

The Effect of Japanese-Style Advertising on Purchase Intention through Advertising Attitude and Consumer Perception

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Abstract

The research aims to determine the effect of Japanese-style advertising on purchase intention through advertising attitude and consumer perception in Bangkok, Thailand. This research used survey questionnaire to collect data from 443 respondents who are of Thai nationality and live in Bangkok and have watched at least three samples of Japanese-style advertising for Thai products. Descriptive and inferential statistics were used to analyze the data. The main finding supports that Japanese-style advertising influences advertising attitude and consumer perception; and advertising and consumer perceptions influence purchase intention.

Keywords: advertising attitude, consumer perception, Japanese-style advertising, purchase intention, advertising value

JEL Classification Code: M37, G41, A14, D12

Introduction

In the past, advertising may be the cheapest way to promote products and it may be even possible to find free business advertising. Nevertheless, the right question is not just a question about cost. Much has been written to show how advertising guide strategies increase return on investment (ROI). Companies have been implementing advertising for years to communicate the value their products and services can offer. Because the competition grows all the time, companies must constantly increase their budgets for advertising to keep their position in the market. There is an exponential growth in the advertising market based on the latest ads forecast (2019-2024) report by IMARC Group (Rathore, 2021). In 2024 the value of the global advertising market is expected to reach \$769.9 billion. Then, during the forecast period, the compound annual growth rate (CAGR) is projected to be 6.3%. Also, in 2020 the United States will be the largest advertising market globally, which will reach \$242.54 billion for advertising.

Advertising can help businesses in several ways, including creating brand awareness, creating demand, increasing sales, and growing the customer base. The research focused on the effectiveness of advertising in improving consumer purchase intention. Ads on Facebook have a great impact on image and brand equity. Both factors contributed to a significant change in purchase intention (Dehghani & Tumer, 2015). Internet connectivity and ubiquitous mobility on smartphones are changing the way consumers interact with brands. It is important to understand the factors that drive consumers to interact with smartphone advertising and, therefore, their purchasing decisions. Purchase intent can be explained by advertising value, flow experience, web design quality, and brand awareness (Martins et al., 2019). Advertising sponsors can quickly increase brand awareness and help consumers understand the functions and features of products or services. Eventually, consumers remember the products or services and lead to purchase intent. The advertising sponsor significantly influences the perceived value. The advertising sponsor is significantly influenced by the purchase intention (Chi et al., 2001; Arshad & Aslam, 2015). Moreover, the study which was conducted by Arshad and Aslam (2015) stated that the consumer's decision-making process depends on purchase intention had the effect of advertising related to variables. These variables included attitude towards advertising (general), attitude towards television advertising, attitude towards print advertising, attitude towards advertising billboard advertising, message content in advertising, advertising time, scrolling advertisements, repeat advertising, celebrity endorsement, and the language of an advertisement on the dependent variable of purchase intent (Arshad & Aslam, 2015).

Advertising is an investment with costs for businesses, the small businesses, on average, spend 1% of their revenue on advertising. However, some companies have more budget for advertising than others. For example, one company spends 4.44%, and another spends only 1.88% of the revenues on advertising (Hessinger, 2018). The result shows that the company should do due diligence and look at the statistics from small business statistics for the outcome on the budget for advertising. Advertising is constantly evolving; keeping tabs on the important advertising stats, such as social media ads, search ads, video advertising, and offline ads, will be useful to adopt an effective advertising plan for the business. The outcome of using advertising will be efficient if targeting it carefully. The three factors consist of creativity, reach, and recency, impacting the return on investment (ROI). Companies need to get the highest return on investment (ROI) when planning to advertise the business. In other words, companies want to increase sales. Five keys of advertising effectiveness (Nielsen, 2021) consist of reach, targeting, recency, creativity, and context. Understanding the cycle of consumer buying and planning to customize advertising can increase sales dramatically. Japanese-style advertising is an interesting way to create unique content and influences purchase intention through advertising attitude and consumer perception. A case study in Thailand examined the impact of advertising design on purchase intention found that advertising design, attitude towards advertising, and attitude towards brand directly influence and indirectly influence purchase intention (Ravikan & Somchai, 2020). Hence, this study aims to determine the influence of Japanese-style advertising on advertising attitude and consumer perception, and to determine the influence of advertising attitude and consumer perception on purchase intention .

