Universiti Utara Malaysia

RELATIONSHIP BETWEEN BRAND CHARACTERISTICS AND ATTITUDES TOWARDS ADVERTISEMENT AMONG LIBYAN STUDENTS IN MALAYSIA

SALEM MOHAMED S. BUSEN

DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
2018

Awang Had Salleh
Graduate School
of Arts And Sciences

Universiti Utara Malaysia

PERAKUAN KERJA TESIS / DISERTASI
(Certification of thesis / dissertation)

Kami, yang bertandatangan, memperakukan bahawa
(We, the undersigned, certify that)

SALEM MOHAMED S.BUSEN

calon untuk Ijazah   **PhD**
(candidate for the degree of)

telah mengemukakan tesis / disertasi yang bertajuk:
(has presented his/her thesis / dissertation of the following title):

**"RELATIONSHIP BETWEEN BRAND CHARACTERISTICS AND ATTITUDES TOWARDS
ADVERTISEMENT AMONG LIBYAN STUDENTS IN MALAYSIA"**

seperti yang tercatat di muka surat tajuk dan kulit tesis / disertasi.
(as it appears on the title page and front cover of the thesis / dissertation).

Bahawa tesis/disertasi tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang
ilmu dengan memuaskan, sebagaimana yang ditunjukkan oleh calon dalam ujian lisan yang diadakan
pada : *12 Disember 2017.*
*That the said thesis/dissertation is acceptable in form and content and displays a satisfactory knowledge
of the field of study as demonstrated by the candidate through an oral examination held on:*
December 12, 2017.

Pengerusi Viva: *(Chairman for VIVA)*	Assoc. Prof. Dr. Norhafezah Yusof	Tandatangan *(Signature)*
Pemeriksa Luar: *(External Examiner)*	Prof. Emeritus Dato' Dr. Sulaiman Md Yassin	Tandatangan *(Signature)*
Pemeriksa Dalam: *(Internal Examiner)*	Assoc. Prof. Dr. Hassan Abu Bakar	Tandatangan *(Signature)*
Nama Penyelia/Penyelia-penyelia: *(Name of Supervisor/Supervisors)*	Prof. Dr. Che Su Mustaffa	Tandatangan *(Signature)*
Nama Penyelia/Penyelia-penyelia: *(Name of Supervisor/Supervisors)*	Dr. Bahtiar Mohamad	Tandatangan *(Signature)*

Tarikh:
(Date) December 12, 2017

Permission to Use

In presenting this thesis in fulfilment of the requirements for a postgraduate degree from Universiti Utara Malaysia, I agree that the Universiti Library may make it freely available for inspection. I further agree that permission for the copying of this thesis in any manner, in whole or in part, for the scholarly purpose may be granted by my supervisor(s) or, in their absence, by the Dean of Awang Had Salleh Graduate School of Arts and Sciences. It is understood that any copying, publication, or use of this thesis or parts thereof for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia for any scholarly use which may be made of any material from my thesis.

Requests for permission to copy or to make other use of materials in this thesis, in whole or in part should be addressed to:

Dean of Awang Had Salleh Graduate School of Arts and Sciences

UUM College of Arts and Sciences

Universiti Utara Malaysia

06010, UUM Sintok

Abstrak

Kajian ini bertujuan menyelidik faktor-faktor yang mempengaruhi sikap terhadap iklan dan menilai impak sikap terhadap iklan ke atas ekuiti jenama. Dengan percambahan media digital, penjenamaan merupakan aset utama untuk sesebuah syarikat itu bertahan dalam pasaran yang kompetitif. Perbelanjaan pengiklanan untuk iklan bercetak dan atas talian gagal memberikan hasil yang diinginkan dari segi perubahan sikap pengguna dan ekuiti jenama. Selain itu, persoalan mengenai media iklan yang mana mempunyai kesan yang lebih berkesan kepada sikap terhadap iklan untuk mewujudkan ekuiti jenama masih belum terjawab. Oleh yang demikian, kajian semasa bertujuan untuk mengenal pasti faktor-faktor yang berpotensi untuk mempengaruhi sikap terhadap iklan dan membandingkan kedua-dua jenis (iklan bercetak dan atas talian) untuk mengetahui perantara iklan terbaik yang dapat menentukan sikap terhadap iklan dan ekuiti jenama. Data dikumpulkan daripada 300 orang pelajar Libya yang sedang belajar di beberapa universiti yang berlainan di Malaysia. Kaedah penyelidikan quasi-eksperimen digunakan untuk mengetahui pilihan pengguna untuk iklan bercetak dan atas talian. Hasil ujian ANOVA menunjukkan iklan atas talian lebih berkeupayaan untuk mewakili pembentukan fokus berbanding iklan bercetak. Selepas pengesahan, hipotesis diuji menggunakan data iklan atas talian yang dibina dengan bantuan SEM-AMOS. Hasil analisis menunjukkan daya tarikan mesej, kualiti kenyataan dan interaktiviti mempunyai hubungan yang signifikan dengan kesedaran jenama, imej jenama dan niat pembelian jenama. Kajian ini menyumbang kepada ilmu pengetahuan dengan memperluaskan penggunaan Pemodelan Pemujukan Huraian *Likehood* (*Elaborate Likelihood Model of Persuasion),* dan Model Ekuiti Jenama berasaskan Pengguna untuk mewujudkan ekuiti jenama dalam kalangan pengguna. Selain itu, hasil kajian semasa boleh membantu syarikat untuk melaksanakan strategi pengiklanan yang lebih berkesan, menggunakan sumber dengan lebih cekap dan membangunkan kempen iklan atas talian dengan lebih kukuh.

Kata kunci: Kredibiliti Iklan yang dilihat, Daya Tarikan Mesej, Kualiti Kenyataan, Keintiman, Interaktiviti, Sikap terhadap Iklan, Ekuiti Jenama

Abstract

This study aims to determine the factors that affect Attitude towards Advertisement and assess the impact of Attitude towards Advertisement on Brand Equity. With digital media proliferation, brands are the main assets for a company to survive in the competitive marketplace. Advertisement expenditure for both print and online advertisements has failed to bring in the desired results in terms of change in attitude of the consumers and brand equity. Moreover, the answer to the question on which advertisement media has a more effective impact on Attitude towards Advertisement to create brand equity still remains unanswered. Therefore, the current research aims to identify the potential factors that affect Attitude towards Advertisement and compare both types (print and online advertisements) to find out the best advertisement medium that can determine Attitude towards Advertisements and Brand Equity. The data was collected from 300 Libyans studying in different universities in Malaysia. A quasi-experimental research design was applied to know the consumers' preferences for print and online advertisements. The results of ANOVA test show that online advertisement has a greater ability to represent the focal constructs as compared to print advertisement. After confirmation, the hypotheses were tested using data of online advertisement constructs with the help of SEM-AMOS. The results of the analysis show that Message Appeal, Argument Quality and Interactivity, have a significant relationship with Attitude towards Advertisement. Furthermore, Attitude towards Advertisement has a significant relationship with Brand Awareness, Brand Image and Brand Purchase Intention. This study contributes to the existing body of knowledge by expanding the use of the Elaborate Likelihood Model of Persuasion, Persuasive Hierarchy Framework and Consumer-Based Brand Equity Model for creating Brand Equity among consumers. Moreover, the findings from the current study can be helpful for companies to devise more effective advertisement strategies, use their resources more efficiently and develop strong online advertisement campaigns.

Keywords: Perceived Advertisement Credibility, Message Appeal, Argument Quality, Intimacy, Interactivity, Attitude towards Advertisement, Brand Equity

Acknowledgement

In the Name of Allah, the Most Gracious and the Most Merciful

Firstly, I give thanks to my Creator, Powerful Almighty Allah for his help in seeing me through my PhD program. It would not have been an easy achievement if not for His love and mercy on me.

I commend the unforgettable guidance and unlimited support of my proficient, understanding, and efficient supervisor, Professor Dr. Che Su Mustaffa and my second supervisor, Dr. Bahtiar Mohamad. I am very grateful for their efforts and time spent in sailing me through this research journey. I gain benefits from their strong research skills and I will be indebted forever for their kindness and affections.

My sincere appreciation also goes to my parents Mohamed and Zahra, my daughters Yara and Sara and my son Ahmed, who are always there for me. Their words of encouragement, advice, love and moral support brought me to where I am today. I must also commend my beloved wife, Sabrin for her support and care for me all the time. I appreciate her love and effort during this struggling journey.

I am grateful to my hardworking and diligent lecturers, who have academically grounded me, and impacted their precious knowledge and experience on me. My gratitude also goes to my friends, families and all the well-wishers. Thank you all.

Lastly, I am thankful to the federal government of Libya for financial support for my study in Malaysia and also to my dignified university (UUM) for giving me the opportunity to carry out this study in a very conducive environment. Thank you.

Table of Contents

List of Tables

List of Figures

List of Appendices

CHAPTER ONE
INTRODUCTION

1.1 Introduction and Background of Study

The aim of this chapter is to provide a basic introduction to this current study as well as a brief overview of its contents. The chapter is divided into eight sections. The first section provides the background of the study; Section two identifies the nature of the research problem, Sections three, four and five outline the research questions, research objectives and significance, respectively; the scope of the study is outlined in section six; and while Section seven presents definition of terms. Finally, the organization of the study is summarized in Section eight and an overall summary of the chapter is given.

Consumers get influenced by advertising in their purchase decisions as long as marketing and advertisement exist. Advertisement is an important source of communication between a company and its consumers, which facilitates the introduction of products to consumers. Advertisements enable companies to communicate with their consumers, gain their attention towards advertised products and services, facilitate consumers with information and persuade them to purchase the products. These efforts in turn increase sales and profit of the companies (Fennis & Stroebe, 2015).

Both print and online advertisements have been used to promote products by companies. The revenue earned by print advertisers and advertising companies has reduced due to online advertisements. The companies commit their resources to online advertisement and thus, print advertisement companies are facing a huge change in their revenue.

The contents of the thesis is for internal user only

REFERENCES

Aaker, D. & Day, G. (1974). A dynamic model of relationship. Among advertising, consumer awareness, autodesk and behavior. *Journal of Applied Psychotogy, 59* (3), 281-86.

Aaker, D. A. (1996). Measuring brand equity across products and markets. *California management review*, *38*(3), 102-120.

Aaker, D. A., & Biel, A. (2013). *Brand equity & advertising: advertising's role in building strong brands*. Psychology Press.

Aaker, D.A. (1991). *Managing brand equity*. New York: Free Press.

Aaker, D.A. (2002). Building strong brands. *Academy of Management Journal,37*(4), 765-802.

Aaker, D.A., & Joachimsthaler, E. (2000). *Brand leadership*. New York: Free Press.

Abbassi, J. (2010). An overview of the Arab telecom and broadband markets and broadcast media industry. In *Georgetown University for Contemporary Arab Studies Symposium, Information Evolution in the Arab World*.

Abdulla, R. A. (2007). *The Internet in the Arab world: Egypt and beyond*. Peter Lang.

Abhishek, V. (2012) *Essays in online advertising* (Doctoral dissertation). Retrieved from *Publicly Accessible Penn Dissertations*. (603)

Adams, M. (1995). *Brands of gold*. Mediaweek, *13* (1), 30-32.

Ahmadi, S., Mohagheghzadeh, F. (2016). The effect of advertising message appeal on attitude toward advertising and brand. *Today Science Journal of Humanity, 4*(3), 1-8.

Akbari, M. (2015). Different impacts of advertising appeals on advertising attitude for high and low involvement products. *Global Business Review*, *16*(3), 478-493.

Alam, A., Usman Arshad, M., & Adnan Shabbir, S. (2012). Brand credibility, customer loyalty and the role of religious orientation. *Asia Pacific Journal of Marketing and Logistics*, *24*(4), 583-598.

Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A., & Wood, S. (1997). Interactive home shopping: consumer, retailer, and manufacturer incentives to participate in electronic marketplaces. *The Journal of Marketing*, 38-53.

Albert, N., Merunka, D., & Valette-Florence, P. (2008). When consumers love their brands: Exploring the concept and its dimensions. *Journal of Business Research*, 61, 1062-1075.

Alesandrini, K. L. (1983). *Cognitive strategies in advertising design*. In Cognitive Strategy Research (pp. 203-220). Springer New York.

Alexa, B., Bobby, C., & Dawniacobucci, (1998). New media interactive advertising vs. traditional advertising. *Journal of Advertising Research*, 23-32.

Algharabat, R. S. (2010). *Modelling 3D product visualisation for the online retailer* (Doctoral dissertation) Retrieved from Brunel University Brunel Business School PhD Theses.

Allen, C., & Kania, D. (1997). *Web catalog cookbook*. John Wiley & Sons, Inc..

Alniacik, U., & Yilmaz, C. (2012). The effectiveness of green advertising: Influences of claim specificity, product's environmental relevance and consumers' pro-environmental orientation. *Economic Interferences, 13*(31), 207-222.

Anantachart, S. (2001). To integrate or not to integrate: exploring how Thai marketers perceive integrated marketing communications. In *The Proceedings of the 2001 Special Asia-Pacific Conference of the American Academy of Advertising. Gainesville, Florida: University of Florida* (pp. 66-73).

Andrews, J. C., Akhter, S. H., Durvasula, S., & Muehling, D. D. (1992). The effects of advertising distinctiveness and message content involvement on cognitive and affective responses to advertising. *Journal of Current Issues & Research in Advertising*, *14*(1), 45-58.

Ang, S. H., & Low, S. Y. (2000). Exploring the dimensions of ad creativity. *Psychology and Marketing*, *17*(10), 835-854.

Ang, S. H., Lee, Y. H., & Leong, S. M. (2007). The ad creativity cube: Conceptualization and initial validation. *Journal of the Academy of Marketing Science*, *35*(2), 220-232.

Aouragh, M. (2012). Social media, mediation and the Arab revolutions. *Triple C: Communication, Capitalism and Critique*, 10(2), 518–536.

Aouragh, M. (2016). Social media, mediation and the Arab revolutions. *Marx in the Age of Digital Capitalism*, 482-515.

Areni, C. S., & Lutz, R. J. (1988). The role of argument quality in the elaboration likelihood model. *ACR North American Advances. 15* (1), 197-203.

Arens, W., & Schaefer, D. (2007). *Essentials of contemporary advertising*. Boston: McGraw-Hill/Irwin.

Ariely, D., & Lynch, J. G. (2001). Wine online: search costs and competition on price, quality, and distribution, *Marketing Science, 19* (1), 37, 163-171.

Arora, A., Raisinnghani, M., Arora, A., & Kothari, D. P. (2009). Building global brand equity through advertising: developing a conceptual framework of managing global brand equity. *International Journal of Global Management Studies, 1*(4), 75-79.

Aslam, W., Batool, M., & Haq, Z. U. (2016). Attitudes and behaviour of the mobile phones users towards SMS advertising: a study in an emerging economy. *Journal of Management Sciences*, *3*(1), 63-80.

Atieno, O. P. (2009). An analysis of the strengths and limitation of qualitative and quantitative research paradigms. *Journal of Problems of Education in the 21st Century*, *13*(1), 13-38.

Aussavadeegool, C. (n.a). Impact of Perceived Interactivity of Web Banner Ads: An Advertising Hierarchy of the Effect Approach. *Citeseer.*

Aydın, G. (2016). Attitudes towards digital advertisements: testing differences between social media ads and mobile ads. *International Journal of Research in Business Studies and Management, 3*(2), 1-11.

Babbie, E. R. (2010). *Introduction to social research*. Wadsworth Cengage learning.

Babin, L. A., & Burns, A. C. (1997). Effects of print ad pictures and copy containing instructions to imagine on mental imagery that mediates attitudes. *Journal of Advertising*, *26*(3), 33-44.

Bagozzi, R. P., Yi, Y., & Phillips, L. W. (1991). Assessing construct validity in organizational research. *Administrative Science Quarterly, 36*, 421–458.

Bahram, R., Seyedeh, M. A., & Arezoo, K. (2011). The impact of brand equity on advertising effectiveness (Samsung and Snowa brand names as a case study). *Interdisciplinary Journal of Contemporary Research in Business, 3*(5), 229-238.

Bakshi, G. & Kumar, S. G. (2013). Online advertising its impact on consumer buying behavior. *International Journal of Research in Finance & Marketing, 3*(1), 21-30.

Baltas, G. (2003). Determinants of internet advertising effectiveness: an empirical study. *International Journal of Market Research*, *45*(4), 505-515.

Barclay, D. W., Higgins, C. A., & Thompson, R. (1995). The partial least squares approach to causal modelling: personal computer adoption and use as illustration. *Technology Studies, 2*, 285-309.

Barnes, B. E. (2001). Integrated brand communication planning: retail applications. *Journal of Marketing Communication, 7*(1), 11-17.

Barreda, A. (2014). Creating brand equity when using travel-related online social network Web sites. *Journal of Vacation Marketing*, *20*(4), 365-379.

Barry, T. E. (2002). In defence of the hierarchy of effects: a rejoinder to weilbacher. *Journal of Advertising Research, 42* (3), 44- 47.

Barry, T. E., & Howard, D. J. (1990). A review and critique of the hierarchy of effects in advertising. *International Journal of Advertising*, *9*(2), 121-135.

Bartlett, J. E., Kotrlik, J. W., & Higgins, C. C. (2001). Organizational research: determining appropriate sample size in survey research. *Information Technology, Learning, and Performance Journal, 19*(1), 43–50.

Barwise, P. (1993). Brand equity: snark or boojum?. *International Journal of Research in Marketing*, *10*(1), 93-104.

Batra, R.& Olli, T. A. (1991). The measurement and role of utilitarian and hedonic attitudes. *Marketing Letters, 2* (2), 159-170.

Batra, R., & Ray, M. L. (1985). How advertising works at contact. *Psychological processes and advertising effects*, 13-44.

Batra, R., & Stayman, D. M. (1990). The role of mood in advertising effectiveness. *Journal of Consumer research*, *17*(2), 203-214.

Baxter, L. A. & Babbie, E. (2004). *The Basics of Communication Research.* Belmont, USA: Wadsworth Thomson Learning.

Baye, M. R., & Morgan, J. (2009). Brand and price advertising in online markets. *Management Science*, *55*(7), 1139-1151.

Bearden, W. O., & Madden, C. S. (1996). A brief history of the future of advertising: Visions and lessons from integrated marketing communications. *Journal of Business Research*, *37*(3), 135-138.

Belch, G. E., & Belch, M. A. (1998). *Advertising and promotion: an integrated marketing communications approach*. New York, USA: Irwin McGraw-Hill.

Bendixen, M. T. (1993). Advertising effects and effectiveness. *European Journal of marketing, 27*(10), 19-23.

Benmamoun, M., Kalliny, M., & Cropf, R. A. (2012). The Arab spring, MNEs, and virtual public spheres. *Multinational Business Review*, *20*(1), 26-43.

Berry, L. L. (2000). Cultivating service brand equity. *Journal of the academy of Marketing Science*, *28*(1), 128-137.

Bhatia, V. K. (1993). *Analysing genre: language use in professional settings*. London, UK: Longman.

Bhattacherjee, A., & Sanford, C. (2006). Influence processes for information technology acceptance: An elaboration likelihood model. *MIS quarterly*, 805-825.

Blech, G. E. and Blech, M. A. (2001). *Advertising and Promotion, (5/e.)*. New York, USA: Irwin McGraw-Hill.

Bloch, P. H. (1981). An exploration into the scaling of consumers' involvement with a product class. *Advances in consumer research, 8*(1), 61-65.

Bloom, P. N., Edell, J. & Staeliti, R. (1994). *Criteria for Assessing Research on the Effects of Marketing Communications*. Working Paper No. 94-123. Cambridge, MA: Marketing Science Institute.

Blythe, L (2006). *Essentials of Marketing Communications (3/e)*. Harlow, UK: Prentice Hall.

Bolton, R. N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., ... & Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*, *24*(3), 245-267.

Bower, A. B., & Landreth, S. (2001). Is beauty best? Highly versus normally attractive models in advertising. *Journal of advertising*, *30*(1), 1-12.

Branthwaite, A., & Patterson, S. (2011). The power of qualitative research in the era of social media. *Qualitative Market Research: An International Journal*, *14*(4), 430-440.

Briggs, R., & Hollis, N. (1997). Advertising on the web: is there response before click-through?. *Journal of Advertising research*, *37*(2), 33-46.

Bruke, R. R. & Scrull, T. K. (1988). Competitive interference and consumer memory for advertising. *Journal of Consumer Research, 15*(1), 55-68.

Bruthiaux, P. (2000). In a nutshell: persuasion in the spatially constrained language of advertising. *Language & Communication*, *20*(4), 297-310.

Bryman, A. & Bell, E. (2003). *Business Research Methods*. New York, USA: Oxford University Press.

Bryman, A. (2006). *Mixed methods: A four-volume set*. London, UK: Sage.

Bryne, B. M. (2010). *Structural Equation Modelling with AMOS: Basic Concepts, Application and Programming (2/e)*. New York, USA: Routledge Taylor and Francis Group.

Buil, I., De Chernatony, L., & Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation. *Journal of Business Research*, *66*(1), 115-122.

Bulmer, S. (2011). *How do Brands Affect National Identity?* (Doctoral dissertation, ResearchSpace@ Auckland).

Burns, K. S., & Lutz, R. J. (2006). The function of format: consumer responses to six on-line advertising formats. *Journal of Advertising*, *35*(1), 53-63.

Byrne, B. M. (2010). Structural equation modelling with AMOS: basic concepts, applications, and programming.

Cacioppo, J. T. & Petty, R. E. (1985). Central and peripheral routes to persuasion: the role of message repetition. In L. F. Alwitt & A. A. Mitchell (Eds.), *Psychological processes and advertising effects* (pp. 91-112). Hillsdale, NJ: Lawrence Eribaum Associates.

