

THE ROLE OF DREAMS OF ADS AND EXPOSURE TO ADS ON PURCHASE INTENTION WITH THE MODERATION EFFECT OF PRICE

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ABSTRACT

This study examines dream of ads and exposure to ads on purchase intention, moderated by Price, and Dreams of Ads as mediating variables. This study aims to explore the relationship between these variables to provide additional information in marketing science and to provide information in the field of marketing in creating managerial strategies for companies. The respondents of this research are individuals who have dreamed of their dream products in Indonesia. The analysis test of this research used the method of the Structural Equation Model (SEM). The total sample in this study was 180 respondents. This study shows a positive influence between Exposure to Ads on Dreams of Ads, Dream of Ads on Purchase Intentions, Exposure to Ads on Purchase Intentions, and the moderating role of Price. However, the mediating part of Dreams of Ads between Exposure to Ads and Purchase Intention does not have a significant relationship. The implication of this research is to provide managerial advice to companies in making advertisements that follow the dreams of the company's target market.

Keywords: Ads, dream of ads, purchase intention, price

JEL Classification: M5, M21.

Article History:

Received : September 24, 2021; Revised : November 8, 2021; Accepted : November 15, 2021; Available Online : December 12, 2021

DOI: [10.20473/jmtt.v14i3.30244](https://doi.org/10.20473/jmtt.v14i3.30244)

INTRODUCTION

Exposure to Ads has a relationship with various types of platforms (Shang et al., 2018). This is because, in advertising, we can use any medium. A few years ago, the advertisements that we often encountered were advertisements in newspapers. However, in recent years, advertisements have appeared in e-mails when scrolling through social media and ads on the radio. The impact of exposure to ads received by customers has been widely carried out. Still, the effect studied on consumers' effects consciously has not been widely carried out (Mahdavi, Fatehi Rad and Barbosa, 2019).

Exposure to Ads received by the public affects society, such as a change in the Purchase Intention of customers exposed to advertisements (Lavidge and Steiner, 1961). Exposure to Ads affects consumers' subconscious, which causes the emergence of Purchase Intentions (Mahdavi, Fatehi Rad and Barbosa, 2019). Price is one of the variables in marketing that has a significant impact on influencing consumers' Purchase Intentions (Finch, Becherer and Casavant, 1998). Advertising can use Prices to be presented to consumers (Kukar-Kinney,

Ridgway and Monroe, 2012). The Price advertised to consumers affects consumer Purchase Intentions. Often the Price is a vital thing advertised to consumers, but advertising alone is not enough. As well as advertising, Price is an important thing to generate Purchase Intention. When exposed to advertising, there is a mediating role of attitude towards advertising on Purchase Intention (Lim et al., 2017). Purchase intention is influenced not only by one factor but also by mediation factors (Toor and Husnain, 2017). However, data from advertising has also been found to have no mediation relationship with Purchase Intention (Paul and Bhakar, 2018).

Currently, Exposure to Ads is closely related to people's lives. In almost all activities, people are exposed to advertisements. For example, when driving a car, we see billboard advertisements while listening to ads on the radio. Alternatively, bring up social media, again people are exposed to ads, especially now that the internet has become the primary thing for people to use in supporting their daily needs. Even working in the office, people immediately get notifications about advertisements to open related applications from their cellphones.

The public, as internet users intentionally or not, will encounter various advertisements on internet platform services. Especially the existence of digital marketing makes the advertising exposure received by the public greater. It causes the dream products found in advertisements to be carried away into dreamland. Through digital marketing, people only need to write down keywords and find new promotions on the internet. The advertisements found on the internet will compete to attract consumers' attention, especially with the Price. Therefore, Exposure to Ads and Price are two crucial things to generate Purchase Intention.

Previous research shows that exposure to ads, dreams of ads, and purchase intentions influence each other. Previous research confirmed that Exposure to Ads has a positive impact on Purchase Intention, which also has direct and indirect effects on Dreams of Ads (Mahdavi, Fatehi Rad and Barbosa, 2019). Advertising is a dreamlike structure. Advertising can be a subject that can interpret the format of the subconscious. Advertising can have a hidden meaning and even become an expression without writing (Forest, 2016).

