

The Effects of Television Commercials on Customers Purchase Intention – A Study of Milk Industry in Ho Chi Minh City, Vietnam

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Abstract—This research was conducted to examine the effect of television commercials (TVC) on customers' purchase intention to help improve sales for the milk industry of Ho Chi Minh City, Vietnam. Quantitative approach was applied with 300 respondents who often used milk products and watched the TVCs about milk products of Anlene, Vinamilk, Dutch Lady Complete milk, Dumex milk, Dielac Optimum milk and Dutch Lady fresh milk. The results indicated that all factors of commercials positively correlated with customers' purchase intention. Moreover, this study argued that in order to gain higher customers' purchase intention, marketers and commercials makers should a) pay more attention on the repetition of TVC on air, b) concentrate on building trust in customers' mind and perception, c) create meaningful advertising message. Interestingly, this study also found that customers' purchase intention was directly affected by customers' positive moods. In addition, purchase intention was indirectly influenced by customers' trust, customers' interest and length of TVCs.

Index Terms—Television commercial, trust, advertising message, customers' positive moods, purchase intention.

I. INTRODUCTION

From the late of 20th century, television has been considered as the most powerful media for advertisement industry. It is not overstated for that conclusion, thanks to the millions of television set sold on over the world and billions of faithful viewers across every continent. In term of global market, with the average watching time per day more than 4 hours, advertisement on television seems to be golden mine for companies to introduce their products to the world [1]. Beside the ability to reach a huge amount of audiences, television commercials can also help to classify specific target audience segments via a wide range of programming options. Moreover, according to recent studies, consumers say television is the most favorite implement that they want to learn about new products and a reliable, convenient source for them to gain information. Advertising agencies know that television wins by a wide margin over other media for being influential and exciting. Up to 61% worldwide consumers trust in television advertising [2].

Vietnam is not out of the trend of the world, especially Ho Chi Minh City, the biggest city of Vietnam. With the population nearly 8 million people, and high proportion of

household television, Ho Chi Minh City is a potential market for television commercials. The statistics of Nielsen Vietnam also showed that television advertising accounted for the highest percentage, 50%, 20% newspapers, 10% outdoor and some other forms. Each year the funding for this channel accounts for about \$1 billion and there are at least 3,000 television commercials on air. Mr. Nguyen Trung Thang, chairman of Masso Group - Communication Group, concluded that Advertisements on TV are inherent advantages as ever, like to be with people in a very short time, very fast, can convey sound, photographs, etc., that other channels cannot do [3].

According to [4] study, purchase intention is considered as the number of patrons that has a proposal to buy the products in future and make repetition purchases and contact again to the specific product. Purchase intention is a substantially important factor in measuring the success of a company. Companies want to increase the sale of specific product to maximize their profit then they must gain as much as possible the purchasing intension from the customers. Therefore; marketing, especially advertisements on television is a suitable method for diffusing products' information to large amount of customers and gaining customers' purchase intention [4].

II. LITERATURE REVIEW

A. Purchase Intention

According to [5] theory of reasoned action, defined intentions are decisions to act in a particular way. Intention can be affected by the intrinsic of the personal and extrinsic of the surrounding environment.

In the research of [6], the author tried to sum up some related studies about purchasing behaviors with consumers' decision-making processes. Surprisingly, the result showed that when consumers choose one good to purchase, they tend to make the final decision depended on their intention, which had been made before. Therefore, most marketers state that consumers' purchasing intention is an effectively method of predicting purchase goods. Likely, purchase intention can be defined as an individual's conscious plan to make an effort to purchase a brand [7].

Purchase intention can be used as a promise to one's self to purchase one specific product again whenever he or she makes the next trip to the market place. It has played a very essential role, because the companies want to maximize the number of sale of their product for the purpose to enlarge their profit. Therefore, purchase intention may have the

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ability to predict customers' retention. In another way, purchase intention occurs in people's mind of product loyalty that has a proposal to buy the products in future and make repetition purchases of the specific product [4], [8].

Purchase intention can be understood as individuals' intention to buy a specific brand which they have preferred to choose for themselves after certain evaluation. More specific, customers tend to buy a product because they perceive that product can perfectly serve their need and want. They will purchase again after they find out that the product is worth buying. So the final decisions to accept or deny the product seem to be depended on the customers' intention. [9].

