TO STUDY THE RELATIONSHIP BETWEEN TELEVISION COMMERCIAL OF OVER-THE-COUNTER DRUGS AND COGNITION, AFFECTIVE AND BEHAVIOR OF CONSUMER OF OTC DRUGS

By
HARINDER SINGH

A Thesis submitted in partial fuifillment
of the requirement for the degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok, Thailand
October
2004

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ABSTRACT

Pharmaceutical advertising is one of the most important kinds of advertising that can have a direct impact on the health of a consumer. Hence, this necessitates the fact that it is essential for advertisers of such products to take special care and additional responsibility when devising the promotional strategies for these products. Therefore, the key to successl advertising is staying sensitive to customers.

All acertisers face a perennial challenge: how to present their products, services, and ideas effeively through the media to buyers. To do this, they must comprehend the important relaonship between the product and the marketplace. This relationship is the province of mketing communication (Arens, 1996). The aim of this research is "To study the relationshibetween television commercials of Over-The-Counter drugs and cognition, affective and ehavior of consumers of over-the-counter drugs. " Based on the reasons mentioned abve that highlight the importance of television advertisements of over-the-counter drugsResearcher has formulated a set of objectives that are designed in a manner so as to help ithe research for further proceedings, to study the effect of advertisement of over-the-counter drugs on the cognitive process of that takes place in the minds of consumers, to study the effect of over-the-counter Drugs advertisements on consumers and to study the effect of over-the-counter Drug advertisement on consumers' purchase behavior.

For this research, sample survey with **Non–Probability Sampling** method is used. Researcher decided to use convenience-sampling method in this research.

The major findings are that Awareness, Knowledge, Liking, Preference and Intention of over-the-counter Drugs are influenced by T.V. commercials of over-the-counter products.

The researcher hopes that this thesis can be useful for all concerned parties such as advertisers, advertising agencies, and marketing departments. Further research can be conducted if the future researchers would like to study in detail of each variable.

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CHAPTER 1

INTRODUCTION

1.1 Introduction: an overview of Pharmaceutical Market

The pharmaceutical industry in Thailand is mainly a Formulating industry and does not involve much research and development. Pharmaceutical ingredients are generally imported. At present, thee are approximately ten factories producing 25 different kiids of ingredients for the pharmceutical industry in Thailand (Sources: Food and Drug: Administration, 2000).

Approximtely 21,000 pharmaceutical products are manufactured andsold in Thailand (sources: Foo and Drugs Administration, 2000). There are 184 mnufacturers and approximately480 importers and distributors of pharmaceutical productsin Thailand. The Pharmaceutica products are divided into two sectors, generic and brandedproducts that are either locally roduced or imported. The generic products account for 60% of the market in terms of volure or 30% in terms of value. Antibiotics and cardiovascular rugs make up the largest segmet of the pharmaceutical industry in Thailand. Their combined share is approximately 30%. An mdustry source estimated the over-the-counter (OTC) market size in Thailand at 0.4 billion U.S. Dollars in 1997. Analgesics and cold remedies account for a major part of the over-the-counter market. (Sources: Food and Drugs Administration, 2000)

Pharmaceutical products are normally distributed through hospitals (40%), pharmacy retail outlets (40%), and clinics and other outlets (20%). In 1997, there were a total of 1,464 public and private hospitals in Thailand (990 public and 474 privates). Approximately 8,000 pharmacy retail outlets operate in Thailand. Most of them are small mom-and-pop style

outlets. There are a few pharmacy outlet chains operating in the market. Boots (Boots-United Kingdom), People Health Care (Charoen Pokphan Co., Ltd), and Watson (Central Group of Companies) are the leading chains. There are also 21,888 physicians and 6,212 dentists (1996 figures) that operate their own individual clinics and prescribe medicines to their patients.

Manufacturing and importations of pharmaceutical products are subjected to prior approval from the Food and Drug Administration, Ministry of Public Health (MOPH), Royal Thai Government . A manufacturer and importer are required to get a license to produce, sell or import any pharmaceutical products into Thailand (a simplified pharmaceutical registration process is described below).

The Royal Thai Government maintains a National List of Essentia Drugs (NLED). All public hospitals have to purchase eighty percent of their pharmaceutical needs listed on the NLED from the Government Pharmaceutical Organization (GPO). The GPO, a state enterprise under the supervision of the MOPH, is one of the largest Manufacturers and distributors of pharmaceuticals in Thailand. The pharmaceutical market in Thailand is well represented by most major international pharmaceutical companies. The top leading international firms are Glaxo-Welcome, Roche, Hoechst, Janssen, Bristol-Myers Squibb, Abbott Laboratories, Lederle, Searle, Eli Lilly, SmithKline Beecham, Warner Lambert, Schering, Ciba-Geigy, and etc.

The recent Royal Thai Government's "Buy Thai" campaign resulted in the MOPH issuing a "Good Health at Low Cost Policy." The MOPH, through this policy, orders/instructs all the public hospitals and health care centers to increase the use of pharmaceuticals in the NLED list from an average of eight percent to eighty five percent. This policy discourages competition from international suppliers as GPO controls eighty percent of the pharmaceuticals listed on the NLED list. (Sources: Food and Drugs Administration, 2000)

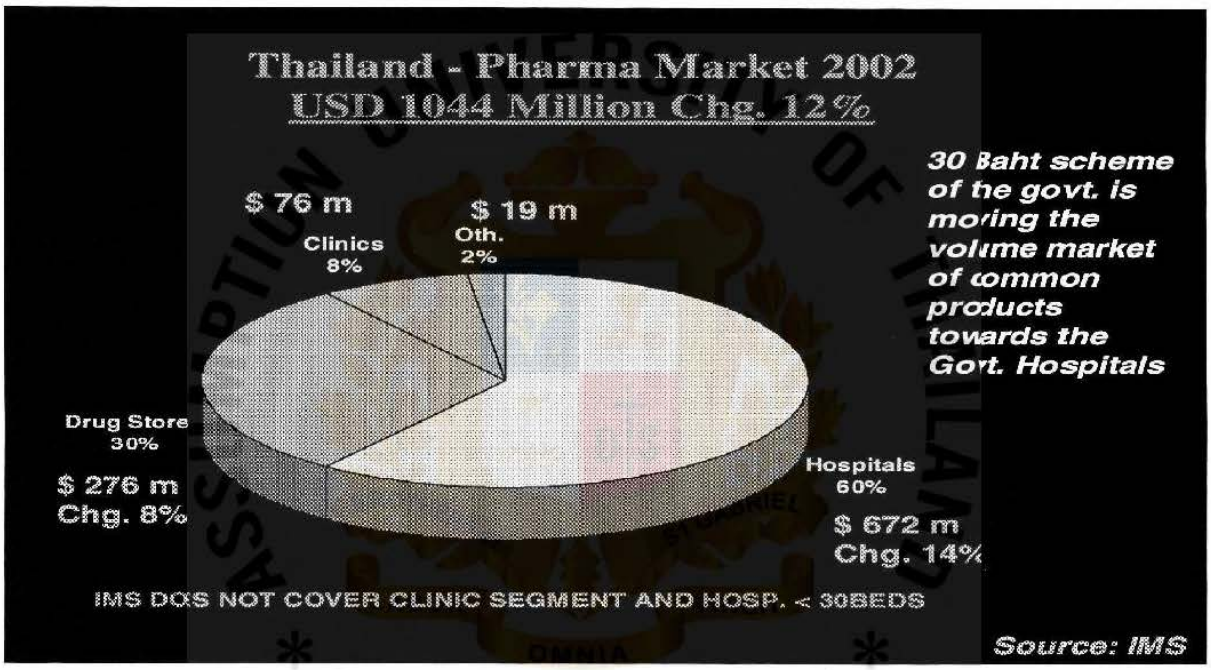
1.1.1 Pharmaceutical Market Situation in Thailand

The best sales prospects for the pharmaceutical market in Thailand include:

- Anti-biotic
- Analgesics
- Cold Remedies

The import duty for pharmaceutical varies from zero to twenty five percent.

Figure: 1.1 Thailand-Pharma Markets 2002



(Sources: Fod and Drug Administration, Ministry of Public Heath, Royal Thai Government)

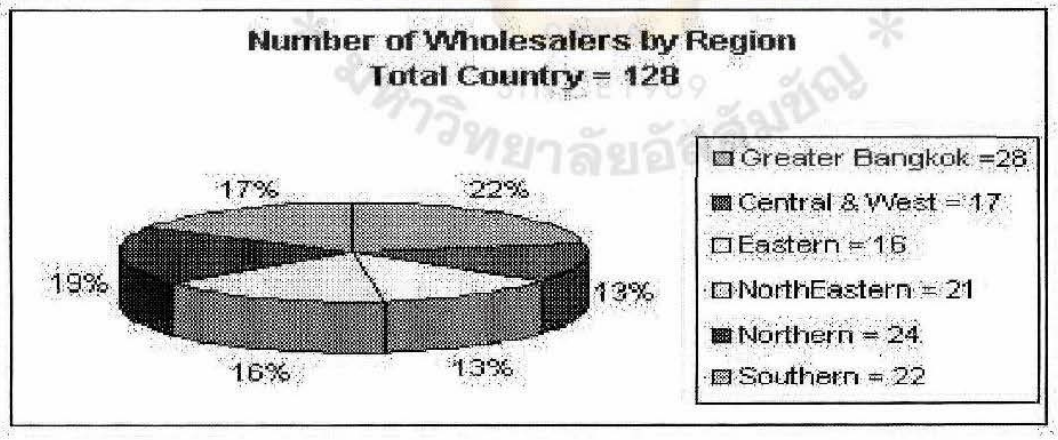
Table: 1.1 Suppliers of Pharmaceuticals

Medicines for Humans	**Thailand**	**Bangkok**	**Provinces**
Local manufacturers	**176**	**125**	**51**
Importers/Distributors	**485**	**443**	**42**
Dispensing Pharmacies	**5,351**	**2,420**	**2,931**
Drugstores	**5,007**	**681**	**4,326**

Source: MOH, latest status of information as of end 2002

Table 1.2 deicts a comprehensive list of Pharmaceutical and Medical Device Companies on the Web, manyof which have products in the Thai market. Companies are marked as per their membership wih the Pharmaceutical Producers Association (PPA) and/or the Thai Medical Device Suppliers Assoiation.

Figure 1.2 WHOLESALERS & DRUGSTORE CHAINS



Source: MOPH, latest status of information as of 2002

Table: 1.2: Drug Store Chains in Thailand (2002): as in this study the following stores as sampling units

Drugstore Chain	Thailand	Bangkok	Provinces
Boots	**65**	**37**	**28**
Watsons	**63**	**52**	**11**
P & F	**32**	**24**	**8**
Apex	**21**	**15**	**6**
Siam Drug	**8**	**6**	**2**
Total number o outlets:	**189**	**134**	**55**

Sources: Pharmaceutical Producers Association Report, 2002 (PPA)

Figure 1.3 Thiland Market Forecast Report (2000-2004): market of drugs increase yearly.

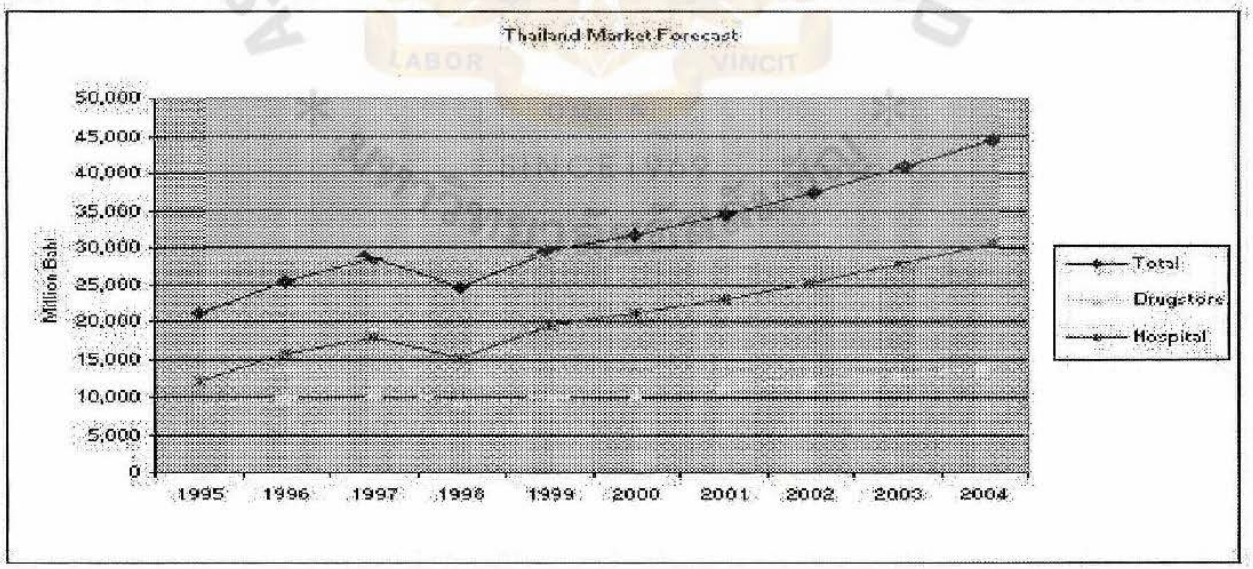


Table 1.3 Pharma Sales by Market Segment (2002)

Total Pharma Market 2002: USD 863 million ca.

42 % Government Hospital

16 % Private Hospitals

07 % Doctors/Clinics

32 % Pharmacies/Drugstores

03 % Supermarket/Retail Stores

Sources: Pharmaceutical Producers association, 2002 (PPA)

Table: 1.4 Pat five years growth

1995	1996	1997	1998	1999
10%	21%	12%	-14%	20%

Sources: Pharmaceutical Producers Association, 2002 (PPA)

Table: 1.5 Phrmaceutical budget

	1995	*1996*	*1997*	*1998*	*1999*	*2000*	*2001*	*2002*	*2003*	*2004*
Total	**21,076**	**25,517**	**28,563**	**24,475**	**29,465**	**31,658**	**34,293**	**37,281**	**40,711**	**44,458**
% Growth	*13*	*13*	*12*	*-14*	*20*	*7*	*8*	*9*	*9*	*9*
Drugstore	8,868	9,965	10,688	9,416	10,086	10,645	11,284	12,040	12,895	13,858

% Growth	13	13	7	-12	7	6	6	7	7	8
Hospital	12,259	15,552	17,884	15,059	19,385	21,013	23,009	25,241	27,816	30,570
% Growth	13	27	15	-16	29	8	10	10	10	10

Sources: Pharmaceutical Producers Association, 2002 (PPA)

Table: 1.6: To 20 medicines in Thailand.

Rank	Produc Name	Manufacturer	Thai Baht (000)	Share	Growth
Total Market			**29,464,922**	**100**	**20.4**
Total Top 20			**3,771,473**	**12.8**	**42.4**
1	Zocor	MSD	278,455	0.95	18.2
2	Augmetin	SB	274,427	0.93	48.4
3	Eprex	CIL	249,538	0.85	23.3
4	Dextros	OTS	240,965	0.82	8.1
5	CEF-3	SBJ	222,190	0.75	23
6	Diane-35	SHG	214,255	0.73	27.9
7	Fortum	GWC	212,835	0.72	41.3
8	Tiffy	TNK	209,805	0.71	14.7
9	Ventolin	GWC	185,264	0.63	31.7
10	Plendil	AZN	176,920	0.6	132.5
11	Counterpain	BMS	174,661	0.59	31.3
12	Tienam	MSD	166,945	0.57	31.5

	13	Amoxycillin	GPO	163,767	0.36	31.1
	14	Lipitor	WL	161,482	0.55	229.8
	15	Strepsils	BOO	157,292	0.53	19.3
	16	Norvasc	PFZ	155,972	0.53	60.8
	17	Rocephin	ROC	149,909	0.51	5.2
	18	Losec	AZN	129,621	0.44	57.7
	19	Claforan	HMR	125,765	0.43	4.5
	20	Taxol	BMS	121,405	0.41	8.4

Sources: Pharmceutical Producers association, 2002 (PPA)

Table: 1. Top 20 Manufacturers (2002)

Rank	Manufacturer	Value (000) THB	Share	Growth
Total Market		**29,464,922**	**100**	**20.4**
Total Top 20		**14,808,166**	**50.26**	**24.9**
1	Siam Bhaesaj Co.	1,242,797	4.22	35
2	Glao Wellcome	1,174,405	3.99	25.1
3	GPO	1,085,358	3.68	25.2
4	Hoechst Marion Roussel	1,017,539	3.45	12.7
5	Roche	963,522	3.27	19.4
6	AstraZeneca	913,391	3.1	32.2
7	Bristol-Myers Squibb	912,389	3.1	23.8
8	Novartis	842,658	2.86	26.7
9	Thai Nakorn Patana	825,534	2.8	21.3

10	Merck Sharp & Dohme	793,179	2.69	15.2
11	Smithkline Beecham	650,770	2.21	25.8
12	Otsuka	571,969	1.94	18.3
13	Pfizer	551,967	1.87	33.1
14	Warner Lambert Co.	523,638	1.78	31.1
15	Berlin Pharm Ind.	502,267	1.7	44.8
16	Biolab	499,101	1.69	50.6
17	Pharmacia & Upjohn	482,741	1.64	9
18	Schering AG	455,845	1.55	22.3
19	Boehinger Ingleheim	412,167	1.4	26
20	Jansen Pharmaceuticals	386,929	1.31	0.7

Sources: Parmaceutical Producers Association, 2002 (PPA).

