Freska and 4.322 for Aslan Ad. Finally, for the purchase intention, respondents reacted positively for both Ad. with an average rate of 4.9756, and 3.7772 on the 7th liker scale for Freska and Aslan respectively.

Figure (2): Comparing Average Responses of Each Ad. to all Constructs
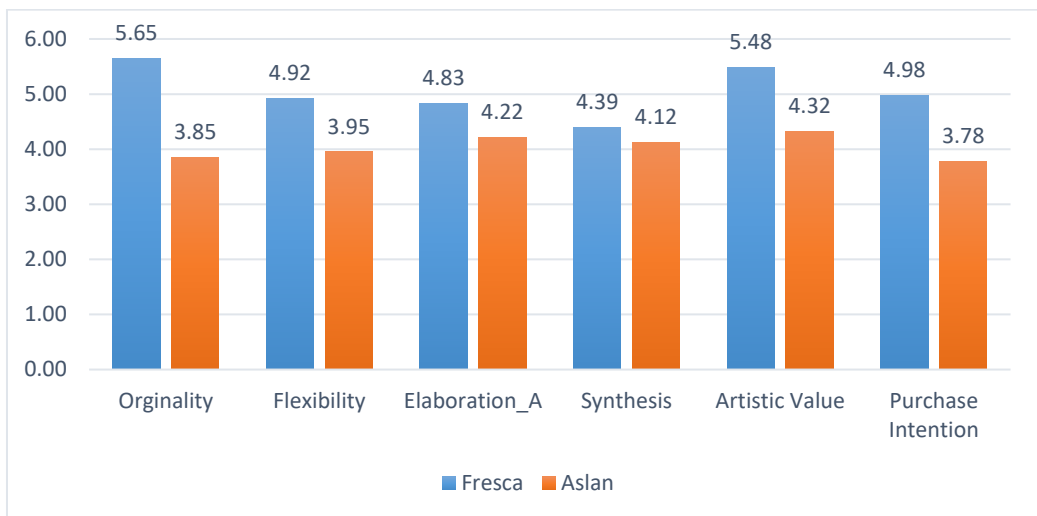
Originality and flexibility are critical elements in advertising creativity. Respondents reacted more positively to the Freska Ad in terms of originality and flexibility, with average scores above 4.9 and 4.9, respectively, on a 7-point Likert scale. In contrast, the Aslan Ad received more neutral reactions regarding both originality and flexibility, with scores around 3.9.

So, it's important to consider incorporating more original and flexible elements to make it more engaging and memorable for the target audience. As for Elaboration and Synthesis, elaboration refers to the level of detail and information in an ad, while synthesis relates to how well the ad presents a cohesive message. Respondents reacted positively to both ads regarding elaboration, with scores above 4.8 for Freska and 4.2 for Aslan. However, in terms of synthesis, the Freska Ad received a more positive response (average

score of 4.39) compared to the Aslan Ad, which received a more neutral response (average score of 4.12). So, working on presenting a more cohesive message that ties together the various elements of the advertisement can improve its effectiveness. Artistic value is an essential aspect of visual appeal in advertising. Respondents reacted positively to both ads in terms of artistic value, with a significantly higher average score for the Freska Ad (5.48) compared to the Aslan Ad (4.32).

Purchase intention is a critical marketing metric as it reflects the likelihood of consumers making a purchase. Respondents showed a positive disposition toward both ads in terms of purchase intention, with an average score of approximately 4.98 for Freska and 3.78 for Aslan on the 7-point Likert scale. While both ads received positive reactions, purchase intentions for the Ad with more divergence likely to create more positive purchase intentions. Analyzing the factors contributing to lower purchase intentions Ads and consider adjustments to the ad content or messaging can give a great aid in enhancing consumers purchase intentions. In summary, the Freska Ad generally received more positive reactions across various dimensions, including originality, elaboration, flexibility, synthesis, artistic value, and purchase intention. The Aslan Ad, on the other hand, received more neutral responses in several areas. To improve the effectiveness of the Aslan Ad, consider enhancing its originality, elaboration, flexibility, synthesis, and artistic value while also analyzing factors that might be influencing lower purchase intention. Regularly gathering and acting upon consumer feedback can help refine and optimize marketing strategies for both ads.

Testing the Pairwise Significance Difference Between Respondents Perceptions to Each Ad.

