

ANALYZING THE EFFECT OF SOURCE CREDIBILITY DIMENSIONS ON PURCHASE INTENTION: AN EMPIRICAL STUDY

S. Sudheer

Assistant Professor, Department of Management Studies, Vignana's Foundation for Science, Technology and Research University, Vadlamudi, Guntur District, Andhra Pradesh.

Dr.M. Siva Koti Reddy

Associate Professor, Department of Management Studies, Vignana's Foundation for Science, Technology and Research University, Vadlamudi, Guntur District, Andhra Pradesh.

M. Ramu

Assistant Professor, Department of Management Studies, Vignana's Foundation for Science, Technology and Research University, Vadlamudi, Guntur District, Andhra Pradesh

Abstract

It is must to a marketer to indulge his self to identify that what consumers percept about the company's advertisement message credibility and as well as what factor in that message would influences them most. By intensive literature review the three higher order factors as part of message source credibility are considered in the present study, they are message trustworthiness, message expertness and message attractiveness. An empirical examination was performed through a survey by considering the sample size of 139 respondents who purchase apparels. Descriptive and inferential statistical techniques are performed such as factor analysis and multiple regressions and also consumer's educational qualification was determined as control variable. Observations are presented and discussions are made as per the results.

INTRODUCTION

The textile and equipment industry of the country India accounts almost about 4% of the global textile market. This sector is one of the expanding and most crucial sectors of the economy in the aspects of production, income by exchange rate and job opportunities. This industry accounts for about 7% of industrial production in value, 2% of gross domestic product and 15% of the India's foreign export income. According to the WTO, in its 2018 World Trade Statistical Review, India ranks fifth among the world's leading RMG exporters (CARE Ratings Limited, 2019). It also provides direct employment to more than 45 million people and is the second largest provider of post-agricultural jobs (CARE Ratings Limited, 2019). It is essential to find out what consumers are feeling thanks to the credibility of the message source generated by the clothing vendors on the market.

OBJECTIVES OF THE STUDY

- To understand the theoretical concepts of credibility of the message source and its components.
- To determine the impact of message trustworthiness on consumer purchase intention.
- To determine the impact of message expertness on consumer purchase intention.
- To determine the impact of message attractiveness on consumer purchase intention.

LITERATURE REVIRE

Consumers must assess the relative credibility of web-based business information sources on traditional offline sites (e.g. Flanagin, Metzger, Pure, Markov and Hartsell). 2014). Message The reliability of the message is a high-level construction that consists of three sub-dimensions, trust, experience and attractiveness. Reliability refers to the degree of trust and acceptance of the recipients in relation to the sender of the message. The experience refers to the professional knowledge of the sender about the product. Attractiveness refers to when the sender attracts recipients to consume goods or services (Wu & Wang, 2011).

Credible sources are those that the reader can trust. We believe that the author's ideas belong to him and that they can be supported by evidence (Ferle and Choi, 2001; Vijaya, 2019). When writing a research article, researching or reading basic information, authors must always use a credible source. Many people said that honesty and trust were the qualities that most affected the way they voted. These actions led him to doubt his reliability and integrity (Lafferty and Goldsmith, 1999; Addela, 2019). The term 'experience' refers to the specific ways in which marketing thinks and approaches consumers. It is assumed that the true marketing concept professional must discover what consumers want or need and try to meet those needs if it makes economic and strategic sense. A marketing message is a means or communication designed to influence customers. They are often used to generate demand, create brand awareness and sell (Goldsmith et al., 2019, Wu and Wang, 2011).

RESEARCH QUESTIONS

- Does message trustworthiness show any effecton consumer purchase intention?
- Does message expertness show any effect on consumer purchase intention?
- Does message attractiveness show any effect on consumer purchase intention?

HYPOTHESIS FORMULATION

H1: Message trustworthiness has a positive significant impact on consumer purchase intention.

H2: Message expertness has a positive significant impact on consumer purchase intention.

H3:Message attractiveness has a positive significant impact on consumer purchase intention.

