

## The Mediating Role Of Trust In The Impact Of Interactive Advertising On Purchase Intention

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### Abstract:

This paper investigates the role of trust as a mediator between interactive advertising and purchase intention. Interactive advertising is increasingly prevalent in the digital age, yet its impact on consumer behaviour, particularly regarding trust and purchase intention, remains a topic of scholarly inquiry. Drawing upon existing literature and theories, this study proposes that trust plays a significant mediating role in the relationship between interactive advertising and purchase intention. The findings of this study contribute to our understanding of the mechanisms through which interactive advertising influences consumer behaviour and provide practical implications for advertisers and marketers.

**Keywords:** Interactive advertising, trust, Purchase intention

### Introduction:

In the ever-evolving digital landscape, interactive advertising has emerged as a ubiquitous tool for companies to engage with consumers. Leveraging various digital platforms, interactive advertising offers dynamic and personalized experiences, shaping consumer attitudes and behaviours. Despite its widespread use, the effectiveness of interactive advertising in influencing consumer behaviour, particularly in terms of purchase intention, remains a topic of scholarly inquiry.

One crucial factor that may impact the effectiveness of interactive advertising is trust. In online environments, consumers are often bombarded with advertisements, making them cautious of fraudulent or misleading claims. Trust, defined as the willingness to be vulnerable to the actions of another party based on the expectation that the other party will perform a particular action important to the trustor, plays a pivotal role in consumer decision-making.

This study aims to investigate the mediating role of trust in the relationship between interactive advertising and purchase intention. By exploring how trust influences the effectiveness of interactive advertising, this research seeks to provide insights into the mechanisms through which interactive advertising impacts consumer behaviour. Understanding the mediating role of trust can help advertisers and marketers develop strategies to enhance the effectiveness of their interactive advertising campaigns, ultimately driving purchase intention among consumers.

Through a comprehensive review of existing literature and empirical analysis, this study seeks to contribute to our understanding of the role of trust in interactive advertising and its impact on consumer behaviour. By shedding light on these crucial aspects, this research aims to provide practical implications for advertisers and marketers seeking to maximize the impact of their interactive advertising efforts.

### Literature review:

Interactive advertising has become a prominent form of marketing communication in the digital age, offering consumers the opportunity to engage with brands in dynamic and personalized ways. This form of advertising is characterized by its ability to create interactive experiences that can influence consumer attitudes and behaviours. Numerous studies have explored the impact of interactive advertising on consumer behaviour, with a particular focus on its influence on purchase intention.

According to Mayer et al. (1995), trust is characterized as a "willingness to be vulnerable." Uslander (2002) further categorizes trust into two types: generalized trust and particularized trust. Generalized trust refers to the opinion that the majority of individuals can be relied upon, whereas particularized trust pertains to the idea that we should only place our confidence in individuals who are similar to us. In their study on game theory and psychological systems, Krueger & Meyer-Lindenberg (2019) provide a precise definition of trust as a "social dilemma" involving two individuals: a trustor and a trustee. The trustor is considered susceptible to the trustee because of the potential for betrayal, influenced by the trustor's belief that the trustee will deliver a desired outcome. Trust is a behaviour that develops in an environment of uncertainty. Consequently, online consumers are typically confronted with greater ambiguity compared to offline consumers (Hult et al., 2019). Trust plays a significant role in the consumer decision-making process, especially in the online context (Yoon, 2002; Hajli et al., 2017; Kim et al., 2008). According to McKnight et al. (2002), trust in an e-vendor scenario is described as a combination of two distinct elements: beliefs and intentions. Trusting beliefs are the consumer's perception of the e-vendor's competence, benevolence, and honesty. Trusting intents, on the other hand, refer to the consumer's desire to depend on the vendor and be susceptible to them (McKnight et al., 2002). Furthermore, as stated by Beldad et al. (2010, p.860), online trust refers to a state of confident anticipation in an online setting where one's vulnerabilities will not be taken advantage of.

