

**ANALYZING THE EMERGING EFFECTS OF MOMENT MARKETING ON
CONSUMERS PURCHASE INTENTION OF THE MILLENNIALS**

Udayan Giri, Assistant Professor, Lovely Professional University, Phagwara, Punjab
Riya Chanana, Research scholar, Lovely Professional University, Phagwara, Punjab

ABSTRACT

Consumer purchase choice is a complex step; no business can predict the liking of their product by the consumers. The consumer intention to purchase is directed related with the behavior, perceptions and mindsets of the customer. The aim of the study is to find the effects of moment marketing when added in the process of factors affecting the consumer purchase intention which further leads to affect the consumer purchase behavior for the different products available in the market. Adding to this, the study focuses on the different factors which encourage more product engagement through the medium of different marketing techniques. For this, a primary data of 200 different prospects is collected, using structured questionnaire in the northern region of the country. This solves the purpose of the research as it discovers how moment marketing is having a positive or a negative relation as being one of the new marketing strategies, adopted by various brands to attract more consumers to the product thus by influencing their purchasing behavior and purchasing intention.

Keywords- moment marketing, marketing strategies, consumer purchase intention, consumer purchase behavior and consumer involvement.

INTRODUCTION

For any company, it's important to know about their customer preferences among the different products or services available in the market. For this different companies try to attract their target customer segment towards their product for having a good recognition in the market, as well as having a great customer preference for their product among their competitors. And thus making a great market for valuable and target customers, the companies go for the advertisement to create awareness and to make an appeal to the target customers so that the product which the company offers can come under the notice of targeted segment of the customers.

Till date doing advertising, in such a way which may prove 100% beneficial is not yet discovered. The market researches explore different ways and techniques to convey their brand value, the create awareness, to tell the uniqueness of the product to the customers so that customers can feel connected with the product offered by the company or any brand. Building that connection with the customer and choosing different channels of advertising put a step ahead from the companies towards the target market segment. These different channels are broadly divided into two main category i.e. online mode of advertisement and offline mode of advertisement. All those advertisements which we came across through different online platforms i.e. where internet plays a median between companies and customers, comes under online mode. For example advertisement displayed on any social media, search engines. Other kind of advertisement is that which we came across through any local channel i.e. through word of mouth, television, newspaper can be listed under offline mode of advertising.

These channels are there since a long time and people get connected to these channels to get the information/ awareness regarding any product available in the market. From companies' point of view, these ways are used by every industry to highlight its product in the market, but the new way which some of the companies have come across is en-cashing the real time moment for building the connection between the brand and the customer. Here, the companies try to deliver right message at right time by connecting the real time situation or information with the brand. It can also be stated as presenting the current happening in such a way to promote their product or services in the market. Moment marketing lets the brand to attract the customers' attention towards it and can be the part of currently on going issue as a trend in the market. No doubt, under moment marketing the brand has to buckle it up and need to associate it with the current event because moment lasts for a shorter

period of time, but when the brand is successful in connecting it with the current event, it leaves the longer impact in the market as they try to associate the moment forever with the brand.

For making the moment marketing successful with the brand, few steps are followed by the brand to ensure its success-

- Searching for the right moment that occurs in the society so that, they can relate it with the brand.
- Displaying that moment in an effective manner by creating posters/ posts for different channels of advertisement

LITERATURE REVIEW

A few examinations have explored the significance of emotional promotion as a sub variable in their examinations. Pertinent writing for the current review, along with the scant writing identified with emotional requests and its impact on client purchasing is talked about in this part. Crowd see commercial in two ways, a level-headed sense and an emotional one. That is why a large portion of the ads are classified as, for example thinking (legitimate) advertisements and feeling (emotional) advertisements. In showcasing writing, a lot of writing presents exact confirmations for emotional requests, that are answerable for successfully forming the necessities and needs of the clients affecting their buy conduct (for instance, (Holbrook, 1987); (Kotler, 2008); (Mattila, 1999); (Taute, 2011).

In the course of the last 10-15 years specialists have recognized that emotional promotion can influence the purchaser's spending habits (T. Allen, 1992) , (Balidinger, 2000) and can assist them with reviewing (Ethorson, 1990). To produce such feelings sponsors utilize expressive ads. feelings are seen as a base for actuating wistful perspectives and basically maybe reason behind publicizing adequacy (T. A. Shimp, 1981). In current period, utilizing feelings in promotion assume a significant part in generally accomplishment of the promotion crusade.

As indicated by Zig Ziglar (notorious sales rep and inspirational speaker) "individuals don't buy the brand for sensible explanation, they buy the items for emotional reasons". Moore, D. J., and Harris, W. D. (1996) Characterizes emotional ad as a huge limited time device that draw in client consideration and trigger client feelings, mentality and insight in regards to a specific item or administration. He additionally adds that emotional ad is straightforward, draw in individuals' consideration and develop incredible recollections about a brand. These recollections exist in client back of the brain, and when they go through a purchasing choice these recollections urge a client to take a last purchasing choice. Indeed, even these emotional notices can persuade client to purchase a costly or unnecessary item. Advertisers are currently utilizing feelings broadly in notice to make more deals based on feelings.

Purchase intention is a sort of dynamic that concentrates on the motivation to purchase a specific brand by customer (Shah et al., 2012). Morinez et al. (2007) characterize purchase intention as a circumstance where customer will in general purchase a specific item in certain condition. Clients purchase choice is a complex measure. Purchase intention generally is identified with the conduct, insights and mentalities of buyers. Purchase conduct is a central issue for shoppers to get to and assess the particular item. Ghosh (1990) states that purchase intention is a compelling device to anticipate purchasing measure. Purchase intention may be changed affected by cost or saw quality and worth. What's more, purchasers are influenced by interior or outside inspirations during the purchasing measure (Gogoi, 2013). Scientists have proposed six phases prior to choosing to purchase the item, which are: mindfulness, information, interest, inclination, influence and purchase (Kotler and Armstrong, 2010) (Kawa et al., 2013). Clients consistently imagine that purchase with a minimal expense, basic bundling and little realized item is a high danger since they the nature of these items isn't trustable (Gogoi, 2013).

