IF IT IS A DUCK, IT SHOULD QUACK:
THREE DESCRIPTIVE ELEMENTS THAT INFLUENCE
TELEVISION ADVERTISEMENT SUCCESS
FROM THE PERSPECTIVE OF TEENAGERS
IN KUCHING, SARAWAK

GOH POI CHIAW

This project is submitted in partial fulfillment of the requirements for the
degree of Bachelor of Business Management with Honours
(MARKETING)

Faculty of Economics and Business
UNIVERSITI MALAYSIA SARAWAK
2004 / 2005
ABSTRAK

KAJIAN TENTANG TIGA ELEMEN YANG MEMPENGARUHI KEJAYAAN IKLAN TELEVISYEN DARI PERSPEKTIF REMAJA DI KUCHING, SARAWAK

Oleh

Goh Poi Chiaw

ABSTRACT

IF IT IS A DUCK, IT SHOULD QUACK:
THREE DESCRIPTIVE ELEMENTS THAT INFLUENCE
TELEVISION ADVERTISEMENT SUCCESS
FROM THE PERSPECTIVE OF TEENAGERS IN KUCHING, SARAWAK

By

Goh Poi Chiaw

The main aim of this study is to determine whether there are significant relationships between the three descriptive elements (involvement, message and celebrity) and the TV advertisement effectiveness based on the purchase intention. Besides that, this study tends to determine the relationships among the three descriptive elements. The scope of this study is in Kuching, Sarawak. Respondents are teenagers, aged 13-19. In particular, the respondents are limited to secondary school students only. A total of 300 respondents (138 male and 154 female) were selected from the total population of 47,962. The results of Pearson Correlation have indicated that all of the three descriptive elements are having significant relationships with the TV advertisement effectiveness based on the purchase intention. At the same time, results of Pearson Correlation have also shown that all of the three descriptive elements are having positive relationships between each other.
ACKNOWLEDGEMENT

To break the ice, the first thank-you is owed to God for His blessings and unconditional loves for giving me the strength and guiding me through.

Next, I would like to take this golden opportunity to convey my heartfelt gratitude to my dearest supervisor, for being gracious and patient, so as her on-going guidance and supports throughout the research. Furthermore, I gratefully acknowledge my respective lecturers, Dr. Ernest Cyril De Run and Madam Siti Hasnah with appreciation, for their rich soup of insight and inspiration.

I would also like to extend my million thanks to every individual and organization who have had provided precious information and assistance to me. Without them, this research will be in vain.

Others whose help was invaluable include my course mates, who have contributed directly and indirectly with immense moral support and assistance in terms of information in this research. Of course, to name them all would be practically impossible, as they are many. Nevertheless the researcher would like to mention a few of those. Namely, Mr. Alan Jong Kok Ming, Mr. Ling Hang Kian and Mr. Chin Sien Fah.

In addition, a big tip of hat is given to all the respondents who have been very co-operative and honest in their views during the administration of questionnaires.

Last but not least, my moment of frustration and periods of uncertainty were diluted by the gentle support of my beloved family. I indeed owed a great deal of thanks to them, for giving me the courage to walk extra miles when I am feeling like quitting.
TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1: INTRODUCTION

1.0 Introduction 1
1.1 Background of Research 1
  1.1.1 Teenagers and TV advertisement 5
  1.1.2 Conceptual Definitions 6
    1.1.2.1 TV Advertisement 6
    1.1.2.2 Effectiveness of TV Advertisement 7
    1.1.2.3 Involvement 8
    1.1.2.4 Message 9
    1.1.2.5 Celebrity 10
    1.1.2.6 Teenagers 10
1.2 Problem Statement 12
1.3 Objectives of Research 14
1.4 Significance of Research 14
1.5 Conceptual Framework 15
1.6 Scope of Research 19

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction 20
2.1 Advertising 20
2.2 The Factors Contributing to an Effective Advertisement 22
2.2.1 Involvement 22
2.2.2 Message 33
2.2.3 Celebrity 41

CHAPTER 3: METHODOLOGY
3.0 Introduction 49
3.1 Research Design 49
   3.1.1 Population and Sample 50
      3.1.1.1 Sampling method 51
3.1.2 Data Collection 53
   3.1.2.1 Research Instrument 53
   3.1.2.2 Pretest 55
3.1.3 Data Analysis 56
   3.1.3.1 Descriptive Statistic 57
   3.1.3.2 Hypotheses Testing 57
      3.1.3.2.1 Pearson Correlation Coefficient 57
3.2 Research Hypotheses 59