Purchase intention can gauge the potential of a consumer's buying power, and the higher the purchase intention the higher possibility consumer's willingness is to buy a product. Purchase intention also indicates that consumers will follow their experience, preference and usually be impacted by the external environment to collect information, evaluate different alternatives, and decide purchase decision. This is a multiple process, firstly the consumers pay on their desire to collect the information about the product brand, next they start to evaluate its attributes by using the product for one time if it suits with the needs and wants of the buyer. Then, they start thinking to make purchase decision, when he/she already make one purchase attempt to the specific product, from that decision consumer may personally gain experienced. They would completely have product knowledge and if the consumer is satisfied from the particular brand they would absolutely think again or to show interest to purchase again the particular brand that they had familiar. [10]-[12].

B. Customers' Positive Moods

Mood is defined as specific feeling state which is quickly happened in a concrete period and situation [13]. Gardner [14] described mood as a phenomenon of emotion state that a people can personally perceives.

As the result in researches, customers in positive moods such as: happy, joyful, inspired, delighted, relaxed etc. receive the television advertising with pleasure, they also remember the advertising better and recall advertising message, product feature easier [15].

People who are in positive mood usually require less elaboration and thus accept an existing condition because they are satisfied with the situation. Hence, people in positive mood are less likely to be motivated to systematically deal with persuasive messages within embedded commercials or consider the present context that led them to a positive emotional status. As a result, they are tended to engage in simple heuristic information processing for persuasive commercial messages. On the other hand, negative moods always alert people to perceive that the current situation might require a problem-solving response and thereby trigger analytic systematic thinking mechanisms. Accordingly, people in negative moods are likely to be highly encouraged to think about context stimuli to prevent making wrong decisions and find a solution at the same time [16], [17].

One research had showed that people's evaluation of a target object was related to their mood rather than to have attention on detailed review and integration of relevant

information of the object. They pay more feelings about the target rather than evaluation of the objective information may serve as a source of information in forming evaluative judgments. If people feel comfortable about the target object, they send back a positive recommendation [18].

Good feelings push persuasion partly by enhancing positive thinking. In a good mood condition, people would like to view the world as a wonderful land. They also make things faster, they have more impulsive decisions, they depend less on systematic thinking, but more on heuristic cues, and especially they are more flexible in solving problem [18], [19].

Because unhappy people are definitely more ruminated before reacting back, they are less easily swayed by weak. Therefore, it has been suggested that if you cannot make a strongly attractive and reliable messages to the customers, it is a very smart idea to put your audience in a good mood and hope they will feel good about your message without thinking too much about it [18]. In addition, the result of [20] has discovered that customers who are in the negative emotion, they tend to have brand switching behavior. As the result, we can find that customers' moods and emotion are extremely sensitive factors in approaching customers.

From all those above, we can clearly figure out that customers' positive moods are essential element supporting their purchase intention. Positive moods help customers remember TVC, advertising messages longer, enhance faster decisions, reduce confusion. As the result, advertisers and marketers should produce the TVCs which can create positive moods from the audiences, so they finish half the way to gain customers' purchase intention.

C. Trust

In the report written by [21] noticed four types of sub-constructs, which they want to define the relationship between customers/consumers and producers/company. First of all, Trusting Belief-Competence, which means the customers believe in producers who will provide the products in properly and conveniently.

The second is Trusting Belief-Benevolence, which means one individual surely believes in other person who will care about one and is motivated to carry out for one individual needs and interest. The third is Trusting Belief-Predictability, which means one individual definitely believes in other people's actions (positive or negative), is consistent enough to be forecasted. Finally, the special last one is Trusting Belief-Integrity, which means one individual surely believes in other people who will do all good faith agreements, tell the trustworthiness, and make sure to fulfill promises. This trusting type means that the producer will do all their promises that they had bring to the customers in the television advertisement. Trusting Belief-Integrity with the dimensions includes: honest, credible, reliable and dependable will be used to support the thesis to illustrate customers' factor of trusting toward the milk television advertising [21].

Moreover, according to [22] trust has been defined as people show the willingness to rely on their exchange partner, who they have trustworthiness with. The study of [23] concluded that the trusting towards television advertising as customers have confidence about the reliable source and

information of advertised products and willingness to buy and want to try the products. Only when advertising can create trustworthiness in customers mind, advertising is able to introduce the products to customers. As the state of [24] trust is the stepping stones that affect customers purchase intention.

D. Interest

According to [25], interest can be understood as customers having their own feelings toward the products and brands being advertised. Whether customers may buy the products or not, customers' interest simply shows people liking, measures positive feeling about advertised brands and products. Or interest just simply sense are the books that people like to read every night, the sports people love to play in free time and the goods they consume and enjoy in their daily life.

