

TELEVISION ADVERTISEMENT EFFECTIVENESS IN FOOD INDUSTRY AMONG CENTENNIALS

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Abstract

Television (TV) advertisements have become one of the most powerful marketing tools in attracting their audience to become potential customers. They are widely used among food industry locally and also internationally. This study is conducted to identify the factors that contribute to an effective TV advertisement in food industry among centennials using predictive analysis. The aims of this study are to; 1) Identify significant factors; Attractive Visual, Persuasive Message and Repetition of Advertisement to the Effectiveness of TV advertisements in food industry. 2) Identify the most contribute significant factors; Attractive Visual, Persuasive Message and Repetition of Advertisement to the Effectiveness of TV advertisements in food industry. Thus, it was tested to 300 respondents in Shah Alam area using convenient sampling technique. Preliminary analysis included reliability analysis, checking for the correlation, multiple linear regression requirement and R-Square score. Correlation analysis shows that there was a significant positive linear relationship between attractive visuals, persuasive message and repetition of advertisements towards Effectiveness of TV advertisements in food industry. Among independent variables entered into the model, persuasive message ($t=7.474$, $p\text{-value}=0.000<0.05$) and repetition of advertisements ($t=6.038$, $p\text{-value}=0.000<0.05$) made statistically significant contributions towards effectiveness of TV advertisements in food industry. In terms of importance, independent variable of persuasive message ($\text{Beta}=0.416$) made the largest contribution to the model. Consumers believed these two variables do benefit in delivering the message more accurately. Based on these analyses, it was found that all variables have relationships with the effectiveness of TV advertisement and met the research objectives of this study.

Keywords: TV Advertisement, Attractive Visual, Persuasive Message, Repetition of Advertisement, Centennials

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Introduction

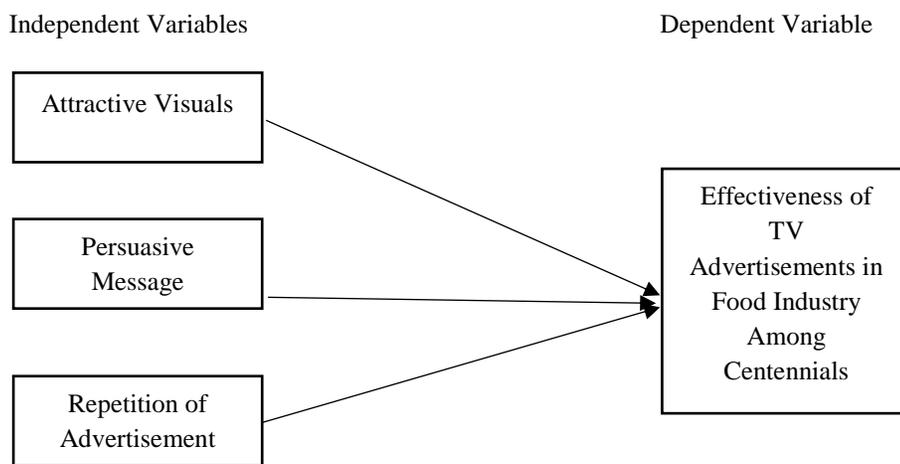
Every organization ultimately depends on its reputation for survival and success. Thus, key components to ensure the longevity of a company rely on its internal and external customers as well as the elements of technology edge. Existence of products and services solely rely on steadfast marketing communication strategies used in the planning. Hence, series of integrated marketing communication tools strategy array from direct marketing, personal selling, advertising, sales promotions, public relations and sponsorship to be implemented by organizations.

Food industry find it is best used IMC channel through advertising to advertise their product. TV advertisement displays a better image and visuals to attract their audience (Rush, 2017). Additionally, TV advertisement would also give a clearer approach in communicating to the audience. Though, cost of TV advertisements in food industry are high, it covers mass audience at large. However, there are also advertisements that failed to attract its viewers' attention as it contain unexpected details or ideas that made

the advertisement complicated (Reinartz, 2013). Advertising agencies need to be responsible in developing not just an advertisement to be aired on TV, but also an effective advertisement to give an impact to the viewers to achieve its advertising strategy.