Campbell, M. C., & Kirmani, A. (2008). I know what you're doing and why you're doing it: the use of persuasion knowledge model in consumer research. In C. P.

Haugtvedt, P. Herr, & F. R. Kardes (Eds.), *Handbook of consumer psychology* (pp. 449–573). New York: Psychology Press.

Cancela, A., Requero, B., Santos, D., Stavraki, M., & Brinol, P. (2016). Attitudes toward health-messages: The link between perceived attention and subjective strength. *Revue Européenne de Psychologie Appliquée/European Review of Applied Psychology*, *66*(2), 57-64.

Carlson, L., Grove, S. J., & Dorsch, M. J. (2003). Services advertising and integrated marketing communications: An empirical examination. *Journal of Current Issues & Research in Advertising*, *25*(2), 69-82.

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters*, *17*(2), 79-89.

Carter, S. (1997). I'm sorry, but we really have to talk politics. *Marketing*, *22*.

Caywood, C., Schultz, D. E., & Wang, P. (1991). *Integrated marketing communications: a survey of national goods advertisers* (Unpublished Report.) Medill School of Journalism, Northwestern University, Bloomington, IN.

Celsi, R. L. &Olson, J. C. (1988). The role of involvement in attention and comprehension processes. *Journal of Consumer Research, 15*(2), 210-224.

Chaiken, S., & Maheswaran, D. (1994). Heuristic processing can bias systematic processing effects of source credibility, argument ambiguity, and task importance on attitude judgment. *Journal of Personality & Social Psychology, 66*(3), 460-473.

Chan, M. L., Chee, H. L., Chin, S. P., & Sim, G. X. (2014). *Consumers' attitude towards online advertising: the study on information responses* (Doctoral dissertation). UTAR, Malaysia).

Chan, T. S., Cui, G., & Cui, G. (2004). Consumer attitudes toward marketing in a transitional economy: a replication and extension. *Journal of Consumer Marketing*, *21*(1), 10-26.

Chan, Y. Y., Khan, K. & Patricia, A. S. (2010). Assessing the effects of animation in online banner advertising: Hierachy of effects model. *Journal of Interactive Advertising, 4*(2), 49 – 60.

Chang, H. H., & Liu, Y. M. (2009). The impact of brand equity on brand preference and purchase intentions in the service industries. *The Service Industries Journal*, *29*(12), 1687-1706.

Chattopadhyay, A., & Laborie, J. L. (2005). Managing brand experience: The market contact audit™. *Journal of Advertising Research*, *45*(1), 9-16.

Chaubey, D. S., Sharma, L. S., & Pant, M. (2015). Measuring the effectiveness of online advertisement in recalling a product: An empirical study. *Management Convergence*, *4*(2).

Chaudhuri, A. (1995). Brand equity or double jeopardy? *Journal of Product & Brand Management, 4*(1), 26–32.

Chen, C. and Cheng, Y. (2008). Airline brand equity, brand preference and purchase intention- the moderating effects of switching costs. *Journal of Air Transport Management, 14*(1), 40-42.

Chen, F. P., & Leu, J. D. (2011). Product involvement in the link between skepticism toward advertising and its effects. *Social Behavior and Personality: an international journal*, *39*(2), 153-159.

Chih-Chung, C., Chang, C., & Lin, L. W. C. (2012). The effect of advertisement frequency on the advertisement attitude-the controlled effects of brand image and spokesperson's credibility. *Procedia-Social and Behavioral Sciences*, *57*, 352-359.

Childers, T. L., & Houston, M. J. (1984). Conditions for a picture-superiority effect on consumer memory. *Journal of consumer research*, *11*(2), 643-654.

Chin, W. W. (2010). How to write up and report PLS analyses. In V.E. Vinzi, W.W. Chin, J. Henseler & H. Wang (Eds.), *Handbook of partial least squares* (pp. 655-690). Berlin, Heidelberg: Springer.

Chin, W. W., Marcolin, B. L., & Newsted, P. R. (2003). A partial least squares latent variable modeling approach for measuring interaction effects: Results from a Monte Carlo simulation study and an electronic-mail emotion/adoption study. *Information systems research*, *14*(2), 189-217.

Chiou, J. S., Chi-Fen Hsu, A., & Hsieh, C. H. (2013). How negative online information affects consumers' brand evaluation: The moderating effects of brand attachment and source credibility. *Online information review*, *37*(6), 910-926.

Chlebisova, E., Kyzekova, J., & Zajarosova, M. (2011). New approaches to business-to-business marketing communication. *Economic and Management, 16*, 1231-1237.

Cho, C. (1999). How advertising works on the WWW: modified elaboration likelihood model. *Journal of Current Issues and Research in Advertising, 21*(1), 33-50.

Cho, C. H., & Leckenby, J. D. (1999). Interactivity as a measure of advertising effectiveness: Antecedents and consequences of interactivity in web advertising. In *Proceedings of the Conference-American Academy of Advertising* (pp. 162-179). Pullman, WA; American Academy of Advertising.

Cho, C. H., & Leckenby, J. D. (2000). Banner clicking and attitude changes on the www. In *Proceedings of the Conference-American Academy of Advertising* (pp. 230-230). Pullman, WA; American Academy of Advertising.

Cho, C., & Cheon, J. H. (2004). Why do people avoid advertising on the Internet? *Journal of Advertising, 33*(4), 89-97.

Cho, E. (2011). *Development of a brand image scale and the impact of love marks on brand equity*. (Doctoral dissertation). Retrieved from *Graduate Theses and Dissertations*. (11962)

Chu, S. C., & Kamal, S. (2008). The effect of perceived blogger credibility and argument quality on message elaboration and brand attitudes: An exploratory study. *Journal of Interactive Advertising*, *8*(2), 26-37.

Clark, C. R., Doraszelski, U., & Draganska, M. (2009). The effect of advertising on brand awareness and perceived quality: An empirical investigation using panel data. *QME*, *7*(2), 207-236.

Clift, E. (1990). Healthcom: A communication methodology for health in third world. *Health Education Research, 5*(1), 99-106.

Clow, K. (2010). *Integrated Advertising, Promotion and Marketing Communications*. Upper Saddle River, NJ: Pearson Education.

Clow, K. E. & Baack, D. (2007). *Integrated Advertisement Promotion and Marketing Communication*. Upper Saddle River, NJ: Pearson.

Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995). Brand equity, brand preference, and purchase intent. *Journal of advertising*, *24*(3), 25-40.

Cohen, J. (1988). *Statistical power analysis for the behavioural sciences*. Hillsdale, NJ: Lawrence Erlbaum.

Colley, R. H. (1961). *Defining advertising goals for measured advertising results*. New York: Association of National Advertisers.

ComScore (2009). Online Advertising Effectiveness. Retrieved from http://www.comscore.com/Insights/Press Releases/2009/12/ comScore-Announces-Launch-of-comScore-AdEffx-Suite-for-Digital-Advertising-Effectiveness?cs_edgescape_cc=US.

Constantinescu, L. M., & Tanasescu, I. (2014). Online Advertising-An Informational & Communication Space for the Enterprise. *Annales Universitatis Apulensis: Series Oeconomica*, *16*(1), 76.

Cook, G., (2001). *The Discourse of Advertising.* London: *Routledge*.

Cooper, D. R., & Schindler, P. S. (2007). *Business Research Methods*. New Delhi: Tata Mcgraw-Hill

Cottle, S. (2011). Media and the Arab uprisings of 2011: Research notes. *Journalism*, *12*(5), 647-659.

Cox, B. (1998, November 17). Report: TV, PC get equal time. *Advertising Report Archives, InternetNews. com*. Retrieved from http://www.internetnews.com/ IAR/article/0,,12_13971,00.html

Cox, S. A. (2010). *Online social network member attitude toward online advertising formats* (Master's thesis). Retrieved from RIT Scholar Works.

Creswell, J. C. (2009). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches*. United State of America: SAGE Publication, Inc.

Creswell, J. W. (2012). *Educational research: Planning, conducting, and evaluating quantitative (4/e)*. Boston: Pearson.

Çuhadar, G. (2005). *Printed advertisement and web advertisement: a comparative study on design characteristics of both media* (Master's thesis). Retrieved from http://hdl.handle.net/11693/29725

Cutler, B. (1990). The fifth medium. *American Demographics, 12*, 24-29.

Dahl, S. (2012). Advertising: step by step – or all at once? Retrieved November, 24 2014 from http://dahl.at/wordpress/2012/03/08/persuasion-hierarchy-of-effects-theories.

Dahlen, E. R., & White, R. P. (2006). The Big Five factors, sensation seeking, and driving anger in the prediction of unsafe driving. *Personality and Individual Differences, 41*(5), 903-915.

Dahlen, M., & Nergendahl. J. (2001). Informing and transforming on the web: An empirical study of response to banner ads for functional and expressive products. *International Journal of advertising, 20*, 189-205.

Danaher, P. J., & Mullarkey, G. W. (2003). Factors affecting online advertising recall: A study of students. *Journal of advertising research*, *43*(3), 252-267.

Danowitz, A. K., Nassef, Y., & Goodman, S. E. (1995). Cyberspace across the Sahara: computing in North Africa. *Communications of the ACM*, *38*(12), 23-28.

Darabi, M., Reeves, P., & Sahadev, S. (2016). Antecedents of Attitude Toward SMS Advertising in the UK. In *Rediscovering the Essentiality of Marketing* (pp. 13-13). Springer, Cham.

Darley, W. K., & Smith, R. E. (1995). Gender differences in information processing strategies: An empirical test of the selectivity model in advertising response. *Journal of Advertising, 24*(1), 41-56.

Davis, D. F., Golicic, S. L., & Marquardt, A. J. (2008). Branding a B2B service: Does a brand differentiate a logistics service provider?. *Industrial Marketing Management*, *37*(2), 218-227.

Davis, L.L. (1992). Instrument review: Getting the most from a panel of experts. *Applied Nursing Research, 5*(4), 194–197.

Dayton, K. (2016). The Comparison of Effectiveness between Print Media & Electronic Media in terms of Promotion and Recruitment. *Honors Theses.* Paper 2692.

De Ros, k. M. (2008).A content analysis of television ads: Does current practice maximize cognitive processing?. Indiana University.

De Waal, C. (2001). *On Peirce*. Belmont, CA: Wadsworth.

Denizci, B., & Tasci, A. D. (2010). Modeling the commonly-assumed relationship between human capital and brand equity in tourism. *Journal of Hospitality Marketing & Management*, *19*(6), 610-628.

Dewhirst, T. & Davis, B. (2005). Brand strategy and integrated marketing communication (IMC). *Journal of Advertising, 20*(1), 67- 88.

Dickinson, A. (2012). *The impact of negative political advertisements: Perceptions and realities* (Doctoral dissertation, University of Kansas).

Dinnie, K., Melewar, T. C., Seidenfuss, K., Musa G., (2010). Nation branding and integrated marketing communications: an ASEAN perspective. *International Marketing Review, 27*(4), 388-403.

DoubleClick (2003).DoubleClick 2002 Full-Year Ad Serving Trends. Available at: http://www.doubleclick.com/us/knowledge/documents/trend_reports/ dc_2002adservingtrends_0212.pdf.

Dow, R. A. & Jung, S. (2011). Strategic management of channels of distribution and integrated marketing communications: Essay on the Scotch Whisky Industry. *International Journal of Business and Social Science, 2*(22), 108-113.

Downes, S. (2007). A marketing perspective. ADR Bulletin, 9(10/4).Available at: http://epublications.bond.edu.au/adr/vol9/iss10/4.

Drèze, X.& Francois-Xavier, H. (1998). Financing the internet: Four sustainable business models. *Communications & Strategies, 32*, 171-197.

Drèze, X., & Hussherr, F. X. (2003). Internet advertising: Is anybody watching?. *Journal of interactive marketing*, *17*(4), 8-23.

Drossos, D., Giaglis, G. M., & Lekakos, G. (2007). An empirical assessment of factors that influence the effectiveness of SMS advertising. In *System Sciences, 2007. HICSS 2007. 40th Annual Hawaii International Conference on* (pp. 58-58). IEEE.

Drossos, G., Lazou, A., Panagopoulos, P., & Westaby, S. (1995). Deferoxamine cardioplegia reduces superoxide radical production in human myocardium. *The Annals of thoracic surgery, 59*(1), 169-172.

Drost, E. A. (2011). Validity and reliability in social science research. *Education Research and perspectives*, *38*(1), 105-123.

Durmaz, G., Suher, H. K., & Bir, C. S. (2016). Elaboration Likelihood Model (ELM) in print advertisements: A content analysis of advertisements which is positioned in special and general interest magazines. *Journal of Yaşar University, 1*(41), 45-55.

Edmonds, R., Guskin, E., Rosenstiel, T., & Mitchell, A. (2012). Newspapers: Building digital revenues proves painfully slow. State of the News Media Report 2012, Project for Excellence in Journalism (http://stateofthemedia.org/2012/newspapers-building-digital-revenues-proves-painfully-slow/).

Efron, B., & Tibshirani, R. (1986). Bootstrap methods for standard errors, confidence intervals, and other measures. *Psychological Methods, 5*, 155-174.

EIU ViewsWire (2005). India regulations: India's legal system moves slowly, but relatively fairly. EIU ViewsWire, April 21.

Elizabeth, C. Linda, H. S. & William, B. W. (1998). A model of product discourse: Linking consumer practice to cultural texts. *Journal of Advertising, 27*(1), 33-50.

Ellsworth, J. H., & Ellsworth, M. V. (1995). *Marketing on the Internet: Multimedia strategies for the world wide web*. John Wiley & Sons.

Emarketer, (2009). "US Online Advertising Spending Growth, by Format, 2008-2010 (%change)," February 2, available at http://www.emarketer.com (accessed February 13, 2009).

Endres, A. (2014). *The effect of advertising and discount on the development of consumer based brand equity: a comparative study of anbessa and ramsey shoe factories* (Doctoral dissertation, AAU).

Esmaeilpour, M., & Aram, F. (2016). Investigating the impact of viral message appeal and message credibility on consumer attitude toward the brand. *Management & Marketing*, *11*(2), 470-483.

Evans, D. S. (2009). The online advertising industry: Economics, evolution, and privacy. *The journal of economic perspectives*, *23*(3), 37-60.

Evrard, Y., Pras B., and Roux, E. (2003), Market, Etudes et recherches en marketing, 3ème édition, Dunod, Paris.

Faber, R. J., Lee, M., & Nan, X. (2004). Advertising and the consumer information environment online. *American Behavioral Scientist*, *48*(4), 447-466.

Fennis, B. M., & Stroebe, W. (2015). *The psychology of advertising*. Psychology Press.

Fernandes, P. O., & Pimenta, R. E. (2013). The Portuguese consumer sentiment index toward marketing mix in crisis context. *Tourism & Management Studies*, *9*(1), 97-100.

Fill, C. (1999). Marketing Communications: Contexts, Contents and Strategies, Hemel-Hempstead, UK.

First-ever organized Google Days event in Egypt on December 12, 2010, Arab Crunch. Available at; http://arabcrunch.com/2010/12/google-mena-ad-spending-is-between-110-130-million-usd-in-2010-100-million-arab-users-will-be-online-in-2015.html.

Fisbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research. *Massachusetts, Addison-Wiley Publishing Company*.

Fisher, A.B. (1985), Aug 5. Coke brand loyalty lesson. Retrieved on March 13 2012 from Fortune:http://money.cnn.com/magazines/fortune_archive/

Florentina, M. G. & Alexandra, O. H. (2010). Direct response advertising- A modern method of promotion. *Annals. Economic Science Series, 16*. Available at; http://fse.tibiscus.ro/anale/Lucrari2010/107.%20Gordean%20Manuela.

Forceville, C. (1996). *Pictorial metaphor in advertising*. Routledge: London.

Fornell, C. G., 1982. *A second generation of multivariate analysis: an overview*. In: Fornell, C. (Ed.), A Second Generation of Multivariate Analysis. Praeger, New York, 1-21.

Forrester. (2002). Online Advertising Picks Up Again Tech Strategy Research. Retrieved September 15, 2015, from http://www.forrester.com/ER/Research/Report/Summary/0,1338,14576,FF.html.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research, 24*, 343-373.

Fowles, J. (1996). *Advertising and popular culture*. Sage: London.

Franz, M. M. & Ridout, T. N. (2007). Does political advertising persuade? *Political Behaviour, 29*(4), 465-491.

Friestad, M., & Wright, P. (1994). The persuasion knowledge model: How people cope with persuasion attempts. *Journal of Consumer Research, 21*, 1–31.

Fuertes-Olivera, P. A., Velasco-Sacristan, M., & Arribas, A. (2001). Persuasion and advertising English: Metadiscourse in slogans and headlines. *Journal of Pragmatics, 33*, 1291- 1307.

Fulk, J., & Boyd, B. (1991). Emerging theories of communication in organizations. *Journal of management*, *17*(2), 407-446.

Gable, R. K., & Wolf, M. B. (1993). *Instrument development in the affective domain: Measuring attitudes and values in corporate and school settings*, Boston: Kluwer Academic.

Gan, K. S. (2010). An empirical analysis: advertising effects on firm performance in the Malaysian consumer products sector. *Unpublished thesis. Universiti Malaysia, Sarawak.*

Gardner, M. P., Mitchell, A. A., & Russo, J. E. (1985). Low involvement strategies for processing advertisements. *Journal of Advertising*, *14*(2), 4-56.

Gati, I., & Tversky, A. (1987). Recall of common and distinctive features of verbal and pictorial stimuli. *Memory & Cognition*, *15*(2), 97-100.

Ghannam, J. (2011). Social media in the Arab World: Leading up to the uprisings of 2011. *Center for international media assistance*, *3*, 19-34.

Gharibi, S., Yahyah, S. S. D., Shahrodi, K. (2012).Explain the effectiveness of advertising using the AIDA model. *Interdisciplinary Journal of Contemporary Research in Business, 4*(2), 926-940.

Gilbert, J. (2000). Really booming' Net grabs $3.6 billion Ad-spending projection: Online's dollar share will hit 7.6% in 2004. AdAge.com.

Goebel, D. J., Marshall, G. W. & Locander, W. B. (2004), An organizational communication-based model of individual customer orientation of non-marketing members of a firm. *Journal of Strategic Marketing, 12*, 29-56.

Golan, G. J., & Zaidner, L. (2008). Creative strategies in viral advertising: An application of Taylor's six-segment message strategy wheel. *Journal of Computer-Mediated Communication*, *13*(4), 959-972.

Goldfarb, A., & Tucker, C. (2011). Online display advertising: Targeting and obtrusiveness. *Marketing Science*, *30*(3), 389-404.

Goldfarb, A., & Tucker, C. E. (2011). Privacy regulation and online advertising. *Management Science, 57*(1), 57-71.

Goldman, R. (1992). Reading ads socially. Routledge: London.

Goldsmith, R. E., Lafferty, B. A. & Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction for advertisements and brands. *Journal of Advertising, 29*(3), 43-54.

Gosling, L. & Edwards, M. (1995). Selecting a unit of analysis. Available at: http://allpsych.com/researchmethods/variables.html.

Gotham, R. (2002). Advertising: The future of online advertising, *Journal of Business Strategy, 23*(3),9-10.

Gould, S. (2000). The state of IMC research and applications. *Journal of Advertising Research*, 22-23.

Gould, S.J. (2004). IMC as theory and as a post structural set of practices and discourses: a continuously evolving paradigm shift. *Journal of Advertising Research, 44*(1), 66–70.

Green, A. (2006). If my ad awareness goes up, will my sales increase too? Warc Media FAQ. Available at; www.warc.com.

Greenwald, A. G., & Leavitt, C. (1984). Audience involvement in advertising: Four levels. *Journal of Consumer research*, *11*(1), 581-592.

Grein, A. F. & Gould, S. J. (1996). Globally integrated marketing communications. *Journal of Marketing Communications, 2*(3), 141-158.

Grove, S. J., Carlson, L. & Dorsch, M. J. (2007). Comparing the application of integrated marketing communication (IMC) in magazine ads across product type and time. *Journal of Advertising, 36*(1), 37- 54.

Guha, S., Cheng, B., & Francis, P. (2011, March). Privad: Practical privacy in online advertising. In *USENIX conference on Networked systems design and implementation*, 169-182).

Gurău, C. (2008). Integrated online marketing communication: implementation and management. *Journal of communication management*, *12*(2), 169-184.

Gustafson, T. & Chabot, B. (2007). *Brand awareness*. Cornell Maple Bulletin, 105, 1-5.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis (7/e.)*. Upper Saddle River: NJ: Prentice Hall.

Hair, J. F., Hult, G. T. M., Ringle, C. M. & Marko, S. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM*. United State of America: Sage Publication, Inc.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). *PLS-SEM: Indeed a Silver Bullet.*

Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate data analysis: A global perspective,* Pearson Education.

Hakoama, M. & Hakoyama, S. (2011). The impact of cell phone use on social networking and development among college students. *The AABSS Journal, 15,* 1-20.

Hall, B. H; Howard, Merrell and Partners.(2001). A new approach to measuring advertising effectiveness. *American Academy of Advertising*, article1502a.

Han, D., Kim, I. & Schultz, D.E. (2004) Understanding the diffusion of integrated marketing communications. *Journal of Advertising Research, 44*(1), 31–45.

Hansen, F., & Christensen, L. B. (Eds.). (2003). *Branding and advertising*. Copenhagen Business School Press DK.

Hardesty, D. M., Bearden, W. O., & Carlson, J. P. (2007). Persuasion knowledge and consumer reactions to pricing tactics. *Journal of Retailing, 83*, 199–210.

Harper, S. (2009). Advertising six feet under. *Mortality, 14*(3), 203- 225.

