

A STUDY OF THE ADVERTISING EFFECTIVENESS OF
CHEWING GUM IN BANGKOK

By

SASAMON VARODOMPRAMOTE

A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

December 2002

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The author never forgets a sentence that her professor ever told her when she studied for the bachelor's degree "the achievement not only belongs to yourself but it also belongs to everyone who supported you through the years". Today is another day which that sentence comes across her mind but it comes with a different feeling. This time, it touches more deeply to her feeling for without the significant contributions made by the following persons, this thesis would certainly not exist.

On top of the list, she would like to express special thanks to her parents and two brothers. They have supported her in all aspects, mentally and physically. They especially encouraged her when she struggled with her study.

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Abstract

In the high competition market of many products or brands, marketers heavily try to make sale and drive them to the market leader position. A key tool that marketers need to use is effective communication. Marketers and advertisers must co-ordinate together to create the successful communication campaign to achieve the objectives that is not easy. In the information technology era, consumers receive more information, thus only impact information will attract consumer's mind and motivate them into action.

In this study, the researcher studied about advertising effectiveness of chewing gum product in Bangkok Metropolis that used television as a key tool to communicate with the target consumers. Television is a mass medium that people have to spend a large amount of budget to register brands or products with the consumers. Therefore, every Baht spent need to be circumspect. One thing that marketers and advertisers should consider is the messages that are sent to target consumers. Did the messages achieve advertising effectiveness?

The purpose of this study is to determine whether the components of advertising messages and advertising appeals can classify advertising effectiveness. The data was gathered through the use of self-administrated questionnaires with 384 respondents who are studying in Bangkok in the level of high school and university and all of them have ever chewed gum for the past month and seen chewing gum television commercials. All data were analyzed and summarized by using the Statistical Package for Social Science (SPSS). This thesis applied Discriminant Analysis: Stepwise Method as a statistic tool to test.

The findings indicated two effective components, which could contribute to the prediction of advertising effectiveness group membership. One component from advertising message is “slogan” and another from advertising appeal is emotional appeal “positive feeling”.

Therefore, the researcher concluded that marketers and advertisers should emphasize and give importance to the chewing gum brand’s slogan. It should differentiate and impact in order to make the consumer memorized. In the same way, chewing gum advertising should appeal to the consumer with emotional appeal especially with a positive feeling. Whenever consumers feel good with the advertisement, their response also should be positive.



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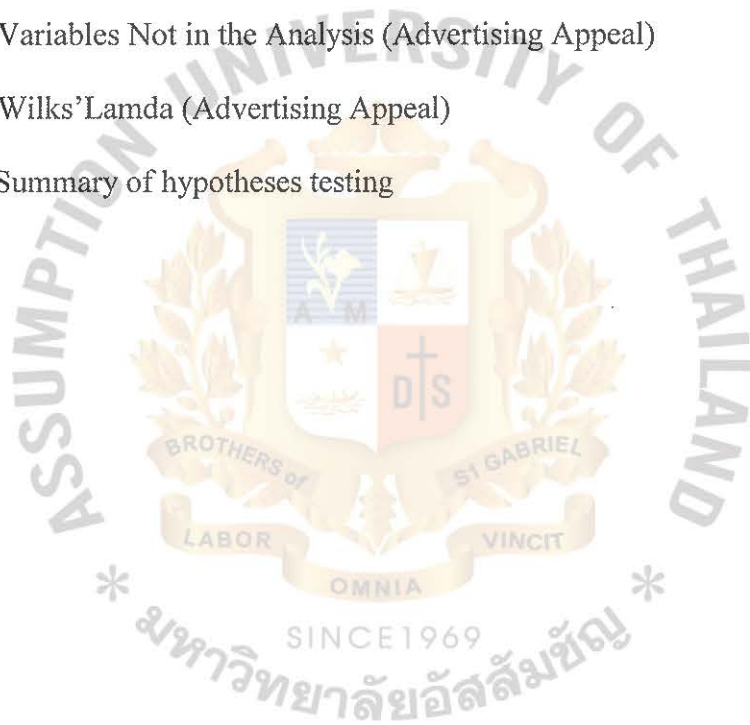
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CHAPTER 1

GENERALITIES OF STUDY

1.1 Introduction

(Nowadays, Manufacturers can bring technologies to develop quality or appearance of the products to be similar. Whenever products are launched to the markets, consumers can select and decide to buy any product because they are not different to it. Therefore, marketers have the responsibility to create the value added factor in order to drive sales of that product in many ways. However, many products cannot differentiate themselves in the market, so communication is necessary for those products to communicate with the consumers and make the consumers feel that it's different. Marketers and advertisers may create the difference from the brand's characteristic or from target group's lifestyle.)

Communication with a product that's not different is difficult but there is the importance. The more marketers and advertisers create the communication campaign in the right way, the more successful is that campaign. Chewing gum is a product that has no difference; while chewing gum is a product that has a potential high growth. The market expands every year since 1999. Therefore, the marketers increase the spending of the advertising budget every year and has absolutely increased the competition. Each Baht spent should be the most effective and that can achieve the marketing and communication objectives. In the gum market, the competitors use television as a key tool of advertising to communicate with the consumers. The amounts of the advertising budget would be large in order to communicate with the mass target. Therefore, consideration of ads effectiveness should not be forgotten and they should try to have the most effectiveness.)

communicate with the mass target group. Therefore, consideration of advertising effectiveness should not be forgotten and they should try to have the most effectiveness.

✓ 1.1.1 What is Gum?

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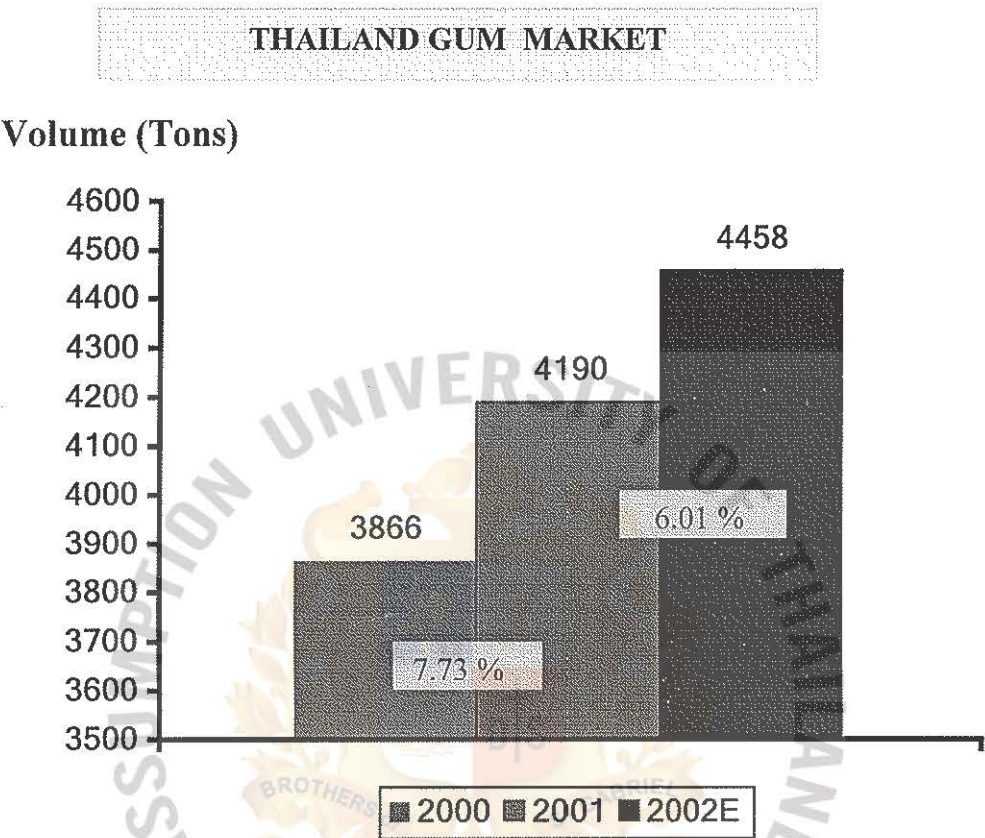
[Gum is a kind of sweet, made up of some wood oil with added up flavor. Whenever people chew gum, it will be elastic like rubber. The benefit of gum is to chew for suppressing stress or to relax, also for fresh breath and strengthening self-confidence when having to talk to somebody.](Thai Farmers Research Center Co.,Ltd.,2002)

Gum is a kind of sweet which is made up of sugar, glucose, hydrocolloids, and flavor. This kind of sweet has different matters depending on the kind of hydrocolloids such as gelatin making the sweet to be softer. The other hydrocolloids are pectin, Arabic gum, and modified starch.

[According to the announcement of the Ministry of Public Health : Food and Drug Administration, gum is needed to have an identifiable label. Therefore, it is necessary to ask permission from FDA of Thailand to do the advertising.]

1.1.2 Gum Market Size in Thailand

Figure 1-1 Thailand Gum Market in terms of Volume(Tons)



As seen in figure 1-1, the total gum market in terms of volume in Thailand has increased from 2000 until 2002 continuously. In 2000, gum market had a volume of 3866 tons and in 2001 it increased to 4,190 tons, the growth rate was 7.73%. It was estimated in 2002 that the gum market should increase to 6.01% from 2001 and it should be 4458 tons.

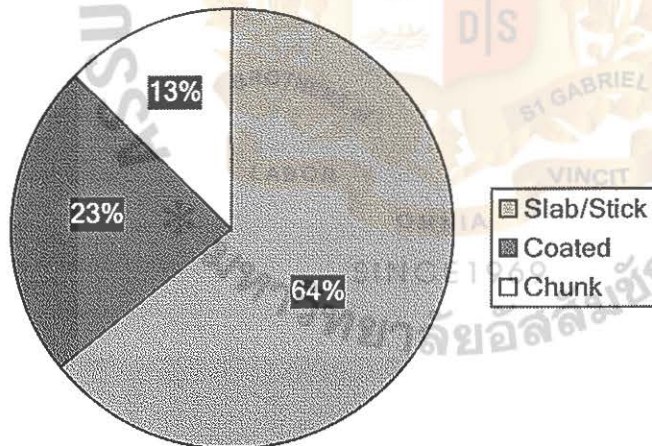
Thai Farmers Research Center documented (1996) that chewing gum was a popular product at present after it had been launched in the Thai market for 30 years. In the beginning of that period, chewing gum was not appropriated to Thai people's behaviors. But the gum market value had increased from 200 M.B in 1988 to more than 1,000 M.B.

/1.1.2 Market Structure

{ The gum market in terms of volume can be divided by its shape into 3 categories as follows: }

- { 1. Slab/ Stick gum such as Chiclet's, Clorets Stick , Lotte, Lotte No time, Chiclets Stick, Dentyne, and Wrigley's . This category covers the majority of market share at 64%. Market leader is Dentyne.
2. Coated gum has a second market share of 23 % such as Chiclets', Cloret
3. Chunk gum has a market share of 13 % }

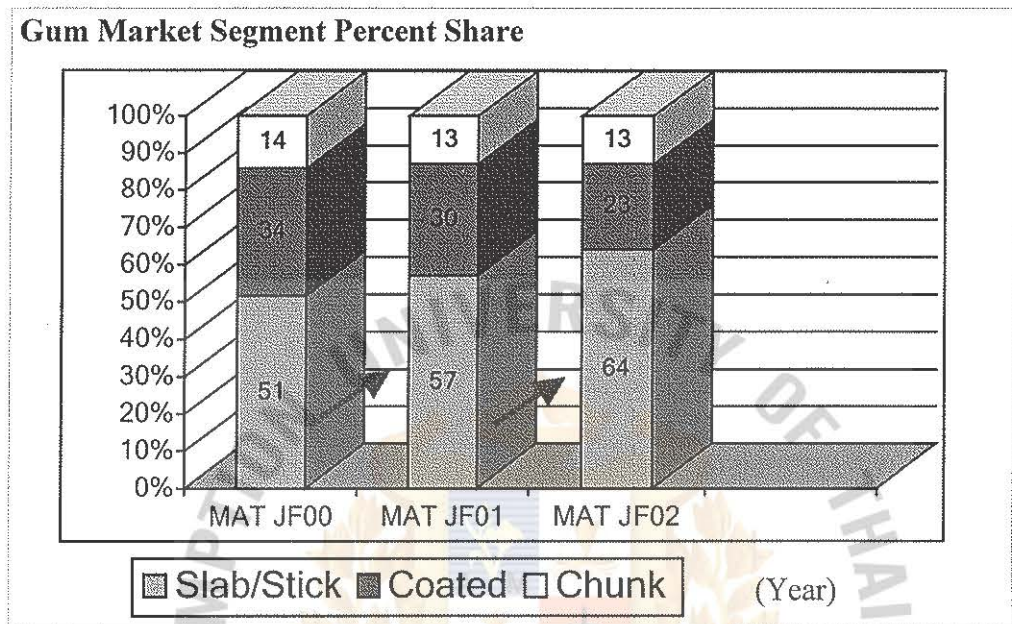
Figure 1-2 The proportion of gum market in term of volume (tons) in 2002E.



Source: AC Nielsen, April, 2002

Pie chart showed that Slab/Stick covered the majority of the market of 64% in terms of volume, followed by the coated and chunk market that covered the market with 23% and 13% respectively.

Figure 1-3 Gum Market Segment contribution volume



Source: AC Nielsen, April, 2002

Figure 1-3, showed that the categories of slab/stick gum increased their market share every year. From January – February, 2000 to January – February, 2001 slab/ stick market increased from 51% to 57% and from January – February , 2001 to January- February,2002 it had increased from 57% to 64%.

✓ **1.1.3 Gum Market Situation Analysis**

[Gum market in Thailand has grown continuously for 10 years. The total market is driven by the segment of slab/stick as seen in total volume: gum market is expanding from year to year with 7.73%] MAT in JF 01 and 6.01% MAT in JF 02.

Gum market now has high competition especially slab/stick segment. Considering the increase of more competitors and much more advertising expenditures from the leader and the challenger. }

Table 1-1 Gum Category in terms of volume

| Type | (Tons) | | | | |
|--------|--------|-------|----------|-------|----------|
| | 2000 | 2001 | % Growth | 2002E | % Growth |
| Total | 3,866 | 4,190 | 7.73 % | 4,458 | 6.01 % |
| Slab | 2,152 | 2,648 | 18.7 % | 2,928 | 9.56 % |
| Coated | 1,205 | 982 | -22.7 % | 948 | -3.59 % |
| Chunk | 510 | 559 | 8.76 % | 582 | 3.95 % |

Source: AC Neilson, May, 2002

This table showed that the market that increased and tended to increase were slab/stick and chunk market. Percentage of growth were positive value while coated market had negative value.

Table 1-2 2000-2001 Media Industry Spending Chewing Gum

| (‘000 Baht) | | | | | | | | | |
|--------------|-----------|----------------|------------|------------|----------------|------------|------------|---------------|------------|
| PRODUCT | MEDIA | TOTAL 2000 | % | MEDIA | TOTAL 2001 | % | MEDIA | JAN- MAY 2002 | % |
| DENTYNE | TV | 36,200 | 24.5 | TV | 52,239 | 30.48 | TV | 17,165 | 29.12 |
| WRIGLEY’S | TV | 35,124 | 23.77 | TV | 31,838 | 18.57 | TV | 17,534 | 29.75 |
| CHICLETS | TV | 11,884 | 8.04 | TV | 46,470 | 27.12 | TV | 5,324 | 9.03 |
| NO TIME | | | | TV | 23,371 | 13.64 | TV | 12,300 | 20.87 |
| | | | | Magazines | 143 | | Magazines | | |
| | | | | Newspapers | 720 | | Newspapers | 73 | |
| | | | | Radio | 2,756 | | Radio | 2,297 | |
| | | | | Transit | 375 | | Transit | 750 | |
| LOTTE | TV | 14,743 | 9.97 | TV | 4,550 | 2.65 | TV | 2,905 | 0.05 |
| | Magazines | 350 | | Magazines | 40 | | | | |
| | Radio | 4,602 | | | | | | | |
| | Transit | 1,448 | | Transit | 246 | | | | |
| KID KID | TV | 6,032 | 4.08 | | | | Magazines | 159 | |
| | Magazines | 180 | | Magazines | 451 | | | | |
| CLORETS | TV | 6,259 | 4.24 | TV | 6,735 | 3.9 | | | |
| BIGBLOOM | TV | 1,170 | 0.79 | TV | 1,435 | 0.01 | TV | 420 | 0.01 |
| TOTAL | | 147,749 | 100 | | 171,369 | 100 | | 58,927 | 100 |

Source: Adquest Software, June, 2002, AC Nielsen (Thailand) Ltd.

{Although there are only a few of key players in the gum market, the competition is high, seeing from advertising expenditure from year to year}(Table 1-2) and tends to be higher and higher in intensity. {Each product often stresses advertising by using television commercials as a key communication tool}(Table 1-2){Some use other media such as print (press, magazine), radio, or billboard but the amount of using TVC budget is still higher than others. Regarding the communication strategy of the players, each player tries to use the Integrated Marketing Communication campaign. For example, when Dentyne launched new product, citrus mint, Dentyne uses sales promotion to motivate consumers to purchase and create the product trial by free sampling. However, they still weight the budget on advertising by more than a million baht, especially for television commercials.}

{Advertising is a highly public mode of communication. A lot of people will see the same messages, they know that their motives for purchasing the product will be publicly understood. Buyers can compare the messages that are delivered to them among the competitors. They can make the decision to think positively or negatively with the brand or the product. The message strategy of the advertising may be in any form or style. The consumers are not obligated to believe, they may or may not understand. The advertising or advertisers cannot change anything of consumers because it is a one-way communication.}

However, Kotler stated that (1994) advertising is an efficient way to reach numerous geographically dispersed buyers at a low cost per exposure but it may be suitable for the product which is planned to be used with mass target group.

Table 1-3 Media Consumption

| Media category | Total | % | Media category | Total | % |
|-------------------------------|-------|------|-------------------------------|-------|------|
| Up-mid Bkk-Urban 15-19 | 1034 | 100 | Up-mid Bkk-Urban 20-24 | 1158 | 100 |
| <i>TV VIEWED YEST</i> | 979 | 94.7 | <i>TV VIEWED YEST.</i> | 1041 | 90 |
| RADIO LIST. YEST. | 615 | 59.5 | RADIO LIST. YEST. | 625 | 54 |
| NEWSP. ANY YEST. | 456 | 44.1 | NEWSP. ANY YEST. | 593 | 51.2 |
| MTHLY MAG.P. MTH | 349 | 33.8 | MTHLY MAG.P. MTH | 370 | 31.9 |
| FORT.MAG.P. 2WKS | 319 | 30.8 | FORT.MAG.P. 2WKS | 359 | 31 |
| VIDEO PST 7 DAYS | 168 | 16.3 | VIDEO PST 7 DAYS | 243 | 21 |
| CINEMA PAST WEEK | 178 | 17.2 | CINEMA PAST WEEK | 217 | 18.8 |
| USED INTERNET P.7D. | 456 | 44.1 | USED INTERNET P.7D. | 352 | 30.4 |

Source: Media Index 2002 (April)

At present, few households are without TV sets and some have more than one. Therefore, television commercial is a tool which has influences on the target group of age 20-24 because they consume this media about 90% of total target population and also to the target group of age 15-19 about 95% as shown in table 1-3. It could be explained that television was the important medium for both groups.

Gum is a low involvement product which is generally purchased without using more rationale to make a decision. Television plays an important role for communicating in order to inform, attract, and persuade consumers to buy the product.

Table 1-4 Percentage of households reporting ownership of some selected durable goods.

| Durable Consumer Goods | Greater Bangkok |
|---------------------------|-----------------|
| Living room sofa | 38.0 |
| Bed, wood or metal | 57.1 |
| Gas stove | 73 |
| Electric stove | 32.1 |
| Refrigerator | 84.1 |
| Electric iron | 94.3 |
| Electric pot | 90.0 |
| Electric fan | 97.4 |
| Radio | 87.1 |
| Television | 94.6 |
| Home computer | 14.5 |
| Water boiler | 16.5 |
| Bicycle | 24.7 |
| Motorcycle scooter | 22.2 |
| Video | 53.8 |
| Washing machine | 42.5 |
| Air conditioner | 32.7 |
| Fluorescence | 99.5 |
| Light bulbs | 25.9 |
| Compact fluorescence lamp | 8.2 |

Source: National Statistical Office Thailand, 1999

Table 1-4 showed the percentage of households that owned durable goods. It showed that television was necessary in households because most of households in greater Bangkok had television 94%.

