

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING



DISSERTATION RESEARCH PROJECT

**THE INFLUENCE OF AD CONTENT, VISUAL PRODUCT AESTHETIC AND
PUBLIC OPINION TOWARDS CONSUMER ATTITUDE ON ADVERTISING. A
MULTI DEVICE STUDY OF DESKTOP AND MOBILE DEVICE**

A RESEARCH PROJECT SUBMITTED BY

VANNESA MUNASHE MUSHOKORI

B201852B

**A DISSERTATION SUBMITTED IN THE PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE BACHELOR OF COMMERCE HONOURS
DEGREE IN MARKETING.**

RELEASE FORM

NAME OF AUTHOR : VANNESA M MUSHOKORI

STUDENT NUMBER : B201852B

**TITLE OF THE PROJEC : THE INFLUENCE OF AD CONTENT, VISUAL
PRODUCT AESTHETIC AND PUBLIC
OPINION TOWARDS CONSUMER
ATTITUDE ON ADVERTISING. A MULTI
DEVICE STUDY OF DESKTOP AND
MOBILE DEVICE. A CASE STUDY OF
JAMES NORTH PVT LTD**

PROGRAM : BBS HONOURS DEGREE IN MARKETING

YEAR GRANTED : 2025

Permission is hereby granted to Bindura University of Science Education Library produce copies for scholarly and scientific research only. The author does not reserve all other publication rights and the research project nor may extensive extracts thereof be made or otherwise reproduced without the authors written permission.

Student Signature VMushokori..... Date 08/10/25.....

APPROVAL FORM

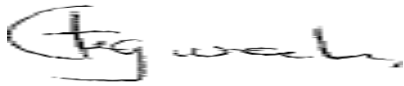
The undersigned authorities hereby certify that they have reviewed and recommended for approval by Bindura University of Science Education the research project entitled: **The influence of ad content, visual product aesthetic and public opinion towards consumer attitude on advertising. A multi device study of desktop and mobile device** submitted by **Vannesa Munashe Mushokori** in partial fulfillment of the requirements of the **Bachelor of Business Studies (Honors) Degree in Marketing.**

Vannesa Mushokori

...../08/10/25.....

STUDENT SIGNATURE

DATE



...../08/10/25.....

SUPERVISOR SIGNATURE

DATE

MukuchaP

/08/10/25.

DEPARTMENT CHAIRPERSON SIGNATURE

DATE

DEDICATION

I dedicate this dissertation to my beloved parents, siblings, friends and Dr Chingwaru for all their unmatched support and lastly for being a powerful source of encouragement throughout my academic life.

ABSTRACT

The purpose of this study was to examine the effects of ad content, visual product aesthetics and public opinion towards consumer attitude on advertising. A multi- device study was conducted using desktop and mobile device. A conceptual framework was developed to help link existing practical and theoretical knowledge gaps in the relationship between the variables. Three dimensions were proposed and tested. The general purpose of the study was to assess the effects of ad content, visual product aesthetic and public opinion towards consumer attitude on advertising. As noted, multi-device study using desktop and mobile. The specific purposes of the study were to examine the effects of ad content towards consumer attitude on advertising via different device desktop and mobile, to assess how visual product aesthetic affects consumer attitude on the digital advertising, to assess the role of public opinion towards consumer attitude on advertising. The sample size was 300 urban consumers. The study used quantitative data collection procedures using questionnaire that was physically distributed by the researcher. The statistical package for social science (SPSS) Amos version 26 was used as a quantitative software package to analyze quantitative data. The results were summarized as figures.

ACKNOWLEDGEMENTS

I would like to express my heartfelt appreciation to everyone who contributed to the success of this dissertation. I am thankful to God for the gift of life, wisdom and strength. I give my gratitude to Dr Chingwaru my supervisor who provided valuable expertise, guidance and encouragement. I am greatly thankful to the department lecturers who offered helpful insights and assistance. Special thanks to my family and friends who were pillars of strength, offering unwavering support and motivation.

TABLE OF CONTENTS

RELEASE FORM.....	ii
APPROVAL FORM	iii
DEDICATION.....	iv
ABSTRACT	v
ACKNOWLEDGEMENTS	vi
TABLE OF CONTENTS.....	vii
LIST OF TABLES	xi
LIST OF FIGURES	xii
CHAPTER I.....	1
INTRODUCTION.....	1
1.0 Introduction	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem.....	3
1.3 Objectives.....	4
1.4 Research Hypothesis	4
1.5 Significance of the study	5
1.5.1 To the organization.....	5
1.5.2 To the researcher	5
1.5.3 To the university	5
1.6 Assumptions of the study.....	5
1.7 Delimitations of the study.....	5
1.8 Limitations of the study	6

1.9 Definition of terms	6
1.9.1 Advertising	6
1.9.2 Ad Content	6
1.9.3 Visual Product Aesthetic	7
1.9.4 Public Opinion	7
CHAPTER II	9
LITERATURE REVIEW	9
2.0 Introduction	9
2.1 The theoretical literature.....	9
2.1.1 Ad content	9
2.1.2 Visual Product Aesthetic	11
2.1.3 Public Opinion	13
2.1.4 Consumer attitude	15
2.2. Theoretical Literature	17
2.2.1 The Elaboration Likelihood Model (ELM) and Ad Content.....	18
AESTHETICS RESPONSE THEORY.....	21
Figure 2.2: Aesthetic response Theory	22
2.3 Empirical Evidence and Hypothesis Development	25
2.3.1 Ad content and consumer attitude	25
2.3.3 Consumer Attitude and Public Opinion	27
2.5. Summary.....	30
CHAPTER III.....	31
RESEARCH METHODOLOGY.....	31
3.0 INTRODUCTION	31
3.1 Research Philosophy	31

3.2 Research Design	32
3.3 Target Population	32
3.4 Sample Size	32
3.5 Sampling Procedures and Techniques	33
3.6 Data Collection Methods	33
3.6.1 Primary Data.....	34
3.6.2 Questionnaire	34
3.6.3 MEASUREMENT SCALES.....	35
3.6.3.1 Ad Content	35
3.6.3.2 Visual Product Aesthetic.....	35
3.6.3.3 Public Opinion	35
3.6.3.4 Consumer Attitude	36
3.7 Validity and Reliability of data.....	36
3.8 Data Analysis and Presentation Procedures.....	36
3.9 Ethical Consideration	37
3.10 Summary.....	37
CHAPTER IV	38
DATA ANALYSIS AND PRESENTATION	38
4.0 Introduction	38
4.1 Questionnaire response rate.....	38
4.1.2 Profile of Demographic	39
4.3 Measurement Model	42
4.4 Hypothesis Testing	44
4.4.1 Summary	47
CHAPTER V	48

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	48
5.0 INTRODUCTION	48
5.1 Summary of Findings	48
5.2 Conclusions	49
5.3 Recommendations	49
5.4 Suggestions for future Research	50
REFERENCES	51
APPENDIX 1: QUESTIONNAIRE	55
APPENDIX 2: SIMILARITY INDEX	65
.....	67

LIST OF TABLES

Table 1 Sample size for various population sizes at a 95% level of certainty.....	33
Table 2 Questionnaire Response Rate.....	38
Table 3 Demographic Profile of Respondents	39
Table 4 Composite Reliability, Average Variance Extracted and Shared Variance .	43
Table 5 Hypothesis Testing Results	46

LIST OF FIGURES

Figure 1: James North Pvt Ltd	3
Figure 2.1 The Elaboration Likelihood Model.....	18
Figure 3 Aesthetic Response Theory	22
Figure 4 Social Response Theory and Public Opinion.....	24
Figure 5 Conceptual Frame work.....	29
Figure 6 Measurement Model	42
Figure 7 Structural Model for the Study	45

CHAPTER I

INTRODUCTION

1.0 Introduction

This study aims to examine how Ad content, visual product aesthetic and public opinion influence consumer attitude on online advertizing across desktop and mobile device. This chapter introduces and summarizes the study that the researcher carried out. In this chapter, the researcher gives an outline of the study's background, states the problem, outlines research goals, hypotheses, significance, assumptions, boundaries, and limitations of the study.

1.1 Background of the Study

Digital marketing has increasingly taken a central role in how businesses advertise their products. Due to vast growth in the use of the Internet, customers now predominantly use online advertising to find information about products and services. The success of advertising rests on few dimensions such the message of the advertisement, attractiveness of product presentation, and implication of social pressure with reviews and testimonials (Kotler & Keller, 2016).

Personal protective equipment (PPE) manufacturers advertising is not merely about attracting buyers but also about building trust and making their products look like safe and sound choices. In contrast to everyday clothing personal protective equipment (PPE) is purchased largely for its protective features instead of fashion appeal. However, these items present themselves in an advancement can also play a tremendous role in how consumers

perceive them. Studies show that quality support mages properly structured content might enhance perceived product value and trust (Kapfere, 2012).

Additionally public sentiment has become a powered factor in shaping consumer attitudes. Consumer feedback, user ratings, and social media posts have the potential to greatly impact a brand's reputation (Grewal et al, 2019). A positive public sentiment towards a personal protective clothing and equipment brand can enhance consumer confidence, whereas negative perceptions ca discourages prospective consumers even if the product is safe. Further, the advent of multi-device advertising has presented fresh challenges and opportunities.

Research indicates that users interact with desktop and mobile ads differently. Desktop consumers have higher attention spans and are more likely to read comprehensive product descriptions, whereas mobile consumers like concise, visually appealing content (Lamberton & Stephen, 2016). It is crucial for PPE manufacturers to understand such differences in behavior so they can create successful digital marketing campaigns that cater to each device. With these dynamics in perspective, it is necessary to consider how visual product aesthetic, ad content, and public opinion shape consumers' attitudes toward PPE advertising on desks and mobiles via different digital social medial platforms such as Face book and Instagram.



Figure 1: James North Pvt Ltd

James North Zimbabwe, a significant manufacturer of high-quality personal protective equipment (PPE) and workwear, is a company that must make use of strategic advertising in order to entice industrial purchasers and individual consumers. As evident in its advertisement of tough and professional workwear, the company relies significantly on advert messaging indicating toughness, stability, and safety. The eye-catching nature of ads like pictures of properly dressed workers and state-of-the-art equipment all work to enhance the value of goods. Meanwhile, the public perception, especially from social media debate and online criticism, grows to shape the ways in which these advertisements are seen and perceived.

Because both the desktop and mobile platforms are engaged in digital interaction, it is important to analyze how ad content, visual product aesthetic, and public opinion all influence consumer attitude towards advertising on desktop as opposed to mobile. This study will analyze those aspects to guide how advertising can be optimized for PPE suppliers like James North, so that their message can successfully resonate with their audience on whatever device the user is holding.

1.2 Statement of the Problem

Despite increasing importance of web marketing, companies producing personal protective equipment face huge challenges in becoming completely engaged with customers and

influencing their buying habits. There are certain key issues which involve effectiveness of ad content and advertisements for personal protective equipment must counterbalance technical information with effective messages to interest both safety experts and general consumers.

The research aims to identify some variables influencing consumer attitude, study correlations between internet advertising and consumer attitude, company performance and come up with recommendations for business and advertising to enhance their marketing strategy. This is very crucial for personal protective equipment manufacturers to innovate their advertising strategies and build more consumer confidence. This study will provide information about how ad content, visual product aesthetic and public opinion impact consumer attitude across different devices when advertising.

1.3 Objectives

To examine the influence of ad content towards consumer attitudes across desktop and mobile devices on advertising.

To analyze the impact of visual product aesthetics on consumer attitude in digital advertising.

To assess the role of public opinion on advertising in shaping consumer attitudes on different levels.

1.4 Research Hypothesis

H₁ Ad content has a significant influence towards consumer attitude across desktop and mobile devices on advertising.

H₂ Visual product aesthetic significantly impacts consumer attitude toward digital advertising.

H₃ Public opinion plays a significant role towards advertising in shaping consumer attitude at different levels.

1.5 Significance of the study

This investigation would be of benefit to a lot of individuals including:

1.5.1 To the organization

The study would help the firm understand the design elements or variable that's has an influence on consumer attitude. It would highlight to the organization as to how it can apply online advertising to influence its customer. The firm can gain knowledge on how to enhance consumer behavior.

