

THE IMPACT OF SUSTAINABLE AMBIENT ADVERTISING MANAGEMENT ON CUSTOMER PURCHASE INTENTION: THE MEDIATING ROLE OF CUSTOMER ATTENTION

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ABSTRACT

The sustainable ambient advertising management has turned into a new radical communication strategy of cutting through traffic and appealing to consumers. Despite ambient advertising's growing use in practice, there is still little empirical research on how it affects purchase intention in developing countries like Pakistan, particularly concerning customer attention. This study investigates the direct impact of ambient advertising on purchase intention, the impact of ambient advertising on customer attention, and the mediating function of customer attention in the ambient advertising–purchase intention relationship. It does this by drawing on advertising response models and schema theory.

A structured questionnaire was used to perform a quantitative, cross-sectional study with 269 personnel and students from three public universities in Nawabshah, Pakistan. Likert-type measures were used to measure ambient advertising, customer attentiveness, and purchase intention. Reliability analysis, correlation analysis, exploratory and confirmatory factor analysis, and regression-based mediation using Baron and Kenny's method were all performed on the data using SPSS.

The findings demonstrate that both purchase intention and customer attention are greatly positively impacted by ambient advertising, and that purchase intention is strongly predicted by customer attention. The relationship between ambient advertising and purchase intention is partially mediated by customer attention, according to mediation research. When attention is taken into account, the explained variance in buy intention increases from 23.6% to 32.1%. In addition to providing empirical data from Pakistan and useful advice for advertisers looking to create eye-catching campaigns that elicit purchase-related reactions, the study adds to the scant body of literature on ambient advertising. Future research directions and limitations are also covered.

Keywords: sustainable, ambient advertising, customer attention, purchase intention, advertising clutter, management, Pakistan

1. Introduction

Creating, communicating, providing, and trading offerings that are valuable to consumers, clients, partners, and society at large is at the core of marketing (Grönroos, 2024). Advertising is a key promotional technique employed in this larger process to educate, convince, and remind consumers about goods and services, to mold

brand perception, and to encourage buying intentions (Abideen & Saleem, 2012; Chang, 2025). To convey compelling messages and develop brand equity, businesses have relied on conventional media for decades, including radio, television, newspapers, magazines, and billboards (Aaker, 1991; Song, 2025).

However, the efficacy of conventional media has decreased as media channels have multiplied, and consumers are exposed to a greater quantity of advertising messages every day. It has been demonstrated that advertising clutter, which is characterized by an excessive amount of advertising in a particular medium, lowers attention, impairs message recall, and encourages avoidance behaviors (Ha, 1996; Pahari, Bandyopadhyay, & Manna, 2025). In this setting, it is difficult for advertisements to stand out from the crowd and grab consumers' limited attention. Non-traditional kinds of advertising, such as guerrilla marketing, street marketing, experiential campaigns, and ambient advertising, have emerged as a response to these difficulties (Hutter & Hoffmann, 2011; Gambetti, 2010). In order to create surprise and draw attention, ambient advertising, in particular, makes use of odd settings and inventive executions incorporated into the physical environment, such as sidewalks, escalators, trash cans, and public transportation (Bainbridge & Curtis, 1998; Khan, Zaman, & Sattar, 2024). Ambient advertising seeks to disrupt daily routines and elicit cognitive and emotional involvement with the brand by converting ordinary settings into media carriers.

1.1 Problem Statement

Even though ambient advertising is becoming more and more common in real-world settings, there is still a dearth of scholarly research on this type of communication. According to earlier research, ambient advertising can draw a lot of attention, elicit favorable opinions, and even boost sales (Hutter & Hoffmann, 2014; Cohen et al., 2024). However, there is currently little systematic data on the underlying mechanism by which ambient advertising affects outcomes connected to purchases. Few empirical studies specifically evaluate attention as a mediating construct in the context of ambient advertising, although traditional advertising models like AIDA and the hierarchy-of-effects assert that attention is an essential first stage in the persuasive process.