✓ 1.2 Objectives of the Study

[Marketers and advertisers need to do promotion to effectiveness to promote and make sale for theirs products. When considering the advertising communications, the messages are an important step to create and expect that they make advertising effectiveness.

The Objectives of this study are as follows:

1. To study what types of advertising messages can classify advertising effectiveness.
2. To study what types of advertising appeals can classify advertising effectiveness. }

✓ 1.3 Statement of the Problems

Gate and McDaniel (1998) documented that the research problem is the important part of the research process. It involves specifying a marketing problem or marketing opportunity and it is the first step arriving to the solutions.

[Nowadays, marketers who are responsible to make sales of the products to companies should be aware to spend marketing expenses. Especially, investing in promotion, every baht that they spend should be effective and can create response from consumers and at last can make sales to company} Therefore, it is necessary for marketers to motivate customers to buy their product. They often use advertising and Integrated Marketing Communication Campaign to do this responsibility. [In the gum market, the products often use television to create awareness, and build purchase intention. The media expenditure for only television is very high and some brands use the only one tool to do this job such as Dentyne, Wrigley's, Chiclet's and Cloret.

That means marketers and advertisers are confident that, just using the advertising as the only tool, they can motivate target groups.}

In table 1-2, it can be seen that the total amount of advertising expenditure is about 171 M.B in 2001 and tends to grow higher in 2002. [The market leader like Dentyne used for only television about 52 M.B or 30% of total advertising expenditure in 2001 (171 M.B), Chiclet's spent 46.470 M.B or 27% in 2001, ranking second, while new products like Lotte No Time spent in the third rank with 23.371 M.B or 14% and Wrigley's spent budget for each year about 30 M.B.] Each product sets different advertising and marketing goals. [Therefore they spent different amounts of advertising budgets. Dentyne may spend budget for maintaining awareness and brand loyalty as the market leader. Lotte No Time as a new product spends it for creating awareness and purchase intention. But all want consumers to purchase them replacing the same product. So marketers and advertisers, each tries to create only one brand in consumer's mind.}

[With the heavy expenditure of each brand in gum market especially in television commercials, it is interesting to study whether the money was spent effectively or not, and the messages that the marketer and advertiser communicate through televisions can grab the attention of consumers, lodge the memory and persuade consumers or not. Therefore the problem that the researcher wants to study is "How many factors of advertising messages or appeals can classify the advertising effectiveness in Bangkok? ".]

1.4 Scope of the Study

1. Area Bangkok metropolitan is the main area of Thailand. Therefore the researcher studied the Bangkok area only.
2. Duration of Time The period of the survey covered from 24-27 November 2002.

1.5 Limitation of the Research

1. The category of the product used for studying advertising effectiveness is Gum Product.
2. Advertising effectiveness investigated only Television Commercials.
3. Advertising effectiveness is analyzed from a step of advertising process that is message as independent variables

1.6 Significance of the Study

1. Marketers and advertisers will better understand the component of advertising messages that are important to the consumers.
2. To help marketers and advertisers create efficient commercial ads.

1.7 Definition of terms

Affect: Affect is used to describe the feelings, emotions, and moods experienced by consumers. (Mowen & Minor, 2001)

Advertising: Any paid form of non-personal presentation promoting ideas, concepts, goods or services by an identified sponsor. (Davies, 1998)

Attitude: Attitude is a state of mind that is positive, negative, or neutral. (Moriarty, 1991)

Brand Awareness: A necessity to penetrate the consideration set of consumers. The more a brand is in the consideration set of consumers, the greater the chance that it will be purchased and that consumers will become loyal to it. In addition, it is more than just being aware of the fact that the brand exists. It also includes knowing what the product stand for, and its attributes and characteristics. (Kotler, 1994)

Brand Name: It is the oral form of branding. Compare with trademark. (Mandell, 1980). A good brand name should be appropriate to widen product lines, have good connotations, and be suitable in foreign trade. Times change, and with them fashions, including fashions in brands. (Mandell, 1980)

Believability: Most consumers realize that advertising is trying to sell them something. The ad's ability to make the consumer believes in the truth. (Moriarty, 2000)

Consumer Behavior: When individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Consumers take many forms, ranging from an eight-year-old child begging her mother for candy

to an executive in a large corporation deciding on multimillion-dollar computer system. (Solomon, 2000)

Marketing Communication: The process of effectively communicating product information or ideas to target audiences. All marketing communication's try to persuade the target audience to change an attitude or behavior or provide information to the target audience. (John Burnett & Sandra Moriarty, 1998)

Market Segmentation: Division of all persons into individual market units whose characteristics are similar. (Mandell, 1980)

Motivation: Motivation is an activated state within a consumer that causes the consumer to initiate goal-directed behavior. (Zikmund & Amico, 1994)

Need: A need reflects the lack of something that would benefit the person. A need is a gap between the consumer's actual and desired state. (Zikmund & Amico, 1994)

Perception : When something is perceived, it is noted; the message is registered. The advertiser tries to reach people with advertising messages. Its objective is getting them to notice and perceive the messages. (Well, Burnett, Moriarty, 1989)

Perception is the process by which the viewer receives the messages through the various senses. (Moriarty, 1991)

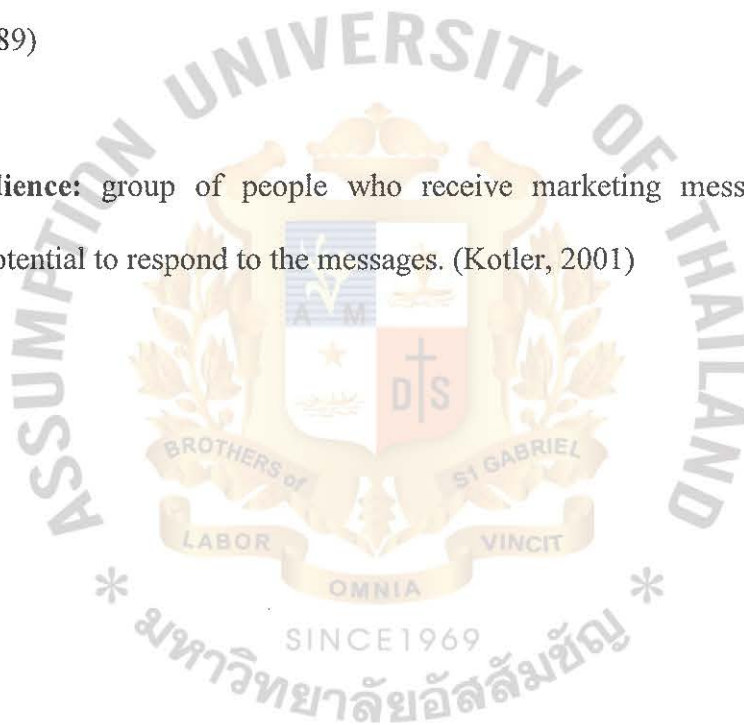
Persuasion: Persuasion is defined as a conscious intention on the part of one person to influence another. (Moriarty, 1991)

Slogan: Frequently repeated phrases that provide continuity to an advertising campaign. (Burnett and Moriarty, 1989)

Script: Script includes the dialogue, narration, sound effects, and /or music. (Burnett and Moriarty, 1989)

Storyboard: A storyboard is a combination of the written material from a script and rough sketches of key frames showing what is described in the video. (Burnett and Moriarty, 1989)

Target Audience: group of people who receive marketing messages and has significant potential to respond to the messages. (Kotler, 2001)



Chapter 2

Review of Related Literature and Studies

The studying of theories and models is very important. It is necessary to know definition of theory and model in order to relate to each other. A theory is an interrelated set of statements of relation whose purpose is to explain and predict and model is any highly formalized representation of a theoretical network, usually designed through the use of symbols or other such physical analogues (David and Cosenza, 1993).

This study comprises of theories as follows:

1. Theory of Advertising
2. Theory of Advertising Process
3. Theory of Communication and Consumer Information Processing

2.1 Advertising

2.1.1 Definition and Features of Advertising

Sachs indicated that (1983) advertising is part of the marketing mix, made up of product policy, pricing, physical distribution and promotional decisions. Advertising is actually a part of promotion.

Kotler documented that (1994) advertising is paid for by an identified sponsor or client. The advertiser is responsible for developing a campaign, which offers specialist services, creatively developing the message and positioning, media selection and buying, and account management.

Pelsmaker, Geuens and Bergh (2001) gave definition of the advertising that

- Advertising is one of the oldest, most visible and most important tool of the marketing communication mix, defined as paid, non-personal organizations, and individuals.
- Advertising is a tool of communication to communicate to the large target audiences with the key message that wants to create awareness, motivate to buy a product, or change behaviors.

Advertising could be used to build up a long-term image for a product or trigger quick sales. Advertising can efficiently reach geographically dispersed areas. Certain forms of advertising (TV advertising) require a large budget, whereas other forms (Newspaper advertising) can be done on a small budget. Advertising might have an effect on sales simply through its presence. Consumers might believe that a heavily advertised brand must offer "good value" (Kotler, 2000).

The model explaining how communication works starts with a sender who must know what the audiences want to reach and what responses they want to get, how to encode the message and how the audiences decode it, what media channel they must reach to the audiences and develop feedback channels to monitor the responses.

Mandel indicated that (1980) a successful marketing plan must have the effective communication to reach the target group, advertising is a part of a marketing plan in which the advertising strategy is designed to meet the marketing objectives. It is necessary to decide what to say in our advertising and to whom. Thus, the first thing to determine is the market or segment of the market we want to

reach and we should know how they think, their values, and their attitudes, that makes us say what attract customers' minds and can persuade the customers.

2.1.3 The Importance of Advertising

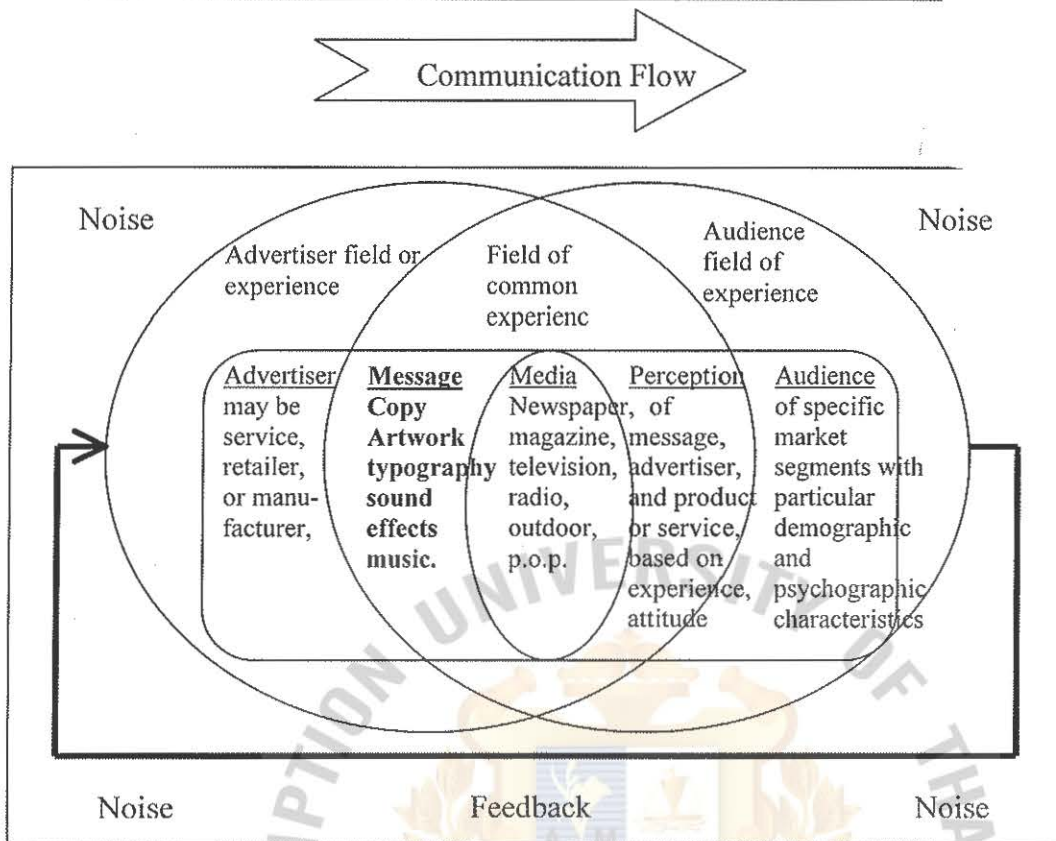
Dunn and Barban (1974) had stated that advertising uses both persuasion and selected facts to convince people to buy things they want buy do not really need.

Belch (1995) had documented that advertising will send the same messages to a lot of people because it is a highly public mode of communication and the popular campaign can attract consumer's attention and can help generate sales.

2.1.4 Advertising communication

The advertising model is the same as the communication model, but the advertising deals with mass communications and the advertising communications model tends to be more complex.

Figure 2-1 A model of the advertising communication



Source: *Advertising*, Mandel, 1980

From figure 2-1, Mandel (1980) explained that the source or sender is a commercial entity and is a collective group. This source or sender is called the advertiser. To advertise, the advertiser makes use of the encoding process to prepare the message. The message must be delivered to a large number of people referred to as the audience. If the advertisers are the commercial advertisers, these audiences will be specific market segments which can be described by particular demographic characteristics or geographic locations or some combination of the two. The medium chosen will affect the way the message is created. For example, the broadcast media permit the use of music symbols. The medium will also affect the way that advertisement will be decoded or perceived by the audiences. The way an audience perceives the generic product or service being advertised will affect the perception of

the advertised brand. The total sum of the experiences of the audience affects their perceptions of advertisements. Therefore, the advertisers must be concerned not only with messages containing selling points and product benefits, but also with advertising in ways that are compatible with the image of the advertisers. Noise is a significant problem for the advertisers because it may affect the audiences cannot perceive the messages as the advertisers expected. Thus the advertisers must develop skills in preparing messages so that they will come through the noise and impact the audiences. Feedback is also a vital step of the advertising process to know how effective advertising is.

2.1.5 How does advertising work?

The advertising may communicate a number of messages to a number of areas simultaneously. How does advertising work? Burnett and Moriarty (1989) stated that it works in terms of three basic psychological categories. One of the categories, perception, is a foundation for the other two, cognition and persuasion.

Perception

Perception is the process by which the viewer receives messages through the various senses, interprets the messages, and files them in memory. The message is registered when it is noted.

- **Exposure**

Exposure is the first step that someone can watch, or listen to a message. The messages must survive the initial scan and avoid decision. Exposure is also dependent upon whether the messages are attractive enough to keep the viewer or reader from changing or turning the channel or turning the page.

▪ Attention

Attention is aroused by a trigger that is in the message or within the reader that makes him locked into a particular message. On television the trigger may be sound effects, music or a scene that is action-oriented or visually interesting, or a captivating phrase or thought.

The intermediate type of response implies that, consciously or unconsciously, advertising must have some mental effect (e.g., awareness, memory, and attitude towards the brand), before it can affect the “feeling” dimension, it is portrayed as two major intermediate advertising effects. Individual purchasing and product usage behavior or changes thereto represent the consequential behavior effects of advertising in our model. For most products, and especially the frequently purchased and 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).

Sandage and Fryburgur (1971) stated that advertising had some influence on directing consumers’ purchase towards a given product as a means of satisfying a particular want, but that is not want creation. The function of selling and advertising will thus reduce itself to the problem of interpreting the utility of the product in terms of the customers’ needs and wants. It will necessitate a clear understanding of consumers’ tastes and consumers’ psychology.

Weir (1949) also said that advertising succeeds when it goes with the tide of consumer demand, but it is doomed to fail when it is in the opposition

- **Persuasion** Burnett and Moriarty (1989) also stated that persuasive messages motivate people to do or feel something. It affects the structure of people's beliefs, opinions, attitudes, convictions, motivations, and emotions.
 - **Attitude.** Changing the attitude is very difficult. Consumer attitude structure is organized around opinions about products, the purchasing environment, social environment, and self-concept.
 - **Likability.** Most advertising messages try to build positive attitudes towards the product, brand, or about the ad. Product characters are an important part of stimulating *positive feelings towards a brand*.
 - **Emotions.** Persuasion is also concerned with emotions. How someone feels about your product, service, brand, or company is just as important as what that person knows about it. Feeling in this sense refers to an attitude, but it is an attitude surrounded by emotions. The intensity of the response comes from the emotions. If you touch someone's emotions with your message, he or she is more likely to remember the message. Moriarty (1991) also indicated about the emotions when the advertisers use the advertising appeal to the people, such as *love, joy, sorrow, hate* or some kinds of passion, the ad will be the effective motivators because the advertisers touch you at the core of your being.
 - **Believability.** When the advertising message is communicated to the consumers, it makes them to believe that the product or brand is effective. It can occur when the advertiser uses the *source*

credibility such as reference groups (celebrities), opinion leaders, and peers. *Preference*; advertising tries to develop a feeling of preference, it is often based on information regarding the product features such as price, style and past experiences. *Conviction*; a strong belief in advertising, consumers will believe in your ad in order that your ad convinces them to buy your product.

2.2 Definition, Features and Theories Related to Advertising Message

Dunn and Barbun stated that the core of the communication program is the message, which is the most varied ingredient of the communication mix. In the most basic form, the message is composed of two parts i.e., the visual and the verbal parts. These are the two means the communicator uses to symbolize what he has to say. The ultimate effectiveness of any advertisement will depend on how well the elements are created and arranged.

Kotler (1994;2001) also supported that the effective message should gain the desired response. Formulating the message will require solving 4 problems: what to say (message content), how to say it logically (message structure), how to say it symbolically (message format), and who should say it (message source).

Message content or advertising appeal is composed of 3 types of appeals : rational, emotional, and moral appeals

1. *Rational Appeal*; the appeal which is directed to the audience's self-interest. It shows that the product will produce the claimed benefit. Examples would

be messages demonstrating a product's quality, economy, value, or performance. It is widely believed that industrial buyers are most responsive to the rational appeal.

2. *Emotional Appeal*; it is the attempt to stir up negative or positive emotions that will motivate purchase. The positive emotional appeal is such as humor, love, pride, or joy. The negative emotional appeal is such as fear, guilt or shame.

3. *Moral Appeals*; it is directed to the audience's sense of what is right and proper. For example, a cleaner environment, better race relations, and aid to the disadvantaged. Moral appeal is less often used in connection with everyday products.

Message Structure

It could be one-sided or two-sided. Some researches indicate that the best ads ask questions and allow readers and viewers to form their own conclusions. However, no types of messages are perfect. Someone thinks that a one-sided message praising a product would be more effective than two-sided arguments; but some products, for example, Heinz, import the message "Heinz Ketchup is slow good". It shows that this message can educate consumers well.

Message Format

The communicator must develop a strong message format. The message has to be decided on headline, copy, illustration, and color. In television commercials, the message is to be carried on television or in person; all of these elements plus body language (nonverbal clues) have to be planned. Presenters have to pay attention

to facial expression, gestures, dress posture, and hairstyle. If the message is carried by the product, the communicator has to pay attention to color, texture etc. Color plays a particularly important role in food preferences.

Message Source

This message can achieve the higher attention and recall. This is why advertisers often use celebrities as spokespeople. Messages delivered by highly credible sources are more persuasive.

2.3 Definition, Features and Theories Related to Communications and Consumer Information Processing

Marketing efforts must focus on consumers' needs and provide answers to buyers' problems. Zikmund and Amico (1995) indicated that consumer behavior consists of the activities, in which people engage when selecting, purchasing, and using products so as to satisfy needs and desires. The activities involve mental and emotional process, in addition to physical actions. Consumer behavior includes both the behavior of ultimate consumers and the business behavior of organizational purchases. However, many marketers prefer the term, "buyer behavior" when discussing about the organizational purchasers.

Assael (1984) indicated that the source of information directly influenced a consumer's acceptance and interpretation of the message. Advertising was a more important source of information for packaged goods.

The message or the communications may be easily successful if the source of the message is viewed as highly credible by the target market. Source credibility appears to be composed of two basic dimensions: trustworthiness and expertise and found that:

- Source credibility increases the acceptance of the message only for low involvement products. When involvement is great and the consumer does not agree with the message, it will be rejected even if it is from a credible source.
- Source credibility increases the acceptance of the message if there is little experience with the product. If consumers can rely on their own experience, the source credibility is not important in influencing message acceptance.
- Source credibility increases the likelihood of message acceptance if the message does not conflict with the consumer's best interest. If such conflict occurs, source credibility will not improve the chances of message acceptance.
- Source credibility increases message acceptance if the message is not threatening.

