

Elaboration Likelihood Model and Socio-psychological Factors: The Influence of Central Route Processing on FMCG Purchase Intentions in Bangladesh.

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Purpose-The main purpose of the study is to analyze the central route in television advertising that influence consumer attitudes and the socio-psychological factors that influence purchase intention of FMCG products in Bangladesh. Based on Elaboration Likelihood Model (ELM) and Theory of Planned Behavior (TPB) this study aims to understand how central cues of television advertising (informativeness and reputable company tv ads) influence consumer attitudes and how this attitude along with other factors, subjective norms and perceived behavioral factors influence purchase intention of FMCG. By analyzing consumer information processing and behavioral learning by the exposure of advertising, this study contributes to understanding how mass media shape consumer awareness and purchase intention in an emerging market.

Design/methodology/approach- This study employs a positivist quantitative research design by using structured questionnaire survey method. By using purposive non-probability sampling the data has been collected from 390 FMCG consumers from the various cities of Bangladesh. SPSS-22 and Smart-PLS 4 has been used to do the analysis to test the proposed integrated TPB-ELM framework.

Findings- From the analysis it has been seen that the central cues informativeness and reputable companies Tv ads have a significant positive relationship with consumer attitude where entertainment has the strongest effect. Socio-psychological factors attitude, subjective norms and perceived behavioral control significantly influence purchase intention where perceived behavioral control has the greatest impact. The proposed model demonstrates a strong explanatory and predictive power for explaining consumer behavior.

Research Limitations/implications- This study is limited to television advertising, FMCG and central routes only. For future research this framework can be applied to different media, different product categories and in educational or awareness-oriented communication context.

Practical implications- The findings will help to provide

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directions for the marketers, practitioners, and communicators to design effective messages that enhance better understanding, trust and decision-making.

Social implications- The study highlights how mass media advertising influences consumer awareness, social influence and purchase behavior with implications for public education and consumer learning.

Originality/value- This paper offers original value by integrating ELM and TPB to explain consumer learning and behavior through television advertising in an emerging market context.

Keywords: Attitude, Purchase Intention, FMCG, ELM, TPB

Introduction

One of the main industries in Bangladesh's economy, the fast-moving consumer goods (FMCG) industry identified as a powerful multinational company with extensive distribution networks, fierce rivalry, and cheap operating costs (Ashik, 2018). It is one of the fastest-rising segments in the business (Tabassam, 2021). The large population estimations for the country make the FMCG market extremely exciting. The private consumption rate has also increased over time, specifically between 1973 and 2022 (CEIC-2022), with a substantial increase in Gross Domestic Product (GDP) (Hossain et al., 2020). Private consumption, often referred to as household consumption, has been supporting the steady economic expansion in Bangladesh. GDP progress in Financial Year (FY) 2016-17 existed 7.28% in contrast to 7.11% in FY 2015-16, on contrast the private expenditure growth was 10.3% in FY 2016-17, whereas in FY 2015-16 was 9.1% (Hossain et al., 2020). Private consumption of Bangladesh accounted for 72.8% of the country's nominal GDP in June 2022 compared to 68.8% in the preceding year (CEIC-2022). It seems likely to continue contributing to Bangladesh's GDP in the coming year.

Winning customers' hearts over competitors may help FMCG companies survive in the business, particularly through good and suitable marketing strategies like advertising, the employment of familiar retailers and salespersons, product variety, product quality,

reasonable cost, and product display (Sarkar & Rahman, 2017). Advertising is one of the marketing strategies that contribute a significant role in this matter. Since 95% of the population in Bangladesh watch television (TV) regularly and about 89% watch television commercials on a regular and occasional basis (Shamsuzzaman et al., 2019), television advertising has the most significant impact on Bangladeshi consumers. It is, therefore, interesting to explore the elements that belong to central route processing have the most impact on consumers' purchasing intentions.

Bangladesh has experienced tremendous economic development in the past several years, with FMCG being the most significant contributor. Nevertheless, this study identified some current issues and challenges relevant to the FMCG sector, namely:

New and small companies apparently do not invest in promotions to boost their sales. Even if they make a poor profit, they are the ones who suffer the most due to the small investment in promotional expenses. According to (Noyon, 2021), new and small FMCG companies encounter substantial obstacles due to limitations on promotional expenditure. The FMCG sector in Bangladesh is also facing the pertinence of fake brand products. Nearly all well-known goods from renowned national and international companies, including food items, essential medical supplies, and even life-saving medications, are being counterfeited (Badhon, 2020). The FMCG sector in Bangladesh is not a quality-driven industry, and there are no

regulations that are sufficient to stop the adulteration of food (Shihab, 2019). Food adulteration lowers food quality by substituting ingredients, adding non-authenticated substances, or removing important components to earn profit. It deceives consumers and causes health risks (Dwivedi, 2022). The high cost of big data handling is another concern facing the FMCG industry. It is crucial for organizations to purchase only relevant data and determine the correct linkage to consumer behavior as the acquisition, retention, examination, and comprehensive administration of large-scale data would incur substantial expenses. Smaller organizations tend to avoid adopting big data technology due to perceived financial constraints (Kabir et al., 2021).