In a previous study, Mahdavi et al. (2019), The variables of Exposure to Ads, Dreams of Ads, and Purchase Intentions have been investigated. However, according to Mahdavi et al. (2019) in previous studies have not considered socio-economic factors. So in this study, socio-economic factors are used as a consideration in the form of Price variables. In the two previous studies (Forest, 2016; Mahdavi, Fatehi Rad and Barbosa, 2019), the object of research is still too

broad. The thing of research taken is consumers in a country in general. Therefore, this study focuses more on referring to the Indonesian people who dream of their dream products.

This study has a purpose: to explore knowledge about the relationship between Exposure to Ads, Dreams of Ads, and Purchase Intentions regarding dream products in Indonesia influenced by Price. In addition, this research is expected to contribute to marketing knowledge, which has managerial implications for companies in Indonesia.

LITERATURE REVIEW AND HYPOTHESES

Exposure to Ads

Exposure to Ads is a picture of consumer behavior that allows itself to be exposed by itself to various advertising platforms (Mahdavi, Fatehi Rad and Barbosa, 2019). The Exposure to Ads received by the customer causes the customer to pay attention to the advertisement and store it in memory because the customer is constantly receiving Exposure to Ads (Pechmann and Stewart, 1988). Soh et al. (2009) stated that advertising is a reliable source of information about goods/services. This is because advertising is an effective source of information. After all, consumers believe in advertising. Lavidge and Steiner (1961) stated that the function of advertising is to help achieve sales. Ketelaar et al. (2015) noted that the variety of advertising media today has drastically increased significantly.

Dreams of Ads

Lohmann (2016) states that dreams are an important game and are often considered an underestimated role in a cultural belief. This is because dreams provide a personal experience whose information in dreams is verified directly by the leader. Graham et al. (2015) stated that when asleep, the human brain produces more solutions than the awake brain. Thus, humans are believed to be able to solve problems when sleeping or when dreaming. A study says the brain that is asleep will not be the same as the awake brain. In this case, the problem-solving ability, where the brain is asleep, is better to solve the problem (Barrett, 2011)—remember 30% of the human lifespan to fall asleep or dream (Mahdavi, Fatehi Rad and Barbosa, 2019). It will be very effective if the advertising effect touches 30% of the human lifetime. Humans who are asleep can cognitively control the content of their dreams about what they are currently paying attention to (Hoelscher, 1981).

Purchase Intention

Purchase Intention is the basis of consumer perceptions of several things that consumers find attractive. One of the exciting things mentioned is that Price is one of the influences to create Purchase Intentions for consumers (Yulianingsih, Syah and Anindita, 2019). Stiawan and Syah (2017) argue that Purchase Intention indicates how much someone intends to buy. Purchase intention also measures a person's willingness to accept. Buying intention is related to the

following action, namely buying. An advertiser will encourage his customers to have awareness, knowledge, desire, preference, and purchase (Ruswanti, Gantino and Sihombing, 2019).

Price

Price is one of the variables in marketing that has an impact on Purchase Intention (Finch, Becherer and Casavant, 1998). To get a high Purchase Intention, marketing and advertising to consumers are carried out (Kukar-Kinney, Ridgway and Monroe, 2012). Companies will be willing to spend large amounts of budget for their sales promotion (Alvarez and Casielles, 2005). Price is one of the motivations of consumers to try certain products (Konuk, 2015). Price is one form of advertising that has been carried out from the past but is still popular today (Palazón and Delgado, 2009). Consumers consider prices a form of sacrifice in making purchases; consumers will shop more to get the cheapest Price (Jin and Sternquist, 2003). Price is a measure of the effectiveness of advertising (Palazón and Delgado, 2009). Matzler et al. (2006) stated that Price has a significant role as a determinant of purchase.