It is also of our interest to test the significance of the pairwise difference responses averages of Freska and Aslan Ad. for all the constructs under investigation. The paired sample t- test was performed on each pair, the results are given in Table (5) below. The results in Table (5), provide strong evidence of the superiority of Freska Ad. over the Aslan Ad. from respondents' perception to each concept including, Originality, Flexibility, Elaboration, Synthesis, Artistic Value, and Purchase intention p-values < 0.05 all through. The results indicate that Freska Ad outperforms the Aslan Ad in various dimensions. Originality: Freska Ad is perceived as more original, suggesting that it stands out and offers something unique in the eyes of respondents. This can be a competitive advantage in marketing, as originality can capture consumers' attention and make the product more memorable.

Table (5) Paired Sample Comparison Between Freska and Aslan Ad

Paired Samples Test

Pairwise Differences		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Originality _F – Originality _A	5.63869	.96954	.06298	5.51462	5.76277	89.533	236	.000*
Pair 2	Flexibility _F - Flexibility _ A	.96858	1.99861	.12982	.71282	1.22434	7.461	236	.000*
Pair 3	Elaboration _ F – Elaboration_ A	.61611	1.97809	.12849	.36298	.86925	4.795	236	.000*
Pair 4	Synthesis – Synthesis _ A	.27447	1.30509	.08477	.10746	.44148	3.238	236	.001*
Pair 5	Artistic Value_ F – Artistic Value_ A	1.15413	1.93851	.12592	.90606	1.40220	9.166	236	.000*
Pair 6	Purchase Intention – Purchase Intention _A	1.19848	1.90324	.12363	.95493	1.44204	9.694	236	.000*

Means that the differences are significant at 5% level.

Flexibility: Freska Ad is also seen as more flexible, which could mean it effectively adapts to different customer preferences or market conditions. Flexibility in advertising can help a brand remain relevant and responsive to changing consumer needs. Elaboration: Both ads received positive ratings for elaboration, but if Freska is rated significantly higher, it suggests that it provides more detailed and informative content. This can be important for conveying product benefits and features to potential customers.

Synthesis: Freska Ad is perceived as having better synthesis, indicating that it presents a more cohesive and integrated message. A well-synthesized ad can help consumers better understand the product's value proposition. Artistic Value: Freska Ad is significantly rated higher in artistic value, which can enhance its visual appeal. Artistic value can create a strong emotional connection with consumers and contribute to brand recognition. The most critical aspect is the higher purchase intention for Freska Ad. This suggests that respondents are more inclined to consider purchasing the product advertised in Freska Ad. Increased purchase intention is a key indicator of an effective marketing campaign.

The effect of Demographic Characteristics on their Perception to Each Constructs:

In this section, we want to investigate whether, the respondents' demographic characteristics has any effect on their perceptions to each construct. Three demographic characteristics are considered in this case. The gender of the respondent (male, female), the occupation of the respondent (private sector, student), and the age group (three age groups are included $17 \leq age < 55, 55 \leq age < 61, and\ age \geq 61$).

Effect of Gender:

Independent t-tests were employed to check if the gender levels has any effect on the respondent's perceptions to the research constructs. As indicated in Table (6), although respondents have positive attitudes towards the research constructs for both Ad. (means are > 4), the test revealed no significant differences between males attitudes and females attitudes for both Ad. over all research constructs (p-values > 0.05).

Table (6): Testing for significant differences between gender

		Freska					Aslan			
	Gender	Sample Size	Average	Stan Dev	Stan Error	P-value	Average	Stan Dev	Stan Error	P-value
Originality	Male	149	5.70	0.922	0.076	.279	3.84	1.369	0.112	.849
	Female	88	5.56	1.043	0.111	.294	3.88	2.420	0.258	.868
Flexibility	Male	149	4.87	1.178	0.097	.423	4.01	1.365	0.112	.402
	Female	88	5.00	1.134	0.121	.419	3.84	1.666	0.178	.426
Duration	Male	149	4.76	1.446	0.118	.282	4.31	1.317	0.108	.176
	Female	88	4.96	1.345	0.143	.273	4.06	1.473	0.157	.189
Synthesis	Male	149	4.45	1.016	0.083	.259	4.14	1.518	0.124	.702
	Female	88	4.29	1.199	0.128	.280	4.07	1.549	0.165	.703
Artistic Value	Male	149	5.43	1.062	0.087	.400	4.43	1.546	0.127	.195
	Female	88	5.56	1.176	0.125	.412	4.14	1.718	0.183	.207
Purchase Intention	Male	149	5.02	1.179	0.097	.513	3.87	1.343	0.110	.206
	Female	88	4.90	1.468	0.157	.536	3.62	1.578	0.168	.225

Means the differences are significant at 5% level.

