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INFLUENCE OF ADVERTISEMENT APPEAL ON CONSUMERS DURING COVID-19: A STUDY OF HAND WASH ADVERTISEMENTS

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**INFLUENCE OF ADVERTISEMENT APPEAL ON CONSUMERS DURING COVID-19:
A STUDY OF HAND WASH ADVERTISEMENTS**

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World Health Organization affirmed COVID-19, the epidemic stemming from acute respiratory syndrome SARS-CoV-2, as a global pandemic in March 2020. Non-pharmaceutical mediations such as social distancing, hand washing, and wearing facial mask are advocated as the protection against COVID-19. This paper tries to understand the influence of hand wash advertisements on consumers and also tries to understand the informational appeal in advertisements impacting the consumers. The study attempts to explore whether message content helps in increasing the awareness of the safety & hygiene appeals made by the hand wash brands in their advertisements. Data was collected from 275 respondents for the study using a questionnaire. Statistical tools like Chi-Square, Anova, and Correlation were used for the analysis and drawing meaningful inferences. Finding shows that most of the respondents have a fear of health and hygiene after the outbreak of COVID-19. The information appeal in the advertisements does create a positive image of the products in the minds of customers and also has created awareness among the consumers regarding health and hygiene.

Keywords: *advertisements, pandemic, health and hygiene, liquid hand wash, purchase intention*

Introduction

Advertisement educates the consumers with less brand informative about the brands. (Mayzlin *et al.*, 2011). Advertising appeals create an impact in the mind of the consumers and help in decision making (Foon and Osman, 2011; Shirai, 2015). Emotional, informational and sensory appeals, are the main strategies is used by marketers to educate the consumers (Shirai, 2015; Septianto and Pratiwi, 2016). Telecasting advertisements repeatedly will not result in immediate purchase decisions but registers in consumers' minds and is used to compare the competitors' brands (Domazet, Đokić and Milovanov, 2017). Consumer response towards the advertisement will be based on the level of involvement of the consumer (Laczniaak, Kempf and Muehling, 1999).

Fear of coronavirus utilised by the marketers, thus COVID19 pandemic advertisements on the television were educating the consumers, the way of washing hands, washing vegetables and fruit with liquids and help them avoid getting infected. New floor cleaners, hand sanitizers, liquid hand wash, vegetable washing liquids were introduced in the market and frequently advertised by the marketers.

Before COVID19 the advertisers used fear appeal but post COVID19 the advertiser used informational appeal to impart knowledge. COVID19 pandemic reminded the consumers of the need for personal hygiene. There are various reasons to buy a product, before COVID19. The reason for using the liquid hand wash is less before the outbreak of corona virus. Especially after COVID19 the need and frequency for washing the hands have increased. During the first lockdown March 2020, the media bombard with liquid hand wash advertisements. The product which is used lesser has gained more attention in the market to prevent the spread of the pandemic. Thus, the marketers educate the way to wash hands in their advertisement. The involvement of the consumers after COVID19 towards liquid hand wash has considerably increased to take care of their health.

The advertisement on liquid hand wash may use emotional appeal like fear or imparting knowledge through the advertising appeal. The informational appeal is a creative strategy that informs the functional benefits of the products which are most relevant to the consumers (Johar and Joseph Sirgy, 1991; Borborjafari, Khorshid and Rastegar, 2016; Akpinar and Berger, 2017). Relating ones need with brand elements helps the consumers be aware of the benefits and helps in brand choice. Information appeal as stimuli motivates the consumers when their decision making is on the product which needs high involvement (Celsi and Olson, 1988; Biswas, Olsen and Carlet, 1992). Emotional appeals have a greater influence on purchase intention than rational appeals (Young, Gillespie and

Otto, 2019). Finally, the main objective of advertising is to make the consumer purchase the product (Percy and Rossiter, 1992)

The study identifies whether the advertising appeal is informative to the consumers and creates awareness among the consumers. The advertising appeals that influence the perception and belief of the consumers is to be identified. Though the knowledge, point of purchase are available in decision making, recent advertisements on liquid hand wash were trying to capture the market by educating them with the usage and facts of the product. The market is flooded with new liquid hand wash brands and advertisements, customers need to think rationally to select the product for decision making (Borborjafari, Khorshid and Rastegar, 2016). Thus, customers choose liquid hand wash more rationally than emotionally for better health and hygiene. Some have emotions of fear of the virus and the decision of choosing the liquid hand wash is based on rational decision making. Purchases are driven by emotions that stimulate rational thinking.

