Faculty of Economics and Business

EXPLORING THE ROLE OF IMPLICIT AND EXPLICIT MEMORY THROUGH
PURCHASE INTENTION OF AIRASIA PRODUCTS

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DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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ABSTRACT

Advertising appeals, namely emotional and rational appeals are both considered as a well-known message strategy in advertising body of knowledge. However, there has been limited study to understand the relationships between both appeals and memory, namely implicit and explicit memory. Same situation can be said with understanding the relationships between both implicit and explicit memory with purchase intention of airline products. Underpinned by hierarchy of effects model, this study aimed to understand the relationship between both emotional and rational appeals with implicit and explicit memory, as well as relationship between implicit and explicit memory with purchase intention of AirAsia products, the world's best low-cost airlines. Through purposive sampling, respondents for this study were taken from customers who have travelled by air with local airlines in Malaysia. Quantitative survey was done to collect the data, while IBM SPSS and SmartPLS software were used to analyse the data. Results from this study suggest a relationship between explicit memory and purchase intention. Further discussion of results from this study and suggestions for future research were discussed.

Keywords: Emotional Appeals, Rational Appeals, Implicit Memory, Explicit Memory, Purchase Intention

Meneroka Peranan Memori Tersirat Dan Tersurat Melalui Niat Membeli Produk Airasia

ABSTRAK

Daya tarikan pengiklanan, iaitu daya tarikan emosi dan rasional kedua-duanya dianggap sebagai daya tarikan pengiklanan yang terkenal dalam bidang pengetahuan pengiklanan. Walau bagaimanapun, terdapat kajian terhad untuk memahami hubungan antara kedua-dua daya tarikan dan ingatan, iaitu ingatan tersirat dan tersurat. Situasi yang sama boleh dikatakan dengan memahami hubungan antara memori tersirat dan tersurat dengan niat membeli produk penerbangan. Ditunjang oleh model Hierarchy of Effects, kajian ini bertujuan untuk memahami hubungan antara daya tarikan emosi dan rasional dengan ingatan tersirat dan tersuratt, serta hubungan antara ingatan tersirat dan tersurat dengan niat membeli produk AirAsia, syarikat penerbangan tambang rendah terbaik dunia. Melalui persampelan bertujuan, responden bagi kajian ini diambil daripada pelanggan yang pernah melakukan perjalanan melalui udara dengan syarikat penerbangan tempatan di Malaysia. Tinjauan kuantitatif dilakukan untuk mengumpul data, manakala perisian IBM SPSS dan SmartPLS digunakan untuk menganalisis data. Hasil daripada kajian ini mencadangkan hubungan antara ingatan tersurat dan niat membeli. Perbincangan lanjut hasil daripada kajian ini dan cadangan untuk kajian akan datang telah dibincangkan..

Kata kunci: Daya tarikan emosi, Daya tarikan rasional, memori tersirat, memori tersurat, niat membeli

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LIST OF ABBREVIATIONS

CGS   Centre for Graduate Studies

UNIMAS   Universiti Malaysia Sarawak

MCMC   Malaysia Communication and Multimedia Commission

ICAO   International Civil Aviation Organization

CHAPTER 1

INTRODUCTION

A brief summary of the study's background will be given in this chapter. It will be followed by a problem statement backed up by proven data, along with a set of study goals and inquiries. This chapter will also explain the importance of the study and, in the conclusion, define some key terms.

Understanding this chapter will be important for readers before they moved on to the next part of this study. Therefore, proofs have been provided with citations and examples from the previous studies to make readers understand the purpose of this study.

1.1 Study Background

The usage of mobile phone and internet users keep on climbing each year. (Kemp, 2020) reporting 5.27 billion or 66.9% of the world's populations a mobile phone users. The same goes for internet users. Kemp reported that 4.80 billion people use the internet in July 2021, with a report of 257 million new users in the last twelve months (**refer Figure 1.1**).

Growth of 5.7 per cent rate annually is recorded in the increase of internet users. There are 700,000 new users daily. Indirectly, this data also shows that the numbers of people who subscribe social media such as Youtube and Facebook, to name a few also increase in the past year.
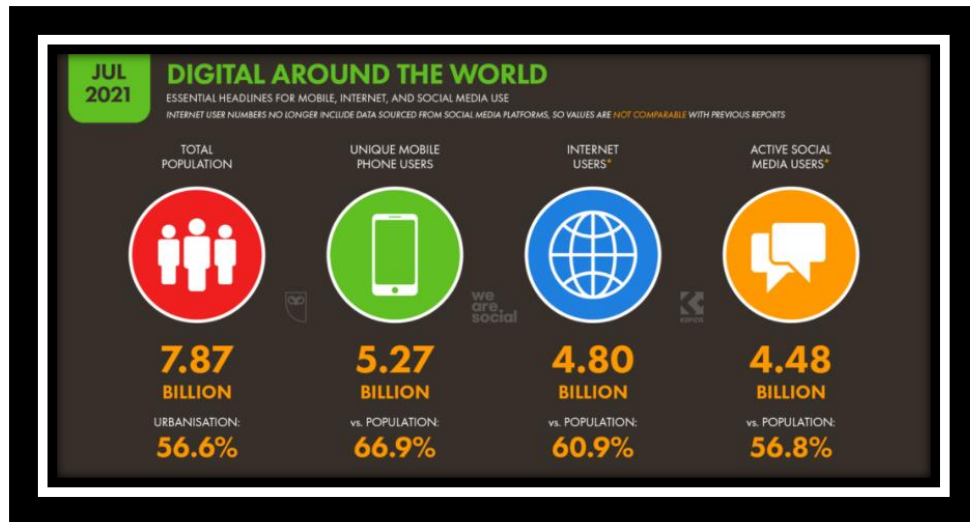
Figure 1.1:   Mobile Phone and Internet Users Statistics
Source: Degenhard (2021)

This has been supported by (Degenhard, 2021) who suggests that every month, over 2 billion users that are logged in browse YouTube, watching over 1 billion hours of content and generating 2 billion views. This is being supported by HubSpot in 2022 when they mentioned about video as the second most popular type of content on social media for increasing audience engagement (HubSpot, 2022). The third most popular social media marketing tactic is live video (Kemp, 2020). (Wyzowl, 2022) also mentioned YouTube is the most popular platform among video marketers, with 88 per cent, using them.

Advertisers always find new, innovative ways to capture the attention of their customers about their products. Each day, we saw new ideas for advertisements on digital platforms such as Twitter, Instagram, Facebook and Pinterest, to name a few. In advertising, advertisers used different types of advertising appeals to promote their products, be it old or new products.

Ipsos, a global market opinion specialist, in its article mentioned about the use of emotional advertising as it brought out three significant functions from the form of story-telling. To begin, emotional stimuli can draw attention by introducing fresh, unexpected, or

interesting concepts that are either unusual or common. Second, emotional messages can be processed automatically, requiring less conscious attention and lessening the cognitive load on our memory encoding and processing abilities. A brand becomes highly salient as a result of emotional advertising since it forges emotional ties that make it simpler to remember it during a decision-making process (Nicks & Carriou, 2016).

This trend of advertising products on the digital platform is becoming a common practice for industry players. This can be proved when COVID-19 pandemic starts to cause chaos worldwide. Industry players have their sight on increasing expenses on digital advertising such as uploading advertisements videos on YouTube and others platforms because it is harder for them to only focusing on traditional media such as billboard and newspapers.

Jordan (2020) from Nielsen analysis made by BIScience noted that advertising industry grew by four per cent even though the world faced an uncertain future plus reduction in advert spending among industry players. Brands quickly invest their capital on digital platform to keep in touch with its customers.

That shift may be even more pronounced in 2021, as brands continue to navigate uncertainty and consumers embrace their digital lives even more. Gordon et. al. (2021) mentioned that the evolving of the internet, as well as the ongoing digitalization, advertising activities have incline and shifting towards digital advertising. This statement is supported by GroupM. According to them, digital advertising will account for 55 per cent of advertisements spend in 2021. As advertisers adapt to the latest ad trend and cross-media currency becomes a reality, one thing is certain: digital-first advertising has truly become ubiquitous (Jordan, 2021). Businesses increasingly use a variety of online touchpoints,

including websites, search engine advertisements, email campaigns, social network ads, and display banners, to connect and communicate with customers (Herhausen et. al., 2019).

Nonetheless, businesses now have a significant issue due to the widespread use of online touchpoints: creating digital advertising at these touchpoints in a way that maximises favourable customer perception (Wagner et.al., 2020).

Growth from Knowledge (GfK), an AI-powered intelligence platform and consulting service in 2021, reported that during this fatal pandemic, customers spent more time online. Light and medium/heavy buyers increased their time spent on social networking sites at the start and throughout the COVID-19 crisis.

On the other hand, particularly at the start of the crisis, both online shopper types spent more time on media on-demand products, with increases of 34 per cent and 63 per cent in March-May 2020, respectively, compared to the previous year (GfK, 2021).

1.1.1   Telecommunications in Malaysia

In Malaysia, the use of smartphones and the Internet is growing daily. According to a 2020 poll by the Malaysian Communications and Multimedia Commission (MCMC), 88.1% of people in Malaysia use the internet, an increase of 1.3 per cent from 2018.

Smartphones have become the highest device that is being used to access internet with 98.7 per cent of respondents use smartphones to access the internet. In that number, 87.3 per cent watched videos, which rank it at third place for online activities (**refer Figure 1.2**).
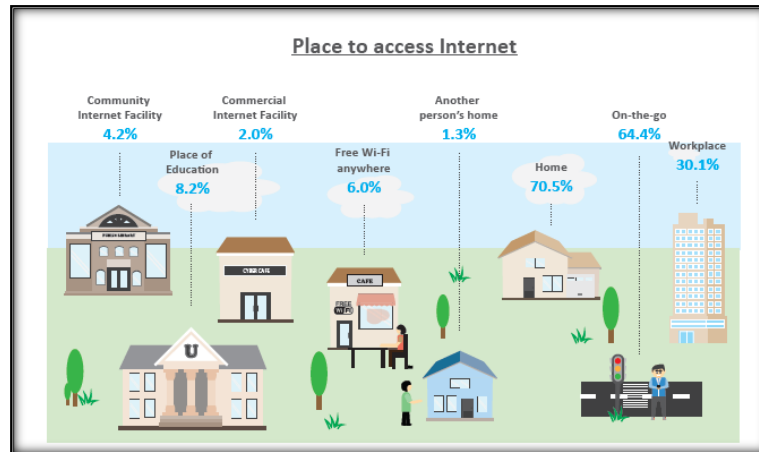
Figure 1.2:   Places to access Internet

Source: (Malaysian Communication and Multimedia Commission, 2020)

In 2020 also MCMC recorded that 70.5 per cent users access their internet from home, largely due to the Movement Control Order (MCO) that has been implemented in Malaysia (**refer Figure 1.3**). Although TV broadcast remains the most popular single medium in terms of consumption time, the gap between TV and internet consumption is closing. Zenith annual Media Consumption Forecast (2018), in 2020, it is being predicted that the daily internet consumption may surpass television consumption for the first time (Zenith, 2018).

Figure 1.3:   Top 5 Online Activities in Malaysia

Source: (Malaysian Communication and Multimedia Commission, 2020)

Growth from Knowledge (GfK) in 2021 predicted that there would be an increase in audiences if investors decided to invest in television and digital advertising. This is due to GfK's study, which demonstrated an 18% increase in television viewers year on year. This depicts that advertising is getting more relevant year by year. They also believed that advertising would play a pivotal role in 2021. Their study had shown that households have made significant online purchases across a wide range of product categories (GfK, 2021).

1.1.2   Digital Advertising

Digital advertising, meanwhile, is a targeted, data-driven advertising strategy for reaching consumers at every stage of the purchasing funnel and moving them from one stage to the next. Industry players can use digital media advertising (and online ad channels like Google) to drive revenue from awareness to purchase. Companies use digital advertising for a variety of reasons, including raising brand awareness, increasing product sales, generating qualified leads, and encouraging repeat purchases. What motivates businesses to use online digital advertising is the variety of benefits it provides. When industry players use digital advertising, they provide their companies with a measurable and cost-effective strategy that drives the desired results. There are four types of digital advertising namely search, display, social, and influencer. For this study, as its media is in the form of YouTube videos, it is considered a display-type of digital advertising. A sizable proportion of users (90%) credit video with assisting them in making a purchasing decision. As a result, the display is becoming an essential component of digital advertising.

Ingenious SEM, a platform to promote online websites for free has provided the importance of digital advertising in today's market. Digital advertising opens up new ways to disclose stories of respective brands at extent and in perspective. Advertisements on various devices and channels enable marketers to reach a larger audience in real-time and an

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increasingly personal manner. Digital advertising is essential in today's multi-channel, multi-device buyer scenario for three reasons. The first one is buyers are constantly interacting with digital channels. Newspapers and magazines no longer have a monopoly on your buyer's attention. According to a recent Media Dynamics study, a typical adult's digital media consumption has increased by 40 per cent since 1985, reaching 9.8 hours per day in 2014. According to a similar Nielsen study from 2014, the average American spends an astounding 11 hours per day with electronic media, which is defined as TV, radio, internet, smartphone, gaming, and other multimedia devices.

Next, marketers have more precise targeting abilities. A supplier has little to no control over who sees and engages with an advertisement they publish in a magazine. It is easier nowadays for marketers to target the audience that is most inclined to purchase a product from supplier by using modern and latest features in digital advertising. The capabilities of marketing automation should be fused with an advertiser or platform. By initiating it, suppliers may prevent messaging customers who are not a suitable fit for their goods or services. The demographic and firmographic aspects of their audience are not the only factors they consider when targeting their adverts on digital media. On the basis of their audience's characteristics and activities, businesses can also provide communications that are specially customised to them.

And lastly, there is now information about client intent. Powerful marketing and advertising techniques of today make a plethora of data on the clients of various suppliers available. By utilising the most current and top-notch solutions, they can use client data from numerous mediums to create a single coherent customer opinion, such as Marketo's Ad Bridge. Based on the person's behaviour, demographics, buying cycle stage, level of brand interaction, and the material or offer one has viewed, they can customise their adverts. They

may have more fitting conversations with clients across all channels thanks to this improved personalization, which is the gold standard for marketers (SEM, 2021).

As mentioned by Ipsos (2018), there are far more challenges in digital advertising such as fraud (where fake sites and bots are set up to generate clicks), brand safety (where ads are placed next to inappropriate content), and viewability are all issues that digital advertising faces (where advertisers sometimes pay for ads that are not seen or are only seen for very short fractions of time). Digital advertising, however, is a constantly evolving field, with new solutions and challenges, as well as new platforms and advertising formats, emerging regularly. That is what happened now, during this pandemic, where digital advertising directly helps online sellers to promote their products as we saw a slump in retailing sectors due to lockdown policy around the globe.

Video-based advertising is getting more grounds for the past five to 10 years, compared to the 80s as well. Many companies had chosen to promote their products by publishing video advertisements online (Yang et. al., 2023). Industry players do react to this trend by spending more on digital advertising such as video and display. In 2019, a study conducted in United States of America (USA) were reporting a mammoth amount of almost $184 billion were spent by airlines on digital advertising (Statista, 2019). It is due to the existence of new technologies in the shape of gadgets such as smartphones, and laptops and also the increase usage as well as the arrival of social media for example Facebook and Instagram. To make the advertising projects or campaigns successful, the right customers must be in a state of actively participating and conscious of the projects or campaigns that are being done by the industry players. Having a good memory is one of the factors that contribute to the success of projects or campaigns (Legendre et. al., 2020).

1.1.3 Memory

Memory refers to the process by which our brain receives information, stores it, and retrieves it later. Humans have three types of memories. First, consider sensory memory. This is the shortest type of memory and is concerned with what we are currently taking in with our senses. Short-term memory is defined as memories that last less than a minute, but with effort, they can sometimes become long-term memories. Long-term memory, on the other hand, can last from days to years. Implicit memory is a type of long-term memory that is associated with the influence that activities and experiences can have on our behaviour. It may also be referred to as nondeclarative memory (Cowan, 2008).