This inconsistency is especially evident in the developing world, such as Pakistan, where ambient advertising is still a relatively new but

growing phenomenon. Both small and well-known brands adopting ambient executions in urban areas and around universities use the technique to appeal to young customers in public. Nonetheless, no empirical evidence can be found to determine whether Pakistani customers are really interested in such programs and are ready to purchase. This means that managers do not have evidence-based recommendations on the efficacy of ambient advertising and the influence of attention on the effects of ambient advertising.

1.2 Objectives of the Study

The primary objective of the study is to examine, in an empirical way, the extent to which ambient advertising can affect the purchase intentions of the consumer and clarify the fact that customer attention is a mediating variable in this context.

This study will specifically seek to:

1. Test the immediate influence of ambient advertising on purchase intention.
2. To investigate the impact of ambient advertising on the attention of consumers.
3. To determine the influence of consumer attention on purchase intention.
4. To examine the hypothesis of the mediation between ambient advertising and purchase intention through customer attention.

1.3 Significance and Scope

Both theory and practice will benefit from this study. By testing a model that incorporates ambient advertising, attention, and purchase intention within the framework of advertising response and schema theories, it theoretically adds to the small body of research on ambient advertising. Practically speaking, it offers brand managers and advertisers empirical data on the efficacy of ambient advertising in a developing-nation setting, concentrating on a crucial target demographic—Nawabshah employees and university students—who are likely to come across ambient advertisements daily. As noted in a subsequent section, the study is limited to self-reported intentions, a specific metropolitan context, and a unique ambient ad stimulus.

2. Literature Review

2.1 Advertising Clutter and Non-Traditional Media

With so many messages vying for consumers' attention in conventional media, advertising clutter has become a key challenge for marketers (Ha, 1996; Pahari, Bandyopadhyay, & Manna, 2025). Advertisers are exploring new modes of communication that can avoid or overcome this saturation because clutter decreases the likelihood that individual advertising will be seen and processed (Davenport & Beck, 2002; Landa, 2021). The non-traditional media, such as sponsored events, product placements, guerrilla marketing, and out-of-home innovations, are the new forms of media that have emerged as solutions to the clutter problem (Hutter and Hoffmann, 2011; Wilson, 2023).

One of the known examples of this kind of innovation is ambient advertising. Ambient media aim to surprise consumers and offer more memorable experiences than other advertisements by embedding advertising messages into the real-world environment and displaying them in unlikely locations (Gambetti, 2010; Wojciechowski and Fichnova, 2022). This strategy is consistent with the larger trend of experiential marketing and the necessity to design meaningful brand experiences that are not limited to the information transfer (Bogicevic et al., 2024).

2.2 Ambient Advertising: Definitions and Characteristics

Although the term ambient advertising has been characterized in various ways in the literature, most definitions revolve around three features, which are unconventional location, unconventional delivery, and, in some cases, temporality (Hutter, 2014; Holler, 2023). Attention-grabbing tactics that are used in unusual places include adverts on floors, stairwells, elevator doors, or even public furniture (Dutta, 2025). Being supposed to be shocking, innovative, and deep-seated in the surroundings, these executions tend to confuse the medium and the message. Wojciechowski and Fichnova (2022) present a more general sense of ambient communication, which they define as an

improved corporate communication strategy that employs both the inner and the outer environment to convey messages that may appeal to customers. Unlike traditional outdoor advertising, ambient media focuses on surprise, interaction, and environmental integration rather than exposure. They may also include involvement, theatricality, or sensory elements in keeping with guerrilla and experiential marketing (Onyeke, Anukwe, & Iloka, 2024).

The key characteristics of ambient advertising include:

- Ambient advertising is characterized by its placement in unconventional, frequently unexpected locales and its inventive use of environmental factors as media carriers.
- Emphasis on generating attention and emotional reaction.
- Potentially lower cost than mass-media campaigns, making them accessible to smaller firms.

These features suggest that ambient advertising is particularly suited to capturing attention in cluttered environments and may be especially effective when targeted at young, urban audiences (Othman, 2020).