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Table: 1.8 : Thai Government Healthcare Budget 2002

	Thai Government Healthcare Budget (MOPH) in 000 of Thai Baht			
	Personnel	Capital Exp.	Operating Exp.	Total
Ministry of Public Health	28,310,044 = 48.5%	6,980,959 = 12%	23,134,946 = 39.6%	58,425,949 = 100%
Permanent Secretary	23,522,282 = 53.1%	4,401,495 = 10%	16,348,678 = 37%	44,272,455 = 100%
Medical Services	1,556,240 = 50.5%	489,344 = 15.9%	1,038,127 = 33.7%	3,083,711 = 100%
Communicable Disease Contrl	1,340,793 = 32%	142,514 = 3.4%	2,702,056 = 64.6	4,185,364 = 100%
Medical Sciences	213,290 = 26.1%	243,706 = 29.9%	358,940 = 44%	815,935 = 100%
Mental Health	771,994 = 52.2%	94,006 = 6.4%	612,512 = 41.4%	1,478,512 + 100%
Health	783,765 = 19.2%	1,608,321 = 39.5%	1,681,682 = 41.3%	4,073,767 = 100%
Thai FDA	121,681 = 27%	1,573 = 0.35%	327,833 = 72.7%	451,087 = 100%
HSRI	0	0	65,119 = 100%	65,119 = 100%

Sources: Thai Government Healthcare Budget (ministry if public health) in 2002

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Television as mass communication medium:

Today, few households are without a television set, and some have more than one. Television is a valuable marketing tool for virtually selling any product or services. The consumer non-durable likes are low involvement products, which are generally purchased by consumers on the bases of emotional thinking and not rational thinking. Television plays an important role in persuading consumers to buy consumer non-durable products.

The National Statistical Office Thailand concepts MASS MEDIA SURVEY (Television). The complete survey has been conducted once in 5 years since 1995 until now. Unfortunately, the mass media survey (Television) for 2003 has notbeen completed. So, the researcer decided to use the mass media survey (Television) for 2000 and adjust its results in orderto adopt it for this research.

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Table 1.9: Percentage of respondents reported viewing television by type television program viewing and area, whole kingdom of Thailand, 2000.

Percentage of Respondents Reported Viewing television 1/			
Types of Television Program	**Total**	**Municipal Area**	**Non-Municipal Area**
1. News	95.20	95.20	95.10
2. Knowledge	60.50	64.20	59.00
3. Commentary	38.10	41.20	36.70
4. Entertaining Program	93.20	94.90	92.40
5. Education	4.20	6.90	3.00
6. Advertiserent	44.90	45.00	44.80

1/ More than oe answer was possible

Source: Natioal Statistical Office Thailand, 2000

From te result of the mass media survey (Thailand) 2000, the vieving rate and the ownership of elevision sets dramatically increased due to the reason that television can reach large nuber of people and reduction in the price of TV set. As seer from Table 1.11 above that people are more keen to watch TV advertisements (44.90%) n comparison to other mediumsof type of television programs.

The Household Socio-Economic Survey was conducted in July 2001. Table 1.9 shows the percentage of households reporting ownership of some selected durable goods. The television is durable consumer goods possessed by percentage (94.6 %) of households.

Table 1.10 Percentages of households reporting ownership of some select durable goods.

Durable Consumer Goods	**Greater Bangkok**
Living Room Sofa	38.00
Bed. Wood or Metal	57.10
Gas Stove	73.00
Electric Stove	32.10
Refrigerator	84.10
Electric Icon	94.30
Electric Pot	90.00
Electric Fan	97.40
Radio	87.10
Television	94.60
Home Compuer	14.50
Water Boiler	16.50
Bicycle	24.70
Motorcycle, Sooter	22.20
Video	53.80
Washing Machine	42.50
Air Conditioner	32.70
Florescence	99.50
Light Bulbs	25.90
Compact Fluorescence Lamp	8.20

Source: National Statistical Office Thailand, 2000

1.1.2 Pharmaceutical Advertisements

Pharmaceutical advertising is one of the most important kinds of advertising that can have a direct impact on the health of a consumer. Hence, this necessitates the fact that it is essential for advertisers of such products to take special care and additional responsibility when devising the promotional strategies of these products. (Source: Journal of Business Ethics Copyright Kluwer Academic Publishers Group Thailand, Feb 1999.)

In reality, it has been observed that pharmaceutical product advertisers often promoted their products to achieve their own goals at the potential risk of having an adverse effect on the onsumer's health. (Source: National Statistical Office Thaland, 2000)This type of advertiing is most often seen in over-the-counter drug product advertisements, and not as often inthe case of prescription drug advertisements, which is relatively new. This article analyse various purposes of advertising pharmaceutical products and also the potential problms that arise from the way pharmaceutical products havequite frequently been promoted

Human are described as creatures of habit. We may resent this characterization because it seems to deny our individuality and free will. This is particularly significant in a "free" society. To be sure, much of what people do involves repetitive behaviors, usually the result of habits. Most people sleep on the same side of the bed each night, sit in the same chair at the table, and have the same routine each morning. These repetitive behaviors are rarely questioned and simply become a part of our being.

Consumerism is characterized as an organized movement of citizens and government agencies to improve the rights and powers of buyers in relation to the rights and powers of sellers (Kolter & Armstrong, 1997, pp. 568-570). Individuals, as well as populations, tend to exhibit certain patterns when shopping. Quite often it has been observed that many individuals have similar purchase habits and styles. Obviously, if manufacturers and marketing personnel can identify these habits and patterns, they can enhance sales. Motivational research can be a branch of marketing which involves psychologists and social scientists in the discovery of human purchasing trends and behaviors. In particular, it attempts to dicover the factors that motivate consumers to make certain purchases or to select certain services.

Advertsing frequently reflects the discoveries of motivational research as it applies to consumerism. This is particularly important in the case of nonprescripion, or over-the-counter (OTC) medications because consumers spend hundreds of millions of dollars each year on their prchase (Mayo Clinic - Use versus abuse, 1993).

Nonprescription drugs have been directly advertised to consumers over various kinds of media for several decades. After Boots Inc. first began advertising Rufen in 1983; the trend of direc-to-consumer-advertising has also included the advertising of prescription drug products(Shuler, 1984; Madhavan, 1993). Advertisers of pharmaceutical products should not forget the fact that they are dealing with a product, which can have a significant impact on a patient's health. Thus, it is very important for pharmaceutical product advertisers to understand that the American public needs a higher quality of advertising from the pharmaceutical industry than from automobile or detergent makers (Waldholz, 1992). They should consider the morality of their promotional efforts first before they consider the monetary advantages of these efforts. This might be a difficult task because for most organizations having monetary gains is their way of surviving in the

highly competitive environment of business. However, at the same time, pharmaceutical product companies are not like most other companies because most other companies do not deal with a product which directly affects human health.

Manufacturers may attempt to familiarize consumers with brand names in hopes that the consumer will purchase a particular product. The consumer may think, "I've heard of this product!" and assume that it is somehow better than competitive products. Most people are aware of the high advertising costs involved with products and it is possible that if they see a product being advertised extensively, they might assume that the product is doing well in the market and that is why the company has money that they can spend on advertising. In turn, this may influence their purchasing behavior towards this product. The consumer may even purchase the product as a result of impulse buying. Especially with this later possibility in mind, advertising frequently attempts to achieve no other purpose than to cause the consumer to remember the name of the product. Thus, the advertisement may offer little useful information, but may instead depend upon humor or other techniques, which serve only to attract the viewer to the product name. Morris and Millstein found that the degree to which risk information is communicated to consumers via drug advertisements is related to the way the information is structured in the advertisement. (Morris & Millsein, 1984).

Promotion efforts frequently target certain segments of the population (e.g., women and teenagers with smoking advertisements), or they may target consumer weaknesses (e.g., pain medications designed for headaches) to which most people can readily identify (Mayo Clinic, How hazardous is smoking, 1993).

Purposes of drug advertising

Competition

Typically, there are many manufacturers providing similar health care products and services. In order to generate sales, manufacturers promote the advantages of their products or services as compared to their competitors. Thus, competition tends to encourage manufacturers to incorporate more "advantages" in their products or services (i.e., "building a better mousetrap at a lower cost"). Theoretically, this means that the quality of products and services will tend to increase over time, and that costs tend to decrease (at least in terms of cost/benefit consideration). Unfortunately, the "extras" which are added may eventually become the "standard" by which the product or service is compared. In turn, this can lead to an increase in cost as consumers begin to demand these extra benefits as a basic component. As manufacturers continually attempt to "undo" their competitors, costs eventually tend to rise as marginal benefits are realized for relatively exorbitant costs. Products and services may be "improved," when in fact, no real improvements are necessary. Still, competition encourages new product and service development and availability.

Consumer intrests

As a reult of competition, prices may tend to remain stable for longer time periods, even when "improvements" have been added. For the consumer, this can provide the availability of greater product selection at a more reasonable cost. At the very least, prices for similar products and services tend to be similar, even when they are high. However, the situation in the case of drug products is quite different. After a new drug marketing exclusivity, or monopoly, other companies can come out with similar "generic" products. The marketing exclusivity awarded to a company for an orphan drug, a drug developed to

treat rare diseases, is usually for seven years (Mathieu, 1990). Since generic product manufacturers usually do not incur significant amount of Research and Development expense for this drug product, as did the primary company when they developed this new drug entity, they are able to bring their products in the market at a significantly lower price as compared to the original manufacturer of the brand name product. In this time and age when consumers are constantly trying to make ends meet with their limited income, most of them usually like to buy generic drug product. However, at times, the significant difference in the prices of brand name product and a therapeutically similar generic drug product creates a doubt in the mind of the consumer regarding the effectiveness potential of the generic drug product. Consumers, in such situations, should get advice from pharmacists regarding theirdrug product selection.

Information surce

Throug advertising consumers can learn about new products and services which are available to them. If the advertisement is appropriately written, then it can also help consumers lean about proper selection and use of products and services. Advertising tends to emphasize the advantages of one product or service as compared to another. Unfortunately,hese "advantages" are frequently more the product of hype than fact.

A new source of product information becoming popular very rapidly is the Internet. Internet is also becoming a popular media for advertising drug products directly to consumers. Almost all major drug companies have their own World Wide Web site. Some people have visited these sites to get information regarding the products they have purchased. Consumers should be warned here that most of the information they get from a particular company may be biased or even incomplete and they may not get all the relevant information regarding their drug product. They should also be cautioned that there are

many places over the network which may provide wrong and misguided information to consumers.

Manufacturing interests

The point of advertising is to generate sales of products and services in order for the manufacturer to remain economically viable and successful. This requires that the manufacturer must inform the consumer regarding the availability of products and services. Mass advertising can introduce products and services to large numbers of consumers in a very short perid of time. For drug products, large scale advertising will be beneficial only to well established brand name product pushers. Large scale advertising directly to consumers is most likely not going to be economically feasible for generic drug manufacturers s they usually market their products directly to wholesalers,retailer, or chain stores. Once th retailer accepts the generic drug product for resale from its stores, then it is repackaged usally using the retail store's brand name, For example, Knart has its own brand name o the generic products in its stores. These are valid purposes, particularly regarding drug advertising, even though they frequently become distorted as a result of competition and promotional practices of questionable ethics (Cope, 1976; Day, 1976; Rheinstein, 1976).

Problems with drug product advertising

There are several written regulations that can be used as guidance tools when it comes to developing advertising strategies. However, these rules do not cover all aspects that should be considered, both from the marketing point of view as well as from the patient's point of view. Fortunately, recent years have seen an increased emphasis on marketing ethics and socially responsible actions taken by several companies

(Kotler & Armstrong, 1997, p. 92). But there is still need for work to be done in order to improve socially responsible marketing by many organizations.

Just as there are valid purposes for advertising, so too are the problems associated with advertising. A general problem associated with drug advertisements is that it is a powerful influence which may motivate consumers to select overly expensive, overrated, or less than optimum medications for their particular needs. More specifically, it is possible to identify numerous individual problems associated with the promotional practices. The most serious of these involve information problems (Griffenhagen., 1976; Rheinstein, 1976). As far as they go, dvertisements tend to be truthful. However, they frequently omit information which the consmer needs in order to make appropriate product selections.

For example, onsider advertisements that claim that their products contain "More pain reliever that dctors recommend most." In fact, they do. Both "extra" strength aspirin and acetaminopherproducts contain more of these ingredients than "regular" srength products. What the consmer is not told is that this difference may not be clinically significant (i.e., consumers ma not perceive a difference between 650 mg and 1000 mg of aspirin). Our culture very mch believes in the "More is Better" principle (i.e., if one tablet will do so much good . . just think what 3 tablets will do!!!).

Many ealth professionals have voiced concerns about the quality of promotional practices, since advertisements rarely provide information regarding warnings and precautions. Not every drug product is appropriate for every consumer. Yet, this fact is traditionally deemphasized. Since advertisements attempt to create a demand for products, it is often theorized that consumers might ignore warnings and precautions even if they were included. Many times it is assumed by manufacturers that if they have all the "legally

relevant" information in the package insert of an over-the-counter product the consumers will read it. However, anecdotally, not all consumers read this information as carefully as it is intended to be read. It has also been observed that quite often warning statements are printed in labels of prescription medication bottles. In a related study, the authors found that most of these warnings statements were printed, using laser printer, between fonts size 3 (approx. 48 characters per inch) font size 4 (approximately. 40 characters per inch). The normal font size used in letter is at least 12 (approximately. 12 characters per inch). This might be the reason that only slightly more than half of the participants of that study indicated that they had actually seen warning statements on the label (Chanlra, 1996).

A third category of advertising problems involves behavioral changes. Because advertisementsare occasionally misleading, they may encourage consumes to misuse drug products or tomake poor product selections. They may also encourage self-care at a time when a healthcare professional should be consulted (For example, the promotion of **over-the-counter** analgesics for arthritis).

Advertising can encourage consumers to make unhealthy health care decisions. For example, a well-known laxative manufacturer has at times promoted the idea that "everyone needs a little help now and then!" Yet, laxative products are among the most misused of all **over-the-counter products** (usually based on a cultural misconception regarding "normal" bowel habits) (Poe & Holloway, 1980). Stimulant laxatives almost inevitably exceed the concept of a "little" help and should probably NEVER be the first choice in treating constipation. It has only been within the last decade or so that a dependency warning has been included on product labeling for these products (there are many elderly in our society who are now physically dependent upon stimulant laxatives!).

Need for a realistic perspective

Advertisements, at times, tend to encourage consumers to evaluate products based upon actual need. For example, one popular cold product boasts that it "helps relieve 12 cold symptoms." This seems impressive until one realizes that patients rarely have all 12 cold symptoms at one time, and 6 out of the 12 symptoms can quite often be relieved by the aspirin contained in the product (which the consumer probably already has at home, but is now purchasing again!). The consumer is encouraged to purchase ingredients to treat symptoms that do not actually exist! Pharmaceutical promotional practices often provide little informatin to assist consumers in selecting specific products for specfic symptoms.

Consumers Mdia Habit

The Media Coices of Consumers Who

Purchase ove-the-counter Medications

Note: this urvey explains how consumers are aware about over-the-counter medicine/mediation. What kind of media consumers most prefer for drug dvertisements.

Consumers olen purchase a product or service as a direct result of advertising in / on

Magazines	44 %
Network TV	35%
Cable TV	15%
The Internet	6%

Consumers who buy over-the-counter medications are more likely to pay attention to an advertisement that appears in/on their favorite

Magazines	72 %
TV shows	65%
Web site	35%

Consumers feel the advertising in/on this medium is most relevant to their personal interests

Magazines	52 %
Network TV	24%
Cable TV	15%
The Internet	9%

Consumers who buy over-the-counter medications enjoy watching or reading the advertising appearing in/on ...

Magazines	39 %
Network TV	36%
Cable TV	20%
The Internet	5%

Consumers often find advertising annoying in/on ...

Magazines	51 %
Network TV	24%
Cable TV	19%
The Internet	6%

Consumers who buy over-the-counter medications get all the information they need about a product/service from the advertising in/on...

Magazines	42 %
Network TV	26%
Cable TV	21%
The Internet	11%

Source: Erdos & Morgan Thailand, 2002 Base: purchased over-the-counter medications in the past 6 months

1.2 Statement of Problem

For the marketer, knowledge of changing consumer behavior is the basic marketing challenge that every marketer has to face. Knowing and understanding the real needs of consumers are very crucial because the marketer can launch a product and customize other marketing mix elements that can satisfy consumer needs.

All advertisers face a perennial challenge: how to present their products, services, and ideas effectively through the media to buyers. To do this, they must comprehend the important relationship between the product and marketplace. This relationship is the province of marketing Communication (Arens, 1996). The research problem is **"To study the relationship between television commercial Over-The-Counter drugs and cognition, affective and behavior of consumer of over-the-counter drugs?"**

1.3 Objectives of Study

1. To study the relationship of advertisement of Over-the-Counter (OTC) drugs on consumer cognition about advertised over-the-counter drugs;
2. To study the relationship of over-the-counter Drugs on consumer's attitude toward advertised over-the-counter drugs;
3. To study the relationship of over-the-counter Drug T.V. Advertisement of consumer's intention to purchase the advertised over-the-counter drugs.