Several studies have found a positive relationship between interactive advertising and purchase intention. For example, Chen and Wells (1999) found that interactive elements in online advertisements, such as clickable banners and interactive games, led to higher levels of purchase intention among consumers. Similarly, Li and Leckenby (2001) found that interactive advertising on websites increased consumers' likelihood to purchase products.

Trust plays a crucial role in the effectiveness of interactive advertising. According to Mayer et al. (1995), trust is defined as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party." In the context of interactive advertising, trust refers to consumers' belief that the information presented in the advertisement is accurate and reliable.

Online purchase transactions are a significant and frequent activity on the internet. Online buy intention refers to the state in which a customer is willing and has the desire to engage in online purchasing (Pavlou, 2003). Purchase intention has been employed as a metric to anticipate buyers' genuine involvement in the process of purchasing. (Ariffin et al., 2018). Furthermore, Shin (2013) determined that the utilization of SCC results in the user's intention to purchase being made clear, ultimately leading to actual purchasing behaviour.

Several studies have investigated the mediating role of trust in the relationship between interactive advertising and purchase intention. For example, Kallweit and Becker (2014) found that trust mediated the relationship between interactive advertising and purchase intention in the context of online shopping. Similarly, Tsai and Men (2014) found that trust in online advertisements mediated the relationship between ad interactivity and purchase intention.

Trust in advertising is defined as the consumer's confidence in the credibility and reliability of the advertising content. It is a crucial factor in reducing perceived risk and uncertainty, especially in online environments (Bart et al., 2021). Recent studies have highlighted that trust in advertising is multifaceted, encompassing dimensions such as honesty, integrity, and competence (Liu & Zhao, 2022).

### **Interactive Advertising**

Interactive advertising utilizes digital technologies to engage consumers through features such as clickable ads, social media interactions, augmented reality (AR), and virtual reality (VR) experiences. These interactive elements enhance consumer engagement by providing immersive and personalized experiences (Kim et al., 2022). The interactive nature of these ads encourages active participation, leading to higher levels of consumer involvement (Wang et al., 2023).

Trust is a pivotal factor in the effectiveness of interactive advertising. It influences how consumers perceive and respond to advertisements. Research indicates that interactive ads that are perceived as trustworthy can enhance consumer engagement and positively influence purchase intentions (Xu et al., 2023). Trust in interactive advertising can be shaped by several factors, including the perceived credibility of the source, the quality of the information provided, and the overall user experience (Zhang & Wang, 2023).

Purchase intention is defined as the likelihood that a consumer will buy a product or service. Trust plays a mediating role between interactive advertising and purchase intention. Studies have shown that when consumers trust an interactive ad, they are more likely to develop positive attitudes towards the brand, which subsequently increases their purchase intention (Chen et al., 2022). Trust mitigates the perceived risks associated with online transactions and enhances the perceived value of the advertised product or service (Park & Lee, 2023).

### **Objective**

1. To examine the influence of interactive advertising on purchase intention among consumers.
2. To investigate the mediating role of trust in the relationship between interactive advertising and purchase intention.

### **Hypothesis:**

H1: Interactive advertising has significant influence on purchase intention.

H2: Trust mediates the relationship between interactive advertising and purchase intention.

### **Research methodology:**

A survey was conducted among 350 participants (consumer) who had been exposed to interactive advertising. The survey measured participants' exposure to interactive advertising, their level of trust in the advertising, and their purchase intention regarding the advertised products or services. The data was analyzed using the PROCESS macro for SPSS, which allows for the examination of direct and indirect effects in mediation models.

### **Results:**

To analyze the relationship between interactive advertising, trust, and purchase intention, we employed the PROCESS macro for SPSS, developed by Andrew F. Hayes, Ph.D. Utilizing this tool, we conducted regression analyses to examine the direct effects of interactive advertising on trust and purchase intention. Additionally, we employed bootstrap resampling with 2000 samples to estimate the indirect effects. Bootstrap resampling is a robust statistical technique used

to assess the reliability and accuracy of mediation effects in regression models. By resampling the data with replacement and recalculating the indirect effects multiple times, we generated confidence intervals to evaluate the significance of the mediation effects. The results reveal insights into how trust mediates the influence of interactive advertising on purchase intention, shedding light on crucial aspects of consumer behavior and informing marketing strategies.