The Relationship between Exposure to Ads and Dreams of Ads

Advertisements received by consumers repeatedly result in consumers paying attention to ads and storing advertisements in their brain memory (Pechmann and Stewart, 1988). Spoken words that enter human memory before falling asleep influence the content of dreams (Hoelscher, Klinger and Barta, 1981). Before falling asleep, humans are advised to think of a specific object. This object will be an influence on their dreams (Walker and Johnson, 1974). Various messages conveyed by advertisements will be received by the human brain and processed when the human brain is unconscious or asleep (Graham, Lawrence and Requejo, 2015). All messages from advertisements continuously exposed to consumers will be digested and evaluated when the human condition is not aware that it is asleep (Barrett, 2011). Exposure to Ads shows that the construction of advertising is complex (Hanewinkel, 2010). After reading the news, a person's worries affect his dream while sleeping (MacKay and DeCicco, 2020). Humans are more natural to dream about their concerns than dream about things that are not very important (Nikles et al., 1998). Previous studies have discussed the positive influence between Dreams of Ads and Purchase Intentions (Hoelscher et al., 1981; MacKay and DeCicco, 2020; Mahdavi et al., 2019; Nikles et al., 1998; Pechmann and Stewart, 1988; Walker and Johnson, 1974).

From the description above, the researcher believes that the Dreams of Ads experienced by consumers can affect consumers' Purchase Intentions. This finding is because the human brain

does not stop working even though it is asleep and will affect consumers' Purchase Intentions. Because of the description above, a hypothesis is built, namely:

H1. Exposure to Ads received has a positive influence on the Dreams of Ads.

Relationship of Dreams of Ads and Purchase Intention

Mahdavi et al. (2019) has proven the influence of Dreams of Ads received by consumers on consumer psychology, namely raising Purchase Intentions. Worry upon waking from dreaming affects a person's response globally (MacKay and DeCicco, 2020). Dreams are essential in honing human trust (Lohmann, 2016). Barrett (2011) writes about the impact of goals that explain a problem and provide a solution. Forest (2016) has proven the influence of advertisements carried into the subconscious and then generate Purchase Intentions. Kami menemukan beberapa penelitian yang telah membahas pengaruh positif antara paparan iklan dan niat beli (Barrett, 2011; Forest, 2016; Lohmann, 2016; MacKay and DeCicco, 2020; Mahdavi et al., 2019; Walker and Johnson, 1974).

The researcher believes that exposure to advertising received by consumers can affect consumers' Purchase Intentions from the description above. Consumers record messages from exposure to advertisements they receive to be evaluated in their brains and affect consumers' Purchase Intentions. So from the description above, the following hypothesis is built:

H2. The Dreams of Ads affect consumers' Purchase Intentions.

Relationship between Exposure to Ads and Purchase Intention

Belch and Belch (2014) have proven that some consumers think that the value of a product will be lifted if the advertisement contains creativity such as visual and audio quality by consumer tastes. Consumers will evaluate the advertising exposure they receive and decide to support or oppose the advertisement's message. Exposure to ads that are incentives and long enough interactions will result in consumers building significant Purchase Intentions (Rau, 2008). Advertising can significantly influence changing consumer attitudes, such as consumer Purchase Intentions (Lim, 2015). Lim (2015) also explained that repetition of advertisements would result in advertising brands being stored in consumers' memory, resulting in high Purchase Intentions. It has been proven by Lavidge and Steiner (1961) that consumers who are exposed to extensive advertising will influence their Purchase Intentions. The process regarding the effect of advertising exposure on Purchase Intention has been described by Lavidge and Steiner (1961). A significant positive impact was found on Purchase Intention (Ruswanti, Gantino and Sihombing, 2019). Several previous studies discuss the positive influence between advertising exposure and advertising dreams (Belch and Belch, 2014; Hanewinkel et al., 2010; Lavidge and Steiner, 1961; Mahdavi et al., 2019; Ruswanti et al., 2019).

This study measures the effect of exposure to advertising received by consumers on advertising dreams experienced by consumers. Researchers assume that the level of exposure to advertising received by consumers will be directly proportional to the advertising dreams experienced by consumers. Responding to the description above, concluding the hypothesis is:

H3. There is a positive influence between Exposure to Ads received by consumers on Purchase Intentions.