CHAPTER 4: RESEARCH FINDINGS
4.0 Introduction 60
4.1 Reliability Test 60
4.2 Frequency Distributions 61
4.3 Descriptive Statistics: Measures of Central Tendencies 64
4.4 Findings

4.4.1 Relationships between the effectiveness of the TV advertisement and the three descriptive elements based on their buying intention

4.4.2 Discussion on Relationships between the Effectiveness of the TV Advertisement and the Three Descriptive Elements as a whole based on their buying intention

4.4.3 Discussion on Each of the Descriptive Element

4.4.3.1 Discussion on Involvement

4.4.3.2 Discussion on Message

4.4.3.3 Discussion on Celebrity

4.5 Relationships amongst the three descriptive elements

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

5.1 Conclusion

5.2 Recommendations

5.3 Recommendations for Future Research

5.4 Limitations of Research

REFERENCES

APPENDIXES

Appendix A: Survey Questionnaire

Appendix B : Result of Pre-test

Appendix C : Result of Reliability Analysis
# LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 1.1</td>
<td>Advertising Expenditure in Malaysia (SRM Adex Report, 1980-1993)</td>
<td>3</td>
</tr>
<tr>
<td>Table 1.2</td>
<td>TV Advertising Expenditure in Malaysia by Percentage from the total Expenditure (SRM Adex Report, 1983-1992)</td>
<td>4</td>
</tr>
<tr>
<td>Table 3.1</td>
<td>Interpretation of the Correlation Coefficient, R</td>
<td>58</td>
</tr>
<tr>
<td>Table 4.1</td>
<td>Reliability Test for Actual Questionnaires</td>
<td>60</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>Means and Standard Deviations of the Total Scores for the Three Descriptive Elements Amongst the Respondents</td>
<td>64</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>Means and Standard Deviations of the Total Scores for Every Question</td>
<td>65</td>
</tr>
<tr>
<td>Table 4.4</td>
<td>Results of Pearson Correlation for Determination of Relationships between Each of the Statement and the Descriptive Elements</td>
<td>66</td>
</tr>
<tr>
<td>Table 4.5</td>
<td>Results of Pearson Correlation for Determination of Relationships Amongst the Three Descriptive Elements</td>
<td>77</td>
</tr>
</tbody>
</table>
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 1.1</td>
<td>Conceptual Framework</td>
<td>18</td>
</tr>
<tr>
<td>Figure 4.1</td>
<td>Distribution of Respondents based on Gender</td>
<td>61</td>
</tr>
<tr>
<td>Figure 4.2</td>
<td>Distribution of Respondents based on Age Group</td>
<td>62</td>
</tr>
<tr>
<td>Figure 4.3</td>
<td>Distribution of Respondents based on Race</td>
<td>63</td>
</tr>
</tbody>
</table>
Chapter 1: Introduction

1.0 Introduction

This chapter offers a general idea of this research. It discusses the research background, the relationships between teenagers and TV advertisement, conceptual definitions, problem statement and objectives of the research. Significance of research, conceptual framework and scope of research are also discussed in the later part of this chapter.

1.1 Background of Research

Whilst looking back to the history of advertising in Malaysia, it can actually be traced back to the very first advertisement that appeared in the Malaysia’s first newspaper published in Penang in year 1805, the Prince of Wales Island’s Gazette. Advertisements during those days were indeed, as referred to Hashim (1994), straightforward and copy-oriented. In 1964, with the introduction of television commercial into Malaysia, multinational advertisers and agencies which set up their bases in Malaysia increased in number.

Time really flies. In 1980s up to the moment, even as we speak, advertising finds itself in a serious bind. The Malaysian advertising is consecutively growing in a rapid pace, from a small industry to an enormous one that their billings are growing with multi-million-ringgit today. But with a serious down economy, the tragedy of 9/11, and new technology that may threaten the way advertising operates, there is a
need to rethink advertising as a strategic alternative (William, John and Sandra, 2003). However, advertising has, in fact, always a place to stand.