**Table 1: Correlation among variables**

Correlations		Interactive advertising	Trust	Purchase intention
Interactive advertising	Pearson Correlation	1	0.587**	0.765**
	Sig. (2-tailed)		0.000	0.000
	N	350	350	350
Trust	Pearson Correlation	0.587**	1	0.687**
	Sig. (2-tailed)	0.000		0.000
	N	350	350	350
Purchase intention	Pearson Correlation	0.765**	0.687**	1
	Sig. (2-tailed)	0.000	0.000	
	N	350	350	350

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

The correlation matrix (Table 1) shows strong positive correlations among interactive advertising, trust, and purchase intention. The correlation between interactive advertising and trust is moderately strong ( $r = 0.587$ ,  $p < 0.01$ ), indicating that as consumers are exposed to more interactive advertising, their level of trust in the advertising increases. Similarly, there is a strong positive correlation between interactive advertising and purchase intention ( $r = 0.765$ ,  $p < 0.01$ ), suggesting that interactive advertising has a significant influence on consumers' purchase intentions. Additionally, the correlation between trust and purchase intention is also strong ( $r = 0.687$ ,  $p < 0.01$ ), indicating that as trust in the advertising increases, so does the likelihood of consumers intending to purchase the advertised products or services. These findings support the hypotheses that interactive advertising has a significant influence on purchase intention and that trust mediates the relationship between interactive advertising and purchase intention.

**Table 2: Regression Coefficients and Indirect Effect for Trust and Purchase Intention Models**

Model	Variable	Coefficient ( $\beta$ )	Standard Error	t-value	p-value	Lower CI	Upper CI
Trust Model	Constant	1.1977	0.1074	11.1511	0.000	0.9865	1.4090
	Interactive advertising	0.6970	0.0516	13.5167	0.000	0.5956	0.7985
Purchase intention Model	Constant	0.4948	0.0784	6.3131	0.000	0.3407	0.6490
	Interactive advertising	0.5784	0.0399	14.5009	0.000	0.4999	0.6568
	Trust	0.3216	0.0336	9.5796	0.000	0.2556	0.3877
Indirect Effect	Trust	0.2242	0.0376		0.000	0.1518	0.2968

Source: Primary Survey

The regression coefficients and indirect effect presented in Table 2 provide insights into the relationships between interactive advertising, trust, and purchase intention. In the trust model, the coefficient for interactive advertising is 0.6970 ( $p < 0.001$ ), indicating that for each unit increase in interactive advertising, there is a corresponding increase of 0.6970 units in trust. This suggests that interactive advertising has a significant positive effect on trust.

In the purchase intention model, both interactive advertising and trust have significant positive effects on purchase intention. The coefficient for interactive advertising is 0.5784 ( $p < 0.001$ ), indicating that for each unit increase in interactive advertising, there is a corresponding increase of 0.5784 units in purchase intention. Similarly, the coefficient for trust is 0.3216 ( $p < 0.001$ ), indicating that for each unit increase in trust, there is a corresponding increase of 0.3216 units in purchase intention.

The indirect effect of trust on the relationship between interactive advertising and purchase intention is 0.2242 ( $p < 0.001$ ), suggesting that trust partially mediates the relationship between interactive advertising and purchase intention. This indicates that while interactive advertising has a direct impact on purchase intention, part of this effect is mediated by the trust consumers have in the advertising. These findings provide support for the hypotheses that interactive advertising has a significant influence on purchase intention and that trust mediates this relationship. They suggest that building trust through interactive advertising can be an effective strategy for increasing purchase intention among consumers.

