



UNIVERSITI PUTRA MALAYSIA

***CONSUMERS' PERCEIVED RELATIONSHIP BETWEEN TELEVISION
ADVERTISING RECALL AND BRAND PURCHASE DECISION***

SIEW SIOK PEIK

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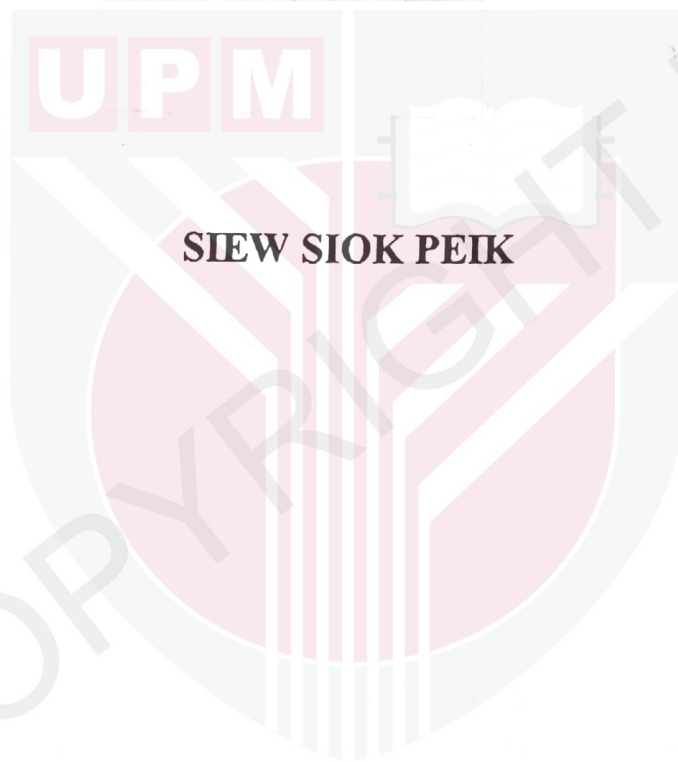
**CONSUMER
TELEVISION**



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Consumers' perceived relationship between television advertising recall and brand purchase decision / Siew Siok Peik.

**RELATIONSHIP BETWEEN
AND PURCHASE**



**MALAYSIAN GRADUATE SCHOOL OF MANAGEMENT
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TELEVISION ADVERTISING RECALL AND BRAND PURCHASE
DECISION**

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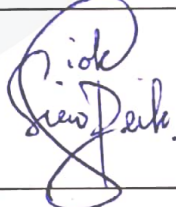
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**A Project Paper Submitted in a Partial Fulfilment of the Requirements
for the Masters in Business Administration in the Malaysian Graduate
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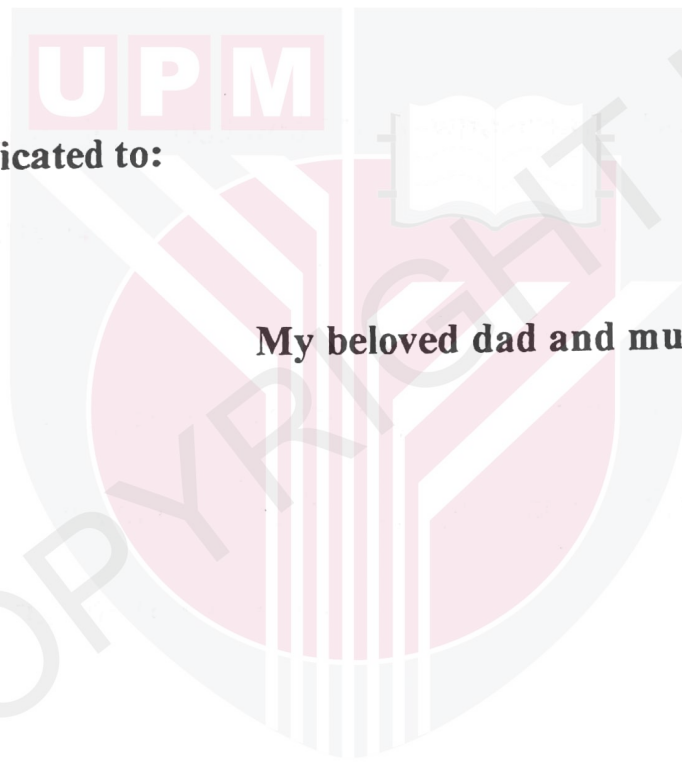
PENGESAHAN KEASLIAN LAPORAN

Dengan ini saya **SIEW SIOK PEIK** no. matrik **GS00226** mangaku bahawa kertas projek untuk kursus **MGT 5988** adalah hasil usaha saya sendiri.