For the most part brand is a name and image. It is a very significant apparatus to make a positive picture in clients. Brand plays a vital part in making faithful clients and holding organizations' piece of the pie. Steadfast clients are faithful to mark, do repurchase and prescribe brand to other people. Brand unwaveringness implies clients pay more cash to specific brand against comparative items

(Erica, et al., 2012). Past examinations show that rehashed purchases of clients due to long haul faithfulness prompts productivity and development of organizations (Molla and Licker, 2001). In past investigations, the connection between brand value and customers' purchase intention is examined (Irshad, 2012).

There is a huge connection between brand value and the readiness to prescribe brand purchase to other people (Azizi and Ajini, 2012). The majority of past investigations tried the impact of brand picture on customers' purchase intention and showed a huge connection between these factors (Arslan and Altuna, 2010; chi et al., 2008; Tariq et al., 2013). Zeeshan (2013) in his investigation discovered that brand picture significantly affects the purchase intention of men. Divolf (2005) states that there is something else possible that high brand mindfulness lead to high brand relationship in the personalities of clients. Therefore, all things considered, brand mindfulness prompts the increment of shopper choice to purchase that brand (Tih and Lee, 2013). Consequences of Hernández and Küster (2012) likewise propose that disposition toward brand has a critical effect on their purchase intention. Kawa et al. (2013) in their review showed that brand name has a huge effect on the purchase choice of clients. Thus, as indicated by the abovementioned conversations, the principal theory is proposed.

Biloš, Antun and Turkalj, Davorin and Kelić, Ivan. (2016) as of late, in the appearance of worldwide web accessibility and similarly inescapable cell phone use, online client conduct along with the subsequent experience has been changing and developing at a critical speed. Clients don't just invested more energy on the web, they counsel online assets and look for data for different objectives and are propelled by an assortment of requirements: those aim driven activities are scattered for the duration of the day (or night) and coordinated inside their every day exercises. The client conduct is dictated by explicit miniature minutes which are really the snapshots of buyer needs and consequently the minutes the advertisers should be a piece of. Moreover, cell phones and cell phones specifically, groups the capacity to instantly meet the prompt requirements of their clients accordingly moulding new freedoms for advertisers to catch and use. To have a superior comprehension of online client expectation and standards of conduct, the paper gives a knowledge of ongoing investigations of client micro moments inside the computerized climate. This primary objective of this paper is to give an outline of late scholastic and expert papers on the progressions in web-based client experience and conduct and propose the hypothetical foundation for additional examination. The cell phones can straightforwardly impact client conduct and enthusiastic states by tending to a wide assortment of data needs. The ramifications of these discoveries are significant as they enable the conceivable outcomes of direct promoting in the computerized time.

Gilani, Hasan and Twiss, Phoebe. (2018) The new time of versatile innovation and buyer dependence on such gadgets has changed the elements of purchasing conduct of retail customers. The present purchaser is whimsical, astute, yet extremely mindful of mechanical advances that sway their daily existences. It is basic that contemporary retail associations tap on such freedoms where they can enhance the utilization of innovation by putting it an excess of utilization towards their marking and showcasing techniques. This examination paper investigates the writing regarding the matter of miniature minutes and how it impacts on retail customer's excursion. A few scholastic commitments regarding the matter of m-trade and its linkages to customer purchasing conduct have been evaluated and examined exhaustively. The careful writing survey regarding the matter plainly shows openings and degree for additional examination on the branch of knowledge.

Our exploration gives corroborative proof of the positive moment effect of TV promoting on buyer CTR for supported query items, for both a TV-publicized brand and its rivals looking to poach the TV-promoted brand's hunt traffic by awaiting on its catchphrases (Sayedi et al., 2014). We additionally inspect the fundamental instruments of these cross-channel impacts. We find that TV publicizing can change the nature of online pursuit traffic (e.g., who look, where they search, and how they search) at the times after a TV advertisement, so a normal searcher reacts distinctively to the supported outcomes on the ensuing web crawler results page (SERP). That at last influences the CTR across all pursuit impressions. Given the ebb and flow direction of publicizing toward second promoting, our examination creates opportune experiences on facilitated promoting. All the more by

and large, our exploration gives significant ramifications to planning compelling pursuit publicizing procedures.

In contrast with the current advertising writing that emphasis on estimating the relationship between TV publicizing and the size of search spikes (Joo et al., 2014, 2016; Hill et al., 2016; Du et al., 2019) with just one review inferring a correlative connection among TV and search promoting (Hill et al., 2016), this paper contributes by making an enormous stride past earlier work. We change the concentration to estimating the adequacy of composed publicizing through second showcasing for both TV-promoted brands and contenders, utilizing the shopper active clicking factor (CTR) as a presentation metric

TVTY (2016) it's getting harder – and more costly – for brands to catch shopper consideration. This review gives proof that computerized promoting directors are going to second advertising and utilizing more modern procedures than previously. 96% of computerized showcasing supervisors concur that promoting costs have ascended in the course of recent months with 93% saying it is presently harder to acquire a similar crowd consideration as a year prior. Advertisers are taking on a scope of techniques to adapt to publicizing swelling.

Customer conduct has fundamentally changed because of mechanical advancement and pervasive reception of hand-held gadgets, straightforwardly adding to how we collaborate and utilize social business to decide and shop on the web. The expanding utilization of computerized advertising and web-based media has decidedly affected buyer mentalities toward web based shopping with expanding piece of the pie for eCommerce driven associations (Abou- Elgheit, 2018; Komodromos et al. 2018; Alam et al., 2019). The increase in the number of shopping networks has additionally affected the purchaser conduct of the consumer (Hossain et al., 2019, 2020), by making the experience more dispersed for consumer spending. Multipurpose channels have turned into the standard one and are presently surrounded inside buyers day to day routines by means of the utilization of portable instruments, shopping applications, area based administrations and useful wallets which all are affecting the consumer involvement (Shukla and Nigam, 2018).

In the conventional showcasing, distinguish the necessities of clients just as their discernments and perspectives to the different types of informing and interchanges. Kang (2018) suggested that associations try to recognize the necessities of individuals from online networks, make uncommon contributions that oblige those requirements and adequately speak with individuals to expand the fulfilment intensities of online networks. The concentrate via Bae and Zamrudi (2018) broke down friendly satisfaction parts of web-based media showcasing, inferring that these qualities were seen to be helpful in fulfilling the inspirations of customers. The review evaluated the inspirations of conviction, local area investment and mental variables, placing these as huge inspirations of preceptive online media showcasing and significance for purchasers. Shopper mentalities towards web-based media can thus impact perspectives to the brand. An examination attempted at Gaber et al. (2019) researched customer encounters utilizing Instagram promoting, presuming that perspectives are impacted by buyer impression of content convenience, diversion, believability and absence of bothering from the Instagram ad itself.