Literature Review

Consumers exposed to the advertisement generate belief towards the brand (Mittal, 1990). To construct the brand image in the customers' minds, the truth about the brand has to be communicated through the advertisement. Hence the message incorporated in advertisement may be perceived in different ways by the consumers (Engel, 1974). Advertising messages are conveyed through various appeals helping consumers to manipulate the brand (Scott, 1990).

Advertising

Purchase of a brand is highly influenced by emotional and psychological appeal than rational appeal. Emotional and psychological appeals play a predominant role in generating brand memories. But, the rational appeal strongly influence purchase intention than the emotional and psychological appeals. It is proven that, there is always positive relationship between emotional and psychological appeal on purchase intention (Young, Gillespie and Otto, 2019). Emotional appeal is said to be the most preferred online advertisement, shared among the consumers than the informational appeal. But at the same time, informational appeal strongly supports the sale of the product (Akpınar and Berger, 2017).

Fear appeal

Inculcating fear about consumer health through persuasive communication tools is considered a fear appeal. Researchers think scary visuals stay in minds of the consumers and create fear in their minds (Ruiter *et al.*, 2014). Unawareness and fear about COVID-19 induced the expectation to gain information about hygiene products information to avoid the anticipated risk (Addo *et al.*, 2020). The arousal of fear in the mind of the consumers through advertisement resulted in positive purchase behaviour (Nabi and Myrick, 2019).

Information appeal

The informational appeal is more powerful and created a more positive attitude towards the advertisement to the utilitarian consumers (Stafford and Day, 1995). Customers with rationalistic thinking target the central message of the advertisement, those who are less rationalistic prefer the advertisement which satisfies the emotional needs (Hsee *et al.*, 2015). Rational appeal influences the cognitive process in consumer decision making. Rational appeal advertisements are considered to be effective among the advertisements (Borborjafari, Khorshid and Rastegar, 2016).

Utilitarian products consider utilitarian appeal is more effective than expressive appeal. When the consumer considers the functional aspects of the product in decision making, the functional appeal is considered to be more effective than the value expressive appeal in persuading the consumers. Product differentiation, product scarcity, mature stage of product life-cycle, product conspicuousness, consumer prior knowledge, consumer involvement and consumer self-monitoring are different situations recommended and adopted to use rational appeal (Johar and Joseph Sirgy, 1991).

The level of involvement is high when more attention is given to the advertisements, especially when more cognitive processes go through for comprehension of the advertisements, due concentration is on product-related information and comprehending the information of the product. The respondents' subject knowledge does not have any significant influence in creating attention and comprehension process. Domain knowledge has a huge impact when the consumer is deeply involved in the decision-making process. But the motivational process is greatly influenced by Situational Sources of Personal Relevance (SSPR) and Intrinsic Sources of Personal Relevance (ISPR) (Celsi and Olson, 1988).

Brand Awareness

Not all the claims made by the advertisers are believed by the customers but at the same time advertisements helped in decision making. Consumers are not certain about the claims made by the advertisement unless consumers test the product (Hoch and Ha, 1986). Informative or persuasive appeal the advertisement informs the consumer about the product. Some advertisement helps the consumers to change the consumer perception of the brand (Clark, Doraszelski and Draganska, 2009).

Elements of awareness impart knowledge about the brand to the customers' minds. Marketers use different components in different proportions to create and strengthen awareness. Awareness leads to purchase decisions and in future, it might lead to sales (Latif and Mdnoor, 2014). Customers prefer a brand with high awareness. Awareness created with aid is much likely to be preferred by the consumers. Certain customers are ready to risk buying a brand which is not created awareness (Keller, 2009). Consumers prefer the brand which is well known to the consumer. If consumers come across a new product, consumers will have detailed enquiries about the brand with their neighbours, relatives or friends. The negative result in the enquiry will make the consumer not purchase the product forever. To keep the customers aware and stimulate the purchase the marketers should keep advertising the product (Shahid, Hussain and Zafar, 2017).

The purchase intention of the consumers is highly influenced by the advertising message. Whether it is low involvement or high involvement information, there should be some level of information to be provided to the customer to take some rational decision (Percy and Rossiter, 1992). Brand awareness has a positive relationship with the purchase intention of the consumers. Brand awareness leads to a positive perception of the quality of the brand. Positive perception towards quality leads to positive purchase intention (Noorlitaria *et al.*, 2020).

Belief

The belief of the consumer, related to brand or non-brand is developed by advertisement. Belief about a brand is positively influencing the attitude of the consumer. A favourable reaction is felt when the advertisement is liked by the consumers. The relationship between advertisement and brand attitude is said to be positive for the low involvement products (Gardner, 1985). If the advertisements are informative, consumers tend to like the brand for that purpose. The advertisement visual entertains the consumer believed to be the brand for fun. The brand which speaks about high quality is believed to be a quality brand. Execution elements create the belief among the consumers and thus lead to preference of a brand (Mittal, 1990).

