



UNIVERSITI PUTRA MALAYSIA

***BRAND RECALL AS INDICATION OF TELEVISION ADVERTISING
EFFECTIVENESS***

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Brand recall as indication of television advertising effectiveness /
Maldia Syela binti Mohd. Miharbi.

By

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**Project Paper Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in
Malaysian Graduate School of Management
Universiti Putra Malaysia**

JANUARY 2001

Dedicated to my beloved parent;

Eneik Mohd. Miharbi and Puan Shamsiah

Whose love, sacrifice, and encouragement

Made this study possible ...

May Allah Bless You

(Maldia Syela Mohd. Miharbi 2001)

DECLARATION

I hereby declare that the project paper is based on my original work except for quotations and citations. Other sources are acknowledged by giving explicit references and a bibliography is appended. I also declare that it has not been previously or concurrently to be submitted for any other degree at any other higher learning institution.

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ACKNOWLEDGMENTS

In the name of Allah, the Most Mighty and Merciful. Alas, Allah has given me the opportunity, the patience and the strength in completing this project paper at last. During the course of this project, I have received numerous encouragement and supports from a number of individuals. It is quite true that, without their back up, this project might never have completed.

To my beloved parent, Encik Mohd Miharbi and Puan Shamsiah, my heartiest thanks goes for their continuous and hearty support, which is a debt I can never repay. Without their encouragement and assistance, this work could never been accomplished.

My deepest appreciation and profuse to my honorable supervisor, Dr. Iskandar Abdullah, who provided his invaluable advice, personal support, insightful suggestions and guidance throughout preparing and completing this project with a success. I wish to thank Puan Halimah Ashari, an English teacher from Kuala Lumpur and Nazli Azim Yahya, a good friend of mine, for checking and editing through my project paper.

I also owe special gratitude to all lecturers and staffs in Malaysian Graduate School Of Management for their generosity of knowledge. Also, my course mates' (intake May '99) and friends' strong beliefs in my ability have spurred me on. To all of them, I would like to say that your faith and belief have sustained me, especially in my darkest and coldest moments, thank you from the bottom of my heart.

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ABSTRACT

With the increase of the business world's competition, advertisements become a major tool for marketing strategies. Thus, the effectiveness of television advertisements to generate and register brand into consumer's mentality is becoming a main concern for the marketers. Advertising is an important social phenomenon that stimulates purchasing power and economic activities that is being influenced by certain value of adaptation and life-styles. Everyone seems to hold an opinion about various aspects of advertisement, ranging from the informative, amusement to the hostility brought to the viewers.

This study intends to find out what factors that may affect the brand recall score and to investigate the ability of television advertisement to generate brand recall. Factors such as consumers' attitude, feeling, familiarity towards the advertisement and elements of attractiveness were considered. A model adopted from Meryl Paula Gardner (1983), and Julie A. Edell and Marian Chapman Burke (1987) has been modified to assess the ability of brand recall using advertisement that will provide guidelines on how to maximize its effectiveness.

The findings showed that the Malaysian consumers still hold positive attitude towards advertisement and are more likely to brand recall. Generally, the research has the evidence that consumer demographic characteristics have the positive relationship with the ability of brand recall. This study suggests that consumer's attitude, feeling (experience/ knowledge) and elements of attractiveness are the factors to illustrate the effectiveness of television advertising in generating brand recall. However, the data, which has been collected from the research, contradicts with the model used. Familiarity, as one of the variables shows no significant relationship with the brand recall due to culture and lifestyle factors.

ABSTRAK

Dengan meningkatnya persaingan di dalam dunia perniagaan, pengiklanan telah menjadi suatu alat yang strategik dan utama dalam pemasaran sesuatu produk atau servis. Justeru itu, keberkesanan sesuatu pengiklanan bagi tujuan menimbulkan minat pengguna terhadap sesuatu produk dan pada masa yang sama, memindahkan maklumat jenama seharusnya diberikan penekanan oleh pemasar. Pengiklanan merupakan satu fenomena sosial yang penting yang mampu merangsangkan pembelian oleh para pengguna, sebagai sumber aktiviti ekonomi dan pembentukan dan pendekatan cara hidup serta nilai kemasyarakatan yang diamalkan oleh rakyat Malaysia.