With regards to the aforementioned issues faced by the FMCG sector, the Government has given the highest priority to developing and encouraging local agricultural-related businesses within the nation. The National Board of Revenue (NBR) is planning to ease the maximum amount of promotional expenditures slightly by setting the amount at 1%, up from the current 0.5% for the coming budget, to encourage international investment, boost the development of startups, and provide some respite to the growing industry (Noyon, 2021). This finding led to further investigation on how advertising might help the FMCG industry. Advertising has been noted as crucial for addressing the problems in FMCG since it could raise awareness and encourage purchases at various stages of the consumer journey. According to Sarkar and Rahman (2017), the purchase decisions of consumers and advertising are both positively connected to each other. Advertising is often utilized to draw the attention of customers and aid in their buying choices (Bergkvist et al., 2016), and the advertisement's (ads) self-aware appearance is essential for buyers to have an ongoing connection with the product advertised (Escalas & Bettman, 2017). In the age of time-shifting audiences, advertisers looking to connect with consumers via television advertisements need

more effective strategies to engage and monitor viewers in today's digital environment (Blake, 2017; Bruell, 2019).

Advertising may provide solutions for the mentioned issues faced by FMCG companies in Bangladesh. Like as most of the country's new and local FMCG companies are unable to persuade potential customers to buy the products they offer due to the competitive market, advertising can help them stay ahead of their competitors. An FMCG company can boost its sales by advertising and branding its products (Noyon, 2021). In the lack of managing accurate data, the firms make choices based on their perception rather than data (Kabir et al., 2021). In such case, promotional activities like advertising can help create awareness and drive purchasing at different levels of the consumer's journey. The proliferation of illegal goods available on the market poses a huge threat to the entire FMCG sector. Advertising can help by disseminating information regarding original FMCG products. Informativeness has a favorable relationship with the advertising message and users' views about advertising (Sakinahmohdshukri et al., 2020). All FMCG companies offer essentially identical features to the consumer, and advertising can help in gaining competitive advantages over competitors in this regard. Advertising and product variety are positively related to consumer purchasing decisions. The rate of consumer purchases will rise due to the wide variety of items that consumers can buy based on the items they are looking for (Sarkar & Rahman, 2017).

Television is the most widespread form of all media among the people of Bangladesh (Islam et al., 2017), and about 89% of the country's middle-class consumers watch television ads regularly and occasionally (Shamsuzzaman et al., 2019). Hence, television advertising has the greatest impact on Bangladeshi consumers. Many advertising factors are used in television advertising to sway viewers. This study aims to determine the central route processing elements in TV advertising and socio-psychological

factors that most strongly affect consumers purchase intention of FMCG. Advertising agencies and manufacturers of FMCGs could benefit greatly from this information. By keeping these factors in mind, they may concentrate more on the most significant advertising and socio-psychological factors that can foster long-term intention to buy any given goods or service. This is especially true for Bangladeshi consumers purchase intention of FMCG, a clear indicator of development that will support the nation's stability and socioeconomic growth (Mujeri, 2021).

Theoretical background and hypothesis development

Several theories were used to ascertain the potential dimension of purchase intention and to evaluate the literature and model. The foundation for the conceptual structure of this study is acquired from the Theory of Planned Behavior (TPB) due to its popularity, robustness, and broad scope (Ajzen, 1985, 1991). In addition, Petty and Cacioppo's (1986) Elaboration Likelihood Model (ELM) was also adopted.

The Elaboration Likelihood Model (ELM)

In addition to the TPB, the ELM is used to expand the model in this study. ELM has been extensively acknowledged and utilized across multiple domains, such as health consultation, counseling, politics, ecological studies, education, promotion, and advertising (Petty & Brinol, 2011). It has apparently focused on marketing and advertising (Haugtvedt & Kasmer, 2008). The ELM states that the processing of advertising information follows two distinct ways based on the degree of involvement. For degree of high involvement, the information process by central route and for low involvement the information process by peripheral route in appeal of the advertisement (Cacioppo & Petty, 1989 & Cacioppo, 1981).

ELM shows the level of understanding regarding advertising messages that are processed through central route (deep, careful processing) or peripheral route (surface-level

cues). This theory is best suited for this study as TV advertising uses both routes frequently to influence consumer purchase intention of FMCG products. The choice between the routes fully depends on the individuals' level of understanding and the motivation gained from the information received. If both options are adequate, then user will choose central route that required cognitive effort and if both options are not required then they choose peripheral route where they will require less cognitive effort (Petty & Cacioppo, 1986).