Gender does not appear to be a differentiating factor in respondents' perceptions of these advertisements. Both males and females hold similar positive attitudes toward the ads and the research constructs. But it is still needing more investigation to understand the role of gender.

Effect of Occupation:

Two occupations are considered in this research, either the respondent is from private sector or he/she is student. The following Table (7) displays results regarding the two independent t-test for both Ad.

Table (7): Testing for significant differences between occupation

Constructs	Occupations	Freska					Aslan			
		Sample Size	The Average	Stand Dev	Stand Error	P-value	The Average	Stand Dev	Standard Error	P-value
Originality	1 Private	60	5.71	0.920	0.119	0.613	3.74	0.364	0.364	0.689
	2 Student	177	5.63	0.987	0.074		3.89	0.101	0.101	
Flexibility	1Private	60	4.97	1.164	0.150	0.701	3.53	0.237	0.237	0.033*
	2 Student	177	4.90	1.163	0.087		4.09	0.099	0.099	
Elaboration	1Private	60	4.90	1.415	0.183	0.691	3.68	0.180	0.180	0.000*
	2 Student	177	4.81	1.412	0.106		4.40	0.100	0.100	
Synthesis	1 Private	60	4.10	1.091	0.141	0.015*	3.87	0.198	0.198	0.156
	2 Student	177	4.49	1.072	0.081		4.20	0.114	0.114	
Artistic Value	1 Private Sector	60	5.66	1.128	0.146	0.137	3.94	0.211	0.211	0.032*
	2 Student	177	5.41	1.093	0.082		4.45	0.120	0.120	
Purchase Intention	1 Private Sector	60	4.72	1.455	0.188	0.108	3.05	0.199	.199	0.000*
	2 Student	177	5.06	1.225	0.092		4.02	0.099	.099	

Means that the difference is significant at 5% level

As illustrated in Table (7), for Freska Ad. only for the synthesis there is a significant difference between private sector perception and student's perception where students are more positive than the private sector, although both of them have positive perception to research construct. While for the Aslan Ad. there are significant differences between private sector and students' perception to the research constructs flexibility, elaboration, artistic value and purchase intention where students are more positive than private sectors in all constructs.

For Freska Ad, the results indicate that there is a significant difference in perception between private sector employees and students only for the construct of "synthesis," where students hold a more positive perception than private sector

employees. However, both groups have a positive perception overall. Such result needs more investigation as it is recommended to explore the impact of occupation on such factor. The research suggests investigating the impact of occupation on consumer ability to combine and blend different ideas and connecting unrelated objects and ideas. That will be very interesting for marketing to understand role of occupation on consumer's absorbing of different ideas. The results suggest also that when crafting an Ad message that targeting employees, it may be more effective to lower the synthesis by adjusting Ad message while increases it while targeting students.

For Aslan Ad, In the case of the Aslan Ad, there are significant differences between private sector employees and students' perceptions for several research constructs, including "flexibility," "elaboration," "artistic value," and "purchase intention." Students have more positive perceptions than private sector employees in all these constructs.

For Freska Ad, although there is a difference in perception for the "synthesis" construct, overall, both groups have a positive perception. These results emphasize the strong points that resonate with both private sector employees and students while considering minor adjustments to target the synthesis aspect.

For Aslan Ad, the differences in perception between private sector employees and students are more pronounced across several constructs. To maximize the effectiveness of the Ads, consider tailoring specific elements of Ads to better appeal to each group's preferences. For example, if students are more positive about "flexibility" and "elaboration," highlight these aspects in marketing communication messages while targeting students. Also, the research suggests exploring factors of occupation and their impact on the perception of divergence of Ads as this may has significant impact on Ads effectiveness.

Effect of Age Group:

Three age groups were considered in the study 17-55, 55-61 and 61 and older. The analysis of variance statistical technique was utilized to identify the significant differences between the three groups for all constructs and for the two Ad. The results in Table (8) provide evidence that there are significant differences between age groups in their attitudes towards flexibility, Elaboration, and purchase intention. Further analysis using the multiple comparison Duncan's test revealed that for flexibility, and elaboration age group 55-61 are more supportive than other age groups, despite their positive attitudes towards the constructs. While, for the purchase intention the age group ≥ 61 are less supportive to the issue than other age groups.