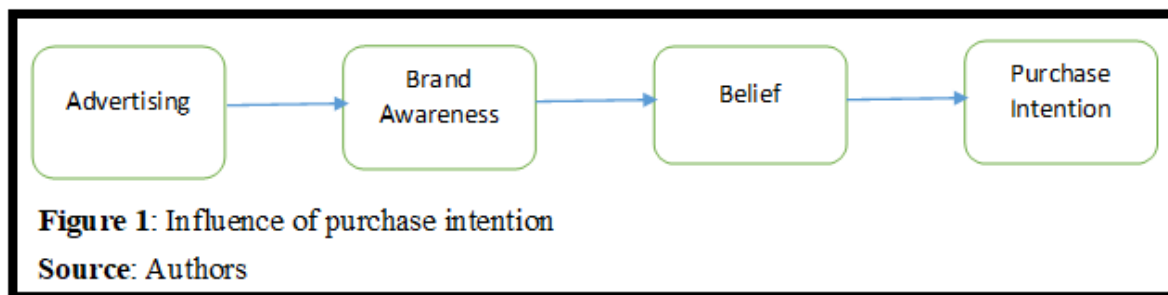
The advertisements are instruments for the brands to induce consumers' beliefs and convert them into purchase intention. The ad-evoked belief leads to experiencing the functional benefits of the product and results in a stronger impact on the brand. Functional and symbolic beliefs with experimental beliefs contribute to attitude formation. Consumers belief about brand and benefit received out of product's function leads to repeat purchase (Orth and Marchi, 2007). The advertisements which over speak about the product might give confidence to the consumer about the product. But after experiencing the product if the consumer felt, the product doesn't match with the effects of the advertisement, then the consumer will not trust the advertisement (Rajagopal and Montgomery, 2011).

Purchase Intention

Information given in the advertisement for the new products are playing an important role in developing purchase intention. For the existing product the emotional appeal helps to make decisions, satisfaction in the performance of the existing product leads to repeat purchase. Rational appeal plays a prominent role in creating purchase intention, emotional appeal is considered for purchase decisions for the repurchase of the used product (Jovanovic, P. Vlastelica, T. Kostić, 2016). Higher information in the rational appeal leads to the purchase intention than the emotional and psychological appeal. When the priority is given to the emotional and psychological appeal, purchase intention is set by emotional and psychological appeal rather than rational appeal (Young, Gillespie and Otto, 2019). The rational appeal is considered to be significant in setting purchase intention for high involvement products like consumer durables, emotional appeal is apt for the low involvement products. Consumers who have high involvement in search of a product will prefer a rational appeal. The consumers who do not want to spend much time on decision making, make use of the emotional appeal with positive emotions (Dens and De Pelsmacker, 2010).

Brand awareness helps the consumers to know about the product. Consumers purchase intention towards the specific brand increases if the brand awareness increases. Quality of the product, well-known brand name increases the choice of purchase intention of the consumers (Chi, Yeh and Yang, 2009). Brand awareness builds the brand image, and a brand with a positive brand image has a high purchase intention (Karam and Saydam, 2015).

Based on the previous studies following conceptual model and the hypothesis were developed.



PURPOSE OF THE STUDY

Purchase behaviour of liquid hand wash can be classified as pre-pandemic and post-pandemic. Before the pandemic few households buy liquid hand wash regularly, other households either rarely purchase or never buy. But after the pandemic, almost every household started purchasing liquid hand wash and used whenever consumers return home from work, purchase and etc. India is a country where traditional practices are followed from the ancient period. Personal hygiene is merged with religious practices to reach the divine. Especially Coimbatore in Tamilnadu, a decade ago, whenever people return home, people wash their legs, hands and face then enter the home. Due to urbanisation, apartments emerged there is no place outside for washing hands and legs. Consumers need to enter the house and then clean themselves. After the pandemic, everybody became very cautious. Even advertisers before pandemic used fear appeal to market the product. But after the pandemic, the advertisers expressed the importance of washing hands to keep the households safe and advertisements taught how to wash the hands through informational appeal. The study aims to identify the influence of information appeal on purchase intention.