As to illustrate, on the advertising front, growth prospects are expected to be very bright. Adnan (1994) states that advertising constitutes 1.1 percent of GNP in advances countries like Hong Kong, Japan or United States, whilst advertising allocation in Malaysia is about 0.8 percent in 1994. Whereas in 1998, the advertising agencies industry took the sixth position in the selected service industries with a total of 123 establishments. As referred to Economic Census (2001) from the Department of Statistics, Malaysia, the industry contributed 6.4 percent (RM 1.3 billion) to the value of gross output; and reached RM 1.7 billion in 2000. These figures are impressive leap for a small country like Malaysia.

Based on the table shown, it is clear that the expenditure for advertising in Malaysia is increasing year by year for 399.16 ≈ 400 percent from RM 226 million in 1980 to RM 1, 128 million in 1992.
Table 1.1: Advertising Expenditure in Malaysia (SRM Adex Report, 1980-1993)

<table>
<thead>
<tr>
<th>Year</th>
<th>RM Million</th>
<th>Year</th>
<th>RM Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>226</td>
<td>1987</td>
<td>409</td>
</tr>
<tr>
<td>1981</td>
<td>271</td>
<td>1988</td>
<td>507</td>
</tr>
<tr>
<td>1982</td>
<td>290</td>
<td>1989</td>
<td>645</td>
</tr>
<tr>
<td>1983</td>
<td>349</td>
<td>1990</td>
<td>818</td>
</tr>
<tr>
<td>1984</td>
<td>401</td>
<td>1991</td>
<td>1016</td>
</tr>
<tr>
<td>1985</td>
<td>418</td>
<td>1992</td>
<td>1128</td>
</tr>
<tr>
<td>1986</td>
<td>382</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

By the way, amongst all types of advertising media, the researcher tends to focus only on the electronic means, which is the TV advertising. In fact, television created the biggest consumer market ever. Advertising grew in sophistication by leaps and bounds. Hashim (1994) stated that barely in 30 years, television has been the fastest growing and the most dominant advertising medium in Malaysia. In 1991, there was an average of 435 commercials per day in all three networks (TV1, TV2, TV3), which represents an increase of about 65 percent from 1989 figure of 264 commercials.

Table shown indicates the Television advertising expenditure in Malaysia by percentage from the total expenditure in 10 respective years. It is again, clearly implies that the percentage of expenditures is playing a more and more imperative role here as its provision for year 1983 is only 19 percent of the total expenditure whereas this figure shoots up to 39.5 percent in 1992.
Table 1.2: TV Advertising Expenditure in Malaysia by Percentage from the total Expenditure (SRM Adex Report, 1983-1992)

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1983</td>
<td>19</td>
<td>1988</td>
<td>42</td>
</tr>
<tr>
<td>1984</td>
<td>27</td>
<td>1989</td>
<td>46</td>
</tr>
<tr>
<td>1985</td>
<td>32</td>
<td>1990</td>
<td>43</td>
</tr>
<tr>
<td>1986</td>
<td>37</td>
<td>1991</td>
<td>40</td>
</tr>
<tr>
<td>1987</td>
<td>40</td>
<td>1992</td>
<td>39.5</td>
</tr>
</tbody>
</table>

On the other hand, if advertising is viewed as trivial that fails to assist the advertisers to reach its goals, it would not involve such a big sum of money spent as stated in the above table. Thus, it is a wiser choice to understand what makes advertising effective so as to reach its objectives, rather than having myopic view questioning the real need of advertising and its effectiveness to help boost business.

Advertising presents features that are designed to portray the product favorably (Malaviya, Jolita Kisielius and Sternthal, 1996). Also, Leonard and Karen (2003) are consistent with this view. Advertising aims to reinforce existing opinions and nudge the consumer towards the desired brand (Barnard and Ehrenberg 1997; Ehrenberg and Barnard, 1997). Many companies, such as Procter & Gamble as well as Philip Morris, spend more than $2 billion annually to advertise their products. Clearly, it is important for these companies to assess the effectiveness of their advertising campaigns, in the eyes of the consumers. Some firms rely on memory measures, such as recall and recognition, to gauge the effectiveness of an advertising campaign (Shapiro and Krishnan, 2001). However, in this study, the spotlight is on the
purchase intention as it is generally accepted that the main role of advertising is to encourage trial (Ray, 1973; Smith and Swinyard, 1982).