2.3.3 Consumers, Advertising Effectiveness and the Effects of the Message

According to Assael (1984), the advertising message is meant to inform and persuade consumers. Informational objectives may be directed towards announcing new products or changes in existing products, informing the consumers regarding product characteristics, or providing information on price and availability. Persuasive objectives may be directed towards convincing the consumers with regards to benefits of products trying to induce trial, or reducing uncertainty after the purchase is made.

Consumer Researchers consider the followings:

The message is one-sided or two-sided appeal. There is a study by Settle and Golden using attribution theory to prove that two-sided messages are more credible.

But some evidences suggest that one sided ads produce greater message acceptance when the consumer is less educated, and when the consumer is loyal to the advertiser's brand.

Fear Appeal. Fear Appeal is more likely to be effective when the level of anxiety is moderate rather than high, and when the consumer can take some actions based on the appeal. One study found that fear appeal is more effective among nonusers than users. Thus, fear appeal will be more effective in getting non-deodorant users to use the product than they would be in getting deodorant users to switch brands.

Humor in Advertising. Humorous messages are used as a means of attracting attention and because advertisers believe that humor can sometimes be persuasive. But, humor may be a poor vehicle for communicating information and ensuring retention of the message. Although recall is very high, there are indications that consumers focus more on the characters than on the product benefits. Therefore, if humor does not communicate product benefits, then it cannot be said to be effective, regardless of greater attention and source credibility. Message effectiveness requires comprehension of the benefits communicated in the ad.

Table 2-1 The Righteous, Social, and Pragmatic Buyers: A Comparative Analysis

| | Righteous Buyer | Social Buyer | Pragmatic Buyer |
|---------------------|---|--|--|
| Copy Appeals | Describe quality. Note achievements, awards, community and environmental positions. | Offer quality-of-life enhancements, exclusivity. | Benefit-driven. Focus on bottom line. |
| Copy Length | Wants information. Detailed copy. Facilitates decisions. | Provides short and lively copy. | Repeats benefits and price. Keeps it to the point. Bottom-line oriented. |
| Endorsements | Highly important when it comes from an independent source. | Impress with credible celebrity endorsements. | Not important |
| Visuals | Show the product fully. Use detail in comparison charts. | Show people having fun. Whimsical! | Include charts for comparison. Show practical use of product. |

Source: A part of the table, Consumer Behavior, Schiffman&Kanuk, 2000 pp.343

Schiffman and Kanuk (2000) stated the list of message easements designed to appeal to three personality types defined as the righteous buyer, the social buyer, and the pragmatic buyer as shown in table 2-1. The visual or verbal that were designed for three personality types are for making the effective communication because it

would approach the consumers' mind. Therefore, it would effect the tone or the creative approach in order to make the advertising effectiveness. These approaches should impact and direct consumer's mind after the advertisers analyzed the consumer's personality types.

2.3.4 Communication Feedback

Assael (1984) stated that the advertiser can try to establish a direct link between message effectiveness and purchase behavior, or an indirect link by evaluating the effect of the message on information processing. Most of the works of advertising research are based on indirect feedback; that is, evaluating the effect of the message on exposure, attention, comprehension and retention.

Exposure can be measured by a TV program's *reach*.

Attention can best be measured by recognition of an advertisement. Consumers are asked to associate the ad with a brand or a manufacturer.

Comprehension is measured by tests of recall of copy points.

Message acceptance is best measured by its impact on brand attitudes or purchase intent.

Retention is measured by recall of the advertising message.

Purchase behavior can be measured by pantry checks to determine if a brand is on hand, observation of purchases at the point of sale, or the use of consumer panels that report on purchase at the point of sales.

2.4 Definition, Features and Theories Related to Advertising Effectiveness

An ad will be great and effective when it achieves the objectives. The objectives can mean 2 sides which are the consumer's objectives and the advertiser's objectives. They are relevant to each other.

Patti and Moriarty (1990) stated that the word "Effectiveness" can be defined as productive, functional, and impressive or striking. Effective advertising that works, means advertising that produces a desired effect or results. In this book, I would like to look at the function. The effective advertising can be summarized as:

1. Information.

It is the initial exposure stage. Consumers receive information through their senses. Consumer information is obtained through the senses of vision, hearing, taste, smell, and touch.

2. Attention.

Marketers attempt to capture consumers' attention by varying the nature of the stimulus that consumers receive. The goal is to activate the orientation reflex by adroitly creating stimuli that surprise, threaten, or violate the expectations of consumers. The factor that may influence attention is the size or magnitude of the stimulus. For example the large size gains the attention from consumers than the small size. Color can also attract attention, when it contrasts against a sea of black-and white of the materials.

3. Intention to buy

This seems to be the first step to the persuasive message. The advertising to create a state of mind that will increase the probability that the brand will be bought.

2.5 Relevant Study

Ray(1975) has suggested in his research “ *Microtheoretical Notions of Behavioral Science and the Problems of Advertising*” that any study of executional factors and their relationship with advertising effectiveness should be clearly specified as the followings :

- Employs a wide range of commercials for many types of products.
- Employs multiple measures of advertising effectiveness that are of demonstrable reliability and validity.
- Obtains data from large samples of representative consumers in a setting similar to that typical setting of the manner in which the consumer views the commercials.

Stewart and Furse (2000) had studied the topic of “*Analysis of the impact of executional factors on advertising performance*”, they want to know what advertising executional devices influence the effectiveness of television commercials. They modified and refined items of reliability. These items covered the following types of executional factors, formats, and devices;

1. *Information content*
2. *Brand/product identification*
3. *Setting*
4. *Visual and auditory devices*
5. *Promises/appeals/propositions*
6. *Tone/atmosphere*
7. *Comparisons*

8. *Structure and format*
9. *Music and dancing*
10. Characters
11. Timing and counting measures

They also found that the variables negatively related to recall are related to information load; too much information, too little time, or the information that may not be understood and also found that the variables to be positively related to recall are such as brand differentiating message, information on convenience-of-use, visual brand sign-off, adorable tone, humorous tone, and demonstration format (product use) and demonstration (results) format.

They stated that the variables positively related to persuasion are such as brand differentiating message, information on convenience-of-use, information on new product/new features, demonstration format (product use).

Mehta (2000) studied “*the advertising attitudes and advertising effectiveness*” and found that a strong influence on persuasion of the perception that advertising helps consumers stay informed about products and services in the marketplace. Those who believe this are the ones who not only pay attention to the advertisements, but are also more persuaded by advertisements. They look to advertising for information regarding available choices and respond favorably and creative and strategic aspects remain crucial in determining the success of an advertisement in both gaining attention and adding to its memorability, and in persuading consumers to be interested in the advertised product.

CHAPTER 3

RESEARCH FRAMEWORKS

This chapter encompassed the framework of this research along with an elaboration of the theoretical framework. It included a logically developed, described and elaborated network of associations among studied variables. Researcher started with the theories that would be related to the variables.

3.1 Theoretical of Framework

3.1.1 Advertising Message in terms of Television Commercial

Kotler (2001) stated that television Commercial is the ideal advertising medium. Its ability to combine visual images, sound, motion, and color presents the advertiser with the opportunity to develop the most creative and imaginative appeals of any medium.

3.1.2 Creating Television Commercials

Belch (2001) documented that television is an effective advertising medium for many reasons. Television has several components. The video and audio shall work together to create the right impact and communicate the advertiser's message.

Video: A number of visual elements may have to be coordinated to produce a successful ad. Decisions have to be made regarding the product, the presenter, action sequences, demonstrations, and the like, as well as the setting, the talent or characters who will appear in the commercial, and such other factors as lighting, graphics, color, and identifying symbols

Audio: Audio portion of commercials includes voices, music, jingle, and sound effects.

Albert and Dennis (1997) stated that television can produce sales messages forcefully and compellingly. TV sights and sounds are more lifelike than they are in any other media and give credibility to its creations that other media cannot match. People tend to believe what they can see with their own eyes, and television is the only medium that can actually put before the public's eyes what the product looks like in real life, how it is used, and how people feel about it when they use it

Dunn and Barban (1974) stated that in television you must show what you are telling, and tell what you are showing. You should always make sure that the video and audio portions work together, but do not waste words describing what is obvious in the video.

The more effective commercials work on a visual basis, they demonstrate, they simplify the message, they use action, they use entertainment as a device rather than an end in itself, they fit the mood of the program, and, above all, they are believable.

The most sought-after wizard in the advertising, Ogilvy (1984), wrote in his book "Ogilvy on Advertising" in the part of how to make TV commercials that sell that there are ten kinds of commercials which are found to be above average in their ability to change people's *brand preference*, and three kinds which are below average.

Above average

1. Humor. Nowadays it works.

2. *Slice of life*. It expresses the real life, which are not only effective at the cash register, but realistic and charming.
3. *Testimonials*. The most effective testimonial commercials are those which show loyal users of your product testifying to its virtues. The more amateurish actors, the more credible.
4. *Demonstrations*. Showing how well your product performs is above average in its ability to persuade.
5. *Problem Solution*. Show the viewer the problem with which he or she is familiar, and then show how your product can solve it.
6. *Talking heads*. This way is appropriate for announcing new products.
7. *Characters*. This is used to sell your product over a period of years. The character becomes the living symbol of the product. Provided they are relevant to your product, characters are above average in their ability to change your brand preferences.
8. *Reason why*. Commercials, which give the viewer a rational reason why they should buy your product, are slightly above average.
9. *News*. Product, like human beings, attracts most attention when they are first born. For the old product, creative will create news in a new way.
10. *Emotion*. Emotion can be effective as any rational appeal, particularly when there is nothing unique to say about your product.

3.1.3 The elements of television commercials

Moriarty (1991) documented that television is best used for any message that involves action and motion. Television is also an entertainment medium, so messages entertain the viewer as they sell both fit the medium and reward the viewer.

Scripts. It is important to understand thoroughly the product concept and decide the message you are going to convey before any writing begins. The most important consideration is that your copy should complement the visuals. Scripts should emphasize the visuals, not repeat them.

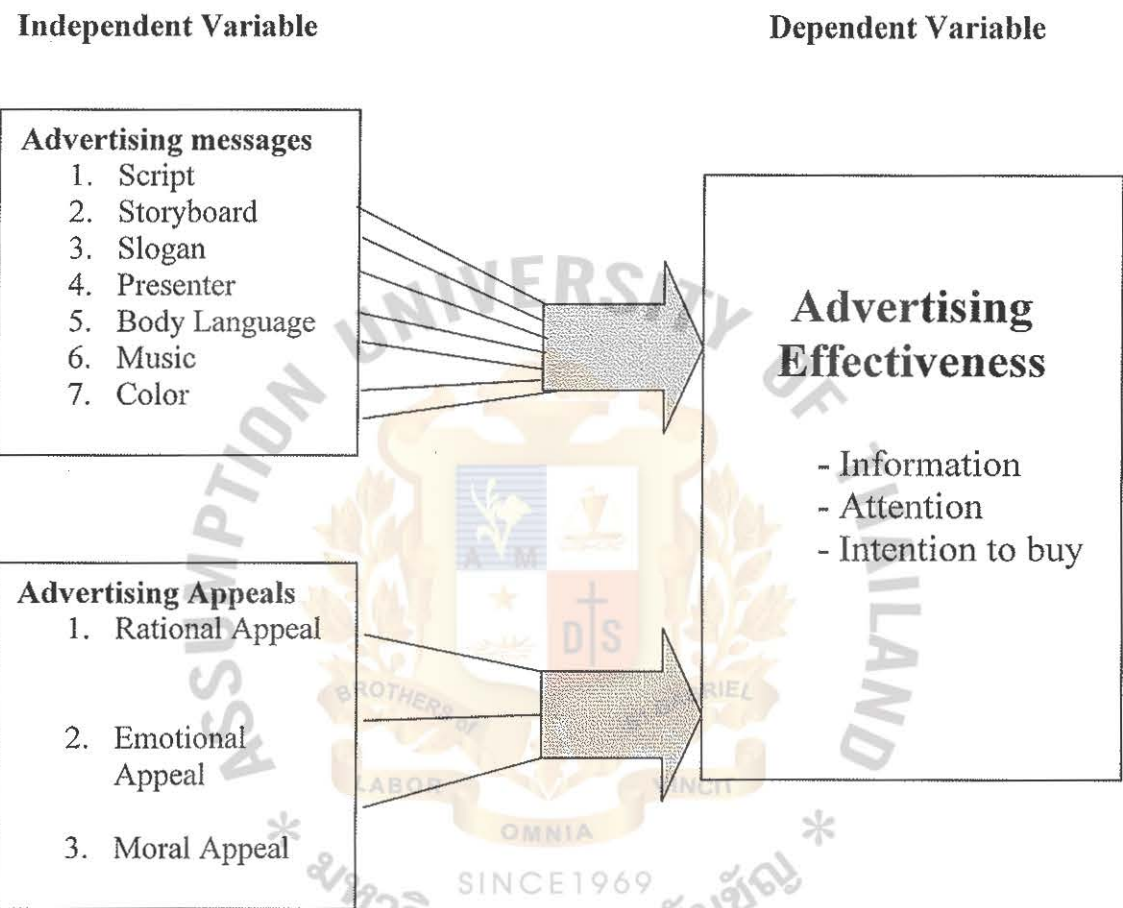
Storyboard. It is the mean by which the art director visualizes each scene of a planned advertisement, as it will appear on film. It is a sheet containing a series of boxes that represent television frames. Each frame slot an illustration that represents the various camera shots that will be used in a television commercial. Most television commercials are expensive, sometimes marketers or advertisers want to lower cost, so they prefer using video than film but their quality is different. Film provides crispness, clarity, and precision. Videotapes leave a grainy texture and is imprecise when registering contrasts and color. Therefore, if you plan to create something with “appetite appeal” not to use video tape because of bad quality for the appearance of food.(Keding & Bivins, 1991).

Announcer/Presenter/ Testimonial. It may or may not use a celebrity. However, using celebrities may enhance attitude change for a variety of reasons such as consumers may attract more attention to the advertisement than non-celebrities.

The effectiveness of using a celebrity to endorse a firm’s product can generally be improved by matching the image of the celebrity with the personality of the product and the actual or desired self-concept of the target market. (Hawkins, Best & Coney, 1998)

3.2 Conceptual Framework

Figure 3-1 The Conceptual Framework



3.3 Hypothesis Statement

Hypothesis statement is about a population developed for the purpose of testing. Hypothesis testing is a procedure based on sample evidence and probability theory to determine whether the hypothesis is a reasonable statement.

1. H_0 : Component of advertising messages cannot discriminate advertising effectiveness.

H_a : Component of advertising messages can discriminate advertising effectiveness

2. H_0 : Component of advertising appeals cannot discriminate advertising effectiveness.

H_a : Component of advertising appeals can discriminate advertising effectiveness.

3.4 The Operational Definitions of the Independent and Dependent Variables are as follows:

- **Attitude towards the Advertising Effectiveness**

- In the respondents' feeling, the television commercials(TVC.) should make them know that product.
- In the respondents' feeling, the television commercials(TVC.) should make them attend that product.
- In the respondents' feeling, the television commercials(TVC.) should make them intend to buy that product.

- 100 points numerical scale is employed to measure the feeling about the TVC.with anchored point from 0 as not agree to 100 as agree.
- **The influence of Television Commercials for gum products(Slab gum) towards the respondents' attitude.**

1) Advertising Message (Television Commercials)

a) The interest of the slogan

- 100 points numerical scale is employed to measure the feeling about the TVC.with anchored point from 0 as not interesting to 100 as interesting.

b) The understanding of the script

- 100 points numerical scale is employed to measure the feeling about the TVC.with anchored point from 0 as not understanding to 100 as understanding.

c) The understanding of the storyboard

- 100 points numerical scale is employed to measure the feeling about the TVC.with anchored point from 0 as not understanding to 100 as understanding.

d) The understanding of the body language of the talents of that TVC.

- 100 points numerical scale is employed to measure the feeling about the TVC.with anchored point from 0 as not understanding to 100 as understanding.

e) The interest in the music

- 100 points numerical scale is employed to measure the feeling about the TVC.with anchored point from 0 as not interesting to 100 as interesting.

f) The striking of color of that TVC.

- 100 points numerical scale is employed to measure the feeling about the TVC.with anchored point from 0 as not striking to 100 as striking.

2) Advertising Appeals (Television Commercials)

a) Rational Appeals

- i) Television Commercials appeal the respondents with the quality of products
- ii) Television Commercials appeal the respondents with the benefit of products
 - 100 points numerical scale is employed to measure the feeling about the TVC.with anchored point from 0 as not interesting to 100 as interesting.

b) Emotional Appeals

- i) Television Commercials appeal the respondents with the negative feeling.
- ii) Television Commercials appeal the respondents with the positive feeling.
 - 100 points numerical scale is employed to measure the feeling about the TVC.with anchored point from 0 as not agree to 100 as agree.

c) Moral Appeals

- i) Television Commercials appeal the respondents with helping the disadvantages.
- ii) Television Commercials appeal the respondents with the activities of the social contributions.
 - 100 points numerical scale is employed to measure the feeling about the TVC.with anchored point from 0 as unimportant to 100 as important.

Table 3-1 Operational Definition of Influencing Variables

- Attitude towards the Advertising Effectiveness

| Conceptual Label | Conceptual Definition | Operationalized by | Level of measurement |
|--|---------------------------------------|---|----------------------|
| Advertising Effectiveness In terms of Television Commercials | Function of advertising effectiveness | <ul style="list-style-type: none"> ▪ Information (Q.11) ▪ Attention (Q12) ▪ Intention to buy (Q13) | Nominal Scale |

- The Influence of Television Commercials for gum products(Slab gum) towards the respondents' attitude.

| Concept Label | Conceptual Definition | Operationalized by | Level of measurement |
|-------------------------|--|--|---------------------------|
| 1) Advertising Messages | The elements of television of advertising message, which include message structure, message format and message source. | <ul style="list-style-type: none"> ▪ Slogan (Q.14) ▪ Script (Q.15) ▪ Storyboard (Q.16) ▪ Presenter (Q.17) ▪ Body language | Ratio scale 100-point. |

| | | | |
|-------------------------------|--|--|-----------------------------------|
| <p>2) Advertising Appeals</p> | <ul style="list-style-type: none"> ▪ Rational Appeals ▪ Emotional Appeals ▪ Moral Appeals | <p>(Q.18)</p> <ul style="list-style-type: none"> ▪ Music (Q.19) ▪ Color (Q.20) ▪ Product Quality (Q.21) ▪ Product Benefit (Q.22) ▪ Negative Feeling (Q.23) ▪ Positive Feeling (Q.24) ▪ Aid the disadvantages (Q.25) ▪ Social contribution (Q.26) | <p>Ratio scale 100-Point.</p> |
|-------------------------------|--|--|-----------------------------------|

CHAPTER 4

RESEARCH METHODOLOGY

✓ 4.1 Research Methods

[**Survey** is used in this research in order to gather primary data and recording people responses for analysis. Survey is the systematic gathering of information from respondents for the purpose of understanding and/or predicting some aspects of the behavior of the population of interest (Tull and Hawkins, 1993).

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 and Cosenza, 1993).

Survey involves an interviewer interacting with respondents. A questionnaire is used to provide an orderly and structured approach to data gathering.]

Purpose of the Study : Descriptive study

[Tull and Hawkins (1993) documented that descriptive research focuses on the accurate description of the variables in the problem model. Consumer profiles studies, market-potential studies, product usage studies, attitude surveys, sales analyses, media research, and price surveys are the examples of descriptive research. Any source of information can be used in a descriptive study, although most studies of this nature rely heavily on secondary data sources and survey research.]

Descriptive research can tell that two variables seem to be somehow associated, such as advertising and sales.

4.2 Research Instruments/Questionnaire

[Parasuraman (1997) stated that the questionnaire that is simply a tool used in many research products employing questioning. Self-administered questionnaire is used in this study. Due to the fact that the researcher has a necessity to use some specific words in advertising in questionnaire so some respondents may misunderstand some questions. Personal interview is face-to-face interview that the interviewer can explain if some respondent may answer the questions without clearly understanding.)