Table (8): effect of age group – freska Ad

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Originality	Between Groups	3.411	2	1.705	1.829	.163
	Within Groups	218.244	234	.933		
	Total	221.655	236			
Flexibility	Between Groups	13.168	2	6.584	5.050	.007*
	Within Groups	305.057	234	1.304		
	Total	318.225	236			
Elaboration	Between Groups	16.169	2	8.085	4.177	.017*
	Within Groups	452.913	234	1.936		
	Total	469.082	236			
Synthesis	Between Groups	6.015	2	3.007	2.573	.078
	Within Groups	273.488	234	1.169		
	Total	279.503	236			
Artistic Value	Between Groups	3.216	2	1.608	1.321	.269
	Within Groups	284.935	234	1.218		
	Total	288.151	236			
PurchaseValue_F	Between Groups	29.587	2	14.793	9.499	.000*
	Within Groups	364.415	234	1.557		
	Total	394.002	236			

Means that the difference is significant at 5% level

Regarding Aslan Ad. the analysis in table (9) revealed that there are significant differences between age groups for the flexibility, artistic value and purchasing intention. Duncan's multiple comparison test indicated that age group 55-61 is less supportive than other age groups. The same pattern holds for the three constructs.

Table (9): effect of age group – Aslan Ad

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Originality_A	Between Groups	8.197	2	4.098	1.231	.294
	Within Groups	778.754	234	3.328		
	Total	786.951	236			
Flexiability_A	Between Groups	14.515	2	7.258	3.366	.036*
	Within Groups	504.560	234	2.156		
	Total	519.076	236			
Elaboration_A	Between Groups	10.537	2	5.269	2.812	.062
	Within Groups	438.473	234	1.874		
	Total	449.010	236			
Thensies_A	Between Groups	8.379	2	4.190	1.810	.166
	Within Groups	541.696	234	2.315		
	Total	550.075	236			
ArtisticValue_A	Between Groups	15.986	2	7.993	3.124	.046*
	Within Groups	598.697	234	2.559		
	Total	614.684	236			
PurchaseInten_A	Between Groups	36.884	2	18.442	9.590	.000*
	Within Groups	450.004	234	1.923		
	Total	486.889	236			

Means that the difference is significant at 5% level

For Freska Ad, the analysis reveals that there are significant differences between age groups in their attitudes towards "flexibility," "elaboration," and "purchase intention. "Specifically, age group 55-61 holds more supportive attitudes than other age groups toward "flexibility" and "elaboration," despite all age groups generally having positive attitudes toward these constructs. On the other hand, for "purchase intention," the age group ≥61 is less supportive than the other age groups.The findings suggest that age group 55-61 responds more positively to the constructs of "flexibility" and "elaboration." This group may appreciate detailed and flexible advertising messages. Therefore, marketing strategies could consider tailoring content to appeal specifically to this age group. It's important to recognize that the age group ≥61 appears to be less supportive of "purchase intention." Marketing efforts targeting this age group may need to address their concerns or provide additional incentives to boost purchase intent. For Aslan Ad, the analysis for the Aslan Ad also shows significant differences between age groups, particularly for "flexibility," "artistic value," and "purchase intention." In this case, age group 55-61 is less supportive than other age groups across all three constructs.

The findings suggest that age group 55-61 is less responsive to the constructs of "flexibility," "artistic value," and "purchase intention." Marketing communication messages should consider tailoring content to better appeal to this specific age group's preferences. It might be valuable to conduct further research to understand why age group 55-61 is less supportive of these constructs and whether there are specific concerns or preferences driving this pattern. In summary, the analysis highlights that age groups can significantly influence respondents' perceptions of advertising constructs. Marketing strategies should consider these nuances and tailor content to resonate with specific age groups' preferences and attitudes. Additionally, further research and market segmentation may help uncover the underlying reasons for these age-based differences, allowing for more targeted and effective advertising campaigns.

The Correlation Structure

Correlation is considered the building blocks in almost all multivariate analysis. The correlation is a measure of linear association between pairs of variables for both the magnitude and direction of the relationship $-1 \leq r \leq 1$.