Moderate Role of Price

Sinha and Adhikari (2017) state that the expected Price influences Purchase Intention. Bambauer-Sachse and Massera (2018) using price as a moderating variable in his research. This study mentions that price promotion has a significant moderating effect (Bambauer-Sachse and Massera, 2018). Similarly, Chang and Wildt (1994) stated that perceived Price and quality lead to perceived value. Then, this perceived value is the main factor influencing Purchase Intention. Price does not have a significant effect on customer Purchase Intentions (Mirabi, Akbariyeh and Tahmasebifard, 2015). Several previous studies have explored the effect of Price on Purchase Intention, either directly or indirectly (Bambauer-Sachse and Massera, 2018; Chang and Wildt, 1994; Mirabi et al., 2015; Sinha and Adhikari, 2017; Yulianingsih et al., 2019).

The theory above shows that Price, Exposure to Ads, and Purchase Intention are three things that influence each other. Price is considered a moderating element between Exposure to Ads and Purchase Intention. Therefore, the fourth hypothesis in this study is:

H4. Price will increase the Exposure to Ads to Purchase Intention.

Mediation Role of Dream of Ads

X. J. Lim et al. (2017) previously, it has been proven that there is a significant mediating role in consumer attitudes towards purchase intentions. Sallam and Wahid (2012) highlights if the mediating role of consumer attitudes between advertising and purchase intention has a significant effect. Advertising dreams also have a large role in the relationship between Advertising Exposure and Purchase Intention in our research Mahdavi et al. (2019). Attitude towards advertising has a significant mediating role in the relationship between advertising (Hasanah and Wahid, 2018). Several previous studies have discussed the relationship between Advertising Exposure and Purchase Intention and have a mediating role in it (Hasanah and Wahid, 2018; X. J. Lim et al., 2017; Mahdavi et al., 2019; Sallam and Wahid, 2012).

Some of these studies have proven the relationship between Exposure to Ads, Dream of Ads, and Purchase Intention. Dream of Ads is a variable that can be the result of an attitude towards Advertising Exposure that generates Purchase Intention. Thus, Dream of Ads is a mediating element between Exposure to Ads and Purchase Intention. Therefore, the fifth hypothesis in this study is:

H5. Dream of Ads mediates the relationship between Exposure to Ads and Purchase Intention.

RESEARCH METHODS

This study uses a quantitative approach. This study collects data through questionnaires filled out using an online survey through the Google Form platform. The questionnaire uses a 5 (five) Likert scale with the number 1 (one), which means strongly disagree, to 5 (five), which suggests strongly agree. This study uses a purposive sampling method by taking samples with certain conditions (Hair Jr. et al., 2014). The conditions in question are people in Indonesia aged 15 to 50 years, both men and women. They have dreamed of their dream products such as cars, cellphones, or houses.

The distribution of the questionnaire was carried out in May 2021 in Indonesia. In this research, the people we choose are Indonesian people who dream of their dream products. The dream products we mean include Cars, Homes, and Mobile Phones. We chose the three products because they are the most coveted products in Indonesia. The number of research samples to be studied is 5 (five) times the total number of statements, so the minimum number of research samples is 115 people. However, to get maximum results, we collected a total of 180 respondents.

Measurement

Table 1.
Operational Definition of Variables

Name of Variables	Operational Definition of Variables	Measurement Items	Source
Exposure to Ads (EA)	I stopped working for a while when there was a car ad	EA1	(Mahdavi, Fatehi Rad and Barbosa, 2019)
	I don't mind if I find a lot of car ads	EA2	
	I keep watching television when there is a car ad on the television screen	EA3	
	I don't delete e-mails that contain car advertising content	EA4	
	I don't change the radio channel every time there's a car ad on the radio	EA5	(Ketelaar et al., 2015)
	I pay attention to car ads when they appear on social media	EA6	