Literature Review and Hypotheses Development

Japanese-style Advertising and Advertising Attitude

Language is the base of advertising. Every country has its unique language that makes each country have unique characteristics in the advertising. It is important to consider the context and core value of the culture before studying about marketing methods of that country. In Japan, one of the marketing techniques, “Kokoro wo utsu” means hitting the heart. This concept is to make it simple but can touch the heart. Japan focuses on media mainly more than marketing, but on the other hand, Western style focuses on marketing mainly. Japanese style advertising tries to make the advertising explosive and attract people in a short time. People can find advertising in surprising places on posters, billboards, and the tissue pack that makes people not feel awkward (Xiao, 2019). In Japan, soft-selling is usually used in advertisements for children to make the relationship between the company and the customer, which is the children (Tansey et al., 1990). According to American and Japanese countries, American advertisements are mostly hard-selling more than soft-selling (Rose et al., 1998). On the other hand, the soft-selling style is mostly used and appears in Japanese advertisements, and hard-selling is quite hard to find (Mueller, 1987).

Advertising attitude is defined as how the consumer feels favorable or unfavorable products based on seeing advertisements (Lutz, 1985). Good advertisements can create a better attitude towards products (Xu, 2006). Advertising requires the right appeal to attract consumer attention and create a new attitude towards the brand. Purchase intention has a huge impact on advertising attitude. The result shows that the main factor in the general advertisement consists of credibility, entertainment, information, information, irritation, and personalization make the purchase intention through advertising attitude.

Furthermore, the main factor in the customized advertisement consists of personalization, activity, timing, and location make the purchase intention through advertising attitude. People who have a positive attitude to advertising, and product branding on the advertising leads to purchasing purchases related to advertisement attitude affecting purchase intention more than brand attitude dramatically (Takaya et al., 2019). The factor about belief, such as product information, roles in societies, image, pleasure, effect to the economy positively, corruption value (Pollay & Mittal, 1993). People believe that advertising affects attitude dramatically. People are favorable or unfavorable depending on what they believe (Oh & Jeong, 2015).

Initial research focused on how different cultures of consumers have different advertising attitudes. To use the free-elicitation technique, Andrews et al. (1991) compared the ideas students received for advertising consisting of five countries, including the United States, New Zealand, Denmark, Greece, and India. American student thinks through and positively more than their Indian counterparts. American people think that the advertising is intrusive in low levels and high levels of entertainment and support low levels of

regulation more than Chinese consumers. However, for information, they can find less as well (Gao et al., 2014). Rose et al. (1998) stated that American mothers have negative attitude toward advertising at a high level; they tend to discuss commercials with children more than Japanese mothers. Kim-Shyan Fam (2008) interviewed five Asian cities, including Shanghai and Hong Kong, Jakarta, Bangkok, and Mumbai, to run three advertising samples that people feel favorably and unfavorable. After tagging the advertising content and examining attractive attributes common in western such as self-reliance, entertainment, and Asian such as semi-soft (Chang et al., 2019).