2.3 Customer Attention

People selectively direct their attention, a finite cognitive resource, toward environmental cues (Wickens, 2020). Attention is frequently seen in advertising research as a prerequisite for message processing; an advertisement is unlikely to affect attitudes or behavior if it doesn't draw attention (Pieters & Wedel, 2004; Chang & Thorson, 2023).

Attention is positioned as the first step in a series that leads to purchase in both the traditional AIDA (Attention-Interest-Desire-Action) model and hierarchy-of-effects frameworks (Lavidge & Steiner, 1961; Rabindranath & Singh, 2024). Capturing consumer attention has emerged as a key strategic goal in an era of information overload, according to more recent research in the attention economy (Davenport & Beck, 2002; Vettehen & Schaap, 2023).

Schema theory sheds light on how attention is distributed from a cognitive standpoint. To

effectively digest new information, people rely on schemata, or structured knowledge systems (John & Whitney, 1986; Meylani, 2024). An advertisement at an unexpected place is an example of an incoming stimulus that is schema-incongruent, which causes surprise and can lead to increased attention and deeper processing (Zhang & Scott, 2024). According to research by Barto, Mirolli, and Baldassarre (2013), uncommon stimuli are processed more thoroughly and remembered more vividly than common ones, indicating that novelty and surprise are useful attention-getters. By purposefully causing schema incongruity, ambient advertising takes advantage of this mechanism by showing advertisements in unexpected places and circumstances that defy customers' preconceived notions. Observers are therefore more inclined to cease,

2.4 Purchase Intention

Purchase intention is the intentional plan of a customer to buy a product or service in the future (Bagozzi et al., 1979; Kaushal & Kumar, 2016; Kim & Lee, 2023). Because it is a close predictor of real purchase behavior, it is regarded as a crucial outcome variable in marketing research (Fishbein & Ajzen, 1975; Azad et al., 2023). Advertising can affect purchase intention by affecting attitudes toward the advertisement and the brand, as well as by influencing perceptions of quality, value, and emotional attachment (Goldsmith et al., 2000, 2002; Ho Nguyaen et al., 2022).

Empirical studies have shown that creative, educative, and emotionally involving advertising can increase purchase intentions greatly (Niazi et al., 2012; Chen et al., 2023). Familiarity and positive brand image are other benefits obtained by constant advertisement, which leads to increased purchase intentions (Keller, 1993; Yoo et al., 2000; Chen et al., 2021). Since they are memorable and attractive, ambient advertising campaigns can be effective, especially in shaping purchase intentions based on surprise (Hutter and Hoffmann, 2014; Biraghi et al., 2015).

2.5 Ambient Advertising, Attention, and Purchase Intention

Many studies have been done to consider the relations between ambient advertising, attention, and behavioral responses. The article by Hutter and Hoffmann (2014) and the one by Huang et al. (2023) demonstrate that sales data, being unexpectedly attracted to ambient media, have a positive attitude, and eventually lead to a rise in purchase intentions. Ambient advertising may have a positive impact on attention and ad rating, and the studies by Jurca and Madlberger (2015) and Yoo et al. (2024) suggest that the context and surprise are important factors to consider. These findings can be conceived in the perspective of the hierarchy-of-effects theory and the theory of schema as a sequence where ambient advertising initially attracts attention by its unique, contextually embedded executions, and subsequently affects purchase-related intentions because of such attention and further processing. This implies that the association between ambient advertising and purchase intention may be mediated by attentiveness. An important contribution of the current study is the empirical testing of this mediation.

2.6. Theoretical Framework and Hypotheses

The attention economy perspective, schema theory, and conventional advertising models are all incorporated into the theoretical framework of this study. According to AIDA and hierarchy-of-effects models, consumers begin with attention and progress to interest, desire, and action (Lavidge & Steiner, 1961; Vakratsas & Ambler, 1999; Chakravarty & Sarma, 2022). Subsequent stages are unlikely to happen in the absence of attention. According to schema theory, inputs that are unexpected or inconsistent with preexisting schemata are particularly likely to elicit attention and lead to deeper cognitive elaboration (Rumelhart, 1984; Gendolla & Koller, 2001; Meylani, 2024). By putting imaginative messages in unexpected places, ambient advertising purposefully produces this kind of incongruity.