Solomon (2002) and Schlecht (2003) respectively claimed that, a central goal of advertising is the persuasion of customers. From consumers’ point of view, it must relate to personal needs and provide relevant information about how to satisfy their needs while entertaining. Thus, to move consumers’ preference to action, they must gain their attention (William, 2003). They must then hold their interest long enough to convince them to give the particular advertised product a try, and finally stick with it. Therefore, the elements of an effective advertisement play a remarkably pivotal role here.

1.1.1 Teenagers and TV Advertisement

Teenagers or adolescents are often influenced by an array of outside interests while adopting their own set of self-image, lifestyle, and consumption patterns. A significant amount of research in the social sciences and marketing field have been devoted in determining how teenage consumers develop such consumer behaviors and what variables or factors influence them. In communication and advertising research, the Social Learning Model has often been a popular choice for explaining consumer behavior (Moschis and Smith, 1985). Proponents of Social Learning Theory advocate that individual consumers develop consumption-related attitudes and behaviors through learning experiences. Previous research has established that these learning experiences may be vicarious, indicating that such learning of model
behaviors, values, attitudes, and skills can be done through the observation and imitation of others in a social context (Bandura, 1986), specifically electronic media like television (Bandura, 1977). These experiences are extremely essential in shaping the consumer behavior of young adults and adolescents (King and Multon, 1996).

1.1.2 Conceptual Definitions

Due to the details of the TV advertising effectiveness in the following section and the determination of its relationship with the three descriptive elements, yet in tandem with the heavy use of terminology in this paper (MacInnis and Jaworski, 1989) that might cause confusion, we should thoroughly understand the concepts of these terms (Demetrios and Tim 1999).

1.1.2.1 TV Advertisement

The act of marketing of notice, such as a poster or a paid announcement; or a public promotion of some product or service; or a transmission of visual images of moving and stationary objects, which generally with accompanying sound, as electromagnetic waves and the reconversion of received waves into visual images, through an electronic apparatus in a media that receives electromagnetic waves and displays the reconverted images on a screen, designed to attract public attention or patronage (Anonymous, 2000).
1.1.2.2 Effectiveness of TV Advertisement

Measuring the impact of advertising on profits may not be possible due to the influence of many other factors (Cravens and Piercy, 2004). Thus, effective advertisement can be measured from the perspective of attention gaining, interest, create viewers' desire, brand recall and recognition (Petty, Cacioppo and Schumann, 1983) and finally instill their intention to take action (Demetrios and Tim, 1999). To add, Demetrios and Tim (1999) claimed that, advertising may be used to support premium pricing or, in response to competitive activity, simply maintain share. However, most researchers conventionally have assumed that advertising's task is to increase sales or market share. Reid and King (2003) claimed that, ten most practitioners and scholars believe that effective advertising produce at four communicative powers: 'Stopping Power', as refers to an advertising's ability to attract attention; ‘Locking Power’ to its ability to produce memorability; “Feeling Power” to its ability to create positive evaluations; and ‘Moving Power’ to its ability to cause some purchase-related behavior. Reid and King (2003) claimed that, in order for advertising to perform its work, a sequence of communication must occur – advertising must move “the predisposed” consumer from brand awareness to purchase behavior.

However, one class of theories by Aaker, Stayman, and Hagerty (1986); Alwitt and Mitchell (1985); Peterson, Hoyer and Wilson (1986), suggest that awareness of the advertisement is not necessary. In fact, researchers argue that recall alone is not enough hence some purchase indicator should be included. In this exercise,
researcher attempts to move beyond recall to the area of purchase intention (Wilson, Isaac, Edwardson and Harley, n.d.). Demetrios and Tim (1999) claimed that, econometric studies focus on objective marketing mix and purchase behavior measures and studies the effects of advertising on purchase behavior to provide reliable estimates of the size of behavioral effects (p.36). Recognition of the importance of product trial (Demetrios and Tim 1999) leads to the assumption that the TV advertisement effectiveness is equivalent to buying intention in this paper (p.28).

Thus, judging from this point of view, in this paper, purchase intention will be the measurement of advertisement success.