Koga and Pearson (1992) have researched further from the politeness derived from the interlocking model from Brown and Levinson (1978) and Ting-Toomey (1988); the research examined the strategies of advertising in the female magazines with politeness in Japan and the United States. According to the measurement of 80 sample advertising in Japan, marketers put strategies in terms of social correlated with high collectivist, vertical, and context culture. On the other hand, marketers in the United States put strategies in personal correlated to text personal, horizontal, low culture textual. Japanese advertising has a characteristic that gets the most attention: the description from Japanese advertising as a soft sell. An example of the soft-sell nature of Japanese advertising is the overreliance on celebrities. In advertising on television in Japan, more than seventy percent use celebrities. Japan used around 1907 celebrities in advertising (Praet, 2001). Therefore, the hypothesis is formulated:

***H1:** There is a causal relationship between Japanese-style advertising and advertising attitude.*

Japanese-style Advertising and Consumer Perception

Online advertising might be a service that includes cost or just social media account which shows the content about advertising (Wang et al., 2014). According to Konuk (2015), purchase intention may be influenced by consumer perception, which is the result that people think after getting information from advertisements. Consumer perception effect the purchasing of the product. Advertising uses a visual which is contains many styles for several targets.

Some advertising that can attract people will make people purchase products or services. Consumer perception of advertising affects purchasing intention, which appears in the advertising. From the result of the research, advertising significantly affects purchase intention via consumer perception (Suprpto et al., 2020).

“Kawaii,” which means cute, is a main global consumer culture. In Asia, many marketers use cute styles to get attention from people to present products or services images. From the perspective of the value of culture, the research suggests that culture affects both content and attractiveness of advertising and affects the attitude and impact of advertising. However, the cute style is regulated culturally. The impact of such calls across different cultures is predictable at the system level. Nowadays cute style concept and the effect of the cute style are still obscure in the western academic circle. The research show insight into cute style by examining the origin of cute culture in Japan and expanding to globalization.

Online surveys were administered using special design simultaneously to people who respond to the result from individually and culture concerned with collectivism. Therefore, the research evolves the definition of cute to advertising attraction and measurement scheme to using many dimensions composite structure that concerns independence variables. Some arguments culturally shaped self-construal influences advertising which uses cute style. The cute style demands that the stressful interdependence more than convincing in consumer by self-construal via the contents. The result shows that cute styles are perceived as more feel friendly in the US and China. People with interregional interdependence show a greater relationship with themselves than favorable advertising attitudes and purchase intentions to products or services that use cute style advertising (Deng, 2014).

Suprpto et al. (2020) found that advertising on social media positively influences consumer perception significantly. The result shows that the t-value at 20.883, which is higher than 1.96. Therefore, advertising on social media influences consumer perception in a positive way significantly is acceptable. Ali et al. (2016) the analysis results acceptable the hypothesis that advertising on social media influences consumer perception. The result shows the relation between marketing via social media and consumer perception go along positively significantly. The innovation channel presents products or services and delivers promotional content to people through smartphone devices. Smartphone advertising development in the last few years forced researchers and professionals to understand consumer perception about advertising. The research objective is to study the factors that influence smartphone advertising perception in different countries, including different cultures. From the sample of Austria and Japan, provisionally test their hysterical impact. From the result, the main predictors of advertising value among Austrians and Japanese are information and reliability. However, the result shows that Japanese customers are more enthusiastic about advertising via social media than Austrian people (Liu et al., 2012). Hence, the hypothesis is expressed:

H2: There is a causal relationship between Japanese-style advertising and consumer perception.

Advertising Attitude and Purchase Intention

Advertising attitudes reflect the favorable or unfavorable feeling from consumer towards advertising. Advertising and perceived quality positively influence brand trust; advertising positively influences perceived quality; when people see the advertisements, their emotions will change and lead to purchase intention. Several researchers' research about advertising attitude focuses on recognition and emotion to brand products or services shown on advertising (Dummanonda & Nuangjamnong 2021; Bisen and Nuangjamnong, 2021). Moreover, advertising attitude directly affects brand attitude and purchase intention (MacKenzie et al., 1986). The factor that affects purchase intention is advertising attitude, and brand attitude affects purchase intention (MacKenzie & Lutz, 1989). People purchase products or services by the effect of advertising (Huarng et al., 2010). Consumers need sufficient information of products or services before buying something (Ha et al., 2014). Lim (2003) stated that purchase behavior has an indirect effect on purchase intention. Purchase

intention shows the buying behavior (Fishbein & Ajzen 1975). Purchase intention comes from consumer choice that gets by an external factor (Mullet & Karson 1985). For advertising, it is important to understand the belief in advertising and attitude to advertising that influence people to purchase products or services in terms of attitude to purchase intention (Mehta, 2000). People's beliefs about advertising affect advertising attitude and purchase intention, but people's psychological changes every time. The company should know about people each time to create the advertising that can make people think positively about the advertising (Oh & Jeong, 2015).