In daily life, researchers have discovered a direct relationship between customers' buying behavior and their interest. Because most of customers have limited budget for spending in goods, so they tend to buy and consume products based on their interest. As the outcome, researchers strongly believe that customers purchase intention is directly influenced by their interest and social factors. Furthermore, customers' interest can be used as an effective method to explain and predict customer buying intention [26].

According to the study of [27], valid data were collected from 425 respondents; interest factor was concluded as the most influential factors on customers purchase intention.

E. Repetition

Repetition of commercial means that when a television commercial and its message on air over more than one time in a day. The repetition of commercials may influence consumer to purchase the product appear in the advertisements. The more frequency of repetition of ads builds positive image in the mind of viewers. Thus, repetition becomes an important way to build up the credibility among customers. Whenever one potential customer watches and hears about a brand on television frequently, the brand's credibility increases. Because viewers may perceive that company which has brands to be commercialized on television and with frequent repeating, must be the large and reputed one [28].

In other study, [29] concluded that commercials with high frequency of repetition help customers recall the messages and brand image of the products easier.

In addition, there are two more interesting dimensions of wear in and wear out regarding to advertising repetition research. According to [30], an ad is told to have worn in when audiences perceive that the advertisement has a definitely positive impact on them. In contrast, wear out occurs when viewers stop being affected by the advertisement or when viewers have negative mood when watch the television so many times. Television commercial repetition causes wear in and wear out effects in different way for each individual. Some people may experience wear in just at the first time exposure to an advertising stimulus, whereas others may not feel a wear in effect until the third exposure to advertising [30].

Furthermore, [31] had a research about the effect of

advertising on purchase intention, message recall in sports arena with 348 respondents. The result showed that the frequency of advertisement appears was positively associated with the purchase intention and brand name recall. In other words, when advertising increases it will lead purchase intention and brand recall increase [31].

F. Length

In current television advertising, commercial length is the duration of time in seconds that advertising on air. In present time, the 2 most popularly used by the advertiser are 15-second and 30-second commercial.

In the research of [32], the length of a commercial was concluded to have a significant positive association with advertising effectiveness. Suitable length of advertising on television will give the audiences more change to attend to the commercial; therefore, customers can clearly learn and understand advertising message as well as the advertised product. Moreover, effective length of commercials can express via the ability of catching customers' attention toward the TVC. Like the wear out phenomenon has mentioned above, the advertising that last too long will make the audiences become boring and tend to zap the commercial.

Last but not least, a successful television advertising was determined basing on the recall rate of customers about the advertising that they had seen, the higher recall rate, the more successful of commercials [32].

G. Advertising Message

Advertising message can be defined as a main and important theme of a TVC that provides product' information for consumers, encourages audiences remember the advertisement and purchase the product in the advertisement. Customers tend to pay totally attention to important messages while ignore others information which customers are not interested in or have no relation with them. For this reason, an advertisement want to gain customers attention must concentrate on the message that really relates to consumers' needs, wants, interest and goals [33].

Interestingly, good advertising message play an important role in the relationship with effective television commercial and customers' purchase intention. Television commercial message which can creating trust from customers may encourage audiences contemplate its content and lead customers to make logical buying intention. [34].

According to all above dependent and independent factors this research hypothesizes that:

H₁: Factors of TVCs positively affect customers' positive moods when they watch TVC.

H₂: Factors of TVCs positively affect customers' purchase intention.

H₃: Customers' positive moods positively affect their purchase intention.

H₄: Factors of TVCs indirectly affect customers' purchase intention through their positive moods.

III. METHODOLOGY

A. Questionnaire Design and Data Collection

This research paid high concentration on customers'

purchase intention. The quantitative method was employed to investigate the object which means using surveys to collect primary data from the target respondents. Most of the questions in the survey were formed based on five point Likert scale, respondents rate the items on the five point scale, on which 1 indicated “strongly disagree” and 5 indicated “strongly agree”.

The survey questionnaires were directly to customers of Vinamilk, Anlene milk, Dutch Lady milk, Dumex milk and Dielac milk, who live in Ho Chi Minh City. This study applied the convenience sampling method with 299 respondents were asked to fill in the questionnaire. The questionnaires were mainly distributed in the public places including supermarket, office, and parks.