Implicit memory is classified into three types. Procedural memory is the first. Procedural memory is our understanding of how to carry out various tasks, ranging from simple to complex. We use procedural memory all the time to complete simple tasks. Playing video games, conversing with someone who speaks our native tongue, riding a bike or driving a car are all examples of memory recall. The technique by which a prior experience enhances a response's accuracy or speed is referred to as priming after that. Examples of priming include speaking a word relatively quickly after reading it, feeling competitive when you see a fan of a rival sports team, and having a higher likelihood of thinking of the term "library" upon seeing the word "book."

Finally, classical conditioning happens when we unknowingly come to link one item with another. A well-known illustration of this is Pavlov's dog. This alludes to a study in which dogs were given food before a bell was rung. Over time, the dogs came to identify the ringing of the bell with receiving food. They started to drool every time the bell rang as a result. When we hear the special ringtone we gave our best buddy, we can react similarly.

Hearing that sound subconsciously puts us in a pleasant mood because we equate it with chatting towards someone we care about.

The above statement provides a new question: how does it stack up against explicit memory? Long-term memory is classified into two types. In addition to implicit memory, there is explicit memory, otherwise declarative memory (Seladi-Schulman, 2019). Explicit memory is classified into two types: episodic memory and semantic memory. Episodic memories are long-term recalls of specific and personal events. For instance, what we had for breakfast or where we stayed on our last vacation.

Long-term memories of facts and figures such as names, dates, and other general knowledge such as our best friend's birthday or state capitals are examples of semantic memories (Harper, 2021). Recalling specific details about events and facts is called explicit memory. Contrary to implicit memory, which we employ subconsciously, recalling information from explicit memory necessitates thought. Consider the following scenario: someone asks us for our address. That is our cue to access our explicit memory and retrieve the data. Different parts of our brains are also involved in implicit and explicit memory. The hippocampus, a structure in the temporal lobe of the brain, is critical for the function of explicit memory. The basal ganglia, neocortex, and cerebellum are brain regions involved in implicit memory. Furthermore, both explicit and implicit memory are influenced by the amygdala, a little structure located next to the hippocampus.

Is it possible to evaluate the implicit memory? In order to identify whether portions of the brain are being affected by an accident or underlying ailment, doctors may evaluate a patient's implicit memory. Usually, a word stem completion test is used to investigate the priming effect. The alphabet's first few letters are displayed to us, and we are then asked to think of a word that starts with those letters. Next is the word-fragment test. A term that

needs to be completed with the remaining letters is presented to us. The third test is anagram-solving. We are given a word with jumbled letters and asked to correctly rearrange them. If we can complete these tasks, the priming aspect of our implicit memory is still intact. This information can help to rule out brain damage. Examples of successful use of explicit memory in advertising projects or campaigns are such as jingle songs that are being used as a background of product commercials that reminds us about what brand it is without seeing the logo of the brand.

Finally, implicit memory is a type of long-term memory that does not necessitate conscious retrieval. Implicit memory is classified into several types, incorporating conditioning, priming, and procedural memory Together, these kinds support our ability to carry out daily activities like riding our bikes and having conversations (Seladi-Schulman, 2019).

Purchase intention has always been the main focus of studies among academics in the marketing field. Customers that are highly motivated to process information and actively assess brand information should base their purchase intentions on how persuasive the arguments in commercials are (Kawahara, 2021). On the other hand, consumers who have poor information processing motivation and who are less engaged in assessing brand information do not base their purchase intentions on how convincing an advertisement is. Rather, they base their intention to make a purchase on the pleasant emotions that an advertisement evokes, such as warmth and connection, as well as the overall likability of the advertisement (Tan et. al., 2021). The purchase intention is become more complicated and significant in recent years. Consumers have learned about products through various advertisements, reports, and articles. Furthermore, different types of brands, products, superstores, and so on have complicated decision-making processes. This has been supported

by a study done by Moslehpour et al. (2021) in their study on purchase intention of airlines products in Indonesia.

1.2   Problem Statement

The airline industry has been badly affected because of the COVID-19 pandemic. Most countries around the world have implemented their movement control order and border restrictions have led to a nosedive in demand to travel. According to data from the International Civil Aviation Organization (ICAO), a United Nations (UN) agency, the number of seats offered by airlines has decreased by half in 2020. Meanwhile, the number of passengers flying decreased by 2.7 billion in 2020. They also reported airline loss of up to $371 billion in 2020 (**refer Figure 1.4**). They expected in 2021 there would be no significant changes in those values as well.
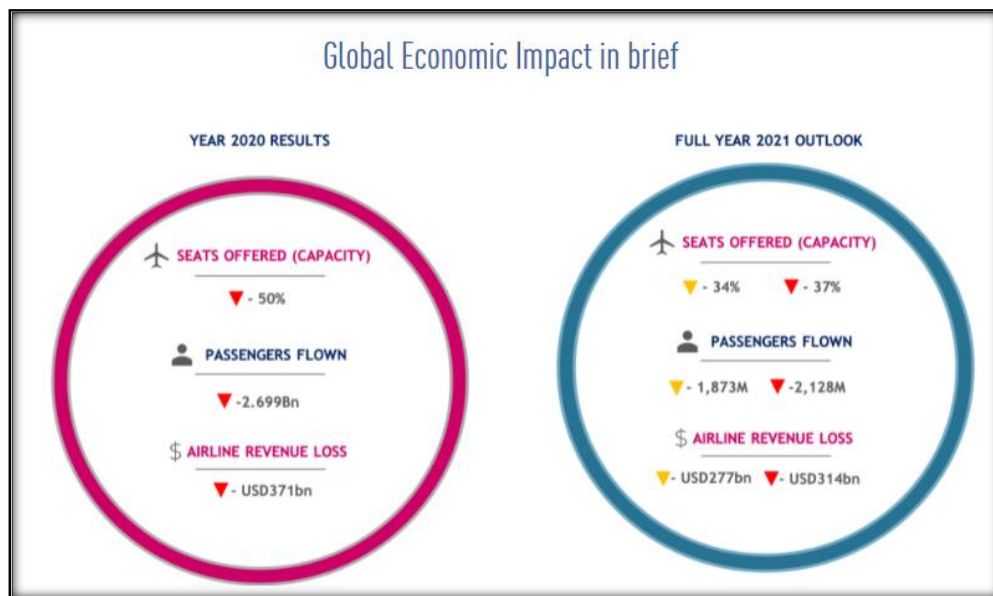
Figure 1.4:   ICAO Global Economic Impact
Source: ICAO (2021)

To reduce their costs, some airlines have taken radical steps to balance their account books such as furloughing their staff and grounding their aircraft with the hope of getting back on their feet in a year or so. This also happened in Malaysia where AirAsia, Malaysia's largest low-cost carrier had to ground their aircraft for months due to border restrictions. In the early days of the pandemic when the Malaysian government had to implement a movement control order throughout Malaysia, an issue occurred between AirAsia and their passengers where the latter demanded their tickets to be refunded. AirAsia through its Group Chief Executive Officer (CEO), Tan Sri Tony Fernandes had proposed store credit for replacement flights instead of a refund (Fernandas, 2020). This issue continued until this year (July 2021) when passengers still demanded their tickets to be refunded. It is until April 2021 that AirAsia through Tan Sri Tony Fernandes pledged to settle 450,000 outstanding tickets gradually (Vasu, 2021). With this issue expected not to settle for the next three to four months, there will be a question of whether passengers who planned to travel for vacation purposes or working purposes will fly with AirAsia once this pandemic ends. Its reputation as one of the world's best low-cost carriers will undoubtedly suffer as a result of this problem.

AirAsia, as one of the best low-cost carriers in the world (AirAsia, 2019), has a diverse customer base ranging from Southeast Asia to Southern Asia, including India. With that in mind, it is difficult for AirAsia to not utilize digital advertising to advertise its products. AirAsia has been using YouTube to promote and advertise its brand and products. Lots of videos showing the products that AirAsia carried and promotional campaign videos have been uploaded to their YouTube channel **(refer Figure 1.5**). It is safe to say that some of the videos that they uploaded have been viewed millions of times in the past, which fulfills the metrics for a digital advertising campaign.
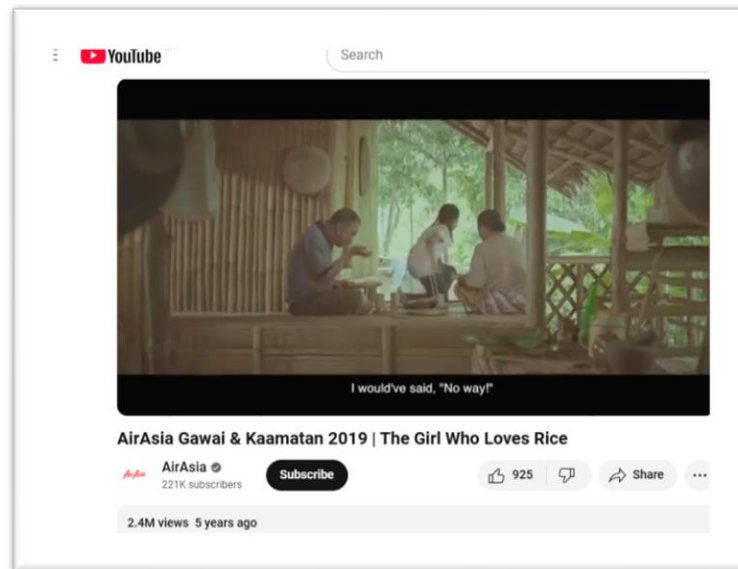
Figure 1.5:   AirAsia Tadau Kaamatan YouTube Advertisement
Source: AirAsia

There have been numerous videos uploaded to YouTube in the past, including motivational videos, tutorials, food reviews, and so on. Comedy and skit clips, prank and fail videos, as well as light-hearted vlog and gaming videos, are some of the most well-liked YouTube genres. Point Park University (2021) mentioned that situational, anecdotal, or character-driven humour can also be used in advertising. The main goal is to always have the product prominently displayed right when the laughter occurs. Businesses want their brand to be associated with a positive feeling.

In the past, most research put more focus on video advertising from many contexts such as brand recall (Simmonds et al., 2020), gender stereotypes (Aramendia-Muneta et al., 2020), and the role of product category, product involvement, and device (Stewart et al., 2019). There is research that focused on combining three advertising appeals namely rational, fear, and humour appeals from the context of video-based advertising (Kendro & Narhetali, 2018). Videos needed for this research will be extracted from YouTube.

Several academic studies have previously linked customer memory and advertising. Kark et al., (2020) in their research show that advertisements with both an image and a price

were the least effective, while stimuli with both text and a price were the most effective in capturing the respondent's attention. The best recall was generated by advertising that included an image, text, and price. Gender, task, and experience all had a significant impact on the results.

Studies about advertising appeals on memory and purchase intention act as dependent variables have been studied in the past (Wirtz et al., 2018). There are limited study on emotional and rational appeals in the past that directly relates on airlines. This also occured with implicit and explicit memory with purchase intention of airlines products. Therefore, this study aims to understand whether there are any relationships between the variables namely emotional and rational appeals with implicit and explicit memory, as well as to study if there are any relationships between implicit and explicit memory with purchase intention of AirAsia products.

By using advertisements with emotional and rational appeals strategy, this study hoped to trigger the long-term memory on AirAsia. This reflects on how AirAsia has contributed in terms of emotional and rational feelings of the participants in this study. This is proven by the fact that AirAsia has its own followers. For instance, before the establishment of AirAsia it is very troublesome for travellers to travel by air due to the expensive airfares charged by other airlines. However, after the establishment of AirAsia, those travellers were able to travel without burning their pockets. This shall create the feelings needed from the participants, as well as to remind them the memory when they travelled with AirAsia in order for them to decide whether to continue to fly with AirAsia post refund issues or not. Using advertising appeals to arouse consumers has been done in the past in a different industry though (Riemer and Noel, 2021). This study aims to provide

new contribution to the body of knowledge from the perspective of airlines, most importantly low-cost airlines like AirAsia.

Through the purchase intention questions section, this study hoped to view the intention to purchase of AirAsia products post the refund issues from the aspect of airline travellers in Malaysia, especially in Kuching and Samarahan area.

1.3   Research Questions

RQ1 To what extend does emotional appeal affect customer implicit memory?

RQ2 To what extend does emotional appeal affect customer explicit memory?

RQ3 To what extend does rational appeal affect customer implicit memory?

RQ4 To what extend does rational appeal affect customer explicit memory?

RQ5 To what extend does customer implicit memory affect purchase intention?

RQ6 To what extend does customer explicit memory affect purchase intention?

1.4   Research Objectives

From problem statement that has been stated above, several objectives will be studied in this study. It will be as follows:

RO1 To investigate the relationship between emotional appeal with implicit memory and explicit memory.

RO2 To study the relationship between rational appeal with implicit memory and explicit memory.

RO3 To examine the relationship between implicit and explicit memory with purchase intention.

1.5   Scope of Study

The aim of this study is to understand the relationship between emotional appeals and rational appeals with implicit and explicit memory, as well as to understand the relationship between implicit and explicit memory with purchase intention.

This study settings were in Kuching and Kota Samarahan area in Sarawak, Malaysia. Sample size for this study was 210. Data were collected starting July 2023 until September 2023. The participants for this study were those who previously travelled by air with local airlines.

The variables being tested in this study were emotional appeals, rational appeals, implicit memory, explicit memory and purchase intention. Purchase intention is from the context of AirAsia products. Products in the context of this study was AirAsia's fares, as well as in-flight services such as in-flight meals, baggage allowances and seats preferences.

Hierarchy of effects model, which consists of three stages namely cognitive, affect and conation underpinned this study.

1.6   Significance of Study

This study will be a benefit to some as it will be the first to use the three advertising appeals that are being mentioned above, as well as using different media platform, which is videos to fulfill the objectives of this research.

1.6.1   Theoretical Contribution

Firstly, this study should provide a better understanding on the effect of advertising appeals namely emotional and rational appeals on implicit and explicit memory, as well as on purchase intention.

This study will provide clear understanding of the hierarchy of effects model sequence, as in the past it is not clear on the sequence for each of the three stages namely cognitive, affective and conative (Barry & Howard, 1986).

1.6.2   Practical Contribution

Future researchers will be looking forward for this research, as it will provide them a better insight of how advertising appeals works from the perspective of video-based advertising. This research also will provide them with more proofs and references for them to develop their research.

Industry players also will benefit from this research as they will refer from this research on which advertising appeals suit to their business development, especially from the perspective of airlines, in general to promote and advertise their products. Advertising companies will also get some valuable information from this research especially from the aspect of types of appeals that they should combine in the clients' advertisements. The purpose of this research is to identify which advertising appeals between emotional and rational appeals are the most effective for video-based advertisements. Besides, it intended to what extend will these appeals affect the memory of the customers once this research has been concluded.

As industry players begin to acknowledge the needs of making video advertising to advertise their products, this research is important especially for industry players as a guidance for them to get some input on what type of advertising appeals they should use to capture the attention and trigger the long-term memory of their respective customers. Report from J&T Express on July 21, 2020 suggest that in Malaysia, YouTube ranks first in their survey on top social commerce platforms, with 93 per cent and therefore, leaving behind Facebook and WhatsApp who share the second spot with 91%. This indicates that it is

relevant for this research to understand better the effect of each appeal as mentioned before because in the future.

Besides, this study will also contribute to airlines whether it is an established airlines or new and upcoming airlines in the industry. It is remain to be seen the impact of AirAsia's actions to its customers, in terms of the perception of their customers and their intention towards AirAsia. Intention here means whether customers will decide to travel again with AirAsia or otherwise. Due to this, airlines as industry players will observe the impact of AirAsia's action and will take an appropriate action in the future if AirAsia's refund issue happen to other airlines. Hence, they can think of better solution for their customers with an idea of a win-win situation.

1.7   Definition of Key Terms

This section will define the key terms that will be used in this study. Understanding this term will give a clearer view for future readers.

1.7.1   Emotional Appeal

Emotional appeals represent a psychological, social, or symbolic desire that motivates customers to buy a product because of the feelings it evokes (Kim et al., 2020)

1.7.2   Rational Appeal

Rational appeals are the consumer's logical beliefs and attitudes about the product's benefit or function are referred to as rational (informational) appeals (Kim et al., 2020).

1.7.3   Implicit Memory

Implicit memory has been defined as a behavioural change in some task performance as a result of prior exposure but with no deliberate recollection (Lawrence et al., 2021).