Furthermore, the contextual value of smartphone advertising has an impact on advertising attitude and brand attitude dramatically. At the same time, purchase intention is effected by brand attitude more than by advertising attitude (Lee et al., 2017). Therefore, the hypothesis is formulated:

***H3:** There is a causal relationship between advertising attitude and purchase intention.*

Consumer Perception and Purchase Intention

Czellar (2003) reviewed research from 1978 until 2001 about the brand-consumer attitude towards brand extensions. The researcher stated that people perceive both extension and the original brand product as having the appropriate extension. People tend to get positive effects via attitude toward the extended brand. The similarity of extended products and core brand product and people attitude are the most crucial factors to get the result so that extended product can be accepted or rejected. Much research revealed that the greater the perceived similarity between brand extension and original brand, the greater the purchase intention to the extension. Consistency with consumer perception is an important factor in determining purchase intention for the extended product. Advertising continuously tells people about the price and benefits of the product. However, because of time and space constraints, people usually cannot get the information completely. Therefore, the cues of relevant perceptions are essential to help determine the quality, especially for the core brand. Bhat and Reddy (2001) stated that consumers likely shift awareness from the original brand to the extended products when consumer perception is high. Morrin (1999) also stated that consumers perceive an adequate association between the extended product and the original brand. A higher purchase intention will be made towards these extended products. Extended relevance influences the classification of the brand that is established as well. In Taiwan, behavior from consumers show the relation about purchase intention for the product, which is mostly extended. The adaption of consumer perception has a greater effect more than attitude to the original brand. Showing that the affiliation with the brand and product affiliation affects purchasing intention in terms of extension product significantly (Shwu-Ing & Chen-Lien, 2009). Then, the hypothesis is formulated:

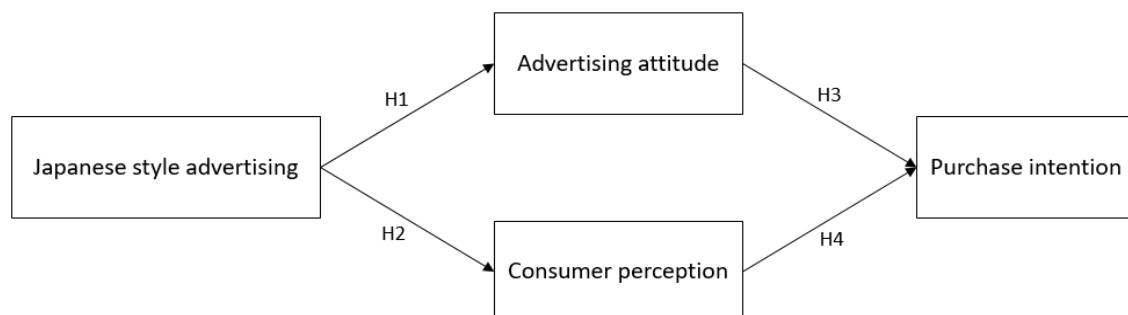
***H4:** There is a causal relationship between consumer perception and purchase intention.*