Kajian ini bertujuan untuk mengenalpasti faktor-faktor yang akan mempengaruhi pengingatan jenama dan juga mengkaji sama ada pengiklanan televisyen dapat membantu daya pengingatan semula jenama seseorang pengguna. Di dalam kajian ini, faktor-faktor seperti sikap pengguna, rangsangan pengguna terhadap sesuatu iklan, kebiasaan pengguna terhadap iklan dan daya penarik sesuatu iklan seharusnya dipertimbangkan. Model-model kajian yang diilhamkan oleh Meryl Paula Gardner (1983) dan Julie A. Edell dan Marian Chapman Burke (1987) telah diubahsuai untuk kajian ini dalam menilai kemampuan penggunaan pengiklanan yang efektif dalam pengingatan semula jenama sesuatu produk.

Hasil kajian ini telah mendapati rakyat Malaysia masih mempunyai sikap yang positif terhadap pengiklanan dan masih berupaya mengingat semula iklan jenama. Secara amnya, kajian mendapati adanya hubungan positif di antara faktor demografi dan kemampuan untuk mengingat semula iklan berjenama. Hasil kajian ini juga menunjukkan faktor-faktor seperti sikap pengguna, rangsangan perasaan pengguna terhadap sesuatu iklan dan elemen-elemen yang mampu menarik perhatian pengguna (personaliti, warna yang digunakan dan lain-lain), dapat menggambarkan keberkesanan pengiklanan menerusi televisyen dalam pengingatan semula iklan sesuatu jenama. Namun begitu, elemen kebiasaan terhadap sesuatu jenama didapati telah tidak bertepatan dengan model yang digunakan kerana ia tidak menunjukkan sebarang hubungan dengan pengingatan semula iklan jenama. Ini mungkin berkait rapat dengan faktor adat resam, budaya dan cara hidup yang dipraktikkan oleh pengguna.

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CHAPTER 1

Introduction

1.0 BACKGROUND OF THE STUDY

Brand plays a vital role in advertising. Advertising without brand cue causes failure. Whenever consumers try to purchase any product that is advertised on television, they usually try to recall influential factors such as brand. Coordination among the influential factors able to produce effective advertising that can influence consumers, especially in recalling the brand name.

According to Farquhar (1989), a brand is a name, symbol, design, or mark that enhances the value of a product beyond its functional purpose. This is because the brand names enhance the value of products and are difficult for competitors to copy, and play a critical role in marketplace competition. Alba and Chattopadhyay (1985, 1996) have demonstrated that having subjects (i.e. the consumers) thinking about a particular brand can inhibit the recall of competition brands.

Consumers are brand loyal in the short or medium term, but generally they also have other brands in their regular repertoire. A consistent and realistic case can be made for mainly reinforcing the role for the advertising of established brands.

Krugman (1977) stated, “Recall has been considered a measure of advertising effectiveness. Brand recall is covered in most texts on advertising measurement, it is a central part of the popular hierarchy of- effects advertising model”.

Market researchers sometimes require information about the respondents’ past behavior, and frequently rely on their retrospective reports for this information. It is, however, well known that respondent recall is often inaccurate, consequently, resulting in the over- or under-reporting of the past events (Sudman and Bradburn 1973, 1974). Thus a researcher is sometimes facing with the dilemma of how to obtain brand recall data that shows the effectiveness of the television advertising in a way that minimizes potential bias.