1.4 The Scope of the Research

This study shall be performed in order to determine the effectiveness of advertising. The scope of this particular research is shown below:

1. Television media for over-the-counter Advertising is considered in this study;
2. The category of the product used for studying effectiveness of advertising is over-the-counter. Drugs;
3. The taret respondents are the persons who buy over-the-counter drugs and products for thei own / family consumption; and
4. The research is using Hierarchy of Effect Model of marketing communication to describ the dependent variable.

1.5 Limitations of Research Study

1. The research is limited to focusing on the effect of media advertisement; pecifically television commercials.
2. Research focused only on pharama industry.
3. Time is a major constraint as there limited time in which the thesis needs to be complete.
4. The thesis is not longitudinal, in the sense that it prohibits one from examining the effect of the cognitive processes of media advertisements to the Television Commercial.
5. The research area is concentrated in the Bangkok metropolitan area.

1.6 Significance of the Study

1. It will help to find out if the money spent on advertising brings desired results or not.
2. It hopes to identify some consumer characteristics that affect the effectiveness of television advertising.
3. It helps marketers to understand buyer responses in terms of their cognitive, affective, and behavior stages of the buying process.
4. It also helps advertisers to better understand the consumer behavior, and helps them in desiņ their advertisements and to set criteria to measure the effetiveness of their advertiing campaign.

1.7 Definitiɑ of Terms

- **Advertising**: A form of either mass communication or direct to consumer communication that is non-personal and is paid for by various business firms, nonprofit organizations, and individuals who are in some vay identified in he advertising message and who hope to inform or persuale members of a particular audience (Shimp, 2000).
- **Advertising effectiveness:** Advertising is effective if it accomplishes the advertiser's objectives: Cognitive, affective and behavior (Shimp, 2000).
- **Awareness:** The first step in the communication Hierarchy of Effect Model, in which the consumer receives information from the mass media or through word of mouth that creates awareness of the product (Assael, 1992).
- **Affective component:** The emotional component of an attitude (Shimp, 2000).
- **Brand name**: A term, symbol or design that distinguishes one seller's product from its competitors (Blythe, 2000).

- **Cognitive component:** The intellectual component of an attitude (Shimp, 2000).
- **Consumer behavior:** The activities, actions, and influences of people who purchase and use goods and services to satisfy their personal or household needs and wants (Arens, 1996).
- **Customer:** One who buys a company's goods or services (Zikmund, 2001).
- **Hierarchy-of-effects:** Stipulates the sequence of cognitive stages the consumer goes through in reaching a tendency to act. Needs are formulated, beliefs are formed about the brand, attitudes develop toward the brand, and he consumer then forms an action predisposition (Assael, 1998).
- **Knowledge:** The second step in the adoption process when the consumer will collect information on price and product features to acquire knowledge about the product (Assael, 1992).
- **Liking:** The advertisers try to generate a favorable attitude on their product o the customer (Assael, 1992).
- **Media:** The general communication methods that caries advertising nessages, that is, television, magazines, newspapers, and so on (Shimp, 2000).
- **Over The Counter Drugs:** Over The Counter Drugs (OTC) are the medicines that include cure for an ailment of common and simple health disorders for which certified medical prescription is not required (source: Harvard Medical School, Family health guide- Komaroff, MD: Simon & Schuster, 1999).
- **Prescription drugs:** Prescription drugs cannot be bought without a certified doctor's prescription. These drugs, if administered to the patient without first

obtaining a physician's consent, may cause health complications (source: Harvard Medical School, Family health guide-Komaroff, MD; Simon & Schuster, 1999).

- **Preference:** When all marketing conditions are equal, a consumer will choose a Preferred brand over another (Russel & Lane, 1996).
- **Purchase intention:** Customer is sufficiently impressed to want to buy the product (Shimp, 2000).
- **Television advertising:** Commercial messages shown during television programs (Blythe, 2000).

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CHAPTER 2

LITERATURE REVIEW

This chapter is primarily concerned about theories that comprise of literature marketing and organizational psychology.

A theory is an interrelated set of statements of relation whose purpose is to explain and predict an model any highly formalized representation of a theoreticalnetwork, usually designed through the use of symbols or other such physical analogues (David & Cosenza, 1993). Model for this research are used as representations of theoretica systems so that those who create them can test them.

Advertising's primary mission is to reach prospective customers and influence their awareness, attudes, and buying behavior (Arens, 1996). Advertisers stuly the behavioral characteristicsof large groups of people to create advertising aimed at thoe groups (Arens, 1996).

To mesure the favorable image for a company, its brand, or it products, some advertisers us attitude tests. Presumably, favorable changes in atttude predispose consumers to buy the company's product (Arens, 1996). Recognition and recall both represent elements of consumer's memories for advertising information (Shimp, 2000).

For advertising, the media plays a key role. The vast range of media opportunities that can assist the advertiser, such as newspapers and magazines, television, radio, cinema, exhibitions, direct mail, telemarketing and the use of the telephone.

Television advertising has created its own characters, and these add the power of repetition and continuity to this form of advertising (Jefkins & Yadin, 2000). In addition to its high household penetration, television offers a creative flexibility not found in any other medium. With its combination of sight, sound, color, and motion, television is equally adept at communicating humorous, serious, realistic, or tongue-in-cheek commercials. Television is a 24-hour medium to reach viewers of every lifestyle (Russell & Lane, 1996).

In addition to the quantitative features of television, such as ad ratings, it also provides qualitative advantages to advertisers. For example, research shows that most people think teir most credible source of information comes from TV news. From an advertising perpective, surveys indicate that television has the most posiive image of all media (Russell& Lane, 1996).

Attituds are important to advertisers because they influence how consumers evaluate prodcts. A strong positive attitude might be turned into branc preference and loyalty. A wea attitude, even if it is positive, might not be enough to convince you to act. Changing an atitude is not impossible, but it is difficult (Wells, 1992). Advertising can affect the consmer's attitude.

Attitudes and Behavior

The link between attitudes and behavior is complex. The prediction of future behavior for a group of consumers tends to be higher than the prediction of behavior for single consumers. Specifically, researchers have found the following:

1. The more favorable the attitude of consumers, the higher is the incidence of product usage;
2. The less favorable the attitude , lower is the incidence of usage;

3. The more unfavorable people's attitudes are toward a product, the more likely they are to stop using it;
4. The attitudes of people who have never tried a product tend to be distributed around the mean in the shape of a normal distribution.

2.1 Defining Advertising

The standard definition of advertising includes six elements. Advertising is a paid form of communication, although some forms of advertising, such as public service, use donated space nd time. Not only is the message paid for, but also the sponsor is identified. In some cases ıe point of the message is simply to make consumers awareof the product or company, althugh most advertising tries to persuade or influence the consumer to do something. Tb message is conveyed through many different kinds of mas media reaching a large audienc of potential consumers. Because advertising, then, wouldinclude all six of those features:

In othe words, advertising is a form of either mass communicaion or direct-to-consumer communication that is non-personal and is paid for by variou business firms, nonprofit orgaization, and individuals who hope to inform or persuade members of a particular audince (Shimp, 2000).

The working definition of advertising is communicating messages to target audiences to persuade them to revise negative opinions or renew positive beliefs, and ultimately act accordingly (Kitchen, 1999). Advertising is most useful in creating awareness and knowledge about goods or services (Lamb, et al 1996).

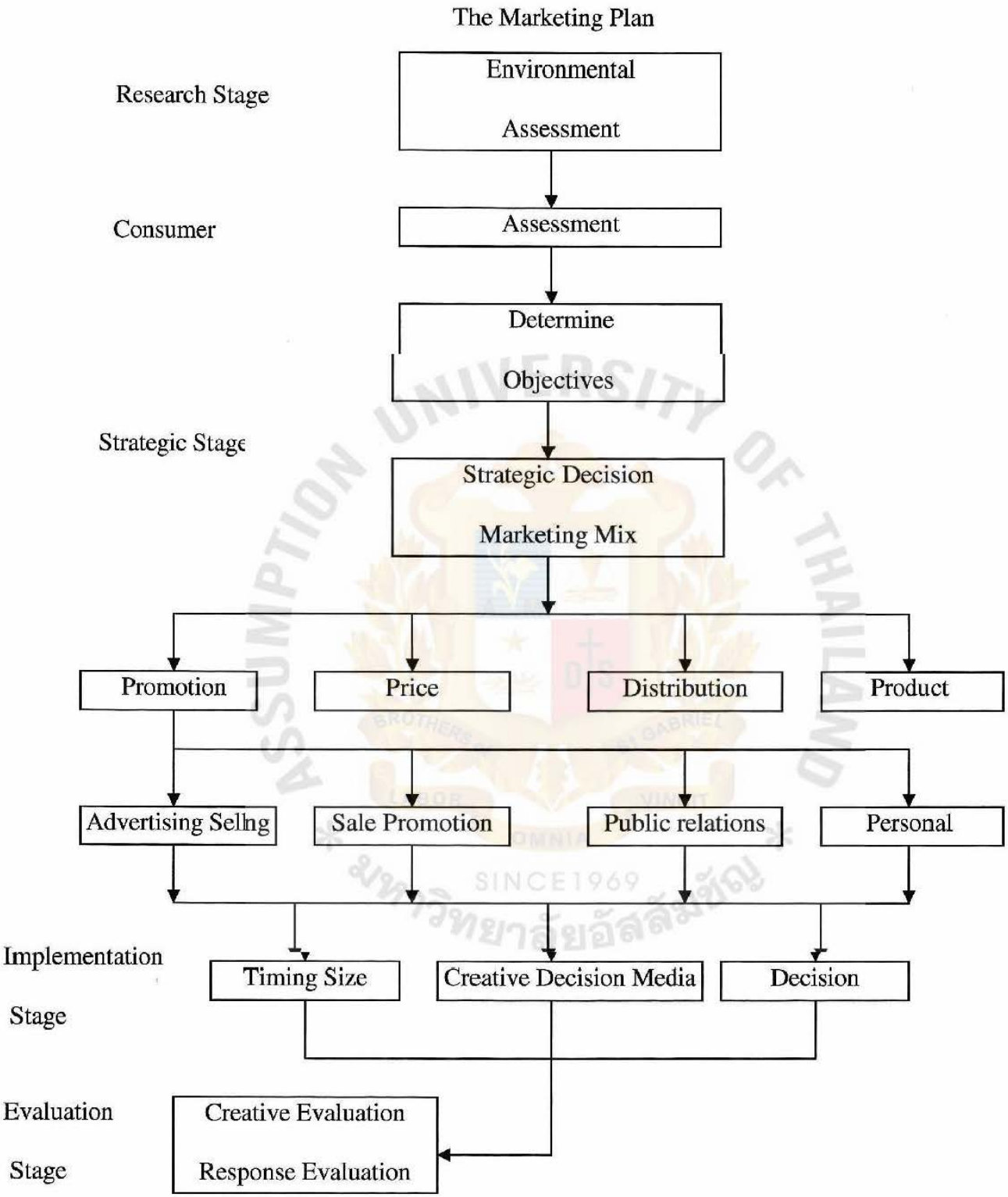
Advertising can be used to build up a long-term image for a product or to trigger quick sales. Advertising can efficiently reach geographically dispersed buyers.

Certain forms of advertising (TV advertising) can require a large budget, whereas other forms (newspaper advertising) can be done on a small budget. Advertising might have an effect on sales simply thorough its presence. Consumers might believe that a heavily advertised brand must offer "good value" (Kotler, 2000).

2.2 The Relationship between Marketing and Advertising

Marketing is a process of sequential series of actions. This process includes developing products, pricing them strategically, promoting them through marketing communicatio, and making them available to customers though a distribuion network. In business, the Ultimate goal of the marketing process is to earn a profit for the firm by uniting a prodct or service with customers who need or want it (Arens, 1996). Marketing promotion is efined as "persuasive communication designed to send narketing-related messages to aselected target audience." (Wells, et al 1992).A competiive advantage is simply a judgment made by a consumer on how close one product, service,or idea comes to satisfying his c her needs versus a competitor's product, service, or idea (Vells, et al 1992).

Figure 2.1: The place of advertising in the marketing plan



Source: Wells, et al, Advertising Principles and Practice, 2nd editor, (New Jersey: Prentice Hall, 1992) p.70

Advertising is an integral but relatively small part of the marketing plan. It is one of the strategic alternatives available to the marketer. Traditionally, the hierarchy of strategies starts with the marketing mix, which involves design of the product, including its package; pricing of the product, as well as terms of sale; distribution of the product; and promotion of the product. Promotion, or marketing communication, consists of advertising, sales promotion, public relations, direct-response marketing, packaging, and personal selling. Advertising is a special type of marketing communication that has characteristics not possessed by the other types. It is also an excellent device for informing customers about new products or changes in existing products. Reminding customers to buy and reinforcing past purchases are two other strengths of advertising. Finally, advertising can persuade customers to change their attitudes, beliefs, or behavior (Wells, et al 1992) In other words, advertising is one of the several tools marketers use to inform, persuade, and remind groups of customers, or markets, about the need-satisfying value of their products and services (Arens, 1996).

It differs from the other promotional elements in several ways. Although advertising has a great ability to reach a larger number of people simultaneously than do the other elements, it has less ability to prompt an immediate behavioral change. Marketing is the special relationship between a customer's needs and a product's need-satisfying potential, known as the product's utility. Utility is the product's ability to satisfy both functional needs and symbolic (or psychological) wants. Advertising communicates this utility (Arens, 1996).

If all four elements of the marketing mix are perceived to be speaking with one voice, synergy will occur. That is, the communicative effect of the whole will exceed the

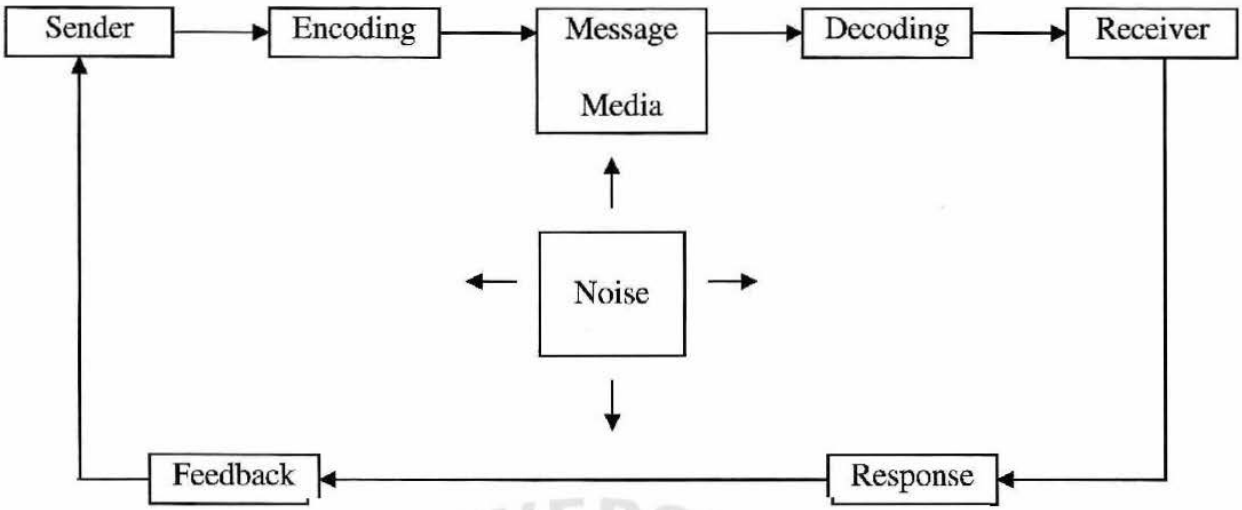
sum of its parts. The aim at any stage in the development of a marketing communications campaign can quite simply be to reinforce it with consistent messages (Kitchen, 1999).

Promotion is communication by marketers that informs, persuades, and reminds potential buyers of a product in order to influence an opinion or elicit a response. Promotional strategy is the plan for using the elements of promotion advertising: public relations, personal selling, and sales promotion-to meet the firm's overall objectives and marketing goals (Lamb, et al 1996).

To communicate effectively, marketers need to understand the fundamental elements underlying effctive communication. Figure 2-2 shows a communicationmodel with nine elements. Tw represents the major parties in communication-sender anl receiver. Two represents themajor communication tools-message and media. Four represent major communicatio functions-encoding, decoding, response, and feedback. Tle last element in the system is oise (random and competing messages that may interfere vith the intended communicatio). (Kotler, 2000).

The mdel underscores the key factors in effective communicatio. Senders must know what audiences they want to reach and what responses they want tc get. They must encode their nessages in a way that understands how the target audience usually decodes messages. Thy must transmit the message through efficient media that reach the target audience and develop feedback channels to monitor the responses (Kotler, 2000).

Figure 2-2: Elements in the Communication Process



Source: Kotle, Marketing Management Analysis, Planning, Implementaton, and Control, Millennium ed (New Jersey: Prentice Hall, 2000) p.551

2.3 The Relationship between Advertising and Consumer Behavior

The gol of advertising is to persuade the consumer to do something, usually to purchase a prduct. If advertising is to attract and communicate to audiences in a way that produces this esired result, advertisers must first understand their audiences. They must acquaint themelves with consumers' ways of thinking, with those factors that motivate them, and withthe environment in which they live (Wells, et al 1992).