### **Discussion:**

The primary objective of this study was to explore the impact of interactive advertising on purchase intention and to investigate the mediating role of trust in this relationship. The results provide substantial evidence that interactive advertising significantly influences purchase intention and that trust plays a crucial mediating role in this process.

Interactive advertising has been defined as a dynamic form of advertising that encourages consumer engagement and interaction with the advertisement. The data reveals a strong positive correlation between interactive advertising and purchase intention ( $r = 0.765$ ,  $p < 0.01$ ). This indicates that as consumers engage more with interactive advertising, their intention to purchase the advertised product or service increases. This finding aligns with previous research suggesting that engaging advertisements can capture consumer interest and influence their buying decisions (Zhang & Wang, 2023).

Furthermore, the study found a significant positive correlation between interactive advertising and trust ( $r = 0.587$ ,  $p < 0.01$ ). This suggests that interactive advertisements not only capture consumer attention but also build trust in the advertised brand. Trust is essential in reducing the perceived risks associated with online transactions and enhancing the perceived value of the product or service (Park & Lee, 2023). When consumers trust the advertisement, they are more likely to develop a favorable attitude towards the brand, which increases their purchase intention (Chen et al., 2022).

The regression analysis further supports these findings. The trust model indicates that interactive advertising significantly increases trust ( $\beta = 0.6970$ ,  $p < 0.001$ ). In the purchase intention model, both interactive advertising ( $\beta = 0.5784$ ,  $p < 0.001$ ) and trust ( $\beta = 0.3216$ ,  $p < 0.001$ ) have significant positive effects on purchase intention. These results confirm the hypotheses that interactive advertising has a significant influence on purchase intention and that trust mediates this relationship.

The indirect effect of trust on the relationship between interactive advertising and purchase intention ( $\beta = 0.2242$ ,  $p < 0.001$ ) indicates that trust partially mediates this relationship. While interactive advertising has a direct impact on purchase intention, part of this effect is mediated by the trust consumers develop in the advertisement. This partial mediation suggests that building trust through interactive advertising can be an effective strategy for increasing purchase intention among consumers.

The results of this study provide valuable insights into the relationship between interactive advertising, trust, and purchase intention. The findings confirm the hypothesis that interactive advertising has a significant influence on purchase intention, as evidenced by the strong positive correlation between interactive advertising and purchase intention. This aligns with previous research that has found interactive advertising to be effective in shaping consumer attitudes and behaviours towards purchase decisions.

Furthermore, the results also support the hypothesis that trust mediates the relationship between interactive advertising and purchase intention. The significant indirect effect of trust suggests that trust plays a crucial role in determining the impact of interactive advertising on purchase intention. This finding highlights the importance of building trust in interactive advertising campaigns to enhance their effectiveness in driving purchase behaviour.

The strong positive correlation between trust and purchase intention further underscores the importance of trust in influencing consumer behaviour. Consumers are more likely to purchase products or services from brands they trust, indicating that trust-building strategies should be a key focus for advertisers and marketers.

### **Implications of the Study:**

The findings of this study have several practical implications for advertisers and marketers. Firstly, the results suggest that investing in interactive advertising can be an effective strategy for increasing purchase intention among consumers. Interactive advertising allows for greater engagement and interaction with consumers, which can help build trust and ultimately drive purchase behaviour.

Secondly, the study highlights the importance of trust-building strategies in interactive advertising campaigns. Advertisers and marketers should focus on providing accurate and reliable information in their interactive advertisements to build trust with consumers. This can be achieved through transparent and honest communication, as well as by delivering on the promises made in the advertising.

Finally, the study suggests that advertisers and marketers should consider the mediating role of trust when designing interactive advertising campaigns. By understanding how trust influences the relationship between interactive advertising and purchase intention, advertisers and marketers can tailor their campaigns to effectively build trust and drive purchase behaviour.

## Conclusion

This study contributes to our understanding of the mechanisms through which interactive advertising influences consumer behaviour. By highlighting the mediating role of trust, the study provides valuable insights for advertisers and marketers seeking to enhance the effectiveness of their interactive advertising campaigns.

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