Harrington, D. (2009). *Confirmatory Factor Analysis*. New York: Oxford University Press.

Hawass, H.H. (2013), Brand trust: implications from consumer doubts in the Egyptian mobile.

Hawkins, D. I., Mothersbaugh, D. L., & Best, R. J. (2013). *Consumer behavior: Building marketing strategy*. McGraw-Hill Irwin.

Hawkins, S. A., & Hoch, S. J. (1992). Low-involvement learning: Memory without evaluation. *Journal of consumer research*, *19*(2), 212-225.

Henseler, J., Ringle, C., & Sinkovics, R. (2009). The use of partial least squares path modelling in international marketing. *Advances in International Marketing, 120*, 277-320.

Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: emerging concepts, methods and propositions. *The Journal of Marketing*, 92-101.

Ho, Y. (2015). Social media advertising and brand image: A cultural comparison. *Journal of Business Research*.

Hoffman, D. L., & Novak, T. P. (1996). Marketing in hypermedia computer-mediated environments: Conceptual foundations. *The Journal of Marketing*, 50-68.

Hoffman, D. L., Kalsbeek, W. D., & Novak, T. P. (1996). Internet and Web use in the US. *Communications of the ACM*, *39*(12), 36-46.

Holbrook, M. B., & Batra, R. (1987). Assessing the role of emotions as mediators of consumer responses to advertising. *Journal of consumer research*, *14*(3), 404-420.

Holm, O. (2006). Integrated marketing communication: from tactics to strategy. *Corporate Communications: An International Journal*, *11*(1), 23-33.

Homer, P. M. (1990). The mediating role of attitude toward the ad: Some additional evidence. *Journal of Marketing Research*, 78-86.

Hsu CH, Oh H, and Assaf AG (2012). A customer based brand equity model for upscale hotels. *Journal of Travel Research 51*(1): 81–93.

Hsu, C. H., & Hsu, S. M. (2011). A study of appeals and argument types on web advertisement. *Web Journal of Chinese Management Review*, *14*(4), 1-29.

Hsu, Y., & Cheng, J. C. (2014). Maximizing advertising effectiveness. *European Journal of Business and Social Sciences*, *3*(9), 147-159.

Huber, G. A., & Arceneaux, K. (2007). Identifying the persuasive effects of presidential advertising. *American Journal of Political Science, 51*(4), 961-981.

Hutton, J. G. (1996). Integrated marketing communications and the evolution of marketing thought. *Journal of Business Research, 37*, 155- 162.

Hwang, J., Yoon, Y., Park, N. (2011). Structural effects of cognitive and affective responses to web advertisements, website and brand attitudes, and purchase

intentions: *The case of casual-dining restaurants. International Journal of Hospitality Management, 30*, 897-907.

Iab, P. W. H. C. (1999). Internet Advertising Revenue Report 1999 Full–Year Results. Available at https://www.iab.com/insights/iab-internet-advertising-revenue-report-conducted-by-pricewaterhousecoopers-pwc-2/#year1999.

Iab, P. W. H. C. (2002). Internet Advertising Revenue Report 2012 Full–Year Results. Available at https://www.iab.com/insights/iab-internet-advertising-revenue-report-conducted-by-pricewaterhousecoopers-pwc-2/#year2002.

Iab, P. W. H. C. (2015). Internet Advertising Revenue Report 2015 Full–Year Results. Available at https://www.iab.com/insights/iab-internet-advertising-revenue-report-conducted-by-pricewaterhousecoopers-pwc-2/#year2014.

Internet World Stats (2004). Internet usage statistics for Africa: Internet usage and population. http://www.internetworldstats.com/stats1.htm.

Internet World Stats (2008). Available at; http://www.Internet worldstats.com/middle.htm.

James, E. L. & James, V. B. (1989). On the information content of advertising. *Journal of Direct Marketing, 3*(3), 7-15.

Janiszewski, C., &van Osselaer, S.M.J. (2000). A connectionist model of brand-quality associations. *Journal of Marketing Research*, 331–50.

Jankovic, M. (2012). Integrated marketing communications and brand identity development management. *Journal for theory and practice management, 63*, 91-100.

Jarvis, J. W., Rhodes, R. E., Deshpande, S., Berry, T. R., Chulak-Bozzer, T., Faulkner, G., & Latimer-Cheung, A. E. (2014). Investigating the role of brand equity in predicting the relationship between message exposure and parental support for their child's physical activity. *Social Marketing Quarterly*, *20*(2), 103-115.

Jnr, H. J., Money, A. H., Samouel, P., & Page, M. (2007). *Research Methods for Business*, UK Edition.

Jun, P. A. N. G., Tat, K. H., & Siqing, P. E. N. G. (2009). Effects of advertising strategy on consumer-brand relationships: A brand love perspective. Frontiers of *Business Research in China, 3*(4), 599-620.

Jung, J., Shim, S. W., Jin, H. S., & Khang, H. (2016). Factors affecting attitudes and behavioural intention towards social networking advertising: a case of Facebook users in South Korea. *International Journal of Advertising*, *35*(2), 248-265.

Kahneman, D. (1973). *Attention and effort* (Vol. 1063). Englewood Cliffs, NJ: Prentice-Hall.

Kalliny, M., Dagher, G., Minor, M.S., De Los Santos, G. (2008). Television advertising in the Arab world: A status report. *Journal of Advertising Research,* 215-223.

Kalyanaraman, S., & Oliver, M. B. (2001, August). Technology or tradition: Exploring relative persuasive appeals of animation, endorser credibility, and argument strength in web advertising. In *annual conference of the association of education in journalism and mass communication, Washington, DC*.

Kang, J., & Hustvedt, G. (2014). The contribution of perceived labor transparency and perceived corporate giving to brand equity in the footwear industry. *Clothing and Textiles Research Journal*, *32*(4), 296-311.

Kao, D. T. (2012). Exploring the effect of regulatory focus on ad attitudes: The moderating roles of message sidedness and argument quality. *International Journal of Psychology*, *47*(2), 142-153.

Kaushal, S. K., & Kumar, R. (2016). Influence of attitude towards advertisement on purchase intention: Exploring the mediating role of attitude towards brand using SEM approach. *IUP Journal of Marketing Management*, *15*(4), 44.

Kavassalis, P., Spyropoulou, N., Drossos, D., Mitrokostas, E., Gikas, G., & Hatzistamatiou, A. (2003). Mobile permission marketing: Framing the market inquiry. *International Journal of Electronic Commerce*, *8*(1), 55-79.

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *The Journal of Marketing*, 1-22.

Keller, K. L. (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 2d ed. Prentice Hall, Upper Saddle River, NJ.

Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of marketing communications*, *15*(2-3), 139-155.

Keller, K. L., Apéria, T., & Georgson, M. (2008). S*trategic brand management: A European perspective*. Pearson Education.

Kelley, S. W. & Turley, L. W., (2004). The effect of content on perceived affect of Super Bowl commercials. *Journal of Sports Management, 18*, 398-420.

Kelly, P. (1991). Advertising research and decision making. In *Proceedings of the Australasian Marketing Educators' Conference, University of South Australia: Adelaide.*

Kerlinger, F. N., & Lee, H. B. (1999). Foundations of behavioral research.New York: Holt, Rinehart and Winston.

Keyton, J. (2015). *Communication research: Asking questions, finding answers (4/e.)*. New York: McGraw Hill Higher Education.

Khan, R., & Sindhu, S. (2015). An investigation of advertising appeal on consumer response in service advertising. *Management Studies and Economic Systems*, *2*(1), 39-50.

Kim, D. Y., Hwang, Y. H., & Fesenmaier, D. R. (2005). Modeling tourism advertising effectiveness. *Journal of Travel Research*, *44*(1), 42-49.

Kim, E. Y., Knight, D. K., & Pelton, L. E. (2009). Modeling brand equity of a US apparel brand as perceived by Generation Y consumers in the emerging Korean market. *Clothing and Textiles Research Journal*, *27*(4), 247-258.

Kim, H., & Lee, C. (2012). Differential effects of fear-eliciting DTCA on elaboration, perceived endorser credibility, and attitudes. *International Journal of Pharmaceutical and Healthcare Marketing, 6*(1), 4-22.

Kim, K. H., Kim, K. S., Kim, D. Y., Kim, J. H., & Kang, S. H. (2008). Brand equity in hospital marketing. *Journal of business research*, *61*(1), 75-82.

Kim, S. H., Han, H. S., Holland, S., & Byon, K. K. (2009). Structural relationships among involvement, destination brand equity, satisfaction and destination visit intentions: The case of Japanese outbound travellers. *Journal of Vacation Marketing, 15*(4), 349-365.

Kline, R. B. (2005). *Principles and Practice of Structural Equation Modeling* (2/e). New York: The Guilford Press.

Koeske, G. F. (1994). Some recommendations for improving measurement validation in social work research. *Journal of Social Service Research, 18*(3/4), 43–72.

Kotler, P. and Keller, K.L. (2008), *Marketing Management, (13/e),* Prentice-Hall, Upper Saddle River, NJ.

Kotler, P., & Armstrong, G. (2010). *Principles of marketing (13/e),* Toronto, Canada: Pearson.

Krejcie, R. V., & Morgan, D. W. (1970). *Determining sample size for research activities.* Educ Psychol Meas.

Kshetri, N., Williamson, N. C., & Schiopu, A. (2007). Economics and politics of advertising: Evidence from the enlarging European Union. *European Journal of Marketing*, *41*(3/4), 349-366.

Kyung, H. K., Kang, S. K., Dong, Y. K., Jong, H. K., Suk, H. K., (2008). Brand equity in hospital marketing. *Journal of Business Research, 61*, 75-82.

Laczniak, R. N., & Teas, R. K. (2001). An examination of measurement context effects in empirically based advertising research. *Journal of Marketing Communications, 7*(2), 65-87.

Lavidge, R. J. & Steiner, G. A. (1961). A model for predictive measurements of advertising effectiveness. *Journal of Marketing*, 59-64.

Le, T. D., & Nguyen, B. T. H. (2014). Attitudes toward mobile advertising: A study of mobile web display and mobile app display advertising. *Asian Academy of Management Journal, 19*(2), 87-103.

Leavitt, C., Waddell, C. and Wells, W. (1970). Improving day-after recall techniques. *Journal of Advertising Research, 10*(3), 13-17.

LeBourveau, C. A., Dwyer, F. B. & Kernan, J. B. (1989). Compliance strategies in Direct Response Advertising. *Journal of Direct Marketing, 2*(3), 25-34.

Lee, T. M. (2008). Genre analysis of advertisement of skin-care products. Dissertation submitted to Faculty of languages and linguistics, University of Malaya. Kuala Lumpur. Available at; http://dspace.fsktm.um.edu.my.

Leff, N. H., & Farley, J. U. (1980). Advertising expenditures in the developing world. *Journal of International Business Studies*, *11*(2), 64-78.

Lepkowska-White, E., Brashear, T. G., & Weinberger, M. G. (2003). A test of ad appeal effectiveness in Poland and The United States-the interplay of appeal, product, and culture. *Journal of Advertising*, *32*(3), 57-66.

Lewis, I., Watson, B., & Tay, R. (2007). Examining the effectiveness of physical threats in road safety advertising: The role of the third-person effect, gender, and age. *Transportation Research Part F: Traffic Psychology and Behaviour*, *10*(1), 48-60.

Li, H., & Bukovac, J. L. (1999). Cognitive impact of banner ad characteristics: An experimental study. *Journalism & Mass Communication Quarterly, 76*(2), 341-353.

Li, H., Daugherty, T., & Biocca, F. (2002). Impact of 3-D advertising on product knowledge, brand attitude, and purchase intention: The mediating role of presence. *Journal of advertising*, *31*(3), 43-57.

Light, L. (1993). At the centre of it all is the brand: Promotion has bigger role than ads, but "short term" bribes are suicidal. *Advertising Age*, *13*, 22.

Lim, K. H., C. L. Sia, M. K. O. Lee, and I. Benbasat (2006). Do I Trust You Online, and If So, Will I Buy? An Empirical Study of Two Trust-Building Strategies. *Journal of Management Information Systems (23)* 2, pp. 233-266.

Lin, Y, Huang, J. (2005). Internet blogs as a tourism marketing medium: A case study. *Journal of Business Research, 59*, 1201-1205.

Lin, Y. L., & Chen, Y. W. (2009). Effects of ad types, positions, animation lengths, and exposure times on the click-through rate of animated online advertisings. *Computers & Industrial Engineering*, *57*(2), 580-591.

Liu, S. S., & Stout, P. A. (1987). Effects of message modality and appeal on advertising acceptance. *Psychology & Marketing, 4*(3), 167-187.

Liu, Y. (2003). Developing a scale to measure the interactivity of websites. *Journal of Advertising Research 43*(2), 207–216.

Lothis, R., Donthu, N., & Hershberger., E. K. (2003). The impact of content and design elements on banner advertising click-through rates. *Journal of Advertising Research, 43*(4), 410-418.

Low, G. S. (2000). Correlates of integrated marketing communications. *Journal of Advertising Research*, *40*(3), 27-39.

Lowry, P. B., Moody, G., Vance, A., Jensen, M., Jenkins, J., & Wells, T. (2012). Using an elaboration likelihood approach to better understand the persuasiveness of

website privacy assurance cues for online consumers. *Journal of the American Society for Information Science and Technology, 63*(4), 755-776.

Lutz, R. J., MacKenzie, S. B., & Belch, G. E. (1983). Attitude toward the ad as a mediator of advertising effectiveness: Determinants and consequences. *NA-Advances in Consumer Research Volume 10*.

Lynn, M.R. (1986). Determination and quantification of content validity. *Nursing Research, 35*, 382-385.

Maathuis, O., Rodenburg, J. and Sikkel, D. (2004). Credibility, emotion, or reason?". *Corporate Reputation Review, 6* (4), 333-45.

Macdonald, E. & Sharp, B. (1996). Management perceptions of the importance of brand awareness as an indication of advertising effectiveness. *Marketing Research On-Line, 1*, 1- 15.

Macdonald, E. K. & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for common repeat purchase product: A replication. *Journal of Business Research, 48*, 5-15.

MacInnis, D. J., & Price, L. L. (1987). The role of imagery in information processing: Review and extensions. *Journal of consumer research*, *13*(4), 473-491.

MacInnis, D. J., Moorman, C., & Jaworski, B. J. (1991). Enhancing and measuring consumers' motivation, opportunity, and ability to process brand information from ads. *The Journal of Marketing*, 32-53.

MacKenzie, S. B., & Lutz, R. J. (1989). An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context. *The Journal of Marketing*, 48-65.

MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations. *Journal of marketing research*, 130-143.

Maclnnis, D. J. & Bernard, J. J. (1989). Information processing from advertisements: Toward an integrative framework. *Journal of Marketing, 53*(4), 1-23.

Madhavaram, S., Badrinarayanan, V. & McDonald, R. (2005). Integrated marketing communication (IMC) and brand identity as critical components of brand equity strategy, *Journal of advertising, 34*(4), 69- 80.

Malhotra, N. and Birks, D. (2007). *Sampling: Design & Procedures*. In: Malhotra, N. and Birks, D. (eds.) Marketing Research: An Applied Approach, Third European Edition, Pearson Education, 403-409.

Manchanda, P., Dubé, J. P., Goh, K. Y., & Chintagunta, P. K. (2006). The effect of banner advertising on internet purchasing. *Journal of Marketing Research*, *43*(1), 98-108.

Margaret, C. C. (2002). Building brand equity. International Journal of Medical Marketing, 2(3), 208-218.

Maria, V. D. (2007). The role of alternative message strategies in advertising performance: challenges to the B2B marketing paradigm. In 2007 QUT Faculty of Business Research Student Colloquium, September 2007, Brisbane, QLD. Available at; http://eprints.qut.edu.au/53362/

Marketingterms.com, (2014). Banner ad retrieved on the 17th november, 2014 from http://www.marketingterms.com/dictionary/banner_ad/.

Martin, B. A., Lang, B., Wong, S., & Martin, B. A. (2003). Conclusion explicitness in advertising: The moderating role of need for cognition (NFC) and argument quality (AQ) on persuasion. *Journal of Advertising*, *32*(4), 57-66.

Martínez, E, Montaner T, Pina J. M. (2009). Brand extension feedback: the role of advertising. *Journal of Business Research, 62*, 305-313.

Martinson, D. L. (2005). Pornography and deceptive advertising: what is the role of government in a free society?. *The Social Studies*, *96*(1), 30-33.

McGann, R. (2005). Most active Web users are young, affluent. *ClickZ Network, http://www. clickz. com/3455741*.

McGrath, J. M. (2005). A pilot study testing aspects of the integrated marketing communications concept. *Journal of Marketing Communications, 11*(3), 191-214.

McMillan S. J. & Hwang J. S. (2002). Measures of perceived interactivity: an exploration of the role of direction of communication, user control, and time in shaping perceptions of interactivity. *Journal of Advertising 31*(3), 29-42

Meade, A. W., Watson, A. M., & Kroustalis, C. M. (2007, April). Assessing common methods bias in organizational research. In *22nd annual meeting of the society for industrial and organizational psychology, New York* (1-10).

Mediametrie, F. (2010). Barometresur les comportementsd'achants des internautes service industries. *Service Industries Journal, 29*, 1687-1706.

Meenaghan, T. (1995). The role of advertising in brand image development. *Journal of Product & Brand Management, 4*(4), 23-34.

Mehmet, I. Y., Abhijit, B., Sujay, D. (2009). Effects of comparative advertising format on consumer responses: The moderating effects of brand image and attribute relevance. *Journal of Business Research, 62*, 768-774.

Mehta, A. (1998). Advertising attitudes and advertising effectiveness. *Journal of Advertising Research*, 67-72.

Mehta, A. (1999). Using self-concept to assess advertising effectiveness. *Journal of advertising research*, 81-89.

Mehta, N., Chen, X., & Narasimhan, O. (2008). Informing, transforming, and persuading: Disentangling the multiple effects of advertising on brand choice decisions. *Marketing Science, 27*(3), 334-355.

Mendez, C. (2009). Anthropology and ethnography: contributions to integrated marketing communications. *Marketing Intelligence & Planning, 27*(5), 633-648.

Methaq, A. A. S. & Nabsiah, A. W. (2013). Endorser credibility effects on Yemeni male consumer's attitudes towards advertising, brand attitude and purchase intention: The mediating role of attitude toward brand. *International Business Research, 5*(4), 55-66.

Mike, B. T. (1993). Advertising effects and effectiveness. *European Journal of Marketing, 27* (10), 19-32.

Mohamad, B. (2013). *The structural relationships between corporate culture, ICT diffusion innovation, corporate leadership, corporate communication management (CCM) activities and organisational performance* (Doctoral dissertation, Brunel University Brunel Business School PhD Theses).

Mooney, C. (1996). Bootstrap statistical inference: example and evaluation for political science. *American Journal of Political Science, 40*(2), 570-602.

Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships between providers and users of market research: The dynamics of trust within and between organizations. *Journal of Marketing Research*, *29*(3), 314.

Moriarty, S. E. (1994). PR and IMC: the benefits of integration. *Public Relations Quarterly*, *39*(3), 38-45.

Muehling, D. D., Laczniak, R. N., & Andrews, J. C. (1993). Defining, operationalizing, and using involvement in advertising research: A review. *Journal of Current Issues & Research in Advertising*, *15*(1), 21-57.

Mzoughi, N., Abdelhak, S. (2011). The impact of visual and verbal rhetoric in advertising on mental imagery and recall. *International Journal of Business and Social Science, 2*(9), 257- 267.

Na W., Marshall R., Keller K. L. (1999). Measuring brand power: validating a model for optimizing brand equity. *The Journal of Product and Brand Management, 8* (3), 170–84.

Nekmat, E. & Gower, K. K. (2012). Effects of disclosure and message valence in online word-of-mouth (eWOM) communications implications for integrated marketing communication. *International Journal of Integrated Marketing Communications*, 85- 98.

Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., ... & Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research, 57*(2), 209-224.

Neuman, W. L. (2007). *Basics of Social Research qualitative and Quantitative Approaches, (2/e)*. Pearson Education, Inc. USA.

Nielsen Online (2010).*The Screen Report*. Q1 (3), 245-267.

Novak, T. P., & Hoffman, D. L. (1997). New metrics for new media: toward the development of Web measurement standards. *World Wide Web Journal*, *2*(1), 213-246.

Nowak, L., Thach, L., & Olsen, J. E. (2006). Wowing the millennials: creating brand equity in the wine industry. *Journal of Product & Brand Management*, *15*(5), 316-323.

O'guinn, T., Allen, C., Semenik, R., & Scheinbaum, A. C. (2014). *Advertising and Integrated Brand Promotion*. Nelson Education.

Oyedeji, T. (2008). The effects of audiences' ideological views on the customer-based brand equity of cable news networks. *Electronic News*, *2*(1), 31-45.

Pallant, J. (2010). SPSS survival manual: A step by step guide to data analysis using SPSS.

Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: improving the measurement–empirical evidence. *Journal of Product & Brand Management, 14*(3), 143-154.

Parasuraman, R., Sheridan, T. B., & Wickens, C. D. (2000). A model for types and levels of human interaction with automation. *IEEE Transactions on systems, man, and cybernetics-Part A: Systems and Humans*, *30*(3), 286-297.

Pavlou, P. A., & Stewart, D. W. (2000). Measuring the effects and effectiveness of interactive advertising: A research agenda. *Journal of Interactive Advertising*, *1*(1), 61-77.

Peltier, J. W., Mueller, B., Rosen, R. G. (1992). Direct response versus image advertising. Enhancing communication effectiveness through an integrated approach. *Journal of Direct Marketing, 6*(1), 40-48.

Percey, L. & Rossiter, J. R. (1992). A model of brand awareness and brand attitude advertising strategies. *Journal of Psychology & Marketing, 9*(4), 263-274.