1.5.2 To the researcher

The researcher gained adequate skills for further studies. This research shed more light on online advertising on an industry which produce personal protective clothing. It aided in completing a Bachelor's degree with Honors in Marketing at Bindura University of Science.

1.5.3 To the university

The study would present valuable literature on the influence of ad content, visual product aesthetic and public opinion towards and their impact of customer attitude which applies to the situation of Zimbabwean businesses which can be used as references in studies by other students at university.

1.6 Assumptions of the study

This study assumes that consumers actively engage with digital advertisements when considering personal protective clothing at James North and that ad content, visual aesthetics and public opinion significantly shape their attitude. It was assumed that there was no wrong data provided by research instruments methods. Assumptions were made considering the fact that consumer decisions are based on the information that is available to them at the current time and consumer decisions are influenced by their past experiences.

1.7 Delimitations of the study

This refers to the process of defining the scope of a study including its boundaries, limitations and parameters (Creswell, 2014). The study primarily concentrates on examining the influence of ad content, visual product aesthetic and public opinion towards

consumer attitude on advertising across desktops and mobiles. The study only focuses on an organization found in Zimbabwe. The researcher will also easily access data and literature on the topic that is specific to James North Pvt Ltd.

1.8 Limitations of the study

The study took place in Southerton, and its findings represent only a portion of the country.

1.9 Definition of terms

1.9.1 Advertising

Advertising is a systematic form of communication used by companies and organizations to acquire product, service or ideas promotion to a target audience. Advertising involves the creation of effective advertisement content that describes the visual appeal of a product for grabbing consumer attention (Kotler and Keller, 2016). Advertising is one form of paying for communication meant for product, service, or idea promotion to a target audience. Kotler and Keller (2016) have defined advertising as any form of non-personal paid presentation and promotion of ideas, services, or goods by an identifiable sponsor.

Advertising may be done on various media from television and digital media to print media and billboards. Similarly, Belch and Belch (2018) explain that advertising is a purposeful communication of scripted information, normally paid, and provocative, about a product or service by recognized sponsors via a medium. Advertising is meant to serve several functions such as increasing the level of awareness of the brand, creating sales, and altering the attitude of customers towards a product.

1.9.2 Ad Content

Ad content refers to the message and components utilized in an advertisement to entertain, inform, and convince customers. Ad content, according to Moriarty, Mitchell, and Wells (2019), is the integration of textual, visual, and audio content designed to convey a marketing message in a compelling way. According to Kotler and Keller (2016), effective ad content aligns with the brand strategy, emphasizes the benefits of the product features and is particularly designed to meet the preference and behavior of the target audience. Duncan (2005) also emphasizes the importance of ad content that is the creative and

strategic elements that make up an advertisement and include copywriting, design, and multimedia. Well-written advertisement content is essential to gain consumer attention and enable interactions with a brand.

1.9.3 Visual Product Aesthetic

Visual product aesthetics refers to the look and design of a product that influences consumer perception and buying behavior. Bloch (1995) explains visual aesthetics as the sensory effect produced from the form of a product, which influences consumer emotions and preferences. The physical look of a product, like color, shape, and material, will determine consumer interest as well as brand image. Similarly, Hekkert (2006) describes product aesthetics as a perceived experience caused by the designed character of a product, affecting functional and emotional judgments. An attractive product can leave a lasting first impression and complement total market success.

1.9.4 Public Opinion

Public opinion is the aggregate of attitudes, opinions, and perceptions of people towards a particular problem, brand, or product. Public opinion, as defined by Lippmann (1922), refers to a set of individual attitudes derived from personal experience, exposure to the media, and interactions with other people. Public opinion is typically examined by surveys, observation on social media, and market research in order to measure consumer sentiment. Noelle-Neumann (1993) also explains public opinion through her Spiral of Silence theory where she says that people are likely to adopt the majority opinions in society, and it will define how brands are viewed. Public opinion knowledge is significant for firms in terms of reputation and marketing management.

1.9.5 Consumer Attitude

Consumer attitude refers to a psychological measurement and response of a person towards a brand, product, or service. Fishbein and Ajzen (1975) have defined consumer attitude as a learned tendency to react consistently in a positive or negative manner towards an object. Attitudes are developed on the grounds of personal experience, advertising communications, and social pressures and hence become a key element of consumer decision-making. Solomon, Bamossy, and Askegaard (2016) also point to the importance

of consumers' attitudes, further noting they consist of cognitive (beliefs), affective (feelings), and behavioral (intentions) elements influencing purchasing behavior. By understanding consumer attitudes, firms can design effective marketing initiatives in line with customers' expectations.

CHAPTER II

LITERATURE REVIEW

2.0 Introduction

This chapter explores pertinent literature concerning the influence of ad content, visual product aesthetic and public opinion influence towards consumer attitude on advertising. It aims to elucidate the connections between the variables outlined in the research objectives and the supporting theories. As a result, it establishes the theoretical framework for the research, and include definition of terms such as ad content, visual product aesthetic, public opinion and consumer attitude. Finally, this chapter identifies the research gap and provides a summary.

2.1 The theoretical literature

2.1.1 Ad content

Ad content refers to advertisements' message, aesthetics, and appeal, which are designed to affect and attract consumers. Kotler & Keller (2016) described ad content as a component that comprises text, image, and story intended to persuade, communicate, or entertain a marketing audience. This definition embraces the way advertisements are designed to effectively communicate brand messages and attract consumer emotions and logic. Belch and Belch (2021) described ad content as creative expression of an advertising message, including word selection, imagery, emotional appeal, and call to action, all of which determine how well the ad will perform when it is appealing to customers. The definition illustrates the creative and persuasive quality of ad content, illustrating how ad ordering and presentation influence its efficacy.

The success of advertising messages relies considerably on people's attitudes, which are conditioned by how people perceive and react to television commercials. Three dimensions establish consumer attitude and they include cognitive (beliefs), affective (feelings), and behavioral (behavior) (Fishbein and Ajzen, 1975). Effective ad messages can appeal to all three through presenting informative facts, provoking emotional reaction, and motivating consumers to behave with a brand.

Studies have shown that emotionally compelling ad copy results in stronger brand recall and favorable consumer attitudes, particularly on mobile where content is consumed in bites (Lamberton & Stephen, 2016). Rational appeals based on product attributes and comparison information, on the other hand, perform optimally on desktop where consumers are most apt to exhibit rational decision-making (Grewal et al., 2016). Interactive and individualized ad copy also significantly prefers consumer attitudes.

Targeted advertising based on user interest yields greater engagement, trust, and conversion rates, especially on mobile where customers are increasingly seeking personalization (Bleier & Eisenbeiss, 2015). Ad content is the first contact point where customers engage with a brand in front of its potential customers. In terms of digital advertising, interesting image, compelling story, and clear message are needed to catch the eye (Pieters & Wedel, 2012). This is particularly a necessity in mobile advertising when the customer quickly swipes across messages. Attitudes of the customer towards a brand are shaped by ad content quality and relevance. Contextual and high-quality ads that align with customer lifestyle and values create positive brand relationships, while low-quality or irrelevant ads create negative brand pictures (Keller, 2013). On computers, content is needed that is informative and descriptive, but on handhelds, emotive and concise messaging is more effective and potent.

Successful content marketing makes the customer take action, that is, click a link, purchase, or share information. Studies show that short call to actions along with a compelling ad narrative bring more engagement and conversion (Tellis, 2009). Mobile ads are full of interactive call-to-actions such as swipe-up links or messaging capability to trigger

immediate reaction. Ad content is optimized for one of numerous possible varied user experience on a multi-device world. Desktop users enjoy long-form and information-rich content, and thus comprehensive product description and comparison work (Lamberton & Stephen, 2016). On the other hand, mobile consumers prefer short, visual, and interactive ads that contain easy-to-process and actionable information as suggested by Grewal et al., 2016. Ad content is one of the most critical elements of advertising whose effectiveness determines purchasing attitudes and behaviors on different platforms.

Copywriting that works, emotional engagement, and personalization are determinants of highly effective advertising strategies, which result in increased engagement and brand awareness. Understanding how consumers interact with ad content on the desktop and mobile platforms allows advertisers to tailor their strategy to maximize effectiveness. The more digital advertising becomes, the more user-activated and interactive ad content will become critical to sustaining consumer interaction and producing conversions.

2.1.2 Visual Product Aesthetic

Visual product looks are the style, imagery, and aesthetic considerations that influence consumer impression of a product. Product aesthetics are the technical aspects of a product, such as shape, color, material, and overall look, which contribute to consumer appeal and brand identity, contends Bloch (1995). The definition highlights the way in which product aesthetics play a role in attention grabbing and desirability generation.

The alternative perspective is that of Reimann et al. (2010), who defined visual product aesthetics as consumers' subjective enjoyment of the beauty and aesthetic consistency of a product, which will shape the customers' affective and cognitive response and hence decide buying. Such a definition validates psychological and emotional impact of aesthetics, demonstrating consumer preference to be dependent not only on functionality but also on subjective visual attractiveness and appearance similarity of a product.

Efficiency of visual product aesthetics as an instrument of promotion has an inherent connection with consumer behavior and it involve cognitive (beliefs), affective (feelings),

and behavioral (conduct) reactions (Fishbein & Ajzen, 1975). Studies have established that desirable products elicit positive emotional responses, which generate heightened customer engagement and buying activities (Veryzer, 1993).

On mobile phones, customers' brief periods of attention, good photographs, rich colors, and easy-to-understand design mobile phone advertisements on mobile phones evoke greater engagement and favorable attitudes (Grewal et al., 2016). On the other hand, in desktop computers, where users have generous browsing, more detailed images, infographics, and product 3D representation generate trust and perceived quality (Pieters & Wedel, 2012). Moreover, consumers are also perceived to believe that good-looking products are of higher quality and value, thus establishing the basis for positive brand impression (Creusen & Schoormans, 2005).

The first impression of an advertisement is largely generated by its visuals. Eye-tracking studies show that individual consumers are drawn toward rich imagery, beautiful design, and striking color (Wedel & Pieters, 2008). In an era where information is so abundant online, attention-catching advertising will be noticed and build brand awareness. Beauty in product image design is an instant attribute that will influence the customer's perception of a company as professional and credible. Research shows that appealing advertisements increase perceived quality, and this increases consumer trust and purchase intention (Reimann et al., 2010).

On online shopping, quality product images and 360-degree images trigger consumer confidence and uncertainty reduction of body information, especially on desktop websites where consumers engage in extended search for products, visual appeal triggers emotion that drives consumer behavior. Neuroscience and ad research show that designed, symmetrical images stimulate pleasure areas of the brain and build positive emotional links with a brand (Lindgaard et al., 2006). It is useful in mobile marketing where impulse purchase driven by atmosphere is more prevalent. Content-friendly ads that are eye-friendly receive more engagement and conversion due to the fact that they make content more interesting and persuasive.

Mobile advertising is best fitted to video product presentations, experiential interactive 3D, and augmented reality that allow customers to experience products instead of seeing them (Hagtvedt & Patrick, 2008). Product aesthetic enjoyment also becomes an effective driver of advert effectiveness, influencing attitudes, engagement, and the buying behavior of consumers. Favorable first impressions due to positive adverts result in more brand trust, more emotional pulls, and conversions. With varied consumer behavior in mobile and desktop platforms, graphical content will need to be controlled for optimal user experience and engagement. As digital marketing becomes increasingly important, using high-quality images, interactive designing, and beauty harmony will remain crucial in arousing and maintaining consumer interest.

2.1.3 Public Opinion

Public opinion refers to the shared belief, perception, and attitude of a community toward a specific issue, brand, or advert. According to Lippmann (1922), public opinion is socially constructed and shaped by exposure to the media, personal experience, and everyday conversation, which shape the way information is viewed and responded to by the masses. This is a definition that underlines the contribution of social interaction and media to building public opinion. Public opinion can be defined as the dominant social belief structuring individual expression, reproducing accepted opinion and domesticating counter-opinion.

That means that public opinion is manipulable, with strong narratives and social pressure playing a role in influencing it, and that could affect consumer trust and responsiveness to advertising. Consumer reactions, consisting of cognitive (perceptions), affective (feelings), and behavioral (behavior) reactions, are significantly impacted by public opinion (Fishbein & Ajzen, 1975). Favorable public opinion of an advert or brand increases consumers' trust, interest, and buying intentions (Cheung & Thadani, 2012).