This study is conducted to identify the factors that contribute to an effective TV advertisement in food industry among centennials using predictive analysis. The aims of this study are to; 1) Identify significant factors; Attractive Visual, Persuasive Message and Repetition of Advertisement to the Effectiveness of TV advertisements in food industry. 2) Identify the most contribute significant factors; Attractive Visual, Persuasive Message and Repetition of Advertisement to the Effectiveness of TV advertisements in food industry. Below is the theoretical framework that represents the correlation.

Theoretical Framework



Sources adapted from: Olenski , 2012, Radha , 2014 & Lasquite , 2015

Advertisement, which is a part of integrated marketing communication strategies, is created to attract the consumers’ attention and influence their decision to purchase the advertised product (Krishnakumar & Radha (2014). According to Kokemuller (2014), advertisements could be divided into many categories such as broadcast media, such as television (TV) and radio advertising, printed media that includes newspaper and magazine. TV advertisement however, is said to be the most influential among the other categories. The purpose of television advertisement is either to gain attention, to inform, to persuade, or to remind the viewers of the existence of the organization’s product for the purpose to increase its product awareness that would directly lead to an increase of sales of the product. Nuar, Mahdin, Abdullah, Darman, and Ahmad (2017), stated that a traditional advertising is a method to deliver commercial messages to mass audiences through the newspaper, outdoor billboards, radio, and television. Advertising is persistent, invasive and insidious by the argument of the people with different opinions (Harker, 2000).

Advertising in television is one of the most influencer marketing communication strategy in this era and its availability is substantial in our lives. Undoubtedly, television advertising may easily position product and services in the mind of the targeted consumers. Compared to other advertising media, television provides a distinct vantage point from which to observe trends in the advertising industry. (Arrazola, de Hevia, Jose, Reinares, 2016). Television advertisement which are is a range of TV programming created and paid for by

an organization that passes on a message. Many companies are starting to realize the importance of promoting their product through TV advertisement as it enables them to reach a larger audience and ease their process of targeting their audience more accurately. Research organized by Nielsen (2013a) stated that the average American consumes 60 hours of content a week between TV, radio, online and mobile sources, of which more than 35 hours are spent watching traditional TV. Television is also the most popular medium amongst Europeans which indicate 87% say they watch it, either on a TV set or via the Internet. Additionally, it is still primarily viewed on television sets which were 9 out of 10 Europeans watch TV on a TV set at least once a week, compared to just 2 out of 10 who watch it online (European Commission, 2013).

According to Usman (2013), by understanding the consumer wants would facilitate the advertisement agency to develop the advertisement to capture the audiences' psyche for the purpose of developing the advertisement in the first place. Thus, it is vital for food industry to develop their marketing strategy through TV advertisement as research has proved that TV advertisement would also give psychological influence towards the product. TV advertisements have become one of the most powerful tools in marketing in attracting their advertisement audience to become their potential customers. TV advertisements are widely used among food industry not just locally but also internationally. This indicates that by distinguishing their food offering through TV advertisement would be better compared to the other advertising strategy. It might be compatible when companies within the food industry offering need to properly weight the sales and revenue they received after broadcasting the TV advertisement; to properly identify the effectiveness of their food offering in an TV advertisement that were produced by their organization.

Due to the growing number of food industry in the world, every brand needs to find a way to distinguish themselves from one another. Many food industries would prefer to advertise their product via TV advertisement as TV advertisement is able to reach a larger audience compared to the other marketing strategies (Rush, 2017). Food companies that offer their product internationally have a heavier responsibility in differentiating their offering not just from their country but also worldwide. For example, McDonalds and KFC portrays their own way of advertising their product to attract the viewers to be their customers. Food advertisement plays an important role in attracting the viewers as well as to influence them to purchase the food that are being advertised as foods are the basic needs of human lives. Advertising strategy would not be effective if the advertisements that are developed are not contributing in achieving its objectives.

