

PRINCIPLES OF ADVERTISING DESIGN EFFECTIVE TO THE RURAL COMMUNITY OF SARAWAK



The focus of the research is determining elements of advertising which are suitable and effective to the rural community of Sarawak, especially the Sarawak native people. Numerous models that explain consumers' cognitive, affective, and cognitive reactions have been advanced and tested (Moriarty, 1986). Although many studies were conducted on the psychology of the audience, there is not much on the elements of advertising that are perceived as most effective to the rural society. Therefore this research will focus on the advertising design, and how consumers react toward the advertising. After reviewing relevant literature, a summary model that focuses on the amount and type of cognitive elaboration and subsequent effects on consumer recognition of the brand and message points was formulated. Hypotheses are developed that predict interaction effects between the type of advertising media, elements of advertising, and the level of consumer involvement in the commercial (Belch & Belch, 1995). The study makes use of an experimental design where the mode of presentation of the advertisement and the level of consumer involvement (low *versus* high) are experimentally manipulated. This advertising research will provide considerable evidence regarding consumer response to persuasive messages, and seeks to achieve greater discrimination in understanding the important dimensions of consumer response. This research contributes to the investigation of differences that exist in message processing (elements of advertising) among alternative advertising media, with the indigenous people of Sarawak as the population for this study.

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