TEENAGERS' PERSPECTIVES OF ADVERTISEMENT EFFECTIVENESS

Goh Poi Chiaw
Mahani Mohammad Abdu Shakur
Masita Hassan

Working Paper Series No. 0601
February 2006
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Goh Poi Chiaw, Mahani Mohammad Abdu Shakur and Masita Hassan
Faculty of Economics and Business,
Universiti Malaysia Sarawak (UNIMAS),
94300 Kota Samarahan, Sarawak.

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Abstract

The main objective of the paper is to determine whether there is any significant relationship between the three identified elements (i.e. involvement, message and celebrity) and the effectiveness of television advertisements based on purchasing intention. A total of 300 teenagers aged between 13 and 19 residing in Kuching participated in this study. The study reveals that all the three mentioned elements impose a significant relationship with the advertisement effectiveness that leads to buying intention.

This paper was presented at the Asia Pacific Marketing Conference 2005 (APMC) held in Universiti Malaysia Sarawak (UNIMAS), Sarawak. The FEB Working Papers describe research in progress by the author(s) and are published to elicit comments and further debate.