Dream od Ads (DA)	I dreamed of a car whose advertisement I saw/heard	DA1	(Mahdavi, Fatehi Rad and Barbosa, 2019)
	I dreamed of the part of the car whose advertisement I saw/heard	DA2	
	I saw the advertised car in my dream	DA3	
	In my dream, I bought the advertised car	DA4	
Purchase Intention (PI)	I intend to buy my advertised dream car	PI1	(Mahdavi, Fatehi Rad and Barbosa, 2019)
	I would highly recommend my advertised dream car	PI2	
	When I received a car ad, I felt like buying it	PI3	
	If I search for a car, I will most likely buy the advertised car	PI4	(Gazley, Hunt and McLaren, 2015)
	If I buy a car, I will most likely consider buying the advertised car	PI5	
	If I had to buy a car and was exposed to ads, I would most likely buy it	PI6	
Price (P)	I received valid information on car price changes	P1	(Matzler, Würtele and Renzl, 2006)
	I got the information about the change in the price of the car as soon as possible	P2	
	All components of the car price are clear, understandable, and understandable	P3	
	The price information for my dream car is complete, correct, and honest	P4	
	My dream car price information is understandable and understandable	P5	
	The price and quality of my dream car fits my needs	P6	
	I get a good car price-quality comparison	P7	

This study used the Structural Equation Model or SEM method and analyzed using SPSS and SmartPLS software analysis tools. SPSS software is used to analyze the validity and reliability tests. Validity test by looking at the value of Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA). If the value of KMO and MSA is more than 0.5 or even close to 1, it is a good indicator of value. On the other hand, if the value is less than 0.5, it indicates a poor deal. For reliability testing, it was using Cronbach's Alpha. Testing by looking at the numbers, if the number from Cronbach's Alpha is more than 0.6 or even closer to 1, then the value gets better (Hair Jr. et al., 2014).

Meanwhile, to analyze this quantitative study, the data from the distributed questionnaires were then tested using the Structural Equation Modeling (SEM) method using the SmartPLS software. This analysis aims to test the suitability of the research model and the hypotheses testing so that it can explain the relationship between variables and explain the direct or indirect impact between each variable (Hair Jr. et al., 2014).

Data collection begins with distributing the initial questionnaire, which is spread to 30 respondents. From this initial questionnaire analysis, there is six (6) valid Exposure to Ads statements. For the Dreams of Ads variable, four reports were found to be correct. While on the Purchase Intention variable, six (6) accurate opinions and seven (7) valid statements for the Price variable. Thus, from the results of the initial questionnaire analysis, 28 ideas were found to all accurate reports. Then, of the 28 valuable ideas, the number of research samples will be determined, five (5) times the total number of good arguments (Hair Jr. et al., 2014).

RESULTS AND DISCUSSION

Respondents from this study amounted to 180 people with female characteristics, 79% and 21% male. Forage characteristics, the age range of 15-20 years is 11%, 20-29 years is 63%, aged 30-39 years is 6%, the age range is 40-49 years is 15%, and aged 50 years over is 5%. For the characteristics of the latest education, there are 1% who are not in school, 6% for the latest education level of junior high school, 31% for the latest education level of high school, 5% with the latest level education diploma, 49% with the latest education level undergraduate, 7% with the latest education level master's degree, and 1% with the latest education level of 1%. Respondents were asked to fill out a questionnaire and choose three (3) types of questionnaires with the same questions. The three types of questionnaires are based on the dream product that the respondent has dreamed of. The three products are Houses with a percentage of 69%, Cars with a ratio of 13%, and Cellphones or Cellphones with a rate of 18%.

Based on recommendations from Hair Jr. *et al.* (2014), the questionnaire results were then carried out with Validity Test and Reality Test. Overall measurements from this study were declared valid and acceptable. The overall value of the loading factor in this study has more than 0.5. The value of construct reliability in this study is calculated to meet the requirements according to Hair Jr. *et al.* (2014)) because the overall value is more than 0.6. Meanwhile, the average variance extracted value has also exceeded the requirements. In detail, the respective CR and AVE values from this study are Exposure to Ads (CR 0.915; VE 0.643), Dreams of Ads (CR 0.954; VE 0.838), Purchase Intention (CR 0.955; VE 0.781), and Price (CR 0.943; VE 0.781).