The arising pattern of designated individual publicizing has prompted an expansion in security worries from buyers. Gironda et al. (2018) bring into being that intrusiveness, protection control, seen helpfulness and purchaser inventiveness, straightforwardly impacted buyer conduct aim identifying with security concerns. Organizations ought to be touchy to protection and the worries of buyers as they foster their publicizing procedures and construct long haul client connections (Mandal, 2019).

While many investigations inside the writing depend on customers from created nations, the examination via Abou-Elgheit (2018) emphasized on the significance of accepting the change in purchaser conduct from a more extensive setting. The review directed exploration via web-based media advertising inside Egypt, featuring the significance of perception, feeling, experience and character perspectives that can impact the purchaser dynamic interaction and trust toward online sellers. The creator contends that distinctive segment, social, geographic and conduct customer sections ought to be considered in organizations online media showcasing exercises.

Buyer voices have become all the more impressive because of the headway of web-based media and be heard by many individuals. Scientists have zeroed in on customer commitment, fundamental attributes, inspirations and effect of eWOM interchanges, where factors, for example, brand commitment, brand picture, self-brand picture congruity (Algharabat et al., Seo and Park, Islam et al., 2018) has affected the buyer conduct. Buyers individual attributes and mental drivers as confidence, life fulfilment, narcissism and need to have a place, appear to assume a significant part in purchasers sharing goal via web-based media stages (Kim and Jang 2019).

Electronic word of mouth correspondence can significantly affect data reception, customer disposition, buy aim, brand dependability, and confidence (Filiari and McLeay, 2014; Ismagilova et al., 2020, Ismagilova et al., 2020). The concentrate done by Mazzucchelli et al. (2018) has collected and examined overview information from 277 respondents from twenty to thirty year olds and found that peer suggestions altogether influence client belief and brand steadfastness expectation. eWOM interchanges can yield critical advantages to associations yet additionally introduce difficulties. Negative eWOM correspondences can prompt desperate ramifications for organizations bringing about harmed notoriety, negative buyer perspectives and coming about decline in deals. Buyers for the most part react emphatically to endeavours by associations to quickly answer to negative online media postings where the answers are tended to separately instead of nonexclusive postings, along these lines protecting brand notoriety and trust (Lappeman et al. 2018).

The web-based means writing endorses that internet based assessment pioneers assume significant part in the advancement of items and administrations, featuring the seriousness of choosing the correct powerhouses. Assessment creators can be experts, VIPs, miniature famous people, miniature forces to be reckoned with, early acceptors, market experts and devotees. The review by Lin et al. (2018) recommends that assessment chiefs ought to be utilized to advance the gluttonous and utilitarian worth of items and administrations over various internet based discussions.

Chen and Lee (2018) explored the utilization of online social web platform i.e. Snapchat for the concern of online promoting while at the same time was focusing on youthful purchasers. The review findings included that the Snapchat was considered to be the most close, convenient, and active stage furnishing clients with data, connecting to the world, and amusement. The review recognized that youthful customers appear to have an uplifting perspective towards Snapchat inciting comparative inclinations toward buy aim and brands publicized on the stage.

Tafesse and Wien (2018) dissected different techniques utilized by organizations, for example, ground breaking - where the experience and personality of the central brand shows positive mental attributes; enlightening - presents verifiable item - where web-based promoting platform develops continuous collaborations with clients . The examination embraced by Kusumasondjaja (2018) tracked down that more reaction was on intelligent brand presents as compare to enlightening messages. It was concluded that Twitter prove to be more viable for educational allure. The discoveries featured that social platform Facebook turned out enhanced for intelligent diversion posts and the Instagram platform was more reasonable for intuitive substance consolidating educational amusement requests. Intuitive brand posts with blended requests got the most reactions on the Facebook platform and Instagram, (Kusumasondjaja 2018).

Content showcasing assumes a significant part in the achievement of promoting correspondences. Parts of the writing have contended that the utilization of feelings in the message essentially influences customer conduct. The review done via Hutchins et al. (2018) dissected the showcasing data of 11 Business to Business organizations. Also, it was discovered that using feelings in data shows prompt an upper hand and expanded brand value. A few investigations concluded how the organizations should share their recorded data. Ang et al. (2018) A situation based on the trial with the help of 462 members and useful social effect hypothesis to conclude that a live on-going or streaming focused methodology is highly effective according to buyers than pre-recorded recordings by expanding customers looking and membership goal.

Online promoting message attributes are significant for sponsors. For instance, Hwang et al. (2018) utilized inspiration hypothesis inside a travel industry setting to presume that culmination,

significance adaptability, practicality of the contention, quality and dependability of source validity, decidedly affect client fulfilment. This thus can influence client goal where shoppers are leaned to return to the site and buy the travel industry item. Kang and Park (2018) founded that structure of message (intelligence, convention, and promptness) essentially influences customer conduct, like behaviour towards the brand, company trust and buy expectation. Organizations face number of difficulties when they are fostering their methods for the purpose of online media promoting. The review via Parsons and Lepkowska-White (2018) suggested a system that assist directors with creating and apply online media as a promoting device.

OBJECTIVES

From this study we want to drive our end results by knowing the emerging effects of moment marketing on the consumer purchase with effect to purchase intention and purchase behavior.

The objectives of the study is –

- To measure the impact of celebrity endorsement in the moment marketing on the consumer purchase intention.
- To measure the impact of social issues in moment marketing on consumer purchase intention.
- To measure the impact of consumer awareness of FMCG product in moment marketing on consumer purchase intention.
- To measure the impact of positive or negative endorsement of moment marketing on consumer purchase intention on FMCG
- To measure the effects of moment marketing on FMCG industry due to digital marketing.