RESEARCH DESIGN

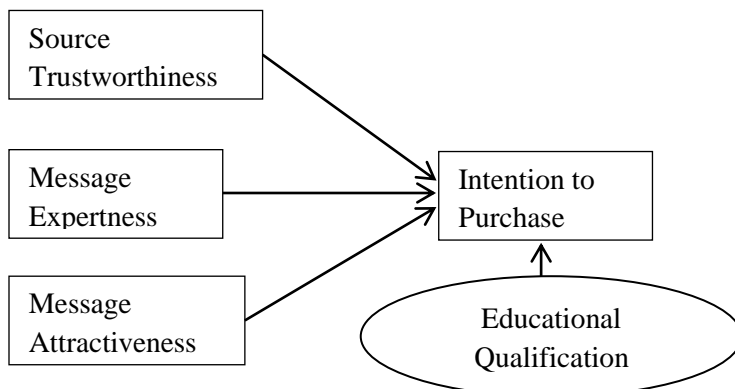


Figure 1: Proposed Model

METHODOLOGY:

The questionnaire consists of nine questions and all the questions were made in relevance to likert scale which is very famous in capturing intention and behavioral studies. The items in the scale are validated using explorative factor analysis. The scale under the construct Message Trustworthiness is as follows: ‘the message in the ads was trustworthy’, the message in the ads was attractive’ and the third question ‘the message in the ads contains expertness’. The scale items under Message attractiveness are: ‘The message in the ad was communicative’ and ‘The message in the ad was logical’. The items under the construct Message Expertness: ‘The message delivered by the endorser is reliable’ and ‘I envy the endorser’ and finally, Purchase Intention was measured with the items: ‘I intend to purchase the product/service’ and I recommend this product/service to others’. The measurement on the scale is 7 point likert scale (1= Very strongly agree to 7=very strongly disagree).

DESCRIPTIVE ANALYSIS: Demographic Analysis

Demographics	Category	Frequency	valid Percent	Cumulative Percent	Mean	Std. Deviation
Gender	Male	86	61.90	61.90	-	-
	Female	53	38.10	100.00		
	Total	139				
Age	<20	19	13.7	13.70	2.61	0.91
	20-25	38	27.3	41.10		
	25-30	59	42.4	83.60		
	> 30	23	16.5	100		
	Total	139				
Marital Status	Married	91	65.60	65.60	-	-
	Un Married	48	34.40	100		
	Total					
Level of Job	Operational Level	131	93.20	93.20	-	-
	Tactical Level	0	0.00	93.20		
	Strategic Level	8	6.80	100.00		
	Total					
Educational Qualification	SSC/Diploma	3	2.2	2.2	2.28	0.57
	Degree/B.Tech	100	71.9	74.1		
	Post Graduate	30	21.6	95.7		
	Others	6	4.3	100.0		
	Total					
Monthly Income	0-2	70	50.4	50.4	1.92	1.08
	2-5	26	18.7	69.1		

	5-10	26	18.7	87.8		
	> 10	17	12.2	100.0		
	Total					

Figure 2: Demographic Characteristics

The method adopted for data collection is a non-probabilistic sampling method- snowball sampling such that, referrals from consumers as a chain process responses are collected and about 150 responses are collected in that after eliminating the inappropriate and semi-filled responses are removed in the final process of data analysis and only a few about 4 responses cases are replaced with mean values and that task is achieved by SPSS. Finally, 139 samples are considered for analyzing the results. The effect of demographic factor 'Educational Qualification' is observed in the study.

Study Construct	Mean	Std. Deviation	N
Message Trustworthiness	3.542	1.4608	139
Purchase Intention	3.942	2.3344	139
Message Expertness	4.892	1.1496	139
Message Attractiveness	5.449	2.1402	139

Figure 3: Descriptive Statistics

Analyzing the demographic characteristics of the respondents, from the total sample adopted: about 61.90 percent are male and the rest i.e., 38.10 percent are females. When come to age of the respondents about 13.70 percent of the respondents are below 20 years, about 27.3 percent of the respondents are in the age of 20-25 years, and about 42.4 percent of the participants are in the age category of 25-30 years. Finally, about 16.5 percent of the respondents are above the age of 30 years. With respect to marital status of the respondents about 65.60 percent of the respondents are married and the rest about 34.40 percent are unmarried. Moving to the other category, about 93.20 percent are in operational level, no respondents belong to tactical level and about 6.80 percent of the respondents are in strategic level. The most important aspect considered for our study is educational qualification of the respondents, about 71.9 possess graduation as qualification who are in majority and only few in number about 4.3 percent are of neither with no qualification.