1.7.4 Explicit Memory

The intentional or conscious retrieval of information is referred to as explicit memory. Implicit memory is concerned with any change in performance caused by prior experience and occurs without the customer's intentional or conscious awareness of this influence during the retrieval process (Voinescu & David, 2019).

1.7.5 Purchase Intention

The intention of consumers to buy specific products or services (Zhong et al., 2020).

1.8 Chapter Summary

To conclude, this chapter focusing on the wide scope of advertisements and media related to it such as television, radio and social media, to name a few. Nevertheless, this chapter also explain the background of this study with some relevant articles being referred. Finally, definition of terms also being explain in this part of chapter.

CHAPTER 2

LITERATURE REVIEW

2.1   Introduction

As introduction of the broad concept of this study has been explained in chapter 1, this chapter meanwhile, outlines recent research literature in a quick overview to serve as a basis for creating hypotheses of the study and the study's framework. This chapter opens with a review of earlier research on the major terms employed in this study, such as implicit memory, explicit memory, purchase intention, emotional appeals, and rational appeals.

2.2   Discussion of Theory

Previous section discussed on the review of literature of this study as well as the development of hypothesis. This section on this chapter meanwhile, will discuss on the theory that is related to this study.

2.2.1   Hierarchy of Effects Model

The hierarchy of effects model helps to make the goals of a marketing effort clear. The approach suggests that a customer should linger at every one before going onto another. As a result, a person must be aware of a product before she comes to like it. The advertiser makes an effort to convince the consumer to prefer a particular brand or business after they have learned about the product and grown fond of it.

The advantage of the hierarchy of effects method is that it enables marketers to pinpoint typical processes that customers and companies follow while making purchases. The completion of all six processes is necessary in order to develop brand loyalty. A

customer cannot be loyal to a brand unless they are aware of it. Without sufficient knowledge, the customer is unlikely to develop brand loyalty. The person must then like the brand and develop a strong preference for it. Finally, the customer gains the conviction that the specific brand is superior to others.

Traditional hierarchy framework proponents argue that audiences of advertising and other marketing communications respond to those messages in a very ordered manner: cognitively first ('thinking'), affectively second ('feeling'), and conatively third ('doing') (refer **Figure 2.1**). However, there are also studies that questioned on the order or sequence of these three stages (Barry & Howard, 1990).

Model Stage	Model Order
	Purchase
Conative	
	Conviction
	Preference
Affective	
	Liking
	Knowledge
Cognition	
	Awareness
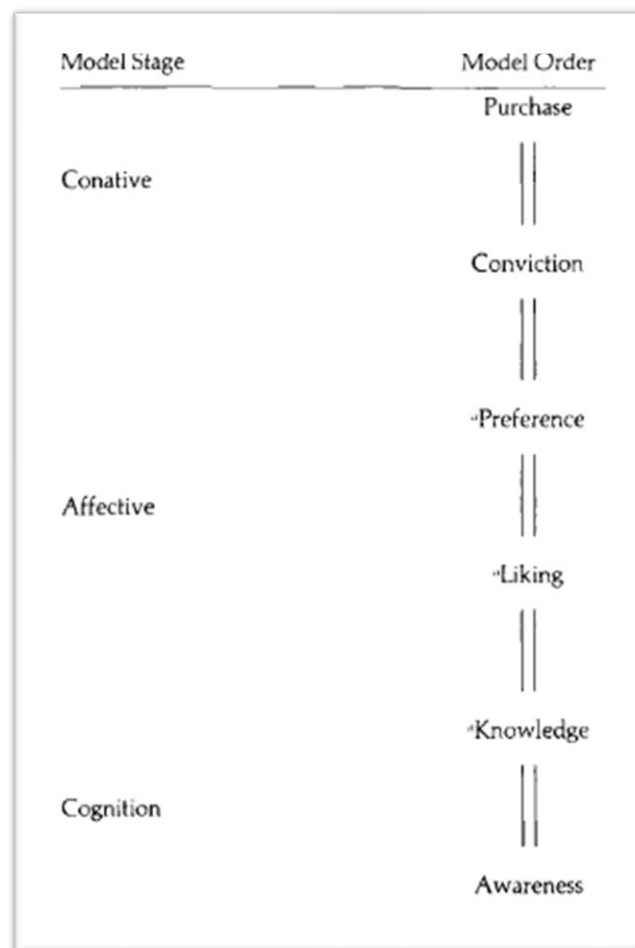
Figure 2.1:   Hierarchy of Effects Model
Source: Barry and Howard (1990)

Past research that contributed a lot to current literature such as from Lavidge and Steiner (1961). They viewed advertising as such an investment in an extensive process that involved stair-stepping consumers from "unawareness" of the product to real purchase. Implicitly causality underlies their comprehension of the levels of the advertising hierarchy. Advertising, however, suggests that a causal influence within phases must only occur in the long run, even though it could not be found in the brief term, since it is fundamentally a "long-term" activity. The core tenet of the advertising hierarchy of effects model is still that a positive reaction at one phase is a required but not necessary precondition for a favourable reaction at the following step (Preston and Thorson, 1983). Therefore, this study aim is to find the relationship between emotional and rational appeals with implicit and explicit memory first, before proceeding with finding the relationship between implicit and explicit memory with purchase intention of AirAsia products.

2.3   Purchase Intention

Ajzen and Fishbein (1975) created the idea of "purchase intention," which describes a one's desire, usually a consumer to purchase a particular good or service. Mullet and Karson (1985) assert that consumers' subjective decisions throughout the process of product cognition are formed by the stimulation of external circumstances. Purchase behaviour, which is a direct reflection of the customer's purchasing behaviour, is directly impacted by purchase intention, claims Lim (2003).

Purchase intention is also defined as "an individual's conscious plan to make an effort to purchase a brand" (Spears & Singh, 2004). Purchase intention can be used to test the feasibility of a new distribution channel, assisting managers in determining whether the concept merits further development and deciding which geographic markets and consumer

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segments to target through the channel (V. G. Morwitz et al., 2007). Purchase intention also is defined as the combination of a consumer's interest in a brand or product and their likelihood of purchasing these items. Purchase intentions are important for marketers because they tend to predict purchasing behaviours. Consumers are more likely to take action in the future, such as purchasing a product, if they have a strong motivational intention, according to the theory of planned behaviour (Morwitz, 2014).

Hsu (1990) defined purchase intention as "consumer-specific transactional behaviour that demonstrates making a general estimation for a product and emotional response that demonstrates their attitude toward an object." Consumer intention is high when such an advertisement has the ability to create a favourable impression of a certain good or service in the consumer's mind. It is closely correlated with one's mindset and liking for a particular brand or item (Dhaliwal et. al., 2020). Consumer buy intention is viewed as the typical step that exposes actual purchase behaviour since it is a part of consumer cognitive behaviour that exposes how a consumer is likely to purchase a certain brand (Dabbous & Barakat, 2020). According to Martn-Consuegra et al. (2019), consumers who engage with a brand positively on social media are more likely to want to buy the product as a result of their satisfaction.

There are relevant past studies that can be related to this study. Purchase intention has been tested with memory in the past (Wirtz, Sparks & Zimbres, 2018). Their study was intended to test sexual appeals in advertisements on memory, attitude, and purchase intention. Although their study did not categorise what types of memory they studied, their study found that there is a significant positive effect of sexual appeals on advert recognition and recall, while there is no effect on purchase intention.

Yin, Poon and Su (2017) examined the effects of autobiographical memory evocation on post-travel purchase intention. Their study found that autobiographical memory had greater purchase intentions for the product available in the tourist's hometown. Their study, however, did not include advertising appeals and they use autobiographical memory instead of explicit and implicit memory.

Raza and Zaman (2021) focused their study on digital advertising appeals and purchase intention. Their study explores the potential role of norm-congruent attitudes about digital advertising as a process variable bridging the link between fashion companies' online purchase intentions and how they perceive digital advertising. Their findings depict a considerable variation of online purchase intention's relationship with the perception of digital advertising, which is mediated by attitude. They also proposed to use different types of mediator, for example customer memory to understand more from the customers' perspective.

Hussain, Parvaiz and Rahman (2020) conducted a study to understand the role of advertising appeals, namely emotional and rational appeals to attract consumer buying intentions. This research looks at the different effects of advertising appeals on consumer purchasing intention. The results of the study show that advertising appeals significantly affect customers' inclinations to make purchases. All of the study's hypotheses proved correct and important although they did not proposed any mediator variables in it.

Simola, Kuisma and Kaakinen (2020) investigated the efficacy of direct and indirect advertising. They wanted to see if the content of indirect and direct advertisements, as well as attention to advertisements, translates into brand purchase intention. Advertised products and brands are openly depicted in direct advertisements. The advertisement message in indirect advertisements must be elaborated. The findings revealed that the types of

advertisements did not differ in terms of purchase intent. Thus, increased indirect advertisement elaboration resulted in higher purchase intention for the brands of indirect advertisements but had no effect on liking or the aesthetic experience of the entire advertisements.

Kim, Baek and Yoon (2020) focused their study on the effect of 360-degree rotatable product images on purchase intention. They used images from the retail website to conduct this study. They found out that in Study 1, exposure to a rotatable (rather than static) image elicited stronger purchase intention. According to the findings of Studies 2 and 3, non-cognitively busy participants reported higher purchase intention after viewing a rotatable (vs. static) image, but the effect was lower when participants were cognitively busy. Furthermore, only non-busy participants' sensory vividness mediated the effect of rotatable product image presentation.

Weismueller et al. (2020) investigate the impact of social media influencer endorsements on purchase intention, focusing on the role of advertising disclosure and source credibility in this process. According to the proposed framework, advertising disclosure has a significant impact on source credibility subdimensions such as attractiveness, trustworthiness, and expertise; subdimensions that positively influence consumer purchase intention.

Evidence from 306 German Instagram users between the ages of 18 and 34 shows that source expertise, source trustworthiness, and source attractiveness all significantly increase the likelihood that a consumer will make a purchase. Advertising disclosure, on the other hand, has an indirect impact on consumer's intention to purchase by affecting source attractiveness. Furthermore, the findings show that the number of followers has a positive influence on source attractiveness, source trustworthiness, and purchase intention.

He and Qu (2018) were to clarify the impact relationship between advertising appeal and consumer purchase intention, as well as examining the effect of advertising appeal on purchase intention in a social media context. The notion of attitude modification and rational behaviour served as the foundation for this investigation. They discovered that the attraction of perceptual advertising had a stronger impact on consumers' purchase intentions than the allure of rational advertising. In the social media setting, brand mood and brand trust mediate the effect of advertising appeals on customers' intents to purchase apparel. Perceptual advertising appeal has a bigger impact on brand emotion and brand trust than logical advertising appeal, and brand trust has a greater impact on customers' purchase intentions for clothes than brand emotion.

There are also studies on purchase intention and airline products. Sarilgan et. al. (2022) studied the impact of advertising creativity on purchase intention in the airline industry. From their review, the Stimulus-Organism-Response (S-O-R) framework, the associations among advertising creativity, attitude toward advertising, flow experience, and purchase intention were investigated. By using the partial least squares structural equation modeling (PLS-SEM) approach, they have found out that advertising creativity significantly affects purchase intention, attitude toward advertising, and flow experience.

Besides, Moslehpour et. al. (2021) explored the antecedents and consequences of social media marketing (SMM) subsets on consumers' purchase intentions of Indonesian airline products and services. They had proposed a research framework to empirically test the influence and interaction of factors, including entertainment, and interaction through the effect of trust and perceived value as mediators on purchase intention. By using survey and structural equation modeling, they have concluded that trust mediates the relationship between two of the SMM factors, which are interaction and entertainment, to purchase

intention. Additionally, perceived value mediates the link between entertainment and purchase intention.

Irdasyah et. al. (2022) focused their study on analysing the relationship between social media marketing utilised by several airlines in Indonesia and dimensions of social media marketing activities, which are entertainment, customization, interaction, trendiness, e-word of mouth on brand awareness, and brand image to find influence on purchase intention. By using SmartPLS software 3 to analyse the data from this survey, they found out that brand awareness did not influence purchase intention and brand image has a significant effect on purchase intention.

There is also a study on purchase intention of tickets for low-cost carriers (Song et. al., 2022). Low-cost carriers are airlines that consider ancillary products such as purchasing food, baggage services and seating in aircraft, to name a few, as optional (Babic et. al., 2019). This study, however, focused on the framing effect for dollars against percentages in price for optional baggage services in low-cost carrier model of business. Framing effect in low-cost carrier business is a way to surcharge passengers on information that passengers do not process thoroughly.

For instance, as their main concern is only to fly to their destination, passengers did not realise the price for getting food and drinks in their flight is being manipulated. It can be manipulated by increasing the monetary and percentage of price for the respective products. This study found out that higher airfare-setting pricing using percentages appear better off for optional product purchase intention than dollar framing presentation.

Tarkang et. al. (2020) studied testing information-task-fit on electronic word of mouth, purchase intention and website quality. The study tested the effect of information-

task-fit on website quality, electronic word of mouth and purchase intention for users of Turkish Airlines website. In this study, 604 questionnaires was obtained online within six months by using a quantitative and cross-sectional approach. The data was being analysed via structural equation modeling. Results were as hypothesized, with the perception that the availability of information required by users on the website influence website quality, electronic word of mouth and purchase intention. The website quality also influenced users' purchase intention and electronic word of mouth.

Mulyantina (2019)'s study focused on brand awareness with airlines purchase intention. The study, however, has similarity to this study in terms of using airlines as the subject. This study, though using low-cost carrier, AirAsia compare to Mulyantina's which focused on national carrier, Singapore Airlines. Besides, offline and online marketing channels were used as the media in the study (Mulyantina, 2019), while this study only using YouTube AirAsia advertisements as the media in this study. Mulyantina (2019) recommended the use of online marketing strategies have a greater impact on purchase intention compare to offline strategies.

Tumer et. al. (2019) investigated the implication on purchase intention from the aspect of customer's attitudes towards traditional marketing, as well as social media marketing while mediated by brand trust. Their study was focusing on passengers of airlines in Turkey. The reasons were because a significant growth in e-commerce from the angle of passengers and cargo in Turkey aviation industry. In their study, they have found that online advertising campaigns are more effective than traditional marketing campaigns. By utilizing online advertising more effectively can increase the positive purchase intention attitudes of customers. They also recommended that players in the aviation industry to not stop using

traditional media due to the different way of acceptance by every age group. For future research, they suggested to have a sample that is larger and more generalize.

Study on airlines purchase intention in Malaysia also being published in the past (Lunyai et. al., 2021). They had focused on identifying the antecedents of electronic word-of-mouth (e-WOM), from the perspective of online airline fares purchase intention made by consumers in Malaysia. This study used survey questionnaire method to get to 530 Malaysians that were involved as the participants in this study. In their study, they found out that the moderator variable namely involvement may have a stronger relationship between e-WOM and purchase intention if the participants who considers airline tickets important and concern to them.

Bosved and Stenberg (2023) studied on the ethnocentrism effect of airline consumers in Sweden and Finland on purchase intention. Their focus were on home national airlines in both countries. By using quantitative method, an online survey was conducted whereas they collected 132 respondents that were involved in the study. In the findings, they have highlighted that individual ethnocentrism directly increase the purchase intention of Sweden and Finland airline consumers, although they were not able to find the difference between male and female consumers.

The effects of social media marketing on purchase intention, mediated by brand credibility also was studied in the past (Sarac, 2023). This study focus on the airline brands in Turkey. Signaling theory was serve as the foundation of this study. Using snowball technique, 354 social media users were the respondents for this study. The data were collected through online questionnaire prepared using Google Forms. Findings from this study has suggested the significance presence of brand credibility through social media marketing activities can help to eliminate any problems pertain to purchase intention. This

study also highlighted the need to utilise different brand for future study, as it is believed to create a different outcome (Sarac, 2023).

In a study by Paethrangsi et. al. (2024), they studied on the effect of social media communication for purchase intention of airline customers. This study study on the independent variables namely advertising appeals. However, it is not being mention clearly which appeals were used in this study. Through quantitative questionnaire survey conducted to 305 airline customers whom have experience with social media communication of airlines, they found out that advertising appeals have the most significant impact on purchase intention. In their study, they emphasized that the most effective communication channel that can lead to intention to purchase is advertising appeals.