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| Tandatangan |  |
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Especially dedicated to:

My beloved dad and mum



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ABSTRACT

When a consumer chooses a certain brand, many factors actually influence this purchasing decision. Marketers would very much like to attribute this to advertising, but other factors like distribution, packaging, price, etc., may actually influence this purchase. However, television is a very obvious medium in this age and what makes it more unique and stimulating than other media is the moving images that the viewer can see and hear. With constant exposure, a certain level of recall should be expected for a brand. Recall, in addition to other factors and not solely by itself, may influence the brand purchasing decision of consumers.

As such, the purpose of this research is to determine if there is any significant relationship between recall of television advertising and brand purchase decision. It also examines if the consumer's level of involvement with the brand has any bearing on recall of its advertising. The level of involvement can be understood by the degree of personal relevance or importance. In addition, the study considers if personal influences like social-demographic factors have any bearing on the relationship between recall and brand purchase decision. It also seeks to explain what are the factors that influence recall of an ad.

For the study, 145 respondents residing in the Klang Valley were surveyed using a self-administered, drop-and-pick questionnaire. The questionnaire measured the respondents' recall level, involvement level, buying intention and contains social-demographic factors questions.

Majority of the respondents was single, Chinese females aged between 21 – 35 years. Most of them attained a Bachelor's Degree, worked in professional/management capacities and earned between RM1,500 – RM3,000 a month.

Using the Chi-square test and linear regression, the results show that there is a significant relationship between TV advertising recall and brand purchase decision, but the influence of recall on brand purchase decision is very weak. This indicates that recall may not be the sole cause of this relationship. Other factors not covered in the study at hand may impact on the relationship. Linear regression analysis show that the relationship is more significant for respondents in the high involvement group, and this is not so for those in the low involvement group.

The findings of multiple linear regression also support the contention that the executional style (message content, product content and brand characteristics) of an ad does impact commercial effectiveness as measured by recall. Lastly, the Chi-square tests show that brand purchase decision has a relationship with the respondents' age, marital status, education level and occupation, but not for the other personal influences such as gender, race and gross monthly income.

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CHAPTER 1

RESEARCH OVERVIEW

1.0 INTRODUCTION

This chapter is an overview of the whole thesis. It will discuss the background of this research and how a TV commercial's recall can influence brand purchase decision. In addition, the objectives, hypotheses, significance of the study and the organization of the thesis will also be discussed. This study applies to the Malaysian advertising industry.

1.1 BACKGROUND OF THE STUDY

Malaysia is a multiracial country with a democratically elected government, with Malays (about 53%), Chinese (36%) as the major races while Indians, Eurasians and the indigenous people make up the rest of the population. At the beginning of 1998, Malaysia population was about 22 million. As this is expected to increase to about 23 million by the year 2000, the demand for household items and utilities is expected to increase at an average of 3% annually (3.6 million in 1992 to 5.2 million in 1995). In 1990, the average monthly income of a Malaysian household was RM 1,098 and this was increased to RM 1,254 in 1994; an increase of 12% (Fourth Malaysian Plan).

This huge market is an area of opportunity for marketers to tap into in order to sell an increasing variety of products and services. Advertising is one component of the

promotion mix used to influence consumers' decision making in their purchasing behavior. One form of advertising is the television commercial which is widely used to build brand equity and loyalty and instill awareness in the mind of consumers. By doing so, advertisers hope to affect attitudes toward the brand by persuading consumers to consume the brand advertised.

Marketers need to spend large sums of money in television advertising and given the rising level of advertising clutter, marketers should carefully consider whether there would be substantial returns on their investments. One of the problems would be whether consumers recall their ads and even if they do, it would prove interesting to see if remembering television ads ultimately influence consumers to consume the brands advertised.

1.2 PROBLEM STATEMENT

When a consumer chooses a certain brand, many factors actually influence this purchasing decision. Marketers would very much like to attribute this to advertising, but other factors like distribution, packaging, price, etc., may actually influence this purchase. However, television is a very obvious medium in this age and what makes it more unique and stimulating than other media is the moving images that the viewer can see and hear. With constant exposure, a certain measure of recall should be expected for a brand. Recall, in addition to other factors and not solely by itself, may influence the brand purchasing decision of consumers.

With recall testing for TV commercials done in the 40 years or so, surprisingly little has been learned about what makes for a high recall score. Results on recall have been controversial with some researchers noting that recall is not a good predictor of advertising effectiveness and consequently, purchase behavior. Fletcher and Bowers (1988) warned that one should consider at least two factors when using message research: problems of memory and the lack of evidence of a relationship between memory and purchase decisions. When talking about message effects, we must rely on consumers to tell us, and that means we must rely on their memories, which unfortunately, are less than completely reliable. Memory tests are used with the assumption that advertising cannot affect purchase decisions if consumers cannot remember the advertising, and the weakness of that assumption may be the shortcoming of memory tests. In comparing persuasion versus recall in copy testing, Ross (1982) and Gibson (1983) advocated that persuasion as a more valid tool for gauging selling effectiveness.