Negative public opinion results in suspicion, low brand commitment, and avoidance of ads. Mobile Devices: Consumers' emotions go viral at light speed via social media, review sites, and influencer marketing and have a direct impact on impulse purchases and brand

engagement (Grewal et al., 2016). Users will search for real-time opinion and social validation, in the guise of review, likes, and consumer blogs, before deciding whether or not to engage with an ad. Home consumers are likely to use extensive research by reading comparative public opinion, expert witness, and opinions prior to purchase (Senecal and Nantel, 2004). Extensive consumer feedback in the type of blog comments and critic reviews is a better predictor of opinion in this medium. Opinion aggregation works to extend social sanction, whether someone should or should not have faith in an ad.

Positive word of mouth and brand reputation enhance credibility and engagement, while negative opinion destroys brands' efforts to acquire consumers' trust. Public opinion symbolizes trust in advertisements. Advertising is more likely to be effective if backed by good reviews, testimonials, and social proof (Dellarocas, 2003). Influencer marketing and mobile user-generated content are particularly effective at establishing credibility since they give a perception of authenticity and word-of-mouth endorsement. Public opinion is also a powerful driver of purchases. The research discovers that consumers are more likely to trust word-of-mouth recommendations than in direct brand messaging, and that 92% of shoppers give equal consideration to online word-of-mouth as they do to word-of-mouth advice (Chevalier & Mayzlin, 2006).

This implies that public opinions, forums, and ratings will have to do whatever it takes to initiate conversion. Public opinion is tempestuous and changes very quickly, especially nowadays. It only takes one negative viral review to destroy a brand, and advertisers need to utilize live engagement and reputation management for that purpose (Pfeffer, Zorbach, & Carley, 2014). Brands utilize social listening tools and online reputation management strategies to listen and react to public opinion on devices. Public opinion can make advertising more robust with organic shares and conversation. Ads that resonate with general consumer emotions, social issues, or issues connected therewith will likely attract more engagement (Berger & Milkman, 2012). Promotions concerning sustainability, diversity, or social responsibility, for example, are most likely to attract positive engagement and brand commitment.

Popularity significantly determines consumer emotions, trust, and purchasing behavior. Public opinion in an era of multiple devices spreads quickly, and consumer behavior to watch commercials on desktops and mobiles gets formed. Brands that use an active approach in forming good word-of-mouth through reviews, word-of-mouth and influencer recommendations, and social listening are capable of establishing trust, engaging consumers, and maximizing ad performance. With the rise of online marketing, perceptions of the public and how it touches them will be among the most critical brand strategies for building trust and loyalty from their target consumers.

2.1.4 Consumer attitude

Consumer attitude is a judgmental response of a person to an advertisement, a brand, or a product. Consumer attitude, Schiffman and Kanuk (2010) further include, is an acquired tendency to respond in a predictably favorable or unfavorable manner toward a specific brand or object. The above description proves that consumer attitudes mature with time via social surroundings, exposure to advertisements, and experience.

But still another definition comes from Solomon (2018), who defines consumer attitude as a psychological leaning that entails grading an entity faintly positive or negative. Here, the definition underlines the fact that attitudes are not uni-dimensional but cognition (beliefs), affect (feelings), and behavior (behaviors) components, which all add up to the manner in which consumers react to adverts. The ad message, be it messaging, tone, narrative, or creativity, plays a crucial role in influencing consumers' attitudes. Effective, informative, and interesting ad copy can create positive impressions, while fake or irrelevant copy might create negative attitudes (Kotler & Keller, 2016).

On Mobile Phones, short attention-grabbing ads with interaction and little messaging are more effective at grabbing attention and having a positive influence on attitude (Grewal et al., 2016). On Desktop, rich and long ads with complete information and narrative are more effective since people would like to spend more time going through content before making a choice (Pieters & Wedel, 2012). The design, color, shape, and appeal of a product directly affect the consumer's attitude. As Bloch (1995) does think, "visually pleasing products

evoke positive affect and impact consumer judgments, leading to increased brand liking and purchase intent."

On telephones tidy interfaces, interactive images, and quality pictures have powerful emotional appeal and get instant consumer response (Veryzer, 1993). On computers consumers prefer sophisticated visual displays, 3D simulations, and zoomable product images, which create perceived product quality and confidence (Creusen & Schoormans, 2005). Public opinion influences consumer attitudes such as social network forums, word-of-mouth recommendations, and reviews. Positive public opinion tends to reinforce positive attitudes, but negative reviews may tend towards doubt and ad avoidance (Chevalier & Mayzlin, 2006). On phones, customers employ spontaneous feedback such as influencer ratings and social media posts to generate impromptu advertisement and brand attitudes (Cheung & Thadani, 2012). On laptops, customers perform intensive searches, checking reviews and arguments beforehand before generating attitudes towards a product or brand (Senecal & Nantel, 2004).

Consumer attitude is a good predictor of buying behavior. Positive attitudes towards an advertisement reinforce purchase intention, while negative attitudes lead to avoidance of the brand (Ajzen, 1991). The advertisers must develop emotionally pleasing and credible ads so that they can generate positive attitudes. Brands that offer repetitive strong advertising content, desirable products, and pleasant public interaction develop long-term customer loyalty. Studies have established that consumers with positive attitudes towards brands are most likely to repeat buy and recommend others to the brand (Oliver, 1999).

Consumer attitude controls advertisement attention to and performance. Effective advertising with compelling content and good public reception produces higher click-through and conversion rates, and negative consumer attitudes towards advertising yield higher advertisement avoidance and skepticism (Pieters & Wedel, 2012). Positive consumer reaction to an advertisement creates word-of-mouth and spontaneous passing on. Emotionally stimulating advertisements are likely to pass on between customers, and this only enhances brand visibility and coverage (Berger & Milkman, 2012).

Consumer attitude is a key determinant of advertisement success, purchasing decision, brand loyalty, and level of engagement. Visual appeal versus content versus what society accepts directs consumer attitudes in desktop vs. mobile media, hence forcing brands to adjust accordingly. By creating interactive, well-thought-out, and socially acceptable ads, businesses can establish favorable consumer attitudes, hence more conversions and long-term brand relationships.

2.2. Theoretical Literature

Theories upon which the study has been framed are referred in this section. The objective is to reach a conclusion categorically the relationship of advertisement (Ad content, visual appearance of the product, impression by the public) and consumer attitude. Aesthetic response theory, social influence theory and interactionist view on persuasion theory, and elaboration likelihood model helped in the formulation of the hypothesis of the study.

2.2.1 The Elaboration Likelihood Model (ELM) and Ad Content

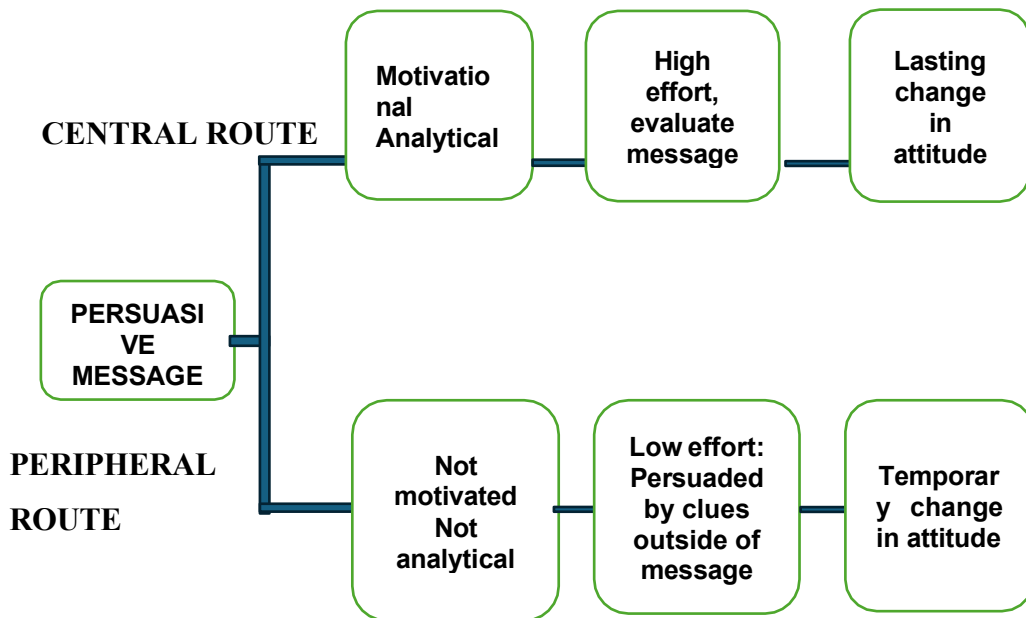


Figure 2.1 The Elaboration Likelihood Model

The Figure 2.1 above indicates Elaboration Likelihood Model (ELM) by Richard E. Petty and John Cacioppoich, which was developed in the 1980s that describes how individuals react towards persuasion communication, advertisements, on the basis of level of engagement and message processing ability. The model describes how individuals process persuasion messages through two types of cognitive routes that are central route and peripheral route.

The central route operates when the consumers are in effortful processing, methodically scrutinizing the information contained in an advertisement. Careful and goal-oriented steps in when people are interested in what an advertisement has to say, perhaps because it touches a chord of their need or interest, they will be ready to listen and obey. Cognitive involvement has the form that they are also motivated to take seriously to uncover the

message (Petty and Cacioppo, 1986). In effort high and reflective message, individuals do spend some time thinking over the message, they ponder over the facts, evidence and reason. They don't accept something conveyed to them they critically examine it (Kitchen et al., 2014).

There is enduring change of attitude, where a person changes opinion after serious thinking, the result takes ages to last. They are less susceptible to influence because their attitude is underpinned by good arguments (Petty and Cacioppo, 1986). Peripheral route is low level of involvement in the process. Petty and Cacioppo (1986) report that there is no note thinking or not motivated or that includes when people don't particularly like the ad, or they are active and just don't think much about it. In situations, they don't process the actual message cognitively to a big extent and exert minimal effort from peripheral cues. Individuals in this state are not persuaded by the message itself, but by other issues such as how cute the images are, if a celebrity will be included, or soundtrack (Kitchen et al., 2014).

The third is temporary attitude change. There their change will be temporary because what they are reacting to is superficial and not the product of considering deeply, any attitude shift will likely be transient. They will shift their view once more with another advertisement or diversion. Peripheral route is when the customer is engaged in low-effort processing, where attitude formation relies on surface cues such as feelings, imagery appeal, celebrity endorsement, or slogans rather than message content. On Desktop Devices customers employ ad content via the central route when they are looking for information, that is, product description, reviews, or thorough comparisons. Advertisements with extensive product benefits, rational appeals, and evidence-based arguments are more apt to make an effect on consumers' attitudes (Pieters & Wedel, 2012).

On Mobile Devices due to pressure and visual nature of mobile use, shoppers will use the peripheral route to build attitudes on the basis of compelling images, evocative stories, and compelling alternatives. Short video commercials, celebrity product endorsements, and social media engagement-oriented posts perform best (Grewal et al., 2016).

Shoppers are positively responsive to ad messages that are applicable, clear, and compelling. False and unclear information, though, lead to cynicism and unpleasant feelings (Kotler & Keller, 2016). Emotional Appeal involves effective advertising such as the use of humor, nostalgia, or inspirational appeals leads to higher involvement and favorable attitude towards the brand (Batra & Ray, 1986). In the electronic media, online advertisements by personalization and interactivity deliver higher involvement and favorable consumer attitude (Bleier & Eisenbeiss, 2015).

Elaboration Likelihood Model (ELM) predicts the impact of the advertising message on consumer attitude by way of rational thought (central route) or emotional arousal (peripheral route). More rational, expansive arguments work better as customers read more on desktop. Customers scanning mobile ads briefly with emotional, visual, and interactive data to make attitude judgments. By using knowledge of such processing paths, advertisers can develop content that is actually influencing consumer opinion, building brand opinion and ad effect.