Chen et. al. (2024) studied on how corporate sustainability behaviour can effect passengers of airlines. In their study, they suggested purchase intention as the dependent variable, while corporate image act as mediator, moderated by effect of passengers' brand loyalty. Their respondents were of passengers who traveled on airplanes. A total of 412 questionnaires were collected, however only 362 sets were valid to be analyse. Their study had shown a significant findings on purchase intention. Mediation play its part on corporate image, as well as moderation on passengers' brand loyalty helped to strengthen the effect of corporate image with purchase intention.

2.4   Advertising Appeals

Appeal, also known as message strategy, is a general but comprehensive idea that is adopted by an advertisement (Mortimer, 2008). Advertising appeal also being defined as a bid at creativity, in which it motivates consumers' motives when purchasing process happen.

It also affects consumers' attitude towards a specific product or service (Berkman & Gilson, 1987).

Advertising appeal also being defined by Schiffman and Kanuk (2007) as suppliers' attempt to apply psychological motivating power to kindle consumers' appetite, as well as the action of buying while sending broadcasting signals to change receivers' concepts of the product. An advertising appeal also refers to using persuasion techniques to grab attention, make things important and memorable, increase knowledge, and encourage people to take action (Armstrong, 2010).

Lepkowska-White et. al. (2003) mentioned that advertising appeals should be aligned with the types of products based on how customers look for information. It was said that for consumers who are very interested in a product, practical knowledge is more helpful. In contrast, for those who are less interested, advertisements that show values are more convincing (Johar & Sirgy, 1991). An advertising message can suit to individual's cognition (i.e. rational appeals), feelings (i.e. emotional appeals) or both (Yousef et. al., 2023). Advertising essentially was treated inside the structure of advertising appeals which usually falls between either rational or emotional theme (Solomon, 1992).

2.4.1 Emotional Appeals

Emotional appeals in advertising influence customer reactions, attention to advertisements, and brand attitudes (Hornik et al., 2017). Emotional appeals are based on the emotional and experiential aspects of consumption. They try to make the consumer feel good about the product by creating a likeable or friendly brand; they rely on feelings to be effective. "Emotional appeals make an effort to arouse either good or negative feelings that can spur spending. These include fear, guilt, and shame appeals that persuade people to do what they should or stop doing what they shouldn't... communicators also use positive

emotional appeals such as love, humour, pride, and joy", write Kotler and Armstrong (1994, p. 468).

Previous research has concentrated on the specific types of emotional appeals that are commonly used (Stayman, Aaker, & Bruzzone, 1989), as well as the effects of emotional appeals on consumer advertisement, brand attitudes, and purchase intentions (Burke & Edell 1987; Batra & Ray 1986). Emotional appeals are based on the emotional and experiential aspects of consumption. They strive to create a likeable or friendly brand to make the consumer feel good about the product. They rely on emotions to be effective.

Early advertising study compared the effectiveness of emotional and argument-based commercials (Hornik et al., 2017). Some authors of this study claimed that emotionally charged commercials were more efficient to women (Shukla, 2023), while others said that argument-based advertisements were somewhat effective. The findings of this study were inconsistent (Golden & Johnson, 1983). Despite a variety of justifications, a contextual of emotional advertising found that it had no impact on how consumers responded to advertisements (Brown, Homer, & Inman, 1998).

Casais and Pereira (2021) carried out a study to determine how often social advertising appeals use both emotional and logical arguments. Appeals with pattern that explained in change of behaviour is considered as a social advertising endeavour. The momentum of appeals employed is one element that makes social advertising endeavour become more successful in pushing the target market to reject negative habits or exercise good habits (Nicolini, Cassia, & Bellotto, 2017).

On both recall and recognition metrics, Ambler and Burne (1999) and Mehta and Purvis (2006) showed that emotional advertising can be more recall than rational advertising.

Emotional advertising appeals use affective stimuli to convince the target audience by communicating messages that do not discriminate between good and negative emotions (Casais & Pereira, 2021). Consumers' social and/or psychological demands when making a purchase of a good or service are tied to emotional appeals. Many people buy for emotional reasons, and their grasp of the product's specifications may less signified than the perceptions of it (Shukor et al., 2015).

Besides, emotional appeals can exercise competitive advantage from the aspect of promotion for respective product. Emotional appeals that are being displayed in an advertisement can resulted in emotional ordeals to the targeted consumers (Stokes & Hallets, 1992). The consumers' emotional requirements will increase with emotional appeal, and it will assist them in achieving their psychological state (Belch & Belch, 2004).

Emotional appeals as driven by unconscious mind or feeling of a person (Xie et. al., 2022). Bhatia (2019) described emotional appeal as a method to persuade people by creating an emotional response. Khanna (2016) defined emotional appeals are primarily directed at a person's psychological, social, or symbolic needs. Emotional appeals address a wide range of emotions, including fear, humour, love, anxiety, and sex. Emotional advertising, according to most creatives, is the key to developing brand loyalty.

Customers should feel a connection to the brand, according to creatives. Emotional appeals reach the right side of the brain, which is more creative. Emotional appeals rely heavily on visual cues in advertisements. An advertisement can include more than one type of emotional appeal to potentially boost its persuasive effects. Emotional appeals are frequently classified as security because they are intended to persuade by manipulating one's feelings (Khanna, 2016).

Behaviour modification advantage that linked with incentives are utilised by positive appeals, whereas in order to emphasis on guilt and remorse, negative appeals will use emotions that come from threat and dread (Boshoff, 2021). Buyucek et. al. (2019) in their study mentioned that advertising features like tone of voice, colours, music, and imagery provoke these feelings, both good and bad.

There is study that raises doubts regarding emotional appeals; stating that the origin organisation may lose trust if target audiences think the message's danger is implausible or overstated (Hastings, Stead, & Webb, 2004).

2.4.2   Rational Appeals

Rational advertising is derived from traditional information-processing decision-making models, in which the consumer is assumed to make logical and rational decisions. These strategies focus on the ability of arguments or justifications on brand characteristics to persuade message recipients and alter their opinions of the advertised brand. Such arguments tap into the audience's self-interest by highlighting the advantages of the product (Hornik et al., 2017). "Messages demonstrating a product's quality, economy, value, or performance are examples" (Kotler and Armstrong, 1994, p. 468).

According to Kotler (1991), by highlighting qualities and benefits of products that can meet consumer wants, rational appeals concentrate on the reasonable perception that piques consumers' interest. The consumer wants to receive advantages from either the goods or services; therefore, the sensible provision of these advantages to the customer is emphasised. The tone of social advertising appeals can be emotional or rational (Noble, Pomering, & Johnson, 2014).

Rational appeals, also known as informational advertising appeals, are intended to persuade the target audience by using rational thought processes (Casais & Pereira, 2021).

Rational advertising appeals present data that the target audience accepts as true as well as information that is immediately important to them (Casais & Pereira, 2021). The main characteristics of the rational way of commercials is the presentation of problem data with how to promote the solutions (Helmig & Thaler, 2010).

With no emotional content in the message, appealing to the intellect of the target audience by giving crucial information, as well as presenting precise facts in order to appeal to reason, thinking, and awareness is the objective of rational or informational advertising appeals (Flora & Maibach, 1990). Rational advertising appeals present data that the target audience accepts as true as well as information that is immediately important to them. The main feature of the rational tone on advertisements is the provision of problem information and the presentation of solutions (Helmig & Thaler, 2010).

Khanna (2016) mentioned that a rational appeal proceeds through the effects hierarchy stages of awareness, knowledge, liking, preference, conviction, and purchase. A rational appeal in advertising leads to a stronger conviction about the benefits of a product, resulting in a purchase. They are generated in traditional information processing models in which consumers are expected to make purchase decisions based on their sense of logic and reasoning.

The purpose of a rational appeal is to highlight the distinctive qualities and advantages of the product in order to show the benefit of owning or utilising that specific brand. Specific product information, such as attributes, durability, and value, may be included in such appeals. Arguments or reasoning must be persuasive for rational appeal to be successful. Price, quality, performance, reason why, and comparative advertising are all examples of rational appeals. Her research found out that rational appeal is as important as emotional appeal when the maximum likeability is determined.

Rhee and Jung (2019) define rational advertising appeal as logical or informational appeal. Advertisers enlighten the core benefits of the product, such as performance and ease of use, in rational advertisement appeal (Gong & Cummins, 2020). Marketers also use rational advertisement appeal to persuade customers by emphasising the features and benefits of a service or product (Braca & Dondio, 2023). In the case of products and services that are similar in terms of functionalities and features to competitors' products or services, the use of rational advertisement appeals in such messages is not considered effective; in such cases, the emotional advertisement appeal has been widely used by marketing personnel in advertising messages to develop an effective emotional relationship (Kim et. al., 2020).

Rational appeals are generally informative and may aid in the resolution of consumption choice conflict (Rossiter & Percy, 1987). Facts, rationsl of persuasion and learning are highlighted by rational appeals (Belch & Belch, 2004). Product/service quality, feature, economy, dependability, efficacy, efficiency, competitive advantage, health, durability, performance, favourable price, convenience, and popularity are some of the characteristics of rational appeals (Belch & Belch, 2004).

Shukor et al. (2015) in their research mentioned that rational appeals are a certain type of product or service that consumer choose based on the functional, utilitarian, or practical requirement of it. Besides, it emphasises the features, advantages of having and using a specific brand of product or service. Their research aim is to study the impact of various advertising appeals on hybrid car purchase intentions.

Additionally, while using emotional comparing with rational appeal, correlations between customers' perceived risk variables (mental risk, investment risk, and act risk) and personality traits (environmental concern) are being examined in their research. The

product's benefit or function from consumer's logical beliefs and attitudes are referred to as rational (informational) appeals (Kim et al., 2020).

2.5   Implicit Memory

Implicit memory is a subconscious level, unintentional form of memory retrieval (Schacter, 1992). Priming, which occurs when performance of a cognitive task is aided, as evidenced by a quick reaction or improved precision, for previously studied senses relative to sensory inputs, even when the task does not mention the previous research episodes, can be used to demonstrate implicit memory.

Researchers previously looked at how interruption at retrieval affects implicit memory priming in syntactic judgement tasks (Lin, Meng & Lin, 2021). The study's findings show that interference tasks have an impact on implicit memory retrieval, at a minimum in terms of priming in lexical judgement tasks, showing that in some cases, implicit memory retrieval is sensitive to the competition for attentional resources caused by dual-task operations.

Wang (2020) studied on how implicit memory presented in cross-situational word learning. Referents that were intangible items that could not be expressed semantically were shown to have implicit memory. Implicit memory was found where referents were objects that cannot be encoded semantically. Ward et al. (2020) studied about aging can be predicted through implicit memory. This study resulted that age is a significant independent variable in decline of implicit memory for attended items.

In 2019, Jongbloed-Pereboom, Nijhuis-van der Sanden & Steenbergen conducted a study about the impact of implicit motor sequence learning in children and adults from the perspective of role of age and visual working memory (VWM). In their study, participants

are from children and adults where there are 60 children and 28 adults were taking part in the study. They have concluded that age improved performance implicit learning. Learning curves were similar across ages. The learning curves were similar across VWM scores.

In addition, Carmona, Mari-Beffa & Estevez (2019) did a study on whether implicit outcomes expectancies shape learning and memory processes. They aspire to extend the findings from previous research by investigating the impact of the differential outcome procedure (DOP) under non-conscious processing conditions. In this study, they had used two experiments, where experiment 1, which is to study the outcomes while in experiment 2, sample stimuli for a delayed visual recognition memory task will be presented under subliminal (unconscious) and supraliminal circumstances. Results from both experiments shown that when participants were trained with the DOP, their visual recognition memory improved regardless of whether they were aware of the outcomes or even the stimuli used for training.

Katsumi & Dolcos (2020) in their study provide new perspective on how implicit memory works. In their study, they had bring in context from the perspective of how neural correlates of implicit emotional suppression works on perception and memory of an individual. Result had shown that as previously reported by others, the implicit induction of an emotional suppression goal did not result in a reduction in emotional ratings when compared to the preceding baseline run.

There is also study that associates implicit memory with gaming (Russell, Sanders & Williams, 2020). This study found a strong link between memory associations for video gaming and levels of video gaming involvement and problem video gaming. The findings suggest that implicit associations may be useful in assessing problem video gaming.

Meanwhile, there are study on how implicit memory can affect music in terms of musicians (Thorpe, Cousins & Bramwell, 2019). Results shown that participants reacted quicker to sequences that they had heard more than once but showed no explicit knowledge of the familiar sequences.

However, there is a limited amount of study that associates implicit memory with video-based advertising (Kendro & Narhetali, 2018). In the study, researchers comparing three advertising appeals, namely fear, humour and rational appeals. Results shows that fear appeals is the most effective compare to other two.

2.6   Explicit Memory

The aware of, intended recall from historical information is referred to as explicit memory (Schacter, 1992). Similarly, explicit memory can be divided into two processes: recollection and familiarity, and familiarity and implicit memory may have similar underlying mechanisms. The intention to retrieve information before learning it has long been used to distinguish between explicit and implicit memory (Loprinzi, Lovorn & Gilmore, 2021).

Recent study involving explicit memory often relates explicit memory with effects on exercise such as effects on memory function (Loprinzi, Lovorn & Gilmore, 2021). This study did not show that there is convincing evidence of an effect of high-intensity acute exercise on memory function for either incidental or intentional encoding tasks when it occurred during the early consolidation period. Self-reported moderate-to-vigorous physical activity, on the other hand, was positively associated with explicit memory performance. There are also study on high intensity exercise (Crawford & Loprinzi, 2019) and also acute

exercise (Loprinzi, Blough, et al., 2019) which was linked to improved explicit memory function.

Wang (2020) studied on how explicit memory presented in cross-situational word learning. In the study, result showed that when word referents were line drawings of familiar concepts, memory in cross situational learning was explicit. Jongbloed-Pereboom, Nijhuis-van der Sanden & Steenbergen in 2019 had conducted a study about effect of explicit motor sequence learning in children and adults from the perspective of role of age and visual working memory. Participants in their study ranged from children to adults, with 60 children and 28 adults participating. They concluded that age improved performance in implicit learning. The learning curves were comparable across ages. Across VWM scores, the learning curves were similar.

There are also study on how explicit memory can be predicted through aging (Ward et al., 2020). In this study, they aim to find out whether age effects on implicit memory and its relationship with explicit memory. This study involves the participation of 1,072 respondents of wide range of age, starting from age 18 until 65 years old. From this study, it is being concluded that age-related declines in implicit and explicit memory.

Reverberi et al. (2020) had studied about the effect of explicit relevance instruction on consolidation of associative memories. They have found out that the relevance manipulation did not affect memory retention, confidence rating, or reaction time. Relevance had no effect on memory retrieval-related brain operations at the neural level.

Cubelli et al. (2020), meanwhile conducted a study on explicit autobiographical memory from the aspect retrograde amnesia patients. In this quasi experiment study, they have found out that most retrograde amnesia likely to accept meekly to live a life that they explicitly disown.

Besides, Mierop et al. (2017) had studied about whether explicit memory and resource availability determine evaluative conditioning effects. This study is being done from the aspect of conditioned stimulus-unconditioned stimulus (CS-US) pairings. Result has shown that evaluative conditioning effect largely vanished when a secondary task was employed.

Bogie et al. (2019) meanwhile had studied about the biases in explicit emotional memory from the perspective of mood disorders. The study is being done through systematic review. They investigated whether specific emotional memory (EM) biases are related to major depressive disorder (MDD) and bipolar disorder (BD) in this review. The findings of this research, however, do not clearly demonstrate the presence of an explicit EM bias in MDD throughout acute depression.

Study done by Katsumi & Dolcos (2020) brought in another perspective on how explicit memory works. In their study, they had bring in context from the perspective of how neural correlates of explicit emotional suppression works on perception and memory of an individual. It is proved in this study that in comparison to the baseline run before it, the intentional introduction of an emotional suppression objective led to decreased subjective assessments of negative images. This is consistent with previous evidence from studies using similar task instructions, confirming the effect of emotional suppression on down-regulating negative emotional experience when explicitly instructed to do so.