Informativeness (Central Route)

The central route processing of the ELM employs argument attribute, which might result in a favorable attitude shift and motivate the recipient to follow. When the recipient able to consider the message's material which elaboration is high and motivated then the center route happens. The message of central route contains a lot of information, reasoned reasoning, and conclusion support evidence. When the message's argument is powerful and the provided information is full, the receiver will experience a favorable cognitive reaction in the form of evaluation, memories, and critical judgment (Algarni, 2019).

From earlier studies it has been seen that the argument qualities have been measured from different perspectives (e.g., Cheung et al., 2009; Cheung et al., 2008; Lee, & Lee, 2009), assess the measurements either by the information (e.g., information completeness, reliability, accurateness, adequacy, relevance, timeliness, and completeness) or by the opinion. Perceived informativeness is described as consumers' impressions of the value of information incorporated in a message (Zhang et al., 2014; Ducoffe, 1996). That is, perceived informativeness has been adapted to use as a validated construct in the literature (Ducoffe, 1995; Algarni, 2019) in the central route.

Jun and Lee (2007) identified informativeness as a significant determinant influencing consumers' perceptions of advertisements. Informativeness has a favorable relationship with the advertising

message and users' views about advertising on social networking sites, according to Sakinahmohdshukri et al. (2020). The informativeness of Instagram ads has a positive effect on attitudes toward advertisements (Wardhani & Alif, 2019). It also substantially influences customers' assessments of the value of social media advertising (Arora & Agarwal, 2019). Recent research revealed a significant and favorable correlation between information and consumers' views of online and electronic advertising across diverse platforms and cultural contexts (Wang & Wen, 2017, as cited by Mustafi & Hosain, 2020). Research by Vasumathi and Banudevi (2018), as referenced by Omeje et al., (2022), emphasizes that television ads have become a key medium for conveying information to consumers, with buyers increasingly expecting valuable factors in brief advertisements. Hence, based on the above discussion, it may be assumed that consumers' attitudes about advertising are positively influenced by purchase intention. From the above discussion, the hypothesis has been developed outlines below:

H1: Informativeness, the central route processing is positively related to consumer attitude towards television advertising.

Firm Reputation (Central Route)

ELM enables customers to comprehend a stimulus via two discrete pathways: the central route and the peripheral route. The central route is the cognitive process by which individuals are persuaded by a message. It leads to a permanent alteration in their perspectives. Consumers allocate cognitive resources and allocate time to assess mainly the pertinent information, which frequently comprises cues that are directly associated with traits like product features (Lord et al., 1995), argument value (Zhou et al., 2016), and service characteristic (Zhou, 2012) through the central route.

According to Walsh & Beatty (2007), corporate reputation is rooted in customer perception, that is shaped either by direct interaction with a company's offerings or by the information they

are consuming. Although certain studies primarily place reputation at the cognitive level (Fombrun et al., 2000), others treat emotions to be a component of reputation (Deephhouse, 2000). Fombrun et al. (2000) view corporate reputation as the cognitive depiction of a company's historical actions and performance that reflects the firm's ability to provide valued outcomes to its (consumers) stakeholders. Consequently, it has been adapted to align with validated items in the literature to establish a corporate reputation in the central route. (Subhan, Samikon, & Hossain, 2022)

The influence of corporate reputation on online loyalty is significant, according to Caruana and Ewing (2010). Furthermore, most clients who do business with trustworthy companies are loyal (Walsh et al., 2009; Kim et al., 2015; Haubman, 2016) and provide assistance to these organizations in various voluntary and extra-role behaviors (Bartikowski & Walsh, 2011), which may include having a positive attitude towards their social media advertisement. According to Rahman et al. (2021), corporate reputation is positively associated with attitude towards advertising. Numerous research studies have provided theoretical and empirical support for the positive correlation between corporate reputation and (re)purchase intentions (Jeng, 2008, as cited by Helm, 2013). This finding is also supported by Sahi et al., (2016) who state that firm reputation is significantly related to trust. Hence, the following hypothesis is developed:

H2: Company reputation, the central route processing are positively related to consumer attitude towards television advertising.

The TPB model

The TPB has been effectively utilized to elucidate and forecast behavior in a wide range of behavioral spheres, from physical activity to treatment issues, reutilizing to the mode of transportation choice, safer sexual activity to user behavior, and technology acceptance to privacy defense (Ajzen, 2020). The TPB model directly examines behavioral intention and

renders some factors that have a direct/indirect impact on behavioral intention and behavior (Ajzen, 1991). Moreover, Conner and Norman (2005) assert that the TPB model is adopted as an entire theory of behavior, whereby any other controls on desire and behavior are taken to have an influence on desire and behavior through the influencing elements of the TPB. It is more accurately considered as a theory of the proximal determinants of behavioral intention and behavior. The prime purpose of this study is to explore and examine the central route processing elements in advertising factors and the socio-psychological factors that influence FMCG purchase intention.