Conceptual Framework

The conceptual framework is based on literature review such as existing literature, and theoretical concepts representing the influence of variables, including Japanese-style advertising as an independent variable on advertising attitude and consumer perception as dependent variables. Advertising attitude and consumer perception are the independent variables and purchase intention is the dependent variable. There are four theoretical frameworks used for the conceptual framework in this study. The first theoretical framework is social media advertising and consumer perception on purchase intention by [Suprpto et al. \(2020\)](#). Social media advertising positively affects consumer perception, and consumer perception also affects purchasing intention, which confirms that consumer perception increases consumer purchase intention. The second theoretical framework is about the influence of advertising value on advertising attitude and its impact on purchase intention by [Disastra et al. \(2019\)](#) about the effect of all the dimensions of advertising attitude on buying interest those consumers who have a good attitude with advertising lean toward to buy the product. The third theoretical framework is advertisement value and context awareness value on purchase intention through attitude brands and advertising attitude in smartphone advertising by [Takaya et al. \(2019\)](#). They identified that people like the idea and concept of advertising, and they think advertisements are important, valuable, and have usefulness. The result pointed that people think good advertisements make many viewers prefer products and brands. They lead to consuming products or services according to the effect of advertisement attitude on purchase intention. The fourth theoretical framework is the effects of consumers' beliefs about TV home shopping advertising on attitude and purchase intention ([Oh & Jeong, 2015](#)). Advertising is the main thing that can set the way of attitude and purchase intention. Good advertisements can make a good attitude with brand attitude and purchase intention. However, people have negative thoughts about advertisements. It affects attitude to advertisements and purchase intention but does not affect brand attitude. [Oh and Jeong \(2015\)](#) pointed out that a company should know about customer experience to gain good perception and attitude from people via advertisements. Hence, the conceptual framework of the effect of Japanese-style advertising on purchase intention through advertising attitude and consumer perception is presented in Figure 1.

Figure 1

The Conceptual Framework



Source. Constructed by the authors

Methods and Materials

The study used the formula of Yamane (1967) in determining sample size for a finite population. The formula of Taro Yamane with a 95% confidence level and error margin of 5% was applied. The formula was used to calculate the sample size, known as the number of populations. Therefore, in this study, the sample size is defined as 399.971 people or approximately 400 people. During the Covid-19 pandemic, the researcher selected the non-probability sampling technique utilizing convenience sampling technique to collect data from the respondents via online questionnaires. The questionnaire was used as a research instrument to gather data for the analysis of the significant factors and the relationship of the variables. The questionnaire is composed of three parts. The first part is the screening questions that considered only Thai nationals who live in Bangkok as valid respondents. The second part is the questions on demographic information of respondents. The third part focuses on the four factors consisting of Japanese-style advertising, advertising attitude, consumer perception, and purchase intention. The last part is the questions for dependent and independent variables. For validity, the researcher applied the Item Objective Congruence (IOC) Index, which was used to screen the item quality for content validity by using three experts. Each IOC value result in this study has been over 0.5, which means applicable contents. Then, for internal consistency, Alpha values were described as: $\alpha \geq 0.90$ = excellent, $0.90 > \alpha \geq 0.8$ = Good, $0.8 > \alpha \geq 0.7$ = Acceptable, $0.7 > \alpha \geq 0.6$ = Questionable, $0.6 > \alpha \geq 0.5$ = Poor and $0.5 > \alpha$ = Unacceptable (Heirs et al., 2003). Hence, a group of 50 samples for the pilot test with the Alpha value of each variable is over more than 0.8, which means they are in the strength of association as good, detailed can be view in Table 1.

Table 1.

Results from Pilot Test – Cronbach's Alpha (n=50)

Variables	Cronbach's Alpha	Number of items	Strength of association
Japanese-style advertising	.891	4	Good
Advertising attitude	.856	4	Good
Consumer perception	.848	4	Good
Purchase intention	.881	4	Good