1.1 BRIEF BACKGROUND ON ADVERTISING

1.1.1 An overview on advertising

Adnan (1994) found the present upward trend in the Malaysian mass media scene has resulted in a massive buyer’s market among advertisers. To keep pace with high economic growth and the onrush of technology, more and more advertisers are now experimenting with newly introduced media to attract consumers’ attention.

Researches on the effects of advertising have a long history in marketing and communication. Advertising is a complex phenomenon and can be considered as a paradox. It is an important institution in our society, since it contributes information to mankind as well as the efficiency of productivity in our country. It is a valid

activity to some people, and a social blight to others. Advertising can be defined from different perspectives. In the recent past and until now, advertising has played the most significant role to advertise a product or a service in our country's marketing system.

Advertising can be viewed as a communication bridge between business and potential customers. Unlike direct communication between two people, which involves a give and take experience, advertising is a one-way exchange that is impersonal in format. Put it simply, advertising can be defined as a marketing communication element that is persuasive, non-personal, paid for by an identified sponsor through mass channel of communication to promote the adoption of goods, services, person or ideas (Patti and Frazer, 1988)

According to Galbraith (1988), advertising is also stimulate demand, helps building success, develops and shapes buyer behavior, and gives the seller a measure of certainty about the level of the sales. Advertising offers stimulus to potential user of a product in hoping to increase predisposition of the product. Effective advertising can provide information about a new product or remind users about an existing product, demonstrate meaningful uses of the product and establish or refresh the brand's image (Peterson, 1991)

Not all advertising works in the same way. In reality, little or no information and emotion is involved in consumer purchasing decision. To compensate this, advertising must often make greater use of both rational and emotional approaches to have effective outcomes. Television advertising communicates with sound, motion and

color. Thus it is a very challenging, interesting field and costs a fortune for advertisers to come out with an advertisement. That is why an advertiser should make the advertisement more persuasive, attractive and able to influence the customers. Therefore, after watching the advertisement, it will make them search for the product and make purchases. This has been proven true by Resnik and Stern (1977), who stated that an advertisement as being “informative” when a typical viewer could make a more intelligent buying decision after seeing the commercial than before seeing it.

Advertising is an important institution of our times. It has been hailed as a capitalistic virtue, an engine of free market economy and a promoter of consumer welfare. Its detractors on the other hand accuse it of an array of sins ranging from economic waste to purveying of harmful products, from sexism to deceit and manipulation, from triviality to intellectual and moral pollution (Mittal, 1994).

Today’s sophisticated consumers need informative advertising and they make a lot of buying decision every single day of their lives. These are influenced by factors such as the cultural, social, personal characteristics and the environment surrounding them. Television, radio, magazines and newspapers are among the advertisers’ communication mediums for reaching the existing and prospective consumers. According to Morley (1980), the audience is seen as highly differentiated, each group with its own culture, values and interest, which materially influence how members actively construct meaning around the TV programs they viewed. Fiske (1987) emphasized that the potential openness of the TV text to a very wide variety of meanings, depending on the subculture context and value of its viewer. Now, through new technology, we can also see advertising on the Internet.

O'Donohoe (1994) recognized that advertising could be used to inspire people to make consumption of the product without having the actual product being advertised. Hence, this shows that effective and efficient information is needed in television advertisement in providing meaningful cues. The advertisement is presented in a way to entertain audience and to make them think, feel or do something about the product. This type of advertisement is preferred rather than an advertisement packed with a variety of information. Everyday, consumers are exposed to many forms of information, and the advertisement being one of them. Thus, entertaining advertisements will definitely caught consumers' attention because we know that consumers tend to be selective in receiving information that they want to retain.

1.1.2 Consumer Perception

Today's sophisticated consumers are mostly depend on the information offered to them through the advertisements and they made many buying decisions every day. Their purchasing behavior is strongly influenced by cultural, social, personal and psychological characteristics. Thus, television, radio, magazine, newspapers, and Internet serve as an advertiser's communication channels to the consumers. Their perception towards the medium used is varied and more influenced through their lifestyles and personalities. According to Lamb, Hair and McDaniel (1996) customer value is defined as the customer's perception of the ratio of benefits to sacrifice necessary to obtain those benefits.