Ajzen (1991, 2020) stated that the model can be expanded if other relevant determinants are identified and other variables other than the TPB variables are used on behavioral intention raised by the variables comprised in the TPB. The TPB describes how attitudes, subjective norms, and perceived behavioral control affect consumer behavior, making it ideal for understanding the socio-psychological factors that affect FMCG purchase intentions. FMCG products often involve low-involvement, habitual purchases, and the TPB helps capture how external factors (social influence, control beliefs) shape consumer attitudes and intentions toward buying these products. (Hossain & Subhan, 2021)

According to Ajzen (1991), attitude, subjective norms and perceived behavioral control affect consumers' behavioral intention. Haque et al. (2018) studied consumer purchasing behavior about halal cosmetics. The study's findings indicated a substantial relationship between attitude and purchase intention. Aziz and Wahab (2018) also reported that attitude impacted buying intention. The study by Suparno (2020) focused on investigating online

buying intention for halal products. The findings revealed that attitudes influence the intention to purchase halal products. Another socio-psychological factors, Subjective norms have been found to pose a positive effect on intention (Lima et al., 2020; Jiang et al., 2018). Prior research also indicates subjective norm as the opinion of others who typically influence one's behavioral actions (Ajzen, 1991; Radder et al., 2010; Yang, 2007). Perceived behavioral control, the last socio-psychological factor has been shown to positively influence intention (Lima et al., 2020; Jiang et al., 2018). Previous research also indicates that consumers' ability to exercise control over their behavior has a significant positive influence on their behavioral intention (Hongwei et al., 2010; Merisavo et al., 2010; Tripathi & Siddiqui, 2008; Yang et al., 2010). From the earlier discussion it can be concluded:

H3: Consumers' attitude towards television advertising has a significant relationship with the purchase intention of FMCG.

H4: Subjective norms positively influence consumers' intention to purchase FMCG.

H5: Consumers perceived behavioral control positively influences their intention to purchase FMCG.

From the above discussion, the TPB and ELM are more comprehensive for this purpose, focusing on both behavioral intentions and the depth of message processing, which are essential for analyzing how TV advertising influences consumer behavior in the FMCG sector. By keeping in mind, the concept of planned behavior and identifying the central route that influences consumer attitude to purchase intention, it is hoped that this framework will be able to fill the gaps of knowledge existing in prior studies

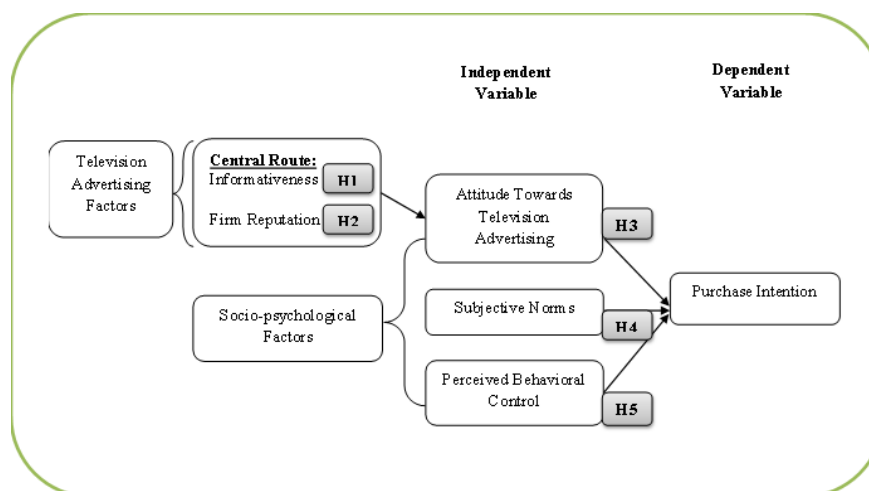


Figure: Theoretical Framework (Source: Authors own work)

Methodology

Research Method:

This current study encompasses the process of theory testing as well as hypothesis development and testing to make predictions that the central route processing elements in advertising factors will influence attitudes that create purchase intention and that the socio-psychological factors will affect the intention to purchase FMCG among the consumers in Bangladesh. The present study is grounded on the positivist paradigm, which prioritizes two key aspects: i) the use of quantitative methods for data collection and analysis, and ii) the examination and verification of the linkages between theory and research through theory testing (Bryman & Bell, 2007). Statistical approaches are employed to examine the relationships between the variables (Creswell, 2009). This study employs survey research methodology, offering a systematic means for gathering information to characterize variables and examine correlations between them (Malhotra, 2007).

Questionnaire Design for Survey

The questionnaire has been prepared based on the related theories of the study. A total number of forty-two (42) questions has been used for this research, and five-point Likert scale has been followed. The respondents were asked to answer the queries based on strongly agree= 5 to strongly disagree. This scoring has been used to measure the respondent's assessment

regarding attitude towards TV advertising and the socio-psychological factors that influence their purchase intention of FMCG products. The questionnaire has been split into two sections, section-1 includes thirty-seven (37) questions that portray the role of advertising that influences their attitude and later on influence the purchase intention of FMCG products. Section-2 contained five questions (Q1-5) regarding demographic variables such as gender, age, educational qualification, occupation, and income. As the survey was conducted under the researcher's direct observation, the researcher was always present to provide any clarification to the participants in their local (Bengali) language for better comprehension.