These different objectives cover different aspects to define the impact on consumer purchasing intention through different factors. These variables are –

- Popularity
- Trust
- Current happenings
- Lifestyle
- Word of mouth
- Brand name and quality
- Relevance
- Accuracy
- Reach
- Link between brand and consumer

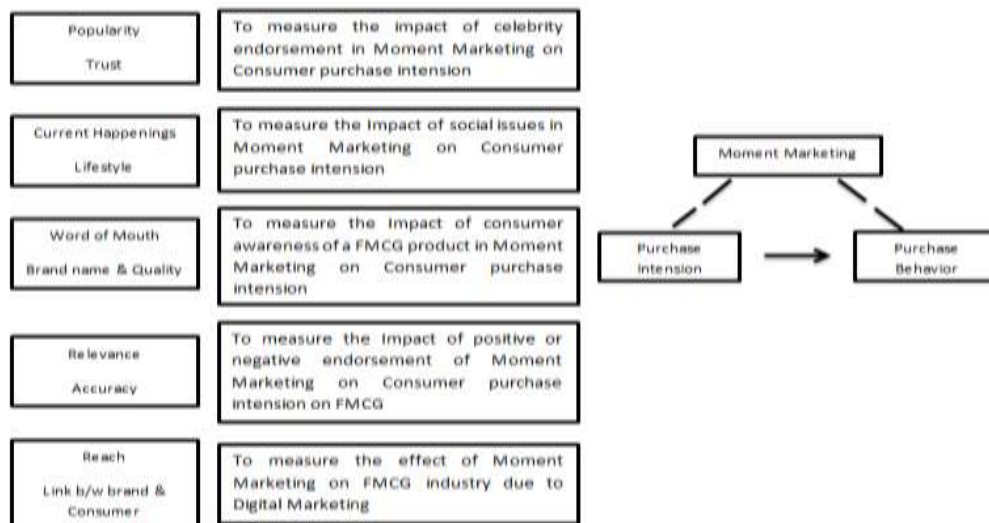


Figure 1. Proposed Model

Research Hypotheses

H1. There is a positive impact of celebrity endorsement in the moment marketing on consumer purchase intention.

H2. There is a positive impact of social issues towards the purchase intension.

H3. The more awareness comes when more involvement is there between the product and the consumer. Different factors like word of mouth, advertisement, promotions, brand name and quality, all poses a favorable impact on the consumer buying intention.

H4. The more relevant and accurate content which relates to the product, the more positive impact is there on the consumer purchase intention towards the products. The more connect to the information with the brand, the more influence on the consumer buying behavior.

H5. The more and more engagement of digital platforms leads to a positive impact on the consumer buying behavior.

NOTES

Moment Marketing – It is a marketing technique which en cashes the real time incidents. The companies try to relate the current scenario with their brand for promoting thus to create awareness and to connect with the target audiences.

Purchase Intension – It is the willingness of a person or the target audience to buy the product or the service.

Purchase Behavior – it is the decision manner and actions of people involved in buying and using the products.

RESEARCH METHODOLOGY

The research work includes all the data collected for studying any situation or the problem. The research is done by making the structured questionnaires which is being filled by different individuals through convenience sampling method. This study is based on the analyzing the emerging effects of moment marketing on consumers purchase intention of the millennial.

COLLECTION OF DATA

The study was carried out by using the primary source of data. In order to get primary source of data, a structured questionnaire was framed and responses of individuals were recorded in it.

RESEARCH DESIGN/ METHOD AND SAMPLE SIZE

In order to analyze the response from the individuals, the Quantitative technique is used to collect the data by conducting the survey with the help of structured questionnaire of different 211 individuals. Factor analysis had been used in order to fulfill the different objective of the study because it ensures the maximization of reliability of data collected. As 211 data was collected, but out of which 11 responses were eliminated because the answers were not relevant to the questions asked. Thus for the study 200 responses were considered.

The time period for research conducted is from September 2021 to February 2022 using quantitative approach. The research implies the analysis of the emerging effects of Moment marketing on consumer purchase intension of millennial. This includes the different factors which influence the consumer purchasing intension to convert it into consumer purchasing behavior.

The data obtained is through the mode of online closed questionnaires in Google Docs link, which was shared with the help of social media platform i.e. WhatsApp. Being focusing on the millennial, therefore convince sampling method was used to collect the data for the study. The focus was on the age group who were falling in the category of 20 years to 35 years old. The chosen age group satisfies the study on millennial because it was assumed that the consumers of this age would relate more to the emerging effects of moment marketing thus have a tendency to make a purchase of a product.

The research includes the dependent variable i.e. the Purchase behavior which is dependent on the defined factors i.e. digital marketing, social issues, consumer awareness, relatable information and celebrity endorsement. Under this, variables are defined which were kept in mind while preparing the questionnaire.

ANALYSIS OF DATA

DESCRIPTIVE

Table 1. Descriptives

	Gender	Age	Educational Qualification
N	Female	70	70
	Male	130	130
Missing	Female	0	0
	Male	0	0
Mean	Female	1.94	2.40
	Male	1.94	2.46
Median	Female	2.00	2.00
	Male	2.00	2.00
Standard deviation	Female	0.376	0.769
	Male	0.299	0.738
Minimum	Female	1	1
	Male	1	1
Maximum	Female	3	4
	Male	3	4
Shapiro-Wilk W	Female	0.512	0.853
	Male	0.381	0.843
Shapiro-Wilk p	Female	< .001	< .001
	Male	< .001	< .001

This describes the values on the basis of data collected from 200 individuals. The number of females is 70 to that of males i.e. 130 which comes to be in the ratio of 7:13. Further to display the whole set of data with single value thus to present centre of its distribution, the average value in age of females and males comes to be 1.94 which means the mean comes out to be in the range of less than 20 and 20 to 35 years old category. Whereas under education it is 2.40 and 2.46 which means it lies in between graduate and post graduates. Same is done for the value of median, which comes out to be 2.00 for females and males under age and education which implies it comes under the category of 20-30 years old and are graduates.

For checking the normal distribution of data, Shapiro- Wilk test was conducted. Shapiro Wilk test w implies that if the value is greater than .05 then the data is normally distributed and if the value is less than .05 then it is not normally distributed. Shapiro Wilk test p implies if the value is greater than .05 then the null hypothesis is accepted otherwise rejected. In this study it implies that the data is normally distributed but null hypothesis is rejected with respect to gender, age and educational qualification.