Table (10) Correlation Structure for Freska Ad

		Originality	Flexibility	Elaboratio	Synthesis	Artistic Value
Flexibility	Pearson Correlation	.410**	1			
	Sig. (2-tailed)	.000				
	N	237	237			
Elaboration	Pearson Correlation	.455**	.752**	1		
	Sig. (2-tailed)	.000	.000			
	N	237	237	237		
Synthesis	Pearson Correlation	.113	.160*	.211**	1	
	Sig. (2-tailed)	.084	.014	.001		
	N	237	237	237	237	
Artistic Value	Pearson Correlation	.374**	.361**	.461**	.193**	1
	Sig. (2-tailed)	.000	.000	.000	.003	
	N	237	237	237	237	237
Purchase Intention	Pearson Correlation	.341**	.246**	.292**	.208**	.489**
	Sig. (2-tailed)	.000	.000	.000	.001	.000
	N	237	237	237	237	237

**. Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed).

As seen in Table (10), there are significant weak correlation between originality and flexibility (r = 0.410, p-value = 0.000), significant weak correlation between

originality and elaboration(r =0.455, p-value = 0.000), insignificant correlation between originality and synthesis, significant weak correlation between originality and artistic value (r = 0.374, p-value =0.000), and weak positive correlation between originality & purchasing intention (r =0.341, p-value =0.000). Flexibility has strong positive & significant correlation with elaboration (r =0.752, p-value =0.000), it has weak positive and significant correlation with synthesis, weak positive and significant correlation with artistic value, and it has weak positive and significant correlation with purchasing intention. Elaboration has weak positive but significant correlation with synthesis (r = 0.211, p-value = 0.000), it has weak positive and significant correlation with artistic value (r = 0.461, p-value = 0.000), it has weak positive and significant correlation with purchasing intention (r =0.292, p-value =0.000). Synthesis has weak positive & significant correlation with artistic value (r =0.193, p-value =0.000), and it has weak positive & significant correlation with purchasing intention (r = 0208, p-value =0.001). Finally, artistic value has weak positive & significant correlation with purchasing intention (r =0.498, p-value =0.000).

Table (11) Correlation Structure for Aslan Ad.

		Originality	Flexibility	Elaboration	Synthesis	**Artistic Value**
Flexibility	Pearson Correlation	.559**	1			
	Sig. (2-tailed)	.000				
	N	237	237			
Elaboration	Pearson Correlation	.421**	.802**	1		
	Sig. (2-tailed)	.000	.000			
	N	237	237	237		
Synthesis	Pearson Correlation	.403**	.764**	.818**	1	
	Sig. (2-tailed)	.000	.000	.000		.
	N	237	237	237	237	
Artistic Value	Pearson Correlation	.402**	.762**	.842**	.872**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	237	237	237	237	237
Purchasing Intention	Pearson Correlation	.359**	.610**	.636**	.526**	.644**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	237	237	237	237	237

**. Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed).

As shown in Table (11), originality has strong positive and significant correlation with flexibility (r =0.559, p-value =0.000), it has weak positive and significant correlation with elaboration (r =0.421, p-value =0.000), it has weak positive and significant correlation with synthesis (r =0.403, p-value =0.000), it has weak positive and significant correlation with artistic value(r =0.402, p-value =0.000), and it has weak positive and significant correlation with purchasing intention(r =0.359, p-value =0.000).   Flexibility has strong positive and significant correlation with elaboration (r =0.802, p-value =0.000), it has strong positive and significant correlation with synthesis (r =0.764, p-value =0.000), it has strong positive and significant correlation with artistic value (r =0.762, p-value =0.762), and it has strong positive and significant correlation with purchasing intention(r =0.610, p-value =0.000). Elaboration has strong positive and significant correlation with synthesis (r = 0.818, p-value =0.000), it has strong positive and significant correlation with artistic value (r =0.842, p-value =0.000), and it has strong positive and significant correlation with purchasing intention (r =0.636, p-value = 0.000).   Synthesis has strong positive and significant correlation with artistic value (r =0.872, p-value= 0.000), and it has strong positive and significant correlation with purchasing intention (r =0.536, p-value =0.000).   Finally, artistic value has strong positive and significant correlation with purchasing intention (r =0.644, p-value =0.000). Having describe the correlation between constructs for both Ad. we would like to investigate the effect of each independent variable (main effect) and all possible interaction (interaction effect) as well as the demographical characteristics of respondents. A multivariate statistical technique is employed for both Ad.   The results are shown in Table (12) for the Freska Ad. and Table (13) for Aslan Ad.