4.3 Respondents and Sampling Procedures

4.3.1 Definition of Target Population

| | |
|---------------|---|
| Element | : Student and the first employee |
| | : Age of 15-24 year old |
| | : Watching television at least 1-2 times per week |
| | *: Consume gum at least 1 piece for a month. |
| Sampling Unit | : Individual |
| Extent | : Bangkok Metropolis] |

4.3.2 Sampling Frame

Sampling frame is a means of representing the elements of the population. A sampling frame may be a telephone book, a city directory, an employee roster, a list of all students attending a university, or a list of all possible phone numbers (Tull&Hawkins, 1993).]

However, because of unavailability of list of people who are at the age of 15-24 years really staying in Bangkok at the point of time, there is **no sampling frame** in this research. Therefore the researcher used non-probability sampling method.

4.3.3 Sampling Method

The sampling method is the way the sample units are to be selected. In this research, the sampling design is *non-probability sample*.

A non-probability sample is one in which chance selection procedures are not used. the researcher applies non-probability in the form of *quota sampling*. A quota sampling is one selected purposively in such a way that the demographic characteristics of interest are represented in the sample in the *same proportion* as they are in the population. This method might help the researcher control by age and education level. (Tull&Hawkins, 1993)

4.3.4 Unit of Analysis

Zikmund (1997) stated that the sampling unit is a single element or a group of element subject to selection in a sample. In this study, the researcher uses *individual analysis*. If a single unit basis is selected, we will most likely be scattered around the city.

4.3.5 Determining of Sampling Size

According to the web sites of Bangkoktown.com (www.bangkoktown.com), it states that Bangkok population was around 6.7 million. Therefore, after comparing with the table of Anderson (Table 4-1), the sampling respondents were 384.]

Table 4-1 Theoretical Sample Sizes for Different Sizes of Population and a 95

Percent Level of Certainty

| Required Sample for Tolerable Error | | | | |
|-------------------------------------|------------|-----|-------|-------|
| Population | 5% | 4% | 3% | 2% |
| 100 | 79 | 85 | 91 | 96 |
| 500 | 217 | 272 | 340 | 413 |
| 1,000 | 277 | 375 | 516 | 705 |
| 5,000 | 356 | 535 | 897 | 1,622 |
| 10,000 | 381 | 593 | 1,044 | 2,290 |
| 100,000 | 382 | 596 | 1,055 | 2,344 |
| 1,000,000 | 384 | 599 | 1,065 | 2,344 |
| 25,000,000 | 384 | 600 | 1,067 | 2,400 |

Source: Anderson, Gary, "Fundamentals of Education Research, 1996, p. 202

4.4 Data Collection Tools and Procedures

[In this study, the researcher will collect the primary data by using questionnaire. Only 384 respondents who really stay in Bangkok, with the ages between 15-24 years old who have chewed slab gum for a past month and have seen the commercials of gum products.

The respondents will be selected by quota sampling divided by the age and educational level as follows :

1. 50% of respondents are studying at high schools.
2. 50% of respondents are studying at universities.

The researcher will select the respondents from high school and university around Bangkok Metropolis during November 24-27, 2002.

The questionnaires were designed as structured-undisguised questionnaire that would be easy and clear for respondents to answer and also easy for the researcher to analyze the data.

Questionnaires covered all the considered objectives and hypotheses which are used to conduct the research study. The types of question to be used in this questionnaire can be classified into:

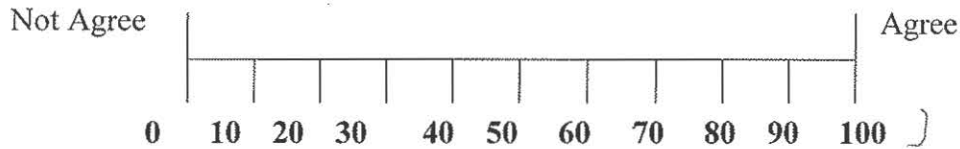
- **Dichotomous questions,** which provide only 2 alternatives such as
 - Have you chewed the slab gum for the last month?
☐ Yes ☐ No
- **Multichotomous questions,** which ask the respondents to choose the alternative answer that is close to their position on the subject, such as
 - How many times do you watch the television commercials?
☐ Every time

☐ Occasions

☐ Never

- **Numerical scale**

- Television Commercials should be the commercials that make consumers to know that product.



4.4.1 Pre-test the Questionnaire

In order to avoid respondents misunderstanding the questions, pre-testing of the questionnaire must be concluded before the actual questionnaires are used (Zikmund, 1998). Thirty persons are randomly selected as actual respondents for testing to evaluate and refine the measuring instrument. The mistakes would be corrected and adjusted in terms of sequencing, wording, and structured before the final questionnaires would be released.

After the researcher conducted the questionnaires in 30 cases, the researcher did the reliability test of index scale which showed the results as follows:)

Table 4-2 Reliability of Pre-test of Index Scale

| Determinants | Independent Variable | Cronbach's α |
|---------------------|---|---------------------|
| Advertising Message | <ul style="list-style-type: none">- Script- Storyboard- Slogan- Presenter- Body Language- Music- Color | .7760 |
| Advertising Appeal | <ul style="list-style-type: none">Rational Appeal<ul style="list-style-type: none">- Quality- BenefitEmotional Appeal<ul style="list-style-type: none">- Positive Feeling- Negative FeelingMoral Appeal<ul style="list-style-type: none">- Aiding the disadvantages- Social Contribute | .6408 |

Gay and Diehl (1996) stated that if the alpha value of the reliability test of index scale was not less than 0.6, it indicated significant reliable. The results from table 4-2 showed that the reliability of the pre – test could be reliable because of the cronbach's α were between 0.6-0.8

4.5 Statistical Treatment of Data

The statistical Package for Social Sciences (SPSS) version 10.07 will be utilized for analyzing the data. This will ensure better performance in terms of accuracy as well as cost and time reduction to a great extent.

Descriptive statistics will be used for displaying frequency as well as percentage. All 2 hypothesis testing will be done by the inferential statistical to measure the relationship between independent and dependent variables based on the 100-point numerical scale of ratio data. Discriminant analysis will be used as a measure of association.

Discriminant Analysis is a statistical tool for determining the probability of objects in two or more exclusive categories (dependent variables) based on several independent variables (Zikmund, 1997).

$$D = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + \dots + e$$

Where...

D_i is the score on discriminant function i

The d_1, d_2, \dots, d_p are weighting coefficients: d_0 is a constant

The X 's are the values of the discriminating variables used in the analysis

CHAPTER 5

DATA ANALYSIS

This chapter emphasizes on the data analysis of the research study, which includes descriptives statistics, reliability test of index scale and inferential statistics to test the hypotheses between dependent and independent variables.

- **Descriptive statistics** is used to describe primary data of the characteristics of the respondents, independent, and dependent variables.
- **Inferential statistics**
 - **Reliability test** show the strength of the scale used in this study.
 - **Discriminant Analysis**
 - **Hypotheses testing** is a possible answer to a research questions.

5.1 Descriptive Statistic

Descriptive statistics is used to describe or summarize information about a population or sample. Descriptive statistic enable the researcher to summarize and organize data in an effective and meaningful way. The researcher used descriptive statistic to test the distribution.

1. Respondent characteristics include personal information that are;
 - Gender
 - Age
 - Education

2. Respondent screen test is used for selecting the respondents who are about this research study that are;
 - Respondent must chew gum for 1 month
 - Respondent must sometime see television commercials.
 - Respondent must have seen gum commercials.
3. Respondent behavior. These questions are useful for the researcher to check whether the regular gum which respondents consume is the market leader brand or not and also considering the relationship of watching gum commercials and brand of gum that respondents chew.
 - Showing brand of gum which respondents chew regularly.
 - Showing gum commercials that respondents have ever seen.
4. Independent and Dependent Variables include measures of central tendency and measures of dispersion of all these variables which are;

Dependent Variables

- **Advertising Effectiveness**
 - Information
 - Attention
 - Intention to buy

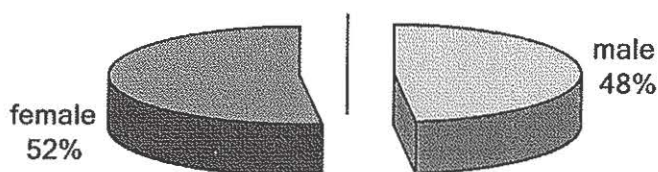
Independent Variables

- **Advertising Message**
 - Slogan
 - Script
 - Storyboard
 - Presenter

- Body language
- Music
- Color
- **Advertising Appeal**
 - Rational Appeal
 - Product quality
 - Product benefit
 - Emotional Appeal
 - Negative feeling
 - Positive feeling
 - Moral Appeal
 - Aiding disadvantages.
 - Social contribution.

Respondent Characteristics

Figure 5-1 Gender



From Figure 5.1, most of respondents are 52% female and 48% male respectively.

Table 5-1 Age and Education

| Age | High School | % | University | % | Total | % |
|-------------|-------------|------|------------|------|-------|-----|
| 15-18 years | 189 | 94.5 | 11 | 5.5 | 200 | 100 |
| 19-24 years | 3 | 1.6 | 181 | 98.4 | 184 | 100 |
| Total | 192 | 50 | 192 | 50 | 384 | 100 |

From table 5.1, the researcher used the sampling method with quota sampling based on education. Therefore, the data resulted in the respondents who are studying at high school 50% or 192 respondents and university 50%. However, some who are in the age of 19-24 years studies in the level of M.6 of high school and some who are in age of 15-18 years are freshy students of university.

Respondents Screen Test

Table 5-2 Chewing Gum Behavior

eat gum or not

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid yes | 384 | 100.0 | 100.0 | 100.0 |

Table 5-3 Behavior of ever seen gum commercials

seen ad.gum

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid yes | 384 | 100.0 | 100.0 | 100.0 |

From table 5.2 and 5.3, result showed that the respondents who are selected and screened are appropriate for this research because they ever chewed gum and seen gum commercials, so the researcher expects that they can answer the questions with comprehension.

Respondents behavior

Table 5-4 Watching Television Behavior

| | | tv.frequency | | | |
|-------|----------------|--------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1-2 times/week | 41 | 10.7 | 10.7 | 10.7 |
| | 3-4 times/week | 81 | 21.1 | 21.1 | 31.8 |
| | everyday | 262 | 68.2 | 68.2 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

Most of Respondents watch television everyday, 68.2%, following with 3-4 times/week accounted for 21.1% and 1-2 times/week account for 10.7%

Table 5-5 Type of Gum Which Respondents Chew

| | | type of gum | | | |
|-------|-------------|-------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | coted/chunk | 51 | 13.3 | 13.3 | 13.3 |
| | both | 51 | 13.3 | 13.3 | 26.6 |
| | slab/stick | 282 | 73.4 | 73.4 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

Most of respondents had chewed slab/stick gum accounted for 73.4% follow with coated or chunk gum 51% and chewed both of categories slab and coated or chunk gum 51%

Table 5-6 Watching Television Commercials Behavior

ad.frequency

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | everytimes | 109 | 28.4 | 28.4 | 28.4 |
| | sometimes | 275 | 71.6 | 71.6 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

As shown in table 5-6, when respondents had viewed television, most of them who viewed television commercials sometimes accounted for 71.6%, some of them as 28.4% viewed television commercials every time.

5.2 Inferential Statistic

Inferential statistics is the method that makes possible the estimation of a characteristic of population or the making of a decision concerning a population based on sample results (Barenson and Levine, 1996).

5.2.1 Reliability Test

Gay and Diehl (1996) documented that reliability test used to study the measurement scales and the items that make them up. It calculates a number of commonly used measures of scale reliability and also provides information about the relationships between individual items in the scale. The less error there is, the more reliable the measurement. Cronbach's alpha is a reliability coefficient that reflects how well the items in a set are positively correlated to one another. If the group construct shows the alpha value is between 0.6-0.8, it is reliable. However, if the alpha value is less than 0.6, the entire construct is not collectively reliable.

Table 5-7 Reliability Test of Index Scale

| Determinants | Independent Variable | Item-Total Correlation | Cronbach's α |
|------------------------|---|---|---------------------|
| 1. Advertising Message | <ul style="list-style-type: none">SloganScriptStoryboardPresenterBody languageMusicColor | <ul style="list-style-type: none">.5826.7034.5493.5863.5628.5921.6123 | .6311 |
| 2. Advertising Appeal | <ul style="list-style-type: none">Rational Appeal<ul style="list-style-type: none">Product qualityProduct benefitEmotional Appeal<ul style="list-style-type: none">Negative feelingPositive feelingMoral Appeal<ul style="list-style-type: none">Aiding disadvantages.Social contribution. | <ul style="list-style-type: none">.7298.7341.7224.7316.7146.7331 | .7625 |

From the reliability result, showed the reliability of the scale that is used in this research with Cronbach's alpha is between 0.6-0.8

Table 5-8 Descriptive Statistic

| | Slogan | Script | Storyboard | Presenter | Body Language | Music | Color |
|-----------------------|--------|--------|------------|-----------|---------------|--------|--------|
| N Valid | 384 | 384 | 384 | 384 | 384 | 384 | 384 |
| Mean | 70.21 | 70.76 | 70.89 | 71.09 | 70.21 | 71.09 | 69.11 |
| Std. Error of Mean | .94 | .94 | .96 | 1.19 | 1.01 | 1.10 | 1.01 |
| Median | 70.0 | 70.0 | 70.0 | 70.0 | 70.0 | 70.0 | 70.0 |
| Mode | 70 | 80 | 80 | 90 | 70 | 80 | 80 |
| Std.Deviation | 18.37 | 18.51 | 18.86 | 23.41 | 19.76 | 21.6 | 19.74 |
| Variance | 337.29 | 342.77 | 355.87 | 548.15 | 390.56 | 466.69 | 389.81 |
| Skewness | -.293 | -.526 | -.436 | -.854 | -.553 | -.785 | -.670 |
| Std.Error of Skewness | .125 | .125 | .125 | .125 | .125 | .125 | .125 |
| Kurtosis | -.228 | .105 | -.469 | .333 | .199 | .549 | .103 |
| Std.Error of Kurtosis | .248 | .248 | .248 | .248 | .248 | .248 | .248 |
| Range | 90 | 90 | 90 | 100 | 100 | 100 | 90 |
| Minimum | 10 | 10 | 10 | 0 | 0 | 0 | 10 |
| Maximum | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Sum | 26960 | 27170 | 27220 | 27300 | 26960 | 27300 | 26540 |
| Percentiles 25 | 60.0 | 60.0 | 60.0 | 60.0 | 60.0 | 60.0 | 60.0 |
| 50 | 70.0 | 70.0 | 70.0 | 70.0 | 70.0 | 70.0 | 70.0 |
| 75 | 80.0 | 80.0 | 90.0 | 90.0 | 90.0 | 90.0 | 80.0 |

| | Quality | Benefit | Positive feeling | Negative Feeling | Aiding Disadvantage | Social Contribution |
|-----------------------|---------|---------|------------------|------------------|---------------------|---------------------|
| N Valid | 384 | 384 | 384 | 384 | 384 | 384 |
| Mean | 71.88 | 70.73 | 61.88 | 71.33 | 67.42 | 74.38 |
| Std. Error of Mean | .93 | .99 | 1.40 | 1.08 | 1.26 | 1.12 |
| Median | 70.0 | 70.0 | 60.0 | 70.0 | 70.0 | 80.0 |
| Mode | 70 | 70 | 50 ^a | 80 | 70 | 100 |
| Std.Deviation | 18.31 | 19.42 | 27.41 | 21.13 | 24.78 | 21.91 |
| Variance | 335.38 | 377.01 | 751.57 | 446.53 | 613.96 | 480.03 |
| Skewness | -.300 | -.671 | -.401 | -.833 | -.492 | -.992 |
| Std.Error of Skewness | .125 | .125 | .125 | .125 | .125 | .125 |
| Kurtosis | -.303 | .300 | -.678 | .610 | .540 | .928 |

| | | | | | | |
|-----------------------|-------|-------|-------|-------|-------|-------|
| Std.Error of Kurtosis | .248 | .248 | .248 | .248 | .248 | .248 |
| Range | 90 | 100 | 100 | 100 | 100 | 100 |
| Minimum | 10 | 0 | 0 | 0 | 0 | 0 |
| Maximum | 100 | 100 | 100 | 100 | 100 | 100 |
| Sum | 27600 | 27160 | 23760 | 27390 | 25890 | 28560 |
| Percentiles | | | | | | |
| 25 | 60.0 | 60.0 | 40.0 | 60.0 | 50.0 | 60.0 |
| 50 | 70.0 | 70.0 | 60.0 | 70.0 | 70.0 | 80.0 |
| 75 | 87.5 | 90.0 | 87.5 | 90.0 | 90.0 | 90.0 |

a. Multiple modes exist. The smallest value is shown

Distribution pattern of 13 independent variables can be divided into 2 groups showing 2 types of distribution as follows;

Group 1 showed distribution had a skewness to the left and mean value were less than median and mode. The respondents answer the questionnaire in the same way. The variables were;

1. Script
2. Storyboard
3. Presenter
4. Body Language
5. Music
6. Color
7. Benefit
8. Negative feeling
9. Aiding disadvantage
10. Social Contribution

Group 2 showed distribution had a normal distribution and mean, median and mode are nearly equal. The variables were;

1. Slogan
2. Quality

3. Positive feeling

5.3 Discriminant Analysis: Data interpretation

5.3.1 Analysis of Advertising Messages

Table 5-9 Analysis Case Processing Summary

| Analysis Case Processing Summary | | |
|----------------------------------|---|----------------|
| Unweighted Cases | | |
| | | N Percent |
| Valid | | 384 100.0 |
| Excluded | Missing or out-of-range group codes | 0 .0 |
| | At least one missing discriminating variable | 0 .0 |
| | Both missing or out-of-range group codes and at least one missing discriminating variable | 0 .0 |
| | Total | 0 .0 |
| Total | | 384 100.0 |

This table showed the summary of total amount of questionnaires, which were 384, and there were no missing value.

Table 5-10 Tests of Equality of Group Means

Ho: $\mu_1 = \mu_2$, there was no difference between mean of independent variables.

Ha: $\mu_1 \neq \mu_2$, there was difference between mean of independent variables.

Tests of Equality of Group Means

| | Wilks' Lambda | F | df1 | df2 | Sig. |
|---------------|---------------|-------|-----|-----|------|
| slogan | .957 | 8.506 | 2 | 381 | .000 |
| script | .978 | 4.303 | 2 | 381 | .014 |
| storyboard | .984 | 3.092 | 2 | 381 | .047 |
| presenter | .996 | .683 | 2 | 381 | .506 |
| body language | .975 | 4.913 | 2 | 381 | .008 |
| music | .997 | .666 | 2 | 381 | .515 |
| color | .997 | .555 | 2 | 381 | .575 |

This table showed ANOVA Analysis to test the hypotheses by using F test and Wilk's Lambda. The null hypotheses was $H_0: \mu_1=\mu_2=\mu_3$, and the results can be seen

from Sig. values were less than 0.05 which were slogan, script, and body language that meant the 4 independent variables, Slogan, Script, Storyboard, and Body language, should be brought to predict the advertising effectiveness group membership. And there were 3 independent variables, Presenter, Music and Color, had Sig value more than 0.05, therefore, it could not reject H_0 and that group of independent variables could not be included to discriminate group.

Table 5-11 Variable Entered/Removed

| Variables Entered/Removed ^{a,b,c,d} | | | | | | | | | |
|--|--------|---------------|----|----|------|-----------|----|------|------|
| Step | Enter | Wilks' Lambda | | | | | | | |
| | | Statistic | df | df | df | Statistic | df | df | Sig. |
| 1 | slogan | .957 | 1 | 2 | 381. | 8.506 | 2 | 381. | .000 |

At each step, the variable that minimizes the overall Wilks' Lambda is entered.

aMaximum number of steps is 14.

b Minimum partial F to enter is 3.84.

c.Maximum partial F to remove is 2.71.

d F level, tolerance, or VIN insufficient for further

Table 5-11, Stepwise method in discriminant analysis would enter 7 independent variables into regression equation one at a time. This table also showed the Wilk's Lambda value as 0.957 that was the minimum value among 7 independent variables and Exact F was 8.506 that was greater than the requirement as stated in point b that minimum partial F to enter is 3.84. Therefore, with the quality of this table, stepwise method selected the independent variables that could be used in this analysis and it showed only one independent variable and that was slogan.