Table 2. Frequencies of Age

Age	Gender	
	Female	Male
Less than 20 Years	7	10
20 to 35 Years	60	118
More than 35 Years	3	2

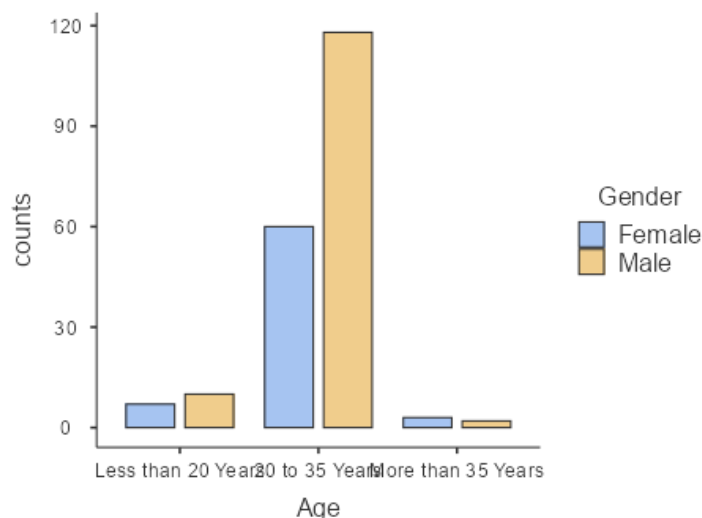


Figure 2. Distribution of gender based on age.

This describes that the number of female under the age group of less than 20 years are 7 in count to that's of male i.e. 10 in count who have participated in the survey. Under the age bracket of 20 years to 35 years, the counts of females is 60 whereas the count of males is 118, further the count of female under the age bracket of 35 years and above is 3 to that's of male i.e. 2.

Table 3. Frequencies of Educational Qualification

Educational Qualification	Gender	
	Female	Male
Upto 12	8	10
Graduate	30	59
Post Graduate	28	52
Professional Degree	4	9

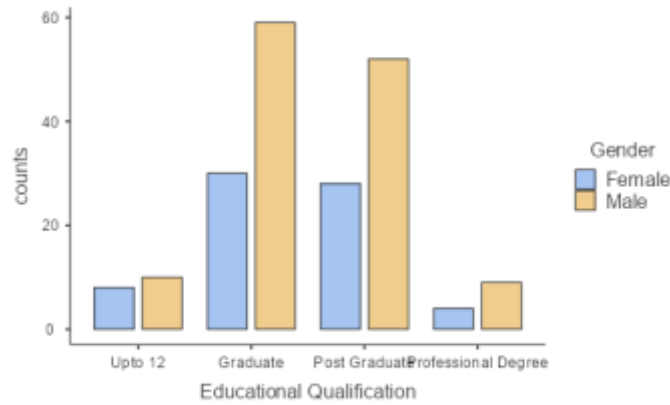


Figure 3. Distribution of educational qualification based on age.

This describes that the number of female under the educational qualification of up to 12th are 8 in count to that's of male i.e. 10 in count who have participated in the survey. Under the educational qualification bracket of graduate, the counts of females is 30 whereas the count of males is 59, further the count of female under the educational qualification bracket of post graduate is 28 to that's of male i.e. 52. And the rest comes under the bracket of professional degree where females count are 4 to that's of males are 9.

1. Which marketing technique is most likely to impact the consumer behaviour according to you?



Figure 4.

This describes that majority of the respondents are aware of moment market and majority have voted for the same by saying that moment marketing have impact at consumer behaviour. Then comes the turn of viral marketing with 13% and the rest is of Traditional media with 8%.

2. Which digital platform is contributing more in promoting a product through moment marketing?

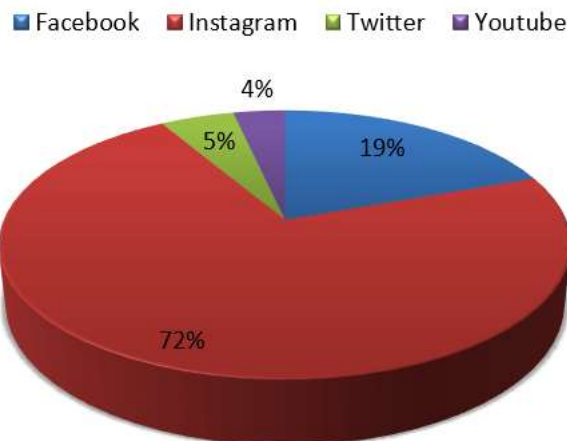


Figure 5.

Discussing about the digital platform which contributes more by using moment marketing, then majority of participants have answered in the favour of Instagram and has been marked as 72%, followed by Facebook with 19%, then comes the Twitter with 5% and at last the digital platform which contributes in promoting a product through moment marketing is Youtube.

3. Recently for which brand/ company you have seen moment marketing?

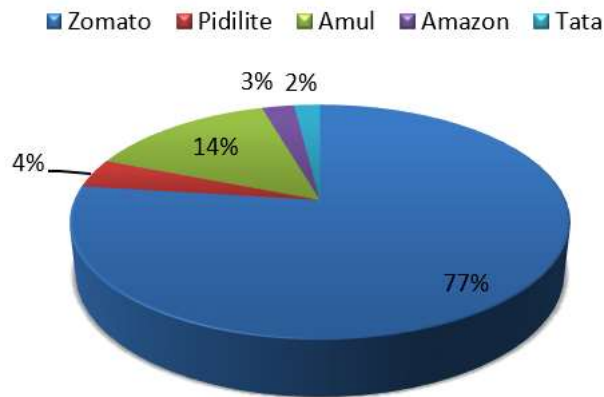


Figure 6.

According to the data collected, the brand / company for which majority of moment marketing is seen is of Zomato, thus 77% participants voted for the same. Then comes the Amul with 14% of which people have seen the moment marketing. Further Pidilite, Amazon and Tata are with response of 4%, 3% and 2% respectively.