For the Freska Ad, Originality shows significant weak positive correlations with flexibility, elaboration, artistic value, and purchasing intention. This suggests that when the Freska Ad is perceived as more original, it tends to be associated with higher levels of flexibility, elaboration, artistic value, and purchase intention.

Emphasizing originality in the Freska Ad can be a valuable strategy, as it positively influences multiple aspects of consumer perception.

Flexibility has a strong positive correlation with elaboration and weak positive correlations with synthesis, artistic value, and purchasing intention. This indicates that a flexible approach in the Freska Ad is associated with higher elaboration and moderately influences other constructs. Highlighting flexibility in the ad content can enhance elaboration and overall consumer perception.

Elaboration shows a weak positive correlation with synthesis, a moderate positive correlation with artistic value, and a weak positive correlation with

purchasing intention. This suggests that a more detailed and informative Ad positively impacts artistic value and to some extent, purchase intention.

Emphasizing elaboration can improve artistic value and potentially boost purchase intention.Synthesis has weak positive correlations with artistic value and purchasing intention, while artistic value has a moderate positive correlation with purchasing intention.Ensuring that the ad has a cohesive message (synthesis) and artistic value can positively affect purchase intention for the Freska product.

For the Aslan Ad, Originality in the Aslan Ad is strongly correlated with flexibility and weakly correlated with elaboration, synthesis, artistic value, and purchasing intention. This suggests that a more original Aslan Ad is associated with higher flexibility and, to a lesser extent, other constructs.

Leveraging originality in the Aslan Ad can enhance flexibility and potentially improve other aspects of consumer perception.

Flexibility in the Aslan Ad is strongly correlated with elaboration, synthesis, artistic value, and purchasing intention. This indicates that a flexible approach is associated with higher elaboration, synthesis, artistic value, and purchase intention.

Emphasizing flexibility can positively influence various constructs and overall consumer perception for the Aslan product.Elaboration, synthesis, artistic value, and purchase intention in the Aslan Ad are strongly correlated with each other, indicating that improvements in one construct are associated with improvements in the others.Ensuring a well-elaborated, cohesive, and artistically appealing ad can enhance purchase intention and overall consumer perception for the Aslan product.

In conclusion, understanding the correlations between constructs for both ads can guide marketing strategies. Emphasizing originality and flexibility while ensuring elaboration, synthesis, and artistic value can positively influence consumer perception and purchase intention for both the Freska and Aslan products. Additionally, recognizing the strong interplay between these constructs can help create comprehensive and effective advertising campaigns. Finally, the results from multivariate statistical techniques can further inform marketing strategies by identifying the impact of independent variables and interactions on consumer perceptions and behaviors.

Table (12): Multivariate Analysis of Variance to test for the Main and Interaction Effects in Freska Ad.

Tests of Between-Subjects Effects

Dependent Variable: Purchase   Intention of Freska

Source	Type III Sum of Squares	df	Mean Square	F	P-value	Significance
Corrected Model	179.782a	15	11.985	12.365	.000*	S
Intercept	7.931E-5	1	7.931E-5	.000	.993	NS
age group	7.103	2	3.552	3.664	.027*	S
Gender	.577	1	.577	.595	.441	NS
occupation	.122	1	.122	.126	.723	NS
Originality	5.779	1	5.779	5.962	.015*	S
Flexibility_	10.815	1	10.815	11.157	.001*	S
Elaboration	.010	1	.010	.010	.921	NS
Synthesis	27.003	1	27.003	27.857	.000*	S
Artistic Value	.156	1	.156	.161	.689	NS
Elaboration× Artistic Value	4.238	1	4.238	4.372	.038*	S
Originality×Artistic Value_	7.316	1	7.316	7.548	.007*	S
Age group × Artistic Value	12.296	2	6.148	6.343	.002*	S
Flexibility× Elaboration	9.913	1	9.913	10.227	.002*	S
Flexibility× Synthesis	24.794	1	24.794	25.578	.000*	S
Error	214.220	221	.969			
Total	6261.415	237				
Corrected Total	394.002	236				

a. R Squared = .456 (Adjusted R Squared = .419)

Means the effect is significant at 5% level.