Based on report from Market Share TV (2017), the study shows that thousands of marketing optimizations by top advertisers over a five-year period 2010 until 2014 were obtained through TV advertisement. Similarly, in Malaysia, many food companies are starting to realize the importance of developing their own TV advertisement even though the cost of developing it is quite high. To have their own uniqueness in portraying their offering is vital for the viewers to differentiate them with the other that offer similar offering. For example, Walls advertisement expresses indulgence and exclusiveness in their advertisement while Nestle advertisement is more cheerful and fun. The advertisement developed needs to be suitable with the targeted customers to ensure that the advertisement could be accepted well by them. Organizations with lack of creative skills would usually hire an advertising agency to develop and effective advertisement for their company to ensure that their advertising budget would not be wasted. Many advertisers are aware with the impact of an effective advertisement but not every advertiser can identify the factors that will contribute to its effectiveness. In order to develop an effective TV advertisement among food product, the advertiser needs to focus on several elements that need to be taken into consideration to avoid from developing an ineffective TV advertisement.

Methodology

Survey instrument & Sampling technique

The most widely used survey instrument across the social sciences is the questionnaire. Questionnaires are commonly used by researchers to collect data on attitudes such as respondent's perception, satisfaction, opinion and emotion. The total population of Shah Alam is 481 654 thousand. When the margin of error is chosen at 3% with confidence level of 95% and estimated response rate of 30%, the total sample size is 1065 respondents. However, for the purpose of the study, 300 respondents are selected to participate in this research on the factors contributing to an effective TV advertisement among centennials. This study involves centennials residing in Shah Alam as well as students of local Universities and Colleges available in Shah Alam. As limitation of study, there is no sampling frame available thus, a convenience sampling was used. By the reason of convenience sampling used, inferences are not as sensible as if a random sample is used. The final result may not be inferred to the population as a whole and valid for this sample only.

The questionnaires are divided into several sections which are the demographic information of the respondents, the causes of the research which are attractive visuals, persuasive message and memorable content as well as repetition of an advertisement that will lead to the effect which is an effective TV advertisement. Likert scale questions are used in this study as it is a measurement scale with five response types ranging from strongly disagree, disagree, neutral, agree, and strongly agree.

Reliability analysis

The analysis on reliability is called reliability analysis. The reliability analysis was used to verify the internal consistency among variables used in the study. Thus, if the association in reliability analysis is high, the scale yields consistent results and is therefore reliable. Reliability can take on values of 0.00 to 1.00, 0.90 and greater indicates excellent reliability.

Correlation analysis & Multiple linear regressions

Correlation analysis were used to identify the relationship between all independent variables include in the model towards dependent variable. Multiple linear regression is the most common form of linear regression analysis. The equation can be written in the form of

$$y = a + b_1x_1 + b_2x_2 + \dots b_nx_n \quad \text{Equation 1}$$

where

y	=	Dependent variable
a	=	Constant
b _n	=	Coefficient
x _n	=	Independent variables

As a predictive analysis, multiple linear regression is best to predict continuous dependent variable for a given independent variables value in a model. Considering the data used is in likert scale, the aims of this study are limited to identify significant and most contribute independent variables to the dependent variable by disregard the final regression model.

Analysis and Findings

Demographic Profile

Table 1 represents the descriptive statistics of the respondents' demographic profile. The total number of respondents was 295 comprising 79 (26.8%) male and 216 (73.2%) female. Most of the respondents were Malay (97.3%). About half of them spent 1 to 3 hours watching TV (52.5%).