The measures for the advertising factor of informativeness were adapted from Algarni (2019) and Ducoffe (1996) and Company Reputation was adapted from Walsh and Beatty (2007) and Walsh et al. (2009). To measure attitudes toward television advertisements, a scale for a combination of items developed by Chowdhury et al. (2006), Huq et al. (2015), and Liu and Jang (2013) were utilized. From Grace and O'Cass (2005), the scale for subjective norm was adapted and the perceived behavioral control was adapted from a combination of items used by Venkatesh et al. (2003), Yang et al. (2010), and Nysveen et al. (2005). And lastly the measurement scale for Purchase Intention

was adapted from David (2006), Kim & Han (2014), and Sohaib & Kang (2014).

Primary Data Collection

Primary data was collected from June 2025 to December 2025 using a structured questionnaire survey. This survey aimed to assess the effect of television advertisements on consumers' purchase intention. A questionnaire study was administered to individuals residing in different cities of Bangladesh after confirming that purchasing low-involvement products was part of their routine behavior.

Population

The total population of Bangladesh is 168.22 million, with 84.19 million males and 84.03 million females (Bangladesh Bureau of Statistics, 2022). All those who are Muslims are the population of this study as Bangladesh is a Muslim-majority nation. About 91.05% of the populations in Bangladesh are Muslims (Bangladesh Bureau of Statistics, 2023), which means that this research covers almost 91% (about 153 million) of the market. The population in this study comprised individuals from all eight Bangladesh divisions (Bangladesh Bureau of Statistics, 2022) namely Dhaka, Chattogram, Khulna, Barishal, Rajshahi, Rangpur, Mymensingh, and Sylhet. This research covered forty-two (42) districts under these eight divisions as well as the maximum number of respondents from the three largest cities of Bangladesh: Dhaka, Chittagong, and Cox's Bazar.

Research Instrument and Sampling:

The primary research technique for this research was a structured, self-administered questionnaire. It was designed to ensure content validity and consistency with the study objectives by utilizing reliable measuring scales retrieved and adapted from previous literature.

This paper used quantitative methods. The sampling method was grounded on non-probability sampling, that there is no chance for each respondent from the population to be selected as samples (Siyoto & Sodik, 2015; Battour et al., 2022). The sample has been selected by purposive sampling where the decision to select the sample is based on the data collector (Lypiyoadi & Ikhsan, 2015). For quantitative research the sample of respondents can be taken by purposive sampling that can also be defined as non-probability sampling (Zainudinet al., 2019; Kusumasondjaja & Tjiptono, 2019).

About 390 respondents have been selected as a sample of this study based on methodological standards. The minimum representative sample size can be found by calculating five to ten times with the number of indicators (Hair et al., 2019; Ferdinand, 2014). This study used thirty-seven (37) indicators, suggesting the sample size range in between 195 to 390. Hence, a sample size of 390 exceeds the minimum threshold and falls within the acceptable range for structural equation modeling (PLS-SEM), as suggested by Reinartz et al. (2009).

PLS-SEM, or also known as PLS path modeling, is predominantly employed for theory development in exploratory research. It is achieved by prioritizing the elucidation of the variability in the dependent variables in the model analysis (Hair et al., 2017). The smart PLS 4 (partial least squares) method was used to analyze the data. The data source determined the validity of the research hypotheses, the reliability of the research model, and the answers to the research questions. SPSS 22 has been used to code the raw data collected from the respondents and was used for demographic analysis. The demographic profile has been categorized by following the Bangladesh Bureau of Statistics (2019) mentioned criteria.

Analysis

Demographic Profile

“Table 1: Demographic Profiles of the Respondents

Demographic Variables	Category	Frequency	Percent (%)
Gender	Male	228	58.5
	Female	162	41.5
Age	20-24 years	41	10.5
	25-29 years	59	15.1
	30-34 years	61	15.6
	35-39 years	63	16.2
	40-44 years	47	12.1
	45-49 years	45	11.5
	50-54 years	32	8.2
	55-59 years	26	6.7
	60-64 Years	16	4.1
Educational Qualification	Primary	64	16.4
	Secondary	86	22.1
	College	158	40.5
	Madrasha	2	.5
	Professional	18	4.6
	University	62	15.9
Occupation	Managers	6	1.5
	Professionals	20	5.1
	Technicians and associates	8	2.1
	Clerical and support work	6	1.5
	Service and sales workers	70	17.9
	Skilled agricultural, forestry, and fisheries	81	20.8
	Crafts and related traders	105	26.9
	Plant and machine operators	27	6.9
	Elementary occupation	67	17.2

Source: This Study (Authors own work)”

From the above table it seen that about 58.5% are male respondents and female are 41.5%. About 47% of respondents are from the age group of 25-39 years and 23.6% are from 40-49 years. From the age group we see that the respondents are from distinct age range that obviously contribute to the strong outcome for the research. Among them most of participants (40.5%) are college graduates, about 22% are secondary school passes, 16.4 % are primary school passes and about 15.9% are university graduates. Most of the surveyed respondents work in crafts and related trades (26.9%),

followed by agriculture, forestry, and fisheries (20.8%), service and sales (17.9%), and elementary jobs (17.2%).