METHODOLOGY

The respondents with different demographic backgrounds from Coimbatore participated in the study. A total sample of 275 was taken for the study. Since COVID 19 pandemic everyone started caring about personal hygiene, so a convenient sampling technique was used for data collection. 50 respondents were taken for the pilot study to group the variables and to find out the reliability. Factor analysis was used to identify the factors out of items. Totally 18 items were included in the pilot study. Factor loadings of 15 items were above 0.5 and that 15 items were grouped under 4 factors. The KMO value is 0.753. The reliability is checked, the Cronbach's alpha value is 0.812. The reliability value

shows there is interdependency between the items. Chi-square, One-way Anova, Correlation were used to test the hypothesis.

ANALYSIS AND INTERPRETATION

Characteristics of the Respondents

There were 159 (57.8%) male respondents and 116 (42.2%) female respondents who participated in the study. 36.4% of the respondents aged less than 25 years, 20% aged above 55 years, 14.9% in the age group of 46-55, 14.5% are between the age group of 26-35, 14.2% are in the age group of 36-45.

30.5% of the respondents completed Post Graduation, 30.2% are Under Graduates, 20.4% completed school education, 11.6% are Diploma holders, and 7.3% of the respondents are doctorate. 42.2% are salaried employees, 34.9% are students, 11.3% are self-employed, and 8.0% of the respondents are housewives, 3.6% are retired employees. Out of the total respondents, 63.6% are married, 36.4% are unmarried. 86.9% of the respondents have 3 to 5 members in the family. 8% of the respondents have more than 5 members in the family. 5.1% of the respondents have only 2 members in the family.

49.1% falls under the income level of more than 40,000, 21.1% earn 20,001-30,000 per month. 19.7% earn 10,001 – 20,000 monthly income, 10.2% earn 30,001 1– 40,000, and 2.9% earn less than 10,000 per month as income.

Regarding purchase decision of liquid hand wash brand, 48% of respondents opinion that decision is taken by elders and 38.2% of the respondents jointly take decision with all family members. 11.6% of the respondents take decisions regarding liquid hand wash by themselves. 2.2% of the respondents said their spouse decides the brand of liquid hand wash. 47.3% of respondents always add hand wash liquid in their grocery list, 41.5% add sometimes in their grocery list, 11.3% add rarely in their grocery list.

With regard to brand preference, Dettol is preferred by 34.2% of the respondents. Lifebuoy 18.5%, Savlon 13.8%, Palmolive 7.3% and Godrej Protekt is preferred by 5.1% of the respondents. Park Avenue is preferred by 4.3%, Himalaya 3.6%, Reiningen 3.3%, Hamam and Appolo Hand wash is preferred by 2.9% of the respondents respectively. 2.5% of the respondents prefer Patanjali, 1.1% prefer Santoor liquid hand wash. Respondents use soap, hand sanitizer and wet wipes as the alternatives for liquid hand wash. 45.5% prefer hand sanitizer, 45.1% prefer soap and 9.5% prefer wet wipes for cleaning their hands.

Since there are multiple entries received from the respondents for the reasons for preferring liquid hand, multiple response analysis was used in SPSS 25. Respondents who prefer liquid hand wash for hygiene accounts for 27.9%, 20.5% prefer for convenience, 14.1% of the respondents prefer for its fragrance, 16.9% prefer the brand for the message of killing germs. 8.6% prefer for its mildness, 7.1% says it keeps the skin moisture, and 4.8% prefer because, it is economical. Frequency of using hand wash of 74.2% of the respondent are less than 5 times a day. 20.7% uses 6-10 times a day, 5.1% uses more than 10 times a day.

41.8% of the respondents agree that fear on health and hygiene has increased after the outbreak of COVID19. 39.6% strongly agree that the fear on health and hygiene has increased. 15.6% said neither agree nor disagree, 2.9% disagree that the fear of health and hygiene have not increased after the outbreak of COVID19.

Chi – Square

Hypothesis	Chi-Square Value	P-Value
Gender and frequency of usage of liquid hand wash	4.051	0.132
Education and frequency of usage of liquid hand wash	47.436	0.496
Gender and fear about health and hygiene	7.552	0.023

Age and fear about health and hygiene	12.205	0.142
Education and fear about health and hygiene	18.910	0.015
Income and adding liquid hand wash to the monthly grocery	19.685	0.012
Income and choosing alternatives along with liquid hand wash	15.500	0.050
Family members and prime decision-maker	19.858	0.003

Table 1 Chi-square

Sources: Authors

H1: Gender and frequency of usage of liquid hand wash

Chi square is performed to identify whether gender plays a role in the frequency of usage of the liquid hand wash in a day. The chi-square value (χ^2) is 4.051, the expected value is 5.991, and the significant value is 0.132. The difference between the chi-square value and the expected value is less. There is less difference between chi-square value and expected value and P value is more than significant value 0.50. So the null hypothesis is accepted. The frequency of usage of liquid hand wash is not influenced by gender.