B. Factor Analysis and Reliability

Two exploratory factor analyses (EFA) were conducted for the two group of variables; 31 items of the independent variables and 9 items of the dependent variables. The principal component extraction method and varimax rotation were employed to find the relationship among variables. In addition, descriptive statistics were used to describe the demographic data and all other variables in the research model. In addition, multiple regressions were used to determine the effects of the independent variables on the dependent variables of customer’s positive moods and purchase intention. The results of the EFAs showed that the Kaiser-Meyer-Olkin measure of sampling adequacy was .891 for the independent variables and .834 for the dependent variables. According to [35] the KMO index ranges from 0 to 1 and the suggested minimum value for a proper factor analysis is 0.6, this means that the data were suitable for further analysis. The Bartlett’s test: the factor analysis was considered appropriate when significant ≤ 0.05 [35].

TABLE I: SUMMARY OF INDEPENDENT VARIABLES

Given Names	Number of Items	Alpha
1. Trust (TRUST)	4	.843
2. Repetition (REPET)	5	.771
3. Humor (HUMOR)	4	.786
4. Music (MUSIC)	4	.775
5. Advertising Message (ADMES)	4	.782
6. Interest (INTRES)	3	.748
7. Length (LENGTH)	3	.725
8. Celebrities and Endorsers (CELEND0)	3	.669

The study provides evidences that there were 8 components extracted and all Eigenvalues are greater than 1 (with the smallest values is 1.002). Moreover, the extraction sums of squared loadings equals to 64.56, which is greater than 50%. Thus, these eight factors account for 64.56% of data variance and Cronbach’s coefficients ranged from .669 to .843 illustrating the internal consistency of these variables as shown in “Table I”. Similarly, two dependent factors accounted for 56.88% of the total variance indicating good reliability of these two variables as shown in “Table II”.

TABLE II: SUMMARY OF DEPENDENT VARIABLES

Given Names	Number of Items	Alpha
1. Positive Moods (POMO)	5	.761
2. Purchase Intention (PURINT)	4	.787

IV. RESULTS

A. Profile of Consumer Involved in the Study

TABLE III: THE ARRANGEMENT OF CHANNELS

	Frequency	Percentage
Gender		
- Male	67	22.3
- Female	233	77.0
Total	300	100.0
Relationship status		
- Single	133	44.3
- Married	166	55.3
Total	299	99.7
Age		
- 18-25 years old	119	39.7
- 26-35 years old	73	24.3
- 36-45 years old	76	25.3
- 46-55 years old	27	9.0
- Above 55 years old	4	1.3
Total	299	99.7
Educational Level		
- High School	85	28.3
- Vocational Level	22	7.3
- College	39	13.0
- Graduated	140	46.7
- Master	13	4.3
Total	299	99.7
Income		
- Below 5 million VND	142	47.3
- 5-10 million VND	85	28.3
- 10-15 million VND	44	14.7
- 15-20 million VND	16	5.3
- Above 20 million VND	10	3.3
Total	299	99.7

B. Correlations between Factors of TVC and Purchase Intention

With the aim to indicate the relationships among factors of TVC and customers’ purchase intention. Pearson Product-moment Correlation Coefficients (r) were applied. “Table IV” showed that there were positive and significant associations between all independent variables and the dependent variable of PURINT; TRUST ($r=.462, p<.005$), REPET ($r=.463, p<.005$), HUMOR ($r=.312, p<.005$), MUSIC ($r=.333, p<.005$), ADMES ($r=.499, p<.005$), INTRES ($r=.450, p<.005$), LENGTH ($r=.363, p<.005$), CELEND0 ($r=.417, p<.005$) and POMO ($r=.487, p<.005$). Hence, an increase in TRUST, REPET, HUMOR, MUSIC, ADMES, INTRES, LENGTH, CELEND0, and POMO could lead to an increase in customer’s purchase intention.

TABLE IV: CORRELATION AMONG VARIABLES

PURINT	1	2	3	4	5	6	7	8	
1. TRUST	.462*								
2. REPET	.463*	.410*							
3. HUMOR	.312*	.299*	.349*						
4. MUSIC	.333*	.284*	.304*	.515*					
5. ADMES	.499*	.472*	.487*	.462*	.468*				
6. INTERES	.450*	.506*	.545*	.393*	.398*	.566*			
7. LENGTH	.363*	.301*	.487*	.412*	.273*	.469*	.455*		
8. CELENDO	.417*	.565*	.425*	.396*	.342*	.485*	.490*	.327*	
9. POMO	.487*	.397*	.380*	.295*	.337*	.439*	.467*	.399*	.378*
Mean	3.60	3.27	3.35	3.95	3.92	2.67	3.41	3.64	3.60
SD.	.674	.776	.664	.667	.713	.666	.720	.693	.674

*. Correlation is significant at the 0.005 level (1-tailed).