Lyle and Hoffman (1972) found that television advertisement has greatly influenced the lifestyle of adolescent. This is done without distorting the adolescent time spent in other activities. By viewing advertisement, they can relieve from the loneliness, obtain some entertainment, and gain new information. In other words, the television acts as an active role in influencing the adolescents' lives.

A person who dislikes television advertising is likely to resist its efforts to increase his/her positive attitude toward an advertising brand. To the dismay of television advertisers, many viewers' have a jaded attitude about television advertising in general – they claim to dislike it. Viewers' overall dislikes of advertising as an institution, including television advertising, have been observed for several decades (James and Kover, 1992).

1.2 THE ADVERTISING INDUSTRY IN MALAYSIA

Advertising plays an important role in promoting products and services in the market. The advertising industry in Malaysia has experienced a drastic growth over the years and becomes among the important service industries. Television has been a major transformational effect on our society and economy. Television is called the “hot media” and because it combines sight and sound communication, therefore it presents persuasive commercial messages for convenient in-home viewing. The impact of television on our lives has been dramatic. An average viewer watches television approximately four hours a day. As a consequence, a television viewer frequently receives from 12 to 15 minutes of commercial time per hour.

Malaysian advertiser communities have access to all media available in the country so that information about the adverts can reach the public clearly, unambiguously and full of information. The media are consist of television, radio, newspapers, magazines, cinema and outdoors (Media Guide 2000).

The advertising cake will not necessarily become bigger just because there is an additional medium. Advertisers do advertise when they have marketing strategies that include advertising that helps them in promoting their product to fulfill their objectives. In order to attract new and existing advertisers, effective advertisements are highly demanded.

Table 1: Media Advertising Expenditure Share

Media	1991	1992	1993	1994	1995	1996	1997	1998
Television %	40	40	33	32	32	32	30	32
Radio %	2	2	2	3	3	3	3	3
Newspaper %	44	43	54	54	56	58	60	58
Magazines %	9	10	6	6	6	5	5	5
Outdoor %	3	3	3	3	1	-	-	-
Others %	2	2	2	2	2	2	2	2
Tot. Expd.	1,016	1,128	1,441	1,674	2,021	2,413	2,632	2,168

(RM Million)

Source: AC Nielsen / MAA (2000)

From Table 1, it can be observed that expenditure in advertising has been increasing over the years except for 1998 where there was a decrease of RM 464 Millions. This

is caused by the economic turndown due to the economic crisis in the South East Asian countries, which caused advertisers to adopt budgeting in the various media to minimize the costs of advertising and to maximize its effectiveness.

1.3 MARKET SIZE AND GROWTH POTENTIAL

The population of Malaysia is made up of three major ethnic groups. They are namely, the Malays, the Chinese and the Indians. Each of these ethnic groups has its own culture, values, beliefs, lifestyle and personality (Alfred and Talcot, 1958).

One primary benefit of advertising is the ability to communicate to a large number of people at any one time. As far as we know, through advertising, information can be easily reached the customers, but the questions are: do they pay attention to the outgoing advertisement and do they recall the advertisement over the next few days or even for a week? The question lies in knowing how our brain is divided into 2 hemispheres, which will be discussed thoroughly in the next chapter.