The significance value can be seen between constructs by looking at the R² value in the research model. To find out the R² value in each equation can be seen through the SmartPLS output, which shows the R² value. The value of R² is used to explain how much the independent variable can explain the dependent variable. The results of the SmartPLS output state that the Exposure to Ads (EA) influences the Dreams of Ads variable (DA) variable with an R² value of 0.216. This explains that the exposure can explain 21.6% of the Dreams of Ads variant (DA) to Ads variable (EA). The remaining 78.4% is explained by other variables that are not in this study.

Further analysis for the Purchase Intention (PI) variable is influenced by several variables such as the Dreams of Ads variable (DA), the Exposure to Ads (EA) variable, and the moderating effect of Exposure to Ads and Price (EAP), with an R² value of 0.562. This explains that the Purchase Intention (PI) variable can be defined by 56.2% in this study. The remaining 43.8% is explained by other variables that are not in this study. The value of R² is categorized into 3 (three) categories according to Masydzulhak *et al.* (2016). The three categories in question include the weak category with a value of 0.02; then there is a medium category with a value of 0.15; finally, the strong category with a value of 0.35. From this explanation, both the Dreams of Ads (DA) variable and the Purchase Intention (PI) variable get a strong category because each variable has 0.216 and 0.562.

Furthermore, it is analyzed using the Goodness of Fit method to measure the inner model through predictive relevance (Q²). From the analysis results, the predictive relevance (Q²) in this study is 85%. This figure means that the model in this study can explain the phenomenon of this research. Thus, the measurement of the inner model concludes that this research model has a good value and is feasible to test the hypothesis.

Sourced from the T-Statistics Path Diagram in Table 2, the T-Statistics value has a value greater than T-Table (T-Statistics >= T-Table) or is more than equal to 1.659; and the P Values are less than 0.05; then the results of this study is to support the hypothesis. This study can support the hypothesis if the value of T-Statistics has a value greater than T-Table (T-Count >= T-Table) or is more than equal to 1.659; the P-Values are less than 0.05. None of the four hypotheses have a T-Count lower than 1.659; and none had P Values less than 0.05.

Table 2.

Hypothesis Result Table

Hypothesis	Hypothesis Statement	Sample Mean	Standard Deviation	T Statistics	P Values	Notes
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H1	Exposure to Ads received has a positive influence on the Dreams of Ads.	0.386	0.082	4.779	0.000	The data support the hypothesis
H2	The Dreams of Ads affect consumers' Purchase Intentions.	0.463	0.071	6.510	0.000	The data support the hypothesis
H3	There is a positive influence between Exposure to Ads received by consumers on Purchase Intentions.	0.192	0.065	2.886	0.004	The data support the hypothesis
H4	Price will increase the Exposure to Ads to Purchase Intention.	-0.089	0.043	2.095	0.037	The data support the hypothesis
H5	Dream of Ads mediates the relationship between Exposure to Ads and Purchase Intention.	0.179	0.048	3.801	0.000	The data support the hypothesis

Discussion

This study explores the effect and relationship between Exposure to Ads, Dreams of Ads, and Price as a moderator on Purchase Intention. The H1 hypothesis test proves that Exposure to Ads has a positive effect on Dreams of Ads. This proves that if someone is exposed to a high-intensity advertisement for a product, it is likely that that person will dream about it. In addition, the second hypothesis is also supported by the data. This explains that if consumers crave a product, they are likely to have the Intention to buy the product they dream of. This research can be a strategy for a company in marketing products from Exposure to Ads, resulting in consumers desiring the product and causing Purchase Intentions. Also, in the third hypothesis, Exposure to Ads alone is supported by data to elicit Purchase Intention. This can be input in creating a company strategy in marketing that Dream of Ads products influence, increasing consumer buying intentions. Similar to the fourth hypothesis supported by the data, this study means that if Exposure of Ads is moderated by Price, it will affect Purchase Intention. This finding can suggest managerial marketing that advertising a dream product by including a Price can affect consumers' Purchase Intentions.