2.7   Development of Hypotheses

This section will explain the hypotheses development for this study which include variables namely emotional appeal, rational appeals, implicit memory, explicit memory and purchase intention

2.7.1 Emotional Appeals influencing Implicit memory

According to some advertising researchers, positive emotional appeal, can be used to maintain attention (Strick et al., 2009) and increase positive attitude toward the advertised product or brand, purchase intentions, and brand awareness (Couvreur, 2015). Kendro and Narhetali (2018) in their study found out that implicit memory for a positive emotional appeals advertisement is relatively high. They also had found out that humour is better suited for use on a well-known brand or product. In previous literature comparing between emotional and rational appeals, it has been demonstrated that emotional advertising can be more memorable than rational advertising on both recall and recognition measures (Ambler & Burne, 1999; Mehta & Purvis, 2006).

H1: Emotional appeal will have positive influences towards implicit memory

2.7.2 Emotional Appeals influencing Explicit memory

Kendro and Narhetali (2018) in their study had found out that explicit memory for a humorous advertisement is relatively high. In previous literature comparing between emotional and rational appeals, it has been demonstrated that emotional advertising can be more memorable than rational advertising on both recall and recognition measures (explicit memory tests) (Ambler & Burne, 1999; Mehta & Purvis, 2006).

H2: Emotional appeal will have positive influences towards explicit memory

2.7.3 Rational Appeals influencing Implicit memory

In previous research, rational appeals have rarely been tested to influence implicit and explicit memory as attention were more towards emotional appeal. However, though the study from Sadeghi et al. (2015) is of different industry, from their study they found out that emotional appeals are more vivid to advertisements memory.

H3: Rational appeal will have positive influences towards implicit memory

2.7.4 Rational Appeals influencing Explicit memory

Sadeghi et al. (2015) mentioned rational appeals are more relevant, providing clear, product-related information, and thus rational appeals attract more consumers' attention. It has the same result with the study of Puto and Wells (1984), therefore supported the previously mentioned study.

H4: Rational appeal will have positive influences towards explicit memory

2.7.5 Implicit memory influences Purchase Intention

Implicit memory has been known only to have effect to purchase intention when a certain brand was chosen before playing games (Freygang, 2013). However, there is no direct effect between implicit memory and purchase intention without interruption of other variables.

H0: Implicit memory will not influence purchase intention.

2.7.6 Explicit memory influences Purchase Intention

Though their study had focus on different industry, Bai and Kim (2020) have disclosed the positive effect of explicit memory on purchase intention. They found out that recall (explicit memory) can influence purchase intention of people who watched products being advertised on television show.

H6: Explicit memory will have influence towards purchase intention.

2.8 Research Framework

In research frameworks, variables are often categorized as independent, dependent, mediating, moderating, or control variables. At first glance, the research framework in this

study (refer **Figure 2.2**) may appear to suggest that implicit and explicit memory act as a mediator between both emotional and rational appeals and purchase intention. However, this is not the case. This section clarifies the actual role of implicit and explicit memory in the framework and differentiates it from mediation.

Mediation occurs when a variable transmits or explains the effect of an independent variable on a dependent variable (Baron & Kenny, 1986; Hayes, 2018). In other words, a mediator serves as a causal mechanism linking the two variables. This is often tested using mediation analysis, such as the approach outlined by Preacher and Hayes (2008).

In contrast, implicit and explicit memory does not fulfill the conditions of a mediator because it does not serve as a mechanism that explains how or why emotional and rational appeals influence purchase intention. Next, empirical evidence from previous studies (Kendro & Narhetali, 2018) suggests that implicit and explicit memory plays a different role, which is better explained as an independent variable.

Instead of mediation, implicit and explicit memory serves as an independent variable, meaning that it has its own direct impact on purchase intention, separate from emotional appeals and rational appeals. Therefore, it does not act as a mediator but rather as an independent variable.

Prior studies have adopted similar research models where implicit and explicit memory was treated as an independent variable rather than a mediator. For example, Kendro and Narhetali (2018) found that implicit and explicit memory significantly influenced purchase intention but did not mediate the relationship between humour, fear and rational appeals and purchase intention. Similarly, Santoso et. al. (2022) demonstrated that when

implicit and explicit memory was tested as a mediator, the indirect effect was not significant, further supporting its classification as an independent variable rather than a mediator.
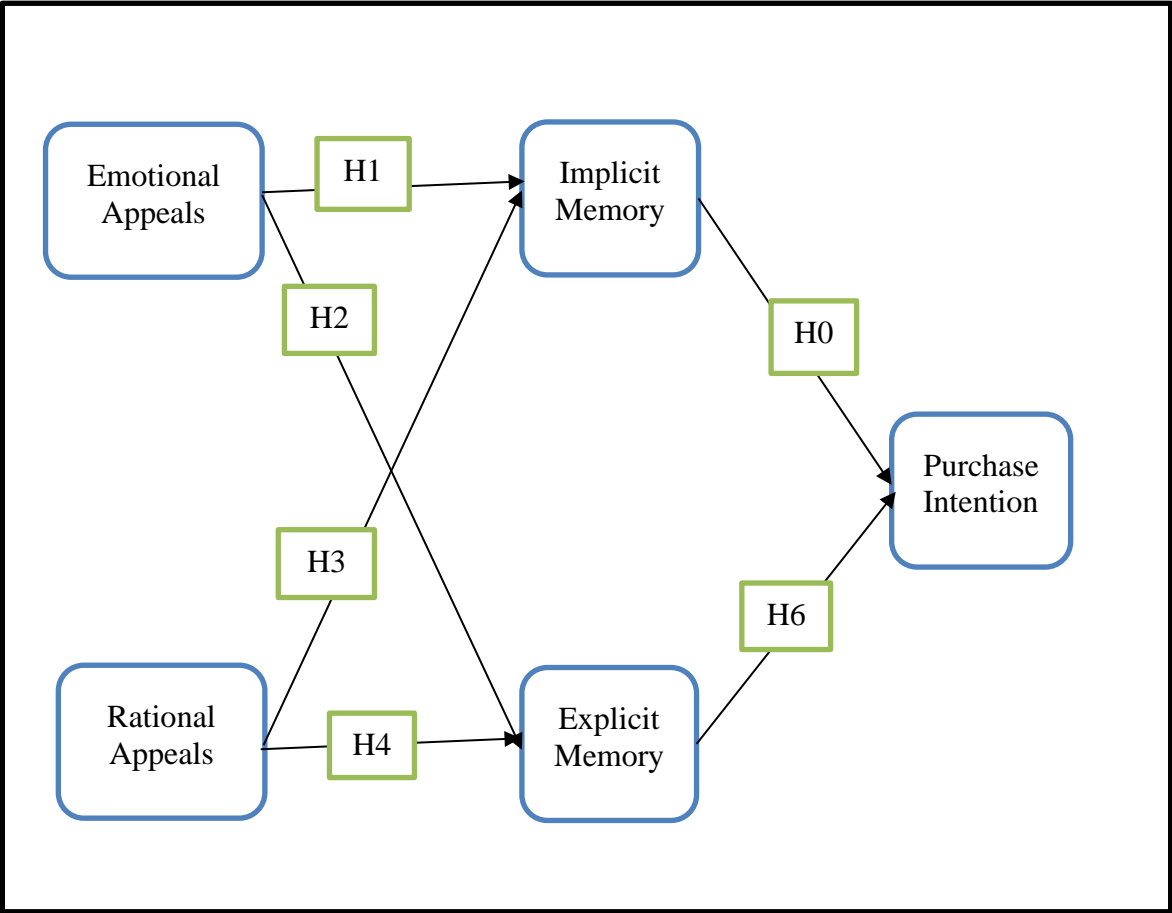
Figure 2.2: Research Framework

Source: Author (2022)

2.9 Hypothesis Summary

Table 2.1: Hypothesis Summary

Hypothesis	Research Questions	Research Objectives
H1: Emotional appeal will have a positive and significant relationships with implicit memory	RQ1: To what extend does emotional appeal affect customer implicit memory?	RO1: To investigate the relationship between emotional appeal with implicit memory and explicit memory.
H2: Emotional appeal will have a positive and significant relationships influences towards explicit memory	RQ2: To what extend does emotional appeal affect customer explicit memory?	
H3: Rational appeal will have positive influences towards implicit memory	RQ3: To what extend does rational appeal affect customer implicit memory?	RO2: To study the relationship between rational appeal with implicit memory and explicit memory.
H4: Rational appeal will have positive influences towards explicit memory	RQ4: To what extend does rational appeal affect customer explicit memory?	

H0: Implicit memory will not influence purchase intention.	RQ5: To what extend does customer implicit memory affect purchase intention?	RO3: To examine the relationship between implicit and explicit memory with purchase intention.
H6: Explicit memory will influence purchase intention.	RQ6: To what extend does customer explicit memory affect purchase intention?	

2.10   Chapter Summary

This chapter explained the overview of recent research literature as a foundation for developing research hypotheses and the study's framework. This chapter begins with a review of previous literature on the key terms used in this study, such as emotional appeals, rational appeals, implicit memory, explicit memory and purchase intention. The research framework and hypothesis summary wrapped up this chapter accordingly.

CHAPTER 3

METHODOLOGY

3.1   Introduction

While review of literature has provide the main actors of this study which are the variables, hypotheses development and theory related, this chapter discusses the methodology of this study. It begins with a description of the research design that guided the study. Following that, a detailed description of the study's population and sample are provided. It is then followed by the scales and measurement section. The instruments used in the study are then described. Data collection were explained in this section as well. Data tabulation, pilot, validity and reliability tests of the study are also discussed. Finally, data analysis techniques will bring a close to this chapter.

3.2   Research Design

The aim of this study was to study the relationship between emotional appeal and implicit and explicit memory, rational appeal with implicit memory and explicit memory and lastly implicit and explicit memory with purchase intention.

Quantitative research and qualitative research are the two types of research designs. According to Cohen (1980), social science study that uses empirical methodology and empirical claims is known as quantitative research. An empirical assertion is one that describes what "is" the situation rather than what "ought" to be the case in the "real world." The use of empirical assessments is another aspect of quantitative research. Empirical assertions are often stated in numerical terms. An empirical evaluation is a type of

assessment that aims to ascertain if a given programme or policy empirically satisfies a certain standard or norm.

Moreover, Creswell (1994) defines quantitative research as 'explaining phenomena by gathering numerical data that are analysed using mathematically based approaches (in particular statistics). The researcher's predictions on the anticipated results are known as quantitative hypotheses. Based on sample data, it is the numerical estimation of population values.

There are several types of quantitative research. For instance, it can be classified as 1) survey research, 2) correlational research, 3) experimental research and 4) causal-comparative research (Sukamolson, 2007). This study was a survey quantitative design to comply with the method to study implicit and explicit memory that has been done in the past (Lawrence et al., 2021; Mazancieux et al., 2020 & Ward et al., 2020).

3.3   Population, Sample Size and Sampling Design

This section will briefly explain the population as well as sample size and sampling design for this study.

3.3.1   Population

On a broad and surface level, the population of this study corresponds to the population of Malaysia. According to data from the Department of Statistics Malaysia (DOSM), Malaysia's population in 2022 will be 32.7 million. Due to the large population, it is impossible to distribute to each and every one of them. As a result, the population was to focus on customers who previously have traveled by air with local airlines.

3.3.2 Sample Size

According to Roscoe (1975), sample size can be determined using rules of thumb, with most studies requiring a sample size of between 30 and 500.

According to Hair et. al. (2021b), when having a desired ratio of 5 observations per variable, n > 100 samples, and n = 5k (k = number of variables) should be the minimal sample size, which should be at least 100 samples.

Sample size for this study were calculated by using G*Power software version 3.1.9.7. Priori power analysis analysis is conducted to determine the sample size of this study. With the alpha = 0.05, power = 0.95, the sample size is calculated to be 210 participants (refer **Figure 3.1**). Involvement of 210 participants were from customers who previously had traveled by air with local airlines before.

Figure 3.1:   G Power for Sample Size

Source: Author (2021)

3.3.3 Sampling Design

All participants were chosen through purposive sampling from customers who previously had traveled with local airlines in Malaysia such as Malaysia Airlines Berhad (MAB), MASwings Berhad, Firefly, Batik Air, MY Airline and AirAsia before. The inclusion of MY Airline is because this study was conducted before the suspension of the airline. Purposive sampling was used in this study as it is being proposed by Naeem (2021). Purposive sampling is a common technique that is useful especially when the researcher does not know the sampling framework but tries to select respondents who have useful knowledge about the study's objectives.

3.4   Scales and Measurement

The demographic items were to used category scales by which to employ several items to draw out a single response. Emotional appeal and rational appeal were using Likert Scale, a 5-point psychometric scale. Likert Scale, a 5-point psychometric scale were used to measure how strong respondents agree or disagree with a variable. The scale is anchored at 1 (Strongly Disagree) to 5 (Strongly Agree) as being suggested by Suparno (2020) and Lee and Lee (2015). Implicit memory was using ordinal data to test for Word-fragment completion test. Explicit memory, meanwhile, were using 5-point Likert scale as well (Machouche et al., 2017). Dependent variable namely purchase intention were using the 5-point psychometric scale as well.

3.5   Instrument Development

Survey was conducted through Google Forms. Participants were randomly picked to participate in one of the four categories which are namely emotional appeal and implicit

memory, emotional appeal and explicit memory, rational appeal and implicit memory, rational appeal and explicit memory. In the previous section, it is being mentioned that 210 respondents were to take part in this study. However, it was imbalance for the four categories as each category were to need 55 respondents. Therefore, 220 respondents were targeted to take part in this study. At the beginning of the study, participants were asked to fill in the demographic part of this study. Then, they were asked whether they have travelled by air before. This is to confirm whether they were the right sample for this study.

In Section B, they were shown AirAsia advertisements video before being asked on the emotional appeal in Section B1 and B2 and rational appeals of this study Section B3 and B4. There were two videos in Section B, which was one AirAsia advertisements video in Section B1 and B2, and one video in section B3 and B4.

In Section C, they were shown a series of parts of AirAsia advertisements and two (2) other unrelated advertisements as a distractor. Word-fragment completion test was used to test implicit memory in Section C1 and C3. As suggested by Voinescu and David (2019) and Shackter (2019), participants were needed to complete a fragmented word which were provided in Section C1 and C3 of this study. 12 words consists of five studied words (target words) and seven non-studied words were acted as a distraction as they had no relation to this study. To get the result of each participant, the target words were minus by non-studied words and the outcome were filled in inside the SPSS data for tabulation. While in Section C2 and C4, they were asked whether they recognize the words from the advertisements being shown as a method to measure the explicit memory. Five-Point Likert scale were used in this section. Kendro and Narhetali (2018) and Heath and Nairn's (2005) method on advertisement recognition were adapted to measure explicit memory items.

Newspaper article about the ticket refund issue between AirAsia and its passengers were provided in the survey as well. It was acting as a distractor for the participants before they move on to Section D which is purchase intention (Young, Gillespie & Otto, 2019). Once they have done reading the article, they were asked some questions in Section D, which was the purchase intention before submitted their survey.

3.5.1 Demographic of Respondents

Participants were asked on their personal information in this section. Once they have completed this section, they may proceed to the next section and so on. This section is named as Section A (refer **Table 3.1**). Items that were used for this study are as follows:

Table 3.1:   Demographic of Respondents

Item code	Items	Sources
DR1	Gender	Author
DR2	Age	
DR3	Ethnic	
DR4	Education	

3.5.2 Emotional and Rational Appeals

In this section of this study, participants were to watch an AirAsia advertisements video to test their emotional appeal, which is the Section B1 and B2 and rational appeal in the Section B3 and B4. They then answer some questions regarding emotional and rational appeals. The questions were measured by using a five-point Likert scale.

This table (refer **Table 3.2**) shows the questions from Section B1 and B2 namely emotional appeal.

Table 3.2:   Emotional Appeal

Item code	Original items	Adapted items	Sources
EA1	Do you like this advertisement?	I like this AirAsia advertisement.	(Nicolini et al., 2017)
EA2	Is this advertisement funny?	This AirAsia advertisement is funny.	
EA3	Is this advertisement beautiful?	This AirAsia advertisement beautiful.	
EA4	Is this advertisement boring?	This AirAsia advertisement is boring.	
EA5	This advertising copy conveys more emotional features than the functional features of the product.	This AirAsia advertising copy conveys more emotional features than the functional features of the product.	(Kim et al., 2020)

This table (refer **Table 3.3**) shows the questions from Section B3 and B4 namely rational appeal.