This study found that purint was affected by independent variables in two ways: direct and indirect effects. The direct effect can be observed through the unstandardized regression coefficient (β) and was presented in the path model. In addition, the indirect effect of independent factors on purint were calculated by multiply the effects of independent variables on the intervening variable and the effect of intervening variable on the dependent variable.

C. Direct Effects on Purchase Intention

The results of the first multiple regression, which tested hypothesis 2 (H_2), showed that 36.7 percent of the variance in the purint could be explained by trust, repet, humor, music, admes, interes, length, and celendo as independent variables of the model. The purint was mainly predicted and affected by three important predictors; Trust ($\beta = .168, p < .01$), repet ($\beta = .182, p < .01$) and admes ($\beta = .196, p < .01$). In addition, the result of the simple linear regression between Pomo and purint, which tested hypothesis 3 (H_3), showed that the purint was significantly affected by the Pomo ($\beta = .516, p < .01$). Thus, through the intervening of customers' positive moods, the factor of trust, interest and length provided indirect effects on purchase intention. As the result, the higher rate of trust, suitable repetition and meaningful advertising message of TVCs, and necessarily built positive moods for customers, marketers could increase customer's purchase intention.

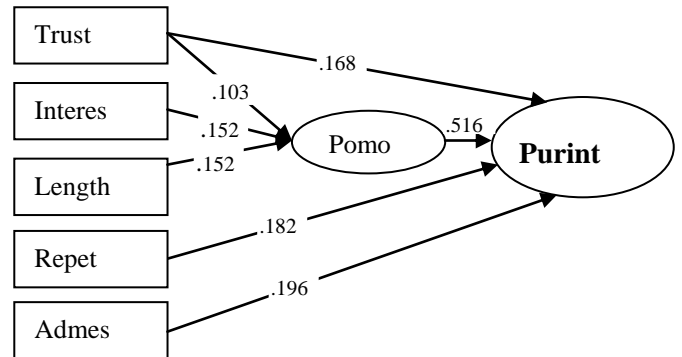
D. Indirect Effects of TVC on Purchase Intention

The indirect effect of an independent variable on the dependent variable through the intervening variable was the total product of the effects of that independent variable on the intervening variables and the effect of the intervening variable on the dependent variable of customer's purchase intention [36].

The results of the second multiple regression, which tested hypothesis 1 (H_1), showed that that 31.8 percent of the variance in the POMO could be explained by trust, repet, humor, music, admes, interes, length, and celendo as independent variables of the model. The Pomo was also mainly predicted and affected by three important predictors; the interest ($\beta = .152, p < .05$), TRUST ($\beta = .103, p < .05$) and length ($\beta = .152, p < .05$). Thus, when marketers want to create positive moods for their customers, they should pay more attention to customers' interest, trust and the length of the TVCs. Consequently, through the intervening factor of customers' positive moods, the study indicated that the

factors of trust, interest and length of TVCs had indirect impacts on purchase intention. As the result, this research suggested that TVCs which formed high trust in customers, had well penetrate customers' interest, and appropriate length would lead to high rate of purchase intention.

E. Path diagram of Purchase Intention



Note: All coefficients were significant at the .005 level.

Fig. 1. Path coefficients of PURINT model.

F. Significance of the Indirect Effects

Table V showed the results of the bootstrapping method recommended by [36] to test the significance of indirect effects or mediations. The output provided the bootstrapped confidence intervals (at the 95%). If there is a zero (0) lies within the interval range between the lower boundary (LL) and the upper boundary (UL), then we can conclude that, with 95% confidence, there is no mediation or indirect effect. On the other hand, if zero does not occur between the LL and the UL, then we can conclude that, with 95% confidence, the mediation or indirect effect is significant [37]. As can be seen in the output of Table V, the indirect effects of trust, interes, and length on purint through the mediation of POMO were estimated to lie between .0769 (LL) and .1828 (UL); .0953 and .2288; and .1043 and .2313 with 95% confidence, respectively. Because zero is not in the 95% confidence interval, we can conclude that the indirect effects of trust, interes, and length on purint were indeed significantly different from zero at $p < .05$ (two tailed) and the mediation of Pomo in this study was true.