Percy, L. (1997). *Strategic for implementing integrated marketing communications*. Lincolnwood: NTC Books.

Percy, L., Rossiter, J. R. and Elliott, R. (2001). *Strategic Advertising Management*. Oxford University Press, New York, NY.

Petersen, C., Schmidt, S., Bullinger, M. & Disabkids Group (2004). Brief report: development and pilot testing of a coping questionnaire for children and adolescents with chronic health conditions. J*ournal of Pediatric Psychology, 29*(8), 635-640.

Petty, R. E. & Cacioppo, J. T. (1981). A*ttitudes and Persuasion: Classic and Contemporary*. McGraw-Hill.

Petty, R. E. & David, S. (1983). Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement. *Journal of Consumer Research, 10*, 135-146.

Petty, R. E., & Cacioppo, J. T., (1986). *Communication and Persuasion: Central and peripheral routes to attitude change*, New York: Springer/Velag.

Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of consumer research*, *10*(2), 135-146.

Petty, R. E., Kasmer, J. A., Haugtvedt,C. P., & Cacioppo, J. T. (1987). Source and message factors in persuasion: A reply to stiffs critique of the elaboration likelihood model. *Communication Monographs, 54,*257-262.

Pfeiffer, M., & Zinnbauer, M. (2010). Can old media enhance new media?. *Journal of Advertising Research*, *50*(1), 42-49.

Plangger, K. (2015). *Thriving in a New World Economy*. Springer International Publishing.

Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common methodbiases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology, 88*, 879–903.

Polit, D. F., & Beck, C. T. (2006). The content validity index: are you sure you know what's being reported? Critique and recommendations. *Research in Nursing and Health, 29*(5), 489-497.

Popescu, I.e. (2002). Comunicarea in marketing - tehnici, concepte strategii. Uranus, Bucuresfi, (Chapter 1).

Port, O. (1999). Customers move into the driver's seat. *Business Week*, 103-106.

Preece, J., Rogers, Y., Sharp, H., Benyon, D., Holland, S., & Carey, T. (1994).*Human-computer interaction*. Addison-Wesley Longman Ltd.

Prendergast, G., Liu, P. Y., & Poon, D. T. (2009). A Hong Kong study of advertising credibility. *Journal of Consumer Marketing*, *26*(5), 320-329.

Previte, J. (1999). Internet advertising: An assessment of consumer attitudes. *Prometheus*, *17*(2), 199-209.

Price, S. M., Potter, L. D., Das, B., Wang, Y. C. L., & Huhman, M. (2009). Exploring the influence of the VERB™ brand using a brand equity framework. *Social marketing quarterly*, *15*(4), 66-82.

Priester, J. R., & Petty, R. E. (2003). The influence of spokesperson trustworthiness on message elaboration, attitude strength, and advertising effectiveness. *Journal of Consumer Psychology*, *13*(4), 408-421.

Putrevu, S., & Lord, K. R. (1994). Comparative and noncomparative advertising: Attitudinal effects under cognitive and affective involvement conditions. *Journal of Advertising*, *23*(2), 77-91.

PwC (2010). Measuring the effectiveness of online advertising. Study conducted by PwC for IAB France and the SRI. Available at: https://www.pwc.com/en_GX /gx/entertainment media/pdf/IAB_SRI_Online_Advertising_Effectiveness _v3.pdf.

Raad M., Yeassen N. M., Alam G. M., Zaidan B. B. & Zaidan A. A. (2010). Impact of spam advertisement through e-mail: A study to assess the influence of the anti-spam on the mail marketing. *African journal of business management, 4*(11), 2362-2367.

Raluca, C., & Ioan, P. (2010). The Impact of Consumers Attitude Toward Advertising on Product Attitude. *Interdisciplinary Management Research, 6*, 727-738.

Ramayah, T., Lee, J. W. C., & In, J B. C. (2011). Network collaboration and performance in the tourism sector. *Service Business, 5*, 411-428.

Ratnatunga, J. & Ewing, M. T. (2005). The brand capability value of integrated marketing communication (IMC). *Journal of Advertising, 34*(4), 25- 40.

Razzouk, N., & Seitz,V. (2003). Banner advertising and consumer recall: An empirical study. *Journal of Promotion Management, 9*(1/2), 71-80.

Reeves, B., & Nass, C. (1996). *How people treat computers, television, and new media like real people and places*, 3-18. CSLI Publications and Cambridge university press.

Rehman, S. U. & Ibrahim, M. S. (2011). Integrated marketing communication and promotion. *Journal of Arts, Science & Commerce,* 2(4), 187-191.

Reinartz, W., Haenlein, M., & Henseler, J. (2009). An empirical comparison of the efficacy of covariance-based and variance-based SEM. *International Journal of research in Marketing*, *26*(4), 332-344.

Robert, C. C., Ulrich, D. & Michaela, D. (2009). The effect of advertisement on brand awareness and perceived quality: An empirical investigation using panel data. *Quant Mark Econ, 7*, 207-236.

Roberts, K. (2004). *Lovemarks: The future beyond brands (1/e.)*. New York: Powerhouse Books.

Robinson, H., Wysocka, A., & Hand, C. (2007). Internet advertising effectiveness: The effect of design on click-through rates for banner ads. *International Journal of Advertising, 26*(4), 527-541.

Rodgers, S., & Thorson, E. (2000). The interactive advertising model: How users perceive and process online ads. *Journal of interactive advertising*, *1*(1), 41-60.

Romaniuk, J., Sharp, B., Paech, S., & Driesener, C. (2004). Brand and advertising awareness: a replication and extension of a known empirical generalisation. *Australasian Marketing Journal (AMJ)*, *12*(3), 70-80.

Roozen, I., & Genin, E. (2008). Can we compare SMS marketing to traditional marketing communications. *HUB Research Paper*, 50.

Rosenkrans, G. (2009). The creativeness and effectiveness of online interactive rich media advertising. *Journal of Interactive Advertising, 9*(2), 18-31.

Roshni, P. S. (2012). Impact of advertising on brand awareness and consumer preference (with special reference to men's wear). *Journal of Business Management, 5*(6), 54-61.

Rossiter, J. R., & Percy, L. (1978). Visual imaging ability as a mediator of advertising response. *ACR North American Advances*.

Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management*. McGraw-Hill Book Company.

Rossiter, J. R., Percy, L. & Donovan, R. J. (1991). A better advertising planning grid. *Journal of Advertising Research, 31*, 11-21.

Roswinanto, W. (2011). Investigating antecedents and consequence of brand experience in advertising contexts. *American Marketing Association*, 431-432.

Rubinson, J. (2009) Empirical evidence of TV advertising effectiveness. *Journal of Advertising Research*, 229-226.

Russo, J. E. & Chaxel, A. (2010). How persuasive messages can influence behavior without awareness. *Journal of Consumer Psychology, 20*, 338-342.

Safiek, M. & Azizul, Y. Y. (2012). Consumer choice criteria in mobile phone selection: An investigation of Malaysian university students. *International Review of Social Science and Humanities, 2*(2), 203-212.

Sago, B. (2011). The usage level and effectiveness of Quick Response (QR) codes for integrated marketing communication purposes. *International Journal of Integrated Marketing Communication*s. 7-17.

Salelaw, G., & Singh, A. (2016). The effects of advertising spending and event sponsorship on brand equity in the Ethiopian brewery industry. *Global Journal of Management and Business Research, 11* (1), 15-30.

Salkind, N. J. (2009). *Exploring Research, (7/e.).* Pearson Education, Inc.: USA.

Sallam, M. A. A., & Wahid, N. A. (2012). Endorser credibility effects on Yemeni male consumer's attitudes towards advertising, brand attitude and purchase intention: The mediating role of attitude toward brand. *International Business Research*, *5*(4), 55.

Samat, M. F., Hashim, H., & Yusoff, R. N. R. (2015). Endorser credibility and its influence on the attitude toward social media advertisement in Malaysia. *Review of Integrative Business and Economics Research, 4*(1), 144.

Schiffman, L. G. & Kanuk, L. L. (2000). *Consumer Behavior (7/e.),* Prentice Hall: New Yersey.

Schiffman, L. G., & Kanuk, L. L. (2007). *Purchasing behavior*. Upper Saddle River, NJ: Pearson Prentice Hall.

Schlosser, A. E. (2003). Experiencing products in the virtual world: the role of goal and imagery in influencing attitudes versus purchase intentions. *Journal of consumer research, 30*(2), 184-198.

Schlosser, A. E. (2006). Learning through virtual product experience: The role of imagery on true versus false memories. *Journal of Consumer research, 33*(3), 377-383.

Schofield, W. (1996). Survey sampling. *Data collection and analysis*, 25-55.

Schreiber, J. B., Nora, A., Stage, F. K., Barlow, E. A., & King, J. (2006). Reporting structural equation modeling and confirmatory factor analysis results: A review. *The Journal of educational research*, *99*(6), 323-338.

Schreiber, R. J. & Appel, V. (1990). Advertising evaluation using surrogate measures for sales. *Journal of Advertising Research, 30*, 27-31.

Scott, L. M., (1994). Images in advertising: The need for a theory of visual rhetoric. *Journal of Consumer Research, 21*(9), 252- 273.

Sekaran, U. & Bougie, R. (2009). *Research methods for business: A skill building approach (5/e.)*. United Kingdom: John Wiley & Sons Ltd.

Seok, H. K., & Moon, L. J. (2015). The level of interactivity of smart signage and the effects depening on the type of creative appeal. *Indian Journal of Science and Technology*, *8*(13).

Seung-Chul, Y. & Jorge, P. (2011). Do violent video games impair the effectiveness of In-Game advertisement? The impact on gaming environment on brand recall, brand attitude and purchase intention. *Cyber psychology, Behavior and Social Networking, 14*(7-8), 439-446.

Sharma, S. (2000). Managerial interpretations and organizational context as predictors of corporate choice of environmental strategy. *Academy of Management Journal, 43*(4), 681-97.

Sheth, J. N. (1974). Measurement of advertising effectiveness: Some theoretical considerations. *Journal of Advertising, 3*(1), 6-11.

Shimp, T. A. (1981). Attitude toward the ad as a mediator of consumer brand choice. *Journal of advertising*, *10*(2), 9-48.

Shimp, T. A. (2000). Advertising and promotion: Supplemental aspects of integrated marketing communications, Fort Worth, TX: The Dryden Press.

Shimp, T. A. (2003). *Advertising, Promotion, and other Supplemental Aspects of Integrated marketing Communications, (5/e.)*. Dryden Press, Hinsdale, IL.

Shimp, T. A., & Andrews, J. C. (2012). *Advertising promotion and other aspects of integrated marketing communications*. Cengage Learning.

Shimp, T. A., & Madden, T. J. (1988). Consumer-object relations: A conceptual framework based analogously on Sternberg's triangular theory of love. *Advances in Consumer Research, 15*, 163-168.

Shrum, L. J., Liu, M., Nespoli, M., & Lowrey, T. M. (2012). Persuasion in the Marketplace. *The SAGE Handbook of Persuasion*, 314.

Shugan, S. M. (1980). The cost of thinking. *Journal of consumer Research*, *7*(2), 99-111.

Siau, K., & Shen, Z. (2003). Building customer trust in mobile commerce. *Communications of the ACM*, *46*(4), 91-94.

Silvegren, G., & Morinder, L. (2016). From Print to Social: Does the Choice of Media have an Impact on the Brand Building Process? (Master's thesis). Retrieved from http://lup.lub.lu.se/student-papers/record/8878419.

Smith, R. E., & Swinyard, W. R. (1983). Attitude-behavior consistency: the impact of product trial versus advertising. *Journal of Marketing, 46*(1), 81-93.

Sneath, J. Z., Finney R. Z., & Close, A. G. (2005). An IMC approach to event marketing: The effects of sponsorship and experience on customer attitudes. *Journal of Advertising Research*, 373- 381.

Solomon, D. (1995). DAGMAR: Defining Advertising Goals for Measured Advertising Results. (2nd Ed). Association of National Advertisers, Inc. NTC Publishing Group: Illinois USA.

Spalding, L., Cole, S., & Fayer, A. (2009). How rich-media video technology boosts branding goals. *Journal of Advertising Research*, *49*(3), 285-292.

Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues & Research in Advertising*, *26*(2), 53-66.

SPSS (4th ed.). New York, NY: Open University Press.

Sridhar, S., & Sriram, S. (2015). Is online newspaper advertising cannibalizing print advertising?. *Quantitative Marketing and Economics*, *13*(4), 283-318.

Srivastava, R. K., & Shocker, A. D. (1991). Brand equity: A perspective on its meaning and measurement. Marketing Science Institute Working Paper, 91–124. Cambridge, MA: Marketing Science Institute. Stats, available at: www.Internetworldstats.com/stats1.htm (accessed 30 November 2013).

Stephen, W. M. (2006). Advertising message strategies and executional devices in television commercials from award-winning "effective" campaigns from 1999 to 2004. A dissertation presented to the graduate school of the University of Florida. Available at; http://etd.fcla.edu/UF/UFE0015220/marshall_s.pdf.

Sternberg, R. J. (1997). Construct validation of a triangular love scale. European *Journal of Social Psychology, 27*, 313-335.

Sternberg, R. J., & Grajek, S. (1984). The nature of love. Journal of Personality and Social Psychology, 47, 312-329.

Stewart, D. W., & Zhao, Q. (2000). Internet marketing, business models, and public policy. *Journal of Public Policy & Marketing*, *19*(2), 287-296.

Stone, G., Donna, B., & Loran, E. L. (2000). Recall, liking, and creativity in TV commercials: A new approach. *Journal of Advertising Research, 40* (3), 7-18.

Sundar, S. S., & Kim, J. (2005). Interactivity and persuasion: Influencing attitudes with information and involvement. *Journal of interactive advertising*, *5*(2), 5-18.

Sundar, S. S., & Kim, J. (2005). Interactivity and persuasion: Influencing attitudes with information and involvement. *Journal of interactive advertising, 5*(2), 5-18.

Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. I*nformation Systems Research, 14*(1), 47-65.

Swait, J., & Erdem, T. (2007). Brand effects on choice and choice set formation under uncertainty. *Marketing Science*, *26*(5), 679-697.

Szuz, A. I. (2014). The influence of interactivity on consumer attitude of advertising in video games. *The USV Annals of Economics and Public Administration*, *14*(1 (19)), 112-119.

Tabachnick, B. G., & Fidell, L. S. (2007). *Using Multivariate Statistics (5/e)*. Boston, MA: Allyn & Bacon/Pearson Education.

Tabachnick, B. G., &Fidell, L. S. (1996). *Using Multivariate Statistics (3/e)*. New York: Harper Collins.

Taghipoorreyneh, M., & De Run, E. C. (2016). Online Advertising: An Investigation of Factors Affecting Positive Attitude among the Malays in Malaysia. *Asian Journal of Business Research Volume*, *6*(2), 70-80.

Te'eni-Harari, T., Lampert, S. I., & Lehman-Wilzig, S. (2007). Information processing of advertising among young people: the elaboration likelihood model as applied to youth. *Journal of Advertising Research, 47*(3), 326-340.

Thakur, R., & Summey, J. H. (2007). E-Trust: Empirical insights into influential antecedents. *Marketing Management Journal*, *17*(2), 67-80.

Thomas, E. B. (2002). In defence of the hierarchy of effects: A rejoinder to weilbacher. *Journal of Advertising Research*, 44-47.

Till, B. D. & Baack, D. W. (2005). Creativity in advertising: Purchase intent and brand attitude effects. *American Marketing Association*, 159-160.

Ting, H., & de Run, E. C. (2015). Attitude towards advertising: a young generation cohort's perspective. *Asian Journal of Business Research ISSN*, *5*(1), 2015.

Treadwell, D. (2014). *Introducing communication research: Paths of inquiry (2/e).* London: Sage.

Tsai, C. H.&Tsai, M. (2006). The impact of message framing and involvement on advertising effectiveness: The topic of oral hygiene as an example. Journal of *American Academy of Business, 8*(2), 222-226.

Twati, J. M. &Gammack, J.G. (2006). The impact of organisational culture innovation on the adoption of IS/IT: the case of Libya. *Journal of Enterprise Information Management, 19*(2), 175-191.

Twati, J. M. (2014). The influence of societal culture on the adoption of information systems: The case of Libya. *Communications of the IIMA*, *8*(1), 1.

Vakratsas, D., & Ambler, T. (1999). How advertising works: what do we really know?. *The Journal of Marketing*, 26-43.

Venkatesh, V., & Agarwal, R. (2006). Turning visitors into customers: a usability-centric perspective on purchase behavior in electronic channels. *Management Science*, *52*(3), 367-382.

Verardi, V., & Croux, C. (2008). Robust regression in Stata. Available at SSRN 1369144.

Verstraten, R. (2015). The effect of advertising credibility: could it change consumers' attitude and purchase intentions?. (Master Thesis, Erasmus University Rotterdam).

Wagner, J., & Rydstrom, G. (2001). Satisfaction, trust and commitment in consumers= relationships with online retailers. *E-European Advances in Consumer Research Volume 5*.

Wang, X., & Yang, Z. (2010). The effect of brand credibility on consumers' brand purchase intention in emerging economies: The moderating role of brand awareness and brand image. *Journal of Global Marketing, 23*(3), 177-188.

Wang, Y. C. (2009). The influence of argument quality, source expertise and personal relevance on attitude and behavioral intention.

Wasserman, T. (2006). Smaller social networks seen as next big thing. *Brandweek*, *47*(36), 15.

Watt, J. H. & Alicia, J. W. (1983). Effects of static and dynamic complexity on children's attention and recall of televised instruction. In Children's Understanding of Television, J. Bryant and D. R. Anderson, eds., New York, NY: Academic Press.

Wei, J. T., Choon, L. K. & Zhongwei, L. (2013). The antecedents of effectiveness interactive advertising in the social media. *International Business Research, 6(3),* 88-99.

Weilbacher, W. M. (2001). Point of view: Does advertising cause a 'hierarchy of effects'?. *Journal of Advertising Research*, *41*(6), 19-26.

Well W., Burnett J., & Moriarirty S., (2003). *Advertising: Principles and Practice*. 5th Ed. New Jersey. Prentice-Hall Inc.

Well, W. D. (1994). Recognition, recall, and rating scales. *Journal of Advertising Research, 4*(3), 2-8.

Wetzels, M., Odekerken-Schroder, G., & Van Oppen, C. (2009). Using PLS path modeling for assessing hierarchical construct models: guidelines and empirical illustration. *MIS Quarterly, 33*, 177-195.

Williams, D. R. (1990). Socioeconomic differentials in health: A review and redirection. *Social psychology quarterly*, 81-99.

Wolin, L. D., Korgaonkar, P., & Lund, D. (2002). Beliefs, attitudes and behaviour towards Web advertising. *International Journal of Advertising, 21*(1), 87-113.

Wright, P. (1980).Message-Evoked thoughts: Persuasion research using thought verbalization. *Journal of Consumer Research, 7*, 151-175.

Wright-Isak, C., Faber, R. J., & Horner, L. R. (1997). Comprehensive measurement of advertising effectiveness: Notes from the marketplace. In Wells, W. D. (1997). Measuring advertising effectiveness (3-12). Machway, NJ: Lawrence Erlbaum Associates.

Wu, G., Hu, X., & Wu, Y. (2010). Effects of perceived interactivity, perceived web assurance and disposition to trust on initial online trust. *Journal of Computer-Mediated Communication*, *16*(1), 1-26

Wu, P. C., & Wang, Y. C. (2011). The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude. *Asia Pacific Journal of Marketing and Logistics*, *23*(4), 448-472.

Xie, G. & Boush, D. M. (2011). How susceptible are consumers to deceptive advertising claims? A retrospective look at the experimental research literature. *The marketing review, 11*(3), 293-314.

Xu, D. J. (2006). The influence of personalization in affecting consumer attitudes toward mobile advertising in China. *Journal of Computer Information Systems, 47*(2), 9-19.

Yaakop, A. Y., Mohamed Anuar, M., Omar, K., & Liaw, A. (2012). Consumers' perceptions and attitudes towards advertising on Facebook in Malaysia.World Business and Economics Research Conference, Auckland New Zealand, December 2012. Available at SSRN: https://ssrn.com/abstract=2183787 or http://dx.doi.org/10.2139/ssrn.2183787 .

Yan, J., Liu, N., Wang, G., Zhang, W., Jiang, Y., & Chen, Z. (2009, April). How much can behavioral targeting help online advertising?. In Proceedings of the 18th international conference on World Wide Web (261-270). ACM.

Yang, B. (2016). A link between consumer empathy and brand attachment on branded mobile Apps: The moderating effect of ideal self-congruence. *Indian Journal of Science and Technology*, *9*(25).

Yang, X., & Smith, R. E. (2009). Beyond attention effects: Modeling the persuasive and emotional effects of advertising creativity. *Marketing Science, 28*(5), 935-949.

Yeh, J. & Lin, C. (2010). Measuring the effectiveness of advertisements sent via mobile phone: implications of the appeal, endorser and involvement model and purchasing behavior. *Social Behavior and Personality, 38*(2), 249-256.

Yet-Mee, L. Ching-Seng, Y., & Teck-Chai, L. (2011). The effectiveness of online advertising in purchase decision: Liking, recall, and click. *Australian Journal of Basic and Applied Sciences, 5*(9), 1517-1524.

Yoo, C. Y., Kim, K., & Stout, P. A. (2004). Assessing the effects of animation in online banner advertising: Hierarchy of effects model. *Journal of interactive advertising*, *4*(2), 49-60.

Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of consumer research*, *12*(3), 341-352.