Table 3.3: Rational Appeal

Item code	Original items	Adapted items	Sources
RA1	This advertising copy conveys more functional features than the emotional features of the product.	This AirAsia advertising copy conveys more functional features than the emotional features of the product.	(Kim et al., 2020)
RA2	The content of social media ads is relatively true.	The content of AirAsia YouTube advertisements is relatively true.	(He & Qu, 2018)
RA3	The content of social media ads is relatively accurate.	The content of AirAsia YouTube advertisements is relatively accurate.	
RA4	The content of social media ads is not particularly exaggerated.	The content of AirAsia YouTube advertisements is not particularly exaggerated.	

3.5.3 Implicit and Explicit Memory

Continuity of Section B, participants were needed to complete the word-completion test below before moving to the next video. This test was suggested by Lawrence et al. (2020) and Voinescu and David (2019) in their recent study on these subjects. Implicit memory (refer **Table 3.4**) were labeled as Section C1 and C3 while explicit memory (refer **Table 3.5**) were labeled as Section C2 and C4.

This table shows the questions from Section C1 and C3 namely implicit memory.

Table 3.4:   Implicit Memory

Item code	Original items	Target	Distraction	Sources
IM1	AirAsia	/		Author
IM2	Round		/	
IM3	House		/	
IM4	Entertainment	/		
IM5	Check In	/		
IM6	Response		/	
IM7	Explore	/		
IM8	Smart		/	
IM9	Art		/	
IM10	Money		/	
IM11	Vivid	/		
IM12	Continue		/	

This table below shows the questions from Section C2 and C4 namely explicit memory (refer **Table 3.5**). Different from the previous section, this section was using Five-Point Likert scale namely strongly disagree, strongly agree, neutral, agree and strongly agree.

Table 3.5:   Explicit Memory

Item code	Original items	Adapted items	Sources
EM1	Tell us if the Kyness brand seems familiar to you.	I saw the word "explore" in one of the advertisements.	(Machouche et al., 2017)
EM2		I saw the word "self check-in" in the advertisements.	
EM3		I saw the word "lame" in the advertisements.	
EM4		I saw the word "glad" in the advertisements.	
EM5		I saw the word "vivid" in the advertisements.	
EM6		I saw the word "move" in the advertisements.	

3.5.4 Purchase Intention

The next section was to test the dependent variables of this study which is purchase intention. This section was labeled as Section D.

Purchase intention is another variable that was studied in this study. This variable was labeled as Section D in the survey. As with the previous section, this section was also using Five-Point Likert scale namely strongly disagree, disagree, neutral, agree and strongly agree (refer **Table 3.6**).

Table 3.6:   Purchase Intention

Item code	Original items	Adapted items	Sources
PI1	I will buy the current halal milk brand in the future	I will buy the AirAsia-advertised products in the future	Ali et al. (2020)
PI2	I'm going to buy products recommended for social media advertisements	I am going to buy products recommended from the AirAsia advertisements.	He and Qu (2018)
PI3	I will buy products recommended by social media advertisements in physical stores.	I will buy products recommended by AirAsia advertisements in physical stores.	
PI4	I will likely make a reservation at this hotel.	I will likely make a ticket reservation at AirAsia.	
PI5	I will consider making a reservation at this hotel.	I will consider making a ticket reservation at AirAsia.	Zhong et al. (2020)
PI6	I want to make a reservation at this hotel.	I want to make a ticket booking at AirAsia.	

3.6   Data Collection

For this study, three months period starting from July 2023 until September 2023 was used to collect the data. This period of time is suitable to collect enough data because it is well in the timeline of this study.

The data obtained will be double-checked to ensure that it is filled. This screening is required to avoid the appearance of bias or other variables that could disrupt the calculation of implicit and explicit memory.

3.7   Data Tabulation, Pilot, Reliability and Validity Test

This section will discuss on how the data will be tabulated and how the data will be tested. Data tabulation is important to make complex data simpler and easier to interpret and understand. Nevertheless, this section will also provide an explanation regarding the pilot, reliability as well as validity test for this study.

3.7.1   Data Tabulation

Data that has been recorded from the participants were tabulated in IBM SPSS Statistics version 27 and then being analysed by SmartPLS version 4.0. SmartPLS 4.0 is a structural equation modeling (SEM) software. There are two types of SEM. First is the partial least squares structural equation modeling (PLS-SEM) and the other one being covariance-based structural equation modeling (CB-SEM). The difference between these two SEM is that PLS-SEM is used to develop theories, beside it can explain the variance in dependent variables when examine a model. CB-SEM, meanwhile, usually use to confirm, as well as reject theories by finding out how good a theoretical model can estimate covariance matrix in a data set. PLS-SEM is being used in this study as it can help to develop new theories coming out from this study, besides to analyse the framework for this study.

3.7.2 Pilot Test

A pilot study is a test of an instrument on a small group of people. In this study, 20 participants were being asked to answer the questionnaire from Google form link that were given to them. The purpose of this test was to ensure that the survey designed is easy to understand and to fill in by the respondents. Besides, this can help to identify any grammatical or spelling error in the questionnaire. This approach also being used by Lawrence et al. (2021) and being supported by Kendro and Narhetali in their research in 2018.

3.7.3 Reliability Test

Reliability is the degree of mistake in the variables contained in a questionnaire (Sekaran, 2003). Replicability is the idea of reproducing outcomes and observation procedures in order to have a precise picture of the population (Golafshani, 2003). The degree to which items in a set of questionnaires are positively associated is measured by Cronbach's alpha (Sekaran, 2003). It is determined using the study's measurement items' average intercorrelations. The more consistent and reliable a value is, the closer it is to one. Alpha value 0.5 is the most typical and widely acknowledged value (Schmitt, 1996). As this study was using SmartPLS structural equation modelling (SEM) software, there were two tests that was done to check for reliability, which were indicator reliability and internal consistency reliability.

3.7.4 Validity Test

The authenticity and integrity of the measuring instrument, on the other hand, are referred to as validity (Sekaran, 2003). In this context, the questionnaire and its questions' validity are referred to as the measuring instrument. It also considers how the questionnaire's items are supported so that the researcher receives a reasonable result (Sekaran, 2003).

As this study were using SmartPLS structural equation modelling software, convergent validity and discriminant validity were used to measure the authenticity and integrity of this study (Hair et. al., 2021).

3.8   Data Analysis

To analyse the data obtained, IBM SPSS software version 27 and SmartPLS structural equation modelling (SEM) version 4.0.1 software were used. At the beginning of data analysis, uncomplete questionnaires were excluded from the study. Data cleaning were conducted as well. The remaining information is coded and saved for analysis.

Descriptive statistics are values derived from dependent and independent variables such as minimum, maximum, variance, and standard deviation. It is employed to ascertain the respondent's profile, give a generalised picture of the respondents, and shed light on their behavioural tendencies (Shukor et al., 2015). Maximum, minimum, variance, and standard deviance data are used to calculate the descriptive statistic. IBM SPSS software version version 27 was used to calculate the data needed for this part of this study (Kendro & Narhetali, 2018).

Independent variables namely emotional and rational appeals and dependent variable namely purchase intention were measured using SmartPLS structural equation modelling (SEM), with the result from implicit and explicit memory test were included to test the hypothesis from Chapter 2 (He and Qu, 2018). As explicit memory test will be based on Five-Point Likert scale, it is different compared to implicit memory test. Word fragment completion test is used to test implicit memory. The number of correctly completed studied word fragments and non-studied word fragments will be calculated separately for each participant. Then, the priming score will be collected by subtracting the number of correctly

completed non-studied word fragments from the number of correctly completed studied word fragments.

3.8.1 Structural Equation Modeling

The proposed model and research hypotheses in this study will be tested using SmartPLS structural equation modelling (SEM) software version 4.0. Structural equation modelling is a multivariate statistical technique for analysing structural relationships. The structural link between measured variables and latent constructs is examined using this technique, which combines component analysis and multiple regression analysis.

3.8.2 Partial Least Squares

One of the two SEM methodologies, the other being covariance based (CB), to predict the relationship in a SEM is partial least squares (PLS), also known as PLS-SEM. To obtain the results of the hypothesis investigation for this study, SmartPLS 4 software is employed. As it enables researchers to estimate complex models with several constructs, indicator variables, and structural routes without making distributional assumptions about the data, many researchers prefer the PLS-SEM approach.

On the other side, PLS-SEM is a causal-predictive approach to SEM that emphasises prediction while estimating statistical models using structures intended to offer causal justifications. The method thus fills the gap between explanation, which is frequently emphasised in scholarly study, and prediction, which serves as the basis for developing managerial implications (Hair et al., 2019).

PLS-SEM combines principal component analysis and ordinary least squares regressions to estimate partial model architectures. For sample size, the PLS-SEM technique does this by computing measurement and structural model interactions separately rather than concurrently.

In short, the approach uses distinct ordinary least squares regressions to compute partial regression relationships in the measurement and structural models, as its name implies. Smaller samples can undoubtedly be utilised with PLS-SEM, but the nature of the population decides when lower sample sizes are suitable. If all other parameters are equal, a larger sample size is needed to generate an admissible sampling error for a population with a wider range of characteristics. If fundamental sampling theory requirements are not fulfilled, shaky results may shown. Researchers should use power analyses to establish the required sample size, which take into account the model structure, the predicted significance level, and the expected effect sizes. Power tables that outline the necessary sample sizes for varied PLS-SEM measurement and structural model parameters have been released by Hair. et al. (2017).

3.8.3   Analysing PLS-SEM Results

In analysing PLS-SEM results, there are two steps that must be taken. First one is to examine the measurement models, which are reflective and formative measurement model. This step is to analyse the items and variables in one's study. Second step is to assess the structural model of the study. This step is to understand the relationships that occurred in a model of a study.

Examining the measurement models is the first step in analysing PLS-SEM results. Reflective and formative constructions have different applicable criteria. This study was only involving the use of reflective measurement model as it fits with the criteria for the model of this study.

In analysing reflective measurement model, there were four steps that were fulfilled in this study. The first step was to assess the indicator reliability. The reliability of the items in Section B, C and D of the questionnaire were evaluated for this study using indicator

reliability test while in assessing the variables, internal consistency reliability test was used. Indicator reliability was designed to examine how much of each item's variance is explained by its variable, which will demonstrate indicator reliability. Use of loadings greater than 0.708 is advised as they show that the variable accounts for more than half of the variation in the item (Hair et al., 2022). Consequently, offers enough indicator reliability.

Secondly, to assess the internal consistency reliability. Internal consistency reliability, meanwhile, was to comprehend the relationship between one item and other items, belonging to the same variable. Internal consistency dependability may be measured using three different metrics: composite reliability (Rho_A), composite reliability (Rho_C), and Cronbach's alpha. According to Hair et al. (2021), the general rule of thumb for acceptable internal consistency reliability is when composite reliability (Rho_A) is positioned between the top and lower bounds of Cronbach's alpha. One metric used to assess internal consistency dependability is Cronbach's alpha. Typically, this measure's result will be the lowest of the three for this stage. This is due to the assumption that every variable's item in the population is the same.

Next step was to assess the convergent validity. According to Hair et al. (2021), for convergent validity test, determining the length to which a variable connects is necessary to explain variation from its items. This is the goal of convergent validity assessment. Average variance extracted (AVE) from every item in each variable will be used to evaluate convergent validity. A minimum threshold of 0.50 is considered while utilising AVE. An AVE of 0.50 or greater indicates that at least 50% of the variation in each item is displayed. After then, the variable will be drawn (Hair et. al., 2021).

The last test before moving to assessing the structural model was discriminant validity. Discriminant validity was the final stage in the evaluation of the reflective

measurement paradigm. This evaluation gauges the degree to which a variable in the study's structural model differs noticeably from other variables. To evaluate discriminant validity, one might utilise the Heterotrait-Monotrait (HTMT) ratio. HTMT as the average of the item correlations over the variables. If the value is high, discriminant validity may become problematic. A value constraint of 0.90 was given by Hair et al. (2021) for a structural model with conceptually similar variables. If the HTMT value is more than 0.90, it suggests that there is no discriminant value. Nonetheless, HTMT values of 0.85 or below are regarded as appropriate provided the study's variables are better specified (Henseler et. al., 2015).

Once the measurement model is done, next step is to assess the structural model for this study. To assess structural model, there were four steps that were fulfil. First step was to assess collinearity issues. Before moving on to the next stage of the structural model assessment, a study's structural model needs to meet the VIF measurement threshold value. When a study's VIF value is more than five, collinearity problems are present (Hair et al., 2021). However, if the VIF values are in the range of three to five, collinearity problems may also arise (Hair et al., 2021).

Next step was to assess the path coefficients of the structural model. If the value zero of a path coefficient does not lie inside the 95% confidence interval, it is significant at the 5% level. Notably, the confidence intervals should be constructed using the percentile technique.

Once the path coefficients have been assessed, the next step is to assess the in-sample explanatory power. For this study, there were three tests that were conducted to assess the in-sample explanatory power.

The first test was coefficient of determination test. The purpose of this was to evaluate the in-sample explanatory power to verify that the coefficient of determination (R^2)

for the study's dependent variable is legitimate. Prior research has classified R^2 values of 0.75, 0.50, and 0.25 as considerable, moderate, and weak, respectively (Hair et al., 2022). Falk and Miller (1992), however, noted in their study that the R^2 value should be equal to or greater than 0.1.

Next test was to assess the effect magnitude (f^2). To put it another way, f^2 is used to calculate how much the coefficient of determination (R^2) changes when an independent variable is eliminated. When an independent variable is removed from a structural model, the independent variable measures the change in the squared correlation value to determine whether the dependent variable will be affected by the removal of the independent variable more strongly or less. To assess the effect size (f^2), the indicator are if the value of dependent variable is more than 0.35, it is considered as large; 0.15 to 0.35 is medium; 0.02 to 0.15 is small.

Last test was to assess the Q^2 value. Because it uses data that are excluded from variables to be predicted by utilising the blindfolding strategy in the bootstrapping calculation in SmartPLS 4.0, it is regarded as a method of evaluating in-sample explanatory power (Becker et al., 2023). A value for a dependent variable that is greater than zero indicates that the structural model has an explanatory capacity, which is important to grasp when interpreting the Q^2 value indication. A Q^2 score greater than zero (0), 0.25, and 0.50 indicate a modest, medium, and strong explanatory power, respectively.

The fourth step that was taken to assess the structural model was to assess the out-of-sample predictive power. In this step, one procedure was being introduced, namely PLSpredict. According to Shmueli et al. (2019), PLSpredict is executed by estimating the model on a training sample and assessing its prediction performance on a holdout sample. It should be noted that the holdout sample contains data that was not utilised in the model

estimate since it was isolated from the entire sample before doing the initial analysis on the training sample data.

Once both measurement model and structural model have been assess, then hypotheses for this study was tested.

3.9   Chapter Summary

This chapter discussed on the population of this study whereas it will be done in Universiti Malaysia Sarawak (UNIMAS) and nearby area in Kuching and Kota Samarahan. It also discussed on the procedure of this study where there are a few steps that must be done to make this study valid. Questionnaire development also being discussed in this chapter on how and from where the question is being adopted. Analysing data is another step that has been discussed in this chapter with relevant references being cited from previous journal articles.

CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1 Introduction

In this chapter, the results from data collection in the previous chapter will be presented. The presented results will answer the research questions and research objectives of this study.

4.2 Response Rate

267 sets of questionnaire have been distributed online by Google Form. Out of 267 sets, 204 respondents had answer 'Yes' to the question of whether they have travelled by air previously, while 26 respondents had answered 'No'. Meanwhile, there are 37 sets of questionnaire has been answered but had to be remove due to the technical errors of using the Google Form. The summary of the response rate are shown in the **Table 4.1**.

Table 4.1: Response Rate

	N	Unit (%)
Total survey sets distributed	267	100.0
Respondents answering 'YES'	204	76.4
Respondents answering 'NO'	26	9.7
Not answering due to technical errors	37	13.9
Total sets of survey used in this study	204	-

4.3   Demographic of Respondents

The table (refer **Table 4.2**) shows the respondents' gender for this study. The total respondent for this study is 204 respondents. From the 204 respondents that were asked to participate in this study, there are 148 respondents which represents 72.5 per cent of total 100 per cent is female who dominated the number of respondents in this study. Meanwhile, 56 respondents which is 27.5 per cent of total is male.