Table 5-12 Variables in the Analysis

| Variables in the Analysis | | |
|---------------------------|--------|-----------------------|
| Step | | Tolerance F to Remove |
| 1 | slogan | 1.000 8.506 |

The table indicated how many independent variables could be brought into regression equation one at a time. For this study, it was found that there was one independent variable “Slogan” that had high relationship with group classification.

Table 5-13 Variables not in the Analysis

| Variables Not in the Analysis | | | | | |
|-------------------------------|---------------|-----------|----------------|------------|--------|
| Step | | Tolerance | Min. Tolerance | F to Enter | Wilks' |
| 0 | slogan | 1.000 | 1.000 | 8.506 | .957 |
| | script | 1.000 | 1.000 | 4.303 | .978 |
| | storyboard | 1.000 | 1.000 | 3.092 | .984 |
| | presenter | 1.000 | 1.000 | .683 | .996 |
| | body language | 1.000 | 1.000 | 4.913 | .975 |
| | music | 1.000 | 1.000 | .666 | .997 |
| | color | 1.000 | 1.000 | .555 | .997 |
| 1 | script | .788 | .788 | 2.434 | .945 |
| | storyboard | .817 | .817 | 1.049 | .952 |
| | presenter | .984 | .984 | .291 | .956 |
| | body language | .907 | .907 | 1.876 | .948 |
| | music | .947 | .947 | .519 | .955 |
| | color | .952 | .952 | .795 | .953 |

The analysis results were explained below:

STEP 0: The process did not bring the independent variable into the regression equation yet. Therefore, the independent variables that were not yet entered into the equation were all available here at this step.

STEP 1: Reader could observe that there were 6 variables left at this step because SPSS program had already entered “Slogan” variable into the equation because this variable had the highest F to Enter value and the lowest Wilks’ Lambda, therefore it was entered first. Reader could look back and check in the STEP 0, the F to Enter value and the Wilks’ Lambda were equal to 8.506 and 0.957 respectively. These values had been linked with the results of STEP 1 in table 5.11 and 5.12

Table 5-14 Wilks’ Lambda

Ho: Group Centroid of the advertising effectiveness was equal.

Ha: Group Centroid of the advertising effectiveness was unequal.

| Wilks' Lambda | | | | |
|---------------------|---------------|------------|----|------|
| Test of Function(s) | Wilks' Lambda | Chi-square | df | Sig. |
| 1 | .957 | 16.644 | 2 | .000 |

Wilks’ Lambda in this table was used to test hypotheses that means of all independent variables across group were equal. From this analysis, the researcher got Sig. value equal to .000 which was less than .05. Therefore, reject H₀ that meant the model for classifying cases would be a success.

5.3.2 Analysis of Advertising Appeal

Table 5-15 Analysis Case processing Summary

Analysis Case Processing Summary

| Unweighted Cases | | N | Percent |
|------------------|---|-----|---------|
| Valid | | 384 | 100.0 |
| Excluded | Missing or out-of-range group codes | 0 | .0 |
| | At least one missing discriminating variable | 0 | .0 |
| | Both missing or out-of-range group codes and at least one missing discriminating variable | 0 | .0 |
| | Total | 0 | .0 |
| Total | | 384 | 100.0 |

This table showed the summary of the total amount of questionnaires, were 384, and there were no missing values in the analysis of advertising appeal.

Table 5-16 Tests of Equality of Group Means

$H_0: \mu_1 = \mu_2$, there was no difference between mean of independent variables.

$H_a: \mu_1 \neq \mu_2$, there was difference between mean of independent variables.

Tests of Equality of Group Means

| | Wilks' Lambda | F | df1 | df2 | Sig. |
|-------------------|---------------|-------|-----|-----|------|
| quality | .978 | 4.260 | 2 | 381 | .015 |
| benefit | .977 | 4.510 | 2 | 381 | .012 |
| negative feeling | .982 | 3.439 | 2 | 381 | .033 |
| positive feeling | .970 | 5.980 | 2 | 381 | .003 |
| disadvantage | .996 | .836 | 2 | 381 | .434 |
| social contribute | .999 | .186 | 2 | 381 | .830 |

Tests of Equality of Group Means was calculated to show whether the mean of each independent variable was different among the group or not. In this study, Sig value shows that advertising appeal which were quality, benefit, negative feeling and positive feeling were less than 0.05, therefore they were different among groups

except aiding disadvantage, and social contribution which should not be brought to classify groups.

Table 5-17 Variable Entered/Removed

| Variables Entered/Removed ^{a,b,c,d} | | | | | | | | | |
|--|------------------|---------------|-----|-----|--------|-----------|-----|--------|------|
| Step | Entered | Wilks' Lambda | | | | | | | |
| | | Statistic | df1 | df2 | df3 | Exact F | | | |
| | | | | | | Statistic | df1 | df | Sig |
| 1 | positive feeling | .970 | 1 | 2 | 381.00 | 5.980 | 2 | 381.00 | .003 |

At each step, the variable that minimizes the overall Wilks' Lambda is entered.

- a. Maximum number of steps is 12.
- b. Minimum partial F to enter is 3.84.
- c. Maximum partial F to remove is 2.71.
- d. F level, tolerance, or VIN insufficient for further computation.

Table 5-17, Stepwise method in discriminant analysis would enter 7 independent variables into regression equation one at a time. This table also showed the Wilk's Lambda value as 0.970 that was the minimum value among 7 independent variables and Exact F was greater than 3.84 as well. That was 5.980 as stated in point b. Minimum partial F to enter is 3.84. Therefore, with the quality of this table, stepwise method selected the independent variables that could be used in this analysis and it showed only one independent variable that was positive feeling.

Table 5-18 Variables in the Analysis

| Variables in the Analysis | | |
|---------------------------|------------------|-------------|
| Step | | |
| 1 | positive feeling | |
| | Tolerance | F to Remove |
| | 1.000 | 5.980 |

Table 5.17 and 5.18 show the process to bring independent variables to the regression equation . For this analysis, the stepwise method calculated only one independent variables that could be used in the analysis.

Table 5-19 Variables Not in the Analysis

| Step | | Tolerance | Min Tolerance | F to Enter | Wilks' Lambda |
|------|-------------------|-----------|---------------|------------|---------------|
| 0 | quality | 1.000 | 1.000 | 1.250 | .978 |
| | benefit | 1.000 | 1.000 | 4.510 | .977 |
| | neg feeling | 1.000 | 1.000 | 3.439 | .982 |
| | positive feeling | 1.000 | 1.000 | 5.980 | .970 |
| | disadvantage | 1.000 | 1.000 | .836 | .996 |
| | social contribute | 1.000 | 1.000 | .186 | .999 |
| 1 | quality | .873 | .873 | 2.080 | .959 |
| | benefit | .922 | .922 | 3.221 | .953 |
| | neg feeling | .737 | .737 | .624 | .966 |
| | disadvantage | .931 | .931 | .526 | .967 |
| | social contribute | .945 | .945 | .052 | .969 |

STEP 0: The process did not start bringing independent variables into the regression equation yet. Therefore, the independent variables that were not yet entered into the equation were all available here at this step.

STEP 1: Reader could observe that there were 5 variables left at this step because SPSS program had already entered variables into the equation because this variable

had the highest F to Enter value and the lowest Wilks' Lambda, therefore it was entered first

Table 5-20 Wilks' Lamda

Ho: Group Centroid of the advertising effectiveness was equal.

Ha: Group Centroid of the advertising effectiveness was unequal.

Wilks' Lambda

| Test of Function(s) | Wilks' Lambda | Chi-square | df | Sig. |
|---------------------|---------------|------------|----|------|
| 1 | .970 | 11.776 | 2 | .003 |

Wilks' Lambda in this table was used to test hypotheses that the means of all independent variable across groups were equal. From this analysis, the researcher got Sig.= .003 which was less than .05 therefore, reject H_0 that meant the model of classifying cases would be a success.

CHAPTER 6

Summary, Conclusions and Recommendations

This chapter provided the conclusion of the research results for this study and it was summarized into three main sections; section one was the summary of research findings including the summary of hypothesis test, section two was the implications and recommendations, and the last section was the suggestion for further research study.

6.1 Summary of findings

According to the expected research outcome that the researcher mentioned in chapter 3, researcher believed that the components of advertising message and advertising appeal could contribute to the prediction of advertising effectiveness of group membership, the results showed that there was only one component from 7 for advertising message and another component of advertising appeal which was positive feeling.

The research problem of this study was to determine which factors of advertising message and advertising appeal could distinguish the respondents into advertising effectiveness. From the analysis showed below:

- There were 2 independent variables that could be counted as a good predictor of advertising effectiveness group membership.

The research objectives of this analysis were

1. To study what types of advertising messages can classify advertising effectiveness.

2. To study what types of advertising appeals can classify advertising effectiveness.

From the above results, researcher could conclude that there were two independent variables, which could contribute to the prediction of advertising effectiveness group membership which were slogan message and positive appeal.

Hypotheses testing

Group1: Advertising Effectiveness VS Component of advertising messages.

1. H_0 : Component of advertising messages cannot discriminate advertising effectiveness.
 H_a : Component of advertising messages can discriminate advertising effectiveness

Group 2: Advertising Effectiveness VS Component of advertising appeal.

2. H_0 : Component of advertising appeals cannot discriminate advertising effectiveness.
 H_a : Component of advertising appeals can discriminate advertising effectiveness

According to SPSS results, null hypothesis of group 1 was rejected, which meant that the component of advertising message could contribute to the prediction of advertising effectiveness group membership which was slogan. In the same way, null hypothesis of group 2 was rejected, that the component of advertising appeal could contribute to the prediction of advertising effectiveness group membership which was positive feeling.

Table 6-1 summary of hypotheses testing

| Hypothesis | Test Statistic | Exact F significant value | Result |
|---|--|---------------------------|-----------------------|
| H1 ₀ : Components of advertising message cannot discriminate advertising effectiveness <u>Variable in the analysis</u> - Slogan | Discriminant Analysis: Stepwise | 8.506 | Reject H ₀ |
| H2 ₀ : Components of advertising appeal cannot discriminate advertising effectiveness <u>Variable in the analysis</u> - Positive feeling | Discriminant Analysis: Stepwise | 5.980 | Reject H ₀ |

The table 6-1, the Exact F Significant Value came from the table of variable entered/removed that the value should be more than 3.84. “Slogan” had the Exact F Significant Value 8.506 while “positive feeling ” had Exact F Significant Value 5.980. Therefore, both the null hypotheses would be rejected; that meant the components of advertising messages and advertising appeals can discriminate the advertising effectiveness.

6.2 Implications and Recommendations

All marketers and advertisers would like to make effective advertising. Consumers' perceptions in the advertising were different. Some thought that the advertising effectiveness would make them attend the advertising or let them know about that brand or product or persuade them to buy that product. From this research, the result showed that component of advertising message "slogan" and the component of advertising appeal "positive feeling" could be the good predictor to predict the advertising effectiveness group membership.

Therefore, from now on for the gum product in Bangkok the marketers and advertisers should be aware of the importance of the slogan. Dunn and Barban (1974) said that slogan was a few memorable words the key idea or theme that wanted to related with the product. An advertiser could use a slogan when he had some basic idea or theme that he wanted to establish the product for a long time. In the researcher's idea, and in the gum market, there were no brands to make consumers memorize their slogans. If consumers could remember the brand's slogans, and it attracts their mind, it would be easier to motivate consumers to buy the products. For example when consumers wanted to buy a car and the first criteria to make a decision to buy a car was the quality machine, the first brand that they thought about was BMW because of its slogan "BMW ultimate machine "

Positive feeling was a component that could classify the advertising effectiveness. Moriarty (1991) documented that likeability occurs when an advertisement creates positive feelings. Likeability was a part of people's attitude that influence and motivate their actions.

Marketers and advertisers should try to produce the advertising which the target groups liked and have a favorable feeling with that advertising. They could investigate the advertising and ensure the effectiveness of the launched advertising campaign with the advertising research.

6.3 Further study

In the next research, the researcher may study to the other respondents who are different age and education from this study in order that the study of component of the advertising messages can classify the advertising effectiveness will be more coverage. And the researchers should investigate the other interesting factors that can classify the advertising effectiveness.



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- 8.1.....ริกสีย 8.2.....ซิคส์ทซ์ สติก
8.3.....เดนทีน 8.4.....คลอเร็ท สติก
8.5.....ลวดเต้ 8.6.....ลวดเต้ โนใหม่
8.7.....อื่นๆ.....

9. คุณเคยเห็นภาพยนตร์โฆษณาทางโทรทัศน์ของหมากฝรั่งแผ่นบ้างหรือไม่

- 2.1.....เคย 2.2.....ไม่เคย (ปิดส้อมภายใน)

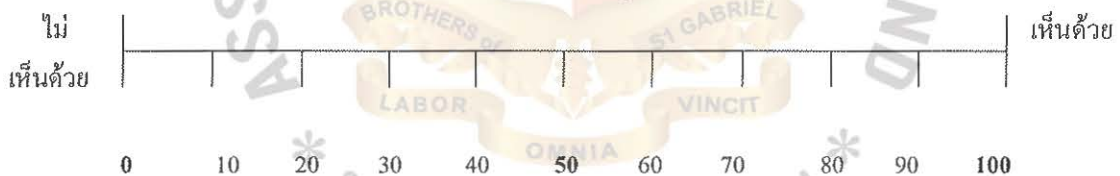
10. ภาพยนตร์โฆษณาทางโทรทัศน์ของหมากฝรั่งชนิดแผ่นที่คุณเคยเห็นคือภาพยนตร์โฆษณาทางโทรทัศน์ของหมากฝรั่งใด

(ตอบได้มากกว่า 1 คำตอบ)

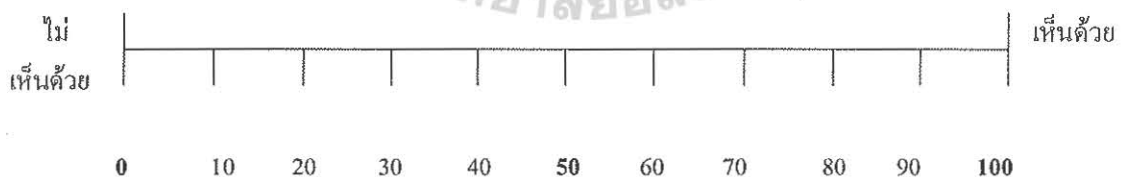
- 10.1.....ริกสีย 10.2.....ซิคส์ทซ์ สติก
10.3.....เดนทีน 10.4.....คลอเร็ท สติก
10.5.....ลวดเต้ 10.6.....ลวดเต้ โนใหม่
10.7.....อื่นๆ.....

ขอให้ท่าน x บนค่าคะแนนตามความคิดของท่านในข้อ 11-13 โดยเลือก 1 ข้อที่ให้ค่าคะแนนมากที่สุด สำหรับข้อที่ท่านคิดว่าโฆษณาที่มีประสิทธิภาพควรจะเป็นมากที่สุด

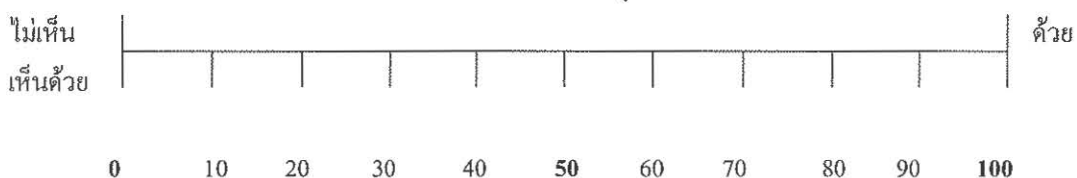
11. โฆษณาทางโทรทัศน์ ควรเป็นโฆษณาที่สามารถทำให้ผู้บริโภคได้รับรู้ในสินค้านั้นๆ



12. โฆษณาทางโทรทัศน์ ควรเป็นโฆษณาที่สร้างความน่าสนใจในสินค้านั้นๆ

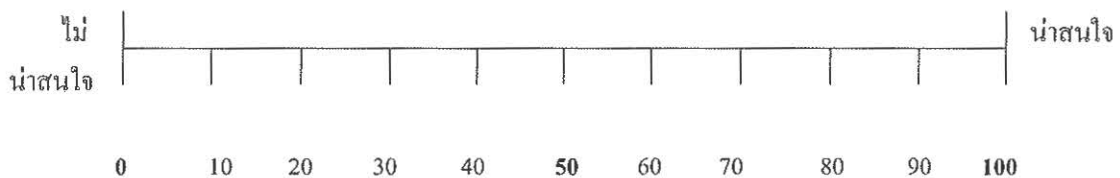


13. โฆษณาทางโทรทัศน์ ควรเป็นโฆษณาที่สามารถทำให้ผู้บริโภคเกิดความคิดและสนใจที่จะซื้อสินค้านั้นๆ

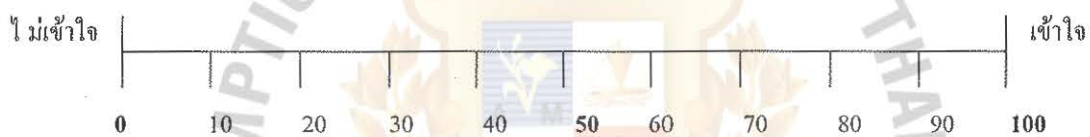


คำถามต่อไปนี้จะขอให้คุณให้คะแนนตามความคิดเห็นและความรู้สึกของท่านที่มีต่อภาพยนตร์โฆษณาทางโทรทัศน์ของหมากฝรั่งชนิดแผ่นที่คุณเคยเห็น

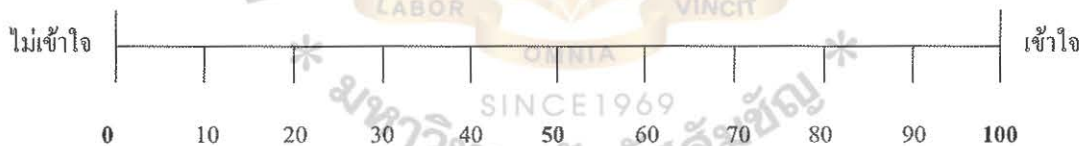
14. คุณคิดว่า Slogan หรือข้อความสรุปตัวสินค้าในภาพยนตร์โฆษณาทางโทรทัศน์ของหมากฝรั่งชนิดแผ่นนั้นน่าสนใจหรือไม่



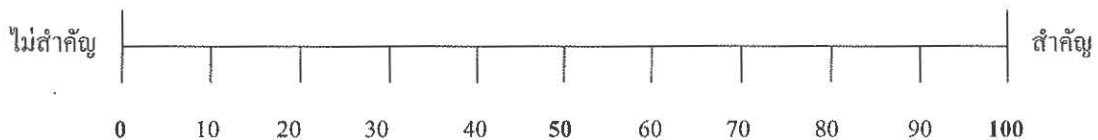
15. คุณคิดว่า คุณเข้าใจในข้อความ คำพูด หรือ Script ของภาพยนตร์โฆษณาทางโทรทัศน์ของหมากฝรั่งชนิดแผ่นหรือไม่



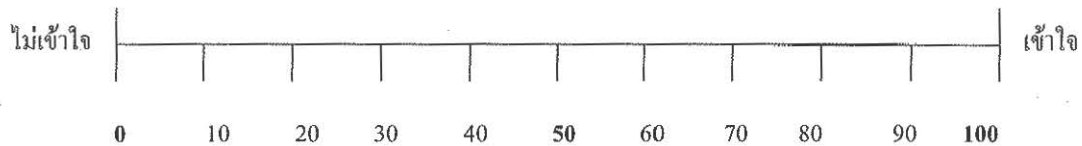
16. คุณคิดว่า คุณเข้าใจเนื้อเรื่องหรือเนื้อหาการดำเนินเรื่อง (Storyboard) ในภาพยนตร์โฆษณาทางโทรทัศน์ของหมากฝรั่งชนิดแผ่นหรือไม่



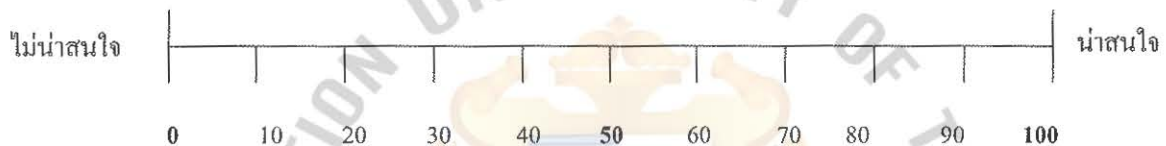
17. คุณคิดว่า การใช้ Presenter หรือตัวแสดงหลักที่มีชื่อเสียงนั้นมีความสำคัญต่อภาพยนตร์โฆษณาทางโทรทัศน์ของหมากฝรั่งชนิดแผ่นนั้นหรือไม่