4. Where do you prefer to shop?

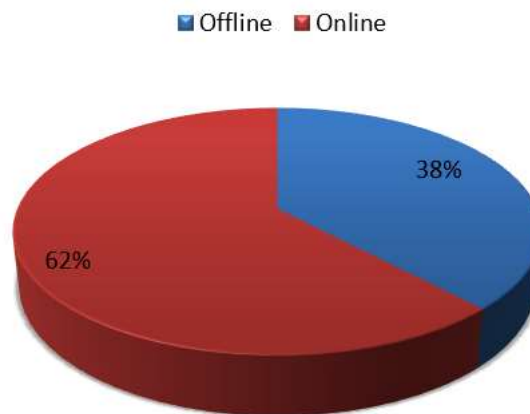


Figure 7.

Going for the preference of participants that from where they shop more and what do they prefer more, then 62% of participants answered in the favour of online mode to that's of offline mode with 38%. This shows that majority have changed their preference from offline to online from last recent years of change.

5. Which feature you will prefer while buying a product?

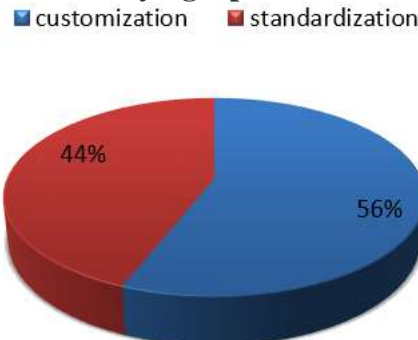


Figure 8.

Describing about the features which the consumers prefer while buying a product, then 56% of participants voted for customization as their choice to bring more personal touch in the product

which they going to buy or purchase, on the other hand, 44% voted for the standardised product i.e. they purchase the product which is being offered by the company without any adding any additional features to the product.

6. Out of these factors which affect your buying decision on basis of your lifestyle?

■ Personal ■ Cultural ■ Regional ■ Demographic

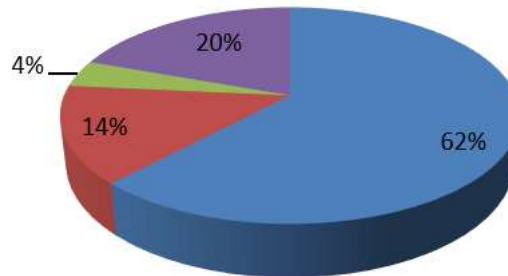


Figure 9.

Finding the factors which affect the consumers on their buying behaviour due to their lifestyle, then majority of the participants, i.e. 62% voted for personal factors followed by demographic factors with 20%. Then comes the cultural factor which affects the consumer buying decision with the vote of 14% and the last factor in the queue is regional factor with only 4%.

7. Which factor from these is most vital to you while deciding about buying a product?

■ Quality ■ Price ■ Customer service ■ Advertisements ■ Packaging

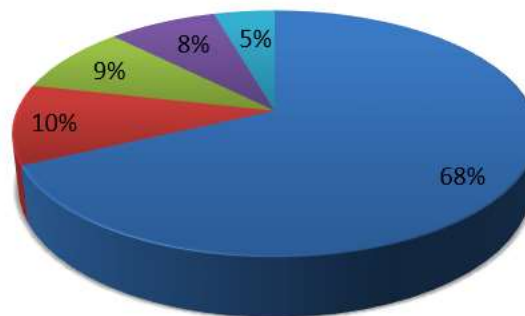


Figure 10.

While recording the responses of the individuals, majority i.e. 68% voted for quality being the most vital factor while deciding about buying a product. Then comes the Price with 10% preferences, followed by 9% with respect to customer services, 8% individual buy the product on the basis of advertisement and the rest 5% goes for packaging.

8. Which combination you would prefer?

■ Normal packaging high quality high price
 ■ Stylish packaging high quality high price
 ■ Normal packaging normal quality normal price
 ■ Stylish packaging normal quality high price

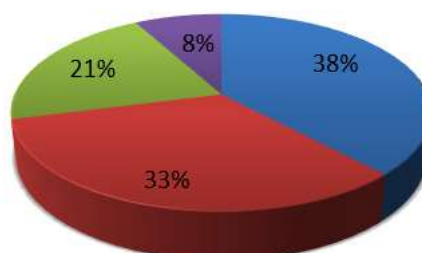


Figure 11.

To know the combination preferred by the consumers while purchasing the good, 38% of respondents opted for normal packaging, high quality and high price product, followed by 33% who opted for stylish packaging, high quality and high price product. Then comes the 21% of individuals who goes for normal packaging, normal quality and normal price product i.e. they prefer average product and last category covers 8% of individuals with the combination of stylish packaging, high quality and high price product.

9. Who is your favourite advertisement celebrity?

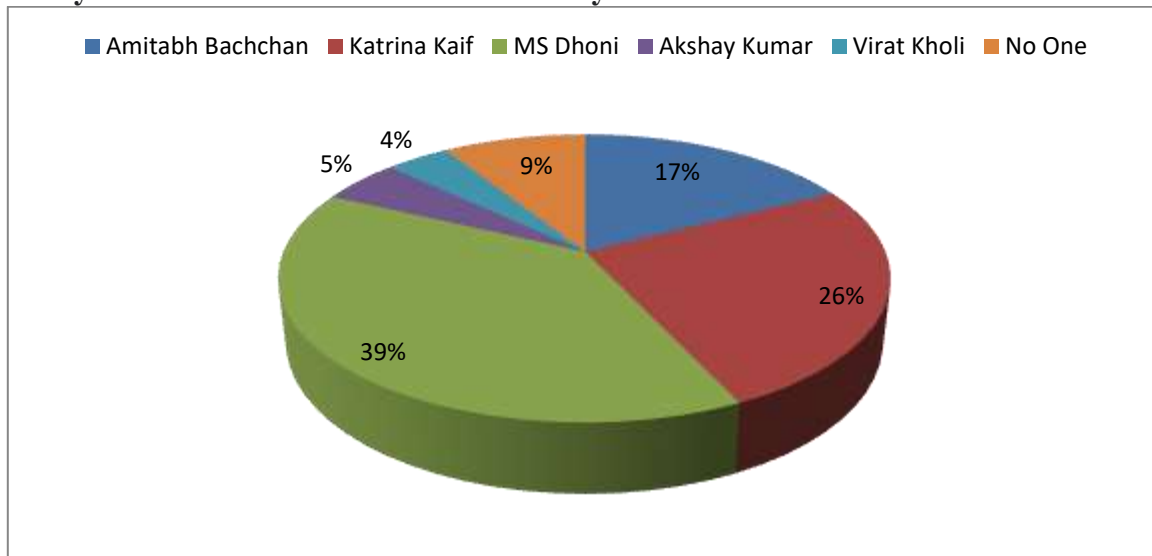


Figure 12.

