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## **FEB Working Paper Series**

### **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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# **TEENAGERS' PERSPECTIVES OF ADVERTISEMENT EFFECTIVENESS**

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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.

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