BASIC DEMOGRAPHIC : (Based: Urban Peninsula Adults aged 18 and above)

Total Adults aged 18 and above ('000)	5,967
	%
SEX	
Male	49
Female	51

RACE	
Malay	45
Chinese	41
Indian/Others	14
AGE	
18-24	22
25-29	14
30-49	25
40-49	19
Above 50 years	21
HOUSEHOLD INCOME	
Below RM 1000	10
RM1001 – 2000	25
RM2001 – 3000	20
RM3001 – 5000	26
Above RM5000	8
Refuse	10
REGION	
North	30
Central	41
South	20
East	9

Source : Taylor Nelson Sofres Malaysia (Media Guide, 2000)

BASIC MEDIA PENETRATION

Basic Media Penetration	
	%
TV Y'day	82
Daily Y'day	72
Radio Broadcast Y'day	60
Magazine Past Month	49

Source : Taylor Nelson Sofres Malaysia (Media Guide, 2000)

1.4 THE TELEVISION INDUSTRY IN MALAYSIA

Television had its beginning in Malaysia on the 28th December 1963 with one network (TV1) operated by a government agency, Radio and Television Malaysia (RTM). The second network TV2 followed on 17th November 1969, which was then followed by the introduction of color television in our nation in 1978. During these times, RTM monopolized the television industry in the country.

The launching of TV3 in August 1984, which was introduced by the Sistem Televisyen Malaysia Berhad (STMB), brought competition to the privatized network. The subsequent rivalry between these two television networks brought a lot of changes and improvement in the television broadcasting since both were competing in getting more audience.

For more than ten years, the competition to attract advertising market share was just between TV3 and RTM's two channels. Nowadays, many private networks entered the Malaysian television industry, providing more new entertainment and giving numerous chances to the advertisers in getting their advertisements shown to the audience. In recent years, Malaysian adults have had a variety of television stations to choose, ranging from broadcast to satellite television. At present, All Asia Television And Radio Company (ASTRO) offers a satellite television channels, a pay television network that gives a lot more television programs compared to the other television networks. Currently, the most popular television channels are ASTRO, TV3 and NTV7.

As noted by researchers, Childers and Krugman (1987) said that broadcast, basic-cable and premium-cable television services are likely to compete for consumer dollars, audience viewing and program offerings. Hence this gives advertising more opportunities with advertisers competing among each other and at the same time consumers becoming more aware of the products being offered in the market. Advertisers advertise when they have a marketing strategy, which includes advertising to help them to promote their product or other objectives of the organization.

Presently, about 90 percent of the approximately 2.9 million households in Peninsular Malaysia own at least a television set; this percentage is reputed one of the highest in the world. Television is also the fastest growing medium in Malaysia. In a day, an average of 6.6 million adults in Peninsular Malaysia watches television for at least

half an hour. Among the studies, Malays comprise the majority of viewers. Also, slightly more than half of the audiences are those who lived in rural areas.

The table shows the television station analysis of the percentage of penetration by stations and also the time spent watching television per day by consumers in Malaysia.

	Penetration by Station (%)	Malay (%)	Chinese (%)	Indian/Others (%)
TV1/TV2	54	44	44	13
TV1	23	83	11	6
TV2	45	33	52	15
TV3	79	53	36	11
Metrovision	18	34	53	14
NTV7	48	44	41	15
Astro	7	21	60	19
Mega TV	2	23	66	11
TCS	8	18	63	18

Television Station Analysis

Source : Taylor Nelson Sofres Malaysia (Nov/Dec 1998)

	Time Spent watching TV perday (%)	Malay (%)	Chinese (%)	Indian/Others (%)
Less than hour	9	50	44	6
1-2 hours	41	45	43	12
2-3 hours	26	48	38	14
3-4 hours	12	45	53	18
4-5 hours	5	63	24	12
Over 5 hours	6	53	41	6

Source : Taylor Nelson Sofres Malaysia (Nov/ Dec 1998)

According to a survey conducted by AC Nielsen in 1998, on Malaysia's most popular television channel in terms of viewership for the first six month, TV3 accounted for 38% followed by TV1 (25%), TV2 (22%), NTV7 (13%) and Metro Vision (2%). As on the year 2000, there are six television stations in Malaysia consisting of TV1, TV2, TV3, Mega TV, ASTRO and NTV7. The Malaysian Government owned TV1 and TV2, while the rest are privately owned. Metro Vision, which was only broadcast in the Klang Valley, has now ceased its operations. The finding shows that TV3 is the leader in the Malaysia Television broadcast in the country.