H2: Education and frequency of usage of liquid hand wash

The association of education and the frequency of usage is tested. The chi-square value is 47.436. The expected value is 0.15, lesser than the observed value. The significant value is 0.496 which is higher than 0.05. Thus, the null hypothesis is accepted, education has no role play in the frequency of usage of liquid hand wash.

H3: Gender and fear about health and hygiene.

The association of gender and fear about health and hygiene after the outbreak of Coronavirus was tested in hypothesis 2. The Chi-square value is 7.552, the expected value is 3.37 less than the chi-square value. And the significant value is 0.023 which is less than significant value 0.050. The alternative hypothesis is accepted and concluded that there is an association between gender and fear on health and hygiene.

H4: Age and fear about health and hygiene.

The chi-square value of age and fear about health and hygiene is 12.205. The expected value is 1.13, the significant value is 0.142 more than 0.050. Thus null hypothesis is accepted. There is no association between age and fear about health and hygiene.

H5: Education and fear about health and hygiene.

The association between education and fear about health and hygiene was tested. The chi-square value is 18.910 and the expected value is 1.02. The significant value is 0.015 lesser than the significant value 0.050. The expected value is lesser than the observed value. The alternative hypothesis is accepted, education has an association with fear of health and hygiene after coronavirus.

H6: Income and adding liquid hand wash to the monthly grocery.

The chi-square value for the association between income and adding liquid hand wash in monthly grocery is 19.685. The expected value is 26.7%, significant value is 0.012 shows there is a significant association between income and adding liquid hand wash to the monthly grocery list.

H7: Income and choosing alternatives along with liquid hand wash

The association between income and choosing alternatives along with liquid hand wash was analysed. The chi-square value is 15.500, the expected value is 0.76 and the significant value is 0.050 which is equivalent to 0.050. Therefore, there is an association between income and choosing an alternative with liquid hand wash.

H8: Family members and prime decision-maker

The chi-square value is 19.858 for an association between the number of family members and the prime decision-maker in the family. The expected value is 0.31 lesser than the chi-square value, the significant value is 0.003 lesser than 0.010. This indicates that there is an association between the number of family members and the prime decision-maker.

Correlation

**

Factors	Advertising	Brand Awareness	Belief	Purchase Intention
Advertising	1	0.625**	0.502**	0.482**
Brand Awareness		1	0.641**	0.646**
Belief			1	0.556**
Purchase Intention				1

Correlation is significant at 0.01 level

Table 2 Correlation between Advertising, Brand Awareness, Belief and Purchase Intention

Sources: Authors

From table 2 it is inferred that there is a positive relationship between advertising appeal and the brand awareness created by the advertisements ($p=0.000<0.01$; $r=0.625$), belief ($p=0.000<0.01$; $r=0.502$) purchase intention ($p=0.000<0.01$; $r=0.482$). So it is concluded that advertising appeal is positively correlated with brand awareness, belief and purchase intention. Brand awareness is positively correlated with belief ($p=0.000$; $r=0.641$) and purchase intention ($p=0.000$; $r=0.646$). Belief is positively correlated with purchase intention ($p=0.000$; $r=0.556$).

One-way Anova

H9: Gender influence on advertising appeal, brand awareness, belief and purchase intention of liquid hand wash

Particulars		Sum of Squares	df	Mean Square	F	Sig
Advertising	Between Groups	28.395	1	28.395	4.063	0.045
	Within Groups	1908.165	273	6.990		
	Total	1936.560	274			
Brand Awareness	Between Groups	14.426	1	14.426	1.480	0.225
	Within Groups	2661.261	273	9.748		
	Total	2675.687	274			
Belief	Between Groups	77.676	1	77.676	10.242	0.002
	Within Groups	2070.520	273	7.584		
	Total	2148.196	274			
Purchase Intention	Between Groups	15.067	1	15.067	8.167	0.005
	Within Groups	503.682	273	1.845		
	Total	518.749	274			

Table 3 Gender and Advertising, Brand Awareness, Belief, Purchase Intention

Sources: Authors

It is inferred from table 3 that, gender influence on involvement in information appeal of liquid hand wash significantly differs at 0.045 significant level which is less than 0.05. The alternative hypothesis is accepted and concluded that gender influences the involvement in information appeal of

liquid hand wash. Gender influence on brand awareness of liquid hand wash does not differ, the significant value is 0.225 is greater than the significant value of 0.05. Thus, the null hypothesis is accepted and it is evident that gender has no influence on brand awareness. Gender influence on respondent's belief on the information related to liquid hand significantly differs at 0.005 significant level. The significant level is lesser than the significant level of 0.01. The null hypothesis is rejected and identified that gender influences the belief of the respondent about the information related to the brand. Gender influence on purchase intention significantly differs at 0.002 which is less than 0.01. Therefore, the null hypothesis is rejected and it is concluded that gender has influenced the purchase intention of the liquid hand wash.