Regarding the Interaction Effects:

- The interaction of flexibility and synthesis has positive effect on purchasing intention (p-value = 0.000)
- The interaction between flexibility and elaboration has significant positive effect on purchasing intention of Freska.
- The interaction between age group and artistic value has significant positive effect on purchasing intention of Freska.
- The interaction between originality and artistic value has significant positive effect on purchasing intention of Freska.
- The interaction of elaboration and artistic value has significant effect on purchasing intention of Freska.
- Among the main effects only age group, originality, flexibility, and synthesis are the significant effects on purchasing intention of Freska.

Table (13): Multivariate Analysis of Variance to test for the Main and Interaction Effects in Aslan Ad.

Tests of Between-Subjects Effects

Dependent Variable: Purchase Intention

Source	Type III SumDf of Squares	SumDf	Mean Square	F	P-value	Significance
Corrected Model	296.526a	17	17.443	20.067	.000*	S
Intercept	.169	1	.169	.194	.660	NS
Gender * Synthesis	1.373	1	1.373	1.580	.210	NS
Age Group	3.409	2	1.705	1.961	.143	NS
Gender	.800	1	.800	.920	.338	NS
Occupation	2.570	1	2.570	2.957	.087	NS
Originality	6.473	1	6.473	7.446	.007*	S
Flexibility	3.681	1	3.681	4.235	.041*	S
Elaboration	7.338	1	7.338	8.442	.004*	S
Synthesis	1.370	1	1.370	1.577	.211	NS
Artistic Value	17.500	1	17.500	20.133	.000*	S
Elaboration ×Synthesis	6.072	1	6.072	6.985	.009*	S
Flexibility× **Synthesis**	3.785	1	3.785	4.355	.038*	S
age group ×Flexiability	12.404	2	6.202	7.135	.001*	S
occupation× Flexiability	12.753	1	12.753	14.672	.000*	S
Originality× Synthesis	3.951	1	3.951	4.546	.034*	S
occupation× Originality	14.774	1	14.774	16.997	.000*	S
Error	190.363	219	.869			
Total	3868.151	237				
Corrected Total	486.889	236				

a. R Squared = .609 (Adjusted R Squared = .579)

- **Means the effect is significant at 5% level.**

Regarding the interaction effects of Aslan Ad model:

- The interaction between Occupation and originality has significant positive effect on purchasing intention Aslan Ad.

- The interaction effect of originality and synthesis has significant positive effect on purchasing intention of Aslan Ad.
- The interaction effect of occupation and flexibility has significant positive effect on purchasing intention of Aslan Ad.
- The interaction effect of age group and flexibility has significant positive effect on purchasing intention of Aslan Ad.
- The interaction effect of flexibility and synthesis has significant positive effect on purchasing intention of Aslan Ad.
- The interaction effect of elaboration and synthesis has significant positive effect on purchasing intention of Aslan Ad.

Regarding the main effects: Only originality, flexibility, elaboration, and the artistic value are the independent variables who have significant effects on purchasing intention.

On the light of the multivariate models presented in the last section for both Ad., in the following section, the research presents two linear regression models one for each Ad. to be able to justify the proposed research hypotheses.

The Regression Models and the Verification of Research Hypotheses

According to the results obtained from the multivariate analysis, we modeled variables declared significance with purchasing intention. Due to the presence of multicollinearity among independent variable we omit several independent variables or their interactions to correct for multicollinearity for both models. Stepwise regression analysis was employed to obtain the final models for both Ad.

Regression model for the Freska Ad:

The Freska model, the only significant variables remained in the model are the interaction between originality and artistic value, the interaction effect of age group by artistic value, and synthesis. These variables are able to explain 35.3% of the total variation of purchasing intention. No indication of multicollinearity presence in the model. Moreover, the analysis of variance table below substantiates the adequacy of the regression model (p-value =0.000). If the interaction effect between originality increases by a unit, the purchase intention of Freska increases by 35.5% and it is significant. This conclusion, partially supports the hypothesis H_1 and H_5. If the interaction effect of age group by artistic value increases by a unit, the purchasing intention of Freska increases by 32.6%, which asserts the hypothesis H_5. Also, if synthesis increase by a unit, then the purchasing intention increase by 11.5%. As we can see the only main effect that has impact on purchasing intention is synthesis, while interaction effects with artistic value and age group are better candidates in explaining purchasing intention for Freska Ad. Other Hypotheses failed to hold true.