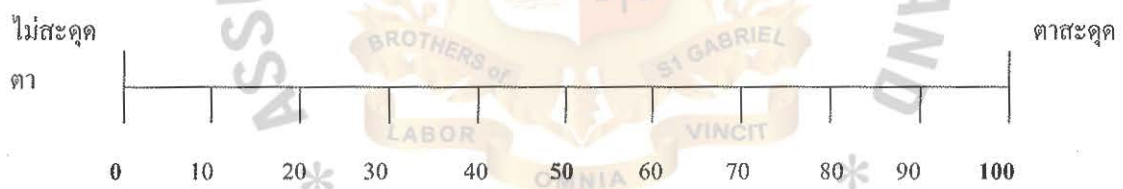
18. คุณคิดว่าคุณเข้าใจในท่าทาง การแสดงออกของตัวแสดงหรือ Body Language ในภาพยนตร์โฆษณาทางโทรทัศน์ของหมากฝรั่งชนิดแผ่น



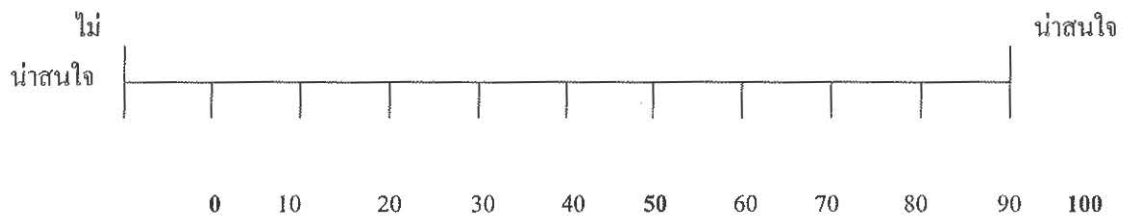
19. คุณคิดว่าเพลงที่ใช้ในภาพยนตร์โฆษณาทางโทรทัศน์ หรือ Music ของหมากฝรั่งชนิดแผ่นนั้นน่าสนใจหรือไม่



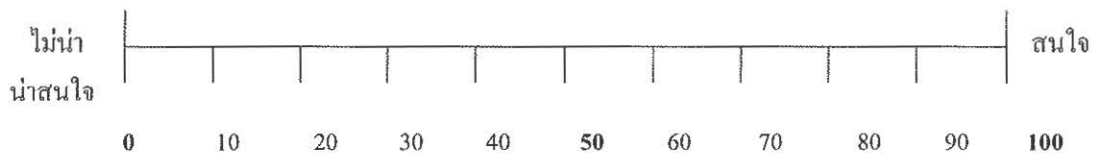
20. คุณคิดว่าสีต้นหรือ Color ของภาพเคลื่อนไหวในภาพยนตร์โฆษณาทางโทรทัศน์ของหมากฝรั่งชนิดแผ่นนั้นเป็นอย่างไร



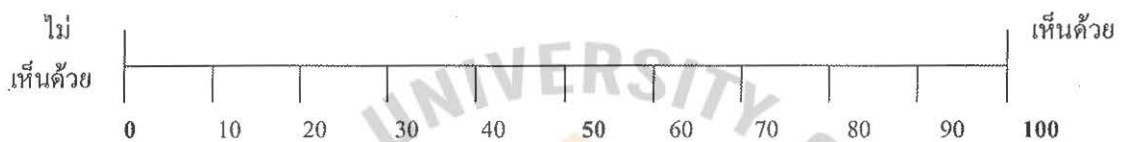
21. แนวทางโฆษณาทางโทรทัศน์ของหมากฝรั่งชนิดแผ่นที่ได้บอกเล่าถึง คุณสมบัติของหมากฝรั่งชนิดนั้น คุณคิดว่าสิ่งเหล่านี้ที่น่าสนใจหรือไม่



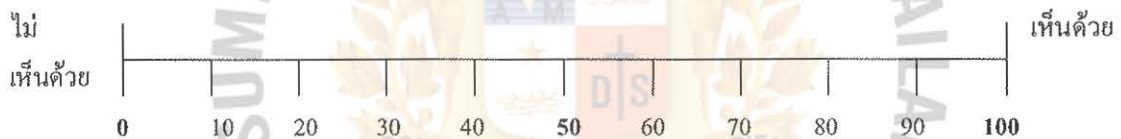
22. หากแนวทางโฆษณาทางโทรทัศน์ของหมากฝรั่งชนิดแผ่นได้บอกเล่าถึง คุณประโยชน์ของหมากฝรั่ง คุณคิดว่า
ในแนวทางดังกล่าวนี้น่าสนใจหรือไม่



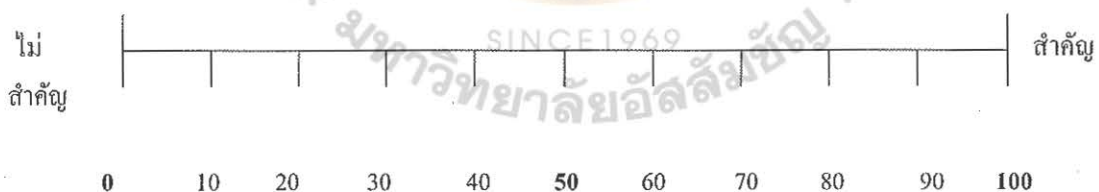
23. คุณเห็นด้วยหรือไม่ที่แนวทางโฆษณาทางโทรทัศน์ของหมากฝรั่งชนิดแผ่นควรเป็นการแสดงออกถึงความรู้สึก
กลัว หรือแสดงออกถึงความรู้สึกไม่ดีต่างๆ เช่น ท่านจะมีปากเหม็นและมีบุคลิกภาพที่ไม่ดีหากท่าน ไม่เคี้ยว
หมากฝรั่งหลังอาหาร



24. คุณเห็นด้วยหรือไม่ที่แนวทางโฆษณาทางโทรทัศน์ของหมากฝรั่งชนิดแผ่น เป็นการแสดงออกถึงความรู้สึกใน
ทางบวก เช่นความปลื้มปิติ ความสุข สนุกสนาน หรือความรู้สึกดีๆ เช่น ท่านจะมีกลิ่นปากหอมเสมอถ้าท่าน
เคี้ยวหมากฝรั่งทุกครั้งหลังอาหาร



25. คุณคิดว่าสำคัญหรือไม่ที่โฆษณาทางโทรทัศน์ของหมากฝรั่งชนิดแผ่น ควรจะแสดงออกถึงการได้ช่วยเหลือผู้
พิการหรือ ผู้ที่ไม่สามารถช่วยเหลือตัวเองได้



Questionnaires

Dear Sir or Madam:

My name is Sasamon Varodompramote, I am the MBA student of Assumption University (ABAC). This questionnaire is for study in Assumption University on How advertising classify consumer behavior on gum product. It is the partial fulfillment of the MBA Thesis. Your personal information would be kept strictly confidential. This may take you less than 5 minutes to complete it.

Regards,

Sasamon Varodompramote

Personal Data

1. Gender 1.1.....Male 1.2.....Female
2. Age 2.1.....15-18 years 2.2.....19-24 years
3. Education 3.1.....High School 3.2.....University
4. How frequencies do you watch television?
 - 4.1.....Everyday
 - 4.2.....At least 3-4 times/week
 - 4.3.....1-2 times/week
5. The behavior of watching television advertising.
 - 5.1.....Every times when there are television commercials.
 - 5.2.....Watching sometimes
 - 5.3..... Change channel every times when there are televisions commercials (Close interview)
6. Have you ever chew gums for the last month?
 - 6.1.....Yes
 - 6.2.....No (Close interview)

7. If yes, what type of gum would you chew?

7.1.....Slab/Stick

7.2.....Others.

8. Which brand of gum would you chew regularly? (Rank the frequency from 1-3, 1=most often)

8.1.....Wrigley

8.2.....Chiclet's stick

8.3.....Dentyne

8.4.....Cloret's stick

8.5.....Lotte

8.6.....Lotte Notime

8.7.....Others

9 Have you ever seen television commercials of slab or stick gum?

9.1.....Yes

9.2.....No

10 Which brand of slab or stick gum that you have ever seen television commercials?(can answer more 1)

10.1.....Wrigley

10.2.....Chiclet's stick

10.3.....Dentyne

10.4.....Cloret's stick

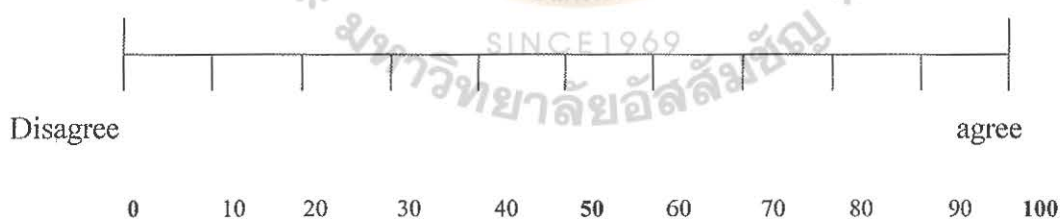
10.5.....Lotte

10.6.....Lotte Notime

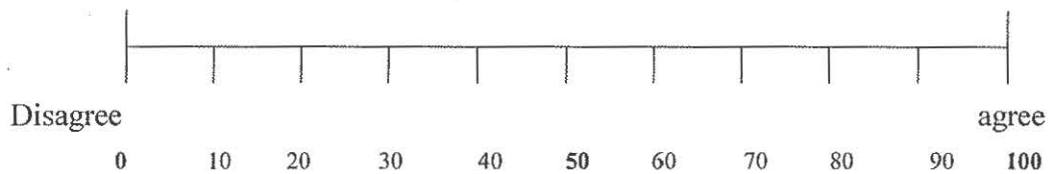
10.7.....Others

Please evaluate the following statements by writing X on the agree-disagree scale.

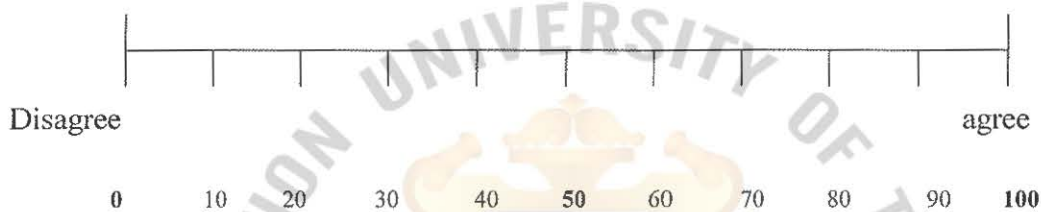
11 Television advertisings should be the advertisings which the consumers know about that product.



12 Television advertisings should be the advertisings which attract the consumers toward that product.

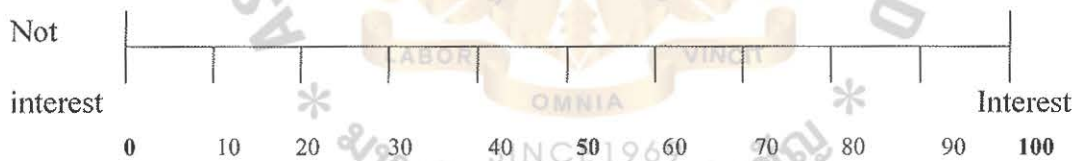


13 Television advertisings should be the advertisings which create intention to buy to the consumers.

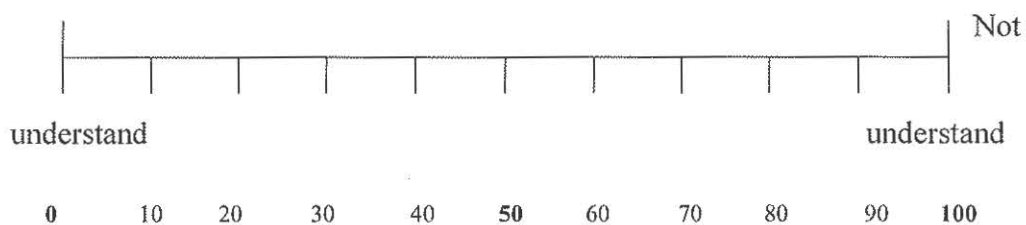


Please evaluate the following statements by writing X on the agree-disagree scale.

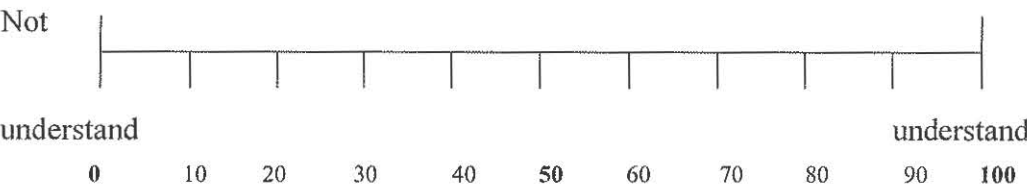
14. Do you think that slogan in television advertisings of slab/stick gum should be interesting or not?



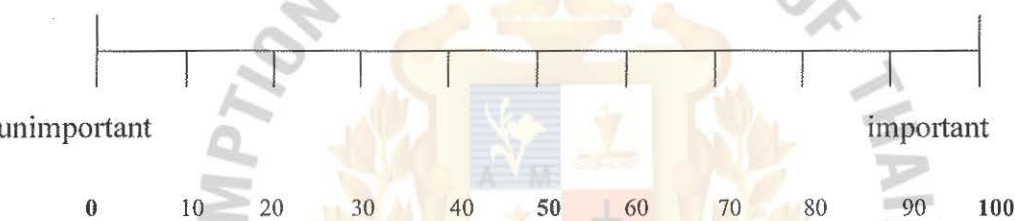
15. Do you understand the scripts that were used in television advertisings of slab/stick gum?



16.Do you understand the storyboards that were used in television advertisings of slab/stick gum?



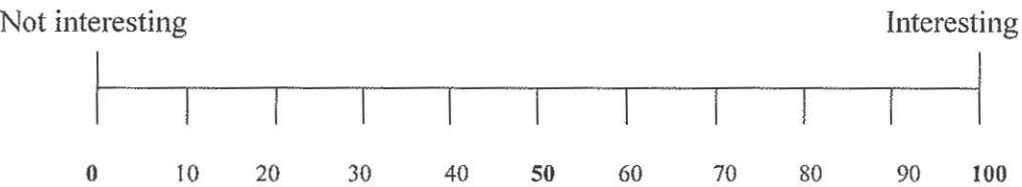
17. What Do you think that if television advertisings of slab/stick gum use presenter present that product. Is it important?



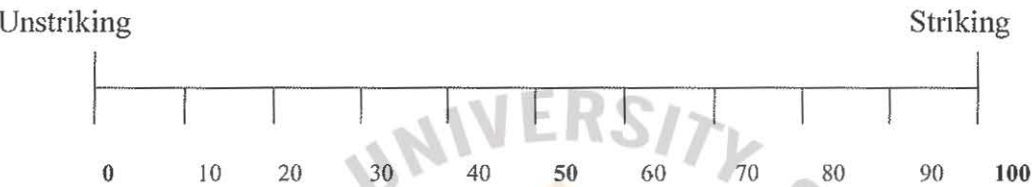
18. Do you understand the talents' body language in television advertisings of slab/stick gum?



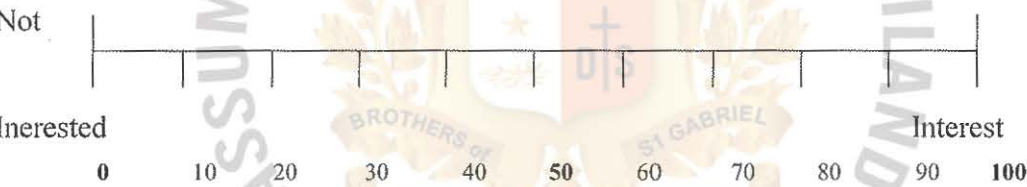
19. Do you think how interesting of music in television advertisings of slab/stick gum



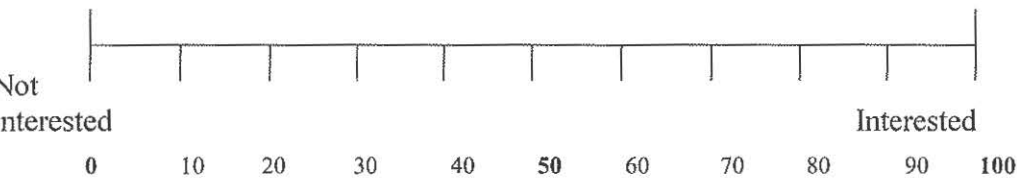
20. What do you think about color of television advertisings of slab/stick gum?



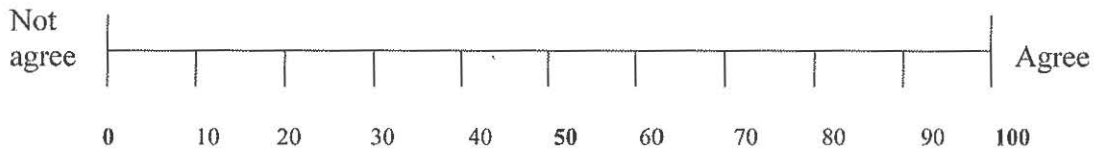
21. Are you interested if television advertisings of slab/stick gum appeal you with quality of that gum?



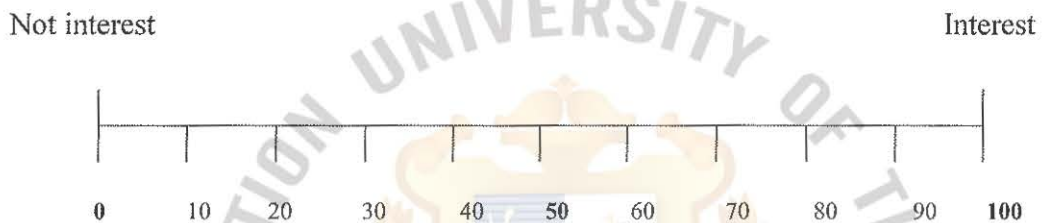
22. Are you interested if television advertisings of slab/stick gum appeal you with benefit of that gum?



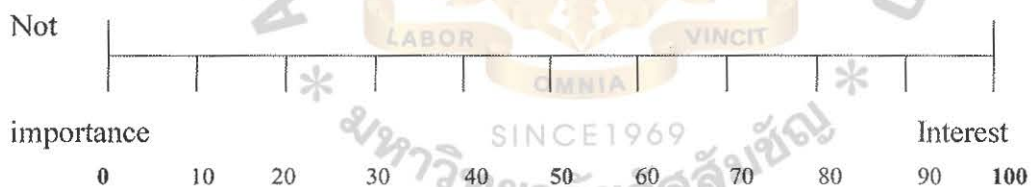
23. Do you agree if television advertisings of slab/stick gum appeal you with negative feeling for example; if you don't have gum after meal, you will have bad breath?



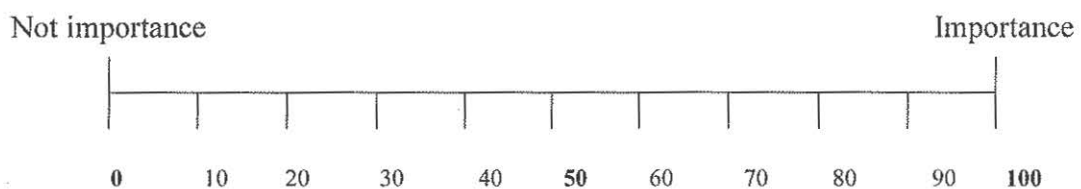
24. Are you interested if television advertisings of slab/stick gum appeal you with positive feeling for example; every times you have gum, you will have fresh breath?



25. Do you think how importance of television advertisings of slab/stick gum if they appeal you by scene of aiding the disadvantages.



26. Do you think how importance of television advertisings of slab/stick gum if they appeal you with the activities of social contribute?



7. If yes, what type of gum would you chew?

7.1.....Slab/Stick

7.2.....Others.