Zha, X., Li, J., & Yan, Y. (2015). Advertising value and credibility transfer: attitude towards web advertising and online information acquisition. *Behaviour & Information Technology*, *34*(5), 520-532.

Zinkhan, G. M. & Watson, R. T. (1996). Advertising trends: Innovation and the process of creative destruction. *Journal of Business Research, 37*, 163-171.
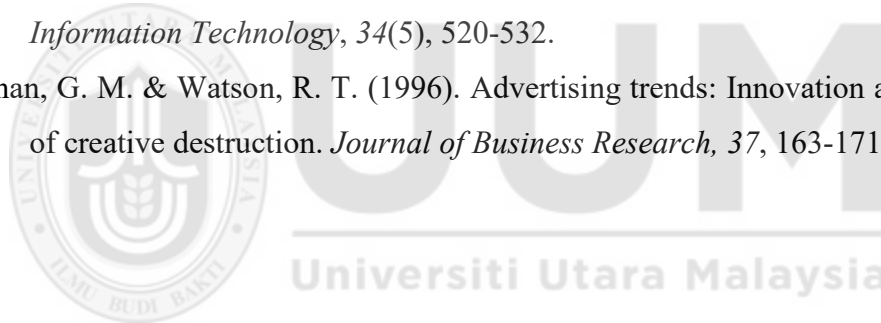
APPENDICES

Appendix. A: Questionnaire for Content Validity

Content validity of the main questionnaire

Title: *The Effect of Online Advertisement on Brand Equity: Antecedents and*

Consequences

Department of Communication, School of MultiMedia Technology and Communication,

Universiti Utara Malaysia

For any information required about the questionnaire, please contact:

Salem Mohamed S. Busen through the above address.

Telephone: +601 2911 3497.

Email: debo_debo10@yahoo.com

Instructions – This measure is designed to evaluate the content validity of a measure. Please rate each item as follow:

1. Please rate the level of representativeness on a scale of 1-4, with 4 being the most representative. Alongside every item, space is provided for you to comment or suggest revisions on the item.
2. Please indicate the level of clarity for each item on a scale of 1 – 4. Please make comments or suggestions on the items in the space provided.
3. Lastly, please evaluate the comprehensiveness of the measure by indicating items that should be deleted or added. Thanks for your time.

Section A: Panel of expert Information

Instruction: Please tick (x) the appropriate box.

1. Your current age (years)

1. [ ] Less than 30
2. [ ] 31- 40
3. [ ] 41-50
4. [ ] More than 51

2. Gender

1. [ ] Male
2. [ ] Female

3. Job position

1. [ ] Academician
2. [ ] Advert expert
3. [ ] Consultant
4. [ ] Other (Please specify)

4. Your highest level of education

1. [ ] Diploma
2. [ ] Degree/Master
3. [ ] PhD
4. [ ] Other (please specify)

Section B: Perceived Advertisement Credibility (PAC)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Perceived Advertisement Credibility. That is, to what extent do you think that each question on the survey measures PAC? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Perceived advertising credibility is referred to the credibility of online advertised product-related information, it is the credibility that the consumers can recognize from the information content in the advertising (Zha, Li, & Yan, 2014). It is a situation where purchaser doubts or disagrees with an advert due to finding that the advert is unreliable, it will definitely result to a negative impact on their attitude towards the advert.	**1**= item is not representative **2**= items needs major revisions to be representative **3**=items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4** = items is clear

S/N	Items Perceived advertising credibility is measured on a 9-item and 5-point scale (1 strongly disagree, 5 strongly agree).	Please rate from 1-4	Please rate from 1-4
1	The content of the advert is attractive and likeable		
2	The information in the advert is believable		
3	The information in the advert is honest and true		
4	The information in the advert is objective		
5	The information in the advert is not credible		
6	The information in the advert has a high level of expertise		
7	The information in the advert is authentic		
8	After viewing the advert, many people will want to buy the product(s) mentioned		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Section C: Message Appeal (MA)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Message Appeal. That is, to what extent do you think that each question on the survey measures MA? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Several studies such as Homer and Yoon (1992), Laros and Steenkamp, 2005, Shelton (2013), have examined and identified the role of positively and negatively framed appeals on the consumer's attitude towards online advertisement. Generally, the two kinds of message appeal comprises of rational and emotional message appeal (Johar & Sirgy, 1991). The rational appeals characteristically deal with factual information while the emotional appeals typically create positive emotions, in so doing cultivate brands personality. Similarly, Kotler and Keller (2008) pointed out that for message appeal to be achieved, the message senders need to consider the kind of message that they send to target receivers in other to achieve the expected reaction.	**1** = item is not representative **2** = items needs major revisions to be representative **3**= items needs minor revisions to be representative **4** = items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Message appeal is measured on a 15-item and 5-point scale (1 strongly disagree, 5 strongly agree).	Please rate from 1-4	Please rate from 1-4
1	The advert tries to engage my senses		
2	Participation in the advert is perceptually interesting		
3	The advert lacks sensory appeal for me		
4	The advert tries to put me in a certain mood		
5	The advert makes me respond in an emotional manner		
6	The advert does not try to appeal to feelings for me		
7	The advert tries to trick me		
8	The advert stimulates my curiosity		
9	The advert does not try to appeal to my creative thinking		
10	The advert tries to make me think about my lifestyle		
11	The advert reminds me of activities I can do		

12	The advert does not try to make me think about actions and behaviours		
13	The advert tries to get me to think about relationships		
14	I can relate to other people through the advert		
15	The advert does not try to remind me of social rules and arrangements		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Section D: Argument Quality (AQ)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Argument Quality. That is, to what extent do you think that each question on the survey measures Argument Quality? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Generally an argument is a measure of information that is identified to be relevant to defining the true qualities of the position taken on an issue or about a product (Petty, & Priester, 2003). Therefore, argument quality is the valence of feelings or commitment generated by an argument that most likely affect the attitude of the audience towards online advertisement (Batra & Stayman, 1990; Chu, & Kamal, 2008). In relation to this, Petty and Cacioppo (1981) described argument quality as the audience's biased insight of the arguments in the advertising message as strong and persuasive on the one hand against weak and inaccurate on the other.	**1**= item is not representative **2**= items needs major revisions to be representative **3** = items needs minor revisions to be representative **4** = items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Argument quality is measured on a 9-item and 5-point scale (1 strongly disagree, 5 strongly agree).	Please rate from 1-4	Please rate from 1-4
1	The tagline message is a reason the O'cola advertisement is believable		
2	The tagline is a reason the O'cola advertisement is convincing		
3	The tagline is a reason the O'cola advertisement is important to me		
4	The tagline on the advert helped me to be confident about the O'cola		
5	The tagline words would help my friends about the O'cola advertisement		
6	The O'cola tagline put thoughts in my mind about wanting to buy the brand		
7	The tagline put thoughts in my mind about not wanting to buy O'cola		
8	Overall, do you agree or disagree with the O'cola tagline		
9	The O'cola message is the reason the advert is strong.		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Section E: Consumer enjoyment (CE)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Incentive. That is, to what extent do you think that each question on the survey measures Incentive? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
This is a kind of pleasure and benefits which consumer usually enjoy that serve as a motivational act for interest and favourable behavior towards a product. In this study, it is referred to the consumer happiness in relating and using the O'cola brand.	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Consumer's enjoyment is measured on a 12-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	I really enjoy O'cola brand		
2	I like to go shopping to feel closer to O'cola brand		
3	I feel fortunate that I can buy O'cola brand		
4	I feel happy when I use O'cola brand		
5	I have fun with O'cola brand		
6	O'cola brand really excites me		
7	The customer service of O'cola brand makes me happy		
8	I sometimes get upset with O'cola brand		
9	O'cola brand is disgusting		
10	O'cola brand makes me angry at time		
11	People are jealous of me because of O'cola brand		
12	Sometimes I feel a certain level of anxiety using O'cola brand		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Section F: Consumer's Commitment (CC)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Perceived Effort. That is, to what extent do you think that each question on the survey measures Perceived Effort? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Consumer's commitment is similar to a long-term friendship establish with O'cola brand. It is also the consumer's preferable attitudes towards the brand.	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Consumer's commitment is measured on a 16-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	I feel like I have a personal connection with O'cola brand		
2	I am committed to O'cola brand		
3	I have solid support for O'cola brand		
4	I am confident that my relationship with O'cola brand will last a long time		
5	I can rely on O'cola brand		
6	I have a close relationship with O'cola brand		

7	I would stay with O'cola brand		
8	I will stay with O'cola brand for years		
9	I would be disappointed if O'cola brand was no longer available		
10	I will always trust O'cola brand		
11	I feel comfortable with O'cola brand		
12	I feel satisfied with O'cola brand		
13	I like to talk about O'cola brand even if I'm not using it		
14	I like O'cola brand because I don't need to think of alternatives		
15	I look for alternatives to O'cola brand		
16	I feel emotionally close to O'cola brand		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Section E: Brand's empathy (BE)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Incentive. That is, to what extent do you think that each question on the survey measures Incentive? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
The brand's empathy indicates O'cola's understanding of consumer preferences and likings through its design, tagline, color, and package as well as identifying with personal events that affects consumer such as a customer's birthday etc.	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Brand's empathy is measured on a 15-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	O'cola brand knows a lot about me		
2	O'cola brand meets my drink taste		
3	O'cola brand offers deals that I really can relate to		
4	O'cola brand does not forget my birthday as a customer		
5	O'cola Advertisements Make Me Feel Closer To Brand.		
6	I don't like getting e-mails from O'cola brand.		

Interactivity (Int.)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Interactivity. That is, to what extent do you think that each question on the survey measures Interactivity? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	**Representativeness**	**Clarity**
Online Interactivity is described as the extent to which consumers or users can contribute in transforming the format or content of a website. According to Kavassalis et al. (2003), interactivity is a sort of communication for loyalty establishment and sustenance through which an unbroken mobile communication channel circumstance is established for the sole purpose of interacting with the consumers. The mechanical interactivity is such a vital part that impacts users' and consumers interactions with technology. It was in view of this importance that online interactivity is used to measure the Web site usability (Liu, 2003; McMillan & Hwang, 2002; Venkatesh & Agarwal, 2006). The concept of interactivity is employed when an advert has the competence for a two-way	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

communication, it can then be said to be more interactive than any of its equivalents that are challenged by such feature (Guohua, Hoffman, & Novak, 2006).		

S/N	Items Interactivity is measured on a 15-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	I felt that I had a lot of control over my visiting experiences on this advert		
2	While I was on the advert, I could choose freely what I wanted to see		
3	While surfing the advert, I had absolutely no control over what I can do on the site		
4	While surfing the advert, my actions decided the kind of experiences I got		
5	The advert is effective in gathering visitors' feedback		
6	This advert facilitates two-way communication between the visitors and the brand		
7	It is difficult to offer feedback to the advert		
8	The advert makes me feel it wants to listen to its visitors		
9	The advert does not at all encourage visitors to talk back		
10	The advert gives visitors the opportunity to talk back		
11	My input was processed very quickly		
12	Getting information from the advert is very fast		
13	I was able to obtain the information I want without any delay		
14	When I clicked on the links, I felt I was getting instantaneous information		
15	Very slow in responding to my requests		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Attitude Towards Advertisement (ATA)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Attitude towards Advertisement. That is, to what extent do you think that each question on the survey measures Attitude towards Advertisement? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Due to the interactive form of the Internet, audiences have the option to ignore or block the display of an online advertisement. The attitude of these audiences towards the online advertisement relays the effective influence of the advertisement message which indicates the advertisement's effectiveness. The study of Hoyer and Macinnis (2010) indicate that attitudes are centred on the beliefs or cognitions which shows that attitudes can be moulded based on beliefs and thoughts that we have about the information received. Once a consumer is exposed to the online advertising, there is possibility of either forming positive or negative attitudes towards the advertising (Schiffman & Kanuk, 2000). Therefore, in a situation that audiences select which they attend, then attending act turn out to be a very relevant factor of advertising response (Goldfarb, & Tucker, 2011).	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Attitude towards advertisement is measured on a six-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	I think the O'cola advert is trustworthy		
2	I think the O'cola advert is honest		
3	I think the O'cola advert is believable		
4	I think the O'cola advert is interesting		
5	I think the O'cola advert is intelligent		

6	I think the O'cola advert is attractive		
7	I think the O'cola advert is likeable		
8	I think the O'cola advert is appealing		
9	I think the O'cola advert is entertaining		
10	I think the O'cola advert stimulating		
11	I would bookmark the O'cola advert as my favourite		
12	I would recommend the O'cola advert to my friend		
13	I would contact the company		
14	I would revisit the O'cola advert		
15	I would intend to purchase the O'cola product from the advert link		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Brand Awareness (BA)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Brand Awareness. That is, to what extent do you think that each question on the survey measures Brand Awareness? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
It is a situation in which a consumer can meaningfully differentiate a specific brand from other brands that are in the same product line, then the customers can be said to be aware of that specific brand. Keller (2009) clarified that the awareness is the outcome of successful marketing communication actions such as online advertisement. Similarly, Robert, Ulrich and Michaela (2009) note that there is a major positive and unwavering influence of advertising on brand awareness. Also, Roshni (2012) disclosed that eighty six percent of brand awareness is generated using advertisement and offered a correlational table that portrayed a major association between advertising and brand awareness.	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Brand awareness is measured on a seven-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	I know what O'cola brand stands for.		
2	I have an opinion about O'cola brand.		
3	I have heard of O'cola brand.		
4	I cannot name the brands in O'cola product class		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Brand Image (BI)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Brand Image. That is, to what extent do you think that each question on the survey measures Brand Image? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Brand image is described as the ability of consumers to distinguish a brand's name, logo, colours, trade mark and every other identity related to that brand. Keller (2003) clarified that the identification of these characters that are peculiar to a specific brand is viewed as outcome of a persuasive and impactful advertisement message which has established some level of trust. According to Chu et al. (2012) brand image performed a necessary vital role on the effectiveness of advertising promotion message on audiences.	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Brand image is measured on a 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	The advert assists me to perceive the quality of O'cola		
2	The advert helps create a positive evaluation toward O'cola		
3	The advert reinforces a favourable assessment toward O'cola		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Brand Purchase Intention (BPI)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Brand Purchase Intention. That is, to what extent do you think that each question on the survey measures Brand Purchase Intention? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Brand purchase intention is described by Spears and Singh (2004) as the realization, plan and determination of a consumer to purchase an online advertised brand. The intention of an audience to purchase an advertised brand after the audience was persuaded by the messages of the advertisement, which are the final steps of the influence of an advertisement. Methaq and Nabsiah (2012) indicate that advertisement endeavours are aimed at purchase creation which is the substantial significance of the strength of advertising. Therefore, Hwang et al (2011) stressed that there's a moderate or an indirect association between on-line advert and the intention to purchase a brand. In addition, Imran et al. (2012) disclosed that there is a positive important association between brand advertisement, brand knowledge and brand purchase intention.	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

SN	Items Brand Purchase Intention is measured on a seven-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	I will definitely buy O'cola based on this advert in the near future		
2	I intend to purchase O'cola through this advert in the near future		
3	It is likely that I will purchase O'cola through this advert in the near future		
4	I expect to purchase O'cola through this advert in the near future		
Comments on items (please specify the item):			
Please give your overall comments of the entire measure by either adding or deleting			

Thank you for your cooperation.

Perceived advertisement credibility items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
PAC1	3	3	3	3	2	4	4	2	3	3	4	9/11=.82
PAC2	4	3	4	3	2	4	4	1	4	4	3	9/11=.82
PAC3	4	3	3	1	3	4	4	1	3	4	4	9/11=.82
PAC4	3	3	3	2	3	3	4	1	3	4	3	9/11=.82
PAC5	3	3	2	3	3	2	4	1	1	3	4	7/11=.64
PAC6	3	4	3	3	4	4	4	1	3	3	4	10/11=.91
PAC7	4	3	3	3	3	3	4	1	3	4	2	9/11=.82
PAC8	3	4	3	3	3	4	4	1	3	4	2	9/11=.82

Message Appeal (MA) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
MA1	3	3	3	3	4	4	4	1	4	2	3	9/11=.82
MA2	3	4	3	3	4	4	4	1	3	3	4	10/11=.91
MA3	3	3	3	3	4	4	4	1	2	4	3	9/11=.82
MA4	2	4	2	4	4	4	3	2	4	3	3	8/11=.73
MA5	3	3	3	4	3	3	1	1	3	3	1	8/11=.73
MA6	4	4	2	2	3	3	3	4	4	4	3	9/11=.82
MA7	3	3	1	4	3	4	3	1	4	3	4	9/11=.82
MA8	4	4	3	4	3	3	3	1	4	4	2	9/11=.82
MA9	3	3	3	4	4	2	2	4	3	3	4	9/11=.82
MA10	2	3	3	4	4	4	4	1	3	3	4	9/11=.82
MA11	3	3	4	3	4	3	4	1	3	3	3	10/11=.91
MA12	3	4	4	4	3	4	4	4	4	3	4	11/11=1.00
MA13	3	3	3	3	3	3	3	1	4	3	3	10/11=.91

MA14	4	3	3	3	3	4	4	1	4	3	4	10/11=.91
MA15	3	3	3	4	4	4	3	4	4	3	3	11/11=1.00

Argument Quality (AQ) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
AQ1	3	4	4	4	3	3	4	1	3	3	4	10/11=.91
AQ2	3	3	3	3	3	4	3	1	3	4	3	10/11=.91
AQ3	3	3	3	4	3	3	4	1	3	3	3	10/11=.91
AQ4	3	4	3	4	4	4	4	1	4	4	4	10/11=.91
AQ5	4	2	3	4	4	3	4	1	4	3	4	9/11=.82
AQ6	3	3	4	4	3	3	3	1	4	4	3	10/11=.91
AQ7	3	3	4	3	4	4	3	1	4	2	3	9/11=.82
AQ8	3	3	4	3	4	4	4	1	4	3	4	10/11=.91
AQ9	3	3	4	4	3	4	4	1	4	3	2	9/11=.82

Consumer's enjoyment (CE) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
CE1	3	4	3	4	3	4	4	1	3	3	3	10/11=.91
CE2	3	3	3	3	4	3	3	1	4	3	4	10/11=.91
CE3	3	4	3	3	3	4	4	1	3	3	2	9/11=.82
CE4	3	3	3	4	3	4	4	1	4	3	4	10/11=.91
CE5	3	4	3	3	3	3	4	1	3	4	3	10/11=.91
CE6	4	4	4	4	4	3	3	1	4	4	4	10/11=.91
CE7	3	4	3	4	3	4	3	1	3	3	2	9/11=.82
CE8	2	4	3	3	3	3	4	1	3	3	3	9/11=.82
CE9	2	2	3	1	4	2	4	1	4	3	3	6/11=.55
CE10	3	2	3	3	4	2	4	1	4	2	3	7/11=.64

CE11	3	3	4	3	3	2	3	1	4	3	4	9/11=.82
CE12	3	3	4	3	3	3	2	1	4	3	3	9/11=.82

Consumer's Commitment (CC) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
CC1	3	3	4	3	3	3	4	1	3	3	3	10/11=.91
CC2	4	4	3	3	4	3	4	-	3	3	4	10/11=.91
CC3	4	3	3	3	3	4	4	-	3	3	4	10/11=.91
CC4	3	3	4	3	3	3	4	-	4	3	3	10/11=.91
CC5	3	3	3	3	4	3	4	-	4	3	2	9/11=.82
CC6	3	3	4	3	4	4	1	-	4	3	3	9/11=.82
CC7	3	3	3	3	4	3	3	-	4	3	1	9/11=.82
CC8	3	4	4	3	3	4	3	-	4	4	3	10/11=.91
CC9	3	3	3	4	4	4	4	-	3	3	3	10/11=.91
CC10	3	4	4	4	3	3	3	-	4	4	4	10/11=.91
CC11	3	4	3	3	4	3	4	-	3	4	4	10/11=.91
CC12	3	4	4	3	4	4	4	-	4	3	4	10/11=.91
CC13	4	3	3	4	4	4	4	-	4	4	4	10/11=.91
CC14	3	3	3	4	3	4	4	-	4	4	3	10/11=.91
CC15	3	3	4	4	4	2	4	-	4	3	2	8/11=.73
CC16	3	3	3	4	4	3	4	-	3	4	4	10/11=.91

Brand's empathy (BE) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BE1	4	3	3	3	3	2	3	-	4	4	3	9/11=.82
BE2	3	3	3	4	3	3	3	1	3	4	4	10/11=.91
BE3	3	4	3	3	3	4	4	-	4	4	3	10/11=.91
BE4	4	2	4	3	4	4	4	-	3	2	2	7/11=.64
BE5	3	3	3	3	3	4	3	-	4	4	1	9/11=.82
BE6	4	3	3	3	4	2	3	-	3	3	4	9/11=.82

Interactivity (Int.) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
INT1	3	3	3	3	4	3	4	4	3	4	3	11/11=1.00
INT2	3	3	3	3	3	3	4	4	3	4	3	11/11=1.00
INT3	3	4	3	3	4	2	4	-	4	4	3	9/11=.82
INT4	4	4	4	3	3	4	4	-	3	2	3	8/11=.73
INT5	3	3	3	3	3	4	4	1	3	3	4	10/11=.91
INT6	3	3	3	4	4	4	3	1	4	3	4	10/11=.91
INT7	3	4	3	4	3	2	3	4	3	4	3	10/11=.91
INT8	4	4	3	3	4	4	3	1	3	4	3	10/11=.91
INT9	4	4	3	2	3	2	4	4	4	3	4	9/11=.82
INT10	3	3	3	3	4	3	4	1	3	4	4	10/11=.91
INT11	4	4	3	3	4	4	4	-	3	4	4	10/11=.91
INT12	3	3	3	4	4	4	4	-	4	4	4	10/11=.91
INT13	4	4	4	3	4	4	4	-	4	4	3	10/11=.91
INT14	3	4	3	3	3	2	4	-	4	3	3	9/11=.82
INT15	3	4	3	3	3	2	4	-	4	3	3	9/11=.82