This study shows that there is a positive influence between Exposure to Ads and Dreams of Ads. This finding is based on the fact that individuals often exposed to advertisements will be carried away into dreams. This is in line with Mahdavi et al.'s (2019) results, which states that there is indeed a relationship between Exposure to Ads and Dreams of Ads. Mahdavi et al. (2019) previously examined consumers in the Muslim country of Iran with 183 consumers. Meanwhile, this study was studied in a country with various religions and ethnicities in Indonesia with 180 consumers and had the same positive results. These results signal that the relationship between Exposure to Ads and Dreams of Ads is positively related even though consumers are Muslim or mixed people. This study is also in line with the study of Walker and Johnson (1974), which stated that experimental giving before bedtime suggestions to dream about specific topics could affect the content of dreams. In Walker and Johnson's (1974) study, respondents were asked to dream about a particular topic. While in this study, respondents desire certain products due to Exposure to Ads they receive. Thus, this finding has the power to corroborate several similar previous studies such as Hoelscher et al. (1981), MacKay and DeCicco (2020); Mahdavi et al. (2019); Nikles et al. (1998); Pechmann and Stewart (1988). However, this study differs from Walker and Johnson (1974), which states that various methodological problems have hindered the suggestion of sleep and dream content.

The subsequent finding in this study is the relationship between fish dreams and Purchase Intentions. This can be explained that the impact of Dreams of Ads is suitable for generating Purchase Intention in consumers, which can be input for both local and international marketers. This finding aligns with Graham et al. (2015) that imagination or dreams can make a person more confident in a belief. This finding is in line with the conclusions of this study regarding goals that impact generating Purchase Intention. Similarly, Mahdavi et al. (2019) state that Dreams of Ads positively affect Purchase Intention. This explains that the impact of Dreams of Ads, which has rarely been studied, impacts Purchase Intention in the field of marketing positively. This finding corroborates several previous findings similar to those of Barrett (2011); Forest (2016); Lohmann (2016), MacKay and DeCicco (2020); Mahdavi et al. (2019). On the other hand, this study contradicts Walker and Johnson's (1974) research which states that the validity of dreams experienced by a person is questioned and provides direction for contradictory suggestions.

The third hypothesis is a positive effect between Exposure to Ads received by consumers and Purchase Intentions, which is not in line with the two previous studies. This study states that there is an influence between Exposure to Ads received by consumers on Purchase Intentions. This explains that Exposure to Ads alone has a positive effect on consumer Purchase Intentions. This is in line with Mahdavi et al.'s (2019) research, which stated a positive influence on Exposure to Ads on Purchase Intention. This study is also in line with the research of Lavidge and Steiner

(1961), which stated that the effectiveness of Exposure to Ads is often incomplete, so that its efficacy is doubtful. The significance of this study is the Dream of Ads variable, which has a positive impact on the Purchase Intention variable. Thus, this third study influences Exposure to Ads and Purchase Intention. This means that this is in line with several previous studies belonging to Belch and Belch (2014); Hanewinkel *et al.* (2010); Mahdavi *et al.* (2019); Ruswanti *et al.* (2019), but is not in line with the findings of Lavidge and Steiner (1961) which states that Exposure to Ads is not a criterion for effectively and ultimately generating Purchase Intentions.

In the last hypothesis of this study and the third hypothesis, the theory is supported by data. Another hypothesis is that no previous research has found that it does not influence the relationship between Exposure to Ads and Price on Purchase Intention. Chang and Wildt's (1994) research proves that perceived Price and perceived quality lead to perceived value and are the main factors influencing Purchase Intention. Likewise, a study from Sinha and Adhikari (2017) states that the expected Price will affect Purchase Intention. Furthermore, Bambauer-Sachse and Massera's (2018) findings prove that Purchase Intention without Price promotion will be lower than Purchase Intention after Price promotion. Yulianingsih *et al.* (2019) also confirm that Price promotions influence intentions to buy body lotion products. Of the four previous studies, all four had a positive impact. This finding corroborates several similar previous findings such as those of Bambauer-Sachse and Massera (2018); Chang and Wildt (1994); Sinha and Adhikari (2017); Yulianingsih *et al.* (2019). However, this study contradicts Mirabi *et al.* (2015), which states that Price does not affect the emergence of Purchase Intentions.