Results

Descriptive Analysis of Demographic Data

Table 2 shows the demographic data. The data on the gender of respondents shows that most of the respondents were female with 74.3% (329) compared to the male, which is 25.7% (114). The age of respondents shows 20-29 years old with 43.6% (193), 30-39 years old with 15.3% (68), less than 20 years old with 14.9% (66), over 60 years old with 10.6% (47), 40-49 years old with 8.4% (37) and 50-59 years old with 7.2% (32). The educational level of the 443 respondents shows bachelor's degree with 56.2% (249), Master's Degree

with 21.4% (95), high school with 12.0% (53). Ph. D. Degree with 9.3% (41), other with 0.7% (3), and no formal education with 0.5% (2). On occupation, students compose 36.8% (163), employees 33.0% (146), others with 11.7% (52), government officers with 9.5% (42) and self-employed with 9.0% (40). Lastly, income per month, 153 respondents earn a monthly income less than 10,000 Baht (34.5%), 10,001-30,000 Baht with 134 respondents (30.2%), 30,001-50,000 Baht with 82 respondents (18.5%), and over 50,001 Baht with 74 respondents (16.7%), detailed in table 2.

Table 2*Demographic Data of Participants*

Demographic Factors	Frequency	Percentage
Gender		
Male	114	25.7%
Female	329	74.3%
Total	443	100%
Age (Years)		
Less than 20	66	14.9%
20-29	193	43.6%
30-39	68	15.3%
40-49	37	8.4%
50-59	32	7.2%
Over 60	47	10.6%
Total	443	100%
Education Level		
No formal education	2	0.5%
High school	53	12.0%
Bachelor's Degree	249	56.2%
Master's Degree	95	21.4%
Ph. D. Degree	41	9.3%
Other (please specify)	3	0.7%
Total	443	100%
Occupation		
Student	163	36.8%
Employee	146	33.0%
Self employed	40	9.0%
Government officer	42	9.5%
Other	52	11.7%
Total	443	100%
Income per month		
Less than 10,000 Baht	153	34.5%
10,001-30,000 Baht	134	30.2%
30,001-50,000 Baht	82	18.5%
Over 50,001 Baht	74	16.7%
Total	443	100%

Source: Constructed by the authors

Descriptive Analysis with Mean and Standard Deviation

Table 3 shows the highest mean of Japanese-style Advertising was “Japanese-style advertising has a modern and unique technique,” which equals 4.270. On the other hand, the lowest mean was “Japanese-style advertising provides enough and useful information and contents,” which equals 3.523. The highest standard deviation was “Japanese-style advertising provides enough and useful information and contents,” which equals 0.816. The lowest was “Japanese-style advertising has a modern and unique technique” which equals 0.729.

Table 3

The Mean and Standard Deviation of Japanese-style Advertising

Japanese-style Advertising	Mean	Std. Deviation
JSA1: Japanese-style advertising is a source of pleasure and entertainment.	4.051	0.763
JSA2: Japanese-style advertising has a modern and unique technique.	4.270	0.729
JSA3: I feel that Japanese-style advertising is believable.	3.609	0.792
JSA4: Japanese-style advertising provides enough and useful information and content.	3.523	0.816

Table 4 shows the highest mean of Advertising Attitude was “Japanese-style advertising is intriguing and enticing to watch until the end,” which equals 4.270. On the other hand, the lowest mean was “Japanese-style advertising can influence the interest of products or services,” which equals 3.909. For the standard deviation, the highest was “Japanese-style advertising can influence the interest of products or services,” which equals 0.832, while the lowest was “Japanese-style advertising can create a positive image for products or services” which equals 0.774.

Table 4

The Mean and Standard Deviation of Advertising Attitude

Advertising Attitude	Mean	Std. Deviation
AA1: Japanese-style advertising is intriguing and enticing to watch until the end.	4.270	0.823
AA2: Japanese-style advertising can influence the interest of products or services.	3.909	0.832
AA3: Japanese-style advertising can create a positive image for products or services.	4.092	0.774
AA4: I have a positive attitude to Japanese-style advertising.	4.137	0.776

Table 5 shows the highest mean of Consumer Perception was “Japanese-style advertising creates the awareness, and I prefer to buy products or services,” which equals 3.706. On the other hand, the lowest mean was “Japanese-style advertising informs me to use as a reference for purchasing,” which equals 3.248. For the standard deviation, the

highest was “Japanese-style advertising affects buying decision,” which equals 0.910, while the lowest was “Japanese-style advertising creates the awareness and I prefer to buy products or services” which equals 0.833.