According to this theory, ambient advertising is thought of as a schema-incongruent stimulus that attracts attention and causes surprise. Deeper

processing of the advertising message is made possible by attention, which raises the possibility of developing positive opinions and plans to buy the promoted goods. The behavioral intention result of this process is considered to be purchase intention (Fishbein & Ajzen, 1975; Aslan, 2023).

2.7 Conceptual Model

According to the conceptual model, ambient advertising will be the independent variable, consumer attention will be the mediating variable, and purchase intention will be the dependent variable. Hypothesis: Ambient advertising has a direct positive influence on purchase intention, suggesting its capacity to produce a positive attitude and intentions because of creative, shocking executions. Consumer attention is also likely to be positively influenced by ambient advertising due to the unique location and its implementation. Customer attention is expected to have a positive influence on purchase intention because when customers pay more attention to an advertisement, they tend to process it more intensively and have more behavioral intentions. When taken as a whole, the model indicates that ambient advertising influences purchase intention both directly and indirectly through client attention, which acts as a mediator between ambient advertising and purchase intention.

Formally, the following hypotheses are derived:

1. H1: Purchase intention is significantly positively impacted by ambient advertising.
2. H2: Consumer attention is significantly improved by ambient advertising.
3. H3: Purchase intention is significantly positively impacted by customer attention.
4. H4: Customer attention mediates the relationship between ambient advertising and purchase intention.

A diagram that shows a direct path from ambient advertising to both customer attention and purchase intention, as well as a mediated pathway from ambient advertising through attention to purchase intention, can serve as a visual representation of this conceptual framework.

3. Methodology

3.1 Research Design

The suggested hypotheses were tested using a quantitative, cross-sectional survey design. A standardized questionnaire with items measuring ambient advertising, client attention, and purchase intention was used in the study. Respondents were presented with a printed image of an actual ambient advertisement (A4 size) that was attached to the questionnaire in order to imitate exposure to ambient advertising. Respondents were invited to fill out a questionnaire based on their opinions on the advertisement after watching the stimulus.

3.2 Population and Sample

Students and staff at Shaheed Benazir Bhutto University (SBBU), Quaid-e-Awam University of Engineering, Science & Technology (QUEST), and People's University of Medical and Health Sciences (PUMS), three public universities in Nawabshah, Sindh, made up the target demographic. This demographic was chosen because ambient advertising frequently occurs in university settings and the adjacent urban areas, and younger consumers are more likely to be exposed to non-traditional media.

The method used was a non-probability convenience sampling. A total of 269 valid answers were gathered. The bulk of the respondents were students, relatively young, and enrolled in undergraduate programs, according to Table 1's demographic profile.

3.3 Measures and Instruments

Purchase intention, ambient advertising, consumer attention, and demographic information comprised the four sections of the questionnaire. Multiple items on a five-point Likert scale were used to measure each construct. Ambient advertising was measured with eight items adapted from Tomáš Šula and Milan Banyár (2015), capturing familiarity with ambient advertising and evaluation of the ad stimulus (e.g., knowledge of the term, prior encounters with ambient ads, perceived memorability, and creativity).

Customer attention was measured with six items adapted from Buchholz and Smith (1991),

assessing the extent to which respondents noticed and concentrated on the ad (e.g., “I paid much attention to the ad,” “I highly concentrated on the ad”).

Purchase intention was measured with six items adapted from Gulmez, Karaca, and Kitapci (2010)

and MacKenzie, Lutz, and Belch (1986), focusing on respondents’ willingness to purchase or consider the advertised product (e.g., “This ambient ad facilitates me towards a purchase decision,” “Encouraging purchase of product(s)”).