Reflective Measurement Model

Indicator Reliability (Outer Loadings)

To assess the internal consistency, the factor loading needs to be examined. The value of the items of factor loading should be above 0.60 is accepted (Pallant,2010; George et, al., 2015). From Table 2 it has been seen that all the items of factor loading meet the recommended value.

“Table 2: Outer Loadings of the Measurement Model

	ATT	INF	INT	PBC	REP	SN
ATT1	0.678					
ATT2	0.761					
ATT3	0.767					
ATT4	0.677					
ATT5	0.690					
INF2		0.758				
INF3		0.715				
INF4		0.771				
INT1			0.849			
INT2			0.850			
INT3			0.725			
PBC2				0.683		
PBC3				0.749		
PBC4				0.614		
PBC6				0.776		
PBC7				0.731		
PBC8				0.728		
REP3					0.618	
REP5					0.788	
REP6					0.820	
REP7					0.708	
REP9					0.673	
SN1						0.732
SN2						0.738
SN3						0.746
SN4						0.781
SN5						0.792

(Source: Authors own work)”

Convergent Validity

Convergent validity and discriminant validity are both assessed by the reflective dimension. Hair et al. (2017) employed factor loadings and average variance extracted (AVE) as indicators to assess convergence validity. Table 3 presents the reflective constructs' composite reliability (CR) and AVE values. All seven constructs are shown to have met the minimum values for CR (i.e., 0.7) and AVE (i.e., 0.5) after item deletion (Hair et al., 2017). According to the guidelines recognized by George and Mallery (2003), Cronbach's alpha standards are categorized as

follows: coefficients value more than 0.9 are considered excellent, more than 0.8 and 0.7 are classified as good and acceptable. The values of coefficients greater than 0.6 are questionable and the values above 0.5 are poor, and the values less than 0.5 are unacceptable. According to Kotian et al. (2022), a value of 0.90 or higher denotes excellent consistency; 0.80–0.89 good consistency; 0.70–0.79 acceptable consistency; 0.65–0.69 minor consistency; and <0.5 unacceptable consistency. In this convergent situation, the constructs are found reliable and valid.

“Table 3: Construct Reliability and Validity

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
ATT	0.763	0.840	0.512
INF	0.609	0.793	0.561
INT	0.734	0.851	0.656
PBC	0.808	0.862	0.512
REP	0.771	0.846	0.526
SN	0.815	0.871	0.575
ATT	0.763	0.840	0.512

(Source: Authors own work)”

Discriminant Validity**Discriminant Validity using Fornell-Larcker Criterion**

Subsequently, to evaluate the discriminant validity, it needs to be seen that either the

respective construct of each indicator is strong from the other indicator's construct or not. According to Fornell & Larcker (1981), the respective construct of each dimension should be higher than the other dimension's construct. Table-4 has fulfilled all of these conditions.

“Table 4: Discriminant Validity using Fornell-Larcker Criterion

	ATT	INF	INT	PBC	REP	SN
ATT	0.716					
INF	0.494	0.749				
INT	0.459	0.321	0.810			
PBC	0.256	0.260	0.467	0.715		
REP	0.474	0.328	0.563	0.366	0.725	
SN	0.370	0.275	0.452	0.348	0.377	0.758

(Source: Authors own work)”

Heterotrait-Monotrait Ratio (HTMT)

Another way to measure the discriminant validity by HTMT developed by Henseler et al., (2015). Henseler suggests that if the value of

confidence interval of HTMT is lower than 1, then it confirms the discriminator validity. Table 5 meets the criteria mentioned and confirm the discriminant validity.

“Table 5: Heterotrait-Monotrait Ratio (HTMT)

	ATT	INF	INT	PBC	REP	SN
ATT						
INF	0.717					
INT	0.591	0.481				
PBC	0.309	0.375	0.600			

REP	0.609	0.475	0.755	0.473		
SN	0.462	0.385	0.581	0.423	0.480	

(Source: Authors own work)”

Assessment of Structural Model**Collinearity Statistics (VIF)-Inner**

It is essential to evaluate the collinearity issues of a structural model in its initial stage. Where

the VIF value is 5 or higher (Hair et al., 2017), then it indicates the collinearity issues. From Table-6, the VIF inner value for all independent variables is under 5 indicates negative issues of collinearity problem.