Nowadays, advertising has been hailed as a capitalistic virtue, an engine of a free market economy and as a parameter of consumer welfare. In America, consumers will receive some 3,000 commercial messages per day during a typical week. (Moriarty, 1991)

A recent study reported in the Wall Street Journal (1989) concluded that television had no effect in increasing sales and a survey of the advertising industry by the Economist (1990) reached a similar conclusion on the decline of marketplace efficiency. Advertising and the economy are closely linked. Advertising is the source of information for consumers and a source of market power for advertisers.

1.5 PROBLEM STATEMENT

Currently, the rapid changes in the media in Malaysia have created more competition among advertising media organizations (Adnan, 1994). Advertisers now have more choice of media than previously when only the traditional media of newspaper, television, radio and magazine were popular (Magiera, 1988). Heightened competition among all advertising media has increased the complexity of media planning and buying (Bovee and Arens, 1992; Jugenheimer, Barban and Turk, 1992).

How do advertisers make sure that consumers do brand recall of a product after being exposed to the adverts? What are the elements that can be considered as capturing consumer's attention and giving some impact to consumer's curiosity to gain more information on the products?

Throughout the years, various studies have been conducted in the developed countries such as United States and United Kingdom to measure the effectiveness of advertising. It is the major concern for most advertisers and marketers since as we all

know this might affect the whole turnover of the company since a lot of money is being spent on advertising.

Advertising is a powerful and valuable promotion tool in developing the marketing sector of a particular country. (Dewan Budaya, July 1987). It is also a highly competitive business since all the advertisers try in helping the management to know the ability of the television advertising to enable them in generating brand recall of the consumers towards the products. So when they conducted the advertising there will be appropriate budget allocated for the advertising.

The purpose of this research is mainly to determine the brand recall among consumers after being exposed to the advertisements. Also, it can identify the elements to be taken into account that might help the advertisers to make advertising able to capture the consumers' attention and enable them to recall and remember it the next day. We should know that consumers' attitudes play important roles in ensuring the effectiveness of recall of advertising viewed. A consumer who has a positive attitude towards television advertisement can easily to generate brand recall.

Therefore, this study proposes to evaluate the ability of television advertising to generate brand recall and register the brand message. It will also attempt to identify how advertising will influence consumer behavior and factors that influence brand recall for their behavior and personalities. The impact will show how recall and brand preference can determine the weighting of television advertising on adolescent satisfaction and the intention to purchase the product. This study will generate valuable information that might help consumers in improving their decision-making

ability and shows measurement being taken to imply the effectiveness of television advertisement.

1.6 SIGNIFICANCE OF THE STUDY

The study of the ability of television advertising to generate brand recall and register a brand message will be significant to some groups. Through this research, the result of the ability to recall brand advertisement will provide guidelines on how to maximize its effectiveness. This research is important to advertising agencies. The result will provide them with a clear view of which advertisement to promote.

A study to find out what kind of advertising will induce most brand recall (feeling or attitude advertising towards the advertising or familiarity on advertisement) will help to determine the approach to be used in order to achieve the effectiveness. Familiarity such as knowledge/information, past experience and belief toward brand recall is also useful to be looked at by the advertisers in order to capture consumer attention. It is a philosophical process that is passed through in the lifecycle of consumers' behavior in their daily lives. It can influence them in making purchases of the products in the future.

1.7 OBJECTIVES OF THE STUDY

1.7.1 General objective

The overall objective of this study is to evaluate the ability of television advertising to generate brand recall and at the same time to evaluate the effectiveness of television advertising by using brand recall method.