8. Which brand of gum would you chew regularly? (Rank the frequency from 1-3, 1=most often)

8.1.....Wrigley

8.2.....Chiclet's stick

8.3.....Dentyne

8.4.....Cloret's stick

8.5.....Lotte

8.6.....Lotte Notime

8.7.....Others

9 Have you ever seen television commercials of slab or stick gum?

9.1.....Yes

9.2.....No

10 Which brand of slab or stick gum that you have ever seen television commercials?(can answer more 1)

10.1.....Wrigley

10.2.....Chiclet's stick

10.3.....Dentyne

10.4.....Cloret's stick

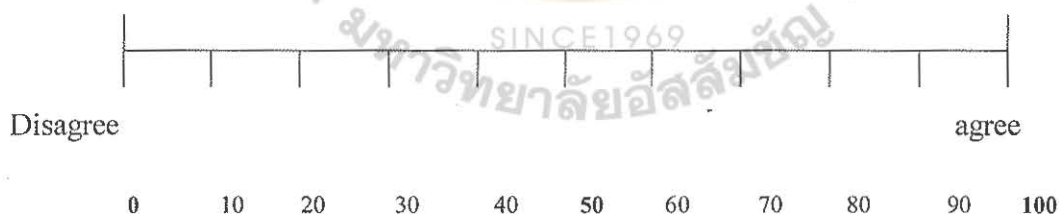
10.5.....Lotte

10.6.....Lotte Notime

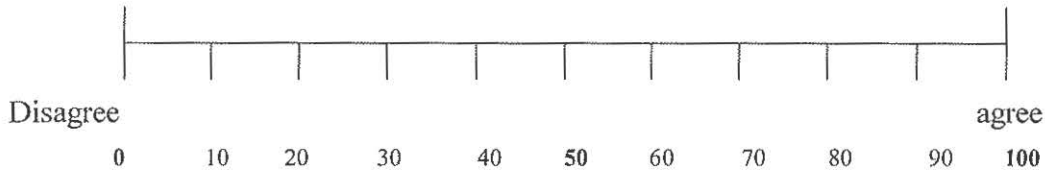
10.7.....Others

Please evaluate the following statements by writing X on the agree-disagree scale.

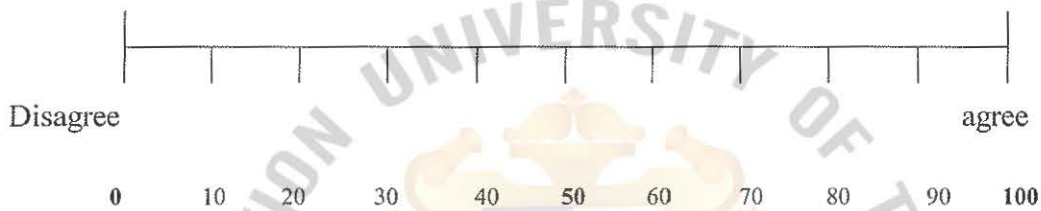
11 Television advertisings should be the advertisings which the consumers know about that product.



12 Television advertisings should be the advertisings which attract the consumers toward that product.

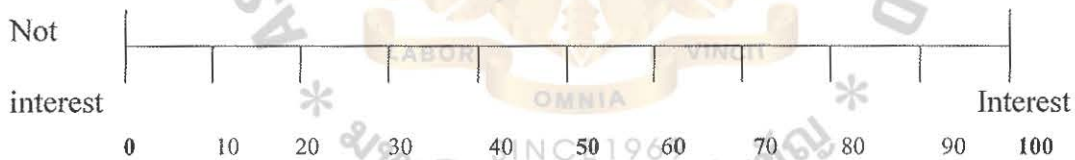


13 Television advertisings should be the advertisings which create intention to buy to the consumers.

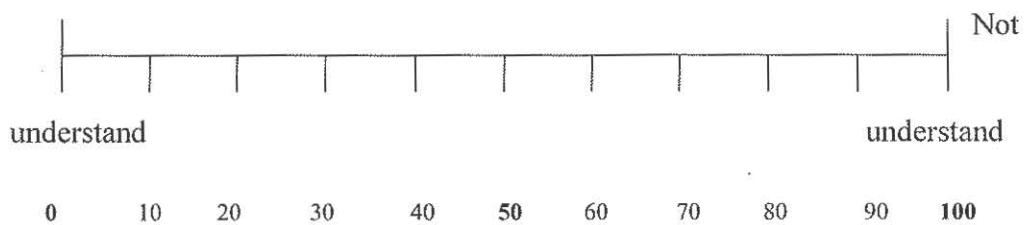


Please evaluate the following statements by writing X on the agree-disagree scale.

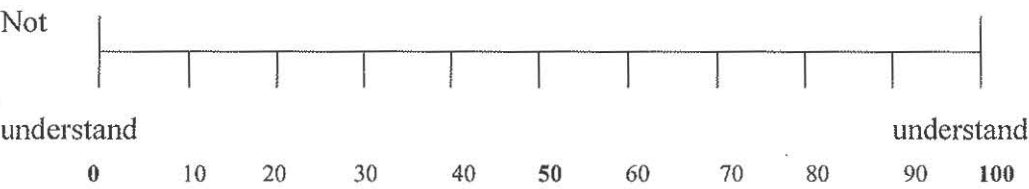
14. Do you think that slogan in television advertisings of slab/stick gum should be interesting or not?



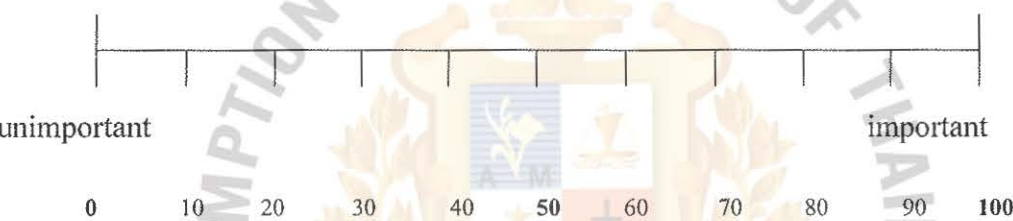
15. Do you understand the scripts that were used in television advertisings of slab/stick gum?



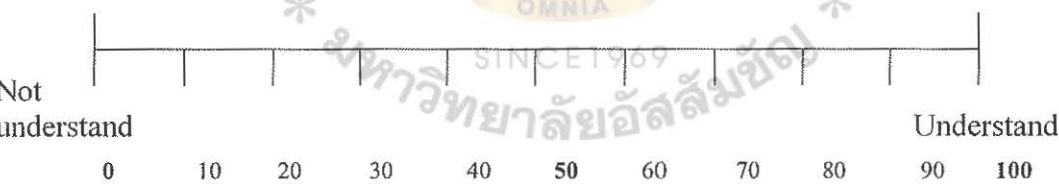
16.Do you understand the storyboards that were used in television advertisings of slab/stick gum?



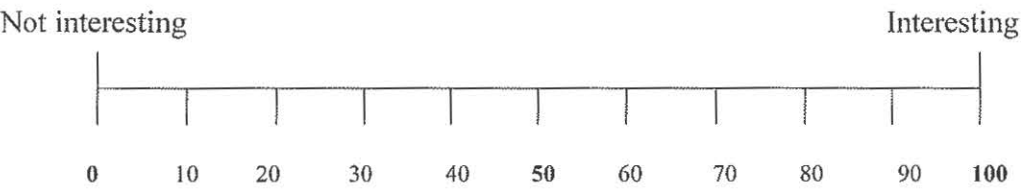
17. What Do you think that if television advertisings of slab/stick gum use presenter present that product. Is it important?



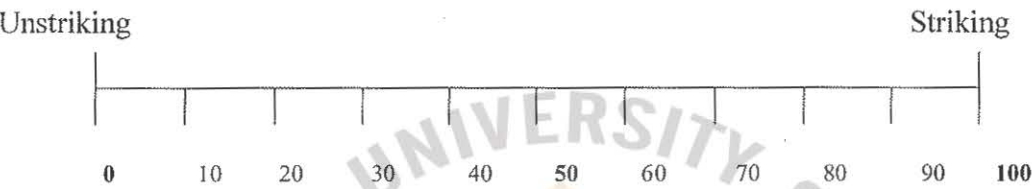
18. Do you understand the talents' body language in television advertisings of slab/stick gum?



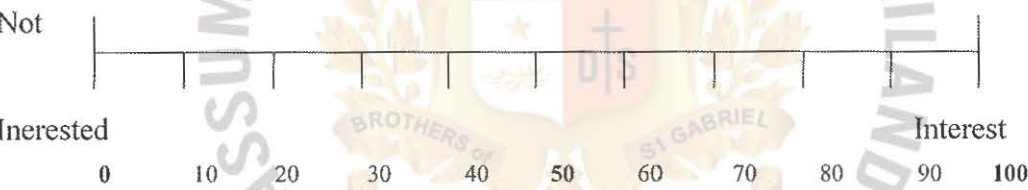
19. Do you think how interesting of music in television advertisings of slab/stick gum



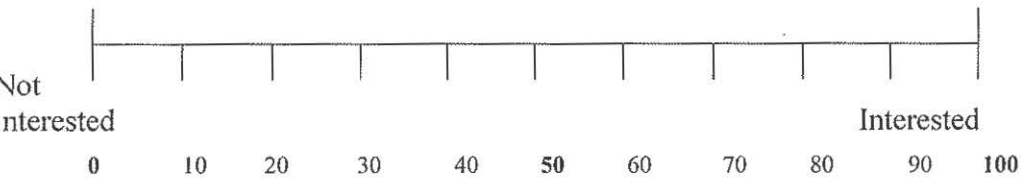
20. What do you think about color of television advertisings of slab/stick gum?



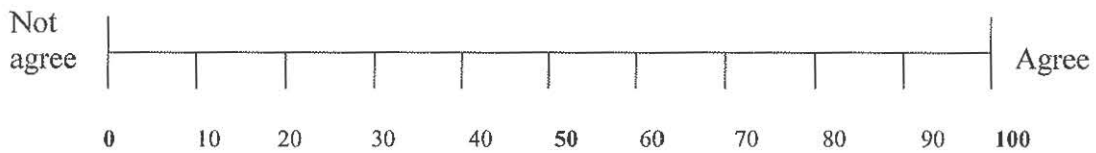
21. Are you interested if television advertisings of slab/stick gum appeal you with quality of that gum?



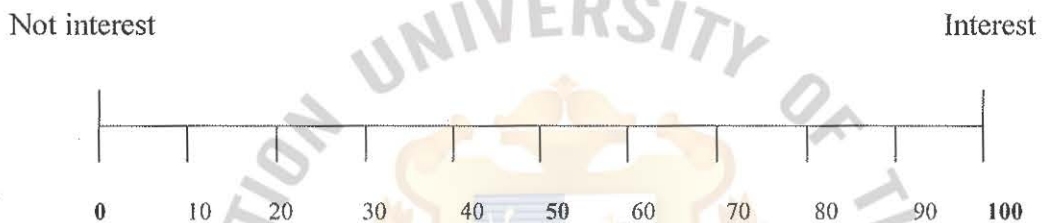
22. Are you interested if television advertisings of slab/stick gum appeal you with benefit of that gum?



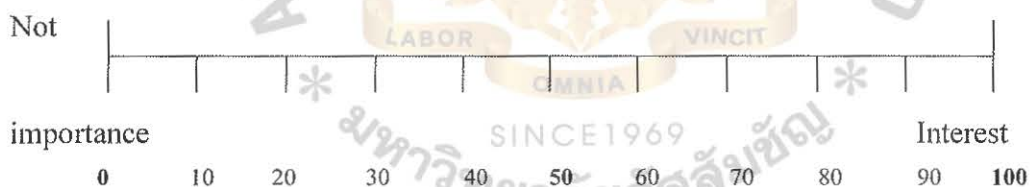
23. Do you agree if television advertisings of slab/stick gum appeal you with negative feeling for example; if you don't have gum after meal, you will have bad breath?



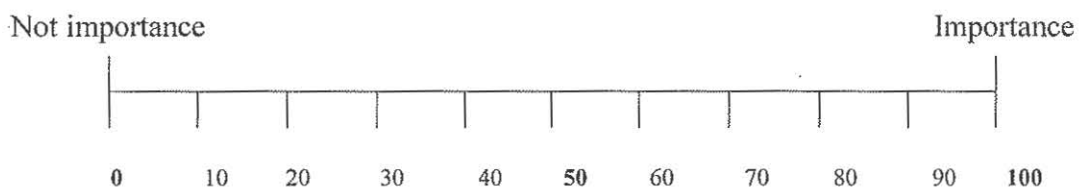
24. Are you interested if television advertisings of slab/stick gum appeal you with positive feeling for example; every times you have gum, you will have fresh breath?



25. Do you think how importance of television advertisings of slab/stick gum if they appeal you by scene of aiding the disadvantages.



26. Do you think how importance of television advertisings of slab/stick gum if they appeal you with the activities of social contribute?



APPENDIX B

SPSS OUTPUT

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|----|-----|---------|---------|-------|
| 1. | Q14 | 70.1380 | 18.5704 | 384.0 |
| 2. | Q15 | 72.8906 | 46.6499 | 384.0 |
| 3. | Q16 | 70.8854 | 18.8646 | 384.0 |
| 4. | Q17 | 71.0938 | 23.4126 | 384.0 |
| 5. | Q18 | 70.2083 | 19.7625 | 384.0 |
| 6. | Q19 | 71.0938 | 21.6029 | 384.0 |
| 7. | Q20 | 69.1146 | 19.7437 | 384.0 |

Covariance Matrix

| | Q14 | Q15 | Q16 | Q17 | Q18 |
|-----|----------|-----------|----------|----------|----------|
| Q14 | 344.8608 | | | | |
| Q15 | 202.6548 | 2176.2178 | | | |
| Q16 | 155.0994 | 213.0997 | 355.8720 | | |
| Q17 | 57.5510 | 150.8771 | 144.1988 | 548.1478 | |
| Q18 | 117.8041 | 173.0255 | 197.4652 | 156.6906 | 390.5570 |
| Q19 | 95.8016 | 132.0782 | 118.0891 | 163.5525 | 152.5131 |
| Q20 | 82.2374 | 113.0100 | 103.1359 | 110.1093 | 64.4147 |

Q19 Q20

| | |
|-----|------------------|
| Q19 | 466.6857 |
| Q20 | 49.2738 389.8145 |

Correlation Matrix

| | Q14 | Q15 | Q16 | Q17 | Q18 |
|-----|--------|--------|--------|--------|--------|
| Q14 | 1.0000 | | | | |
| Q15 | .2339 | 1.0000 | | | |
| Q16 | .4427 | .2422 | 1.0000 | | |
| Q17 | .1324 | .1381 | .3265 | 1.0000 | |
| Q18 | .3210 | .1877 | .5297 | .3387 | 1.0000 |
| Q19 | .2388 | .1311 | .2898 | .3234 | .3572 |

Q20 .2243 .1227 .2769 .2382 .1651

Q19 Q20

Q19 1.0000
Q20 .1155 1.0000

RELIABILITY ANALYSIS - SCALE (ALPHA)

N of Cases = 384.0

| | | N of | | | | |
|----------------|----------|------------|-----------|-----------|---------|------------|
| Statistics for | Mean | Variance | Std Dev | Variables | | |
| Scale | 495.4245 | 10177.5191 | 100.8837 | 7 | | |
| Item Means | Mean | Minimum | Maximum | Range | Max/Min | Variance |
| | 70.7749 | 69.1146 | 72.8906 | 3.7760 | 1.0546 | 1.3625 |
| Item Variances | Mean | Minimum | Maximum | Range | Max/Min | Variance |
| | 667.4508 | 344.8608 | 2176.2178 | 1831.3570 | 6.3104 | 447635.893 |
| Inter-item | | | | | | |
| Covariances | Mean | Minimum | Maximum | Range | Max/Min | Variance |
| | 131.0801 | 49.2738 | 213.0997 | 163.8259 | 4.3248 | 2116.7645 |
| Inter-item | | | | | | |
| Correlations | Mean | Minimum | Maximum | Range | Max/Min | Variance |
| | .2560 | .1155 | .5297 | .4141 | 4.5849 | .0117 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Squared Multiple Correlation | Alpha if Item Deleted |
|-----|-------------------------------------|---|--|------------------------------------|-----------------------------|
| Q14 | 425.2865 | 8410.3616 | .4176 | .2439 | .5826 |
| Q15 | 422.5339 | 6031.8109 | .2718 | .0861 | .7034 |
| Q16 | 424.5391 | 7959.4711 | .5532 | .4058 | .5493 |
| Q17 | 424.3307 | 8063.4125 | .3724 | .2106 | .5863 |
| Q18 | 425.2161 | 8063.1359 | .4857 | .3487 | .5628 |
| Q19 | 424.3307 | 8288.2167 | .3617 | .1919 | .5911 |
| Q20 | 426.3099 | 8743.3424 | .2828 | .1164 | .6123 |

Reliability Coefficients 7 items

Alpha = .6311 Standardized item alpha = .7066

RELIABILITY ANALYSIS - SCALE (ALPHA)

| | | Mean | Std Dev | Cases |
|----|-----|---------|---------|-------|
| 1. | Q21 | 71.8750 | 18.3133 | 384.0 |
| 2. | Q22 | 70.7292 | 19.4168 | 384.0 |
| 3. | Q23 | 61.8750 | 27.4147 | 384.0 |
| 4. | Q24 | 71.3281 | 21.1314 | 384.0 |
| 5. | Q25 | 67.4219 | 24.7783 | 384.0 |
| 6. | Q26 | 74.3750 | 21.9095 | 384.0 |

Covariance Matrix

| | Q21 | Q22 | Q23 | Q24 | Q25 |
|-----|----------|----------|----------|----------|----------|
| Q21 | 335.3786 | | | | |
| Q22 | 199.1514 | 377.0126 | | | |
| Q23 | 154.4386 | 174.0862 | 751.5666 | | |
| Q24 | 142.9341 | 119.1335 | 302.9863 | 446.5344 | |
| Q25 | 148.4497 | 147.0545 | 262.5490 | 139.2032 | 613.9625 |
| Q26 | 101.1749 | 109.5953 | 182.3760 | 109.3179 | 326.1913 |
| Q26 | | | | | |
| Q26 | 480.0261 | | | | |

Correlation Matrix

| | Q21 | Q22 | Q23 | Q24 | Q25 |
|-----|--------|--------|--------|--------|--------|
| Q21 | 1.0000 | | | | |
| Q22 | .5601 | 1.0000 | | | |
| Q23 | .3076 | .3270 | 1.0000 | | |
| Q24 | .3694 | .2904 | .5230 | 1.0000 | |
| Q25 | .3271 | .3057 | .3865 | .2659 | 1.0000 |
| Q26 | .2522 | .2576 | .3036 | .2361 | .6009 |

Q26

Q26 1.0000

RELIABILITY ANALYSIS - SCALE (ALPHA)

N of Cases = 384.0

| Statistics for | Mean | Variance | Std Dev | N of Variables |
|----------------|----------|-----------|---------|----------------|
| Scale | 417.6042 | 8241.7646 | 90.7842 | 6 |

| Item Means | Mean | Minimum | Maximum | Range | Max/Min | Variance |
|------------|---------|---------|---------|---------|---------|----------|
| | 69.6007 | 61.8750 | 74.3750 | 12.5000 | 1.2020 | 19.3315 |

| Item Variances | Mean | Minimum | Maximum | Range | Max/Min | Variance |
|----------------|----------|----------|----------|----------|---------|------------|
| | 500.7468 | 335.3786 | 751.5666 | 416.1880 | 2.2409 | 24350.6993 |

| Inter-item Covariances | Mean | Minimum | Maximum | Range | Max/Min | Variance |
|------------------------|----------|----------|----------|----------|---------|-----------|
| | 174.5761 | 101.1749 | 326.1913 | 225.0163 | 3.2240 | 4753.1954 |

| Inter-item Correlations | Mean | Minimum | Maximum | Range | Max/Min | Variance |
|-------------------------|-------|---------|---------|-------|---------|----------|
| | .3542 | .2361 | .6009 | .3647 | 2.5447 | .0129 |

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|------------------------------|-----------------------|
| Q21 | 345.7292 | 6414.0883 | .5087 | .3758 | .7298 |
| Q22 | 346.8750 | 6366.7102 | .4835 | .3492 | .7341 |
| Q23 | 355.7292 | 5337.3259 | .5375 | .3560 | .7224 |
| Q24 | 346.2760 | 6168.0803 | .4902 | .3236 | .7316 |
| Q25 | 350.1823 | 5580.9066 | .5529 | .4262 | .7146 |
| Q26 | 343.2292 | 6104.4278 | .4841 | .3724 | .7331 |