Attitude towards Advertisement (ATA) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
ATA1	3	3	4	3	3	3	4	-	4	4	3	10/11=.91
ATA2	3	4	4	3	4	4	4	-	4	3	4	10/11=.91
ATA3	4	4	3	3	3	4	4	-	4	4	3	10/11=.91
ATA4	3	4	3	3	4	4	4	-	4	4	3	10/11=.91
ATA5	3	4	4	3	4	4	4	-	3	3	3	10/11=.91
ATA6	2	4	3	4	3	4	3	-	3	4	3	9/11=.82
ATA7	3	3	2	3	4	4	4	-	4	3	4	9/11=.82
ATA8	4	4	4	4	3	3	3	-	4	4	4	10/11=.91
ATA9	4	3	4	4	3	4	4	-	3	4	3	10/11=.91
ATA10	3	3	3	4	3	3	4	-	3	2	3	9/11=.82
ATA11	3	4	3	3	3	3	4	-	3	3	3	10/11=.91
ATA12	2	4	3	3	3	3	4	-	3	4	3	9/11=.82
ATA13	4	3	3	3	3	4	4	-	3	3	4	10/11=.91
ATA14	4	4	3	3	3	4	4	-	3	3	4	10/11=.91
ATA15	4	4	3	3	4	4	4	-	3	3	4	10/11=.91

Brand Awareness (BA) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BA1	3	3	3	3	4	3	4	1	3	3	4	10/11=.91
BA2	3	3	3	3	4	4	4	1	3	4	4	10/11=.91
BA3	3	3	3	3	3	4	4	1	4	4	4	10/11=.91
BA4	3	4	3	3	4	2	4	1	4	4	4	9/11=.82

Brand Image (B1) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BI1	3	3	4	3	3	3	4	1	3	3	3	10/11=.91
BI2	4	4	3	3	3	4	3	1	4	4	3	10/11=.91
BI3	3	4	4	4	3	4	3	1	4	4	3	10/11=.91

Brand Purchase Intention (BPI) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BPI1	4	3	4	3	4	4	3	1	4	3	3	10/11=.91
BPI2	3	4	4	3	4	3	3	1	3	4	4	10/11=.91
BPI3	4	3	4	4	4	4	3	1	4	4	4	10/11=.91
BPI4	3	4	4	4	4	4	4	1	3	4	3	10/11=.91

Perceived advertisement credibility items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
PAC1	4	3	3	4	1	4	4	2	3	4	4	9/11=.82
PAC2	3	3	3	3	2	4	4	1	4	4	4	9/11=.82
PAC3	4	4	4	2	4	3	4	1	4	3	4	9/11=.82
PAC4	2	3	3	2	4	4	4	1	4	3	3	8/11=.73
PAC5	4	3	1	3	4	2	4	1	2	4	4	7/11=.64
PAC6	3	3	3	3	3	4	4	1	3	3	4	10/11=.91
PAC7	3	3	2	3	4	3	4	1	3	3	3	9/11=.82
PAC8	2	3	3	4	4	3	4	1	3	4	4	9/11=.82

Message Appeal (MA) items clarity as rated by experts for content validity

Items	1	2	3	4	5	6	7	8	9	10	11	CVI
MA1	2	3	3	3	3	4	4	1	4	3	4	9/11=.82
MA2	3	3	4	3	4	4	4	1	3	3	4	10/11=.91
MA3	4	3	3	3	3	4	4	1	3	3	3	10/11=.91
MA4	2	3	3	3	3	4	4	1	3	3	4	9/11=.82
MA5	3	3	3	4	3	4	4	1	4	3	3	10/11=.91
MA6	3	3	1	3	4	4	3	4	4	3	3	10/11=.91
MA7	4	3	1	3	4	3	3	1	4	4	4	9/11=.82
MA8	3	4	4	3	3	3	4	1	4	3	3	10/11=.91
MA9	3	3	3	4	3	2	4	4	4	4	4	10/11=.91
MA10	3	3	3	4	3	3	4	1	4	3	4	10/11=.91
MA11	3	3	3	4	4	4	4	1	4	2	4	9/11=.82
MA12	3	3	4	3	4	4	4	4	4	2	4	10/11=.91
MA13	4	3	3	3	4	3	4	1	4	3	4	10/11=.91
MA14	4	4	3	4	4	3	3	1	4	3	4	10/11=.91
MA15	3	3	3	4	3	3	4	4	4	2	4	10/11=.91

Argument Quality (AQ) items clarity as rated by experts for content validity

Items	1	2	3	4	5	6	7	8	9	10	11	CVI
AQ1	3	3	3	3	4	3	4	3	4	3	4	11/11=1.00
AQ2	3	4	3	4	4	4	4	1	4	3	4	10/11=.91
AQ3	4	3	4	3	4	4	4	1	4	2	4	9/11=.82
AQ4	3	3	4	4	3	3	2	1	4	3	4	19/11=.82
AQ5	4	2	4	3	3	4	4	1	2	3	4	8/11=.73
AQ6	3	3	4	3	4	3	4	1	3	3	4	10/11=.91
AQ7	3	3	4	3	3	4	4	1	4	2	4	9/11=.82
AQ8	3	3	4	3	3	3	3	1	4	4	4	10/11=.91
AQ9	3	3	4	3	4	4	3	1	4	4	4	10/11=.91

Consumer's enjoyment (CE) items clarity as rated by experts for content validity

Items						Experts						CVI
	1	2	3	4	5	6	7	8	9	10	11	
CE1	3	3	3	3	3	4	4	1	3	3	4	10/11=.91
CE2	3	3	3	4	3	3	4	1	3	2	4	9/11=.82
CE3	3	4	4	3	3	4	4	1	4	2	3	9/11=.82
CE4	3	3	3	4	3	4	2	1	4	3	4	9/11=.82
CE5	4	3	3	4	4	4	4	1	3	3	4	10/11=.91
CE6	4	4	4	4	3	4	4	1	4	3	4	10/11=.91
CE7	3	4	3	3	4	4	4	1	4	3	4	10/11=.91
CE8	1	3	3	4	4	2	4	1	4	2	3	7/11=.64
CE9	2	1	3	2	3	2	4	1	4	2	3	5/11=.46
CE10	3	2	4	4	3	2	4	1	4	2	3	7/11=.64
CE11	3	3	4	3	3	2	3	1	4	2	4	8/11=.73
CE12	3	3	4	3	4	2	1	1	4	2	4	7/11=.64

Consumer's Commitment (CC) items clarity as rated by experts for content validity

Items						Experts						CVI
	1	2	3	4	5	6	7	8	9	10	11	
CC1	3	3	3	3	4	4	4	1	2	3	4	9/11=.82
CC2	3	4	3	3	3	3	4	-	3	3	4	10/11=.91
CC3	4	4	3	3	4	4	4	-	3	3	4	10/11=.91
CC4	4	3	3	3	4	3	4	-	4	2	3	9/11=.82
CC5	3	3	3	3	3	4	4	-	4	3	3	10/11=.91
CC6	3	3	3	3	3	4	2	-	4	3	4	9/11=.82
CC7	3	4	3	4	3	3	3	-	4	3	4	10/11=.91
CC8	3	4	4	4	4	4	3	-	4	3	4	10/11=.91
CC9	3	4	3	4	3	4	4	-	3	3	3	10/11=.91

	1	2	3	4	5	6	7	8	9	10	11	
CC10	3	4	4	4	4	3	3	-	4	3	3	10/11=.91
CC11	3	4	3	4	3	3	4	-	3	3	3	10/11=.91
CC12	3	3	3	3	3	4	4	-	4	3	4	10/11=.91
CC13	4	4	3	4	3	4	4	-	4	3	4	10/11=.91
CC14	3	4	4	4	4	3	4	-	4	3	3	10/11=.91
CC15	3	4	4	4	3	2	4	-	4	3	4	9/11=.82
CC16	3	4	3	3	3	4	4	-	4	3	3	10/11=.91

Brand's Empathy (BE) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BE1	3	3	3	4	4	2	4	1	4	2	4	8/11=.73
BE2	4	3	3	4	4	3	4	-	4	4	4	10/11=.91
BE3	3	3	3	3	4	4	4	-	4	3	3	10/11=.91
BE4	4	1	4	2	3	4	4	-	3	2	3	7/11=.64
BE5	3	4	3	3	4	4	4	-	3	4	2	9/11=.82
BE6	4	3	3	3	4	3	4	-	3	2	4	9/11=.82

Interactivity (Int.) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
INT1	3	4	3	3	3	3	4	4	4	3	3	11/11=1.00
INT2	3	4	3	4	4	3	4	4	4	4	4	11/11=1.00
INT3	3	4	3	4	3	2	4	-	4	4	4	9/11=.82
INT4	4	3	3	3	4	3	4	-	4	2	4	9/11=.82
INT5	4	3	3	4	4	4	4	1	4	4	4	10/11=.91
INT6	3	3	3	4	3	4	4	1	4	3	4	10/11=.91
INT7	4	4	3	4	4	2	4	4	4	4	4	10/11=.91
INT8	4	4	3	3	3	4	4	1	4	3	4	10/11=.91
INT9	4	4	4	3	4	2	4	4	4	3	3	10/11=.91
INT10	4	3	4	3	3	4	4	1	4	4	3	10/11=.91

INT11	4	3	3	4	3	4	4	-	4	3	4	10/11=.91
INT12	3	3	3	4	3	4	3	-	4	4	4	10/11=.91
INT13	4	3	4	3	3	4	3	-	4	3	3	10/11=.91
INT14	3	3	4	3	3	2	3	-	4	3	4	9/11=.82
INT15	3	3	3	3	3	2	4	-	4	3	3	9/11=.82

Attitude towards Advertisement (ATA) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
ATA1	3	4	4	3	3	3	4	-	4	3	4	10/11=.91
ATA2	4	3	4	3	3	4	4	-	4	2	4	9/11=.82
ATA3	4	4	3	3	4	4	4	-	4	4	3	10/11=.91
ATA4	3	4	4	3	3	4	4	-	4	4	3	10/11=.91
ATA5	3	4	4	4	3	4	4	-	3	2	3	9/11=.82
ATA6	1	4	3	3	4	4	2	-	3	4	3	8/11=.73
ATA7	3	3	2	3	3	4	4	-	4	2	4	8/11=.73
ATA8	3	4	4	4	4	3	4	-	4	4	4	10/11=.91
ATA9	4	3	4	4	3	3	4	-	4	4	4	10/11=.91
ATA10	3	3	4	3	4	3	4	-	4	2	4	9/11=.82
ATA11	3	3	3	3	4	3	4	-	3	3	4	10/11=.91
ATA12	2	4	3	3	4	3	4	-	3	3	4	9/11=.82
ATA13	4	4	3	3	3	4	4	-	3	2	3	9/11=.82
ATA14	4	4	3	3	4	4	4	-	3	3	3	10/11=.91
ATA15	4	4	3	3	4	4	4	-	3	3	4	10/11=.91

Brand Awareness (BA) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BA1	3	4	3	3	3	3	4	1	3	3	3	10/11=.91
BA2	3	3	3	3	3	4	4	1	4	4	4	10/11=.91
BA3	3	4	3	4	4	4	4	1	3	4	3	10/11=.91
BA4	3	3	3	4	3	2	4	1	4	4	3	9/11=.82

Brand Image (B1) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BI1	4	3	3	4	3	3	4	1	3	3	4	10/11=.91
BI2	4	3	3	3	3	3	4	1	3	4	3	10/11=.91
BI3	3	4	4	3	4	4	3	1	4	4	3	10/11=.91

Brand Purchase Intention (BPI) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BPI1	4	4	4	3	3	4	4	1	4	3	4	10/11=.91
BPI2	4	4	4	4	3	3	4	1	4	4	4	10/11=.91
BPI3	4	4	4	4	3	4	4	1	4	4	4	10/11=.91
BPI4	4	3	4	3	3	4	4	1	4	4	3	10/11=.91

314

Appendix. B: Questionnaire (Printed Advertisement)

| Title: The Antecedents and Consequences of Online Advertisement on Brand Equity |

Dear respondents

I am Salem Mohamed S. Busen a Doctoral candidate in the department of Communication Universiti Utara Malaysia. I am conducting a research on the Antecedents and Consequences of Online Advertisement on Brand equity. You have been selected as one of the respondents. Your cooperation will be highly appreciated in providing answers to the following questions as honestly as possible.

CONFIDENTIALITY

The information you provide will be strictly confidential. The data will be used for statistical purpose only and no single name will be disclosed. The success of this research depends on your cooperation. Thank you for your anticipated cooperation.

Salem Mohamed S. Busen
Department of Communication, School of MultiMedia Technology and Communication, Universiti Utara Malaysia
Telephone: +601 2911 3497.
Email: debo_debo10@yahoo.com

Introduction:
1. Before you answer the questions, please refer to the printed advertisement with product name: O'Cola, and then answer the questions based on your perceptions of the advertisement.
2. Please take note that there is no right or wrong answers. What is important is your sincerity and cooperation. Just tick (√) or circle (O) where appropriate, the option that best represents your opinion.
3. The questionnaire will take between 20 and 25 minutes to complete.

SECTION A: RESPONDENTS' INFORMATION

Instruction: Please tick (√) the appropriate box.

1. Age (Years)

1. ☐ Less than 25
2. ☐ 26-31
3. ☐ 32-37
4. ☐ More than 38

2. Gender

1. ☐ Male
2. ☐ Female

3. What is your income?

1. ☐ Below 200USD
2. ☐ 201 – 300USD
3. ☐ 301 – 400USD
4. ☐ 401USD - above

4. Present Educational pursuit

1 ☐ Diploma
2 ☐ Bachelor degree
3 ☐ Master degree
4 ☐ PhD

5. How many hours do you spend online every day? _____ hours.

6. How long have you been using the Internet?

1. ☐ Less than 1year
2. ☐ 2 to 4 years
3. ☐ More than 4 years

7. How many hours per day do you spend to search for online advertisement

products?___hours.

8. Which of these drinks are you familiar with? (You may answer more than 1)

1. ☐ Pepsi cola
2. ☐ O'Cola
3. ☐ Coca cola
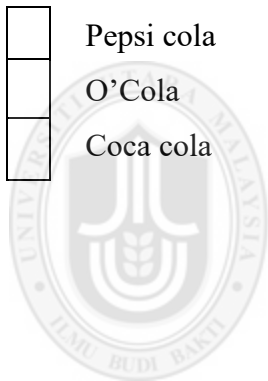
Section B: Perceived Advertisement Credibility (PAC)
Instruction: Please answer based on the following scales 1=Strongly Disagree,
2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The content of the O'Cola advertisement is attractive	1	2	3	4	5
2	The information in the O'Cola advertisement is believable to me	1	2	3	4	5
3	The information in the O'Cola advertisement is honest	1	2	3	4	5
4	The information in the O'Cola advertisement is objective	1	2	3	4	5
5	The information in the O'Cola advertisement is not credible	1	2	3	4	5
6	The information in the O'Cola advertisement has a high level of expertise	1	2	3	4	5
7	The information in the O'Cola advertisement is authentic	1	2	3	4	5
8	Many people will want to buy O'Cola drink based on the information they see in advertisement	1	2	3	4	5

Section C: Message Appeal (MA)
Instruction: Please answer based on the following scales 1=Strongly Disagree,
2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The O'Cola printed advertisement tries to involve my senses	1	2	3	4	5
2	Messages in the O'Cola advertisement are interesting	1	2	3	4	5
3	The O'Cola advertisement lacks physical appeal	1	2	3	4	5
4	The O'Cola advertisement tries to put me in a certain mood to like the brand	1	2	3	4	5
5	The O'Cola advertisement makes me respond to the brand in an emotional manner	1	2	3	4	5
6	The O'Cola advertisement does not try to appeal to feelings for me	1	2	3	4	5

7	The O'Cola advertisement tries to trick me	1	2	3	4	5
8	The O'Cola advertisement stimulates my curiosity	1	2	3	4	5
9	The O'Cola advertisement does not try to appeal to my creative thinking	1	2	3	4	5
10	The O'Cola advertisement tries to make me think about my lifestyle	1	2	3	4	5
11	The O'Cola advertisement reminds me of activities I can do	1	2	3	4	5
12	The O'Cola advertisement does not try to make me think about actions	1	2	3	4	5
13	The advertisement tries to get me to think about my relationships with O'Cola	1	2	3	4	5
14	I can relate to other people about the brand through the O'Cola advertisement	1	2	3	4	5
15	The O'Cola advertisement tries to remind me of social rules	1	2	3	4	5

Section D: Argument Quality (AQ)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The tagline (My Choice) message is a reason why the O'Cola advertisement is believable to me	1	2	3	4	5
2	The tagline (My Choice) is a reason why the O'Cola advertisement is convincing	1	2	3	4	5
3	The tagline (My Choice) is a reason why the O'Cola advertisement is important to me	1	2	3	4	5
4	The tagline (My Choice) on the advertisement helped me to be confident about the O'Cola	1	2	3	4	5
5	The tagline (My Choice) would help my friends about the O'Cola advertisement	1	2	3	4	5

6	The O'Cola tagline (My Choice) put thoughts in my mind about wanting to buy the brand	1	2	3	4	5
7	I agree with the O'Cola tagline (My Choice)	1	2	3	4	5
8	The O'Cola message is the reason why the advertisement is strong.	1	2	3	4	5

Section E: Consumer Enjoyment (CE)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I really enjoy O'Cola drink	1	2	3	4	5
2	I like to go shopping to feel the quality of O'Cola brand	1	2	3	4	5
3	I feel privileged that I can buy O'Cola brand	1	2	3	4	5
4	I feel happy anytime I take O'Cola drink	1	2	3	4	5
5	I have fun with O'Cola brand	1	2	3	4	5
6	O'Cola brand really excites me	1	2	3	4	5
7	The package(My Choice) of O'Cola brand makes me happy	1	2	3	4	5
8	I sometimes get disappointed with O'Cola brand	1	2	3	4	5
9	O'Cola brand is not attractive to me	1	2	3	4	5
10	O'Cola brand makes me happy	1	2	3	4	5
11	People are jealous of me because of O'Cola brand	1	2	3	4	5
12	Sometimes I feel a certain level of worry using O'Cola brand	1	2	3	4	5

Section F: Consumer's Commitment (CC)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I feel like I have a bond with O'Cola brand	1	2	3	4	5
2	I am devoted to O'Cola drink	1	2	3	4	5
3	I have strong support for O'Cola brand	1	2	3	4	5
4	I am confident that my relationship with O'Cola brand will last a long time	1	2	3	4	5
5	I feel that I can trust O'Cola brand	1	2	3	4	5
6	I have an impression of a close association with O'Cola brand	1	2	3	4	5
7	I feel I would keep on with O'Cola brand	1	2	3	4	5
8	I think I will keep using O'Cola brand for years	1	2	3	4	5
9	I would be disappointed if O'Cola brand was no longer available	1	2	3	4	5
10	I will always trust O'Cola brand	1	2	3	4	5
11	I feel at ease with O'Cola brand	1	2	3	4	5
12	I feel fulfilled with O'Cola brand	1	2	3	4	5
13	I like O'Cola brand even if I'm not using it	1	2	3	4	5
14	I like O'Cola brand because I don't need to think of alternatives drink	1	2	3	4	5
15	I feel emotionally close to O'Cola brand	1	2	3	4	5

Section G: Brand's Empathy (BE)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	O'Cola brand recognizes a lot about me	1	2	3	4	5
2	O'Cola brand satisfies my drink taste	1	2	3	4	5
3	O'Cola brand offers deals that I really can relate to	1	2	3	4	5
4	O'Cola brand does not forget my good moments as a customer	1	2	3	4	5
5	O'Cola brand make me feel closer to the product.	1	2	3	4	5
6	I don't like getting e-mails from O'Cola brand.	1	2	3	4	5

Section H: Interactivity (INT)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I felt that I had a lot of control over on O'Cola advertisement	1	2	3	4	5
2	While I was on the O'Cola advertisement, I could choose freely what I wanted to see	1	2	3	4	5
3	The O'Cola advertisement is effective in giving me feedback	1	2	3	4	5
4	The O'Cola advertisement facilitates mutual communication between me and the brand	1	2	3	4	5
5	It is not difficult to offer feedback to the O'Cola advertisement	1	2	3	4	5
6	The O'Cola advertisement makes me feel it attends to me	1	2	3	4	5
7	The O'Cola advertisement gives me the opportunity to talk back	1	2	3	4	5
8	I was able to obtain the information I need without any delay from O'Cola advertisement	1	2	3	4	5
9	When I look at O'Cola	1	2	3	4	5

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	advertisement, I felt I was getting prompt information					
10	The O'Cola advertisement meets my requests	1	2	3	4	5

Section I: Attitude towards Advertisement (ATA)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I think the O'Cola drink advertisement is trustworthy	1	2	3	4	5
2	I think the O'Cola drink advertisement is honest	1	2	3	4	5
3	I think the O'Cola drink advertisement is believable	1	2	3	4	5
4	I think the O'Cola drink advertisement is interesting	1	2	3	4	5
5	I think the O'Cola drink advertisement is intelligent	1	2	3	4	5
6	I think the O'Cola drink advertisement is eye-catching	1	2	3	4	5
7	I think the O'Cola drink advertisement is friendly	1	2	3	4	5
8	I think the O'Cola drink advertisement is appealing	1	2	3	4	5
9	I think the O'Cola drink advertisement is entertaining	1	2	3	4	5
10	I think the O'Cola drink advertisement stimulating	1	2	3	4	5
11	I would maintain the O'Cola drink advertisement as my favourite	1	2	3	4	5
12	I would recommend the O'Cola drink advertisement to my friend	1	2	3	4	5
13	I would contact the company for O'Cola drink purchase	1	2	3	4	5
14	I would revisit the O'Cola drink advertisement	1	2	3	4	5
15	I would intend to purchase the O'Cola drink product from the advertisement information	1	2	3	4	5