INFERENTIAL ANALYSIS

A principle components factor analysis was performed to determine the factors from the adopted questionnaire. Before to that, KMO and Bartlett's test was performed to determine the sample adequacy and it is found that by test it is 0.613 which is sufficient enough for performing factor analysis. This is represented in the table 4. The items of the model are measured on a seven point likert scale were, mean and standard deviation of the model constructs are represented in the table 3, that the mean of trustworthiness is 3.542, the mean of purchase intention is 3.942, the mean of message expertness is 4.892 and the mean of message attractiveness is 5.449.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.613
Bartlett's Test of Sphericity	Approx. Chi-Square	226.611
	Df	37
	Sig.	.0001

Figure 4: Sample Adequacy

The constructs and the items are drawn from the literature, but the validity and to examine the variance explained by these constructs to the proposed model a dimension reduction technique is used in the present study(Manideep, 2019a, 2019b; Sudheer, Reddy, & Manideep, 2019). All the items and its responses are loaded in SPSS and Exploratory factor analysis is performed and it is found that four constructs evolved and the variance explained by these constructs is about 71.369 percent. As per the literature, a model explaining 60 percent of variance is considered valid and .the factors are decided based on the eigenvalue, if the eigenvalue is >1 it is considered as a factor(Manideep, 2019b). The SPSS out below table 3 displays the result along with Rotation Sums of Squared Loadings.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.231	24.787	24.787	2.231	24.787	24.787	1.987	22.076	22.077
2	1.764	19.600	44.387	1.764	19.600	44.387	1.543	17.148	39.223
3	1.399	15.546	59.933	1.399	15.546	59.933	1.505	16.722	55.947
4	1.029	11.435	71.368	1.029	11.435	71.368	1.388	15.422	71.369
5	.638	7.094	78.462						
6	.628	6.975	85.437						
7	.496	5.516	90.954						
8	.451	5.009	95.963						
9	.363	4.037	100.000						

Figure 5: Factor Loadings and Explained Variances

Study Construct	Message Trustworthiness	Purchase Intention	Message Expertness	Message Attractiveness	Reability	Mean	Std. Deviation	N
Message Trustworthiness	1	.19*	.00	-.00	0.680	3.542	1.4608	139
Purchase Intention	.19*	1	.13	.25**	0.660	3.942	2.3344	139

Message Expertness	.00	.13	1	.06	0.740	4.892	1.1496	139
Message Attractiveness	-.00	.25**	.06	1	0.540	5.449	2.1402	139

Figure 6: Correlation and reliability Test

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

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

The rotation technique in this model is varimax rotation, which is a non-orthogonal method that, from table 5, it can be determined that out of 15 items about 6 items are removed due to cross loadings and item loadings under that factor is less than 0.6 and this is done (Manideep, 2019b, 2019d, 2019a, 2019c). It can be observed from table 4, that all the items are >0.6 (Correlated with that factor) and 3 items are under Message Trustworthiness, and 2 items are under Message Expertness, Message attractiveness and at last 2 items under purchase intention construct. The factor analysis does not define any causal relation between the factors but the validity of convergent and divergent validity is evaluated by this.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.726E-16	.081		.000	1.000
	Message Trustworthiness	.195	.081	.195	2.410	.01730
	Message Expertness	.117	.081	.117	1.440	.1520
	Message Attractiveness	.251	.081	.251	3.090	.0020
2	(Constant)	.629	.331		1.890	.0600
	Message Trustworthiness	.182	.080	.182	2.260	.0250
	Message Expertness	.094	.081	.094	1.160	.2470
	Message Attractiveness	.267	.081	.267	3.300	.0010
	Educational Qualification	-.276	.141	-.159	-1.950	.0420

Figure 7: Decomposed Standardized Coefficients of the model

A serial multiple hierarchical regression method is used to observe the impact of the independent variables Message Trustworthiness, Message Expertness and Message attractiveness on purchase intention from

table 7 it can be determined that Message attractiveness is positively and significantly effects ($\beta = 0.251$, $P < 0.05$) the consumers purchase intention, Message Trustworthiness do not significantly effects ($\beta = 0.195$, $P > 0.05$) the consumers purchase intention and Message Expertness positively and significantly effects ($\beta = 0.117$, $P < 0.05$) the consumers purchase intention and the awaited objective of the study that educational qualification of the consumer has a significant impact ($\beta = -0.15$, $P < 0.10$) on the consumers purchase intention.