“Table 6: Collinearity Statistics (VIF)-Inner

	ATT	INF	INT	PBC	REP	SN
ATT			1.184			
INF	1.121					
INT						
PBC			1.162			
REP	1.121					
SN			1.258			

(Source: Authors own work)”

Path Coefficient and Hypothesis Testing

Table 7 presents the findings regarding the relative significance of the various advertising factors, namely informativeness and reputable companies’ television ads in influencing attitudes. The results indicate that these factors attitude, subjective norms, and perceived behavioral control significantly impact by the variables, which in turn predict intention. Hence, all the hypotheses namely H1, H2, H3,

H4, and H5 are accepted. It is evident that perceived behavioral control has the utmost effect on purchase intention ($\beta = 0.310$), followed by attitude on intention ($\beta = 0.292$), and subjective norm ($\beta = 0.236$). Among the advertising factors, informativeness ($\beta=0.380$) has a significant effect on attitude, followed by reputable companies’ tv ads ($\beta= 0.350$). The overall structural model has been shown in figure-2, that has a significant t-value >1.96 (Hair et al., 2017).

“Table 7: Path Coefficient and Hypothesis Testing

Hypothesis		Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
H1	INF-> ATT	0.380	0.052	7.325	0.000	Supported
H2	REP -> ATT	0.350	0.053	6.621	0.000	Supported
H3	ATT -> INT	0.292	0.052	5.585	0.000	Supported
H4	SN -> INT	0.236	0.061	3.872	0.000	Supported
H5	PBC -> INT	0.310	0.059	5.230	0.000	Supported

(Source: Authors own work)”

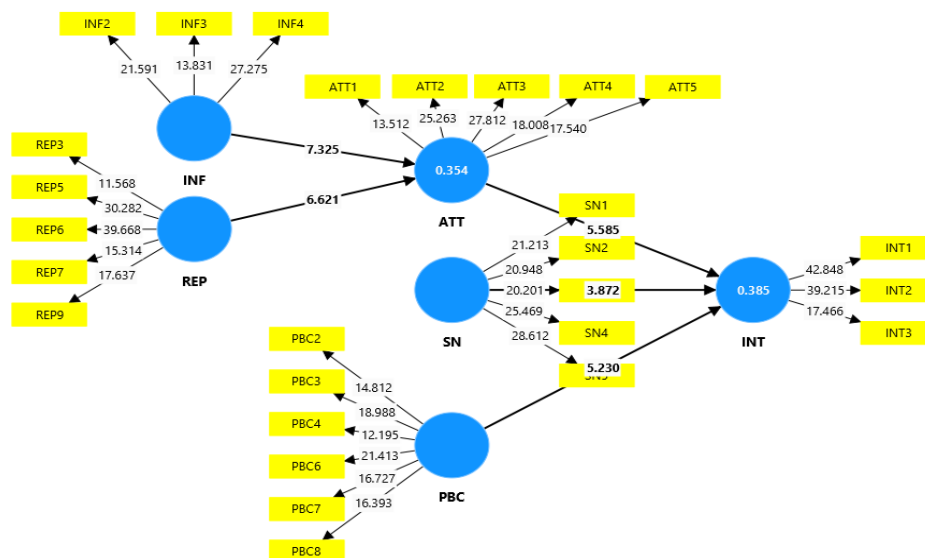


Figure 2: The Structural Model with t-Value

Assessment of R^2

The coefficient of determination score is a metric that quantifies the prediction accuracy of a model. It represents the proportion of

variance in the dependent variable explained by the associated exogenous constructs. Table 8 presents the observed values for attitude (0.354) and intention (0.385) which can be considered as significant according to Cohen (1988).

“Table 8: Coefficient of Determination Score R^2

	R-square	R-square adjusted
ATT	0.354	0.350
INT	0.385	0.381

(Source: Authors own work)”

Effect Size (f^2)

The f^2 measures the influence of a predictive construct on an endogenous construct (Cohen, 1988). The f^2 column for informativeness (0.199) and company reputation (0.169) show a

moderate effect on producing R^2 for attitude. Conversely, perceived behavioral control (0.135) and attitude (0.117) have a moderate effect on constructing the R^2 for intention. Table-9 shows that subjective norm (0.072) has a lower effect in constructing R^2 for intention.

“Table 9: f^2 (Effect Size)

	ATT	INF	INT	PBC	REP	SN
ATT			0.117			
INF	0.199					
INT						
PBC			0.135			
REP	0.169					
SN			0.072			

(Source: Authors own work)”

Assessment of Predictive Relevance (Q^2)

Stone-Geisser Predictor relevance, as measured by Q^2 , is commonly employed in the evaluation of predictive relevance. The process of the blindfolding procedure is shown in Table 10. The predictive relevance Q^2 of attitude and intention have values of 0.174 and 0.238 respectively, revealing that as the Q^2 values are above zero, the model has a predictive relevance.