The above describes about the favourite celebrity of the individuals who were surveyed. This was to know whether people like the advertisement when done by their favourite celebrity and get somehow influenced from those advertisement displayed. With this 39% individuals opted for MS Dhoni, then comes the fan following of Katrina Kaif with 26%, followed by 17% to Amitabh Bachchan, 5% individuals for Akshay Kumar and 4% for Virat Kohli. The rest i.e. 9% have no liking for any of the above described celebrity.

RELIABILITY ANALYSIS

Table 4. Scale Reliability Statistics

	Cronbach's α
scale	0.896

Reliability analysis helps in determining the degree to which the items in our questionnaire are correlated to each other. We can get an overall index of the internal reliability of the scale as a whole, and can identify the problem items that need to be omitted from the scale. Cronbach's alpha model is a model of internal reliability which depends on the average inter-item correlation. The value for the same lies in between 0-1. If the value obtained is negative which implies that is not correlated and we cannot rely on data where as if the value comes above 0.7 then the data used can be relied upon. In this study the value obtained is 0.896 which is more than 0.7 thus we can rely on the data.

CORRELATION HEATMAP

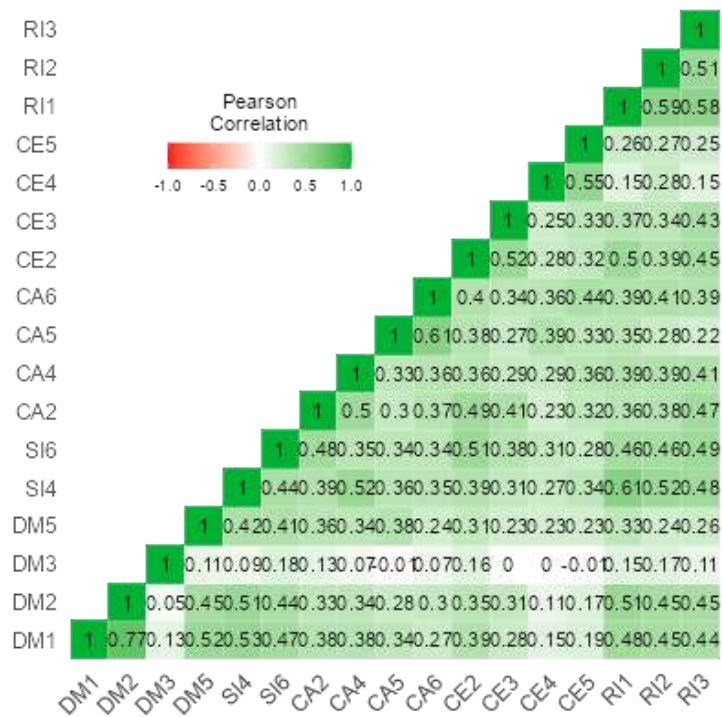


Figure 13. Correlation Heatmap

Correlation heatmap is the graphical representations of the variables which represents the correlation matrix between the different variables. The value of the correlation heatmap lies between the -1 to 1 where the value near to -1 indicates it is negatively correlated and the value towards 1 implies positively correlated with the other variables. From the above matrix, it was interpreted that none of the question was having any negative relation with the other question. This further show that the defined set of questions were either having no correlation or only having positive correlation among them.

ASSUMPTION CHECKS

Table 5. Bartlett's Test of Sphericity

χ^2	df	p
1444	136	<.001

This test is conducted to test the null hypothesis that correlates with the identity matrix. Identity matrix is the matrix which tells that the variables are not related and are thus not ideal for the factor analysis. For this, if the p values come under 0.05 then the stated null hypothesis does not relate with identity matrix, which means the variables which are chosen for the study correlates and are ideal for factor analysis, otherwise if the value comes above 0.05 then the variables are not ideal and thus is not suitable for the factor analysis. In this study, the value of p comes as less than 0.001, which indicates that it is less than 0.05 thus the null hypothesis taken is supported and the variables which are defined are correlated and are ideal for the factor analysis.

Table 6. KMO Measure of Sampling Adequacy

	MSA
Overall	0.894
DM1	0.853
DM2	0.854

Table 6. KMO Measure of Sampling Adequacy

	MSA
DM3	0.671
DM5	0.919
SI4	0.935
SI6	0.945
CA2	0.921
CA4	0.930
CA5	0.820
CA6	0.850
CE2	0.920
CE3	0.922
CE4	0.806
CE5	0.852
RI1	0.902
RI2	0.926
RI3	0.929

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is the test or the tool which is used to measure the partial correlation among the factors and the variance among the factors. If the values comes close to 1 or is above 0.50 then the factor analysis is useful with the data collected. And if the value comes under 0.50 then the factors are not acceptable and the factor analysis may not prove to be useful. In this study, the overall KMO value resulted to be 0.894, which supported the variables for the factor analysis and prove to have a correlation among different variables stated.

CONFIRMATORY FACTOR ANALYSIS

Table 7. Factor Loadings

Factor	Indicator	Estimate	SE	Z	p
Digital Marketing	DM1	1.087	0.0712	15.27	<.001
	DM2	1.040	0.0742	14.01	<.001
	DM3	-0.131	0.0741	-1.77	0.076
	DM5	0.621	0.0735	8.45	<.001
Social Issues	SI4	0.706	0.0708	9.96	<.001
	SI6	0.622	0.0680	9.16	<.001
Consumer Awareness	CA2	0.707	0.0732	9.66	<.001
	CA4	0.650	0.0705	9.21	<.001
	CA5	0.685	0.0802	8.54	<.001
	CA6	0.715	0.0747	9.56	<.001
Celebrity Endorsement	CE2	0.759	0.0737	10.30	<.001

Table 7. Factor Loadings

Factor	Indicator	Estimate	SE	Z	p
	CE3	0.644	0.0752	8.56	<.001
	CE4	0.610	0.0888	6.87	<.001
	CE5	0.651	0.0811	8.03	<.001
Relatable Information	RI1	0.791	0.0622	12.71	<.001
	RI2	0.650	0.0576	11.28	<.001
	RI3	0.717	0.0646	11.09	<.001

Confirmatory Factor Analysis is the factor analysis method which is used in the research when the factors of the study are defined or identified beforehand and to find the relation between the variables with the factors thus to support the null hypothesis which has been taken for the study conducted. Thus, CFA is an analysis tool that is used to confirm or reject the measurement for the theory. For this the main focus should be on estimate value. If the estimate value is more than 0.5 then it supports the model and if it is less than 0.5 then it does not supports the model. In this study, all the variables are falling under the category of more than 0.5 value, thus they support the model and same is with the null hypothesis except the variable question of DM3, which shows the negative value, thus is not supporting the study and is irrelevant to ask or relate with the study.