RESULTS AND DISCUSSION:

From the second model: message attributes along with educational qualification of the respondents have predicted a 14 percent of proportional variation (coefficient of determinant R^2 is 0.14). It is observed that the proportion of variation has increased by 3 percent ($R^2 = 0.11$, change in $R^2 = 0.03$) about 3 percent of the variance is explained by qualification of respondents and it is a key element in forming purchase intention.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Study Constructs	.345 ^a	.119	.099	.9494805
Study Constructs with Educational Qualification	.379 ^b	.144	.118	.9396878

Figure 8: Model Determination

- a. Predictors: (Constant), Message Expertness, Message Credibility, Message Trustworthiness
- b. Predictors: (Constant), Message Expertness, Message Credibility, Message Trustworthiness, Educational Qualification
- c. Dependent Variable: Purchase Intention

Hence, it is proved that both the hypothesis, H1 and H2 are positive significantly associated with purchase intention means, both can contribute to formation of purchase intention and H3, the Message Trustworthiness was not significant that means consumers do not consider this as a considerable factor in purchase decision. The control variable qualification of respondents also a major decision contributing factor.

REFERENCES

- [1] Addela, S., Sivakoti Reddy, M.(2019). Mobile banking-an empirical analysis on the customer's perception towards mobile banking in determining the customer satisfaction in the state of telangana rural areas. *Journal of Advanced Research in Dynamical and Control Systems*, 11(6), 318-321.
- [2] CARE Ratings Limited. (2019). *Indian Readymade Garments (Apparel) Industry Overview*. Retrieved from [http://www.careratings.com/upload/NewsFiles/Studies/Indian Ready Made Garments \(Apparel\) Industry.pdf](http://www.careratings.com/upload/NewsFiles/Studies/Indian Ready Made Garments (Apparel) Industry.pdf)
- [3] Ferle, C. La, & Choi, S. M. (2001).The Importance of Perceived Message Expertness in South Korean Advertising.*Journal of Current Issues and Research in Advertising*, 27, 29–46.
- [4] Flanagan, A. J., Metzger, M. J., Pure, R., Markov, A., &Hartsell, E. (2014). Mitigating risk in

- ecommerce transactions: Perceptions of information credibility and the role of user-generated ratings in product quality and purchase intention. *Electronic Commerce Research*, 1, 1–23. <https://doi.org/10.1007/s10660-014-9139-2>
- [5] Goldsmith, R. E., Lafferty, B. A., Newell, S. J., Taylor, P., Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2019). Advertisements and Brands The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands. *Journal of Advertising*, 29(3), 43–54.
- [6] Lafferty, B. A., & Goldsmith, R. E. (1999). How Influential are Corporate Credibility and Endorser Attractiveness When Innovators React to Advertisements for a New High-Technology Product? *Corporate Reputation Review Volume*, 7(1), 24–36.
- [7] Manideep, A. S. (2019a). Factors Influencing the Adoption of Social Media Marketing in the Wellness Industry : An Empirical Analysis. *Journal of Advanced Research in Dynamical and Control Systems*, 11(6), 356–362.
- [8] Manideep, A. S. (2019b). Impact of Social Network Advertisements on Brand Equity of Wellness Firms and the Mediating Role of Brand Awareness : An Empirical Analysis ABSTRACT : *International Journal of Management and Business Research*, 9(June), 46–53. Retrieved from <http://ijmbr.info/abstract.php?archiveid=204>
- [9] Manideep, A. S. (2019c). Nanotechnology And Its Implications In Manufacturing. *International Journal of Mechanical and Production Engineering Research and Development*, 2(Special Issue), 284–292.
- [10] Sudheer, S., Reddy, M.S.K., (2019). A study on the role of Source Credibility, Endorser Credibility and Message Appeal on Consumers' Purchase Intention: An Empirical Analysis. *Jour of Adv Research in Dynamical & Control Systems*, No. 6, 329-334
- [11] Manideep, A. S. (2019d). The Effect of Adoption of E-commerce on Business Performance : An Empirical Analysis. *International Journal of Basic and Applied Research*, 9(5), 376–382.
- [12] Sudheer, S., Reddy, M. S. K., & Manideep, A. S. (2019). The Influence of Source Credibility , Endorser Credibility and Message Appeal on Consumers ' Purchase Intention : An Empirical Analysis. *International Journal of Recent Technology and Engineering*, 8(1), 2845–2850.
- [13] Vijaya, P., Sivakoti Reddy, M. (2019). A study on the moderating role of trust in determining the green purchase intentions: Empirical evidence from Indian automobile sector. *Journal of Advanced Research in Dynamical and Control Systems*, 11(11), 39-47.
- [14] Wu, P. C. S., & Wang, Y. (2011).The influences of electronic word-of-mouth Message attractiveness and message Message Trustworthiness on brand attitude.*Asia Pacific Journal of Marketing and Logistics*, 23(4), 448–472. <https://doi.org/10.1108/13555851111165020>