Table (14): Freska Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
3	.594c	.353	.344	1.03542

Predictors: (Constant), OrigXArt, AgeXart1, Synthesis_F

Table (15): Freska-ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	130.253	3	43.418	40.498	.000d
	Residual	239.077	223	1.072		
	Total	369.331	226			

Predictors: (Constant), OrigXArt, AgeXart1, Synthesis_F

Table (16): Freska – Regression Coefficients.

Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.869	.349		5.351	.000		
Originality× *Artistic Value*	.050	.008	.355	6.128	.000	.864	1.158
Age group ×*Artistic Value*	.197	.035	.326	5.618	.000	.864	1.158
Synthesis	.135	.064	.115	2.100	.037	.962	1.039

a. Dependent Variable: Purchase Intention

Regression Model for Aslan Ad.

The results are little bit different from those presented above in case of Freska model as shown below. Here, the remaining significant independent variables in the model is originality and elaboration both together are able to explain 44.2% of the total variation of purchasing intention of Aslan Ad. The analysis of variance table below, illustrates that the model is adequate (p-value (0.000). The interaction effects have no role to play in building the regression model of Aslan Ad. As indicated below if originality increases by a unit, then the purchasing intention increases by 36.3% which validates the hypotheses H_1, also if elaboration is increased by a unit, the purchasing intention increases by 40.5%, which asserts the hypothesis H_3 . Other main effects and all other possible interaction proved insignificant. Therefore, hypotheses H_2, H_4, and H_5 are not supported.

Table (17): Aslan Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
4	.665d	.442	.436	.98755

Predictors: (Constant), Originality, Elaboration

Table (18): Aslan-ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	134.405	2	67.203	68.908	.000e
	Residual	169.694	174	.975		
	Total	304.099	176			

Predictors: (Constant), Originality, Elaboration

Table (19): Aslan – Regression Coefficients.

Regression Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.881	.279		3.161	.002		
Originality_	.355	.064	.363	5.549	.000	.751	1.331
Elaboration	.401	.065	.405	6.197	.000	.751	1.331
a. Dependent Variable: Purchasing Intention							

Regression Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VI
(Constant)	.881	.279		3.161	.002		
Originality_	.355	.064	.363	5.549	.000	.751	1.3
Elaboration	.401	.065	.405	6.197	.000	.751	1.3
a. Dependent Variable: Purchasing Intention							

In summary, these findings provide valuable insights into which factors influence purchasing intention. Marketing communication strategies should consider the specific variables that have been identified as significant in the regression models and tailor messages accordingly to maximize their impact on the target audience.

Conclusion:

A comprehensive analysis of two distinct advertisements, Freska and Aslan, was conducted, with a primary focus on the influence of various independent variables on purchasing intention. The findings yielded a multitude of insights that bear significance for marketers and advertisers seeking to enhance their strategies.Firstly, the study unearthed the critical role of specific variables in driving purchasing intention. In the case of the Freska Ad, interaction effects between originality and artistic value, the interaction of age group with artistic value, and synthesis emerged as significant contributors to explaining 35.3% of the total variation in purchasing intention. Notably, synthesis was identified as the sole main effect that significantly influenced purchasing intention for this advertisement. In contrast, the Aslan Ad exhibited a different profile, with only originality and elaboration jointly explaining 44.2% of the variation in purchasing intention. Interaction effects were notably absent in this model.

The presence of multicollinearity among independent variables necessitated the application of stepwise regression analysis to refine the models for both ads. This methodological consideration underscores the importance of addressing collinearity issues to ensure the robustness and reliability of regression models in marketing research.Additionally, the results underscored the role of demographic factors, such as age group, occupation, and gender, in shaping consumer perceptions and preferences. These demographic nuances are essential considerations when devising targeted marketing communication strategies.

In light of these findings, several strategic implications and recommendations emerge. Marketers are advised to tailor their advertising content to align with the specific variables that have demonstrated significance in the respective models. Furthermore, a nuanced approach, accounting for demographic differences, may enhance the effectiveness of advertising campaigns.

Overall, this study contributes to the body of knowledge surrounding advertising effectiveness by providing empirical insights into the intricate interplay of divergence variables, consumer perceptions and purchasing intentions. Future research endeavors may benefit from further exploration of these dynamics and the development of strategies that harness the identified influential factors to optimize marketing communication efforts.

This investigation serves as a reminder of the complexity of consumer behavior and the ever-evolving landscape of advertising. As such, marketers are encouraged to employ data-driven strategies that adapt to the unique characteristics of each advertising campaign and its target audience.

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