Table 1. Respondents' Demographic Profile

Variable	Category	N	%
Gender	Male	79	26.8
	Female	216	73.2
Race	Malay	287	97.3
	Chinese	6	2.0
	Indian	1	0.3
	Others	1	0.3
Hours spent	1 – 3 hours	155	52.5
	4 – 6 hours	124	42.0
	7 hours and above	16	5.4

Reliability Analysis

The Cronbach Alpha value for all 20 variables is 0.870; whereas itemized Cronbach alpha indicate Effectiveness=0.651, Attractive visuals=0.628, Persuasive Message=0.814 and Repetition of Advertisement=0.672. The result of reliability analysis shows the variables used in the questionnaire were reliable.

Table 2. Cronbach Alpha (n=295)

Variable	No. of item	Cronbach Alpha	Role in model
Effectiveness of TV advertisements in food industry	5	0.651	Dependent variable
Attractive visuals	5	0.628	Independent variable
Persuasive message	5	0.814	Independent variable
Repetition of advertisement	5	0.672	Independent variable

Descriptive Statistics

This study used 5 likert scale for respondents rate the degree of agreement with a statement where 1 indicates strongly disagree and 5 indicates strongly agree with an assumption that attitudes can be measured. In an ordinal scale, respondents can rank the degree but the distance between responses cannot be measurable as an interval scale. In order to make interpretation easier based on specific variable, this study used sum of score and attached below the descriptive statistics based on the sum of score.

Table 3. Descriptive Statistics

Variables	Descriptive Statistics
*Effectiveness of TV advertisements in food industry	Median = 21, Minimum = 11, Maximum = 25, Range = 14
*Attractive visuals	Median = 22, Minimum = 15, Maximum = 25, Range = 10
*Persuasive message	Median = 21, Minimum = 11, Maximum = 25, Range = 14
*Repetition of advertisements	Median = 21, Minimum = 12, Maximum = 25, Range = 13

*With 5 items each

Correlation Analysis

The result of correlation analysis shows that attractive visuals, persuasive message and repetition of advertisements correlation coefficient were 0.335, 0.662 and 0.635 respectively with p-value < 0.01 towards Effectiveness of TV advertisements in food industry. Therefore, it is concluded that there was a significant positive linear relationship between attractive visuals, persuasive message and repetition of advertisements towards Effectiveness of TV advertisements in food industry.

Table 4. Correlation Analysis

	Effectiveness (y)	Attractive visuals	Persuasive message	Repetition of advertisements
Effectiveness (y)	1	0.335**	0.662**	0.635**
Attractive visuals		1	0.357**	0.352**
Persuasive message			1	0.663**
Repetition of advertisements				1