2.2.2 Aesthetic Response Theory and Visual product aesthetic

AESTHETICS RESPONSE THEORY

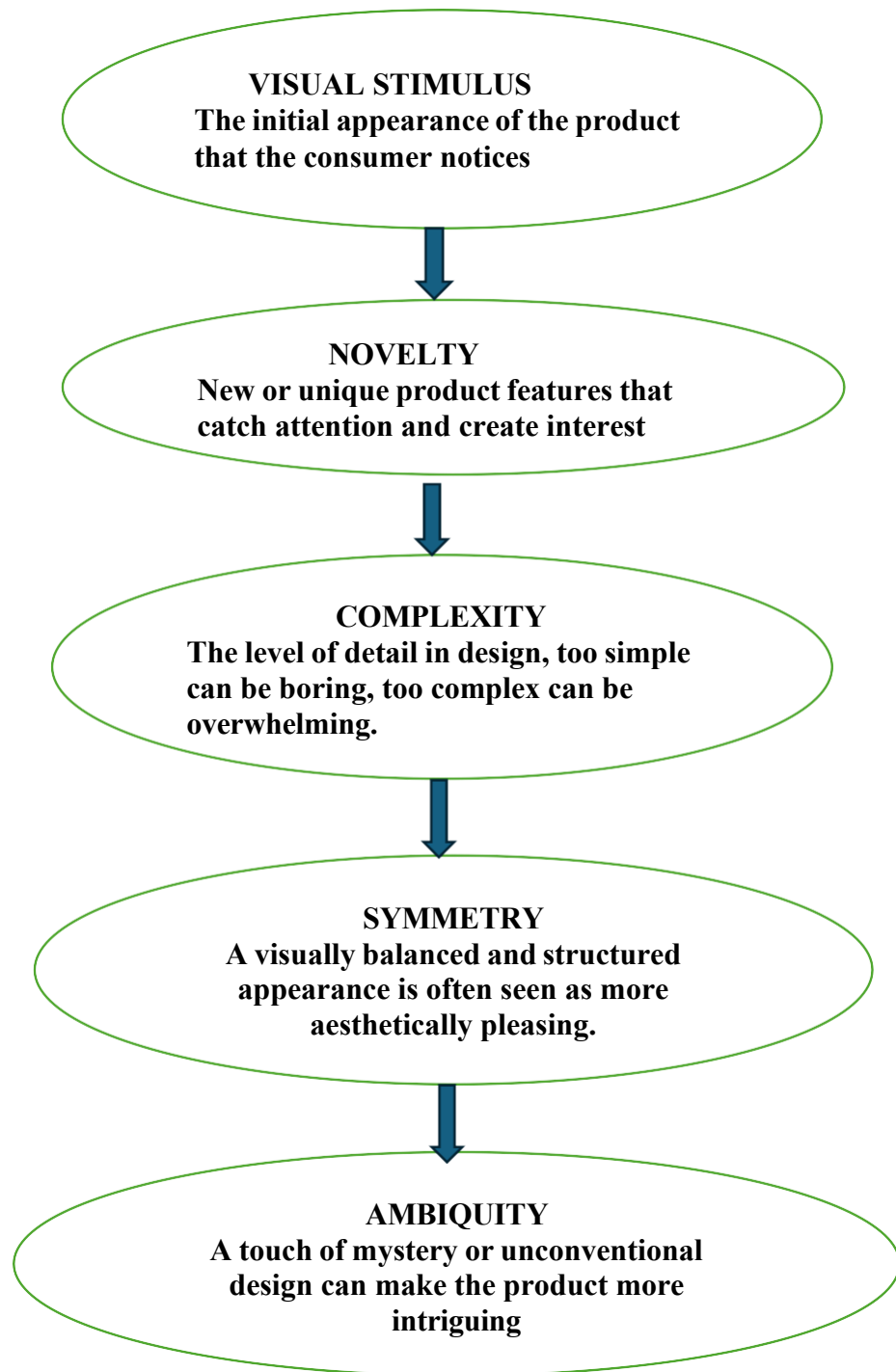


Figure 2.2: Aesthetic response Theory

Figure 3 Aesthetic Response Theory

Figure 2.2 above is Daniel E. Berlyne's visual model of product aesthetics. The model was developed in 1970s. He wrote about how human beings react emotionally and cognitively to visual and sensory stimulation. Visual stimulation, novelty, complexity, symmetry and ambiguity to Berlyne (1971) are aspects that determine the degree to which pleasantness feels since they generate patterns of mental stimulation or interest.

Visual stimulation is in relation to the first things that attract the notice of a person in an advertisement like severe visuals, simplicity in terms of design, pleasing colors. Direct and unambiguous illustration of masks, gloves and coverall in a company like James North manufacturing personal protective equipment products can help in grabbing attention and declaring the products rich in terms of quality and trustworthy. This is most applicable when one views the advertisement through desktop and mobile media (Pieters, Wedel and Batra, 2010).

Novelty, those products which have the look and feel of being new or different compared to the typical looks, will stand out and appear fresh. The product can have a hip or open face mask that has a beautiful look. Depth is achieved but not excessive. A plain design will appear dull, and the inclusion of a bit of detail or texture will make the product appear thoughtful and desirable. Jame North can sell a contour-line model or any other type of grip style protective glove to create visual and functional attractiveness. Symmetry is just order and balance of design. Well-balanced commercials which are highly appealing such as gloves and masks which are well-segmented, has a professional look and is less eye-straining.

This proves useful especially on mobile phones because there isn't much space on the screen. Minimalist symmetrical design permits one to be attracted and creates an impression of refinement according to Reber, Schwarz and Winkielman, (2004). On ambiguity, simplicity matters in PPE but minor variation in appearance suffices to get a

product noticed without confusing the function. Ambiguity is when the picture or message is unclear or is interpretative. That's fine in certain industries, but not for selling PPE. It's faster for James North to just cut to the chase. Simple clear pictures of exactly what the product is and exactly how it will protect individuals are a lot stronger, especially on smaller phone screens on which they are swiping through pages rapidly. Berlyne (1971) explains how the visual attractiveness of advertisements governs consumer feelings and attitudes. Consumers positively respond to visually attractive, well-structured, and affect-arousing stimulation according to the theory.

Complexity and Novelty is where the consumers are drawn towards appealing ads with novelty and familiarity in balance (Reimann et al., 2010). Color psychology ads, symmetrical ads, and straightforward ads reinforce customer attitudes by enhancing perceived product quality and brand value (Veryzer, 1993). For desk-based consumers, high-definition imagery, interactive web design, and product appearances (such as 3D images and augmented reality) establish brand credibility and trustworthiness (Creusen & Schoormans, 2005). For mobile consumers the processing of visual information is fast, and hence visually optimized imagery with vivid, high-contrast images trigger more intense emotional responses and impulse purchasing (Schifferstein & Spence, 2008). Visual aesthetics thus have an important role to play in triggering involvement, emotional connection, and memory for brands, ultimately influencing attitudes towards advertising.

2.2.3 Social Influence Theory and Public Opinion

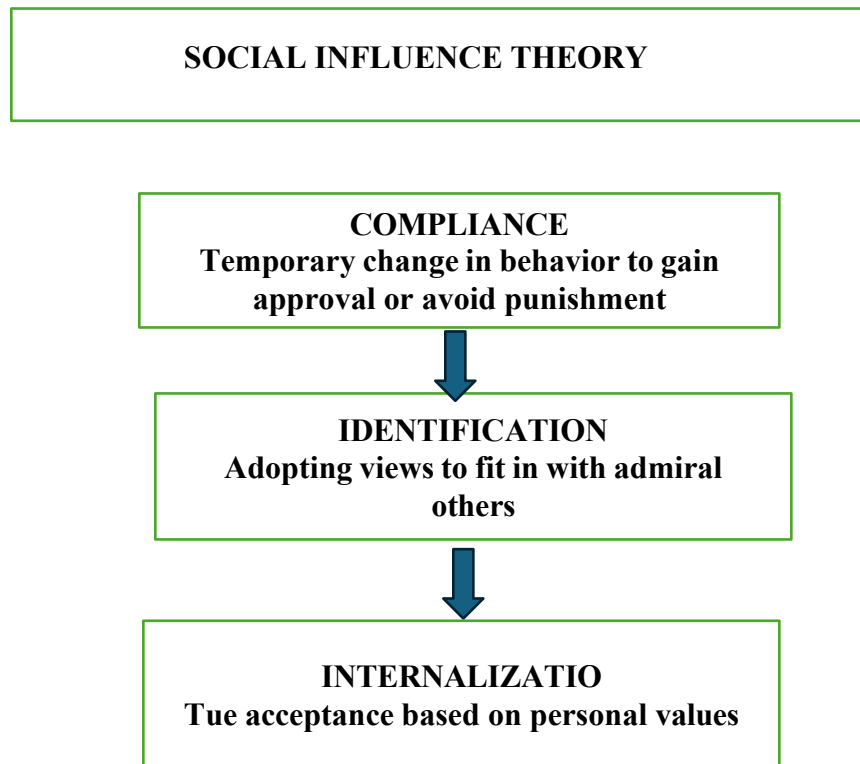


Figure 4 Social Response Theory and Public Opinion

The figure above shows Social Influence Theory by Herbet C Kelman developed during the 1950s and 1960s. This describes how consumer attitude is shaped by public opinion through three dominant mechanisms, and they are compliance, identification, and internalization. Under compliance, customers imitate society trends and norms and purchase products or react to advertisements as other individuals do as well.

A consumer thus purchases a fashion personal protective (PPE) safety shoe when they understand it is needed in their workplace or after being portrayed as needed through advertisements. The personal belief hypothesized by Kelman, 1958, and Cialdini and Goldstein (2004) in this situation is not coerced by the choice but the pressure from outside in the form of corporation rules or the threat of losing their position. On Identification

customers adopt peer referral-based, influencer support-based, or celebrity endorser-based positions (Escalas and Bettman, 2005).

Identification occurs as individuals start identifying with a brand as they identify themselves with the people or groups depicted with the brand. If James North depicts actual people like physicians or safety professionals in their commercials, audience members can start identifying brand and get more identified with. This is especially, where people would gain influences or groups pertaining to their values or objectives (Kelman 1958). Once internalized within the appropriate time, public opinion will become very profound, leading to ensuing long-term confidence and allegiance towards the brand. Internalization is an internal process that occurs, as per Kelman (1958), in which people alter attitudes due to believing in the message or values being conveyed.

When James North sells its health care products, or protection equipment, a buyer who believes in those philosophies can even be directed to support the business. The attitude change is long lasting as it validates personal assumptions by virtue of Gopinath and Nyer (1999) Social media on mobile phones heavily enhance public opinion because customers are motivated by likes, shares, and going viral (Cheung & Thadani, 2012). On computers, customers critically examine more, reading expert views, word-of-mouth, and brands comparison and hence, a more informed and rational attitude build (Senecal & Nantel, 2004). Public opinion, received through word-of-mouth, online reviews, and social proof, is an important influencing factor in consumers' comprehension and acceptance of advertising messages across all devices.

2.3 Empirical Evidence and Hypothesis Development

2.3.1 Ad content and consumer attitude

Advertising content is more effective in influencing consumer attitudes through conveying effective messages that influence decision-making. Empirical evidence shows that informativeness of messages, emotional appeal, and clarity influence advertising content performance. It has been confirmed by Drossos et al. (2013) that advertising content quality is more effective in influencing consumer attitudes when messages are person-specific and

personally relevant. Their study on mobile advertising found that individuals exposed to targeted offers were more engaged and had positive attitudes. Kim and Han (2014) demonstrated how storytelling and emotional engagement in ads bring positive outcomes on consumer attitude and buying intent. Ads with which customers identify according to values and experiences are more favored. Yoon and Kim (2018) researched online advertising and theorized that informative and interesting advertisement content is more likely to create consumer trust and a good brand image.

The platform used also determines the manner in which people consume advertisement content. Users of mobile phones, whose nature is to scroll and interact briefly, are receptive to short nice messages. Desktop site users, however, read complex material longer, such as long product descriptions or consumer comments (Wang, Malthouse, and Krishnamurthi, 2015). In James North company example this means that the sight of advertisement content will need to shift based on where it is viewed. Mobile-friendly, however, would be short vids or Spartan pics that signify product quality and safety that can be mighty effective.