Table 3.1 summarizes the constructs, number of items, response scales, and sources.

Table 3.1: Measurement Instruments Used in the Study

Construct	Code range	Number of items	Response scale	Example item	Source(s)
Ambient advertising	AA1-AA8	8	5-point Likert (1 = strongly disagree to 5 = strongly agree)	“Did you know the term ambient advertising before you began to fill in this questionnaire?”	Šula & Banyár (2015)
Customer attention	CA1-CA6	6	5-point Likert	“I paid much attention to the ad.”	Buchholz & Smith (1991)
Purchase intention	PI1-PI6	6	5-point Likert	“This ambient ad facilitates me towards a purchase decision.”	Gulmez et al. (2010); MacKenzie et al. (1986)

3.4 Data Collection Procedure

On university campuses, data was personally gathered. The goal of the study was explained to respondents who were contacted in classrooms, hallways, and public spaces. Participation was anonymous and voluntary. The ambient ad stimuli were initially shown to the respondents, who were instructed to pay close attention to them. In order to reduce non-response and guarantee constant exposure to the stimuli, the accompanying questionnaire was then filled out and immediately returned.

3.5 Data Screening and Analysis

SPSS was used to analyze the data. The first step in data screening was to look for inconsistent responses, outliers, and missing numbers. Excessive missing data cases were eliminated. The assumption of near normality was supported by the fact that all items' skewness and kurtosis values fell within acceptable ranges. The combined effect of the model suggests that ambient advertising has a direct and indirect effect on purchase intention via client attention that serves as the mediator between ambient

advertising and purchase intention. The alpha of Cronbach was used to determine the reliability of every construct. As a method of construct validity, explanatory factor analysis (EFA) using maximum likelihood extraction and Promax rotation procedures was preceded by confirmatory factor analysis (CFA). The Kaiser-Meyer-Olkin (KMO) metric was used to test sampling adequacy, and the significance of the Bartlett test of sphericity was used to test factorability. CFA has tested goodness-of-fit indices (GPI, AGFI, NFI, TLI, CFI, and RMSEA). The results were analyzed through correlation analysis to determine the relationship among ambient advertising, consumer attention, and purchase intention. The mediation analysis and multiple regression were used to test hypotheses using the Baron and Kenny (1986) technique.

4. Results

4.1 Demographic Profile

The sample consisted of 269 respondents. Table 2 presents the demographic characteristics.

Table 4.1: Demographic Characteristics of Respondents (N = 269)

Variable	Category	Frequency	Percentage (%)
Organization	SBBU	179	66.5
	QUEST	43	16.0
	PUMS	47	17.5
Experience	2–5 years	267	99.3
	6–8 years	1	0.4
	9–15 years	1	0.4
Gender	Male	120	44.6
	Female	149	55.4
Age	18–22 years	175	65.1
	23–26 years	83	30.9
	27–30 years	9	3.3
	31–35 years	2	0.7
Education	14 years	123	45.7
	16 years	123	45.7
	18 years	23	8.6
Work status	Employee	2	0.7
	Student	267	99.3

According to the profile, the sample is primarily young and student-based, which is in line with the target demographic for ambient advertising in urban and university settings.

4.2 Reliability Analysis

All constructions had adequate internal consistency, according to Cronbach's alpha values. The reliability data are summarized in Table 3.

Table 4.2: Reliability of Constructs (Cronbach's Alpha)

Construct	Number of items	Cronbach's alpha (range, if item deleted)
Ambient advertising	8	0.716 – 0.764
Customer attention	6	0.706 – 0.760
Purchase intention	6	0.711 – 0.727

All alpha values exceed the commonly accepted minimum threshold of .60, indicating satisfactory internal consistency.

4.3 Correlation Analysis

Pearson correlation coefficients were computed to examine the relationships among ambient

advertising, customer attention, and purchase

intention. Table 4 presents the results.