** . Correlation is significant at the 0.01 level (2-tailed).

Multiple Linear Regression

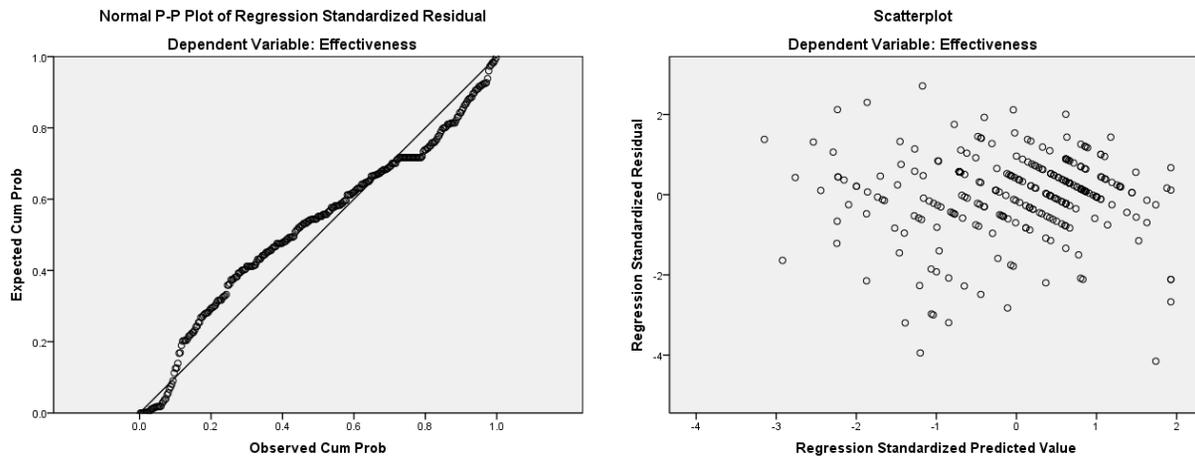


Figure 1. Normal Probability Plot and Scatter Plot

The normal probability plot shows that the residuals are normally distributed. There is a random pattern in scatter plot which indicates the residuals have constant variance, independent of each other and linearly related. Despite which may be outliers in the data for being more than -3.3, the residuals do not seem to deviate from a random sample of normal distribution. This satisfies the assumption of zero mean.

Table 5. ANOVA table

Model	Sum of Square	Degree of freedom	Mean Square	F	P-value
Regression	979.941	3	326.647	101.465	.000 ^a
Residual	936.819	291	3.219		
Total	1916.759	294			

R-Square = 0.511

The ANOVA table shows the regression model is fit (F=101.465, p-value=0.000 < 0.05) with R-Square = 0.511, indicates regression model with repetition of advertisements, attractive visuals, persuasive message

as independent variables can explained only 51.1% of the variation in effectiveness of TV advertisements in food industry. Another 48.9% is may explained by other independent variable.

Table 6. Collinearity Statistics

Independent Variables	Collinearity Statistics	
	Tolerance	VIF
Attractive visuals	0.849	1.178
Persuasive message	0.543	1.842
Repetition of advertisements	0.545	1.835

All Tolerance values are more than 0.10 and VIF values are less than 10, indicates there is no multicollinearity problem.

Table 7. Coefficient table

Model	Unstandardized Coefficients		Standardized Coefficients	t	P-value
	B	Std. Error	Beta		
Constant, a	3.840	1.266		3.033	0.003
Attractive visuals	0.089	0.058	0.069	1.542	0.124
Persuasive message	0.366	0.049	0.416	7.474	0.000
Repetition of advertisements	0.343	0.057	0.335	6.038	0.000

Dependent Variable: Effectiveness

Among the three independent variables entered into the model, two independents variable persuasive message ($t=7.474$, $p\text{-value}=0.000<0.05$) and repetition of advertisements ($t=6.038$, $p\text{-value}=0.000<0.05$) made statistically significant contributions towards effectiveness of TV advertisements in food industry.

Standardized Beta Coefficients indicates which independent variables are important to the model by looking at the largest value by ignoring negative sign. Based on coefficients table, in terms of importance, persuasive message (Beta=0.416) made the largest contribution to the model.

Conclusions and Recommendations

Descriptive analysis stated that attractive visuals has the least respondents; agreed that attractive visuals could arouse a positive feeling towards a product that are being advertised. Centennials prefer emotion appeals and passionate on advertisement visuals. Few respondents feel that by providing persuasive message in an advertisement helps in delivering the message more accurately. It shows that viewers would prefer the message to have adequate content in the advertisement. Majority of respondents agreed that repetition of advertisement will create brand awareness. Only a good advertisement will make them loyal to a particular brand name.

The objectives of TV advertisement are to influence, educate and lead to purchase behavior in purchasing product and services. Malaysian rich with high-context cultures where unspoken, save face, emotion content are very important. In a high-context-cultures, less information contained verbal part of the messages. Malaysian value more on persons' values and position or place in society. Therefore, an attractive

visual, effective persuasive message and repetition of advertisement will create a positive response towards product and services when it covers more on person's values and norms.

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