The interaction in this study between Dreams of Ads, Exposure to Ads, and Purchase Intentions is a relationship called mediation (Baron and Kenny, 1986). This study's Dream of Ads variable acts as a mediator between Exposure to Ads and Purchase Intention. Thus, according to Baron and Kenny (1986), the Dreams of Ads variable is influenced by the independent variable, namely Exposure to Ads, and affects the dependent variable, namely Purchase Intention. Hair Jr. *et al.* (2014) also stated that mediation evaluation could be done with the Regression Test.

From the Regression Test results that have been carried out both linearly and multiply, the relationship between Exposure to Ads, Dreams of Ads, and Purchase Intentions were not statistically significant between the three. Even so, the mediation that occurs between Exposure to Ads, Dreams of Ads, and Purchase Intentions in this study, according to Baron and Kenny (1986), includes Full Mediation. This can be seen from the form of this research model. From this explanation, it can be said that the role of Dreams of Ads in mediating Exposure to Ads to Purchase Intention is not supported by data.

X. J. Lim et al. (2017) have previously tested the mediating relationship between the effect of advertising, Purchase Intention, and consumer behavior as a mediating effect. The results of the mediation stated that there was a significant influence between the three. Another finding says that the involvement of mediation for advertising on Purchase Intention has a consequence (Toor and Husnain, 2017). Toor and Husnain (2017) mention the mediating effect of reducing the impact of advertising on Purchase Intention. Another finding states that the mediation between Price and Purchase Intention affects. However, no significant effect was found to mediate certain factors on Purchase Intention (Hussin, 2013). Paul and Bhakar (2018) stated that the data from their research do not support the mediating effect on the relationship between advertising and Purchase Intention. In their study, Steiner et al. (2014) also explain that the relationship between promotions and Purchase Intentions is supported by data and consumer expectations of Purchase Intentions. However, the results differ when consumer expectations are used as a mediator, and the results are not significant. It can be said; this study strengthens several previous studies belonging to Hussin (2013), Paul and Bhakar (2018), Steiner et al. (2014). However, this study also weakens some previous studies (X. J. Lim et al., 2017; Toor and Husnain, 2017).

CONCLUSION

This study has proven a relationship between advertising dreams and Purchase Intention and influences advertising exposure and advertising dream. This means that the first hypothesis and the second hypothesis in this study are proven. However, this study also demonstrates no significant effect between advertising exposure and Purchase Intention, and Price does not impact increasing Purchase Intention.

The implication of this research is to provide managerial implications, especially in the field of marketing for companies in creating their strategies. The organizational method in question is to adjust advertising to the dreams or hopes of a company's target market. With this research, it is hoped that companies in Indonesia can implement good strategies in creating effective marketing strategies, especially on advertising and Prices. This study provides input on a good marketing strategy for creating advertising dreams and generating Purchase Intentions for consumers.

This study has several limitations that can be addressed in future research. This study only discusses advertising exposure in general. Future research can be managed more specifically, such as certain types of advertising exposure that are the most intense in exposing the public. The second limitation in this study is the value of the advertising dream variable, which is influenced by advertising exposure. It can be detailed in the types of advertising exposure that

affect advertising dreams. This is necessary to obtain a more detailed strategy in marketing a product.

Furthermore, the third limitation is that this research was carried out during the Covid 19 pandemic. The state of Exposure to Ads and Price perception would be very different from the situation when there was no pandemic. Then, the fourth limitation of the research is that the highest Price for the dream product has not been conveyed. This can be input for further research on the effect of the highest Price on a dream product.

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