Reliability Coefficients 6 items

Alpha = .7625 Standardized item alpha = .7669

gender

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid male | 183 | 47.7 | 47.7 | 47.7 |
| female | 201 | 52.3 | 52.3 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

education

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid high school | 192 | 50.0 | 50.0 | 50.0 |
| university | 192 | 50.0 | 50.0 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

tv.frequency

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid everyday | 262 | 68.2 | 68.2 | 68.2 |
| 3-4 times/week | 81 | 21.1 | 21.1 | 89.3 |
| 1-2 times/week | 41 | 10.7 | 10.7 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

ad.frequency

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid everytimes | 109 | 28.4 | 28.4 | 28.4 |
| sometimes | 275 | 71.6 | 71.6 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

eat gum or not

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid yes | 384 | 100.0 | 100.0 | 100.0 |

type of gum

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid slab/stick | 280 | 72.9 | 72.9 | 72.9 |
| coted/chunk | 52 | 13.5 | 13.5 | 86.5 |
| both | 50 | 13.0 | 13.0 | 99.5 |
| 4 | 1 | .3 | .3 | 99.7 |
| 5 | 1 | .3 | .3 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

regularly gum

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid wrigleys | 53 | 13.8 | 13.8 | 13.8 |
| chiclet'sstick | 88 | 22.9 | 22.9 | 36.7 |
| dentyne | 177 | 46.1 | 46.1 | 82.8 |
| cloret'sstick | 23 | 6.0 | 6.0 | 88.8 |
| lotte | 34 | 8.9 | 8.9 | 97.7 |
| lotte notime | 9 | 2.3 | 2.3 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

often gum

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid wrigleys | 45 | 11.7 | 11.7 | 11.7 |
| chiclet'sstick | 103 | 26.8 | 26.8 | 38.5 |
| dentyne | 89 | 23.2 | 23.2 | 61.7 |
| cloret'sstick | 52 | 13.5 | 13.5 | 75.3 |
| lotte | 56 | 14.6 | 14.6 | 89.8 |
| lotte notime | 23 | 6.0 | 6.0 | 95.8 |
| no answer | 16 | 4.2 | 4.2 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

sometime gum

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid wrigleys | 64 | 16.7 | 16.7 | 16.7 |
| chiclet'sstick | 61 | 15.9 | 15.9 | 32.6 |
| dentyne | 46 | 12.0 | 12.0 | 44.5 |
| cloret'sstick | 55 | 14.3 | 14.3 | 58.9 |
| lotte | 78 | 20.3 | 20.3 | 79.2 |
| lotte notime | 51 | 13.3 | 13.3 | 92.4 |
| no answer | 29 | 7.6 | 7.6 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

seen ad.gum

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid yes | 384 | 100.0 | 100.0 | 100.0 |

wrigley

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid yes | 142 | 37.0 | 37.0 | 37.0 |
| no | 242 | 63.0 | 63.0 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

chiclet's stick

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid yes | 282 | 73.4 | 73.4 | 73.4 |
| no | 102 | 26.6 | 26.6 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

dentyne

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid yes | 298 | 77.6 | 77.6 | 77.6 |
| no | 86 | 22.4 | 22.4 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

cloret'sstick

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid yes | 117 | 30.5 | 30.5 | 30.5 |
| no | 267 | 69.5 | 69.5 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

lotte

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid yes | 159 | 41.4 | 41.4 | 41.4 |
| no | 225 | 58.6 | 58.6 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

lotte notime

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid yes | 107 | 27.9 | 27.9 | 27.9 |
| no | 277 | 72.1 | 72.1 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

Discriminant (Stepwise group 1message)

Analysis Case Processing Summary

| Unweighted Cases | | N | Percent |
|------------------|---|-----|---------|
| Valid | | 384 | 100.0 |
| Excluded | Missing or out-of-range group codes | 0 | .0 |
| | At least one missing discriminating variable | 0 | .0 |
| | Both missing or out-of-range group codes and at least one missing discriminating variable | 0 | .0 |
| | Total | 0 | .0 |
| Total | | 384 | 100.0 |

Group Statistics

| ad.effecitiveness | | Mean | Std. Deviation | Valid N (listwise) | |
|-------------------|---------------|-------|----------------|--------------------|----------|
| | | | | Unweighted | Weighted |
| inform | slogan | 75.08 | 18.61 | 120 | 120.000 |
| | script | 74.75 | 19.14 | 120 | 120.000 |
| | storyboard | 74.42 | 18.32 | 120 | 120.000 |
| | presenter | 73.17 | 24.63 | 120 | 120.000 |
| | body language | 74.42 | 20.53 | 120 | 120.000 |
| | music | 71.25 | 22.88 | 120 | 120.000 |
| | color | 70.17 | 17.96 | 120 | 120.000 |
| attention | slogan | 65.66 | 19.03 | 129 | 129.000 |
| | script | 69.61 | 17.83 | 129 | 129.000 |
| | storyboard | 69.30 | 17.77 | 129 | 129.000 |
| | presenter | 70.16 | 22.88 | 129 | 129.000 |
| | body language | 66.67 | 19.26 | 129 | 129.000 |
| | music | 69.46 | 20.24 | 129 | 129.000 |
| | color | 69.61 | 19.66 | 129 | 129.000 |
| intend to buy | slogan | 70.22 | 16.41 | 135 | 135.000 |
| | script | 68.30 | 18.14 | 135 | 135.000 |
| | storyboard | 69.26 | 20.02 | 135 | 135.000 |
| | presenter | 70.15 | 22.86 | 135 | 135.000 |
| | body language | 69.85 | 18.97 | 135 | 135.000 |
| | music | 72.52 | 21.74 | 135 | 135.000 |
| | color | 67.70 | 21.33 | 135 | 135.000 |
| Total | slogan | 70.21 | 18.37 | 384 | 384.000 |
| | script | 70.76 | 18.51 | 384 | 384.000 |
| | storyboard | 70.89 | 18.86 | 384 | 384.000 |
| | presenter | 71.09 | 23.41 | 384 | 384.000 |
| | body language | 70.21 | 19.76 | 384 | 384.000 |
| | music | 71.09 | 21.60 | 384 | 384.000 |
| | color | 69.11 | 19.74 | 384 | 384.000 |

Tests of Equality of Group Means

| | Wilks' Lambda | F | df1 | df2 | Sig. |
|---------------|---------------|-------|-----|-----|------|
| slogan | .957 | 8.506 | 2 | 381 | .000 |
| script | .978 | 4.303 | 2 | 381 | .014 |
| storyboard | .984 | 3.092 | 2 | 381 | .047 |
| presenter | .996 | .683 | 2 | 381 | .506 |
| body language | .975 | 4.913 | 2 | 381 | .008 |
| music | .997 | .666 | 2 | 381 | .515 |
| color | .997 | .555 | 2 | 381 | .575 |

Pooled Within-Groups Matrices

| | | slogan | script | storyboard | presenter | body language | music | color |
|-------------|---------------|--------|--------|------------|-----------|---------------|-------|-------|
| Correlation | slogan | 1.000 | .461 | .427 | .126 | .304 | .231 | .220 |
| | script | .461 | 1.000 | .546 | .199 | .346 | .179 | .301 |
| | storyboard | .427 | .546 | 1.000 | .322 | .522 | .292 | .275 |
| | presenter | .126 | .199 | .322 | 1.000 | .335 | .324 | .237 |
| | body language | .304 | .346 | .522 | .335 | 1.000 | .358 | .165 |
| | music | .231 | .179 | .292 | .324 | .358 | 1.000 | .118 |
| | color | .220 | .301 | .275 | .237 | .165 | .118 | 1.000 |

Analysis 1
Stepwise Statistics

Variables Entered/Removed^{a,b,c,d}

| Step | Entered | Wilks' Lambda | | | | Exact F | | | |
|------|---------|---------------|-----|-----|---------|-----------|-----|---------|------|
| | | Statistic | df1 | df2 | df3 | Statistic | df1 | df2 | Sig. |
| 1 | slogan | .957 | 1 | 2 | 381.000 | 8.506 | 2 | 381.000 | .000 |

At each step, the variable that minimizes the overall Wilks' Lambda is entered.

- a. Maximum number of steps is 14.
- b. Minimum partial F to enter is 3.84.
- c. Maximum partial F to remove is 2.71.
- d. F level, tolerance, or VIN insufficient for further computation.

Variables in the Analysis

| Step | Tolerance | F to Remove |
|----------|-----------|-------------|
| 1 slogan | 1.000 | 8.506 |

Variables Not in the Analysis

| Step | Tolerance | Min. Tolerance | F to Enter | Wilks' Lambda |
|---------------|-----------|----------------|------------|---------------|
| 0 slogan | 1.000 | 1.000 | 8.506 | .957 |
| script | 1.000 | 1.000 | 4.303 | .978 |
| storyboard | 1.000 | 1.000 | 3.092 | .984 |
| presenter | 1.000 | 1.000 | .683 | .996 |
| body language | 1.000 | 1.000 | 4.913 | .975 |
| music | 1.000 | 1.000 | .666 | .997 |
| color | 1.000 | 1.000 | .555 | .997 |
| 1 script | .788 | .788 | 2.434 | .945 |
| storyboard | .817 | .817 | 1.049 | .952 |
| presenter | .984 | .984 | .291 | .956 |
| body language | .907 | .907 | 1.876 | .948 |
| music | .947 | .947 | .519 | .955 |
| color | .952 | .952 | .795 | .953 |

Eigenvalues

| Function | Eigenvalue | % of Variance | Cumulative % | Canonical Correlation |
|----------|-------------------|---------------|--------------|-----------------------|
| 1 | .045 ^a | 100.0 | 100.0 | .207 |

a. First 1 canonical discriminant functions were used in the analysis.

Wilks' Lambda

| Step | Number of Variables | Lambda | df1 | df2 | df3 | Exact F | | | |
|------|---------------------|--------|-----|-----|-----|-----------|-----|---------|----------|
| | | | | | | Statistic | df1 | df2 | Sig. |
| 1 | 1 | .957 | 1 | 2 | 381 | 8.506 | 2 | 381.000 | .431E-04 |

Pairwise Group Comparisons^a

| Step | ad.effecitiveness | | inform | attention | intend to buy |
|------|-------------------|------|--------|-----------|---------------|
| 1 | inform | F | | 17.013 | 4.625 |
| | | Sig. | | .000 | .032 |
| | attention | F | 17.013 | | 4.232 |
| | | Sig. | .000 | | .040 |
| | intend to buy | F | 4.625 | 4.232 | |
| | | Sig. | .032 | .040 | |

a. 1, 381 degrees of freedom for step 1.

Wilks' Lambda

| Test of Function(s) | Wilks' Lambda | Chi-square | df | Sig. |
|---------------------|---------------|------------|----|------|
| 1 | .957 | 16.644 | 2 | .000 |

Standardized Canonical Discriminant Function Coefficients

| | Function |
|--------|----------|
| | 1 |
| slogan | 1.000 |

Structure Matrix

| | Function |
|----------------------------|----------|
| | 1 |
| slogan | 1.000 |
| script ^a | .461 |
| storyboard ^a | .427 |
| body language ^a | .304 |
| music ^a | .231 |
| color ^a | .220 |
| presenter ^a | .126 |

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions
Variables ordered by absolute size of correlation within function

a. This variable not used in the analysis.

Summary of Canonical Discriminant Functions

Classification Function Coefficients

| | ad.effecitiveness | | |
|------------|-------------------|-----------|---------------|
| | inform | attention | intend to buy |
| slogan | .231 | .202 | .216 |
| (Constant) | -9.783 | -7.740 | -8.695 |

Fisher's linear discriminant functions

Functions at Group Centroids

| | Function |
|-------------------|-----------|
| ad.effecitiveness | 1 |
| inform | .271 |
| attention | -.253 |
| intend to buy | 7.709E-04 |

Unstandardized canonical discriminant functions evaluated at group means

Discriminant (Stepwise group 2 appeal)

Analysis Case Processing Summary

| Unweighted Cases | | N | Percent |
|------------------|---|-----|---------|
| Valid | | 384 | 100.0 |
| Excluded | Missing or out-of-range group codes | 0 | .0 |
| | At least one missing discriminating variable | 0 | .0 |
| | Both missing or out-of-range group codes and at least one missing discriminating variable | 0 | .0 |
| | Total | 0 | .0 |
| Total | | 384 | 100.0 |

Group Statistics

| ad.effecitiveness | | Mean | Std. Deviation | Valid N (listwise) | |
|-------------------|-------------------|-------|----------------|--------------------|----------|
| | | | | Unweighted | Weighted |
| inform | quality | 75.83 | 18.54 | 120 | 120.000 |
| | benefit | 74.58 | 19.05 | 120 | 120.000 |
| | neg feeling | 66.50 | 27.61 | 120 | 120.000 |
| | positive feeling | 76.50 | 19.65 | 120 | 120.000 |
| | disadvantage | 69.50 | 25.53 | 120 | 120.000 |
| | social contribute | 75.17 | 24.49 | 120 | 120.000 |
| attention | quality | 70.62 | 19.07 | 129 | 129.000 |
| | benefit | 70.70 | 18.21 | 129 | 129.000 |
| | neg feeling | 57.44 | 26.76 | 129 | 129.000 |
| | positive feeling | 67.52 | 22.12 | 129 | 129.000 |
| | disadvantage | 67.52 | 23.55 | 129 | 129.000 |
| | social contribute | 73.49 | 20.79 | 129 | 129.000 |
| intend to buy | quality | 69.56 | 16.88 | 135 | 135.000 |
| | benefit | 67.33 | 20.34 | 135 | 135.000 |
| | neg feeling | 62.00 | 27.37 | 135 | 135.000 |
| | positive feeling | 70.37 | 20.68 | 135 | 135.000 |
| | disadvantage | 65.48 | 25.27 | 135 | 135.000 |
| | social contribute | 74.52 | 20.61 | 135 | 135.000 |
| Total | quality | 71.88 | 18.31 | 384 | 384.000 |
| | benefit | 70.73 | 19.42 | 384 | 384.000 |
| | neg feeling | 61.88 | 27.41 | 384 | 384.000 |
| | positive feeling | 71.33 | 21.13 | 384 | 384.000 |
| | disadvantage | 67.42 | 24.78 | 384 | 384.000 |
| | social contribute | 74.38 | 21.91 | 384 | 384.000 |

Tests of Equality of Group Means

| | Wilks' Lambda | F | df1 | df2 | Sig. |
|-------------------|---------------|-------|-----|-----|------|
| quality | .978 | 4.260 | 2 | 381 | .015 |
| benefit | .977 | 4.510 | 2 | 381 | .012 |
| neg feeling | .982 | 3.439 | 2 | 381 | .033 |
| positive feeling | .970 | 5.980 | 2 | 381 | .003 |
| disadvantage | .996 | .836 | 2 | 381 | .434 |
| social contribute | .999 | .186 | 2 | 381 | .830 |

Pooled Within-Groups Matrices

| | | quality | benefit | neg feeling | positive feeling | disadvantage | social contribute |
|-------------|-------------------|---------|---------|-------------|------------------|--------------|-------------------|
| Correlation | quality | 1.000 | .551 | .299 | .356 | .322 | .252 |
| | benefit | .551 | 1.000 | .323 | .280 | .300 | .259 |
| | neg feeling | .299 | .323 | 1.000 | .513 | .387 | .302 |
| | positive feeling | .356 | .280 | .513 | 1.000 | .263 | .235 |
| | disadvantage | .322 | .300 | .387 | .263 | 1.000 | .602 |
| | social contribute | .252 | .259 | .302 | .235 | .602 | 1.000 |

Analysis Stepwise Statistics

Variables Entered/Removed^a

| Step | Entered | Wilks' Lambda | | | | | | | |
|------|------------------|---------------|-----|-----|---------|-----------|-----|---------|------|
| | | Statistic | df1 | df2 | df3 | Exact F | | | |
| | | | | | | Statistic | df1 | df2 | Sig. |
| 1 | positive feeling | .970 | 1 | 2 | 381.000 | 5.980 | 2 | 381.000 | .003 |

At each step, the variable that minimizes the overall Wilks' Lambda is entered.

- Maximum number of steps is 12.
- Minimum partial F to enter is 3.84.
- Maximum partial F to remove is 2.71.
- F level, tolerance, or VIN insufficient for further computation.

Variables in the Analysis

| Step | | Tolerance | F to Remove |
|------|------------------|-----------|-------------|
| 1 | positive feeling | 1.000 | 5.980 |

Variables Not in the Analysis

| Step | | Tolerance | Min. Tolerance | F to Enter | Wilks' Lambda |
|------|-------------------|-----------|----------------|------------|---------------|
| 0 | quality | 1.000 | 1.000 | 4.260 | .978 |
| | benefit | 1.000 | 1.000 | 4.510 | .977 |
| | neg feeling | 1.000 | 1.000 | 3.439 | .982 |
| | positive feeling | 1.000 | 1.000 | 5.980 | .970 |
| | disadvantage | 1.000 | 1.000 | .836 | .996 |
| | social contribute | 1.000 | 1.000 | .186 | .999 |
| 1 | quality | .873 | .873 | 2.080 | .959 |
| | benefit | .922 | .922 | 3.221 | .953 |
| | neg feeling | .737 | .737 | .624 | .966 |
| | disadvantage | .931 | .931 | .526 | .967 |
| | social contribute | .945 | .945 | .052 | .969 |

Wilks' Lambda

| Step | Number of Variables | Lambda | df1 | df2 | df3 | Exact F | | | |
|------|---------------------|--------|-----|-----|-----|-----------|-----|---------|-----------|
| | | | | | | Statistic | df1 | df2 | Sig. |
| 1 | 1 | .970 | 1 | 2 | 381 | 5.980 | 2 | 381.000 | 2.773E-03 |

Pairwise Group Comparisons^a

| Step | ad.effecitiveness | | inform | attention | intend to buy |
|------|-------------------|------|--------|-----------|---------------|
| 1 | inform | F | | 11.521 | 5.485 |
| | | Sig. | | .001 | .020 |
| | attention | F | 11.521 | | 1.232 |
| | | Sig. | .001 | | .268 |
| | intend to buy | F | 5.485 | 1.232 | |
| | | Sig. | .020 | .268 | |

- 1, 381 degrees of freedom for step 1.

Summary of Canonical Discriminant Functions

Wilks' Lambda

| Test of Function(s) | Wilks' Lambda | Chi-square | df | Sig. |
|---------------------|---------------|------------|----|------|
| 1 | .970 | 11.776 | 2 | .003 |

Standardized Canonical Discriminant Function Coefficients

| | Function |
|------------------|----------|
| | 1 |
| positive feeling | 1.000 |

Structure Matrix

| | Function |
|--------------------------------|----------|
| | 1 |
| positive feeling | 1.000 |
| neg feeling ^a | .513 |
| quality ^a | .356 |
| benefit ^a | .280 |
| disadvantage ^a | .263 |
| social contribute ^a | .235 |

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions
Variables ordered by absolute size of correlation within function.

a. This variable not used in the analysis.

Functions at Group Centroids

| | Function |
|-------------------|------------|
| | 1 |
| ad.effecitiveness | .248 |
| inform | -.183 |
| attention | -.183 |
| intend to buy | -4.591E-02 |

Unstandardized canonical discriminant functions evaluated at group means

Classification Statistics

Classification Processing Summary

| | | |
|----------------|--|-----|
| Processed | | 384 |
| Excluded | Missing or out-of-range group codes | 0 |
| | At least one missing discriminating variable | 0 |
| Used in Output | | 384 |

Prior Probabilities for Groups

| ad.effecitiveness | Prior | Cases Used in Analysis | |
|-------------------|-------|------------------------|----------|
| | | Unweighted | Weighted |
| inform | .333 | 120 | 120.000 |
| attention | .333 | 129 | 129.000 |
| intend to buy | .333 | 135 | 135.000 |
| Total | 1.000 | 384 | 384.000 |

Classification Function Coefficients

| | ad.effecitiveness | | |
|------------------|-------------------|-----------|---------------|
| | inform | attention | intend to buy |
| positive feeling | .176 | .155 | .162 |
| (Constant) | -7.822 | -6.336 | -6.788 |

Fisher's linear discriminant functions