Table 5

The Mean and Standard Deviation of Consumer Perception

Consumer Perception	Mean	Std. Deviation
CP1: Japanese-style advertising creates the awareness and I prefer to buy products or services.	3.706	0.833
CP2: Japanese-style advertising informs me to use as a reference for purchasing.	3.248	0.870
CP3: Japanese-style advertising stimulate me to buy products or services.	3.480	0.895
CP4: Japanese-style advertising has an effect to buying decision.	3.474	0.910

Table 6 shows the highest mean of Purchase Intention was “Japanese-style advertising leads me to purchase products or services,” which equals 3.440. On the other hand, the lowest mean was “Japanese-style advertising affects my buying behavior,” which equals 3.270. For the standard deviation, the highest was “Japanese-style advertising has an effect on my buying behavior” which equals 0.950, while the lowest was “Japanese-style advertising leads me to purchase products or services” which equals 0.830.

Table 6

The Mean and Standard Deviation of Purchase Intention

Purchase Intention	Mean	Std. Deviation
PI1: Japanese-style advertising leads me to purchase products or services.	3.440	0.830
PI2: Japanese-style advertising encourages me to buy the same brand.	3.365	0.883
PI3: Japanese-style advertising inspires me to shift from one brand to another brand.	3.293	0.919
PI4: Japanese-style advertising has an effect on my buying behavior.	3.270	0.950

Hypothesis Testing

Simple linear regression (SLR) was used as a statistical analysis approach to determine the effect of Japanese-style advertising on advertising attitude and consumer perception. Multiple linear regression (MLR) was used as a statistical analysis approach to determine the effect level between two variables: advertising attitude and consumer perception on purchase intention.

Table 7 shows that Japanese-style advertising (H1) has a significant influence on advertising attitude. The result of R^2 was 0.630 means, 63.0% of advertising attitudes can be explained by Japanese-style advertising. At a significant level of 0.05 where the p-value of

the variable is less than 0.05, Japanese-style advertising has a positive impact on advertising attitude with a standard beta coefficient of 0.794.

Table 7 also shows that Japanese-style advertising (H2) has a significant influence on consumer perception. The result of R^2 was 0.478 means, 47.8% of consumer perception can be explained by Japanese-style advertising. At a significant level of 0.05 where the p-value of the variable is less than 0.05, Japanese-style advertising positively impacts consumer perception with a standard coefficient of beta coefficient at 0.692.

Table 7

Simple Linear Regression

Hypothesis	R square	Adjust R square	Std. Error	Standardized Coefficients Beta	Sig.	Results
H1: Japanese-style advertising → advertising attitude.	.630	.630	.032	.794	<.001*	Supported
H2: Japanese-style advertising → consumer perception	.478	.477	.044	.692	<.001*	Supported

Note: * $p < .05$

The casual relationship between advertising attitude (H3), and consumer perception (H4), on purchase intention of Japanese-style advertising, were analyzed using multiple linear regression. The result of the analysis is demonstrated in Table 8. The independent variables, advertising attitude and consumer perception accounts for the 69.2% change in purchase intention as shown by R square value of 0.692. H3 and H4 were all supported because the p-values were below 0.05 for every independent variable. Since H3 is supported, it can be concluded that advertising attitude (H3) and consumer perception (H4) significantly impact the purchase intention. Consumer perception has the most impact among the two variables, showing the standardized coefficient of 0.760. Advertising attitude has the standardized coefficient of 0.094, indicating that consumer perception has a superior influence over advertising attitude over the purchase intention.