Table 4.3: Correlations Among Ambient Advertising, Customer Attention, and Purchase Intention

Variable	1	2	3
1. Ambient advertising (AA)	—		
2. Customer attention (CA)	0.466**	—	
3. Purchase intention (PI)	0.482**	0.492**	—

Note. $p < .01$ (two-tailed).

The correlations indicate that ambient advertising is significantly and positively related to both customer attention and purchase intention, and that customer attention is significantly and positively related to purchase intention, providing initial support for H1, H2, and H3.

4.4 Regression and Mediation Analysis

Regression models were calculated using Baron and Kenny's (1986) method to assess the hypotheses and the mediating effect of customer attention.

Ambient advertising was included as a predictor of purchase intention in the first model. According to the data, ambient advertising significantly increased purchase intention (R

$=.486$, $R^2 = .236$, Adjusted $R^2 = .233$, and $p < .001$). This demonstrates that ambient advertising alone accounts for 23.6% of the variation in purchase intention, supporting hypothesis H1.

Both ambient advertising and consumer attention were included as predictors of purchase intention in the second model. $R = .566$, $R^2 = .321$, Adjusted $R^2 = .316$, and $p < .001$ were the findings. Customer attention was factored in, where the explained variance in purchase intention increased to 32.1% and purchase intention was significantly positively influenced by customer attention, which supported H3. Although its coefficient was reduced, implying partial mediation, ambient advertising remained an important predictor.

Table 4.4 summarizes the regression models.

Table 4.4: Regression Models Predicting Purchase Intention (ANOVA Summary)

Model	R	R^2	Adjusted R^2	ANOVA significance
Ambient advertising → Purchase intention (AA → PI)	0.486	0.236	0.233	0.000
Ambient advertising, Customer attention → Purchase intention (AA, CA → PI)	0.566	0.321	0.316	0.000

The above results confirm the following hypotheses: ambient advertising has a significant effect on customer attention (H2), ambient advertising has a significant effect on purchase intention (H1), customer attention has a significant effect on purchase intention (H3), and

customer attention mediates the effect of ambient advertising on purchase intention (H4).

5. Discussion and onclusion

5.1 Discussion

The findings of the research offer a theoretical basis for the proposed study through the

empirical evidence of the relationship between ambient advertising, consumer attention, and purchase intention. The great positive effect of ambient advertising on purchase intention proves that creative and surprising ambient campaigns may directly influence the desire of consumers to buy the advertised products. This gives some credence to the idea that non-traditional media can effectively influence behavioral intention when they are not like the crowd and produce positive impressions about the brand.

The possibility of ambient media to attract attention is evidenced by the high association between ambient advertising and consumer attentiveness. Ambient campaigns provide schema-incongruent stimuli, interrupting the normal course of perception, arousing surprise, and requiring attention, by placing advertisements in weird places and making them appear to blend with the surrounding environment. Based on the empirical results, the respondents who rated the ambient advertisement higher also stated that they paid more attention.

The favorable impact of consumer attention on purchase intention is expected in the traditional advertising paradigm and demonstrates that consumer attention is not a superficial response but is an important process within the chain of behavioral intention. Increased attention is related to higher purchase intentions, improved memory, and more detailed cognitive processing of the information. Customer attention is also an interesting finding of the mediation analysis that attenuates the effect of ambient advertising on purchase intention. It means that through the appeal to the first attention, ambient advertising affects purchase intention both directly and indirectly. These results substantiate the theory that the success of ambient advertising largely hinges on its capacity to capture and draw attention, which consequently leads to persuasion. The findings indicate that ambient advertising is a practical approach that marketers should contemplate when targeting the young, urban Pakistani consumers who are becoming less receptive to conventional advertising methods, especially among the workers and

university students. The findings give empirical support to the increasing usage of ambient marketing on campuses and in the general areas.

5.2. Managerial Implications

The study outcomes have a number of implications for practitioners. To begin with, the positive effects of ambient advertising on the attention and purchase intention levels are enormous, which demonstrates the fact that the communication advantage of investing in innovative, unusual executions can be enormous. Supervisors ought to look at the idea of creating advertising campaigns that involve the use of weird locations and environmental features, which include stairwells, corridors, benches, and other surfaces that clients use daily, besides the normal billboards and print media.