On desktop longer responses or professional advice might best engage those who wish for more detail before making an opinion. As the significance of content towards impacting consumer impression, the instinctive conclusion would be that the advert content is at the core of what consumers see of a firm like James North regardless of device. With the message well-expressed, pertinent and interesting, it generates confidence and promotes optimistic thinking. This evidence supports the case that advertisement content actually drives consumer response on desktop and mobile (Kotler and Keller, 2016).

Development of Hypotheses:

H1: Ad content has a significant influence towards consumer attitude across desktop and mobile devices on advertising.

2.3.2 Visual Product Aesthetic and Consumer Attitude

Visual aesthetics play a significant role in defining consumer perception, interaction, and loyalty towards the brand. Consumers also make instant judgments based on a visual appeal in an advertisement, which can either increase or decrease brand credibility. Reimann et al. (2010) established that pleasing ads induce powerful emotional responses, which also increase consumer attitudes and engagement. They, in their work, affirmed that ads involving pleasing color harmony, symmetry, and good product display gain more positive attitudes. Bloch et al. (2003) analyzed product design and concluded that beauty is a major determinant of consumer preference in fashion, technology, and automobile industries. Consumers attribute beauty to brand identity and product quality. Orth and Malkewitz (2008) analyzed visual consistency in advertising and postulated that visually consistent identity on both desktop and mobile platforms earns greater consumer trust and loyalty.

In James North Pvt Ltd which produces PPE such as gloves, mask and protective equipment, the aesthetic presentation helps to create consumer confidence. Clean product imagery, consistent color schemes, and uncluttered layouts can communicate quality, safety and credibility. With on-line advertising vying for scarce consumer time, the attractiveness of an advertisement takes center stage in shaping attitudes. From catchy product imagery to clean interface design, images make an immediate impression. This leads to the development of the second hypothesis.

Hypothesis Development:

H2: Visual product aesthetic significantly impacts consumer attitude toward digital advertising.

2.3.3 Consumer Attitude and Public Opinion

Public opinion plays a significant role in determining consumer attitude towards advertisement through shaping judgments regarding brand credibility and trust. Consumers tend to develop positive attitudes towards advertisement when they receive positive social verification. Senecal and Nantel (2004) illustrated how the consumers use public opinion, more so social proof and consumer feedback, in developing attitudes towards advertisements. The research shows that positively reviewed advertisements evoke higher

purchase intentions. Cheung and Thadani (2012) found that electronic word-of-mouth strongly impacted consumer attitudes toward advertising. Social media activities of liking, sharing, and influencer endorsement make ads more powerful. Tuten and Solomon (2017) highlighted peer influence power in social media marketing and asserted that highly engaging ads (likes, comments, and shares) build higher trust and positive consumer attitudes.

In the case of James North, a PPE manufacturer, public perception matters most. Good word-of-mouth among medical practitioners or positive online ratings have the power to establish the credibility of the brand. Customers are likely to view the brand favorably when they notice others have trust in James North products, especially in a line of business where safety and dependability are concerned. On the other hand, if there is low negative criticism and public support, it can become a psychological deterrent to consumer perception regardless of the quality of the ad content or images. Based on this assumption the following hypothesis was developed. Hypothesis Development:

H3: Public opinion plays a significant role towards advertising in shaping consumer attitude at different levels.

Figure 2.4: below represents the proposed framework for this study.

Proposed research framework showing the relationship between Advertising (Ad content, visual product aesthetic, and public opinion) and consumer attitudes.

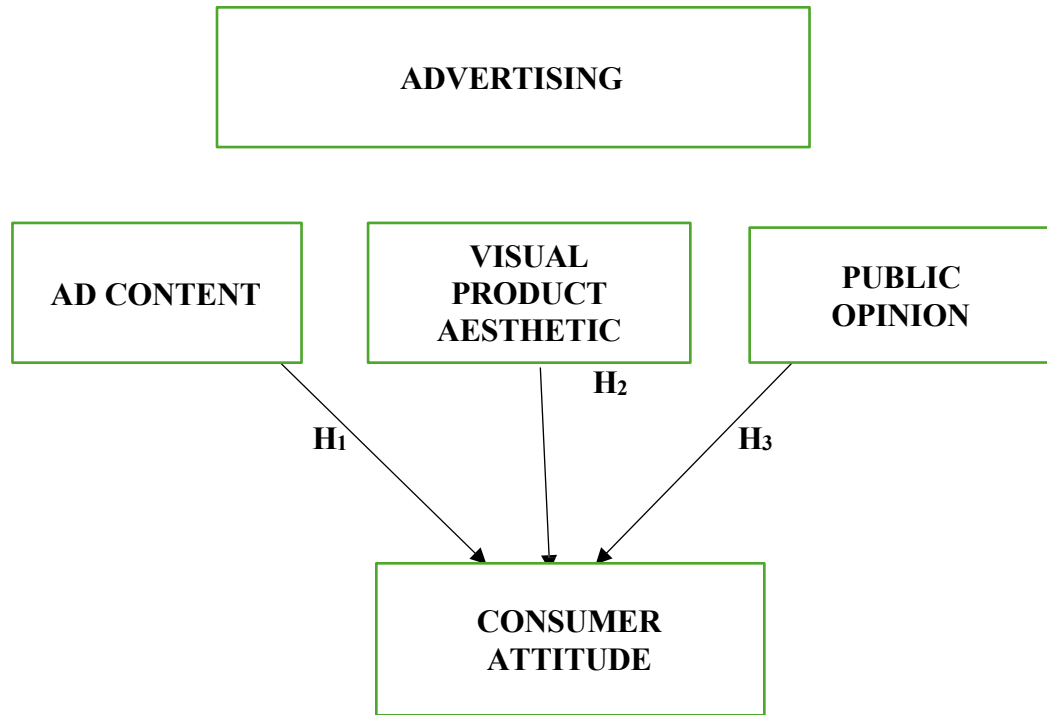


Figure 5 Conceptual Frame work

2.4 Gap Analysis

Zimbabwean PPE industry also plays a vital role of guaranteeing the workplace to be safe, but the underdevelopment of advertisement in the market continues. Although many companies invest in the advantage of the product, there still exist gaps in knowledge on the connection of advertisement content, product aesthetic appeal, and views to attitudes towards advertisement of PPE, especially on the mobile and desktop platforms.

One such failure is the fact that not much or no research has been conducted on multi-device ads within the PPE industry. Businesses are content to deal with legacy channels or single internet ads and fail to understand how mobile and desktop users respond differently to content. Mobile readers would be drawn towards a well-presented, instant-access advert,

but desktop users would be drawn towards complete product information. Understanding these differences makes marketing effective.

The second drawback is a lack of harmony among ad content, visuality, and public opinion. PPE advertisements mostly observe security rules and technical requirements but not visuality, which would also contribute to appeal and company reputation. Additionally, public opinion, including customer opinions, views, and industry support, is utilized inefficiently to lead consumer confidence. PPE companies mostly fail to incorporate social verification into marketing, but it could influence buying decisions.

Aside from this, there exists no such combination of these components of advertisement. There are companies that will invest in good pictures but not copy. Others will include word-of-mouth as an endorsement but not have authentic adverts. More of a general effort at advertising, such as proper content, picture content, and social endorsement, would be necessary in positively influencing consumer sentiment toward Personal protective equipment advertisements.

This study aims to fill these holes by investigating the contribution of ad copy, product appeal, and sentiment to consumer attitudes within the James North industry, thereby, this will allow their business to improve their messaging, adapt to multiple digital channels, and facilitate consumer engagement on mobile and desktop media.

2.5. Summary

In this chapter, theories were discussed also past researchers by different authors were highlighted. Lastly conceptual framework was displayed.

CHAPTER III

RESEARCH METHODOLOGY

3.0 INTRODUCTION

The section focused on the methodology and methods carried in the study. Sub-topics are study design, population sample, sampling procedures, research instruments and those instruments' reliability and validity and also the chapter summary. The study used quantitative research methodology.

3.1 Research Philosophy

This study adopts a positivist research philosophy. Positivism is grounded in the belief that reality is objective and can be measured using observable, quantifiable facts (Creswell, 2014). The current study investigates the influence of ad content, visual product aesthetics, and public opinion towards consumer attitude on advertising across desktop and mobile platforms. Given that the research involves hypothesis testing and the analysis of relationships among variables, positivism is the most appropriate philosophical underpinning.

The positivist approach allows for the use of structured methodologies such as surveys or experimental designs, which help in systematically testing the four predefined hypotheses (H1–H3). This aligns with the aim to produce generalizable findings that can apply across a broader population of digital consumers, irrespective of the device used. Moreover, the study's focus on objective measurement of constructs such as consumer attitude further reinforces the appropriateness of the positivist stance (Saunders, Lewis, & Thornhill, 2019).

3.2 Research Design

In this study, a casual research design was used which is also known as explanatory research. It is concerned with determining cause-and-effect relationships between two or more variables (Zikmund 2010). Ad content, Visual product aesthetic and public opinion are the independent variables while consumer attitude is the dependent variable. Harrison and Reilly (2011) support that a casual research design is the most suitable when there are more than two variables. The study used quantitative research method to examine the influence of Ad content, visual product aesthetic and public opinion towards advertising on consumer attitude.

3.3 Target Population

According to Creswell (2014), target population is defined as the entire group of individuals or elements to which researchers are interested in generalizing the conclusions of a study. A sample in research is a subject of individuals selected from a larger population, intended to represent that population in a study. In this research the researcher's targeted populations were most of the young adults and middle-aged populations in Southerton community. Due to this the researcher will make a sample size of 300 participants from the targeted population stated above.

3.4 Sample Size

The sample size or the portion of the population chosen for marketing research, aims to represent the entire population (Kotler, 1999). A sample size is often used in research to provide a good balance between accuracy and feasibility. The researcher used a sample size which consists of 300 individuals. According to Fink (2012), a sample offers a good compromise between cost efficiency and statistical reliability. Sample size determination depends on factors like population size, effect size variability and confidence level and should be calculated using proper statistical methods during the research planning phase (Kothari, 2004). The table provided by Saunders is shown below, illustrating this point.

Table 1 Sample size for various population sizes at a 95% level of certainty

POPULATION	5%	3%	2%	1%
5000	357	879	1622	3288
2000	322	696	1091	1655
1200	300	578	810	1071
10000	370	964	1936	4899

Source: Saunders et al (2005, p67)

In Southerton Resident, the area has about 1200 consumers which is the population size and the researcher will be using it in this study. To determine sample size. The researcher made use of the following formular by Yamane to calculate: $n = \frac{1200 \times 0.05^2}{0.05^2 + (1200 - 1) \times 0.5^2}$

N=300

3.5 Sampling Procedures and Techniques

A probability sampling procedure was employed to minimize bias, this ensured that every individual had an equal opportunity to participate in the study (Tull and Hawkins, (1993). A simple random method was used to select participants from the entire population. This method ensures that each participant has a known and equal probability of being chosen making it easy to understand and allowing the researcher to obtain unbiased estimates of the population characteristics. Saunders et al (2005) defined it as a sampling technique where respondents are selected based on their convenience and accessibility to the researcher.

3.6 Data Collection Methods

These are systematic approaches used by researcher to gather information relevant to their study objectives. These methods are crucial for ensuring the accuracy, reliability and

validity of the data obtained (Creswell, 2014). Questionnaire were used for descriptive study such as that undertaken using attitude opinion questionnaires. The questionnaires of organizational practice enabled the researcher to authenticate the views presented and illustrate the difference and changes observed in various phenomena.

3.6.1 Primary Data

This research was based on primary data, which was gathered specifically to meet the unique requirements of the study. Quantitative primary data was collected through a questionnaire survey distributed to participants. This type of data supported the research objectives and helped validate its hypothesis. To explore the connection between product design and consumer purchasing behavior, collecting primary data was necessary, as such details were not readily available in existing materials. As a result, field research was conducted. The data was collected directly from individuals who were relevant to the research topic, thereby improving the reliability and credibility of the study's findings. In addition, secondary data was used to support the study's background, literature review, and the creation of conclusions and recommendations. A major advantage of primary data is that it enables the researcher to obtain information specific to their research questions and needs. This leads to more dependable and accurate data compared to using only secondary sources. In this study, questionnaires were the method used to gather primary data.