Consumers arepeople who buy or use products in order to satisfy needs and wants. There are actually two types of consumers: those who shop for and purchase the product, and those who actually use the product. This distinction is important because the two groups can have different needs and wants (Wells, et al 1992).So advertising professionals must understand how people act and think-and why they buy what they buy. This is the province of another marketing specialty, consumer behavior. Understanding consumer buying behavior helps advertiser bring products into the collective consciousness of prospective customers (Arens, 1996).

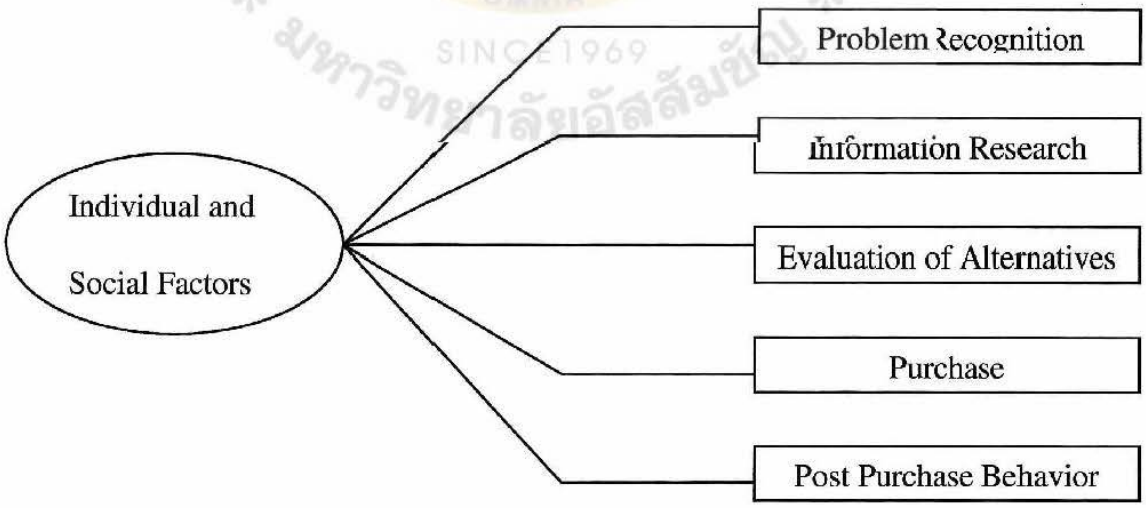
Although it is impossible for us to know everything about the people with whom we communicate, the more we do know, the more likely our message will be understood. This same assumption is true for advertisers, although at a much broader level. Fortunately, advertisers have the resources to conduct extensive research that taps this information. Such research must mot only be accurate, it must also be conducted constantly because people are always changing (Wells, et al 1992).

2.4 Consumer Decision-Making Process

Consumer behavior describes the processes a consumer uses to make purchase decisions, as well as to use and dispose of purchased goods or services; also includes factors that influence purchase decisions and the use of products (Lamb, et al 1996.

When buying a product, consumers follow the consumer decision - making process as shown in Figure 2-3: (1) problem recognition, (2) information search,(3) evaluation of alternatives, (4 Purchase, and (5) post purchase behavior.

Figure 2.3: Consumer Decision – Making process



Source: Lamb, et al, Marketing 3rd ed., (Ohio; South-Western College Publishing, 1996) p.114

Problem Recognition

Problem recognition is triggered when a consumer has been exposed to either an internal or an external stimulus. A stimulus is any unit of input affecting the five senses: sight, smell, taste, touch, and hearing. (Wells, et al 1992). An individual experiences problem recognition when faced with an imbalance between actual and desired states. The desired state the individual would like to achieve is satisfaction of a need or want. A need is anything an individual depends on the function efficiently. Needs are considered the root of all human behavior, for without needs there would be no behavior. (Lamb, et al 1996)

Althouh marketing managers cannot create needs, they can creat wants. A want exists when scneone has an unfulfilled need and has determined that a particular goods or service will satsfy it. (Lamb, et al 1996).

Consurers may also recognize unfulfilled wants if they hear about or see a product whose features make it seem superior to the one currently used. Such vants are usually created by advrtising and other promotional activities. (Lamb, et al 1996)

Information Search

After rcognizing a want, a consumer may or may not search for nore information, depending on the perceived benefits of the search versus its perceived cost. The perceived benefits include finding the best price, getting the most desired model, and achieving ultimate satisfaction with the purchase decision. (Lamb, et al 1996)

The information search should yield a group of over-the-counter drugs, sometimes called the buyer's evoked set (or consideration set), from which the buyer can further evaluate and choose. Consumers do not consider all the brands available in a product category, but they do rather seriously consider a much smaller set. (Lamb, et al 1996)

Internal and external information searches:

An information search can occur internally, externally, or both. An internal information search is the process of recalling information stored in the memory. This stored information stems largely from previous experience with a product. (Lamb, et al 1996).

In contrast, an external information search seeks information in the outside environment. There are two basic types of external information sources: non-marketing controlled and marketing-controlled. A non-marketing-controlled information source is not associated with marketers promoting a product. Non-marketing-controlled information sources includ personal experience (trying or observing a new product); personal sources (family, friend, acquaintances, and co-workers); and public sources (Lamb et al 1996).

A marketing-controlled information source, on the other hand, is biased toward a specific produt, because it originates with marketers promoting that product. Marketing-controlled information sources include mass-media advertising (ralio, newspaper, television, andmagazine advertising), sales promotion (contest, displays, premiums, and so forth), salespeole, and product labels and packaging (Lamb, et al 1996).

Evaluation of Alternatives and Purchase

After gtting information and constructing an evoked set of alternative products, the consumer is ready to make a decision. A consumer will use the information stored in memory and obtained from outside sources to develop a set of criteria. These standards help the consumer evaluate and compare alternatives. One way to begin narrowing the number of choices in the evoked set is to pick a product attribute and then exclude all products in the set that don't have that attribute (Lamb, et al 1996).

Adding new over-the-counter drugs to an evoked set affects the consumer's evaluation of the existing brands in that set. As a result, certain brands in the original set may become more desirable (Lamb, et al 1996).

A person's tendency to think ahead may also affect his purchase decisions. Consumers who consider how they would feel if they made the wrong choice are likely to make a purchase decision more quickly. Additionally, consumers are likely to prefer a higher-priced, well-known brand over a less expensive, lesser-known over-the-counter drugs if they consider how they would feel in the event they made the wrong decision (Lamb, et al 1996).

Post-purchasıBehavior

Followng the evaluation process, the consumer decides which poduct to buy (or decide not to uy at all). If the consumer does indeed buy a product, le or she expects certain outcores from the purchase. How well these expectations are met determines whether the cosumer is satisfied or dissatisfied with the purchase (Lamb, e al 1996).

The degree of satisfaction or dissatisfaction with a product varie from person to person. Obviosly, the more a consumer searches for information, the more satisfied he or she may be vith a purchase. With increased knowledge, the buyer has more realistic expectations of the product. Also, people who feel competent in their everyday lives, and who therefore tend to feel confident about their decisions, may also be more satisfied with their major purchases than those who feel less competent (Lamb, et al 1996).

Consumer behavior describes how consumers make purchase decisions and how they use and dispose of the products they buy. An understanding of consumer behavior reduces marketing managers' uncertainty when they are defining target marketing and designing marketing mix (Lamb, et al 1996).

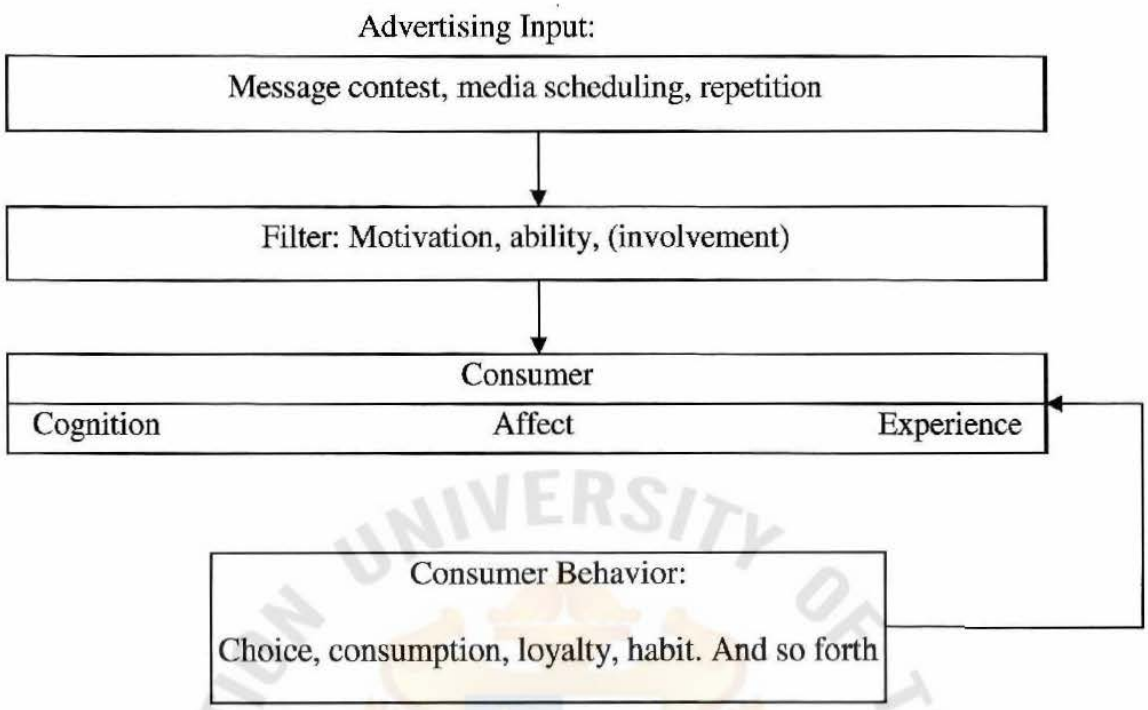
Pre-purchase expectations, the pre-purchase information search, and the consumer's general level of self-confidence influence consumer post-purchase evaluation. Cognitive dissonance is the inner tension that a consumer experiences after recognizing a purchased product's disadvantages. When a purchase creates cognitive dissonance, consumers tend to react by seeking positive reinforcement for the purchase decision by returning the product (Lamb, et al 1996).

2.5 How Advertising Work

With much advertising expenditure wasted in ineffective Campaigns (Abraham & Lodish 1990; Lodish et al. 1995), advertisers should be concerned with how advertising affects consumers, how it works, in order to formulate more effective advertising strategies. The first formal advertising model was probably AIDA (Attention, Interest, Desire and Action), Attributed to E. St. Elmo Lewis in 1898 (Strong, 1925, P.86). These types of "Hierarchy of effects" models (Lavidge & Steiner, 1961) have dominated the literature ever since.

To chose among the many advertising-related journal articles, proceedings papers, working paper, and books, we first formulated study selection criteria on the basis of a simple framework of how advertising works (Figure 2-4). Advertising, of own and competitive brands, is shown as input for the consumer. Scheduling of the media, message content, and repetition (Singh & Cole 1993) are components of this input and constitute the advertising strategy that triggers a consumer's response (Vakratsas & Ambler, 1999).

Figure 2-4: A Framework for Studying How Advertising Works



Source: Vakratsas, Ambler Journal of Marketing, 1999 Vol. 63 No. 1 p. 26 - 43

The intermediate type of response implies that, consciously or unconsciously, advertising must have some mental effect (such as awareness, memory, and attitude toward the over-the-counter drugs) before it can affect behavior. Cognition, the "thinking' dimension of a person's response, and affect, the "feeling" dimension, are portrayed as two major intermediate advertising effects. Individual purchasing and product usage behavior or model. For most products, and especially the frequently purchased packaged goods in which much research is interested, the consumer's mind is not a blank sheet awaiting advertising but rather already contains conscious and unconscious memories of product and usage (Vakratsas & Ambler, 1999). Thus, behavior feeds back to experience, which is our third principal intermediate effect. Individual responses to advertising are mediated by factors such as motivation and ability to process information (Cacioppo & Petty 1985; McGinnis & Jaworski 1989) and attitudes toward ad (Mackenzie, et al 1986). These

mediating factors can alter or radically change response to advertising. They therefore can be considered filters of the initial advertising input.

2.6 Discussion of Variables

2.6.1 Communication Objective

All marketing communication efforts are directed at accomplishing one or more of the following objectives:

Objectives 1: Building category wants.

Every marketig organization is interested ultimately in having people elect its specific offering ratherhan choosing a competitive offering.

Objectve 2 and 3: Creating over-the-counter drugs awareness and enhancing attitudes, and ifluencing purchase intentions.

Each marketei must direct its effort at creating awareness for its brand and favorably influencing attudes and intentions.

Awareess involves familiarizing consumers-via advertising, sale promotion, and other marketin communications – about over-the-counter drugs, informin people about its special feature and benefits, and showing how it is different and showing low it is different and hopefullysuperior in a functional or symbolic sense to competitiv brands. If the communicator is successful in creating consumer awareness, consumers may form favorable attitudes toward the company's brand and possible develop and intention to purchase next time a product want arises.

Objective 4: Facilitation Purchase

Whether consumers ultimately purchase the marketer's over-the-counter drugs depends on whether the promotion and marketing communication variables facilitate

purchasing. Advertising may generate consumer awareness and build favorable attitudes, but if a new over-the-counter drug is unavailable at the point of purchase or if consumers evaluate it as, say, over priced compared to its competitors, then the likelihood of that over-the-counter drugs being purchased is reduced. But if a company's marketing communications efforts are really effective, consumers will understand why the over-the-counter drugs is higher priced and perhaps will find it more desirable because of its premium price. Effective advertising, attractive in-store displays, and other marketing communications variables serve to facilitate purchasing and possibly overcome impediments created by thenon-promotional marketing mix variables (product, price and distribution) (Shimp, 2000)

2.6.2 The Advertising Pyramid: a guide to setting objective

Suppose you're advertising a new product, but you're not sure what kind of results to expect. The pyramid in Figure 2-5 shows some of the tasks advertising can perform. Before your product is introduced, prospective customers are totally unaware of it. Your first advertising objective therefore might be to create awareness-to aquaint people with the company, product, service, or brand.

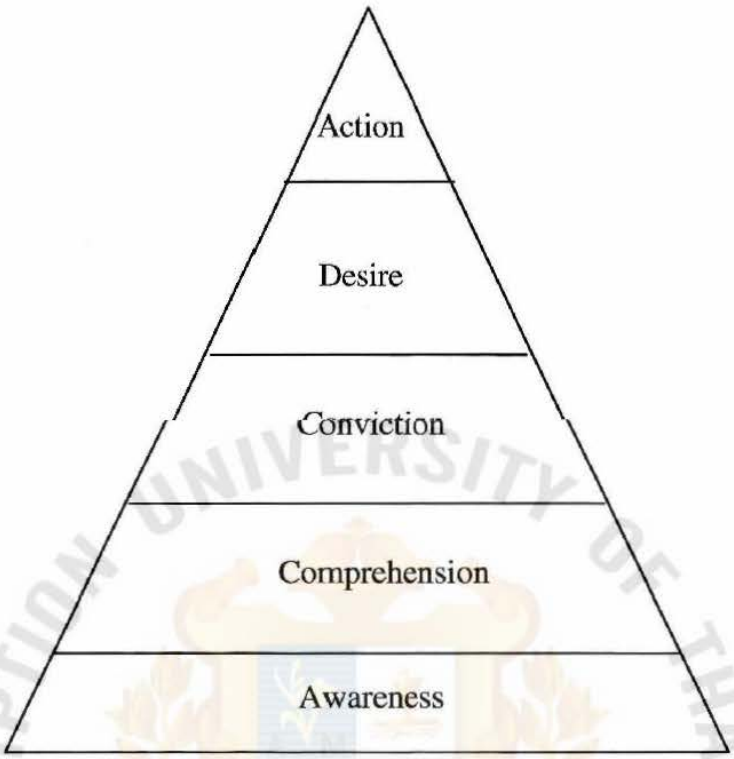
The net task is to develop comprehension-to communicate enough information so some percentage of the aware group recognizes the product's purpose, image or position, and perhaps some of its features.

Next, advertising needs to communicate enough information to develop conviction-to persuade a certain number of people to believe in the product's value. Of those who become convinced, some can be moved to desire the product and will take action-request additional information, send in a coupon, visit a store, or buy it (Arens, 1996).

The advertising pyramid in figure 2.5 depicts the progression of effects advertising has on mass audiences-especially for new products. Compared to the large number of people aware

of the product (The base of the pyramid), the number actually motivated to action is usually quite small.

Figure 2-5



Source: Arens,Contemporary Advertising, 6th ed., (Chicago: Irwin, 1996) P.204

2.7 Source of Reference Regard Influencing Variable

Determining the Communication Objectives:

The marketing communicator needs to know how to move the target audience to higher states of readiness to buy (Kotler, 1997).

The marketer can be seeking a cognitive, affective, or behavioral response from the target audience. That is, the marketer might want to put something into the consumer's mind, change the consumer's attitude, or get the consumer to act. Even here, there are different models of consumer-response stages. Figure2-7 summarizes the four best-know response hierarchy models (Kotler, 1997).