Table 4.2:   Gender

Item	N	Unit (%)
Male	56	27.5
Female	148	72.5
Total	204	100.0

For the age of respondents for this study, 180 respondents, that represents 88.2 per cent of respondents for this study aged between 18 to 24 years old has the most participation in this study. There are six respondents which represents two point nine per cent of respondents are at age below 18 years old. For the age of 25 to 34 years old, there are 16 respondents, representing seven point eight per cent of total percentage. Lastly, there are two respondents aged between 35 to 44 years old, which is one per cent of total percentage of respondents of this study (refer **Table 4.3**).

Table 4.3:   Age

Item	N	Unit (%)
Below 18 Years Old	6	2.9
18 To 24 Years Old	180	88.2
25 To 34 Years Old	16	7.8
35 To 44 Years Old	2	1.0
Total	204	100

The table below (refer **Table 4.4**) depicts the statistics for ethnicity of respondents that participated in this study. Native Sarawak has the most participation of this study, which is 61 respondents, representing 29.9 per cent of total percentage of respondents. Out of the 204 respondents, 60 of them are of Malay ethnicity. It represents 29.4 per cent of the total percentage of participants in this study. There are 43 respondents of Chinese ethnic participated in this study, which representing 21.1 per cent of total percentage. As for Indian ethnic, there are 13 respondents, which brings six point four per cent of total respondents for this study. Ethnic of Lastly, 13.2 per cent represented by 27 respondents of Native Sabah ethnicity participated in this study.

Table 4.4:   Ethnic

Item	N	%
Malay	60	29.4
Chinese	43	21.1
Indian	13	6.4
Native Sarawak	61	29.9
Native Sabah	27	13.2
Total	204	100.0

The table below (refer **Table 4.5**) shows the level of education of respondents who participated in this study. Most of the respondents are from A-Level and O-Level education, which consists of 107 respondents (52.5 per cent) of total respondents. Respondents with SPM certificate only represented by two respondents, which brings one per cent of total respondents. There are 91 respondents who have bachelor's degree level of education, representing 44.6 per cent of total respondents. Last but not least, four respondents with a

master's degree education participated in this study. They represented two per cent of total respondents.

Table 4.5:   Education

Item	N	%
SPM	2	1.0
STPM, STAM, Diploma, Foundation, Matriculation And Any Other A- Level And O-Level Of Certification	107	52.5
Bachelor's Degree	91	44.6
Master's Degree	4	2.0
Total	204	100.0

4.4   Reflective Measurement Model

This section in this chapter assesses the reflective measurement model of this study. There are four steps to assess the measurement model. The first step is to assess the indicator reliability. Next step is to assess the internal consistency reliability, before proceeding with assessing the convergent validity and finally discriminant validity. When all of the indicators for each step are fulfill, the next section should explain how structural model will affect the result of this study.

4.4.1 Indicator Reliability

The table below (refer **Table 4.6**) shows the loadings of items for this study. Notice that there are only two out of five items under Emotional Appeal, all items under Purchase Intention, all items under Rational Appeal were being shown in the table. This is because they were the only items that achieve the value of loadings > 0.708. It is recommended to use loadings above 0.708 as they indicate that the variable explains more than 50 per cent of

the item's variance (Hair et.al., 2022). Therefore, provides an indicator reliability that is acceptable.

However, there was an exception for item 4 (Rational4) of Rational Appeal as it has loading below 0.708. The inclusion of this item is because it helps improve the internal consistency reliability (Hair et.al., 2022). It will be more explained in the next section. For Explicit Memory, there were six items on the list. However, three of those items were a distractor. Therefore, it was not required to be analyse for this study (Kendro and Narhetali, 2018). The remaining three were the targeted items that respondents should have a positive answer (Agree and Strongly Agree) for their responds. The three targeted items were the only items that were analysed for this study (Kendro and Narhetali, 2018).

Lastly, there was only one item in there that achieves the value of loadings required. Notice that Implicit Memory items were not included in this study. This is because this study of implicit memory was using the mean score from word fragment test which also included in the online survey distributed to the respondents.

Table 4.6:   Item Loadings

Items	Emotional Appeal	Rational Appeal	Explicit Memory	Purchase Intention
Emo1	0.904			
Emo3	0.890			
Rational1		0.762		
Rational2		0.756		
Rational3		0.817		
Rational4		0.557		
Explicit2			1.000	
Purchase1				0.805
Purchase2				0.869

Table 4.6   continued

Purchase3				0.760
Purchase4				0.874
Purchase5				0.800
Purchase6				0.864

4.4.2   Internal Consistency Reliability

Table below (refer **Table 4.7**) shows the internal consistency reliability of variables in this study. It is the second step of the reflective measurement model. This step is to understand how one item associated with other items of the same variable. There are three measures for internal consistency reliability, namely Cronbach's alpha, composite reliability (Rho_A) and composite reliability (Rho_C). Hair et. al. (2021) mentioned that rule of thumb for internal consistency reliability to be acceptable is when composite reliability (Rho_A) is position between Cronbach's alpha as a lower boundary and composite reliability (Rho_C) as the upper boundary.

Cronbach's alpha is one of the measure being used for internal consistency reliability. Usually the value of this measure will be the lowest among the three measures for this step. This is because it assume that all items in a variable is the same in the population. In the table above, rational appeal variable has a value of 0.698, lower than the 0.70 threshold. This is due to the addition of item Rational4 in Table 4.5 that has a value of loading below 0.708, which is the threshold to check on outer loadings (Hair et. al., 2021). The addition of this item is because it does not comply with Hair et. al. (2021) suggestion that Chronbach's alpha should be the lower boundary of internal consistency reliability of this study.

Composite reliability (Rho_C) is one of the major measure being used in PLS-SEM. The idea of this measure would be the higher the value will indicate higher level of reliability. However, the values of above 0.90 are consider problematic, while values of above 0.95 are consider as redundant. For this study, composite reliability (Rho_C) was calculated at above 0.817. The least which was rational appeal variable and the highest was purchase intention variable with the value of 0.930.

There is also composite reliability (Rho_A) to measure internal consistency reliability. Dijkstra and Henseler (2015) proposed composite reliability (Rho_A) as oppose to composite reliability (Rho_C) by Chin (1998) as composite reliability (Rho_C) is deemed to be inconsistent by Dijkstra and Henseler (2015). The difference between these two measure is composite reliability (Rho_C) use items' loadings while composite reliability (Rho_A) use items' weights, beside there is a high likeability for composite reliability (Rho_C) to overestimate the true reliability in a variable score.

Due to composite reliability (Rho_A) is a much more consistent compare to other two measures, it has highly likely to lie itself between Cronbach's alpha and composite reliability (Rho_C). It is being shown in the Table 4.6 that composite reliability (Rho_A) values are between Cronbach's alpha and composite reliability (Rho_C).

Table 4.7:   Internal Consistency Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Emotional Appeal	0.758	0.760	0.892
Rational Appeal	0.698	0.714	0.817
Purchase Intention	0.909	0.912	0.930

4.4.3 Convergent Validity

Next step in reflective measurement model is to assess the convergent validity of each variable. It is being mentioned by Hair et. al. (2021) that the purpose to assess convergent validity is to know until what length a variable connect when to explain variance from its items.

To assess convergent validity, average variance extracted (AVE) from all items of each variable will be used. A threshold for using AVE is consider at 0.50 at the minimum. AVE that is 0.50 and higher means that each item shows 50 per cent or more of items' variance. Then, it will draw up the variable (Hair et. al., 2021).

For this study, all variables had an AVE of above 0.50 (refer **Table 4.8**), which fulfill the threshold suggested (Hair et.al., 2021). Once this step was done, the next step, which was also the last step of reflective measurement model was to assess the discriminant validity.

Table 4.8:   Assessment of Convergent Validity

	Average Variance Extracted (AVE)
Emotional Appeal	0.805
Rational Appeal	0.533
Purchase Intention	0.689

4.4.4 Discriminant Validity

The last step to evaluate reflective measurement model is discriminant validity. This assessment measure until what length a variable is clearly different from other variable in the structural model of this study. Heterotrait-Monotrait (HTMT) ratio can be use to assess discriminant validity.

The HTMT can be understand as the mean value of items correlations over variables. Discriminat validity might become a problem if the value is high. Hair et. al. (2021) proposed a value bound at 0.90 for structural model with variable that conceptually alike. HTMT value of above 0.90 would propose that discriminant value does not exist. However, if variables in the study are more well-defined, HTMT value of 0.85 or lower are consider acceptable (Henseler et. al., 2015).

For this study, all reflective variables were below the suggested value of HTMT of 0.85 (refer **Table 4.9**). The highest value from the variables was 0.180. Therefore, supporting discriminant validity.

To conclude, all measure in reflective measurement model evaluation were met. Therefore, it provide the support needed for the measure to be reliable and valid.

Table 4.9: Discriminant Validity

	Emotional Appeal	Explicit Memory	Implicit Memory
Rational Appeal		0.077	0.072
Explicit Memory	0.025		
Implicit Memory	0.021		
Purchase Intention		0.180	0.105

4.5   Structural Model

In the previous section, reflective measurement model has been done to ensure the variables for this study is reliable and valid. This section will proceed on the next step which is to assess the structural model of this study. There are a few steps to assess the structural model for this study. In addition to assessing the collinearity issues, it is important to address and assess the path coefficients of the structural model. Other than that, assessing the in-sample explanatory power and out-of-sample predictive power also consider as the steps to assess the structural model of this study before proceed with testing the hypotheses of this study.

4.5.1   Collinearity Issues

Table below shows the variance inflation factor (VIF) value to assess the collinearity issue of structural model for this study (refer **Table 4.10**). The first step to assess structural model is to check for potential collinearity issues of a study.

A structural model of a study must fulfill the threshold value for VIF measurement in order to proceed to next step of assessing the structural model. VIF values of above five indicate that there is a collinearity issue of a study (Hair et. al., 2021). However, collinearity issues also can happen if the VIF values are between three to five (Hair et. al. 2021).

For this study, the VIF values of all variables were below the threshold value of five. Therefore, it can be said that collinearity is not a problem for this study. For this matter, it is now possible to proceed to the next step of assessing the structural model of this study.

Table 4.10:   VIF Values

Variables	Purchase Intention
Emotional appeal	1.001
Rational appeal	1.005
Explicit memory	1.004
Implicit memory	1.001

4.5.2   Assessing the Path Coefficients of Structural Model

Table below shows the path coefficients of variables in this study (refer **Table 4.11**). H1 implies that emotional appeal has a positive and significant relationship on implicit memory. Result from this study disclose that emotional appeal had an insignificant impact on explicit memory (β = -0.004, t = 0.051, p = 0.959).

H2 implies that emotional appeal has a positive and significant relationship on implicit memory. Result from this study disclose that emotional appeal had an insignificant impact on explicit memory (β = 0.023, t = 0.416, p = 0.677).

H3 is to imply that rational appeal has a positive and significant relationship on implicit memory. Result from this study disclose that rational appeal had an insignificant impact on implicit memory (β = - 0.036, t = 0.613, p = 0.540). H3 was not supported.

H4 is to imply that rational appeal has a positive and significant relationship on explicit memory. Result from this study disclose that rational appeal had an insignificant impact on explicit memory (β = 0.057, t = 0.688, p = 0.492).

H0 is to imply that implicit memory has no influence on purchase intention. Result from this study disclose that implicit memory had an insignificant impact on purchase intention ($\beta = -0.090$, t = 1.27, p = 0.204).

H6 is to imply that explicit memory has influence on purchase intention. Result from this study disclose that explicit memory had a significant impact on purchase intention ($\beta = 0.150$, t = 2.267, p < 0.05).

It can be conclude that explicit memory to purchase intention path was considered as significant (p < 0.05) and it was being supported by t value greater than 1.96 (t = 2.267). Apart from explicit memory to purchase intention path, the other paths were insignificant (p > 0.05). While, H0 fail to reject the null hypothesis (p > 0.05).

Table 4.11: Path Coefficients Table

Paths	β	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	2.50%	97.5%
EA -> IM	-0.004	0.087	0.051	0.959	-0.160	0.179
EA -> EM	0.023	0.054	0.416	0.677	-0.087	0.125
RA -> IM	-0.036	0.058	0.613	0.540	-0.149	0.079
RA -> EM	0.057	0.084	0.688	0.492	-0.136	0.199
IM -> PI	-0.090	0.071	1.270	0.204	-0.219	0.061
EM -> PI	0.150	0.066	2.267	0.023	0.020	0.278

*Indicators: EA= Emotional Appeal, RA= Rational Appeal, IM= Implicit Memory, EM= Explicit Memory, PI= Purchase Intention

4.5.3 Assessing In-sample Explanatory Power

This section of study is to assess the in-sample explanatory power of this study. There are a few ways that are being used to assess it, namely using the R^2 value measure, f^2 and Q^2 value.

The table below is a coefficient of determination (R^2) table of dependent variable. The dependent variable for this study is purchase intention. This section of study is to assess the in-sample explanatory power in effort to confirm coefficient of determination (R^2) is valid for dependent variable of this study. In previous studies, R^2 with the value of 0.75, 0.50 and 0.25 are considered as substantial, moderate and weak (Hair et.al., 2022). However, in their study Falk and Miller (1992) mentioned that the value for R^2 be equal or more than 0.1. For this study, R^2 value of dependent variable was 0.158. This can be explain as there is 15.8 per cent change in the dependent variable, namely purchase intention can be explain by independent variables namely implicit memory and explicit memory. Hence, the in-sample explanatory power is established.

Table 4.12: Coefficient of Determination (R^2) Table

Variable	R-square
Purchase Intention	0.158

Next is to assess the effect size (f^2). To better known, f^2 is to estimate the change in coefficient of determination (R^2) when a independent variable is remove. In structural model, when a independent variable is remove from it, the independent variable measure the variation in squared correlation value and to make sure whether excluding the independent variable can has a weak or strong effect on the dependent variable. **Table 4.13** below shows the f^2 value of structural model in this study.

For this study, independent variables are implicit memory and explicit memory. They are considered as independent variables because this study only aim to study the direct relationships between variables.

To assess the effect size (f^2), the indicator are if the value of dependent variable is more than 0.35, it is considered as large; 0.15 to 0.35 is medium; 0.02 to 0.15 is small. For this study, effect size for implicit memory was 0.01 and is considered as small. This means that the independent variable namely implicit memory only contributed to a small change in the dependent variable if it was remove from the model. As for explicit memory, it has the effect size of 0.027, which was also considered as small and it also means it only contributed to a small change in the dependent variable if it was remove from the model.

Table 4.13: Effect Size (f^2) Value

Variables	Implicit Memory	Explicit Memory	Purchase Intention
Implicit Memory			0.01
Explicit Memory			0.027

Another way to assess the in-sample explanatory power is to calculate the Q^2 value. **Table 4.14** below shows the Q^2 predict value of the dependent variable, namely purchase intention. It is considered as a way to assess in-sample explanatory power because it make use the data that are dismiss from variables to be predicted by using blindfolding technique in bootstrapping calculation in SmartPLS 4.0 (Becker et. al., 2023). To understand the indicator for Q^2 value, value that is more than zero for a dependent variable will means there is a explanatory power in the structural model. Q^2 value of above zero (0), 0.25 and 0.50 will show that there is a small, medium and high explanatory power. In the table above, the value

was above zero but below 0.25. Therefore, it indicated there was a small explanatory power in the structural model of this study.

Table 4.14: Q^2 Value

Variable	Q²predict
Purchase Intention	0.081

4.5.4 Evaluating Out-of-Sample Predictive Power

This section of this chapter is to predict the out-of-sample predictive power of this study. The table below shows the PLSpredict results for this study.

PLSpredict involves when estimating the structural model on a trained sample and evaluate its predictive performance on holdout sample (Shmueli et. al., 2019). The results in the **Table 4.15** is from k-fold cross-validation procedure from PLSpredict. From the table above, it can be depict that the means absolut error (MAE) value of the dependent variable items were being used. This is because the predictions error is not symmetrically distributed. For that reason, MAE was being used for this study. Root mean square error (RMSE) can be use when it is highly symmetrically distributed (Shmueli et. al., 2019).