Section J: Brand Awareness (BA)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I know what O'Cola brand stands for in terms of quality	1	2	3	4	5
2	I have an understanding about O'Cola brand.	1	2	3	4	5
3	I have seen O'Cola brand previously	1	2	3	4	5
4	I cannot name the brands in O'cola product class	1	2	3	4	5
5	I can recognize O'Cola brand among other competing brands.	1	2	3	4	5
6	I am aware of O'Cola brand.	1	2	3	4	5
7	Some characteristics of O'Cola brand come to my mind quickly.	1	2	3	4	5
8	I can quickly recall the symbol or logo of O'Cola brand.	1	2	3	4	5
9	I have difficulty in imagining O'Cola brand in my mind.	1	2	3	4	5

Section K: Brand Image (BI)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The advertisement assists me to recognize the quality of O'Cola brand	1	2	3	4	5
2	The advertisement helps create a positive evaluation toward O'Cola brand	1	2	3	4	5
3	The advertisement strengthens my favourable assessment of O'Cola brand	1	2	3	4	5
4	O'Cola is a brand that is well-managed	1	2	3	4	5
5	O'Cola advertisement is a successful promotion	1	2	3	4	5

6	O'Cola brand is a reliable choice	**1**	**2**	**3**	**4**	**5**
7	O'Cola cares for the customers' best interest	**1**	**2**	**3**	**4**	**5**
8	O'Cola brand has a good image	**1**	**2**	**3**	**4**	**5**
9	O'Cola brand shows the standard for quality	**1**	**2**	**3**	**4**	**5**
10	O'Cola brand stands out as a soft drink industry with quality	**1**	**2**	**3**	**4**	**5**
11	O'Cola brand is a fascinating product	**1**	**2**	**3**	**4**	**5**

Section L: Brand Purchase Intention (BPI)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Based on the printed advertisement of the O'Cola, the likelihood of purchasing the brand is higher	**1**	**2**	**3**	**4**	**5**
2	I will consider/continue? buying O'Cola brand based on the printed advertisement	**1**	**2**	**3**	**4**	**5**
3	After I saw the printed advertisement I would think of buying O'Cola brand/ reinforce my thinking of continue purchasing?	**1**	**2**	**3**	**4**	**5**
4	Based on the printed advertisement, the probability that I prefer to buy O'Cola brand is increase	**1**	**2**	**3**	**4**	**5**
5	My willingness to buy the O'Cola brand in the printed advertisement is higher	**1**	**2**	**3**	**4**	**5**

Thank you for your cooperation

Appendix. C: Questionnaire (Online Banner Advertisement)

Set B (High involvement)

Title: The Antecedents and Consequences of Online Advertisement on Brand Equity

Dear respondents

I am Salem Mohamed S. Busen a Doctoral candidate in the department of Communication Universiti Utara Malaysia. I am conducting a research on the Antecedents and Consequences of Online Advertisement on Brand equity. You have been selected as one of the respondents. Your cooperation will be highly appreciated in providing answers to the following questions as honestly as possible.

CONFIDENTIALITY

The information you provide will be strictly confidential. The data will be used for statistical purpose only and no single name will be disclosed. The success of this research depends on your cooperation. Thank you for your anticipated cooperation.

Salem Mohamed S. Busen
Department of Communication, School of MultiMedia Technology and Communication, Universiti Utara Malaysia
Telephone: +601 2911 3497.
Email: debo_debo10@yahoo.com

Introduction:

1. Before you answer the questions, please first open this link http://o-cola.com

containing the online banner advertisement of O'Cola , and then answer the questions

based on your perceptions of the advertisement.

2. Please take note that there is no right or wrong answers. What is important is your sincerity and cooperation. Just tick (√) or circle (O) where appropriate, the option that best represents your opinion.

3. The questionnaire will take between 20 and 25 minutes to complete.

SECTION A: RESPONDENTS' INFORMATION

Instruction: Please tick (√) the appropriate box.

2. Age (years)

5. ☐ Less than 25

6. ☐ 26-31

7. ☐ 32-37

8. ☐ More than 38

3. Gender

1. ☐ Male

2. ☐ Female

4. What is your income?

1. ☐ Below 200USD

2. ☐ 201 – 300USD

3. ☐ 301 – 400USD

4. ☐ 401USD - above

4. Present Educational pursuit

1. ☐ Diploma

2. ☐ Bachelor degree

3. ☐ Master degree

4. ☐ PhD

5. How many hours do you spend online every day? _____hours.

6. How long have you been using the Internet?

1. ☐ Less than 1 year
2. ☐ 2 to 4 years
3. ☐ More than 4 years

7. How many hours per day do you spend to search for online advertising products?

_____hours

8. Which of these drinks are you familiar with? (You may answer more than 1)

☐ 1. Coca cola
☐ 2. O'Cola
☐ 3. Pepsi cola

Section B: Perceived Advertisement Credibility (PAC)
Instruction: Please answer based on the following scales 1=Strongly Disagree,
2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The content of the O'Cola online banner advertisement is attractive	1	2	3	4	5
2	The information in the O'Cola online banner advertisement is believable	1	2	3	4	5
3	The information in the O'Cola online banner advertisement is honest	1	2	3	4	5
4	The information in the O'Cola online banner advertisement is objective	1	2	3	4	5
5	The information in the O'Cola online banner advertisement is not credible	1	2	3	4	5
6	The information in the O'Cola online banner advertisement has a high level of expertise	1	2	3	4	5
7	The information in the O'Cola online banner advertisement is authentic	1	2	3	4	5
8	After viewing the online banner advertisement, many people will want to buy O'Cola	1	2	3	4	5

Section C: Message Appeal (MA)
Instruction: Please answer based on the following scales 1=Strongly Disagree,
2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The O'Cola online banner advertisement tries to engage my senses	1	2	3	4	5
2	Messages in the O'Cola online banner advertisement are interesting	1	2	3	4	5
3	The O'Cola online banner advertisement lacks sensory appeal for me	1	2	3	4	5
4	The O'Cola online banner advertisement tries to put me in a	1	2	3	4	5

	certain mood to like the brand					
5	The O'Cola online banner advertisement makes me respond in an emotional manner	**1**	**2**	**3**	**4**	**5**
6	The O'Cola online banner advertisement does not try to appeal to feelings for me	**1**	**2**	**3**	**4**	**5**
7	The O'Cola online banner advertisement tries to trick me	**1**	**2**	**3**	**4**	**5**
8	The O'Cola online banner advertisement stimulates my curiosity	**1**	**2**	**3**	**4**	**5**
9	The O'Cola online banner advertisement does not try to appeal to my creative thinking	**1**	**2**	**3**	**4**	**5**
10	The O'Cola online banner advertisement tries to make me think about my lifestyle	**1**	**2**	**3**	**4**	**5**
11	The O'Cola online banner advertisement reminds me of activities I can do	**1**	**2**	**3**	**4**	**5**
12	The O'Cola online banner advertisement does not try to make me think about actions	**1**	**2**	**3**	**4**	**5**
13	The O'Cola online banner advertisement tries to get me to think about relationships	**1**	**2**	**3**	**4**	**5**
14	I can relate to other people through the O'Cola online banner advertisement	**1**	**2**	**3**	**4**	**5**
15	The online banner advertisement tries to remind me of social rules	**1**	**2**	**3**	**4**	**5**

Section D: Argument Quality (AQ)
Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The tagline (My Choice) message is a reason the O'Cola online banner advertisement is believable to me	1	2	3	4	5
2	The tagline (My Choice) is a reason the O'Cola online banner advertisement is convincing	1	2	3	4	5
3	The tagline (My Choice) is a reason the O'Cola online banner advertisement is important to me	1	2	3	4	5
4	The tagline (My Choice) on the online banner advertisement helped me to be confident about the O'Cola	1	2	3	4	5
5	The tagline (My Choice) would help my friends about the O'Cola online banner advertisement	1	2	3	4	5
6	The O'Cola tagline (My Choice) put thoughts in my mind about wanting to buy the brand	1	2	3	4	5
7	I agree with O'Cola tagline (My Choice)	1	2	3	4	5
8	The O'Cola message is the reason the online banner advertisement is strong	1	2	3	4	5

Section E: Consumer Enjoyment (CE)
Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I really enjoy O'Cola brand	1	2	3	4	5
2	I like to go shopping to feel the quality of O'Cola brand	1	2	3	4	5
3	I feel privileged that I can buy O'Cola brand	1	2	3	4	5
4	I feel happy any time I take O'Cola drink	1	2	3	4	5
5	I have fun with O'Cola brand	1	2	3	4	5
6	O'Cola brand really excites me	1	2	3	4	5

7	The package (My Choice) of O'Cola brand makes me happy	1	2	3	4	5
8	I sometimes get disappointed with O'Cola brand	1	2	3	4	5
9	O'Cola brand is not attractive to me	1	2	3	4	5
10	O'Cola brand makes me happy	1	2	3	4	5
11	People are jealous of me because of O'Cola brand	1	2	3	4	5
12	Sometimes I feel a certain level of worry using O'Cola brand	1	2	3	4	5

Section F: Consumer's Commitment (CC)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	After I saw the online banner advertisement, I feel like I have a bond with O'Cola brand	1	2	3	4	5
2	After I saw the online banner advertisement, I am devoted to O'Cola drink	1	2	3	4	5
3	I have strong support for O'Cola brand	1	2	3	4	5
4	After I saw the online banner advertisement, I am confident that my relationship with O'Cola brand will last a long time	1	2	3	4	5
5	After I saw the online banner advertisement, I can trust on O'Cola brand	1	2	3	4	5
6	I have an impression of a close association with O'Cola brand	1	2	3	4	5
7	After I saw the online banner advertisement, I feel I would keep on with O'Cola brand	1	2	3	4	5
8	I think I will keep using O'Cola brand for years	1	2	3	4	5
9	I would be disappointed if O'Cola brand was no longer available	1	2	3	4	5
10	I will always trust O'Cola brand	1	2	3	4	5
11	I feel at ease with O'Cola brand	1	2	3	4	5

12	I feel fulfilled with O'Cola brand	1	2	3	4	5
13	I like O'Cola brand even if I'm not using it	1	2	3	4	5
14	I like O'Cola brand because I don't need to think of alternatives drink	1	2	3	4	5
15	I feel emotionally close to O'Cola brand	1	2	3	4	5

Section G: Brand's Empathy (BE)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	O'Cola brand recognizes a lot about me	1	2	3	4	5
2	O'Cola brand satisfies my drink taste	1	2	3	4	5
3	O'Cola brand offers deals that I really can relate to	1	2	3	4	5
4	O'Cola brand does not forget my good moments as a customer	1	2	3	4	5
5	O'Cola brand makes me feel closer to brand.	1	2	3	4	5
6	I don't like getting e-mails from O'Cola brand.	1	2	3	4	5

Section H: Interactivity (INT)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I felt that I had a lot of control over O'Cola online banner advertisement	1	2	3	4	5
2	While I was on the O'Cola advertisement online, I could choose freely what I wanted to see	1	2	3	4	5
3	The O'Cola online banner advertisement in giving me feedback	1	2	3	4	5
4	This O'Cola online banner advertisement facilitates mutual communication between me and the brand	1	2	3	4	5
5	It is not difficult to offer feedback to	1	2	3	4	5

	the O'Cola online banner advertisement					
6	The O'Cola online banner advertisement makes me feel it wants to listen to its visitors	**1**	**2**	**3**	**4**	**5**
7	The O'Cola online banner advertisement gives visitors the opportunity to interact with the advertisement	**1**	**2**	**3**	**4**	**5**
8	I was able to obtain the information I want without any delay from O'Cola online banner advertisement	**1**	**2**	**3**	**4**	**5**
9	When I clicked on the links on O'Cola online banner advertisement, I felt I was getting instantaneous information	**1**	**2**	**3**	**4**	**5**
10	O'Cola online banner advertisement was very slow in responding to my requests	**1**	**2**	**3**	**4**	**5**

Section I: Attitude towards Advertisement (ATA)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
1	I think the O'Cola online banner advertisement is trustworthy	**1**	**2**	**3**	**4**	**5**
2	I think the O'Cola online banner advertisement is honest	**1**	**2**	**3**	**4**	**5**
3	I think the O'Cola online banner advertisement is believable	**1**	**2**	**3**	**4**	**5**
4	I think the O'Cola online banner advertisement is interesting	**1**	**2**	**3**	**4**	**5**
5	I think the O'Cola online banner advertisement is intelligent	**1**	**2**	**3**	**4**	**5**
6	I think the O'Cola online banner advertisement is eye-catching	**1**	**2**	**3**	**4**	**5**
7	I think the O'Cola online banner advertisement is friendly	**1**	**2**	**3**	**4**	**5**
8	I think the O'Cola online banner advertisement is appealing	**1**	**2**	**3**	**4**	**5**
9	I think the O'Cola online banner advertisement is entertaining	**1**	**2**	**3**	**4**	**5**
10	I think the O'Cola online banner advertisement stimulating	**1**	**2**	**3**	**4**	**5**

11	I would bookmark the O'Cola online banner advertisement as my favourite	1	2	3	4	5
12	I would recommend the O'Cola online banner advertisement to my friend	1	2	3	4	5
13	I would contact the company for O'Cola purchase	1	2	3	4	5
14	I would revisit the O'Cola online banner advertisement	1	2	3	4	5
15	I would intend to purchase the O'Cola product from the online banner advertisement link	1	2	3	4	5

Section J: Brand Awareness (BA)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I know what O'Cola brand stands for in terms of quality	1	2	3	4	5
2	I have an understanding about O'Cola brand	1	2	3	4	5
3	I have heard of O'Cola brand.	1	2	3	4	5
4	I cannot name the brands in O'Cola product class	1	2	3	4	5
5	I can recognize O'Cola brand among other competing brands	1	2	3	4	5
6	I am aware of O'Cola brand	1	2	3	4	5
7	Some characteristics of O'Cola brand come to my mind quickly	1	2	3	4	5
8	I can quickly recall the symbol or logo of O'Cola brand	1	2	3	4	5
9	I have difficulty in imagining O'Cola brand in my mind.	1	2	3	4	5

Section K: Brand Image (BI)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The online banner advertisement assists me to recognize the quality of O'Cola brand	1	2	3	4	5
2	The online banner advertisement helps create a positive evaluation toward O'Cola	1	2	3	4	5
3	The online banner advertisement strengthens a favorable assessment toward O'Cola	1	2	3	4	5
4	O'Cola is a brand that is well-managed	1	2	3	4	5
5	O'Cola online banner advertisement is a successful promotion	1	2	3	4	5
6	O'Cola brand is a reliable choice	1	2	3	4	5
7	O'Cola cares for the customers' best interest	1	2	3	4	5
8	O'Cola has a good image	1	2	3	4	5
9	O'Cola online banner advertisement shows the standard for quality	1	2	3	4	5
10	O'Cola brand stands out as a soft drink industry with quality	1	2	3	4	5
11	O'Cola brand is a fascinating product	1	2	3	4	5

Section L: Brand Purchase Intention (BPI)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Based on the online banner advertisement of the O'Cola, the likelihood of purchasing the brand is higher	1	2	3	4	5
2	I will consider /continue? buying O'Cola brand based on the online banner advertisement	1	2	3	4	5
3	I would think of buying O'Cola	1	2	3	4	5

	brand/ reinforce my thinking of continue purchasing? after seeing the online banner advertisement					
4	Based on the online banner advertisement, the probability that I prefer to buy O'Cola brand is increase	**1**	**2**	**3**	**4**	**5**
5	My willingness to buy the O'Cola brand in the online banner advertisement is higher	**1**	**2**	**3**	**4**	**5**

Thank you for your cooperation

337

Appendix. D: Stimulus

<div align="center">
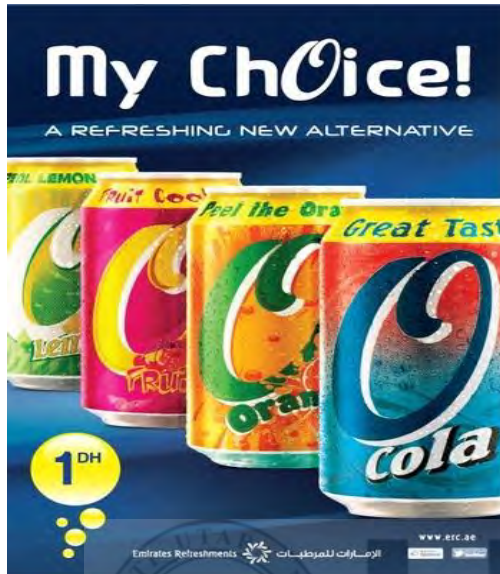
Stimulus A   **Stimulus B**

</div>

<div align="center">

Stimulus C   **Stimulus D**

</div>

Appendix. E: Total Number of Libyan Students in Malaysia

Embassy of Libya
Kuala Lumpur
Malaysia

سفــارة لـــيبيــا
كوالالمبور
ماليزيا

Our Ref:1401/1826

26th November,2014

To/Whom It may Concern,

The Embassy of Libya in Kuala Lumpur hereby writes to make reference to the total number of Libyan students studying in Malaysia.

Please, be informed that the total number of Libyan students holding a scholarship from the Libyan Ministry of Higher education and Scientific Research who are currently studying in Malaysia are 1503 (991 Males and 512 Females).Whereas, we have a total of 625 non-scholarship students who are awaiting for final approval of their scholarship from the Ministry of higher education and scientific research .

Thank you.

Yours faithfully,

Dr. Samir Karshman
Academic Attaché
Libyan Embassy

No. 6, Jalan Madge, Off Jalan Uthant, 55000 Kuala Lumpur, Malaysia. Tel: +603-21612908/21810016 Fax: +603-21413549
Email: libstam@yahoo.com

339

Embassy of Libya
Kuala Lumpur
Malaysia

سفــارة لـيبيــا
كوالالمبور
ماليزيا

Our Ref:1401/1827

4th December,2014

To/Whom It may Concern,

The Embassy of Libya in Kuala Lumpur hereby writes to make reference
to the total number of Libyan students studying in Malaysia.

Please, be informed that the Libyan students holding a scholarship from
the Libyan Ministry of Higher education and Scientific Research who are
currently studying in Malaysian Universities are distributed between
public and private universities as shown in the following table:

No of Students	University name no
190	University Putra Malaysia 1
121	University Sains Islami Malaysia 2
235	University Kebangsaan Malaysia 3
7	University Malaysia Perlis 4
51	University Utara Malaysia 5
43	University Tun Hussein Onn Malaysia 6
77	University Technology Malaysia 7
67	University Sains Malaysia 8
85	Infrastructure University Kuala Lumpur 9
24	University Malaya 10
58	International Islamic University Malaysia 11

Embassy of Libya
Kuala Lumpur
Malaysia

22	Al-Hadinah International University 12
15	Management & Science University 13
34	UNITAR International University 14
55	LIMKOKWING UNIVERSITY 15
5	UNIVERSITI MALAYSIA PAHANG 16
5	Universiti Malaysia Terengganu 17
4	Universiti Teknikal Malaysia Melaka 18
4	LINCOLN UNIVERSITI COLLEGE 19
7	SEGI University 20
2	Multimedia University 21
2	Universiti Malaysia Sarawak 22
1	International Medical University Malaysia 23
4	Asia Pacific University 24
1	LINTON UNIVERSITY COLLEGE 25
1	UNIVERSITI TEKNOLOGI MARA 26
4	University Tun AbdulRazak 27
6	University Tenaga Nasional 28
2	Malaysia University of Science and Technology 29
2	University of Malaya Center for Continuing Education 30
2	UNIVERSITI PENDIDIKAN SULTAN IDRIS 31

Thank you.