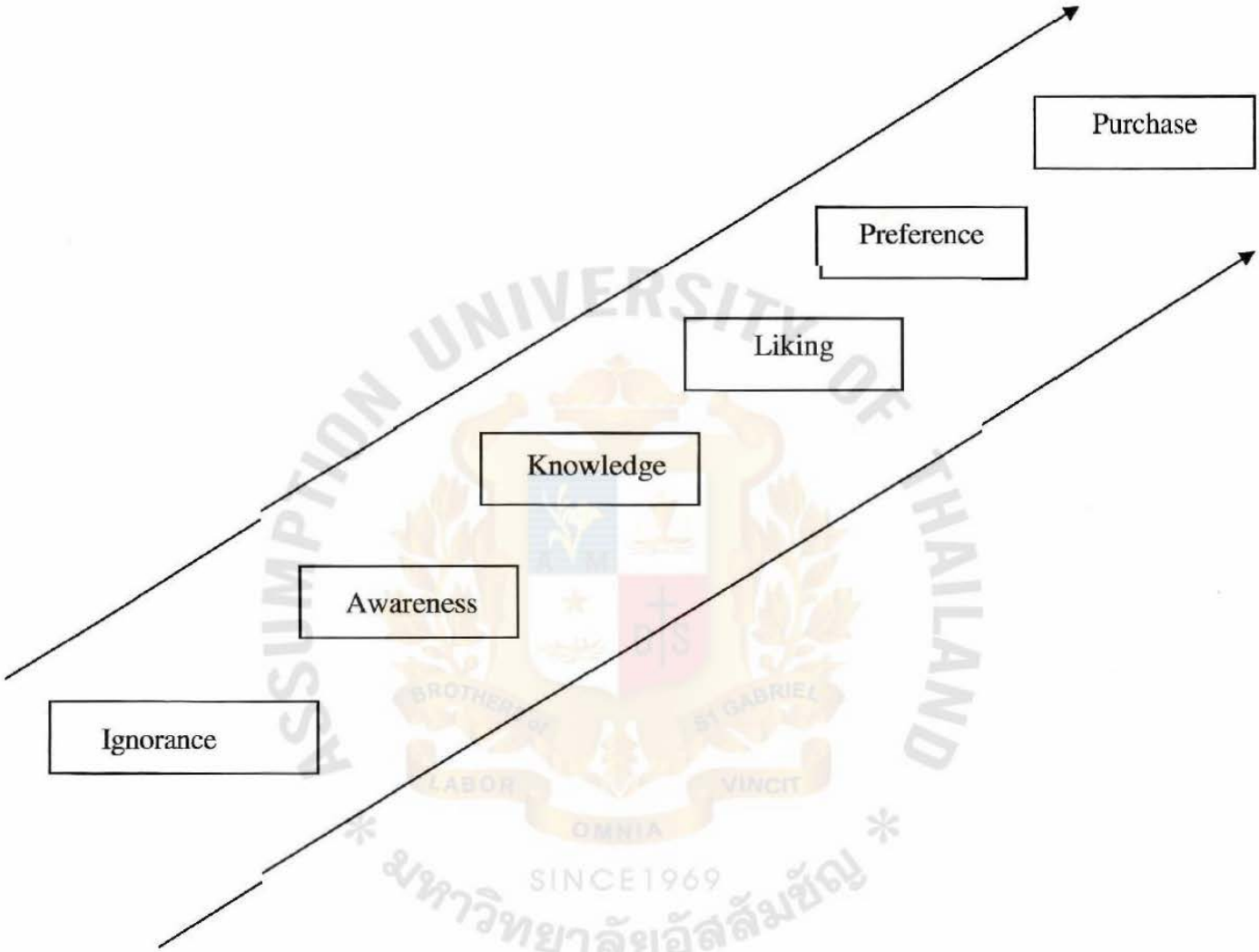
All of these models assume that the buyer passes through a cognitive, affective, and behavioral stage, in that order. This sequence is the "learn-feel-do" sequence and is

appropriate when the audience has high involvement with a product category perceived to have high differentiation, as is the case in purchasing an automobile. An alternative sequence is the "do-feel-learn" sequence, which is relevant when the audience has high involvement but perceives little or no differentiation within the product category, as in purchasing aluminum siding. A third sequence is the "learn-feel-do" sequence, which is relevant when the audience has low involvement and perceives little differentiation within the product category, as is the case in purchasing salt (Kotler, 1997).

This model proposes that consumers respond to marketing messages in a cognitive (thinking), affetive (feeling), and cognitive (doing) sequence. First, the promotion manager attracts a peron's attention by (in personal selling) a greeting and approach of (in advertising ancsales promotion) loud volume, unusual contrasts, bold headines, movement, bright colors, nd so on. Next, a good sales presentation, demonstration, or advertisement creates interestin the product and then, by illustrating how the product's features will satisfy the consumer'sneeds, desire, finally, a special offer or a storing closing sales pitch may be used to obtain urchase action (Lamb, et al 1996).

Marketing Communication model used in this study:

Figure 2-6: Hierarchy of effect model:



The hierarchy of communication effects

Source: Blythe, Marketing Communications, 1st ed., (New Jersey: Prentice Hall, 2000) P.3

Here we will assume that the buyer has high involvement with the product category and perceives high differentiation within the category, Therefore we will work with the hierarchy-of-effects model and describe how marketers should be have in each of the **six buyer-readiness** states-awareness, knowledge, liking, preference, conviction, and purchase:

Awareness: If most of the target audience is unaware of the object, the communicator's task is to build awareness, perhaps just name recognition. This task can be accomplished with simple messages repeating the product's name. But building awareness takes time (Kotler, 1997). A firm cannot sell something if the market does not know that the good or service exists (Lamb, et al 1996).

Knowledge: Simple awareness of brand seldom leads to sale (Lamb, et al 1996). The target audience might have company or product awareness but not know much more (Kotler, 1997). The next step informs the target market about the product's characteristics (Lamb, et al 196).

Liking If target members know the product, how do they feel about it? If the audience looks unfavorably on the product, the communicator has to find out why and then develop a communication campaign to shore up favorable feelings (Kotler 1997). In other words, after te target market learns about the product, the advertiser must generate a favorable attitude (Lamb, et al 1996).

Preference: preference to buy over-the-counter drugs against other drugs. Therefore, you must creat drugs preference by explaining the product's differential advantage over the competition (Lmb, et al 1996).

Purchse: Finally, some members of the target audience might have conviction but not quite get around to making the purchase. They may wait for more information or plan to act later. The communicator must lead these consumers to take the final step.

Actions might include offering the product at a low price, offering a premium, or letting consumers try it on limited basis, (Kotler, 1997).

THE ASSUMPTION UNIVERSITY LIBRARY

Sources: (a) E.K. Strong, The Psychology of Selling (New York: McGraw-Hill, 1925) o,9; (b) Robert J.Lavidge & Gary A. Steiner, "A model for Predictive Measurements of Advertising Effectiveness," Journal of Marketing, October 1961, P61; (c) Everett M. Rogers, Diffusion of Innovation (New York: Free Press, 1962), pp- 79-86; (d) various sources. **Figure 2-7:** Response Hierarchy Models:

Model / Stages	AIDA Model	Hierarchy-of Effects Model	Innovation – Adoption Model	Communications Model
Cognitive Stage	Attention	Awareness	Awareness	Exposure
		Knowledge		Reception
				Cognitive reponse
Affective Stage	Interest	Liking	Interest	Atitude
	Desire	Preference	Evaluation	Inention
Behavior Stage	Action	Purchase	Trial Adoption	Behavior

Source: Kotler, Marketing Management: Analysis, Planning Implement and Control, 9th ed., (New Jersey: Prentice-Hall, 1997) P.661

Cognitive or Knowledge Component

The cognitive or knowledge component represents a person's information about an object. The information includes awareness of the existence of the object, beliefs about the characteristics or attributes of the object, and judgments about the relative importance of each the attributes (Aaker, et al 1998).

Affective or Liking Component

The affective or linking component summarizes a person's overall feelings toward an object, sitution, or person, on scale of like-dislike or favorable-unfavorable. When there are severl alternatives to choose among, liking is expressed in termsor preference for on alternative over another. Preferences can be measured by asking which is "most preferred" or he "first choice" which is the "second choice" and so orth. Affective judgments alsccan be made about the attributes of an object (Aaker, et al 1998).

Intention or Action Component

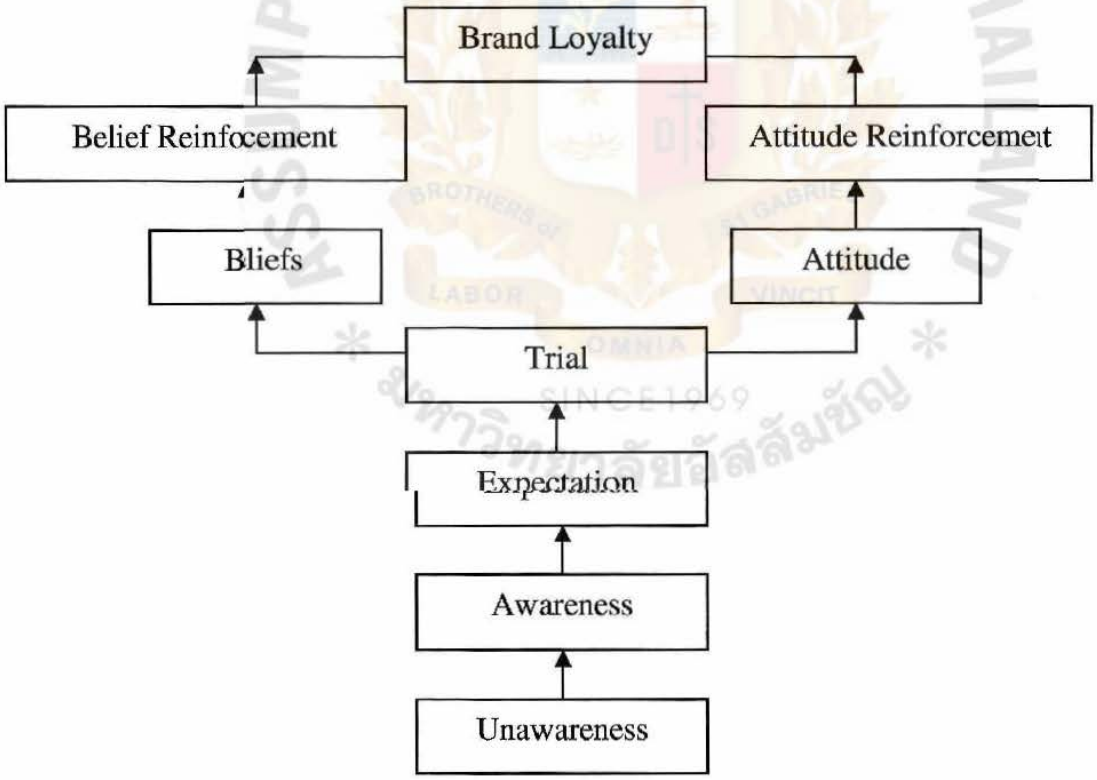
The intention or action component refers to a person's expecations of future behavior towad an object. Is he or she "very", somewhat or "not at al" likely to go to Aspen for a sk week next winter? Intentions usually are limited to a distinct time period that depends on buying habits and planning horizons. The great advantage of an intention question is that it incorporates information about a respondent's ability or willingness to pay for the object, or otherwise take action (Aaker, et al 1998).

The Hierarchy of Effects:

The hierarchy-of-effects metaphor implies that for advertising to be successful it must move consumers from one goal to the next goal, much in the same way that a person climbs a ladder one step, then another, and another until the top of the ladder is reached.

Although a variety of hierarchy-of-effects models have been formulated, all are predicated on the idea that advertising moves people from an initial stage of unawareness about a over-the-counter drugs to Purchasing those over-the-counter drugs eventually. Intermediate stages in the hierarchy represent progressively closer steps to over-the-counter drugs purchas‹ The hierarchy in Figure 2-8 goes a step further by establishing brand loyalty as the tp step on the ladder of advertising effects.

Figure 2-8: A lierarch Model of how Advertising Works



Source: Shimp, Advertising Promotion Supplemental Aspects of Integrated Marketing Communication, First ed., (Philadelphia, The Dryden Press Harcourt College Publishers, 2000) P.271

The Hierarchy of Effects and Promotional Strategy:

Most buyers pass through the six stages of the hierarchy-of-effects on the way to making a purchase. The promoter's task is to determine where on the purchase ladder most of the target consumers are located and design a promotion plan to meet their needs (Lamb, et al, 1996).

The hierarchy of effects model suggests that promotional hierarchy-of-effects effectiveness can be measured in terms of consumers progressing from one stage to the next. However, the order of the stages in the hierarchy of effects model has been much debated. Certainly, coniction does not occur without knowledge or knowledge wthout awareness. But perhaps prchase can occur without liking or preference. Or perhaps a consumer can move up seveil steps simultaneously. Regardless of the order of the stages or consumers' progression though these stages, the hierarchy of effects

Helps marketes by suggesting which promotional strategy will he most efective (Lamb, et al 1996).

The communication process has several steps. When an individual or organization has a messag it wishes to convey to target audience, it enclosed tha message using language and ymbols familiar to the intended receiver and sends the message through a channel of communication. Noise in the transmission channel distorts the source's intended message. Reception occurs if the message falls within the receiver's frame of reference. The receiver decodes the message and usually provides feedback to the source. Normally, feedback is direct for interpersonal communication and indirect for mass communication (Lamb, et al 1996).

It is widely recognized that consumers, faced with a multiplicity of brand alternatives, simplify their purchase decisions by making their selection from a smaller group of brands (Howard & Sheth, 1969; Narayana & Markin, 1975; Alba & chattopadhy,

1986; Nedungadi, 1990; Hauser & Wernerfelt, 1990). Therefore it is not sufficient for a over-the-counter drugs to have high consumer awareness; in order to be chosen, the brand has to be included in the consideration set-the subset of over-the-counter drugs that the consumer considers at the time of choice (Mitra, 1995).

Since the early work an evoked sets, the consideration set has traditionally been thought of as being a relatively static construct (Alba et al., 1991). In other words, consumers are assumed to crate and store a set of acceptable alternatives that are considered on each shopping occasion (Mitra, 1995). Consequently, much of previous research has examined therelationship of consumer and product-related factors anc the size of the consideration et (Brown & Wildt, 1992). However, dynamic models ofconsumer choice emphasize thaconsideration sets are not static, buy vary over time (Hauer & Wernerfelt, 1990; Nedungdi, 1990; Ratneshwar & Shocker, 1991).

Marketrs often attempt to provide differentiating information n advertising to increase the pceived utility of the sponsored over-the-counter drugs relative to competitors (Boy et al., 1972; Lutz, 1975). If advertising for brands provided information on brand-attributes, this night cause consumers to perceive larger utility differencesamong over-the-counter drugs han would be the case in which none of the over-the-counte drugs advertise. In other wordsadvertising increases the dispersion in the fixed componentof brand-utilities (Mitra, 1995).

Advertising about over-the-counter drugs provides consumers with persuasive information or positive associations designed to increase purchase probability (Keller, 1991).

Previous theorizing about consumer memory for communication effects has examined primarily the effects of encoding process-how communication effects are input of

stored memory-leading to concepts such as "hierarchy of effects" (Lavidge & Steiner 1961; Ray et al. 1973).

2.8 Previous Studies

Previous research studies suggest that in many instances, the aim of advertising is to place a brand in the consumer's evoked set (Wilkie & Farries, 1976, & Wittink, 1997). In other words, marketers can use advertising both to ensure that the sponsored brand is considered at the time of choice and to prevent the simultaneous consideration of competing brands (Alba ć Chattopadgyay, 1986): in this way, advertising for a brand can influence the size and cmposition of the consumer's consideration set by affectin; the consumer's ability and mo vation to consider the advertised brand for purchase (Mitra,1995).

Previos theorizing about consumer memory for communicaion effects has examined primarily the effects of encoding processes-how communicationeffects are input or stored in remory-leading to concepts such as "involvement: (Greerwald & Leavitt, 1984; Kisieliu:& Sternthal, 1984) and the "hierarchy of effects" (Lavidge & Steiner, 1961 : Ray et al., 193). Consumer behavior researchers have recognized the inportance of also considering rerieval process- how stored communication effects are output or accessed from memory(Baker & Lutz, 1987; Friestad & Thorson, 1990; Keller, 1987; Mitchell, 1982).

Memory factors often play an important role in determining the alternatives that are considered for choice on a particular occasion (Kardes et al., 1993).

The primary objective of all advertising is the sell products not to provide entertainment (Brara, 1985).

If an ad is not seen or heard (Exposure), or the brand advertised not remembered, it has little chance of selling the product, but it is effective if the consumer, not only remembers, but prefers your brand (Ayer & Yung, 1985).

Differentiating advertising induced greater stability in consideration set composition over shopping occasions. If advertising for brands provides information on brand-attributes, this might cause consumers to perceive larger utility differences among brands than would be the case in which none of the brands advertise. In other words, advertising increases the dispersion in the fixed component of brand – utilities (Mitra., 1995),.