Still, much research on advertising effectiveness has focused on factors related to increasing consumers' memory for advertising. Researchers are interested in this topic because of the delay between advertising exposure and purchase. The implication is that advertising recall is critical in order for advertised information to be used as inputs to purchase decisions. Research in judgment and decision making supports this implication. Studies show that, when information is available only from memory sources, its use is related to its accessibility in memory. Thus, advertising recall and information use are linked theoretically (Costley and Brucks, 1992).

In view of those conflicting studies, this paper investigates if recall of a brand's advertising and the decision for purchase of the brand is linked by examining whether the consumer's level of involvement with the brand affects or has any bearing on recall of its advertising. The level of involvement can be understood by the degree of personal relevance or importance. When subjects find message information personally relevant or important, they are expected to devote considerably more attentional capacity to the message contents and to process that information at a deeper level than they would when they do not find the message information relevant (Greenwald and Leavitt, 1984).

Consequently, the purpose of this research is to determine the significant relationship between recall of television advertising and brand purchase decision. This study considers if personal influences like social-demographic factors have any bearing on the relationship between recall and brand purchase decision. It also seeks to explain what are the factors that influence recall of an ad.

From this problem definition, research objectives are next derived to explain the purpose of the research in measurable terms and define the standards for what should be accomplished.

1.3 RESEARCH OBJECTIVES

In order to seek an answer to the above-mentioned problem statement, the following general and specific research objectives should be addressed.

1.3.1 General Objective

The general purpose of the study is to determine the consumers' perception of the role of television advertising recall in deciding which brand to buy or consume. In defining the limits of this study, the following specific research objectives are identified as the study areas to be addressed.

1.3.2 Specific Objectives

Specifically, the research objectives will be as follows:

1. To determine how factors like message content, product content and brand/name characteristics in the television advertising influence recall.
2. To determine the significance of the perceived relationship between recall of a brand's television advertising and the brand purchase decision.
3. To examine if the relationship between television advertising recall and brand purchase decision is affected by the consumers' level of involvement in the decision.
4. To determine how consumers' personal influences (e.g. social-demographic factors) affect the relationship between television advertising recall and brand purchase decision.

1.4 HYPOTHESES

The following hypotheses are derived from each specific research objective.

- H1 Recall of a brand's television advertising is influenced by message content, product content and brand/name characteristics in television advertisements.
- H2 Television advertising recall has a significant relationship with brand purchase decision.
- H3 Television advertising recall has a higher significant relationship with brand purchase decision for high-level of involvement decision consumers compared to low-level of involvement decision consumers.
- H4 Consumers' personal influences (e.g. social demographic factors) affect the relationship between television advertising recall and brand purchase decision.

1.5 SIGNIFICANCE OF THE STUDY

This study attempts to benefit all those involved in the advertising industry in Malaysia, including marketers, brand managers, consumers, educationists and other researchers.

The following issues have raised the need for advertisers to learn how the ads of their brands can impact on a consumer's purchasing intention.

The challenge of getting the viewer's attention and leaving an impression is a formidable one, perhaps more so now than ever before. A series of studies conducted for the Newspaper Advertising Bureau (NAB) in the U.S. showed that viewers' unaided recall of "the last commercial seen" declined substantially from 18% in 1965 to 12% in 1974 and again to only 7% in 1981. The transition from 60-second commercials to freestanding 30-second units, and an accompanying increase in the total number of

advertising messages in part contributed this decline. Advertisers are now making greater use of 15-second units, thus there is increasing clutter leading to increased difficulty in getting through to the viewer (Walker and von Gonten, 1989). The issue of ad clutter is indeed real for advertisers. The TV 93 conference on TV advertising in Monte Carlo uncovered concerns over clutter, audience fragmentation, subscription, and the specter of audiences being willing to pay to escape advertising (Beale, 1993).

It is felt that these issues also seem very realistic in the Malaysian advertising scene. With four traditional broadcast networks plus satellite TV, which in itself, boasts of twenty over channels, clutter and switching behavior are two things advertisers must contend with. This may produce adverse effects on recall. Clearly, the creation of commercials that reach viewers efficiently is an important objective.

Further, information technology (IT) is gaining increasing precedence as Malaysia gears towards the twentieth century. The unlimited potential of IT could produce a huge impact on the creation of memorable TV ads in terms of creative execution and media buying. Such optimal use could give competitive advantages to marketers and also benefit society by producing discerning ads that help consumers make wise choices in purchase decision-making.

1.6 ORGANIZATION OF THE THESIS

Chapter Two discusses about the Malaysian advertising industry in general, the advertising agency, and television advertising in particular.

Chapter Three presents some past research and literature from which the theoretical framework is derived. It focuses on recall, brand purchase decision and consumers' level of involvement in the brand.

Chapter Four provides a discussion on the methodology for this study and the statistical techniques used to analyze the data to fulfill the objectives.

Chapter Five covers the analysis of the data and interpretation of findings from it.

Chapter Six concludes the results of the research and recommends the findings for those interested in the advertising industry. In addition, major findings, implications of the study, suggestions for further research and conclusion of the study are discussed accordingly.

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