H10: Influence of Age on advertising appeal, brand awareness, belief and purchase intention of liquid hand wash

Table 4 Age and Advertising, Brand Awareness, Belief and Purchase Intention

Particulars		Sum of Squares	df	Mean Square	F	Sig
Advertising	Between Groups	94.121	4	23.530	3.448	0.009
	Within Groups	1842.439	270	6.824		
	Total	1936.560	274			
Brand Awareness	Between Groups	19.535	4	4.884	0.496	0.738
	Within Groups	2656.153	270	9.838		
	Total	2675.687	274			
Belief	Between Groups	1.865	4	0.466	0.244	0.913
	Within Groups	516.884	270	1.914		
	Total	518.749	274			
Purchase Intention	Between Groups	24.107	4	6.027	0.766	0.548
	Within Groups	2124.089	270	7.867		
	Total	2148.196	274			

Sources: Authors

Table 4 shows the influence of age on factors influencing purchase intention. The significant value of advertising is 0.009, lesser than 0.01. The influence of age on analysing the advertisement for purchase decisions is significant. Significant value for brand awareness, belief, and purchase intention significantly differs at 0.738, 0.913, and 0.548 respectively which is higher than the significant value of 0.05. Age is not influencing the brand awareness, belief and purchase intention of the respondents.

H11: Impact of education on advertising appeal, brand awareness, belief and purchase intention of liquid hand wash

Particulars		Sum of Squares	Df	Mean Square	F	Sig
Advertising	Between Groups	55.421	4	13.855	1.989	0.097
	Within Groups	1881.139	270	6.967		
	Total	1936.560	274			
Brand Awareness	Between Groups	44.030	4	11.008	1.129	0.343
	Within Groups	2631.657	270	9.747		
	Total	2657.687	274			
Belief	Between Groups	14.477	4	3.619	1.938	0.104
	Within Groups					

Table 5

	Within Groups	504.272	270	1.868		
	Total	518.749	274			
Purchase Intention	Between Groups	39.131	4	9.783	1.252	0.289
	Within Groups	2109.066	270	7.811		
	Total	2148.196	274			

Education and Advertising, Brand Awareness, Belief and Purchase Intention

Sources: Authors

Table 5 shows the influence of education on advertising, brand awareness, belief and purchase intention. The significant values of advertising, brand awareness, belief and purchase intention are 0.097, 0.343, 0.104, and 0.289 respectively. The p values are higher than 0.05 which indicates the null hypothesis is accepted and education does not influence advertising, brand awareness, belief and purchase intention.

H12: Influence of Occupation on advertising appeal, brand awareness, belief and purchase intention of liquid hand wash

Particulars		Sum of Squares	df	Mean Square	F	Sig
Advertising	Between Groups	55.184	4	13.796	1.980	0.098
	Within Groups	1881.376	270	6.968		
	Total	1936.560	274			
Brand Awareness	Between Groups	19.929	4	4.982	0.507	0.731
	Within Groups	2655.758	270	9.836		
	Total	2675.687	274			
Belief	Between Groups	4.997	4	1.249	0.657	0.623
	Within Groups	513.752	270	1.903		
	Total	518.749	274			
Purchase Intention	Between Groups	28.972	4	7.243	0.923	0.451
	Within Groups	2119.225	270	7.849		
	Total	2148.196	274			

Table 6: Occupation and Advertising, Brand Awareness, Belief and Purchase Intention

Sources: Authors

Table 6 shows the influence of occupation on advertising, brand awareness, belief and purchase intention. The significant value of advertising is 0.098, brand awareness is 0.731, belief is 0.623 and purchase intention is 0.451 which are higher than the significant value of 0.05. Thus, the null hypothesis is accepted and concluded that occupation is not influencing advertising, brand preference, belief and purchase intention.