1.1.2.3 Involvement

A clear definition of involvement has not been agreed (Wilson, Isaac, Edwardson and Harley, n.d.). However, involvement is a concept, introduced by Krugman in the mid-1960s, which referred to how many cognitive connections a person made while processing media messages. Krugman (1965, 1967) operationalized involvement as the number of linkages made between the advertised product and consumer's life during exposure to an advertisement. Several definitions since then have followed (e.g. Houston and Rothschild 1978; Lastovicka and Gardner 1979; Mitchell 1981; for reviews, see Greenwald and Leavitt 184; McWilliam 1993). Rothschild (1984, p.127) namely, defines involvement as "an unobservable state of motivation, arousal, or interest. It is evoked by a particular
stimulus or situation and has drive properties. The consequences are types of searching, information-seeking and decision making. Involvement is the extent to which consumers are involved in the advertising they see and hear and the products and services that they buy (Barry, 1987, p. 252)

Demetrios and Tim (1999) claimed that, for high involvement, its trial is risky and expensive (e.g. household appliances). Whereas as referring to Information Integration Response Model (IIRM), for low involvement goods, trial is easy and inexpensive (e.g. frequently purchased products) (p.34).

1.1.2.4 Message

The message in this context, as referred to Scott (1994), do not take place as face-to-face communication, but are received at a distance from the time and place of the production. TV advertisements nearly always occur as interruptions with certain information conveyed during commercial break into the programming. It can be the combinations of image and text, or presented verbally (Edell and Staelin 1983; Houston, Chiders, and Heckler 1987; Turner, 1987). It may be also of semantic or imagery-based (MacInnis and Price, 1987). Additionally, Demetrios and Tim (1999) claimed that, message in the TV advertising seeks to convey factual information, liking and affect, and some merely reinforces habit.
1.1.2.5 Celebrity

Celebrities are people who enjoy public recognition by a large share of a certain group of people (Schlecht, 2003). Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness. This is true for classic forms of celebrities, like actors (e.g. Meg Ryan, Pierce Brosnan), models (e.g. Naomi Campbell, Gisele Buendchen), sports athletes (e.g. Anna Kournikova, Michael Schumacher), entertainers (e.g. Oprah Winfrey, Conan O’Brian) and pop stars (e.g. Madonna, David Bowie) – but also for less obvious groups like businessmen (e.g. Donald Trump, Bill Gates) or politicians (e.g. Rudy Giuliani, Lee Kuan Yew). Generally, celebrities act as spokespeople in advertising to promote products and services (Kambitsis, Harahousou, Theodorakis and Chatzibeis 2002; Tom, Clark, Elmer, Grech, Masetti and Sandhar, 1992).

1.1.2.6 Teenagers

There are a lot of definitions for teenagers. Teenagers, as also referred to teens, youths, young adults or youngster, boys and girls, or adolescents (Spooner, 1996), which make up that segment of the population ranging in age from 13 to 18 according to researchers like Martin and Bush (2000). This is as well agreed by American Medical Association. But in line with this particular research, age range for teenagers will be from 13 to 19 (Pearsall and Trumble, 1996). Only those falls in...
this range will be involved as samples in this study and they are all limited to secondary school students only.

In general, 40 percent of adolescents' waking hours are spent in leisure activities (Jennifer, n.d.), including watching Television at home (Steinberg, 1996). Indeed, Zollo (1995) posits that teens are extremely crucial targets for marketers as due to three main reasons. First and foremost, they influence their parents' spending. Secondly, they will spend a lot of money in the future. Last but not least, they are trend setters. In other words, this group possesses incredible potential for advertisers to grab this profitable market. Once they are able to influence their purchase intention and gradually their buying behavior through their TV advertisement, they will definitely hold the lion's share in the market now and in near future.

Moreover, brand name through advertisement can be easily glue to their mind in this context as teenagers at the stage of adolescence experience a period of mental maturation, a time of transition to adult roles and independence from parents (Institute of Medicine, 1994). Furthermore, Craig and Alan (2000) claimed that these adolescents are often easily influenced by a variety of outside interests, namely the celebrity of a TV commercial.

Another supportive reason is also due to the increased teenagers' responsibility in their respective family. The balance of power in families is shifting. Whether ready for the responsibility or not, teenagers are taking the leading role in many families. Teens might have always thought their views mattered as much as those of
their parents. That is a conclusion being drawn by experts in a range of fields, including child development and psychology, sociology, education and consumer marketing, who say they have seen the shift noticeably take hold in just the past few years.