1.7.2 The specific objectives of the study are:

1. To analyze the effect of consumer attitude of advertisement on brand recall.
2. To examine the effect of product familiarity on recalling of the brand.
3. To investigate the effect of consumer's feelings towards advertisement on brand recall.
4. To find out the impact caused by information gained by the consumer on brand recall.
5. To identify the factors in television advertisement that induces brand recall among consumers.

1.8 HYPOTHESES

There are four hypotheses to be tested in this research. These are derived after getting some insight from various related studies, among them, works by Clancy and Ostlund (1979), Gardner (1983) and Edell and Burke (1987).

According to the findings by Gardner (1983) brand advertising can affect the brand attributes recalled and those used for subsequent evaluations. The study also found that advertisement-included recall due to an attention-focusing tactics does not necessarily imply increased emphasis on that attribute during a subsequent brand evaluation.

According to Peter and Olson (1993), the overall evaluation of consumer decision making is formed when consumers integrate (combine) knowledge, meanings or beliefs about the attitude concept. Once the attitudes have been formed and stored in the memory bank of consumers, the existing attitudes can be activated from memory and used to interpret new information, or they can be integrated with other knowledge in decision-making (recall of the advertisement). This leads to the first hypothesis:

H¹: There is a significant relationship between the consumers' attitude toward the Recall score.

Stokes (1973) suggested that brand name and price is exceedingly important information dimension for consumers. Miller (1956) and Simon (1974) have pointed out that individual elements of information can be recorded and are easier to store in

and retrieved from the long-term memory. Using the theory "Model Of Consumer Decision Making", it seems that the evaluations produced by the attitude formation process may be stored in memory.

Schiffman, Leon and Kanuk (1997) stated that this attitude-toward-the-ad model is a model that proposes consumer forming various feelings (affect) and judgments (cognitions) as the result of exposure to an advertisement, which, in turn, affect the consumer's attitude toward the ad, and beliefs and attitudes toward the brand.

Parag Diwan (1999) stated that advertising is one of several incoming messages directed at the consumer, the salience of which is influenced by the emotional, the physical, and the need state of an individual. He believes that interactive media has the tendency to misallocate scarce economic resources which stimulates economic growth, and providing knowledge useful in decision-making.

A good brand name can evoke feelings of trust, confidence, security, strength, and many other characteristics (Shimp, 1990). Feelings are generated by the advertisement itself and can occur very quickly (Zajonc, 1980). These feelings responses may influence the nature of subsequent processing of the advertisement. This leads to the second hypothesis:

H²: Advertising will have effects toward feelings on the brand recall score.

Generally, consumers rely on a brand name to infer the quality of a product if they do not have specific ideas about the product (Jacoby et. al., 1971; Szybillo & Jacoby, 1974). A consumer is able to distinguish goods and services by different producers because of branding. Consumers use brand recall to identify products they wish to purchase repeatedly, as well as those they wish to avoid. It also enables consumers to reduce the perceived risk in the purchase decision process (Kinnear, Bernhardt, and Krentler, 1995)

This view has been supported by Clancy and Ostlund (1979), where they were testing the television commercials: on-air exposure with 12-24 hour recall measure and forced exposure with immediate measurement of buying intentions. From the study, it showed that time exposure of the advertisement would affect the brand recall process that can help consumers to be familiar with the brands and can brand recalled during purchase process. This leads to the third hypothesis:

H³: Familiarity of branding will have effect on the brand recall in evaluating the effectiveness of television advertising.

Van Raaij (1998) has identified a variety of changes in the visual system (acuity, contrast sensitivity and color discrimination) and cognitive function (working memory and reading comprehension)

Music can add emotion and feelings to many products and can help advertising stand out and create awareness and knowledge in a cluttered environment. (Reinhard, 1980)

This will lead to the fourth hypothesis:

H⁴: Will the elements that attract attention (music, color, sight and motion) on the advertisement cause an effect on the brand recall in evaluating the effectiveness of television advertising?



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