Hierarchical Regression
Information appeal, brand awareness and belief influences purchase intention
Correlation

Factors	Advertising	Brand Awareness	Belief	Purchase Intention
Information Appeal	1	0.625**	0.502**	0.482**
Brand Awareness		1	0.641**	0.646**
Belief			1	0.556**
Purchase Intention				1

Table 7.a Correlation between Advertising, Brand Awareness, Belief and Purchase Intention

Sources: Authors

** Correlation is significant at 0.01 level

From table 7.a it is inferred that there is a positive relationship between advertising appeal and the brand awareness created by the advertisements ($p=0.000<0.01$; $r=0.625$), belief ($p=0.000<0.01$; $r=0.502$) purchase intention ($p=0.000<0.01$; $r=0.482$). So it is concluded that advertising appeal is positively correlated with brand awareness, belief and purchase intention. Brand awareness is positively correlated with belief ($p=0.000$; $r=0.641$) and purchase intention ($p=0.000$; $r=0.646$). Belief is positively correlated with purchase intention ($p=0.000$; $r=0.556$).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.482 ^a	0.233	0.230	2.45744
2	0.654 ^b	0.428	0.423	2.12634
3	0.676 ^c	0.457	0.451	2.07159

Table 6.b

a. Predictors: (Constant), Information Appeal, Brand Awareness, Belief

b. Dependent Variable: Purchase Intention

Model summary is revealed in table 6-b

$$Y (\text{Purchase Intention}) = \alpha + \text{Information Appeal} + \text{Brand Awareness} + \text{Belief} + e$$

In model 3 from table 6.b, R square value reveals, 45.7 percent variance in dependent variable purchase intention by adding information appeal with brand awareness and belief.

ANOVA^a

Model	Particulars	Sum of Squares	Df	Mean Square	F	Sig
1	Regression	5128.370	1	5128.370	164.733	0.000 ^b
	Residual	29201.315	938	31.131		
	Total	34329.685	939			
2	Regression	5169.563	2	2584.781	83.057	0.000 ^c
	Residual	29160.122	937	31.121		

	Total	34329.685	939			
	Regression	5491.349	3	1830.450	59.411	0.000 ^d
3	Residual	28838.336	936	30.810		
	Total	34329.685	939			

Table 7.c

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Information Appeal, Brand Awareness, Belief

It is inferred from ANOVA table 6- c that the total model is identified to be significant, based on the p-value ($p < 0.01$). Opinion on information appeal, brand awareness and belief significantly differs on purchase intention.

Coefficients^a

Model		Unstandardized Coefficients		Standardize	t	Sig.	Collinearity Statistics	
		B	Std. Error	d Coefficients Beta			Tolerance	VIF
1	(Constant)	6.490	0.903		7.184	0.000		
	Information Appeal	0.508	0.056	0.482	9.095	0.000	1.000	1.000
2	(Constant)	2.674	0.877		3.050	0.003		
	Information Appeal	0.136	0.062	0.129	2.197	0.029	0.610	1.640
	Brand Awareness	0.507	0.053	0.565	9.625	0.000	0.610	1.640
3	(Constant)	1.951	0.876		2.227	0.027		
	Information Appeal	0.096	0.061	0.091	1.567	0.118	0.592	1.689
	Brand Awareness	0.398	0.059	0.444	6.783	0.000	0.462	2.141
	Belief	0.460	0.120	0.226	3.818	0.000	0.573	1.746

Table 6.d – a. Dependent Variable: Purchase Intention

Coefficient table shows, the significance of variables information appeal, brand awareness and belief in influencing purchase intention.

In model 1, the influence on purchase intention was analysed with information appeal. Model 1 reveals that informational appeal ($\beta = 0.508$; $p < 0.01$) has a significant influence on purchase intention. The coefficient of the information appeal increase by 1 unit increases the purchase intention by 48.2 percent.

In model 2, brand awareness is added along with informational appeal. From the model, it is clear that brand awareness ($\beta = 0.507$; $p < 0.01$) has a significant influence on purchase intention. The informational appeal ($\beta = 0.136$; $p < 0.05$) is significantly influencing purchase intention. 1 unit increase in the coefficient of informational appeal and brand awareness increases the purchase intention by 12.9 percent and 56.5 percent respectively

Model 3 predicts, brand awareness ($\beta = 0.097$; $p < 0.01$) and belief ($\beta = 0.460$; $p < 0.01$) has significant influence on purchase intention. 1 unit increase in brand awareness and belief increases influence on purchase intention by 0.444 and 0.226 respectively. Informational appeal ($\beta = 0.096$; $p > 0.05$) has an insignificant influence and indirect effect on purchase intention.

Purchase intention of liquid hand wash is influenced by brand awareness and belief. The informational appeal has no direct significant influence on purchase intention in model 3. But the

informational appeal has intermediate effect on the dependent variable purchase intention of liquid hand wash through other brand awareness and belief.