1.2 Problem Statement

On one hand, many claimed that advertisement (including TV advertisement) does play a crucial role in performing its tasks of informing, persuading, reminding and reinforcing consumers to try their product. Yet on the other, numerous of researches are still questioning TV advertisement effectiveness.

Generally, it is not a myopic view to claim that more supportive evidences are saying that TV commercial does work in performing the aforementioned task. The simplest reason is – if it does not work, why are they still so many advertisers out there decide to fork out millions and millions of ringgit on advertising expenditures (Spiegel, 1998) every year in running their businesses? Thus, as the saying goes, if it is a duck, it should quack! Under the same roof, if it is an effective TV advertisement, consumers will have greater buying intention after viewing it.

But the main issue here is that, as any advertiser recognizes, a consumer’s primary purpose in television viewing is entertainment or relaxation, not learning about certain product in a commercial by carefully processing its information (Lord and Putrevu, n.d.). In addition, unlike print medium, TV advertising is uncontrollable
by the viewers. They cannot choose the pace, cannot decide how much time is spent on a specific commercial, and definitely cannot choose to review the same advertisement as wished (Metha and Purvis, 1995). Thus, for a TV advertisement to perform its task as in arousing greater buying intention is not easy. In fact, many also felt much of advertising is annoying, and to some extent that often advertised brands are not as good as it claims them to be (Metha and Purvis, 1995).

Hence, it is understood that the more positive the feelings towards the TV advertisement, the higher the proportion of respondents with above-average buying interest, and vice versa (Metha and Purvis, 1995). Buying interest was found to be influenced by all of the advertising beliefs, including the enjoyment of looking at the advertisement, the value advertising has for the brands advertised, and how informative or truthful advertising is perceived to be (Metha and Purvis, 1995). With the advertising overload facing each viewer, only selective attention can be paid to advertising through the clutter, and only fewer than little advertisements will be attended to and remembered. Worst still, this is even harder to persuade them to try the product. Thus, creative yet acceptable aspects remain crucial in determining the success of any given advertisement (Metha and Purvis, 1995).

Hence, for that in this paper, the problem here is - are the three chosen descriptive elements – involvement, message and celebrity really having significant relationships with the success of a TV advertisement, in terms of having greater purchase intention? If so, how do these three descriptive elements work in affecting it?
1.3 Objectives of the Research

i. To determine the significant relationships between the three descriptive elements (involvement, message and celebrity) and the effectiveness of the TV advertisement from the eyes of the teenagers based on their buying intention

ii. To determine the relationships amongst the three descriptive elements

1.4 Significance of Research

This study simply aims to convey a clearer picture of why the involvement, message and celebrity for the TV advertisement aforementioned are the influential descriptive elements in ensuring the success of the TV commercial from the angle of teenagers. It is exceedingly essential for any advertisers, business organizations and policy makers to make significant strides in reaching our youth with the right approach by partnering them with such TV advertisements.

Apart from that, the end findings of this research will also expose to parties concerned as to understand the real needs and reasons why teenagers as a whole prefer and savour watching certain TV commercials over the rest. In other words, it is important for TV advertisers to understand the collective influential factors and conditions why most audiences view a particular TV commercial as effective, though everyone including teenagers has their very own point of view of the meaning of the effective advertisement.
Moreover, by integrating these descriptive elements, it will get easier in finding a better way to convince potential teenagers to buy certain products, or even to change their buying behavior in certain ways. They will be more alert in producing a better TV commercial that will perform its task well, too.

In fact, it also intends to indicate to those advertisers which elements should they give more priority when they come out with a TV advertisement, aiming at teenagers' market particularly. This is exceeding crucial when it comes to budget allocation for advertising plan, especially for those small or medium business organizations. By this way, it aids to reduce certain unnecessary costs, time and efforts. In practice, as promotional costs continue to climb (Smith and Bush, 2002), understanding the descriptive elements for an effective advertisement becomes increasingly important to organization.

Whereas from the teenagers' side, they do not have to leave their living room whenever there is commercial break because they are enjoy watching their favourite or preferable TV advertisements now.

1.5 Conceptual Framework

In brief, the model of the study is generated based on the findings of literature review and along with the objectives of the research. The source of framework here is adapted from Petty, Cacioppo and Schumann (1983), and it is tailored to be applied in this paper. There are two types of variables that will be explored. The