A commercial's duration has a large positive effect, and the level of advertising competition hs sizable negative effect, on unaided and aided brand-name recall. In addition, the elpsed time from the start of a commercial block until the onet of a particular commercial ha a significant negative effect on unaided brand-name recal, while the first and last commrcial have significant advantages over intermediate ones interms of unaided brand-name reall. Duration has the largest effect size, followed by advertising competition, elapsed time, ad finally primacy and recently (Pieters & Bijmolt, 1997).

The efects of competing advertising on consumer memory have typically been examined by icreasing the number of ad blocks embedded in programning of a certain length (Brown& Rothschilk, 1993; Webb & Ray, 1979).

Studies of the attitude-behavior relationship suggest that purchase intentions are highly related with product attitudes (Ryan & Bonfield, 1975).

A strong tendency exists for people to like other who are similar to them in terms of demographics, culture, personality, attitudes, beliefs, hobbies, religion, social class, race, nationality, and so on. This tendency can be logically projected to advertising settings (Hong & Zinkhan, 1995).

In an advertising context, two important and common processing goals are devaluations and brand evaluation (Gardner, et al 1985). Consumer who view an ad with an ad evaluation goal would be motivated to decide whether or not they like the ad execution and how the brand claims are made (e.g., the creative aspects of the ad). Consumers with a brand evaluation goal would be expected to process and store in memory mainly ad execution information and their responses to it (Keller, 1991). Consumers with a brand evaluation goal, in contrast, would be motivated to decide whether or not they like the advertised brand (Keller, 1991). They would be expected to retrieve from memory product category knowledge sufficient to process any product information in the ad to form their attitude towar the brand. However, their response to the ad execution itself (MacKenzie & Lutz, 1989) also may influence their brand evaluation. These ad execution effects are particularly likely when consumers have not been given much product information with which to judge the brand (Keller, 1991).

The "ommunication effects" from ad encoding include ad execution and brand claim informaion , as well as affective and cognitive response to that information-that is, what consumes saw, heard, learned, thought, or felt during ad exposure (Keller, 1991).

Accorcng to researchers Mackenzie, Lutz, and Belch, attitude to the ad is influenced by the cognitions (thoughts and feelings) that the ad viewer has about the ad; this attitude then affects brand attitudes, which then affects the intention to buy or not to buy the brand. In addition, however, the attitude toward the ad also affects the viewer's other works, attitude toward the ad affects attitude toward the brand both directly, and indirectly (through shaping brand cognitions) (Aaker, et al 1992).

Some of these researches can be adapted to study the impact of advertising attractiveness on television commercial on their effectiveness. From the variety of methods

employed in this research, it appears that advertising attractiveness can be demonstrated both descriptively and experimentally.

Local research studies

Kyiyanan (1999), studies about "The Perception of Adolescents Toward Humor Appeal of Television Commercials." Methodologically, the questionnaires were distributed to Thai adolescents with a sample size of 400 persons between the ages of 13 – 21 years old. The findings indicate both male and female adolescents were exposed to television commercials ad found them to be satisfactory and would like to view tem again. The reasons were tat they perceived the television commercials using humor appeal to relaxing and attention etting, attracting them to view more other television conmercials more. Regarding the legree of message retention on the television commercials, nost adolescents can recall the ontents or stories, brand names, and presenters and dialogies, respectively. However, theycan comprehend the objectives of the television commercals using humor appeal at varyig degree from low to medium level.

Jearsupt (2001) studied "The survey of Undergraduate Student in Private Universities Aitudes on Television Commercial Spots Portraying The Eldrly." This study aimed to surey the attitudes students in private universities towarl the television commercial advertising spots portraying the elderly. Multi method research technique was employed to collect data. Seven hundred and thirty eight undergraduates from all four levels participated in answering the questionnaire, and thirty were participated in the in-depth interview. One-way ANOVA and Chi Square were used to analyze data from the 738 subjects. The result revealed that male and female students had significant differences of attitude toward the appropriateness of language of; the ads. Lengths of dialogue and content can attract the appropriateness of languages used in the ads. Details of products, correspondence with the current situation, and commercial orientation. Students from

different level also had significant difference of opining on the following issues of the ads: the popularity of the actors / actress, the location, conciseness of the content, and the romantic appeal of the spot.

Kunthidornkit (1997), studied about "Investigation of the relationships among three dimensions of source creditability and the issue / personal involvement in Thai advertising communication that influence audience's purchase intentions: An elaboration processing perspective." The study consisted of two phases. Phases One was the source/celebrity selection procedures conducted at the Ohio University, Athens campus. The selected source name Elizabetl Taylor (Western/American celebrity) and Lolita Pun-yopas(Thai celebrity). Six-hundred pckets of questionnaire were distributed to graduated studens in the English program at Thammasat University, Sasin, Bangkok University, and Assumption University. A total of 280 sable questionnaires were returned. One-way and Two-way ANOVAs were used to test the six hypotheses. Simple correlation and multiple correlations were used to answer all six research questions. The result indicated that the known Thai source is perceived to hve a high level of expertise/trustworthiness/ attractiveness when promotion jeans, and as highly attractive when promoting a car. The unknown Western source received a high level of perceived expertise and trustworthiness with a car and jeans. The known Western source is perceived to be least expert and trustworthy, whereas the unknown Thai source has the lowest level of perceived attractiveness with both products. The known Thai source also produces the highest score on the purchase intentions for a car and on jeans for self or as a gift while the unknown Thai source has the lowest score for al situations.

Kuhapramkit (2001), studied about "the assessment of relationship between gender, ads liking, product interest and ads recall of food product advertising". There were 250 copies of questionnaire were completed for here comprehensive study by using systematic sampling random method. The data was of various sorts, ranging from dichotomous scale

(such a gender), through nominal scale (food category,), interval scale (liking and product interest), and ratio scale (advertising recall), which are interpreted by Statistical Package for Social Science (SPSS) version ten. The findings data are statistically significant differences among all categories on both liking and recall. Women both like and recall food advertising more than men. Ads liking accounts for the highest correlation with recall, followed, to a far lesser degree, by product interest.

International research studies

Stone, Besser and Lewis (2000) studied about "Recall, Liking and Creativity in TV Commercials: A New Approach." The study was a telephone sample of residences with toll-free listeng taken from the current edition of the local directory. Each number was selected using a four-step random process leading to a single residential listing on a directory page The sample size was 418. The finding indicates that people are able to recall a favorie and dislike commercial, and that which the sequence of the like-dislike questions was alternated. Recall of commercial is not associated with liking or disliking the brand. The prson who recall disliked commercial will also recall a lked commercial. Hours of watching television was strongly related to recall of both a favorite and dislike commercial. Liked or disliked advertisements would be the same regardless of race, education, income, or gender.

Youn, et al (2001) studied about "Commercial liking and Memory: Moderating Effects of Product Categories." The data on liking and memory were collected telephone interview and then aggregated across respondents. Telephone surveys were conducted in Minneapolis and St. Paul, Minnesota, in 1997 and Chapel Hill, North Carolina, in 1996 and 1995, using random dialing to reach residents. The finding indicates the advertisements that people more like are more likely to be remembered. For approach products, liking showed strong positive relationships with unaided recall and aided recall. The positive affect might

be expected to enhance the relationship between liking of the advertisement and memory for the brand name. For avoidance products the relationship between liking and memory is very low, perhaps because of mutually canceling influences. For utilitarian products, the relationship between liking and memory is in between-at most slightly positive.

Sharma (2000) studied about "Recall of television commercials as a function of viewing context: the impact of program-commercial messages." The effect of the congruity between the involvement types of advertising commercial and a television program on the effectiveness of the commercial was studied. Participants (N. = 103), viewed either a cognitive or a affective commercial for a product, which was embelded in either a cognitive or a affective television program. The results showed that he effects of the congruence in uenced by the program-commercial congruity. Free recal and cued recall were significatly higher for the cognitively involving commercial in the cognitively involving progam context than in the affectively involving program contex. Similarly, free recall and cue recall were significantly higher for the affectively involvig commercial in the affectivelynvolving program than in the cognitively involving progran context.

Hegie; and Sewall, (1991) studied about "Using Recall and Braid Preference to Evaluate Advetising Effectiveness." A study used recall and brand prefeence to evaluate the effectiveness of advertising. Data were takes from archive of advertisement tested by an advertising research firm between July 1982 and September 1987 included 92 tests of 20 commercials in 5 product categories. The results corroborated the distinction between day-after recall (DAR) and brand preference (PREF) and substantiated that DAR is more reliable than PREF. DAR consistently exhibited greater reliability within a product category, for particular brands, and across product categories. The results also indicated that DAR frequently finds significant differences among ads tested across product category and within

a product category. Obtaining statistically significant differences in PREF across product categories or within a product category is a typical. These results are consistent with advertising and marketing conjecture and earlier empirical results.

Hong; and Zinkhan (1995) studied about "Self-Concept and Advertising Effectiveness: The Influence of Congruency, Conspicuousness, and Response Mode." A hypothesized in their study that advertising appeals congruent with viewer's self concept would be superior to incongruent appeals in terms of enhancing advertising effectiveness. Advertising efectiveness was operational zed as: brand memory, brand attitude, and purchase interions. The sample consisted of 165 subjects that were exposed to four test stimuli (ads), wo for automobiles and two for over-the-counter Drug. The study results indicate that band memory is not mediated by the extent to which advertising expressions are congruent with viewer's self-concept. However, brand preferene and purchase intention were shown to be influenced by the self-congruency and an ad.

Walker and Dubitsky (1994) studied about "Why Liking Matters" They research were undertakn to explore relationships between a generally accepted measure liking and other copy testmeasures used by major advertisers for evaluative protestig. Data for they study came from ASI's syndicated copy testing procedures, in which test material is exposed in the home using local cable TV systems. The study results show that liking is a very general measure-that is, it reflects a global positive response. Liking may be driven by many different elements of the commercial, by differing perceptions of those elements, and even by existing attitude to ward the brand. Thus liking should contribute to efficient delivery of the message, leveraging the advertiser's media investment. Used in conjunction

with other appropriate measures, liking measures add substantial value to the assessment and optimization of advertising effectiveness.

Conclusion

Kunathifornkit (1997) explained that Thai celebrity have a high level of expertise / trustworthiness / attractiveness when promoting jeans and as highly attractive when promoting a car. And this study shows a highest score on purchase intention from respondents. It might be related to my study in term of purchase intention and attractiveness. Bunnak (1999) motioned that ad awareness and recal, attitudes, and desirable actions (purchase behavior) led by the public relation commercal are correlated. Jearsupat (2001) found that the male and female students had significant differences of attitudes towad the appropriateness of length of the ads. , and Content can attract audience. So,based on his research, his variables might be relevant with my study in term of Attitude. Kuhapramkit (2001) noted that the ads liking accounts for the highest correlation wit recall, followed, to a far lesser degree, by product interest It might also be supportive to my study in term of recall and liking.

CHAPTER 3

RESEARCH FRAMEWORK

This chapter presents the research framework of this study, subdivided into four parts; theoretical framework, conceptual, hypothesis statements and operational of variables.

3.1 Conceptual Framework

Base o the different theoretical framework and studies reviewe in chapter 2, it appears that thre has been no research about measuring advertising effectiveness of over-the-counter drgs by using hierarchy of effect model. As such, framework f this research as shown in Figue 3-1 is developed on the Hierarchy of Effect model (Kotler,

Conceptual Famework:

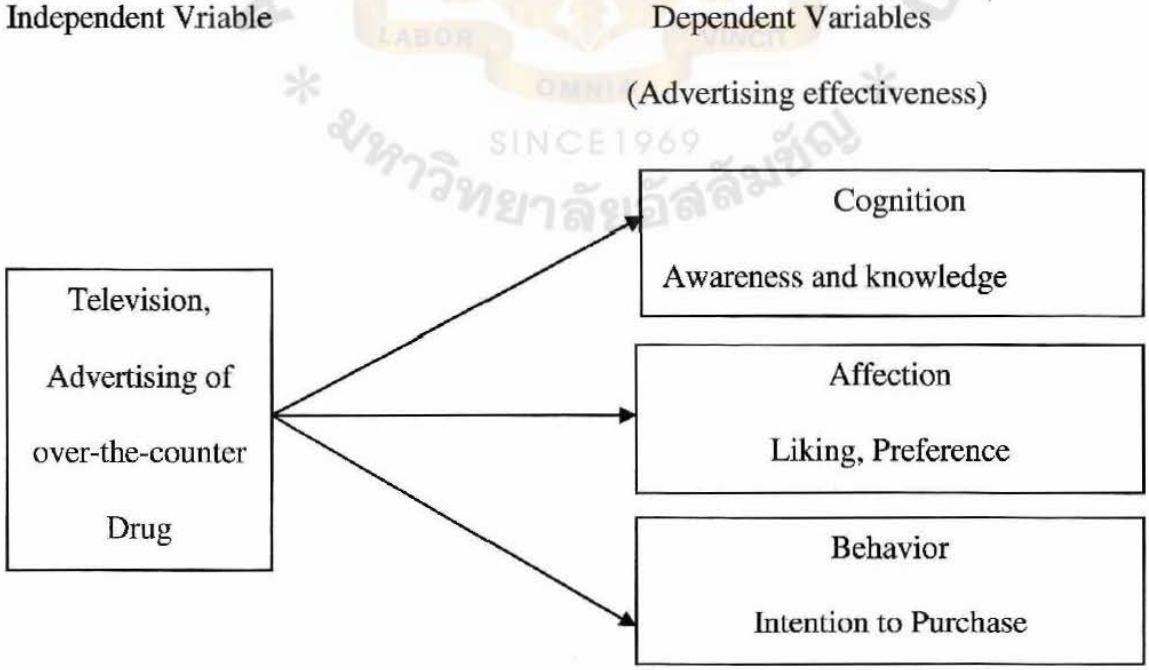


Figure 3 –1: The Conceptual Framework

Figure 3-1 shows the full framework of the research. It indicates three stages of consumer's response that impact the advertising effectiveness, which are cognitive stage, affective stage, and behavior stage. All of these stages comprise of many variable factors that include awareness, knowledge, liking, preference, and purchase.

3.2 Hypothesis Statement

A hypothesis is an assumption or guess that a researcher makes about some characteristics of the population under study (McDaniel 1996). Hypothesis is conjectural statement of th relationship between two or more variables that carry clear implication for testing the statd relations (Davis 1993). In this research, hypothesis statement consists of:

Cognitive

Ho_1: There isno relationship between television commercial of over-the-counter drugs and customer's awareness of over-the-counter drugs

Ha_1: Theres relationship between television commercial of over-the-counter drugs and customer's awareness of over-the-counter drugs.

2. Ho_2: Tere no relationship between television commercial of over-the-counter drugs and Customer'sknowledge of over-the-counter drugs.

Ho_2: There is relationship between television commercial of over-the-counter drug and customer's knowledge of over-the-counter drugs.

Affective

3. Ho_1: There is no relationship between television commercial of over-the-counter drugs and customer likes of over-the-counter drugs.

4. Ho_1: There is relationship between television commercial of over-the-counter drug and customer likes of over-the-counter drugs in general

5. Ho_1: There is no relationship between television commercial of over-the-counter drugs and customer's preference of over-the-counter drugs in general

Behavioral

Ho_1: There is o relationship between television commercial of over-the-counter drugs and customer's purhase intention of over-the-counter drugs in general

Ho_1: Thereis relationship between television commercial of over-the-counter drugs and customer's purhase intention of over-the-counter drugs in general

3.3 Conceptand Operation of the Independent and Dependeit studies

Conceps can be defined as abstract ideas generalized from particulr facts. Without concept, there anheowtheory (David & Cosenza, 1993). In this research, the concepts will be made operational so that they are measurable.

For the measurement of the influencing variables, this research will use three type of scales that are nominal, ordinal, and liker scale via the questionnaire. The measurable variables in this study will be described in the next page

Table 3.1: Operational Definition of Influencing Variables

Concept definition	**Advertisement effectiveness**	**Operational definition**	**Level of measurement**
Cognition	1. Knowledge	- Increased knowledge about over-the-counter drugs.	Ordinal
	2. Awareness	- Increased awareness about over-the-counter drugs.	Ordinal
	3. Liking		Ordinal
Effectiveness	1. Preferences	- Develop liking about over-the-counter drugs.	Ordinal
Behavioral	1. Purchase	- Create performance of over-the-counter drugs.	Ordinal
		- Consumer intention to buy over-the-counter drugs.	

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CHAPTER 4

RESEARCH METHODOLOGY

4.1 The Research Methodology

Research Method: Sample Survey

To accomplish the research objective, the cross-sectional research panel was used to conduct the survey. Cross-sectional studies measure the population at only one point in time. Sample surveys with cross-sectional studies whose samples are drawn in such a way as to be representative of a specific population (Burns & Bush, 2000). Survey research is the research inwhich an interviewer interacts with respondents to obtain facts, opinions, and attitude (McDaiel & Gates, 1999).

Research Instument: Structured Questionnaire

Surveys design that usually depends upon the use of questionnair for the primary purpose of desribing and / or predicting some phenomenon (Davis & Cosenza, 1993). A questionnaire is used to provide an orderly and structured approach to data gathering (McDaniel & Gates, 1999). The survey is probably the most used type of design in business research endeavors because they allow the researchers to study and describe large populations fairly quickly at relatively low cost (Davis & Cosenza, 1993).