3.6.2 Questionnaire

Questionnaire is a data collection instrument that utilizes a series of questions derived from a measurement scale. Participants respond to these questions, providing the data. Flower and Couper (2009) offer a similar definition, describing a questionnaire as a tool consisting of a set of questions designed to gather information. The purpose of a questionnaire should be clearly communicated, outlining the research objectives. The example questionnaire (see Appendix A) is divided into sections. The first section collects demographic information. Section B focuses on assessing how individuals pay attention on consumer opinion towards Ad content when purchasing personal protective clothing. Section C assesses the individual approach towards visual product aesthetic and its impact on consumer attitude. The section

D help to assess the effect of public opinion towards advertising and how it influences consumer attitude. The last section assesses the individual responsible approaches towards pleasing advertising.

3.6.3 MEASUREMENT SCALES

3.6.3.1 Ad Content

The researcher tested for ad content which is a the five-point Information and transformational ad content scale by Puto and Wells (1984). Through Puto and Wells (1984) work, a measure was originally established in order to access information and transformational content in advertising. There were eight items in the scale of measurement of to what extent the requested advertisements are leaning toward one or the other type of content and the scale provides valid and reliable measures. SPSS version 26 software for analysis and evaluation were used to examine the response and there were affirmative results which indicated validity and reliability of research.

3.6.3.2 Visual Product Aesthetic

Product attractiveness was rated using Bloch, Brunel and Arnold (2003). Centrality of visuals aesthetics scale, which is a five-point scale adapted from Bloch, Brunel and Arnold (2003). In measuring levels of aesthetics influence on consumers' behavior in consumption and experiences of the products, Bloch, Brunel and Arnold (2003) centrality of visuals scale was used. Ten items were included in the survey. IBM SPSS Statistics 26.0 calculated and computed received response. SPSS was utilized to deal with data gathered and included reliability analysis, descriptive statistics and regression and correlation analysis. Reliability of information source was generally positive and hence denoted reliability.

3.6.3.3 Public Opinion

Pollary and Mittal (1993) five-Likert scale of public opinion towards advertising has been utilized in the context of overall public opinion towards advertising in a way that allowed researchers to comprehend on what thing people did or didn't have a positive or negative attitude. Pollary and Mittal (1993) also identified in this scale that individuals' advertising

attitude is constructed via the merge of pragmatic, ethical, and affective concerns. On eight products it was based, the scale was administered to respondents and through that the outcome was determined stability and reliability.

3.6.3.4 Consumer Attitude

Consumer attitude was assessed with the five-point Consumer attitude towards marketing consumerism scale derived from Barksdale and Darden (1972) and four items were utilized. The scale was constructed to quantify the degree that ordinary people perceive the fairness, honesty and utility. Findings were discovered there was established validity and reliability.

3.7 Validity and Reliability of data

Reliability is freedom from random error and, thus, stability of a measure according to Saunderson, Lewis and Thornhill (2019). Reliability has been viewed as consistency of response of a research tool by Kumar (2017). Originality of research results requires data to establish.

Validity was seen by Lanchester (2005) as how much surveys are measuring what it is supposed to do. Correlation of variables was carried out to see validity through the discriminating validity test. Confirmatory factor analysis was carried out in ascertaining the convergent validity.

3.8 Data Analysis and Presentation Procedures

Statistics have been given by Spiegel and Stephens (2008) as scientific inquiry of gathering, classifying, presenting, analyzing, and summarizing quantitative data with the goal of assisting the process of arriving at a better-informed decision. Analysis began by structuring of data on demographics to determine the type of the sample. Amos software was also developed to determine the relationship between the Hypothesis. Analysis was also carried out in an effort to determine the strength of the correlation between non-financial business performance measures and internal marketing.

3.9 Ethical Consideration

Beauchamp and Childress (2013) who had determined ethics to be a broad term to encompass the various modes of experiencing and comprehending the moral life. We based our research on this. James North Pvt Ltd permitted us to do due behavior and we framed the questionnaire cautiously avoiding any personal information. The researcher attempted being respectful to the respondents while being anonymous to them in the research.

3.10 Summary

This chapter outlines the research design adopted for data collection. It identifies the target population and describes the sampling methods used. Additionally, it explains how the research will be conducted and provides an overview of the procedures used to gather data.

CHAPTER IV

DATA ANALYSIS AND PRESENTATION

4.0 Introduction

This chapter presents the analysis and interpretation of the study's data. The refined dataset was analyzed using SPSS version 20 and SPSS Amos version 26 to examine the influence of ad content, visual product aesthetic and public opinion towards consumer attitude on advertising concentrating on desktop and mobile devices.

4.1 Questionnaire response rate

Meril (2017) stated that a response rate of 70 percent or higher is considered sufficient to yield reliable and favorable outcomes in a study. The questionnaire was distributed to consumers and potential customers of James North Pvt Ltd. The study involved a sample size of 300 participants. The table below illustrates the response rate for the distributed questionnaires.

Table 2 Questionnaire Response Rate

	Frequency	Rate
Questionnaire Distributed	300	100%
Questionnaire Returned	270	90%

Source: PRIMARY DATA

The calculation for the responses rate is as follows:

Absolute frequency

Targeted frequency X 100 = Response Rate

The sampled respondents were given a total of 300 questionnaires, as indicated in table 4.1. All 270 questionnaires were completed and resumed properly. This equated a response rate of 90%. The response rate was rated adequate and suitable for drawing conclusions from the study. A response rate of 50% is satisfactory for reviewing and recording study results, 60% is decent, and more than 70% is considered decent. This illustrates that the response rate calculated in this example was excellent based on this claim.

4.1.2 Profile of Demographic

The demographic data was collected to obtain general information about the respondents, helping to assess how well the findings could be generalized across different demographic groups. The questionnaire featured questions regarding the respondent's gender, marital status, age and occupation. Table 4.1 displays the demographic profile of the respondents in the form of a frequency table.

Table 3 Demographic Profile of Respondents

Questions		Frequency	Percentage of frequency
Gender	Male	169	62.6%
	Female	101	37.4%
	Total	270	100%
Age	18-25	100	37.0%
	26-45	80	29.6%
	46-60	58	21.5%
	60 and above	32	11.9%
	Total	270	100%
Marital Status	Single	116	43.0%
	Married	104	38.5%
	Divorced	50	18.5%
	Total	270	100%
Occupation	Employed	125	46.3%
	Unemployed	70	25.9%
	Self employed	56	20.7%
	Student	17	6.3%
	Retired	2	.7%
	Total	270	100%

SOURCE: PRIMARY

This table 4.2 above shows the demographic characteristics of the respondents who participated in the study on the influence of ad content, visual product aesthetic and public opinion towards consumer attitude on advertising: A multi-device study of desktop and

mobile device. The total number of respondents was 270. The majority of respondents were male, accounting for 62.6% of the sample. Female respondents made up to 37.4%. This indicates a male-dominated sample group. Male respondents showed greater engagement with personal protective advertising across device, indicating ad strategies should prioritize customers which are male dominant industries such as construction and manufacturing.

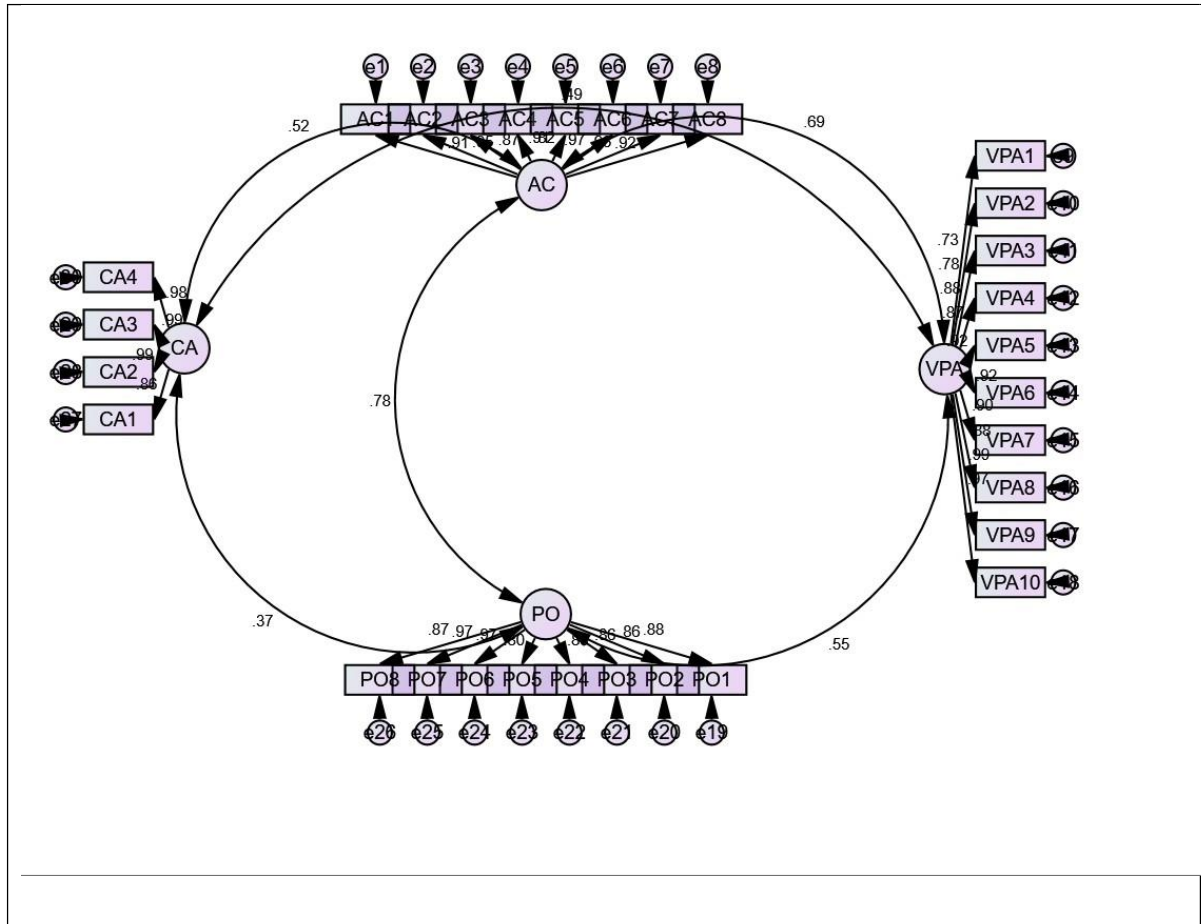
Respondents were grouped into four age categories. The highest representation came from the 18 to 25 age group with 37%. This was closely followed by those aged 26 to 45 age group with 29.6 %while 46-60-year-olds constituted of 21.5%. The least represented age group was those 60 years and above, were represented with 11.9%. This distribution suggests a relatively young to middle-aged participant base. The age 26-45 age group responded most actively to ad content and visual product aesthetics, suggesting that digital ad campaigns should target this productive age group for personal protective marketing.

Of the 270 respondents, it showed that 43% were single, making up the largest category. Married individuals numbered to a percentage 38.5, and 18.5% of the participants were divorced. This indicates a balanced mix of marital statuses, with married and single individuals making up a substantial portion of the sample. Married individuals were most responsive to public opinion and safety related advertising, implying personal protective equipment ads should highlight family safety and protection benefits.

The occupational background of respondents varied. A majority of 46.3% were employed, followed by unemployed individuals who represented 25.9%. Self-employed respondents totaled to 20.7%, while students represented 6.3%. Only 0.7% represented the retired. This occupational spread suggests the findings largely reflect the perspectives of the working population. Employed individuals showed the strongest consumer attitude towards personal protective equipment ads, indicating that workplace related ad content and device optimized visuals are crucial for effective reach.

4.3 Measurement Model

Measurement models serve as underlying structure that link a latent variable to its observed indicators, as outlined by Bollen (2001). In this study, the researcher used AMOS software to carry out a confirmatory factor analysis aligned with this framework. Fig 4.1 below illustrates the measurement model for the study.