MODEL FIT

Table 8. Test for the Exact Fit model

χ^2	df	p
240	109	<.001

Chi- square model is used to test the model fit. It is a parameter where the model formed is accepted or rejected. If the value of χ^2 is low related to the degree of freedom with high p value, then the null hypothesis is rejected. But in our study, the values calculated are vice versa, therefore the null hypothesis is accepted

Table 9. Fit Measures for model testing

CFI	TLI	RMSEA	RMSEA 90% CI	
			Lower	Upper
0.904	0.880	0.0775	0.0643	0.0908

Further conducting the RMSEA i.e. root mean square error of approximation model fit test, the values observed to be appropriate for the perfect model is to be below 0.5. Also the range from 0.5 to 0.8 is accepted; the values range from 0.8 to 1 is marginal and above one is poor. In our study, the value comes under the range set of 0.5 to 0.8, thus is accepted and clears the model fit test. Therefore the null hypothesis is accepted for the study conducted and the factors defied prove to have an impact with moment marketing on the consumer purchasing behaviour.

PATH DIAGRAM

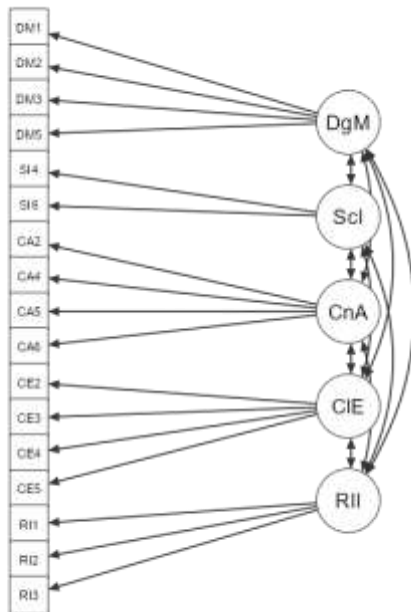


Figure 14. Path Diagram of Model

INTERPRETATION

H1. There is a positive impact of celebrity endorsement in the moment marketing on consumer purchase intention. The study has proved that the celebrity influences the consumers to buy the product. It has also supported the hypothesis as people follow their favorite celebrity and if they endorse, the fans believe in their saying and choice, thus gets influenced to convert their consumer purchase intention towards the consumer purchase behavior. Moreover, when any celebrity gets connected with the brand or the product, people feel more relatable to the product thus shows the positive sign in the consumer purchase intention. The sub factors i.e. the variables of the factor which are taken i.e. popularity and trust also supported the motion thus have positive correlation in the model designed.

H2. There is a positive impact of social issues towards the purchase intention. The study has proved that the social issues influence the consumers to buy the product. It has also supported the hypothesis as any change or emergence of any social issue directly impacts the purchase of people towards the products. Different variables i.e. current happenings and lifestyle has also supported the factor defined and thus have a positive correlation in the model designed.

H3. The more awareness comes when more involvement is there between the product and the consumer. The study has proved that the consumer awareness influences the consumers to buy the product. It has also supported the hypothesis as different variables which were taken i.e. word of mouth, advertisement, promotions, brand name and quality, all poses a favorable impact on the consumer buying intention. More people gets aware about the product by any means more is the chance that people give a try to the product, therefore adding moment marketing concept with this works as an icing on the cake.

H4. The more related information or content which relates to the product, the more positive impact is there on the consumer purchase intention towards the products. The study has proved that the relatable content influences the consumers to buy the product. It has also supported the hypothesis as the variables which are taken i.e. relevance and accuracy helps the consumer to get connected with the surroundings and the brand thus leads to purchasing behavior, if the information displayed is positive or is relevant and accurate then people feel more involved with the company and brand and thus influence the purchasing behavior, else vice versa.

H5. The more and more engagement of digital platforms leads to a positive impact on the consumer buying behavior. The study has proved that the digital marketing influences the consumers to buy the product. It has also supported the hypothesis as these online platforms develop different variables i.e. reach and establishing the link between the brand and consumers which pitch the customers at their

place thus leads to the consumer purchase intention. While conducting the study, one of the question made was not supporting the model, thus have no use while doing the analysis, therefore can be neglected as it was not correlated with the other variables designed within the model.

Therefore, the hypothesis which were defined beforehand for conducting the study have proved to be accepted and thus the model with correlated factors have be framed by clearing the different test of model fit test, normality and reliable analysis.

CONCLUSION

The study conducted was to know about the emerging effects of moment marketing on consumers purchase intention of the millennial. For these different factors were defined which were believed to have a positive impact on the consumer purchase intention thus leads to consumer purchase behaviour by infusing the moment marketing concept. The defined factors have different variables which support the consumer for having an intention of buying a product. The model has a dependent variable i.e. consumer purchase behaviour which is dependent on the major 5 factors and sub factors by infusing moment marketing into the study. The hypothesis was made to analyse if the factors which are being considered support the study. The factors which are defined are digital marketing, consumer awareness, social issues, related information and celebrity endorsement which are being used to study its relation by infusing the moment marketing to check the impact on the consumer purchase intention.

LIMITATIONS

- The research has involved majorly north Indian part for the study, it is so because the questionnaire was made online and was distributed through the convince sampling method.
- The responses which were collected were only 211 due to research time period and due to the Covid restrictions and shutdown of the places.
- The study is specially done on the millennial thus the age group which was focused was from 20 years to 35 years, which possesses the validity of the data till they don't change their preferences.

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