4.2 Source of Data

4.2.1 Documentary Research (Secondary data)

Secondary data collection is from several sources such as marketing magazine, Advertising magazine, newspaper article, marketing, advertising and consumer text book, and so forth. Library source of marketing data include an array of publicly circulated materials such as research report and foreign journals. The information derived about advertising and consumer behavior meaning, concept and model were used to developed framework of his study.

4.2.2 PrimaryData

In this research, primary data was collected via questionnaire (Strucured Questionnaires. Structured questionnaire is a list of questions that have pre-specified answer choice(Burns & Bush, 2000). This approach is also easy to be provided and interpreted by computer. Due to limited time in distributing the questionnaires, this type of questionnaire i required.

For communication mode, researcher decided to use personal interview. Personal interview is the gathering of information through face-to-face contact with individual, (William, 1997). To reduce error in the questionnaire, the researcher launches the questionnaire by me to give the explanation to some respondents that have confusion with the questionnaire. The respondents selected are described in the sampling design.

4.3 Sampling Plan

4.3.1 Definition of Target Population

The population in this research are the people 15 years old and above and those who have seen over-the-counter drug advertisement and living in the Bangkok Metropolitan.

4.3.2 Sampling Method: Non-Probability Sampling

For thisresearch, non-probability sampling method was used. Non-Probability is sampling method in which little or no attempt is made to ensure a statistical representative ross section (McDaniel & Gates, 1999). In the other words, non-probability sample is arbirary grouping that produces data unsuited for most standard statistical test (Boone & Kurz, 1999). There are four non-probability sampling methods: convenience samples, judgrent samples, referral samples, and quota sampling (Burns &Bush, 2000).

The reearcher decides to use convenience-sampling method n this research. Convenience amplings are samples drawn at the convenience of the interviewer. Accordingly, te most convenient areas for the researcher is terms of time and effort turns out to be the high-traffic" areas such as shopping malls or busy pedesrian intersection (Burns & Bush, 2000).

4.3.3 Sampling Element

The sampling elements in this research is male or female aged at least 15 years old who has seen advertisement of over-the-counter Drug and those who live in the Bangkok area.

4.3.4 Sampling Unit

Sampling unit is the place where researcher can find sampling elements or respondent. In this study the researcher will contact respondent as mentioned below. pharmacy stores for such as Boots, Watson, P&F, Apex, and Siam Drug.

4.3.5 Determining Sample Size

Sample size refers to the number of elements to be included in the study. Determining te sample size is complex and involves several qualitative and quantitative considerations Malhotra, 1999).

In genral, for more important decisions, more information is ncessary and the information sbuld be obtained more precisely. This calls for larger sanples, but as the sample size inreases, each unit of information is obtained at grater cost The degree of precision maybe measured is terms of the standard deviation of the mean. The standard deviation of th mean is inversely proportional to the square root of the sample size. The larger the sample, the smaller the gain in precision by increasing the sample size by one unit (Malhotra, 199).

The naure of the research also has an impact on the sample size. For exploratory research designs, such as those using qualitative researches, the sample size is typically small. For conclusive research, such as descriptive surveys, larger samples are required. Likewise, if data are being collected on a large number of variables, larger samples are required. The cumulative effects of sampling error across variables are reduced in a large sample (Malhotra, 1999). The terms small and large can be defined in relation to the sample sized given in the table.

Table 4-2 Sample size used in marketing research studies for large population.

Type of Study	Minimum Size (00)	Typical Range (00)
Problem identification research (e.g., Market Potential)	500	1,000 – 2,500
Problem solving research (e.g. pricing)	**200**	**300 – 500**
Product tests	200	300 –500
Test marketingstudies	200	300 – 500
TV/radio/printadvertising (per commercil or ad tested)	150	200 – 300
Test market auits	10 stores	10 – 20 stores
Focus groups	6 groups	10 – 15 groups

Source: Malhcra, Marketing Research an Applied orientation, Third el., (New Jersey, Prentice Hall International, Inc., 1999) p. 332

Table 42 shows the minimum samples required for the study. In this study, **200** samples are used for collecting the primary data via questionnaire.

Logic behind to choose 150-200 sample size: as tested in above research for TV advertising so 200 samples are suitable for my research.

4.4 Pre-Testing the Questionnaire

The questionnaire was pre-tested in order to find out possible problems and test the reliability of the questionnaire by distributing 30 copies of the questionnaires to the respondent for testing. Mistakes were corrected and adjusted in terms of sequencing, wording and structure of the sentence so that communication between the researcher and the respondents will not be biased or distorted.

The statistical package for social science (SPSS) will be used to summarized the data where collected. All statistical manipulations of the data follow commonly accepted research practices. The orm of data presentation from these procedures would also be presented in an easily interpretable format. All statistical procedures are performed toensure accuracy and to minimiz costs to the client. After collecting the data from copies of questionnaires, the data are coed into the symbolic form that is used in (SPSS) software.

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4.5 Statistical treatment of data:

The statistical package for social science (SPSS) will be used to summarize the data where collected. All statistical manipulations of the data follow commonly accepted research practices.

Hypotheses	Statistic
1) There is no elationship between television commercial of over-the-canter drugs and customer's awareness of advertisement ver-the-counter drugs	Spearman Rho correlation
2) There no reltionship between television commercial of over-the-countr drugs and Customer's knowledge of advertisement ver-the-counter drugs	Spearman Rho correlation
3) There is no elationship between television commercial of over-the-canter drugs and customer's liking of advertisement ver-the-counter drugs	Spearman Rho correlation
4) There is no elationship between television commercial of over-the-counter drugs and customer's preference of advertisement over-the-counter drugs	Spearman Rho correlation
5) There is no relationship between television commercial of over-the-counter drugs and customer's purchase of advertisement over-the-counter drugs	Spearman Rho correlation

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CHAPTER 5

DATA ANALYSIS

The data analysis part is divided into two major parts as follows:

Descriptive Statistics

Inferential Statistics

5.1 Hypothesis Testing

This sttistic is used to describe characteristics of a population or a phenomenon (Zikmund, 199). In most organizational research, at the very minimum one would be interested in knowing how frequently certain phenomena occur (fequencies), and what is the average score when a set of figures involved, as well as the extent of variability in the set. These are know as descriptive statistics (statistics that described the phenomena of interest) (Sckaran, 1992).

Descriptive sttistics for this research consist of Population analysis consists of the following results of population breakdown:

- Gender
- Age
- Marital status
- Education
- Occupation
- Personal income

Frequency analysis results of television commercial of over-the-counter drugs (independent variables) analysis and advertising effectiveness (dependent variable) analysis are as follows:

Independent variable

Television commercial of over-the-counter drugs.

Dependent variable:

- Awareness
- Knowledge
- Liking
- Preference
- Purchase

Statistis used to test hypothesis based on data collected from a sample. One might want to know how variables relate to each other whether there are any differences between two r more groups, and the like.

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5.2 Descriptive Statistical Analysis

Population Breakdown Analysis

Table 5-1: Questionnaire distributed and returned

Questionnaires	Cases	Percent (%)
Questionnaire distributed	200	100
Return on questionnaires	200	100
Invalid questionnaires	0	0
Total valid questionnaire	200	100

Table 51, shows 200 questionnaires are distributed to the respondents. The return is 100% and invalid case is 0%. That means there are no incomplete questionnaires filled out by the responents. It is because researcher provides the respondents with proper verbal instrucons to surmount any confusion upon filling up the questions with a view to achieing flawless questionnaires.

Breakdown of Television Commercial of over-the-counter (independent variable) and Advertising Effectiveness (dependent variables) Analysis.

This section illustrates breakdown of the over-the-counter drugs and Advertising Effectiveness. The descriptive analysis and frequency analyses are used to explain the results of the research

5.2.1 Frequency Analysis of over-the-counter Advertising on Television Commercial

The First question in the questionnaire is to test the frequency how often the respondent watches over-the-counter advertising on television commercial. The results can be tabulated in order for ease of understanding as shown in Table 5.8 below:

Table 5-8: frequency of exposure of over-the-counter advertising on television commercial

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5	Stragly agre	35	17.5	17.5	17.5
4	Agre	54	27.0	27.0	44.5
3	Neural	73	36.5	36.5	81.0
2	Notagree	38	19.0	19.0	100.0
1	Stragly disagree	0	0	0	0
	Totl	200	100.0	100.0	

Table 5-8 shows the frequency that the respondent watches over-the-counter advertising on television. The Largest Group of the respondent (36.5%) sometime watch over-the-counter advertising on television, 54 respondents or 27.0% often advertisements .

5.2.2 Frequency Analysis of Consumer's Awareness

The second question measures the consumer's awareness of advertised over-the-counter drugs. The results can be tabulated in order for ease of understanding as shown below:

Table 5-9: Breakdown of Test awareness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strogly agree	104	52.0	52.0	100.0
	Agre	81	40.5	40.5	48.0
	Neural	15	7.5	7.5	7.5
	Notagree	0	0	0	0
	Strogly disagree	0	0	0	0
	Totl	200	100.0	100.0	

The researche measures the consumer's awareness of over-the-counter drugs by giving the respndents of over-the-counter advertising on television ommercial., the level of awareness will be high. . Table 5-9 shows the result that the majority of the respondent awareness level (52.0%) is high. 81 respondents or 40.5% agree on level of awareness. 15 respondents or 7.5% are neutral level of awareness.

5.2.3 Frequency Analysis of Consumer's Knowledge

Consumer knowledge was measured by asking direct question to the respondent. The responses are categorized. The results can be tabulated in order for ease of understanding as shown below:

Table 5-13: Breakdown of Test knowledge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	102	51.0	51.0	100.0
	Agree	73	36.5	36.5	49.0
	Neutral	25	12.5	12.5	12.5
	Not agree	0	0	0	0
	Strogly disagree	0	0	0	0
	Totl	200	100.0	100.0	

Table 5-13 sbws the level of consumer's knowledge of over-the-counter that the respondents aware. The high level of consumer's knowledge of over-the-counter is 51.0%. The low level c consumer's knowledge of over-the-counter is 12.5%.

5.2.4 Frequency Analysis of Consumer's Liking

The fouth question asks about the over-the-counter drugs that the respondents likes. The results of this question show below:

Table 5-16: Breakdown of Liking of over-the-counter drugs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly dislike	14	7.0	7.0	7.0
	Dislike	38	19.0	19.0	26.0
	Neutral	43	21.5	21.5	47.5
	Like	59	29.5	29.5	77.0
	Stragly like	46	23.0	23.0	100.0
	Totl	200	100.0	100.0	

Table 5-16 shows the consumer likes of advertised over-the-counter dugs. The result reveals that themajority of the 46 respondents 23.0% like over-the-counter dvertisement,

In concusion, most of respondents tend to like the over-the-counter advertising on television ommercial that they are aware of. It means that if the espondents like the advertising they will like the over-the-counter product too. In the other word, the respondents remember only the over-the-counter advertising that they ike.

5.2.5 Frequency Analysis of Consumer's Preference

The fifth question asks about over-the-counter drugs that the respondents preference. The results of this question show below:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	8	3.0	3.0	6.0
	Agree	18	10.0	10.0	11.0
	Neutral	36	18.0	18.0	34.0
	Not agree	68	34.0	34.0	64.0
	Strongly disagree	68	35.0	35.0	100.0
	Total	200	100.0	100.0	

Frequency analysis of consumer's intention to purchase

The sixth quesion asks about over-the-counter drugs that the respondens intend to buy. The results of tis question are show below:

Table 5-24: Breakdown of will you buy over-the-counter

		Frequency	Percent	Valid Percent	Cunulative Perent
Valid	Strongly agree	8	4.0	4.0	4.0
	Agre	18	9.0	9.0	13.0
	Neutral	36	19.0	19.0	32.0
	Not agree	68	34.0	34.0	66.0
	Strongly disagree	68	34.0	34.0	100.0
	Total	200	100.0	100.0	

Table 5-24 show that most of the respondents tend to buy the over-the-counter drugs. It covers highest percentage (34.0%) that certainty will buy.

It can be concluded that the consumer' intend to buy the over-the-counter drug that they are aware of from the television commercial.

5.3 Hypothesis Analysis

5.3.1 Correlative Analysis

It is necessary to establish the strength of the relationship between two ordinal variables. In ths case, the researcher cannot assume that these variabls have interval properties (i.e a rating scale), then the appropriate form of assesing strength of association ir this research is Spearman's Rank-Order Correlaton Coefficient. Spearman corelation coefficient, denoted as P_s is one of the best-krown coefficients of association for rank Order data. The coefficient is appropriate whei there are two variables per object, both of which are measured on an ordinal scale so that the object may rak two order series.

5.3.2 Test of Sgnificant and Significant Level

Two-taed test is employed because the direction of association cannot be determined in advance. Correlation coefficient significant at the 0.05 confidence level is used in this research. It is identified whit a single asterisk, and those significant at the 0.01 level are identified whit two asterisks in case of there being more relations.

5.3.3 Interpretation of Correlation Coefficient

Although the relationship among ordinal variable can be examined using nominal measure, other measure reflect the additional information available from ranking. Consideration of the kind of relationship that may exist between two ordered variables leads to the notion of direction of relation and to the concept of correlation (Norusis, 1993).

When two variables are correlated the result is a correlation coefficient (P_s). A correlation coefficient is a decimal number, between .00 and +1.00, or .00 and - 1.00, which indicatesthe degree to which two value for one variable are related. Variables are positively correlated (+1.00) if a case with low value for one varialle also tend to have low valueor the other, and a case with high values on one also tend to be high on the other. Negativly correlated variables (-1.00) show the opposite relation: the higher the first variable te lower the second tend to be. Suppose that the coefficient is near 0.00 it means he two variables is not related to each other. It may say that the case with a value on one variable is no indication of what the other case with a value is on other variales. It can be explained that one variable is no inlication of the variable.

Kinnear (1991) said that if (P_s) is bigger than 0.8 (the sign of relationship is ignored), the relationship between the variables is very strong. If (P_s) is between 0.4 and 0.8, the relationship is a moderate to strong one; and if (P_s) is less 0.4, the relationship is a weak one.

Hypothesis 1

Ho_1: There is no relationship between television commercial of over-the-counter Drugs and customer's awareness of over-the-counter Drugs.

Ha_1 : There is relationship between television commercial of over-the-counter Drugs and customer's awareness of over-the-counter Drugs.

Or it can be stated in statistical terms as :

$Ho_1: P_s = 0$

$Ho_1: P_s \neq 0$, 95% level of significance ($\alpha = 0.05$)

Nonparametric Correlations

Correlations

			T.V.C of over-the-counter drug	Awareness of over-he-counter drug
Spearman's rho	T.V.C of over-the-counter drug	Correlation Coefficient	1.000	.243**
		Sig. (2-tailed)	.	.001
		N	200	200
	Awareness of over-the-counter drug	Correlation Coefficient	.243**	1.000
		Sig. (2-tailed)	.001	.
		N	200	200

** Correlation is significant at the .05 level (2-tailed).

Significance level (2-tailed test) is 0.001, which is less than the set criterion of α = 0.05 Correlation Coefficient (P_s) is 0.243**, it means that there is some positive relationship between these 2 variables. The symbol** illustrates that the correlation is significant at the 0.01 level under 2 tailed test. It can be explained that the result of two variables is more accurate at 95% level of significance.

The result above indicates that there is some positive relationship between over-the-counter advertising on television commercial and customer's awareness with correlation coefficient of 0.243. The correlation coefficient shows that the relationship is low (it is ess then 0.4). According to the significance level at 0.001, which is less than the set criterion α = 0.05, there fore, the null hypohesis (Ho_1) is rejected while accepting (Ha_1). The result supports the alternative hypohesis. Thus the result of the test reveals the fact that frequency of exposure of over-tle-counter Drugs advertising on television commercial is related to customer's awareness.

Hypothesis 2

Ho_2: There is no relationship between television commercial of over-the-counter Drugs and customer's knowledge of over-the-counter Drugs.

Ha_2 : There is relationship between television commercial of over-tle-counter Drugs and customer's knowledge of over-the-counter Drugs.

Or it can be stated in statistical terms as :

Ho_2: $P_s = 0$

Ho_2: $P_s \neq 0$, 95% level of significance (α = 0.05)

Nonparametric Correlations

			T.V.C of over-the-counter drug	Knowledge of over-the-counter
Spearman's rho	T.V.C of over-the-counter drug	Correlation Coefficient	1.000	.151*
		Sig. (2-tailed)	.	.040
		N	200	185
	Knowledge of over-the-counter drugs	Correlation Coefficient	.151*	1.000
		Sig. (2-tailed)	.040	.
		N	185	185

* Correlation issignificant at the .05 level (2-tailed) significance level (2tailed test) is 0.040, which issess than the set criterion of

$\alpha = 0.05$

Correlation Coefficient (R_s) is 0.151*, it means that there is some positive relationship between these 2 variables. The symbol* illustrates that the correlation is significant at the 0.05 level under 2 tailed test. It can be explained that the result of two variables is more accurate at 95% level of significance.

The result above indicates that there is some positive relationship between over-the-counter Drugs advertising on television commercial with correlation coefficient of 0.151. The correlation coefficient shows that the relationship is low (it is less then 0.4). According to the significance level at 0.040, which is less than the set criterion

α = 0.05, there fore, the null hypothesis (Ho_2) is rejected while accepting (Ha_2). The result supports the alternative hypothesis. Thus the result of the test reveals the fact that frequency of exposure of over-the-counter Drugs advertising on television commercial is related to customer's knowledge.