Source: primary Data (AMOS)

Figure 6 Measurement Model

Key:

AC= AD CONTENT

VPA=VISUAL PRODUCT AESTHETIC

PO=PUBLIC OPINION

CA= CONSUMER ATTITUDE

The assessment of the measurement model showed that each item loaded strongly onto its intended factor, confirming convergent validity. Both convergent and discriminant validity were evaluated using the Average Variance Extracted (AVE). The AVE values for all the constructs were examined alongside composite reliability scores, all of which exceeded the threshold of 0.5. The table below presents the results of AVE, composite reliability and shared variances.

Table 4 Composite Reliability, Average Variance Extracted and Shared Variance

Construct	Composite Reliability	AVE	Shared Variance			
			AC	VPA	PO	AC
Ad Content	0.976	0.836	1			
Visual Product Aesthetic	0.976	0.838	0.471	1		
Public Opinion	0.965	0.778	0.612	0.298	1	
Consumer Attitude	0.915	0.977	0.272	0.242	0.136	1

Table 4.6 above presents the results of items that significantly loaded onto their respective constructs, showcasing the Composite Reliability (CR), Average Variance Extracted (AVE), and shared variance between constructs.

The composite reliability for ad content was exceptionally high at 0.976, reflecting a strong internal consistency among the measured items. The average variance extracted stood at 0.836, indicating that the construct account for a significant portion of the variation in the observed variables. In terms of visual product aesthetic, the composite reliability was also strong at 0.976 showing that the construct is measured reliability, the average variance stood at 0.838. The composite reliability extracted for public opinion was 0.965 suggesting

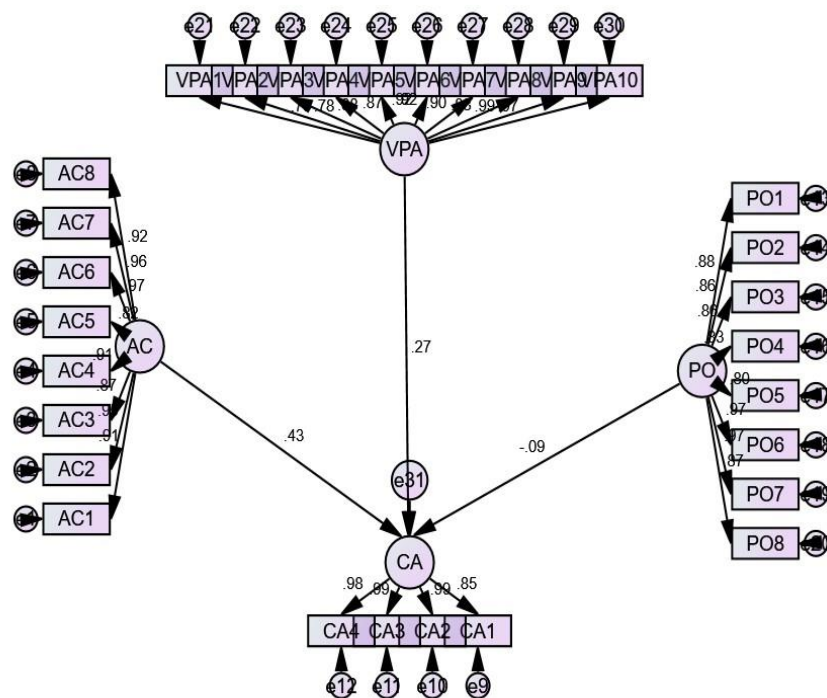
excellent internal consistency among the measured items. The average variance for public opinion was high at 0.778 indicating that the construct captures a notable portion of the variance in the measured items. The composite reliability for consumer attitude was high at 0.915 indicating excellent internal consistency. The average variance extracted for consumer attitude was 0.977 indicating that constructs capture a significant amount of variance.

The shared variance between ad content and visual product aesthetic was substantial at 0.471 indicating a moderate shared variance. The shared variance between ad content and public opinion was substantial at 0.612 indicating a strong relationship between these two. In addition, the shared variance between consumer attitude and ad content was substantial at 0.272 indicating a moderate shared variance. The shared variance between visual product aesthetic and public opinion was substantial at 0.242. The shared variance for Consumer attitude and Ad content was 0.136

Shared variance between constructs ranged from 0.136 to 0.612, indicating varying degrees of conceptual overlap. Notably, ad content and public opinion shared a strong relationship. While consumer attitude and public opinion had a weak connection. Most construct pairs showed moderate to low shared variance, supporting discriminant validity. Discriminant validity is supported if the AVE for each construct is greater than its shared variance.

4.4 Hypothesis Testing

The researcher utilized Amos software to conduct structural equation modeling and evaluate the study's hypotheses. The findings revealed that three hypotheses were supported, while one was not. These results are presented in Table 4.7. The structural model of the study is illustrated below



Source: Amos

Figure 7 Structural Model for the Study

Table 5 Hypothesis Testing Results

Hypothesis		B	T	P	Decisions
H1	Ad content has a significant influence towards consumer attitude across desktop and mobile devices on advertising.	0.301	7.572	***	Accepted
H2	Visual product aesthetic significantly impacts consumer attitude toward advertisements.	0.295	4.803	***	Accepted
H3	Public opinion toward advertising plays a significant role in shaping consumer attitude at different levels	-0.077	-1.757	0.079	Rejected

Table 4.7 indicates the results of the research study. The first hypothesis suggested a positive association between ad content and consumer attitude. The regression ad content and consumer attitude are 0.301 which is significantly above the 0.05 significant level. According to Petty's and Cacioppo's (1980) elaboration likelihood model, a positive relationship between ad content and visual product aesthetics suggests that well crafted messages enhance the perceived attractiveness of the product. This can influence consumer attitudes through both central processing if the content is informative and peripheral cues if the visuals are emotionally appealing. Hence, ad content has a significant influence towards consumer attitude across desktop and mobile devices on advertising.

The second hypothesis proposes a positive association between visual product aesthetic and consumer attitude, and the hypothesis was validated ($B=0.10$, $p < 0.001$). The regression between visual product aesthetic and consumer attitude is 0.295 which is above 0.05 level of significance. According to Daniel E. Berlyne's aesthetics response theory (1970), a positive relationship between visual product aesthetics and consumer attitude suggests that visually appealing personal protective equipment can evoke positive emotional response like interests and pleasure. Based on aesthetic response theory, visually appealing PPE can

trigger positive emotions, leading to better attitudes toward the product. This implies that Visual product aesthetic significantly impacts consumer attitude toward advertisements

However, the third hypothesis indicated that there is no statistically significant relationship between public opinion and advertising. H3 is rejected, implying that public opinion towards advertising does not play a significant role in shaping consumer attitudes at different levels, as the p value (0.079) is greater than the typical significance level. According to Herbert Kelman's social influence theory (1950s), if there is no significant relationship between public opinion and consumer attitude toward personal protective advertising, it suggests that the ad lacks effective social influence. This means that it may not create social pressure (compliance), feature relatable figures (identification), or align with personal values (internalization), all of which are key to changing attitudes through advertising

The table concludes that ad content and visual product aesthetics significantly influence consumer attitudes. Advertisers should prioritize high quality ad content and visually appealing product aesthetics to positively shape consumer attitudes.

4.4.1 Summary

This chapter focused on data presenting analysis, linking the findings to prior research and explaining relevant theories. It also described the demographics of the participants and outlined the model used to test the research hypothesis.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 INTRODUCTION

This chapter seeks to summarize the key findings and draw conclusions, while also providing recommendations based on the results related to the impact of advertisement content, visual product aesthetics, and public perception towards consumer attitudes toward advertising.

5.1 Summary of Findings

This objective of this study was to investigate the influence of ad content, visual product aesthetics and public opinion towards consumer attitude on advertising with the use of desktop and mobile device at James North Pvt Ltd. Data was analyzed using SPSS Amos Version 26. A total of 300 participants were included in the study to assess the influence of ad content, visual product aesthetics and public opinion towards consumer attitude on advertising focusing on desktop and mobile device.

The first objective was to examine the influence of ad content towards consumer attitudes across desktop and mobile devices on advertising. The findings suggested that there is a positive relationship between ad content and consumer attitude across desktop and mobile devices on advertising, as indicated by coefficients of ($B=0.100$, $P < 0.001$)

The second hypothesis aims at assessing if visual product aesthetic significantly impacts consumer attitude toward advertisements. The findings suggest a positive relationship

between visual product aesthetics and hotel service quality, as evidenced by coefficients of ($B=0.100$, $p < 0.001$).

The third aim was to investigate public opinion toward advertising plays a significant role in shaping consumer attitude at different levels. However, the findings suggest that there is no relationship between public opinion and consumer attitude at different levels, as indicated by the coefficients ($B=0.06$, $p>0.05$).

5.2 Conclusions

This study on James North Pvt Ltd, a manufacturer of personal protective equipment, found that both ad content visual product aesthetics significantly influence consumer attitude across desktop and mobile devices, supporting the respective hypotheses. However, public opinion towards advertising did not show a significant impact, leading to the rejection of that hypothesis. These findings highlight the importance of creating compelling visually appealing advertisements tailored for multi-device platforms to effectively engage consumers and strengthen brand perception in the personal protective industry.

5.3 Recommendations

Based on the results of this research, the following recommendations can be provided to James North Pvt Ltd. The company can first attempt to design engaging and attractive ad content directly applicable to its target customers and aligned both for desktop and mobile. Since ad copy is among the largest influences on consumer sentiment on mobile and desktop, the business ought to render the ads responsive, easy to use, and behavior-optimized on both. James North will need to resort to storytelling and emotion. Storytelling and emotional connection in advertising can make content more relatable and easier to remember, re-sparking consumer love for the brand.

Apart from that, greater priority needs to be given to visual appeal of their products in advertisements because pleasing appearance was seen to have a positive effect on consumer attitude. Professional visual design should be invested in by the company. The company needs to practice A/B testing for continuous optimization. They ought to try out various advertisement campaigns so that they would understand what kind of content and images

perform well on various devices. Data-driven approach can assist in efficient strategies to attain more engagement.

As the products have no images, James North will need to invest money in good photography, clean design layout, and branding consistency so that personal protective equipment products will be aesthetically pleasing to the eye and acceptable. Although there was not highly influential public opinion in this sense influencing consumers' opinions, maintaining a good brand image ultimately and to make people trust is also crucial. James North must take consumer opinions into account while working creatively. Feedback gathering and usage can also streamline the tone, relevance, and believability of advertisements overall.

The firm can use the social networking site LinkedIn to display advertisements, especially due to sight problems. Elevated mobile engagement is also present on this site. Tutorial content needs to be supplied by James North. For PPE products, tutorial videos that can illustrate how to use the product and its value can create interest and trust, particularly on mobile. Management should ensure brand messaging, tone, and imagery are consistent on all devices, in order to uphold brand presence and shopper trust. By purchasing professionally created, high-quality online marketing campaigns, James North Pvt Ltd can reach a larger number of shoppers and drive the success of its campaign in the competitive Personal protective industry.

5.4 Suggestions for future Research

Future research could explore additional factors influencing consumer attitude, such as emotional appeal, brand loyalty or cultural influences. Studies should also focus on different industries or demographic groups to enhance generalizability. Moreover, examining the long-term effects of ad content and visual aesthetics as well as the impact of interactive and platform specific advertising, would provide deeper insights into digital consumer behavior across devices.

REFERENCES

- Ajzen, I (1991). The theory of planned behavior. *Organizational behavior and Human Decision Processes*, 50(2),179-211.
- Barksdale, H.C& Darden, W.R. (1972) Consumer attitude towards marketing and consumerism. *Journal of marketing*, 36(4),28-35
- Batra, R. & Ray, M.L. (1986). Affective responses mediating acceptance of advertising, *Journal of consumer Research*, 12(2), 234-249
- Belch, G.E. and Belch, M.A. (2021). Advertising and promotion: An integrated Marketing Communications Perspective (12th ed.). McGraw-Hill Education
- Begger, J. & Milkman, K.L. (2012) What makes online content viral? *Journal of Marketing Research*, 49(2), 192-205.
- Berlyne, D.E. (1971). Aesthetics and psychobiology. Appleton-Century-Crofts.
- Bloch, P.H (1995). Seeking the ideal form: Product design and consumer responses. *Journal of Marketing*, 59(3),16-29.
- Bloch, P.H., Brunel, F.F. & Arnold, T.J. (2003). Individual differences in the centrality of visual product aesthetics: Concept and measurement. *Journal of consumer response. Journal of Marketing*.
- Cheung, C.M.K. & Thadani, D.R. (2012). The impact of electronic word of mouth communication: A literature analysis and intergrative model. *Decision Support Systems*, 54 (1), 461-470
- Chavalier, J.A. & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research*, 43(3), 345354

Creswell, J.W. (2014). Research Design: Qualitative, Quantitative and Mixed Methods Approaches (4th ed.). *SAGE publications*.