“Table 10: Assessment of Predictive Relevance (Q^2)

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
ATT	1950.000	1609.893	0.174
INF	1170.000	1170.000	
INT	1170.000	891.918	0.238
PBC	2340.000	2340.000	
REP	1950.000	1950.000	
SN	1950.000	1950.000	

(Source: Authors own work)”

Assessment of Goodness-of-Fit

The Standardized Root Mean Square (SRMR) is a metric used for assessing the degree of approximate fit between the model proposed and the observed data. This measure serves the purpose of avoiding the potential occurrence of

model misspecification. The SRMR values, in this case, are 0.073 and 0.079, suggesting that the model fits the saturated and estimated models quite well, with a lower (less than 0.08) SRMR indicating a better fit (Hu & Bentler, 1999).

“Table 11: Model Fit Summary

	Saturated model	Estimated model
SRMR	0.073	0.079
d_ULS	1.989	2.361
d_G	0.478	0.506
Chi-square	1071.831	1106.157

(Source: Authors own work)”

Discussion and Conclusion

From the above analysis, it presents the relative significance of the various advertising factors (informativeness and reputable companies' ads) in influencing consumers' attitudes toward FMCG purchase intention. The results denote that the socio-psychological factors of attitude, subjective norms, and perceived behavioral control significantly impact Bangladeshi consumers' FMCG purchase intention. Thus, hypotheses H1 (informativeness), H2 (company reputation), H3 (attitude towards television

advertising), H4 (subjective norms), and H5 (perceived behavioral control) are all accepted.

This research demonstrates that advertising factors through central routes influence consumer attitudes toward purchase intentions, and that socio-psychological factors influence consumers' FMCG purchase intentions. The theoretical contribution is achieved by considering both cognitive processing mechanisms and social influences, on top of expanding the theoretical applications of the TPB and ELM in advertising. This study also found that the consumers in Bangladesh are

positively affected by advertising factors, which in turn positively affect FMCG purchase intention. This result serves as a good source of information for FMCG companies.

This research enhances both scholarly and industrial attention, indicating that when TV advertising is associated with consumer psychology then it will effectively influence the consumer attitude and purchase intention of FMCG. It provides effective insights for the marketers and the policymakers as well while addressing a formerly unexplored area of findings by contextualizing global ideas into Bangladeshi media and consumer landscape.

Research Implications

The integration of ELM and TPB helps to provide multidimensional view of consumer decision making is the prime theoretical contribution of the research. It expands TPB by integrating advertising factors as a central influence. The contributions to the body of knowledge in qualitative analysis, it establishes relationships between central route processing elements of advertising factors and attitudes, it provides qualitative insights into how informativeness and reputable companies tv ads shape attitudes and behavioral intentions. It also demonstrates the influence of attitude, subjective norms, and perceived behavioral control on the consumers' purchase intentions in an emerging market like Bangladesh.

Contributions to the body of knowledge in quantitative analysis, this paper validates significant relationships using explanatory statistical methods, confirming the impact of advertising factors (e.g., informativeness and company reputation) on attitudes and purchase intentions and statistically confirms that attitudes, subjective norms, and perceived behavioral control are key predictors of purchase intentions. In the methodological contribution this paper developed a comprehensive and validated survey instrument based on previous literature, tailored to the Bangladeshi context. Used explanatory statistical approaches for model validation and combined

survey-based quantitative methods with a theoretical framework provide robust validation of the proposed integrated model.

Social Implications

Grounded in the difficulties mentioned, including the growing rivalry faced by new and small FMCG firms in Bangladesh, restricted promotional expenditures, the proliferation of counterfeit products, and eroding brand loyalty—this study drew on in response, the study looked at how still-dominant media in Bangladesh, television advertising, may be used to solve these problems. From the results it has been seen that the central cues like informativeness and company reputation significantly influence consumer attitude. This research findings provides strategic values for those organizations looking for reasonable ways to improve customer involvement, set unique goods, establish brand confidence in a crowded market engagement, differentiate products and build brand trust in a saturated market. Furthermore, clarifying sociopsychological factors of purchasing intention-attitudes, subjective norms and perceived behavioral control which affect the interaction between advertising stimuli and consumer decisions are greatly shaped by cultural and perceived impact.

Limitations and Future Research

The integration of ELM-TPB model adds new opportunities for future research, especially in developing countries where television advertising significantly influences consumer attitude and ultimate purchase intention. The results indicate that other research may be done for different businesses and different demographics. The outcomes of this empirical research have sorted out some limitations-

First, the study solely focused on television advertising. Future studies can be done through other media like print advertising, social media platforms (Facebook, Twitter, You Tube, and Instagram) that may have significant influence on consumer purchase intention on distinguish demographic segments as well. Secondly, the study focuses on the central route of advertising

whereas peripheral route of advertising may be investigated. Thirdly, this study has been focused on low involvement products like FMCG. Further study should be based on high

involvement products and in other industries like telecommunications and multinational organizations.

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