Second, the mediating function of consumer attention implies that ambient advertising's capacity to draw in and hold consumers' attention is crucial to its success. Therefore, innovative ideas that are visually striking, unexpected, and fit for the environment should be given top priority by managers. To encourage curiosity rather than misunderstanding, the communication should be clear and unexpected at the same time. Comedy, visual analogies, and interaction are examples of elements that can improve focus and engagement.

Third, small and medium-sized businesses, local companies, and public organizations find ambient advertising appealing since it is frequently more affordable than large-scale mainstream media efforts. Marketers may make a big difference on a tight budget by carefully choosing places with plenty of foot traffic and creating campaigns that speak to the local way of life. Ambient advertisements, for instance, can reach a large number of students in a highly targeted fashion in university settings by being put in cafeterias, halls, or common areas.

Finally, managers need to use ambient advertising as part of a more inclusive communication plan instead of viewing it as isolated. The ambient marketing may be combined with social media, word-of-mouth campaigns, and traditional advertising to create a smooth multi-channel experience that is smooth. Brands can expand

their audience and increase the interest of the audience by allowing customers to take photos, share, and discuss ambient executions.

5.3. Limitations and Future Research

Even though the present research provides valuable information, it contains several limitations that also indicate the spheres of further research. The sample only includes students and a small number of staff members of three universities in Nawabshah. The results may not apply to other age groups, cities, or cultural contexts, even though this group is pertinent to the research of ambient advertising. This study could be repeated and expanded upon in the future with larger, more varied samples from various geographical areas and demographic groups.

The employment of a single printed ambient advertisement stimulus is another drawback. In contrast to real-world scenarios where ambient advertisements are viewed inadvertently and may be exposed to competing distractions, respondents were directed to closely inspect the image, which may have increased their attention. Future research should assess real ambient campaigns in the field, utilizing eye tracking, naturalistic observation, or mobile surveys to record spontaneous responses in order to improve external validity.

In addition to limiting causal inference, the cross-sectional survey design and reliance on self-reported purchase intention fail to capture actual purchase behavior or long-term impacts. To give more convincing proof of causality and investigate whether ambient advertising's influence on attention and purchasing behavior endures over time, experimental and longitudinal designs may be used. Future studies could further evaluate moderators like product type, involvement, or past brand familiarity and investigate additional psychological mechanisms, including emotions, perceived inventiveness, or attitude toward the advertisement as mediators. Lastly, there is a chance of common technique bias because all measures were gathered at one time using a single questionnaire. Although the use of validated scales and factor analysis mitigates this concern to some extent, future

studies may benefit from employing multi-method approaches and collecting data from multiple sources.

5.4 Conclusion

In the setting of university students and employees in Nawabshah, Pakistan, this study examined the impact of ambient advertising on consumer purchase intention and the mediating function of customer attention. Ambient advertising was hypothesized to affect purchase intention both directly and indirectly through attention in a conceptual framework based on advertising response models, schema theory, and the attention economy viewpoint. According to the survey data of 269 respondents, the empirical analysis proved all four hypotheses: ambient advertising had a significant and positive impact on both purchase intention and customer attention, customer attention had a significant and positive impact on purchase intention, and partially mediated the relationship between ambient advertising and purchase intention. These results indicate that ambient advertising may prove to be a useful approach to capture the attention of customers, increase the desire to buy, and overcome advertising clutter. Moreover, they focus on the significance of non-conventional, innovative media in modern marketing. To the practitioners in Pakistan and other such markets, the report provides evidence-based recommendations on ambient campaign design and implementation. It adds to the extremely minimal research on ambient advertising by clarifying the mental process through which ambient executions are effected. Future research could, however, expand on these results by testing various types of products, styles of execution, and cultural backgrounds besides using a larger scope of techniques and data to improve our knowledge of ambient advertising and its influence on consumer decision-making.

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