Dellarocas, C. (2003). The digitization of word of mouth: Promise and challenges of online feedback mechanisms. *Management Science*, 49(10),1407-1424.

Drossos, D.A., Giaglis, G.M., Lekakos, G.& Kokkinaki, F. (2013). Investigating the effectiveness of multimedia mobile advertising messages. *International Journal of Mobile Communications*,11(1), 23-38.

Eagly, A.H. & Chaiken, S. (1993). The Psychology of Attitudes. *Harcourt Brace Jovanovich College Publishers*.

Fishbein, M. & Ajzen, I. (1975). Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research. Addison Wesley.

Grewal, D., Roggeveen, A.L. & Nordfalt, J. (2016). The future of retailing. *Journal Retailing*, 92(2), 135-141.

Grewel, D., Roggeveen, A.L. & Nordfalt, J.(2019). The future of retailing. *Journal of Retailing*, 95(1), 1-6.

Hagtvedt, H. & Patrick, V.M. (2008). Art infusion: The influence of visual art on the perception and evaluation of consumer products. *Journal Marketing Research*, 45(3), 379-389.

Kapferer, J.N. (2012). The New Strategic Brand management (5th ed). Kogan Page.

Keller, K.L. (2013). Strategic Brand Management (4th ed.). Pearson Education.

Kelman, H.C. (1958). Compliance, identification and internalization: A model for mobile advertising. *International Journal of Mobile Communications*, 12(4), 360-381.

Kim, Y. & Han, J. (2014). Why smartphone advertising attracts customers: A model for mobile advertising. *International Journal of Mobile Communications*, 12(4), 360-381

Kotler, P. & Keller, K.L (2016). Marketing Management (15th ed.). *Person Education*

Lamberton, C. & Stephen, A.T. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journey Marketing*, 80(6), 146-172.

Lippmann, W. (1922). Public Opinion. Harcourt, Brace.

Oliver, R.L. (1999). Whence consumer loyalty? *Journal Marketing*, 63 (Special Issue), 33-44

Orth, U.R. & Malkewitz, K. (2008). Holistic package design and consumer brand impressions. *Journal of Marketing* 72(64-81).

Petty, R.E. & Caciopo, J.T. (1986). Communication and Persuasion: Central and Peripheral routes to Attitude change. Springer-Verlag.

Pieters, R. & Wedel, M. (2012). Attention capture and transfer in advertising: Brand, pictorial, and text-size effects. *Journal of Marketing*, 76(3), 36-50.

Pollary, R. W. & Mittal, B. (1993). Here's the beef: Factors, determinants, and segments in consumer criticism of advertising. *Journal of Marketing*, 57(3), 99-114.

Puto, C.P. & Wells, W.D. (1984). Informational and Transformational advertising: The differential effects of time. *Advances in Consumer Research*, 11, 638-643.

Reimann, M., Zaichkowsky, J.L., Neuhaus, C., Bender, T. & Webber, B. (2010). Aesthetic package design: A behavioral, neural, and psychological investigation. *Journal of Consumer Psychology*, 20 (4),431-441.

Schiffbeerstein, H.N.J. & Spence, C. (2008). Multisensory product experience. In H.N.J Schefferstein & P. Hekkert (Eds.), *Product experience*, 133-161. Elsevier.

Schiffman, L.G. & Kanuk, L.L. (2010). *Consumer Behavior* (10th ed.). *Pearson Education*.

Senecal, S. & Natel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, 80(2), 159-169.

Solomon, M.R., (2018). *Consumer Behavior: Buying, Having, and Being* (12th ed.). *Person Education*.

Solom, M.R., Bamossy, G., Askegaard, S. & Hogg, M. K. (2016). *Consumer Behavior: A European Perspective* (6th ed.). *Pearson Education*

Tellis, G.J. (2009). Generalizations about advertising effectiveness in markets. *Journal of Advertising Research*, 49(2), 240-245.

Veryzer, R.W. (1993). Aesthetic response and the influence of design principles on product preferences. *Advances in Consumer Research*, 20, 224-228.

Wedel, M. & Pieters, R. (2008). A review of eye tracking research in marketing. *Review of Marketing Research*, 4(1), 123-147

Yoon, S.J. & Kim, J.H. (2018). Advertising effects of interactive mobile apps: A study of the role of ad content and format. *Telematics and Informatics*, 35(1), 170-183.

APPENDIX 1: QUESTIONNAIRE

**BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF COMMERCE
DEPARTMENT OF MARKETING**



QUESTIONNAIRE ON THE RESEARCH TOPIC:

The influence of Ad content, visual product aesthetic and public opinion towards consumer attitude on advertising. A multi device study of desktop and mobile device.

Dear Prospective Participant

You are genuinely invited to participate in a survey carried out by Vannesa Munashe Mushokori under the inspection of Doctor Chingwaru in the Department of Marketing towards the partial fulfillment of my Bachelor Honours Degree of Marketing at Bindura University of Science Education.

I am conducting a research study for my dissertation on the topic which reads the influence of ad content, visual product aesthetic and public opinion towards consumer attitude on advertising. A multi device study of desktop and mobile device. Your participation in this survey will contribute to the understanding and implications of my research topic. Your participation in this study is greatly appreciated and your confidentiality is totally guaranteed.

Contact Details

Phone number 0785894652 Email address vannesamushokori5@gmail.com. For further information, please do contact the study leader Doctor Chingwaru, can be contacted during office hours.

SECTION A: DEMOGRAPHICS

This section contains questions about your gender, age, marital status and occupation. Please tick in the right box to indicate your response. Please do not include your name on this questionnaire.

1. Gender

G1	Male	
G2	Female	

2. Age

A1	18-25	
A2	26-45	
A3	46-60	
A4	60 and above	

3. Marital Status

M1	Single	
M2	Married	
M3	Divorced	

4. Occupation

01	Employed	
02	Unemployed	
03	Self employed	

04	Student	
05	Retired	

SECTION B: Ad content

This section helps to assess how individuals pay attention on consumer emotions towards ad content. Use the scale provided above to tick the appropriate response indicating your personal opinion on the given statement. For each emotion listed below please mark the response category that best matches your personal experience. Please indicate how you actually felt using the scale from 1-5.

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

		Strongly disagree	Disagree	Neutral	Agree	Strongly
AC1	I would like to have expertise like the one shown in the commercial.					
AC2	James North personal protective equipment fits my lifestyle very well.					
AC3	James North commercials are meaningful to me.					
AC4	I could really relate to James North commercials.					

AC5	Using James North brand makes me feel good about myself.					
AC6	I felt as though I were right there in the commercials experiencing the same thing.					
AC7	The commercials reminded of some important facts about James North brand which I already knew.					
AC8	When I think of James North PPE I think of their commercials.					

SECTION C: Visual Product aesthetics

This section assesses the individual approach towards visual product aesthetics and its impact on consumer attitude.

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
VPA1	Owning products that have superior designs makes me feel good about myself.					
VPA2	I enjoy seeing displays of products that have superior designs.					
VPA3	A product's design is a source of pleasure for me					
VPA4	Beautiful product designs make our world a better place to live.					
VPA5	I have the ability to imagine how a product will fit in with designs of other things I already own.					
VPA6	Sometimes the way a product looks seems to reach out and grab me.					

VPA7	Being able to see subtle difference in product designs is one skill that I have developed over time.					
VPA8	I see things in a product's design that other people tend to pass over.					
VPA9	If a product's design really "speaks" to me, I feel that I must buy it.					
VPA10	When I see a product that has a really great design, I feel a strong urge to buy it.					

SECTION D: Public Opinion

This section helps to assess the effect of public opinion towards advertising and how it influences consumer attitude. Use the scale provided below to tick the appropriate response indicating your personal opinion of given statement.

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

		Strongly disagree	Disagree	Neutral	Agree	Strongly
PO1	Advertising persuades people to buy things they should not buy.					
PO2	From advertising I learn about fashions and about what to buy to impress others.					
PO3	Sometimes I take pleasure in thinking about what I saw or heard or read in advertisements.					
PO4	Sometimes advertisements are even more enjoyable than other media contents.					
PO5	Advertising tells me which brands have the features I am looking for.					
PO6	James North personal protective equipment promoted in advertising are good for our society.					

PO7	Quite often advertising is amusing and entertaining.					
PO8	Advertising tells me what people with lifestyles similar to mine are buying and using					

SECTION E: Consumer attitude

This sector assesses the individual responsible approaches towards advertising. Please tick in the box with your appropriate ranking to indicate your level of agreement with the following statements.

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

		Strongly	Disagree	Neutral	Agree	Strongly agree
CA1	Most product advertising is believable.					
CA2	James North advertisements are reliable sources of information about the quality and performance of products.					
CA3	Generally, James North advertised products are more dependable than unadvertised ones.					
CA4	James North advertisements usually present a true picture of the products advertised.					

THANK YOU VERY MUCH FOR YOUR PARTICIPATION

APPENDIX 2: SIMILARITY INDEX

B201852B PROJECT.docx

ORIGINALITY REPORT

10%

SIMILARITY INDEX

6%

INTERNET SOURCES

4%

PUBLICATIONS

7%

STUDENT PAPERS

PRIMARY SOURCES

1

Submitted to Bindura University of Science
Education

Student Paper

5%

2

elibrary.buse.ac.zw:8080

Internet Source

1%

3

Submitted to Midlands State University

Student Paper

1%

4

ir.buse.ac.zw:8080

Internet Source

<1%

5

Submitted to Khurasan University

Student Paper

<1%

6

Submitted to Griffith College Dublin

Student Paper

<1%

7

www.tandfonline.com

Internet Source

<1%

8

Submitted to Beulah Heights University

Student Paper

<1%

9

mdpi-res.com

Internet Source

<1%

10	Hurriyati Ratih, Tjahjono Benny, GafarAbdullah Ade, Sulastri, Lisnawati. "Advances in Business, Management and Entrepreneurship", CRC Press, 2020 Publication	<1 %
11	Mente, Wandile. "The Effectiveness of Search Marketing Using Smartphones: A Generation z Perspective.", University of Johannesburg (South Africa), 2024 Publication	<1 %
12	Molise, Limpho. "Consumers' Attitudes Toward Consumerism, Perceptions of Specific Product-Related Variables and Consumer Complaint Intention: A Lesotho Perspective", University of Pretoria (South Africa), 2023 Publication	<1 %
13	Submitted to United States International University Student Paper	<1 %
14	flepublications.com Internet Source	<1 %
15	etd.auburn.edu Internet Source	<1 %
16	hull-repository.worktribe.com Internet Source	<1 %
17	ualresearchonline.arts.ac.uk	

	Internet Source	<1 %
18	Submitted to European University Student Paper	<1 %
19	discol.umk.edu.my Internet Source	<1 %
20	wiredspace.wits.ac.za Internet Source	<1 %
21	www.coursehero.com Internet Source	<1 %
22	Sevil Yesiloglu, Joyce Costello. "Influencer Marketing - Building Brand Communities and Engagement", Routledge, 2020 Publication	<1 %
23	digitalcommons.usf.edu Internet Source	<1 %
24	erepository.mkuit.ac.rw Internet Source	<1 %
25	vbook.pub Internet Source	<1 %
26	elib.suub.uni-bremen.de Internet Source	<1 %
27	etd.aau.edu.et Internet Source	<1 %

28	idoc.tips Internet Source	<1 %
29	liboasis.buse.ac.zw:8080 Internet Source	<1 %
30	lup.lub.lu.se Internet Source	<1 %
31	www.apta.asia Internet Source	<1 %
32	www.ejcl.org Internet Source	<1 %

Exclude quotes On
Exclude bibliography On

Exclude matches < 10 words