TABLE V: DIRECT AND INDIRECT EFFECTS

Variables	Causal effects			LL	UL
	Direct	Indirect	Total		
TRUST	.168	.053	.218	.0769	.1828
INTERES	----	.080	.080	.0953	.2288
LENGTH	----	.080	.080	.1043	.2313
REPET	.182	----	.182		
ADMES	.196	----	.196		
POMO	.516	----	.516		
Total	1.062	.213	1.272		

The total effects of independent variables impact on purchase intention are 1.272, in which direct effects coming from POMO, TRUST, REPET and ADMES accounted for 83.5%. Indirect effects from TRUST, INTERES and LENGTH accounted for 16.5%.

V. DISCUSSIONS

The findings of this research showed that trust of customers toward the information and content of TVC directly impacted on customers' purchase intention. This result was supported by the work of [38]. The conclusion of [24] only when advertising can create trustworthiness in customers' mind and perception, advertising is able to introduce the products to customers trust and is the stepping stones that affect customers purchase intention. In addition, this research showed positive relationships between trust and customers' positive moods and trust had indirect impact on purchase intention. This could be understood that whenever the customers' trust was fortified, customers tended to feel delighted (positive mood) toward the advertised product and customers would want to buy the product without any concern. Milk companies should make their TVCs more credible by using trustworthy information as well as recommendation from nutrition expert to get more trust from audiences. And remember to avoid exaggeration.

The outcome of this study also indicated the direct link between repetition of TVCs and customers' purchase intention. Obviously, this effect had been proved by [31] that the frequency of advertisement appears was positively associated with the purchase intention and brand name recall. Hence, milk Companies must pay attention on prime time for showing the TVCs and consider suitable repetition to avoid "wear out" [30].

As the conclusion of [34], television advertising message not only create trust from customers but may also encourage audiences contemplate its content and lead customers to make logical buying intention. That conclusion one more time confirm by this study that higher rate of customer's trust could lead to higher level of purchase intention. As the result, marketers should create clear, meaning full and attractive message to draw more audiences.

Next is about customers' positive moods, this factor seem to have a strongest associate with customers' purchase intention. This relationship also demonstrated by [39] and [40], all three authors concluded that people having good moods as: happy, satisfied and wonderful when shopping, they are willing to spend more time in the store, purchase more products that they intention to buy at home. Therefore, advertisers and marketers should produce the TVCs which can create positive moods from the audiences, so they finish half the way to gain customers' purchase intention.

According to [27], interest factor placed the strongest impact on customers purchase intention. More than that, in the research of [26], customers' interest can be used as an effective method to explain and predict customers buying intention. In this study, customers' interest was not only associated with purchase intention but also had direct effect on customers' positive moods and then caused an indirect effect on purchase intention. Marketers should do research about what kind of TVC customers love to watch, as well as which type of music they want to hear in the TVC for creating effective TVCs.

Lastly, the research showed that there was a link between length of TVCs and customers' positive moods and through the positive moods, length of TVCs provided indirect effect

on purchase intention. This result was the same in the research of [41], but in more detail, in the condition of positive moods towards long advertisement (30 seconds) with more information had stronger impact on purchase intention than short advertisement (15 seconds). In addition, effective Length of TVC not only save money for advertisers but also create a chance for customers have more understanding about the product and help customer retain the advertising longer. Therefore, milk Companies should consider appropriate duration for successful commercials.

VI. CONCLUSION

First of all this research found four variables which had direct effects on customers' purchase intention (Purint), namely trust, repetition, advertising message, and customer's positive moods. In addition, there were three variables directly affect customers' positive moods, namely trust, interest, and length of advertisement. Simultaneously, these variables caused indirect effects on customers' purchase intention. As the result, this study also recommended suggestions to improve TVCs effectiveness and purchase intention.

The research applied the multivariate statistical techniques with factor analysis, standard multiple regression and path analysis to investigate the relationships among variables of customers' purchase intention model. Interpretation and recommendations were proposed basing on the empirical findings of the research. In term of correlations between variables, bivariate correlations and Pearson product-moment correlation coefficients were used to investigate the relationships and its strength between each independent variable and customers' purchase intention, likewise between each mediating variable and the dependent variable of customer purchase intention. The direct and indirect of independent variables on customers' purchase intention were interpreted and discussed in order to give clear answers and evidences for supporting all the research hypotheses.

As the result of the research, not all the factors have direct and indirect impacts on purchase intention. Moreover, the study only showed the direct effect of positive moods on purchase intention; this will be interesting for future study to explore the relationship between customers' negative mood and purchase intention.

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