Discussion

The joint family system has reduced, nuclear families with 3-5 members are high in the city. But still, the elders in the family are the prime decision makers. Liquid hand wash is always added to the grocery list after the coronavirus outbreak. Respondents from the higher-income categories always add liquid hand wash to their grocery list. Based on the income level the frequency of purchase differs, higher the income higher the frequency of purchase and vice versa. Higher-income people prefer alternatives like soap, sanitizer and wet wipes including liquid hand wash compared to other income category respondents.

Dettol is the most preferred brand in liquid hand wash. Alternate to liquid hand wash hand sanitizer and soap are used by the respondents. Hygiene is the foremost important reason among all other reasons for preferring liquid hand wash by the respondents. Most of the respondents use the liquid hand wash at least five times a day. Gender does not play a role in the frequency of usage, and both genders are using regularly to keep hygiene. Respondents' educational qualification also doesn't play a role in the frequency of usage of liquid hand wash.

Respondents agree that fear of health and hygiene was increased after the COVID19 outbreak. Gender plays a role in fear of health and hygiene after the Corona outbreak. Fear of health and hygiene increased among men than women. Gender significantly plays a less role in brand awareness, both men and women has brand awareness. In pandemic situation, both males and females have conscious of their health and hygiene.

Age influences the grasping of the information in the information appeal. But all the age group has the same kind of awareness, belief and purchase intention regarding the liquid hand wash. Fear of getting affected makes the respondents have brand awareness about the liquid hand wash. The respondents' believe that liquid hand wash will make them away from the virus, thus all the age groups prefer to buy.

The respondents from different education qualifications scrutinize the information appeal and developed brand awareness and belief about the liquid hand wash and have purchase intention was set because of the fear. Respondents in different occupation categories have the same level of influence towards the information appeal, brand awareness, belief and purchase intention.

The study by Ananya et al., (2021) supports this study that men are cautious in the usage of liquid hand wash after COVID19. Invariably all the age groups fear health and hygiene after Corona. Previous research identified that the thinking processes of men and women are always different in decision-making. Females manipulate a message is less but men comprehend less. Chang, (2007) research also supported this research by identifying the selection of appeal also differs based on gender in decision making. Gender has an impact on the involvement in grasping the message from the informational appeal. Keshari, P. Jain, (2016) stated rational appeal increases the purchase intention and gets favourable responses of the consumer which supports the present study. And further added gender doesn't play a role in the impact of advertising appeal.

The result shows the information appeal created awareness among the respondents about the liquid hand wash. According to Percy & Rossiter, (1992), brand awareness and a positive attitude and response towards a brand are generated by a well-communicated advertising message. The respondents' believe that the information given in the advertisement about the brand helps them to free themselves from the virus. The information in the advertisement induces them to purchase the liquid hand wash. Fear of being infected by the virus made the respondents observe the usage of the product and made them aware and belief and driven to purchase. Emotions whether it is negative or positive plays a role in the purchase (Soodan, V. Pandey, 2016). In this study, purchase intention is driven by negative emotion.

SCOPE OF FUTURE STUDY

Further research can be on the mind-set of the consumers while watching the liquid hand wash advertisement frequently. The frequency of usage after relaxation of the restriction can be studied to identify whether the consumers are having the same fear and giving the same importance to washing hands post-pandemic. The brand loyalty of the consumers in using liquid hand wash can be analysed. A study on increasing purchase of personal hygiene and home care products on hygiene can be studied. The awareness level of usage of liquid hand wash in the rural market can be identified. The purchase intention of liquid hand wash of the rural consumers can be identified. The reason behind the purchase of liquid hand wash and alternates adopted by the rural consumers can be analysed. The most preferred brand in liquid hand wash and the rural market can be identified. The awareness about the usage of hand sanitizer and other alternates can be done in the future. Further study on preference towards the global brand and local brand of liquid hand wash can be carried out.

CONCLUSION

The fear of the coronavirus is slowly fading away from the mind of the consumers, instead of using information appeal the marketers can adopt fear appeal by insisting on the importance of usage of the liquid hand wash. Liquid hand wash advertisements can contain messages related to reminders to cleanse the hands often. The advertising can insist on various occasions to use the liquid hand wash in the message. Winning the trust of the customer during the pandemic is much more important to purchase the specific brand among the cluster (Hidayat *et al.*, 2021). The efficacy rate of killing germs are already advertised, marketers can advertise with excellent records in various media. Smart watches, smartphones can have inbuilt alarms to remind wash hands based on the mobilisation of the consumer. Advertising message with “taking care of oneself as the initial step of taking care of the society” can be added to fight against the pandemic. The advertisement with celebrities may ensure to keep the consumers alert. The celebrities can speak about the importance of cleansing hands frequently even there are prominent relaxations prevailing in the state.

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