Hypothesis 3

Ho_3: There is no relationship between television commercial over-the-counter Drugs and customer's liking of over-the-counter Drugs

Ha_3 : There is relationship between television commercial of over-the-counter Drugs and customer's liking of over-the-counter Drugs.

Or it can be stated in statistical terms as :

Ho_3: $P_s = 0$

Ho_3: $P_s \neq 0$, 9% level of significance (α = 0.05)

NonparametricCorrelations

Correlations

			T.V.C of over-the-counter drug	Liking of over-he-counter Drugs
Spearman's rho	T.V.C of over-the-counter drug	Correlation Coefficient	1.000	.140*
		Sig. (2-tailed)	.	.048
		N	200	200
	Liking of over-the-	Correlation Coefficient	.140*	1.000

	counter			
		Sig. (2-tailed)	.048	.
		N	200	200

* Correlation is significant at the .05 level (2-tailed)

Significance level (2-tailed test) is 0.048, which is less than the set criterion of $\alpha = 0.05$

Correlation Coefficient (P_s) is 0.140*, it means that there is some positive relationship between these 2 variables. The symbol* illustrates that the correlation is significant at the .05 level under 2 tailed test. It can be explained that the result of two variables i more accurate at 95% level of significance.

The reult above indicates that there is some positive relationship between over-the-counte Drugs advertising on television commercial and awareness with correlation coeficient of 0.140. The correlation coefficient shows that the relationship is low (it is ess then 0.4). According to the significance level at).048, which is less than the set criterion $\alpha = 0.05$, there fore, the null hypohesis (Ho_3) is rejected while accepting (Ha_3). The result supports the alternative hypohesis. Thus the result of the tst reveals the fact that frequency of exposure of over-tie-counter Drugs advertising on elevision commercial is related to customer's liking.

Hypothesis 4

Ho_4: There is no relationship between television commercial of over-the-counter Drugs and customer's preference of over-the-counter Drugs.

Ha_4 : There is relationship between television commercial of over-the-counter Drugs and customer's preference of over-the-counter Drugs.

Or it can be stated in statistical terms as :

Ho_4: $P_s = 0$

Ho_4: $P_s \neq 0$, 95% level of significance ($\alpha = 0.05$)

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Nonparametric Correlations

Correlations

			T.V.C of over-the-counter drug	Preference of over-the-counter drugs
Spearman's rho	T.V.C of over-the-counter drug	Correlation Coefficient	1.000	.225**
		Sig. (2-tailed)	.	.001
		N	200	200
	Preference over-the-counter Drugs	Correlation Coefficient	.225**	1.000
		Sig. (2-tailed)	.001	.
		N	200	200

** Correlation is significant at the .01 level (2-tailed)

Significance leel (2-tailed test) is 0.001, which is less than the set criterion of $\alpha = 0.05$

Correlation Coefficient (R_s) is 0.225**, it means that there is some positive relationship between these 2 variables. The symbol illustrates that the correlation is significant at the 0.01 level under 2 tailed test. It can be explained that the result of two variables is more accurate at 95% level of significance.

The result above indicates that there is some positive relationship between over-the-counter Drugs advertising on television commercial and preference with correlation coefficient of 0.225. The correlation coefficient shows that the relationship is low (it is less then 0.4). According to the significance level at 0.001, which is

less than the set criterion $\alpha = 0.05$, there fore, the null hypothesis (Ho_4) is rejected while accepting (Ha_4). The result supports the alternative hypothesis. Thus the result of the test reveals the fact that frequency of exposure of over-the-counter Drugs advertising on television commercial is related to customer's preference.

Hypothesis 5

Ho_5: There is no relationship between television commercial of over-the-counter Drugs and customer's purchase intention of over-the-counter Drugs.

Ha_5: There is relationship between television commercial of over-the-counter Drugs and customer's purhase intention of over-the-counter Drugs.

Or it can be stated in statistical terms as :

Ho_5: $P_s = 0$

Ho_5: $P_s \neq 0$, 9% level of significance ($\alpha = 0.05$)

NonparametricCorrelations

Correlations

			T.V.C of over-the-counter drug	purchase intenton over-the-counter
Spearman's rho	T.V.C of over-the-counter drug	Correlation Coefficient	1.000	.099
		Sig. (2-tailed)	.	.163
		N	200	200
	purchase intention over-	Correlation Coefficient	.099	1.000

	the-counter			
		Sig. (2-tailed)	.063	.
		N	200	200

Significance level (2-tailed test) is 0.163, which is more than the set criterion of $\alpha = 0.05$

Correlation Coefficient (P_s) is 0.099*, it means that there is some positive relationship between these 2 variables. There is not any symbol* which illustrates that the correlation is significant at the 0.05 level under 2 tailed test. It can be explained that the result of two variables is not accurate at 95% level of significance.

The result above indicates that there is a weak relationship beween over-the-counter Drugs advertising on television commercial and purchase intention with correlation coeficient of 0.099. The correlation coefficient shows that the relationship is low (it is ess then 0.4). According to the significance level at 0.163, which is more than the set criterion $\alpha = 0.05$, there fore, the null hypohesis (Ho_5) is accepted while reject (Ha_5). The result supports the null hypothesis. This the result of the test reveals the fact that frequency of exposure of over-the-counter Drugs advertising on tlevision commercial is related to customer's purchasing intention.

CHAPTER 6

CONCLUSION AND RECOMMENDATION

6.1 Introduction

This research is a quantitative research that presents the data analysis in tabulation form by using descriptive analysis to explain its frequency and percentage. Brivariate test is used to test the correlation coefficient in the 5 set of hypotheses.

1. ummary descriptive analysis
2. lypothesis testing

Table 6-2: Summary the Result of Hypotheses Testing

Hypothesis	**Type of Statistic Test**	**Correlation Coefficient**	**Significant Value (α)**	**Result**
Ho_1:There s no relationship between of television commercial of over-the-counter Drugs and customer's awareness of advertised over-the-counter Drugs.	Bivariate Test	0.243**	0.001	Reject Ho
Ho_2:There is no relationship between of television commercial	Bivariate Test	0.151*	0.043	Reject Ho

of over-the-counter Drugs and customer's knowledge of advertised over-the-counter Drugs.				
Ho_3: There is no relationship between television commercial of over-the-counter Drugs and customer likes of advertised over-the-counter Drugs.	Bivariate Test	0.140*	0.048	Reject Ho
Ho_4:There s no relationship between of tevision commercial of over-the-ounter Drugs and customer's preference of advertised over-the-counter Drugs.	Bivariate Test	0.225**	0.001	Reject Ho
Ho_5: There is no relationship between televsion commercial of over-the-couner Drugs and customer's purchase of advertised over-the-counter Drugs.	Bivariate Test	0.099	0.163	Reject Ho

6.2 Summary of Hypothesis Test

** Correlation is significant at the 0.01 level under 2-tailed test.

* Correlation is significant at the 0.05 level under 2-tailed test.

Based on the hypothesis testing, it appears that all of the variables are significant at the 95% confidence level. This could imply that all the variables even though their overall

correlation factors are low they are important determinants of the advertising effectiveness. The significant variables are important to the advertiser to understand better, to know the relationship between the television commercial of over-the-counter Drugs and advertising effectiveness in order to adapt it in setting their advertising's objective.

6.3 Recommendation

Table: 6.3 Summary of recommendation

Hypothesis	Conclusion	Recommendation
Ha_1	There is relationship between televiion commercial of over-the-countr Drugs and customer's awaraess of dvertised over-the-counter Drugs	More we advertise more he consumers aware about over-the-counte drugs. How, about, having other sources o advertise for drugs. Having promotion of prescription drugs through newspaper, magazine and television marketing.
Ha_2	There is relationship between televiion commercial of over-the-countr Drugs and customer's knowledge of advertised over-the-counter Drugs	The advertising should go for high repetition with short duratin message for building consumers' knowldge. Drug ads should include a greater dicussion of the extent of risks and the positive issues of the drugs, to enhance consumer knowledge.

Ha_3	There is relationship between television commercial of over-the-counter Drugs and customer likes of advertised over-the-counter Drugs.	All advertisers should create their over-the-counter Drugs advertising to generate a favorable attitude. Marketers should think Why the secrecy? Most of over-the-counter Drugs buyers tend to like the over-the-counter Drugs that they are aware of. Another way, of awareness is introducing a new guidance that describes how prescription drug companies can advertise a product directly to consumers on TV or radio, including the products use, without scrolling the type of detailed risk information that accompanies magazine and other print advertisements.
Ha_4	There is relationship between televiion commercial of over-the-countr Drugs and customer's prefeence of avertised over-the-counter Drugs	The advertisers should inform the product's differential advantage over he competition to build the consume preference. Consumer-directed ads seem to be capturing consumers' attention. May be the over-the-counter Drugs buyers are loyal. They always purchase the same brand name of over-the-counter Drugs until the new one launch to the market. They may try a new and compare it with the previous.

Ha_5	There is relationship between television commercial of over-the-counter Drugs and customer's purchase of advertised over-the-counter Drugs.	The marketer and the advertisers should be concerned always about other promotions to persuade the consumer to purchase the over-the-counter drugs. For example, the FDA should always oversight helps to ensure that consumers understand both the benefits and limitations of an advertised drug.

This section presents the recommendation for the marketing and advertising manager.

The findings provide several implications for marketing and advertising manager. For example, the researcher found that television commercial of over-the-counter Drugs are more effective in terms of influencing consumer cognitive and affective factors (such as over-the-counter Drugs awareness, over-the-counter Drugs preference, purchase intention). Even though the television commercial of over-the-counter Drugs effect appeared small in this research that may be increased with other products or different media.

Employing several criteria simultaneously, such as, product preference, or purchasing frequently assesses advertising effectiveness. The relative importance of each phase of these effects varies according to the objectives of the advertising and the situation in which it is executed. Here, it is found that awareness, knowledge, liking, preference, and intention are influenced by television commercial of over-the-counter products. Thus, if the primary objectives of an advertising to obtain higher awareness, knowledge, liking, preference are recommended. However, if purchasing is the chief objective, television commercial of over-the-counter Drugs are not likely to be especially effective. The advertising effectiveness in terms of sales depends upon other intervening variables.

For creating cognitive stage of the consumer, marketing and advertising managers should create the interested over-the-counter Drugs to build the awareness and knowledge of the customer. The first thing advertiser mention is that a match between the types of information stored in consumer's memory and the type of information that the advertisers inform. The over-the-counter Drugs advertising should stress only a few key factors. If the consumer watches the over-the-counter advertising on television commercial much more, they will be aware of lots of over-the-counter Drugs. From this result, the advertising should go for high repetition with short duration message for building consumers' awareness and should crete to easy understand advertising for building consumers' knowledge. The cognitive stageis important because the marketers cannot sell the productsif the consumer does not know hat there product exists on the market.

For builing affective stage, the marketing and advertising mangers should generate the favorable felings to their consumer. Due to television commercial is likely to be more effective than cher media, advertisers should create the advertising to impress the consumer and to increasehe favorable attitude. over-the-counter Drugs advertising couldn't serve all consumers in th market. Consumers are too numerous, dispersed, and varied in their buying requirements. f all customers were alike, if they all had the same needsand wants mass (undifferentiated) marketing would be a logical strategy.

For influencing the consumer behavior to purchase the product, marketing managers should concentrate on other marketing mix and sales promotion to create demand. As we know the sales promotion is a short-term incentive to encourage trial or purchase of a product or service, the marketer should design the attractive sales promotion tools to create a strong and quicker response. The researcher would like to recommend that the marketer

offer samples, offer the product at a low price, offer a premium, or add new ingredients and so forth.

Further research

As this research is about "To *study the relationship between television Commercial of Over-The-Counter drugs and cognition, Affective and behavior of consumer of over-the-counter drugs*", the results of findings from this will be useful for the researchers who would like to study about this topic in more detail. The finding from this research may be the driving force for the further study in this topic. The researcher would like to suggest that the future researchr might make comparative research by setting the target population as the over-the-counte Drugs buyer in other areas. The finding from this research can be used to compare the reult of over-the-counter Drugs.

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Dear Sir/Madam,

I am a student of Assumption University doing MBA program. This questionnaire is designed to study the relationship between television commercials of Over-The –Counter drugs and cognition, affection and behavior os consumers. The result will be used for educational purposes only and I request your full co-operation in responding to all items in this questionnaire. The Over-The-Counter (OTC) drugs mentioned in the questionnaire are the medicines that include for common ailments and simple halth disorders for which certified medical prescripions are not required.

Have you ever watched a television commercial of Over-The-Counter drugs

- Yes (continue) **- No (thank you)**

Please tick the most appropriate option which ever is applicable to you.

No:		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	Advertisement of over-the-counter drugs Creates awareness					

No:		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
2	over-the-counter drugs advertisements help to develop knowledge					
3	I like buying over-the-counter drugs after watchig advertisements					
4.	I have a high level of preference about over-the-conter drugs after watchig advertisements					
5.	I have an intention to purchae over-the-counte drugs after watching advertisements					

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ท่านเคยชมโฆษณาเชิงพานิชย์(โฆษณาผ่านสื่อโทรทัศน์)ตามเคาน์เตอร์ร้านขายยาหรือไม่

เคย (ทำต่อ) **ไม่เคย**

โปรดใส่เครื่องหมาย ☑ ในช่องที่ท่านเห็นสมควร

ลำดับ	**หัวข้อ**	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
1.	การโฆษณา ณ จุดขาย สามารถสร้าง การจดจำให้กับตัวสินค้าได้					
2.	การโฆษณา ณ จุดขาย สามารถเพิ่มความรู้เกี่ยวกับตัวสินค้าได้					
3.	ท่านจะซื้อสินค้าหลังจากได้ชมโฆษณานั้น ณ จุดขาย					
4.	ท่านเกิดความพึงพอใจหรือความเชื่อถือหลังจากชมโฆษณา ณ จุดขาย					
5.	ท่านมีความตั้งใจที่จะซื้อสินค้าหลังจากได้ชมโฆษณา ณ จุดขาย					

PERSONAL DATA

(PLEASE TICK MARK)

* Male * Female

AGE:

* 1520 * 21-25

* 2630 * 30-35

* abve35

MARITAL STATUS:

* Single * Married * Divorced

EDUCATION:

* bellow bachelors degree * bachelors degree or equivalent

* Master degree or equivalent * doctorate degree or equivalent

OCCUPATION:

* Government office
* self employed
* State enterprise
* Business employee
* student
* house wife

MONTHLY PERSONEL INCOME:

* Les than 5000 baht
* 5000-10,000 baht
* 10,01-15,000 baht
* 15,001-20,000 baht
* 20,01-25,000 baht
* 25001-30,000 baht
* Mor than 30,000 baht

Thank you

File Information

List of variables on the working file

Name		Position
WATCH	ovc-the-counter Drugs advertising of television commercial	1
	Prit Format: F1	
	W:te Format: F1	
	Vlue Label	
-Yes		
-No		
TAWARE	Tst awareness	2
	Print Format: F2	
	Write Format: F2	
	Value Label	

1. Strongly agree…
2. Agree…
3. Neutral…
4. Not agree…
5. Strongly disagree…

KNOW Knowledge of over-the-counter Drugs 6

Column Width: 8 Alignment: Center

Print Format: F1

Write Format: F1

Value Label

1. Strongly agree...
2. Agree...
3. Neutral...
4. Not agree...
5. Strongly disagree...

LIKE Likingof the over-the-counter drugs after seeing advertising 9

Prir Format: F1

Wrie Format: F1

Vale Label

- Stronglyagree...
- Agree..
- Neutral...
- Not agree...
- Strongly disagree...

TPREFER Test preference 12

Print Format: F8

Write Format: F8

Value Label

- Strongly agree…
- Agree…
- Neutral…
- Not agree…
- Strongly disagree…

WBUY Will you buy the over-the-counter drugs after seeing over-the-counter advertisement

'rint Format: F1

Vrite Format: F1

Value Label

. Strongly agree…
. Agree…
. Neutral…
. Not agree…
Strongly disagree…

SEX tender 25

rint Format: F1

Write Format: F1

Value Label

1 Male
2 Female

AGE AGE

Print Format: F1

Write Format: F1

Value Label

1 15-20
2 21-25
3 26-30
4 31-35
5 Above 35

STATUS Status

Print Format: F1

Vrite Format: F1

/alue Label

1 Single
2 Married
3 Divorced

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EDU Education

Print Format: F1

Write Format: F1

Value Label

1 Below Bachelor's degree

2 Bachelor's degree or equivalent
3 Master degree or equivalent
4 Doctorate degree or equivalent

OCCUPA Occupation

Print Format: F1

Write Format: F1

Value Label

1 Government officer
2 Self – employed
3 State enterprise
4 Business employee
5 Student
6 Housewife

INCOME ıcome

'rint Format: F1

Vrite Format: F1

'alue Label

1 Less than Baht 5,000
2 Baht 5,000-10,000
3 Baht 10,001-15,000
4 Baht 15,001-20,000
5 Baht 20,001-25,5000
6 Baht 25,001-30,000
7 More than Baht 30,000

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