For this study, all dependent variable's items had a Q^2 value of more than 0. Therefore, it can be said that it had a small predictive power. Out of the six items above, five of the items namely Purchase1, Purchase2, Purchase3, Purchase4 and Purchase5 had a lower **PLS-SEM MAE** compare to **LM-MAE** apart from item namely Purchase6. This was being shown in the **MAE difference** column in the **Table 4.15**. Therefore it can be said that the model has a medium predictive power.

Table 4.15:　PLSpredict Results

Items	Q²predict	PLS-SEM_MAE	LM_MAE	MAE difference
PURCHASE1	0.030	0.755	0.768	-0.013
PURCHASE2	0.046	0.726	0.736	-0.010
PURCHASE3	0.088	0.685	0.691	-0.006
PURCHASE4	0.057	0.700	0.706	-0.006
PURCHASE5	0.047	0.673	0.690	-0.017
PURCHASE6	0.074	0.732	0.727	0.005

*Indicators: PLS-SEM= Partial Least Square-Structural Equation Modelling, LM= Linear Model, MAE= Mean Absolute Error

4.5.5　Hypotheses Testing

For this section of this chapter, hypotheses for this study will be assess. Table below shows the hypotheses and the results from this study.

Table 4.16:　Summary of hypotheses and results

Hypotheses	Result
H1: Emotional appeal will have a positive and significant relationships with implicit memory.	Rejected
H2: Emotional appeal will have a positive and significant relationships influences towards explicit memory.	Rejected
H3: Rational appeal will have positive influences towards implicit memory.	Rejected
H4: Rational appeal will have positive influences towards explicit memory.	Rejected
H0: Implicit memory will not influence purchase intention.	Accepted
H6: Explicit memory will influence purchase intention.	Accepted

Hypotheses of this study were tested to find out the significance of the relationship of variables in this study. By referring to **Table 4.16**, hypotheses for this study will be evaluated. H1 evaluates whether emotional appeal has a positive and significant relationship on implicit memory. Result from this study disclose that emotional appeal had an insignificant impact on explicit memory (β = -0.004, t = 0.051, p = 0.959). Therefore, H1 was not supported.

H2 evaluates whether emotional appeal has a positive and significant relationship on implicit memory. Result from this study disclose that emotional appeal had an insignificant impact on explicit memory (β = 0.023, t = 0.416, p = 0.677). Hence, H2 was not supported.

H3 is to assess whether rational appeal has a positive and significant relationship on implicit memory. Result from this study disclose that rational appeal had an insignificant impact on implicit memory (β = - 0.036, t = 0.613, p = 0.540). H3 was not supported.

H4 is to assess whether rational appeal has a positive and significant relationship on explicit memory. Result from this study disclose that rational appeal had an insignificant impact on explicit memory (β = 0.057, t = 0.688, p = 0.492). Therefore, H4 was not supported.

H0 is to imply that implicit memory has no influence on purchase intention. Result from this study disclose that implicit memory had an insignificant impact on purchase intention (β = - 0.090, t = 1.27, p = 0.204). In conclusion, H0 fail to reject the null hypothesis and therefore the hypothesis was supported.

H6 is to assess whether explicit memory has influence on purchase intention. Result from this study disclose that implicit memory had a significant impact on purchase intention (β = 0.150, t = 2.267, p < 0.05). To conclude, H6 was supported.

4.5.6 Chapter Summary

This chapter discusses the results that has been analysed for this study. It also explained the indicator that was needed in order for the results to be valid.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1   Introduction

This chapter will summarize the result and answer the question that has been set in the early part of this study. It will start by looking back on the basis of this study, besides discussing the findings from this study. Understanding the implication from the aspect of theoretical and practical of this study will be the next discussion in this chapter, before proceeding to discuss the future suggestion of this study and finally to conclude the chapters in this study.

5.2   Review of the study

The use of advertising in recent years has been the motivation of this study, especially the use of online advertising. Multinational companies usually use a broad channel of advertising to promote and market their products. For the case of airlines, other than AirAsia, locally Malaysia Airlines as well utilise YouTube to advertise their brand.

The use of YouTube as one of the channel for airlines, for example the likes of AirAsia to promote their products such as new destinations and merchandise can help to reach a wider target audience and lead to more engagement. AirAsia, among the world's largest low-cost airline has a knack of launching new destination into their ever-wider list of destinations every year.

By prioritise promoting their brand and products in YouTube, AirAsia can also targeting new niche market, as well as introduce themselves to the population that are a bit sceptical of their existence. At the same time, it also indirectly promote the brand of AirAsia

throughout the world. In regards to that, applying the right advertising appeals for its advertisements will give a different and more focused effect on its marketing strategy.

5.3 Findings of the study

Previous study (Kendro & Narhetali, 2018) addressed how advertising appeals such as rational appeals and emotional appeals may have a positive influence towards implicit and explicit memory. Therefore, this study aim to understand whether there is any relationship between them. This study also aimed to examine the relationship between implicit and explicit memory with purchase intention. Table below shows the recap summary for all of the hypothesis, research question and research objectives of this study (refer **Table 5.1**).

Table 5.1: Summary of Hypothesis

Hypothesis	Research Questions	Research Objectives
H1: Emotional appeal will have a positive and significant relationships with implicit memory	RQ1: To what extend does emotional appeal affect customer implicit memory?	RO1: To investigate the relationship between emotional appeal with implicit memory and explicit memory.
H2: Emotional appeal will have a positive and significant relationships influences towards explicit memory	RQ2: To what extend does emotional appeal affect customer explicit memory?	
H3: Rational appeal will have positive influences towards implicit memory	RQ3: To what extend does rational appeal affect customer implicit memory?	RO2: To study the relationship between rational appeal with implicit memory and explicit memory.
H4: Rational appeal will have positive influences towards explicit memory	RQ4: To what extend does rational appeal affect customer explicit memory?	
H0: Implicit memory will not influence purchase intention.	RQ5: To what extend does customer implicit	RO3: To examine the relationship between implicit

	memory affect purchase intention?	and explicit memory with purchase intention.
H6: Explicit memory will influence purchase intention.	RQ6: To what extend does customer explicit memory affect purchase intention?	

Findings of this study may help to answer the questions and objectives that has been stated in the early chapter of this study. It can be mention that there is a negative relationships between emotional appeal and implicit memory. Based on the hypothesis 1, it is not supported. Emotional appeal affected negatively on implicit memory. However, Williams (2000) findings was contradict to this study's findings as it was found out that superior emotional appeals may drive the memory. For current study, memory was tested immediately after the participants watched the YouTube advertisements of AirAsia, therefore it differs from studies by Riemer and Noel (2021), as well as Kendro and Narhetali (2018). In addition, the previous studies occured in a control environment, whereas this study depended on the effort of participants to stay focus throughout the survey. This study also tested different demographics of respondents compare to study by Kendro and Narhetali (2018), whereas students were the subject of their study. This could lead to different perception and opinion as there are different age groups that participated in this study, compared to only one group in the previous study. This may explain the negative relationship of hypothesis 1. Williams (2000) also mentioned that explicit memory performed better after expose to emotional appeals which may also explain the results for hypothesis 1.

It can be concluded there is a weak relationship between emotional appeals and explicit memory. Therefore, hypothesis 2 is not accepted. Riemer and Noel (2021) study found out that emotional appeals had a negative effect on memory, namely immediate

memory but a positive effect on delayed memory. Immediate memory here define as test on memory that being done immediately (for example 15 minutes) after exposure, for example exposure on emotional-appeals-contain advertisements. While, delayed memory here define as test on memory that being done some time later (for example 2 days) after exposure to emotional-appeals-contain advertisement. Besides, study by Riemer and Noel (2021) also were conducted in lab, while this study was conducted as a field study. A better result can be obtain from this study if the same procedure with Riemer and Noel (2021) was to employ on this study. To answer the research question 2 and objective 1 of this study, emotional appeals only being affected merely by the explicit memory and there is a weak relationship between the variables namely emotional appeals and explicit memory.

There is a negative relationship between rational appeals with implicit memory for hypothesis 3. To answer the research question and objective, rational appeals insignificantly affect the implicit memory of the participants in this study. This results mean that this study has a different outcome compare to the previous study (Kendro & Narhetali, 2018). Santoso et. al. (2022) proved in their study that low attention also can generate attentive in advertising appeals. They also mentioned the current trend of being inattentiveness to advertising. However, their study were focusing on branded content that appeare in social media such as Facebook, while this study focusing on the airline advertisements from YouTube. This perhaps the reason for the weak relationship between the variables in this study. Therefore, the amount of attention for each participants may be different to one another. Williams (1999) has suggested the condition of being involved as the way for rational appeals to affect the memory. This perhaps being the reason of the negative and weak relationship for hypothesis 3.

There is a negative relationship between rational appeals and explicit memory for hypothesis 4. Therefore, hypothesis 4 is rejected. To answer the research question and objective, this study highlighted the negative effect of rational appeals towards explicit memory. This result is differ in comparison to Kendro and Narhetali (2018)'s study. Williams (1999) and Nguyen (2014) argued that involvement may moderate the strength of rational appeals and explicit memory as it has been proved in their studies. Though, it can be mention that their studies were both conducted as a field study, indifferent to this study. Advertisements used in their study were also indicated the use of real study, identical to this study. The background of participants from their study were the same to this study. Therefore, it can be said that the only different were the use of involvement as the moderation in their study that may prove the different outcome of their study.

There is a negative relationship between implicit memory with purchase intention. Thus, it fail to reject the null hypothesis. Therefore, the hypothesis is accepted. To answer the research question and objective, this study shown that there is an insignificant effect on explicit memory and there is a negative relationship between the variables. However, in previous study, it has been reported that there is no direct relationship between implicit memory and purchase intention (Lyons, 2013). Other explanation for this result is that without the affective stages (attitude), consumers might skip conative and go for impulsive purchase (Williams, 1999). With that being said, adding the affective stage might create a different result for this study.

For hypothesis 6, there is a relationship between explicit memory with purchase intention. Therefore, the hypothesis is accepted. To answer the research question and objective, explicit memory does affect purchase intention and therefore recognize the existence of a relationship between the variables. This finding also being supported by Bai

and Kim (2020) and Adis and Kim (2013). However, the relationship is consider as weak which also being supported by Lyons (2013). Thorson et. al. (1992) also mention that the relationship may occur between memory and purchase intention. However, it is not being mention whether the relationships are positive or negative. Study by Bai and Kim (2020) were conducted with the presence of moderator variables which may explain the existence of a relationship in their study. This study, though and Lyons (2013) were without the presence of moderator variables which may explain the weak relationship between explicit memory and purchase intention.

5.4   Contribution of Study

The results from this study has shed more lights on the implications from the aspect of theoretical and practical of body of knowledge for this particular subject.

5.4.1   Theoretical Contribution

This study managed to uncover the relationships between explicit memory and purchase intention. Though the relationship is considered as weak, it is fairly important in understanding and acknowledging the existence of relationships between this two variables. This study may help to put more light for future study, especially understanding the role of memory in purchase intention of consumers.

Secondly, this study also managed to emphasize the need of understanding more impact on the different sequence of stages in the hierarchy of effects model. However, it is even more important to provide extensive studies on how it will impact the memory of consumers. Understanding the importance of the sequence of stages in hierarchy of effects may provide a better results in future studies.

5.4.2 Practical Contribution

Focusing on low-cost airlines, players in the aviation sectors should realise how important it is to pick and apply the right advertising appeals for the benefits of their advertisements. As the role of advertisements in any industry is getting bigger, it is important to understand that with the emergence of Internet Of Things (IoT) and big data among others, to find the right appeal to being use in creating a model for promotion and advertising is really important as it may help the success of a promotional campaign of a company, in this study on AirAsia.

Other than that, on a general note, industy players of the same industry that are involves in promoting and advertising premium products such as Malaysia Airlines Berhad (MAB), Qatar Airways and Singapore Airlines, to name a few also will be interested in understanding the depth of importance of knowing to use the right advertising appeals for its customers.

In the aspect of theoretical, large audience for this study will be students and researchers. Understanding the impact and influence of advertising appeals namely emotional appeal and rational appeal will be the main topic of discussion and provide a clearer comprehension on how emotional appeal and rational appeal works in advertisements. The role played by emotional appeal and rational appeal in this study have been important. This has been prove by the in-sample explanatory power that shown the small explanatory power when it act as independent variables.

Besides, they will also looking forward on what type of relationship will happen when implicit and explicit memory being added in future studies. As this study proofs that there is a relationship between both explicit and implicit memory towards purchase intention,

it is important to understand and comprehend how it will work if other advertising appeals were to being used in future studies.

It is important to note the importance of depending variable namely purchase intention when it is being added in a framework such as this. As it provided a medium predictive power for this study, this means that it may help to predict a new observations in the future. More studies can be done in future when dealing with dependent variable such as purchase intention.

The use of SmartPLS to assess the measurement model and structural model of this study also will be particularly excites the younger and future researchers. As it is deemed as the future of statistical software, SmartPLS can help future studies to navigate with more complex model, besides helping to estimates items and structural routes, as well as to predict the relationship in future study.

It is important to note that this study is not based on in-house experiment. In an in-house experiment, every respondent will answer the questions in a given time. However, for this study, as being suggested by Riemer and Noel (2021), was conducted based on real-world advertisements and the respondents are volunteer. Therefore, the result from this study has proof that there is a different in results compared to previous studies.

5.5   Limitations and Suggestions for Future Studies

There are a few limitations in this study that can be addressed in the future study. Respondents that were involve in this study were not fully ready to take part in this study. It is because that they have been approaced without them knowing it earlier. In previous studies, respondents were picked from a certain centres or institutions. The intention of the

researchers have been told earlier with a consent letter explaining the purpose of the study they wanted to conduct. Therefore, the respective respondents have some time to prepare themselves mentally, in which may help them to be more attentive to participate in this study.

This study also did not suggest the use of moderator variables that may explain the low explanatory and predictive power of model for this study. It is because this study only aim to understand and notice the influence and relationships of respective variables, not trying to understand the strength of the model.

This study also challenge the stages in hierarchy of effect model, in which this study focus on the cognitive and conative stages of the model. This study did not involve the affective stage, which may lead to the results being reported in this chapter and the previous chapter.

From the above limitations, this study propose few suggestion for future studies. It is suggested to set a proper plan to set up this study before conducted it with future respondents. It would be a wise thing to conduct a pilot test before proceed with distributing the questionnaire to respondents. In an ideal world, conducting this study in a room with all the respondents present can help to get an even precise results when analysing the data from the study. However, it is important for the respondents to have no knowledge about this study as knowing a little about this study may help the respondents to mentally prepare for the experiment.

For future studies, it is a wise decision to recruit respondents from any background of study. This can help the future researchers to get a sensible results from their studies, as well as decreasing the biasness in the study.

Adding a moderator variables for future studies can help to create more sensible results and to understand the strength of model for the study. Besides, using different advertising appeals also can shed more lights on advertising from the aspect of contributing to the body of knowledge. For example, adding sexual appeals and fear appeals can helps to understand the depth and the art of creating a suitable advertisements for future promotional campaign. Moreover, using different dependent variables also can help to contribute to body of knowledge. For example, using customer satisfaction as dependent variable can help to understand how satisfied a customer can be when buying products from AirAsia.

Introducing the affective stage from hierarchy of effects model may help to provide a more significant results in future studies. In addition, experimenting with difference sequence compare to the normal sequence (cognitive-affective-conative) may help to shed more light to this area of knowledge.

5.6   Conclusion

To conclude this study, the objective of this study is to investigate the relationship between emotional and rational appeal with implicit and explicit memory, besides to examine the relationship between implicit and explicit memory with purchase intention.

This study has found out that no significant relationship between both emotional and rational appeal with implicit and explicit memory. However there is a relationship between explicit memory with purchase intention, which defies the odds of previous studies that proved no relationship between them. This study has also recommended the direction for future research by adding different types of advertising appeals such as sexual appeals and fear appeals being added to future studies. Besides, adding a moderator variables can help

to understand the strength of the model of the study. Moreoever, by adding different dependent variables such as customer satisfaction can understand the effect of using advertising appeals in advertisements from different angles.

This study has indeed shed new lights on how relevant parties see advertising appeals for their own use. Besides contributing to the body of knowledge, there is much more potential that is yet to be discovered in understanding the role of advertising appeals in creating a better advertisements for future use. It is important to look at this study positively so that it can help to navigate the future of advertising to become more relevant to all players in any industry, especially in the airlines industry than it is now.

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