Table 8

Multiple Linear Regression

Hypothesis	Std. Error	Standardized Coefficients Beta	Sig.	Results
H3: Advertising attitude → purchase intention	.045	.094	.016*	Supported
H4: Consumer perception → purchase intention	.039	.760	<.001*	Supported
R square	.692			
Adjust R square	.691			

Note: * $p < .05$

Discussion and Conclusion

The hypothesis testing shows that all independent variables that have significant influence towards purchase .

The results of this study indicate that Japanese style advertising has a significant influence on advertising attitude with a significant value of $<.001$, which is less than 0.05; thus, H1 is supported. The results obtained further confirm the results of previous studies conducted by Liu et al. (2012) that tested the influence of advertising on advertising attitude. The result from hypothesis testing showed that it supported the hypothesis.

The results of this study indicate that Japanese style advertising has a significant influence on consumer perception with a significant value of $<.001$, which is less than 0.05; hence, therefore H2 is supported. The results obtained further confirm the results of a previous study conducted by Suprpto et al. (2020) who tested the influence of social media advertising on consumer perception. The result showed that it had a significant positive effect then, the hypothesis was accepted.

This study's results indicate that advertising attitude significantly influences purchase intention. It is proven by the significant value of .016, which is less than 0.05. H3 is supported. The results obtained further confirm the results of previous studies on the influence of advertising attitude to purchase intention conducted by Oh and Jeong (2015); the result showed that it supported the hypothesis and stated that the behavior of consumer change all time. A company should know and understand customers' experiences to get a good perception and attitude from respondents who have watched the advertising. Furthermore, Disastra et al. (2019) showed that the hypothesis was accepted, and every dimension of advertising attitude affects purchase intention. Moreover, Takaya et al. (2019) found that the hypothesis was accepted, and the researcher stated that advertising attitude had a higher effect than brand attitude on purchase intention.

The study's results indicate that consumer perception significantly influences purchase intention. It is proven by the significant value of $<.001$, which is less than 0.05; therefore, H4 is supported. The results obtained further confirm the results of a previous study conducted by Suprpto et al. (2020) that tested the influence of consumer perception on purchase intention. The result showed that it had a significant positive effect; then, the hypothesis was supported.

Recommendations

The conclusions obtained from the analysis results show that Japanese style advertising influences advertising attitude and consumer perception. Furthermore, advertising attitude and consumer perception influences purchase intention as well. The result from respondents shows that respondents have positive thinking about Japanese style advertising, such as in terms of pleasure and entertainment, modern and unique techniques used for creating the advertising. Also advertising attitude, respondents have a positive attitude to Japanese style advertising, especially the first question of advertising attitude, which is Japanese style advertising is intriguing and enticing to watch until the end, which got mean highest with 4.270 out of 5. This point is an important thing for creating and

launching the advertising that is to make people watch the advertising until the end without changing a channel or clicking the skip button. Moreover, the result shows that people have a positive attitude to Japanese-style advertising, so using Japanese-style advertising in Thailand is efficient. As a result of consumer perception, respondents have positive thinking and attitude toward Japanese style advertising and advertising; for consumer perception and purchase intention, respondents gave a score for each question, and the outcome of the mean for each question is higher than three but less than four. From the results, we can assume that although audiences who watch the advertising may also have a positive attitude, they may not purchase the products or services because advertising is one of many factors of purchase intention. The marketers should consider other factors such as competitive price, previous product image, brand loyalty, product quality, brand reliability, and others.

Recommendations for Further Study

It is suggested that further research may use different styles such as Japanese and Western styles for the same Thai products. Applying Japanese and Western styles may be useful to investigate and compare the results that marketers can analyze and adapt in plans. Also, the more interesting survey is the application of Japanese style advertising to Thai products and Japanese products in the Thai market because Japanese style advertising may recall the respondents on Japanese image and enhance the purchasing of Japanese products more than Thai products. Finally, according to the respondents' suggestions, the different advertising styles may be selected to apply to the purchase intention survey, and analysis may gain an efficient outcome.

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