Yours faithfully,

Dr. Samir Karshman
Academic Attaché

No. 6, Jalan Madge, Off Jalan Uthant, 55000 Kuala Lumpur, Malaysia, Tel: +603-21612908/21810016 Fax: +603-21413549
Email: lbstam@yahoo.com

341

Appendix. F: Outliers

Multivariate outliers

Online Data		Print Data	
Cases	Outliers	Cases	Outliers
170	0.00119	46	0.01345
69	0.00126	24	0.02215
161	0.00136	182	0.0232
179	0.00379	4	0.02999
44	0.00486	111	0.04613
178	0.00717	10	0.05007
120	0.01155	41	0.05168
236	0.01376	262	0.06391
36	0.01711	116	0.06536
238	0.01763	129	0.07137
189	0.01828	138	0.09136
15	0.01901	212	0.09248
112	0.02005	264	0.09283
70	0.0242	222	0.09439
72	0.02729	62	0.09553
274	0.02909	78	0.09881
16	0.03064	12	0.10241
19	0.0388	171	0.10984
110	0.03932	128	0.11275
115	0.03946	19	0.11284
244	0.04049	173	0.11408
210	0.04843	164	0.11825
143	0.04844	271	0.12371
200	0.05187	81	0.12765
165	0.0535	284	0.1302
250	0.05628	274	0.13114
191	0.06022	248	0.13509
40	0.06033	51	0.13616
227	0.06167	102	0.13721
253	0.06324	40	0.1386
155	0.06632	180	0.14105
180	0.0719	57	0.14231
221	0.07285	72	0.15037
271	0.07474	245	0.15842
145	0.0781	277	0.1603
24	0.07869	190	0.16076
65	0.08075	272	0.1633
32	0.08261	69	0.16605
187	0.08619	133	0.16787

97	0.08923	23	0.1688
131	0.0935	118	0.16906
14	0.09618	30	0.17145
91	0.09995	52	0.19681
190	0.11074	259	0.19743
209	0.11618	147	0.19924
39	0.11722	1	0.20183
230	0.11899	31	0.20219
116	0.1216	22	0.21206
207	0.12357	256	0.23145
149	0.12547	181	0.23401
183	0.12564	92	0.23613
197	0.12567	238	0.23626
272	0.12698	113	0.23717
252	0.12846	151	0.2388
294	0.13029	71	0.24476
114	0.13657	193	0.24894
128	0.14549	167	0.25124
206	0.14783	44	0.25238
231	0.1483	263	0.26105
144	0.15313	260	0.26148
12	0.15743	295	0.26344
33	0.15826	160	0.26365
41	0.16117	16	0.26552
49	0.16255	77	0.26727
208	0.16496	282	0.27027
146	0.16933	98	0.27095
215	0.16979	286	0.28593
58	0.17045	95	0.29659
177	0.17535	50	0.30053
13	0.18153	94	0.3016
175	0.18277	158	0.30272
126	0.19187	55	0.30437
62	0.19568	276	0.30506
3	0.19878	216	0.30678
88	0.2053	123	0.30706
202	0.20705	250	0.30918
53	0.2128	21	0.30991
263	0.21541	197	0.31361
285	0.22123	194	0.32262
156	0.22246	117	0.32555
96	0.22716	90	0.32713
57	0.23004	163	0.32863
111	0.2326	8	0.33124
135	0.23325	124	0.33839

181	0.23364	33	0.34008
211	0.24154	244	0.34102
171	0.24718	154	0.34234
25	0.2482	210	0.34343
43	0.25214	97	0.34388
264	0.25752	213	0.35209
169	0.26296	168	0.35257
42	0.26482	281	0.36003
195	0.26531	88	0.36091
239	0.27209	195	0.36265
268	0.27282	125	0.36413
277	0.27511	268	0.37766
60	0.28124	61	0.38189
265	0.2825	6	0.38555
38	0.28681	47	0.3864
186	0.29077	150	0.38845
188	0.29282	49	0.39729
75	0.29579	38	0.40054
246	0.29722	294	0.41023
185	0.31	145	0.41957
119	0.31218	13	0.4259
193	0.32304	253	0.42772
273	0.32396	106	0.43489
289	0.32767	161	0.43918
86	0.33889	110	0.44975
17	0.34134	59	0.45025
194	0.3452	26	0.4585
266	0.34938	175	0.46187
201	0.34973	279	0.46473
136	0.36607	45	0.46743
1	0.36892	108	0.47471
196	0.37597	68	0.4859
80	0.3807	82	0.48604
73	0.38526	246	0.48615
71	0.39863	58	0.4912
167	0.40132	42	0.49426
48	0.409	146	0.49665
261	0.42479	73	0.49846
218	0.42901	60	0.49856
93	0.42976	191	0.50158
283	0.42997	36	0.50739
198	0.43452	89	0.50813
66	0.43885	189	0.50829
92	0.44654	266	0.5085
278	0.45331	86	0.50861

269	0.45377	188	0.51377
121	0.45602	176	0.51489
54	0.45668	239	0.51812
164	0.46155	27	0.52135
8	0.46565	283	0.52269
148	0.47528	25	0.52949
225	0.47588	85	0.53598
109	0.47742	67	0.53909
5	0.48452	289	0.53967
233	0.48893	104	0.54976
204	0.48936	107	0.5554
212	0.49312	28	0.55547
2	0.49946	270	0.55646
77	0.51664	87	0.56467
158	0.52063	63	0.565
157	0.52352	65	0.56605
281	0.52606	91	0.5678
133	0.52817	34	0.57238
259	0.52826	131	0.57255
34	0.53457	80	0.57551
129	0.53471	144	0.57956
130	0.53486	165	0.5797
153	0.5417	142	0.58054
137	0.54908	83	0.58518
284	0.55189	219	0.58935
103	0.56446	267	0.59458
174	0.57207	130	0.59795
243	0.57623	126	0.598
95	0.58075	186	0.59821
267	0.58213	32	0.60065
45	0.58625	9	0.61014
228	0.60051	2	0.61406
113	0.60914	265	0.61612
87	0.61	17	0.62082
140	0.61188	29	0.62479
90	0.61919	172	0.62502
192	0.62397	208	0.63512
229	0.62582	293	0.63552
292	0.63271	54	0.64138
245	0.63471	7	0.64268
291	0.64266	269	0.64722
260	0.64601	291	0.64825
217	0.65047	14	0.65046
262	0.65518	76	0.65094
205	0.65641	178	0.66692

11	0.66013	232	0.66876
134	0.66097	162	0.66896
168	0.66864	18	0.67067
226	0.66887	48	0.67262
214	0.66969	273	0.67417
22	0.67256	254	0.68058
118	0.68349	201	0.68194
224	0.68497	132	0.68359
9	0.68751	15	0.68393
29	0.69136	152	0.68499
282	0.69184	285	0.69047
199	0.70324	290	0.69599
173	0.70496	153	0.69769
290	0.70835	75	0.70187
251	0.71083	233	0.70599
82	0.7177	223	0.72325
67	0.7275	74	0.73306
254	0.72768	236	0.74509
83	0.73297	93	0.74743
74	0.73489	230	0.74909
220	0.73882	20	0.75147
154	0.73921	224	0.75154
176	0.74092	199	0.75456
6	0.74123	207	0.7554
26	0.74557	157	0.75704
127	0.74762	159	0.75749
150	0.74968	127	0.75913
21	0.74975	166	0.7625
276	0.75153	37	0.76381
255	0.75264	43	0.76541
275	0.76495	231	0.76671
152	0.76669	192	0.77515
248	0.78212	79	0.78167
47	0.78563	211	0.78357
234	0.7882	135	0.78502
94	0.78896	183	0.78593
84	0.79047	217	0.78843
280	0.79307	249	0.78875
108	0.79329	53	0.80101
61	0.79547	187	0.80258
184	0.79981	139	0.8028
172	0.8064	225	0.80647
242	0.80654	258	0.81456
258	0.80952	255	0.81633
28	0.80957	221	0.81811

151	0.8117	288	0.82548
270	0.81325	103	0.82893
64	0.81421	240	0.8361
63	0.81557	148	0.83623
102	0.8163	280	0.83906
159	0.82075	5	0.84166
18	0.82539	149	0.84624
216	0.82694	141	0.84864
107	0.83102	287	0.84967
163	0.8394	140	0.85001
293	0.84235	218	0.85278
241	0.84275	184	0.85376
232	0.84307	114	0.85532
79	0.84846	96	0.85811
142	0.85343	214	0.85853
222	0.85508	155	0.85945
287	0.85571	220	0.86382
35	0.86489	215	0.86692
288	0.86509	185	0.86902
203	0.86684	247	0.87288
247	0.86901	119	0.87457
256	0.88649	179	0.87519
279	0.89549	203	0.87542
68	0.8976	169	0.87814
81	0.9025	228	0.88096
219	0.90452	100	0.88479
117	0.90581	101	0.88665
122	0.91031	115	0.8928
182	0.9116	35	0.89388
55	0.91377	136	0.89813
162	0.91931	99	0.89834
160	0.91946	206	0.90196
237	0.92097	275	0.9039
124	0.92151	109	0.90762
7	0.92195	226	0.90992
30	0.92891	196	0.9143
20	0.9331	39	0.9146
104	0.9343	56	0.91828
27	0.93839	64	0.91852
37	0.9389	177	0.91985
105	0.94315	121	0.92204
46	0.94672	3	0.92314
85	0.94906	120	0.92592
223	0.95098	242	0.92604
23	0.95297	143	0.93311

249	0.95595	202	0.93443
213	0.95737	235	0.94029
286	0.96362	66	0.94393
106	0.96547	105	0.94559
59	0.96914	122	0.94561
78	0.97149	278	0.94649
235	0.97515	209	0.94789
240	0.97618	137	0.94871
56	0.98123	198	0.95319
166	0.98351	134	0.95546
99	0.98422	200	0.95632
100	0.98568	243	0.95852
52	0.98686	112	0.96014
138	0.98885	251	0.96057
139	0.98903	204	0.96077
101	0.9895	234	0.961
76	0.98993	292	0.96609
141	0.99005	252	0.9669
132	0.99083	11	0.9687
89	0.9919	170	0.97016
257	0.99655	241	0.97036
125	0.99665	70	0.97533
98	0.99682	156	0.97617
123	0.99693	84	0.97856
31	0.99729	174	0.99082
51	0.9999	229	0.99217
147	0.9999	205	0.99327
50	0.99991	237	0.9971
		227	0.99757
		257	0.99889
		261	0.99956

Appendix. G: Measurement Model

Factor Loadings of full measurement model of the study (For Print Advertisement)

Name	Label	Estimate
BPI1	BPI.	.701
BPI2	BPI.	.760
BPI3	BPI.	.711
BPI4	BPI.	.752
BPI5	BPI.	.577
BA2	BA.	.800
BA1	BA.	.830
BA3	BA.	.797
BA4	BA.	.875
BA5	BA.	.880
BA6	BA.	.882
BA7	BA.	.591
BA8	BA.	.533
BA9	BA.	.596
BI1	BI.	.658
BI2	BI.	.694
BI3	BI.	.709
BI4	BI.	.817
BI5	BI.	.839
BI6	BI.	.864
BI7	BI.	.837
BI8	BI.	.881
BI9	BI.	.735
BI10	BI.	.860
ATA2	ATA	.818
ATA1	ATA	.770
ATA3	ATA	.799
ATA4	ATA	.812
ATA5	ATA	.713
ATA6	ATA	.795
ATA7	ATA	.618
ATA8	ATA	.686

Name	Label	Estimate
ATA9	ATA	.635
ATA10	ATA	.652
ATA11	ATA	.673
ATA12	ATA	.754
ATA13	ATA	.691
ATA14	ATA	.685
ATA15	ATA	.660
CE2	CE.	.719
CE3	CE.	.809
CE4	CE.	.761
CE5	CE.	.838
CC9	CC.	.654
CC8	CC.	.722
CC7	CC.	.772
CC6	CC.	.819
CC5	CC.	.816
CC4	CC.	.825
CC3	CC.	.764
CC2	CC.	.777
BE1	BE.	.779
BE2	BE.	.825
BE3	BE.	.818
BE4	BE.	.615
BE5	BE.	.607
BE6	BE.	.544
AQ1	AQ.	.883
AQ2	AQ.	.845
AQ3	AQ.	.836
AQ4	AQ.	.855
AQ5	AQ.	.809
AQ6	AQ.	.827
AQ7	AQ.	.867
AQ8	AQ.	.818
PAC1	PAC.	.686
PAC2	PAC.	.607
PAC3	PAC.	.516

Name	Label	Estimate
PAC4	PAC.	.653
PAC5	PAC.	.712
PAC6	PAC.	.754
PAC7	PAC.	.847
PAC8	PAC.	.686
INT1	INT.	.782
INT2	INT.	.827
INT3	INT.	.795
INT4	INT.	.793
INT5	INT.	.834
INT6	INT.	.768
INT7	INT.	.743
INT8	INT.	.651
MA1	MA.	.738
MA2	MA.	.771
MA3	MA.	.706
MA4	MA.	.762
MA5	MA.	.732
MA6	MA.	.789
MA10	MA.	.832
MA11	MA.	.725
CE6	CE.	.737
CE7	CE.	.690

Factor Loadings of full measurement model of the study (online)

Name	Label	Estimate
BPI1	BPI.	.804
BPI2	BPI.	.780
BPI3	BPI.	.818
BPI4	BPI.	.696
BA2	BA.	.776
BA1	BA.	.753
BA3	BA.	.803
BA4	BA.	.786
BA5	BA.	.830
BA6	BA.	.831
BA7	BA.	.690
BA9	BA.	.702
BI1	BI.	.736
BI2	BI.	.764
BI3	BI.	.770
BI4	BI.	.673
BI5	BI.	.770
BI6	BI.	.784
BI7	BI.	.749
BI8	BI.	.761
BI9	BI.	.704
BI10	BI.	.759
ATA2	ATA	.675
ATA3	ATA	.815
ATA4	ATA	.615
ATA5	ATA	.864
ATA6	ATA	.857
ATA7	ATA	.633
ATA8	ATA	.638
ATA9	ATA	.817
ATA10	ATA	.723
ATA11	ATA	.818
ATA12	ATA	.632

Name	Label	Estimate
ATA13	ATA	.700
ATA14	ATA	.655
ATA15	ATA	.551
CE12	CE.	.828
CE11	CE.	.908
CE10	CE.	.874
CE9	CE.	.598
CC15	CC.	.567
CC14	CC.	.823
CC13	CC.	.772
CC12	CC.	.642
BE1	BE.	.787
BE3	BE.	.775
BE4	BE.	.657
BE5	BE.	.594
BE6	BE.	.562
BE2	BE	.830
AQ2	AQ.	.861
AQ3	AQ.	.842
AQ4	AQ.	.748
AQ5	AQ.	.511
AQ6	AQ.	.809
PAC1	PAC.	.740
PAC2	PAC.	.942
PAC3	PAC.	.663
PAC4	PAC.	.677
PAC6	PAC.	.668
PAC7	PAC.	.921
INT1	INT.	.724
INT2	INT.	.576
INT3	INT.	.815
INT4	INT.	.674
INT5	INT.	.822
INT6	INT.	.641

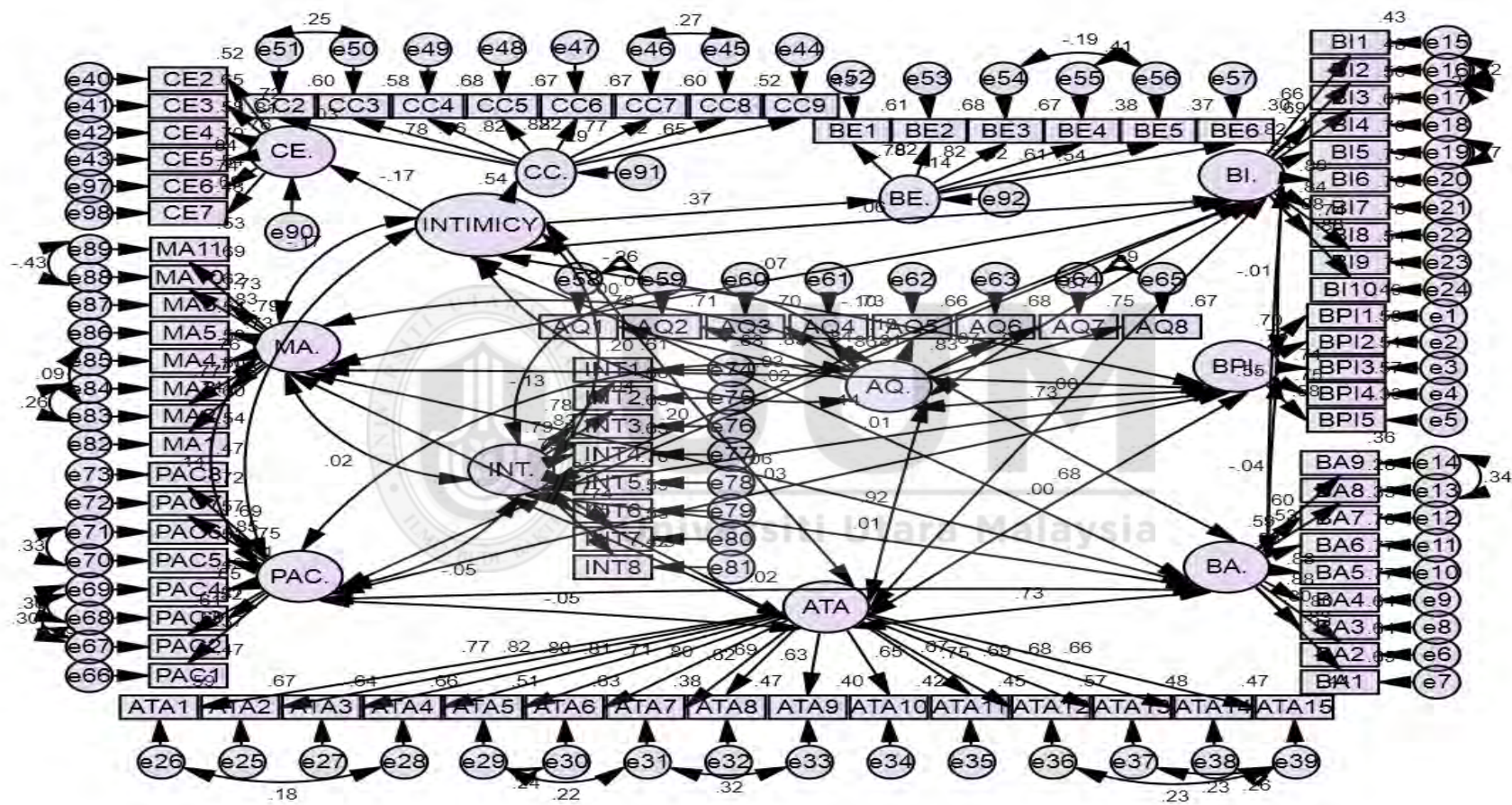| Name	Label	Estimate
INT7	INT.	.614
MA8	MA.	.624
MA9	MA.	.760
MA10	MA.	.782
MA11	MA.	.775
MA12	MA.	.790
MA13	MA.	.788
MA14	MA.	.696
MA15	MA.	.638
MA7	MA.	.683
MA6	MA.	.662
MA5	MA.	.619
MA4	MA.	.766
MA1	MA.	.566
BA8	BA.	.648
BPI5	BPI.	.540
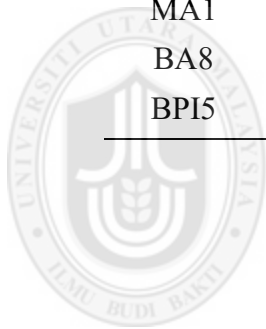
Figure 4.4
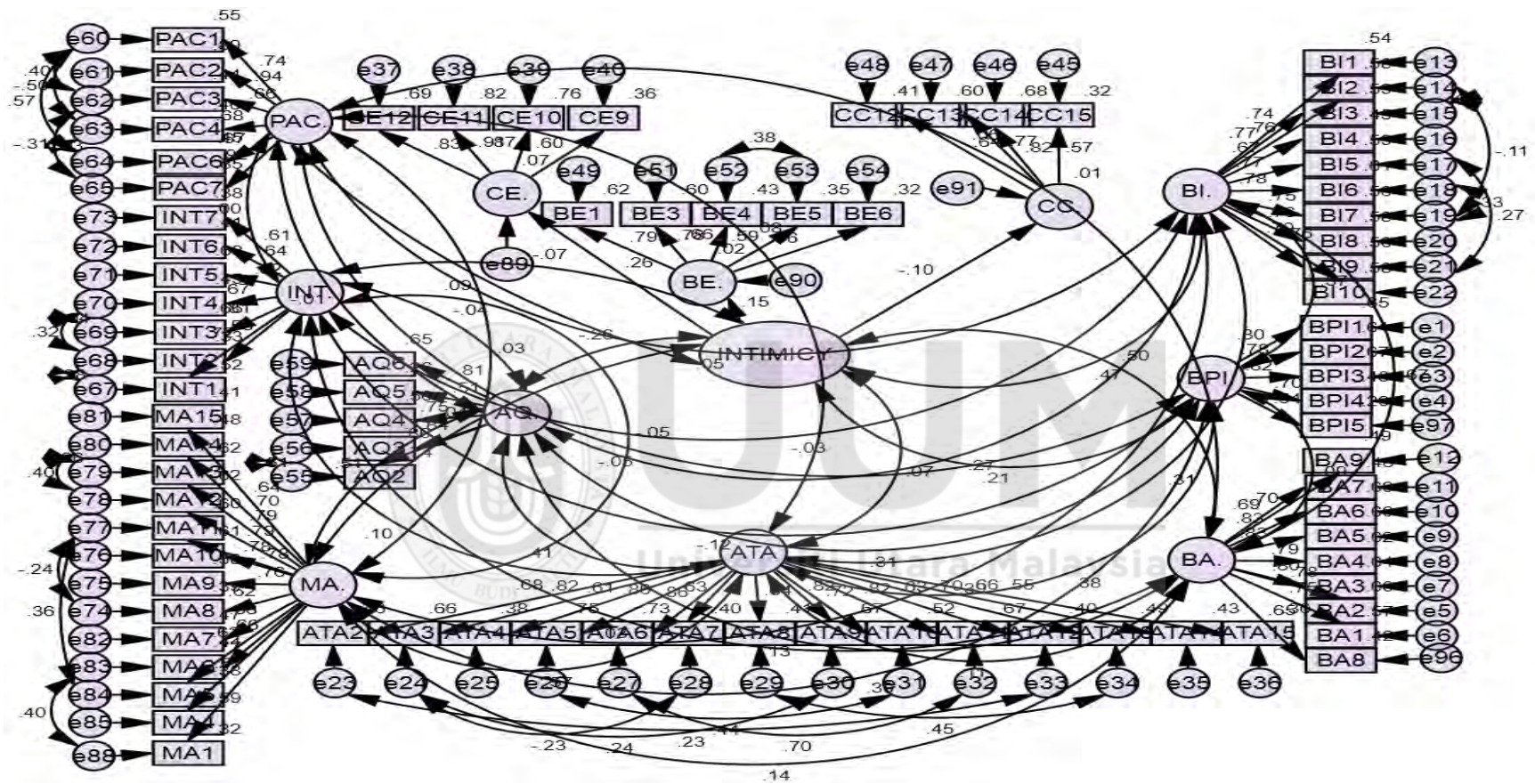*Measurement Model for Print Advertisement constructs*
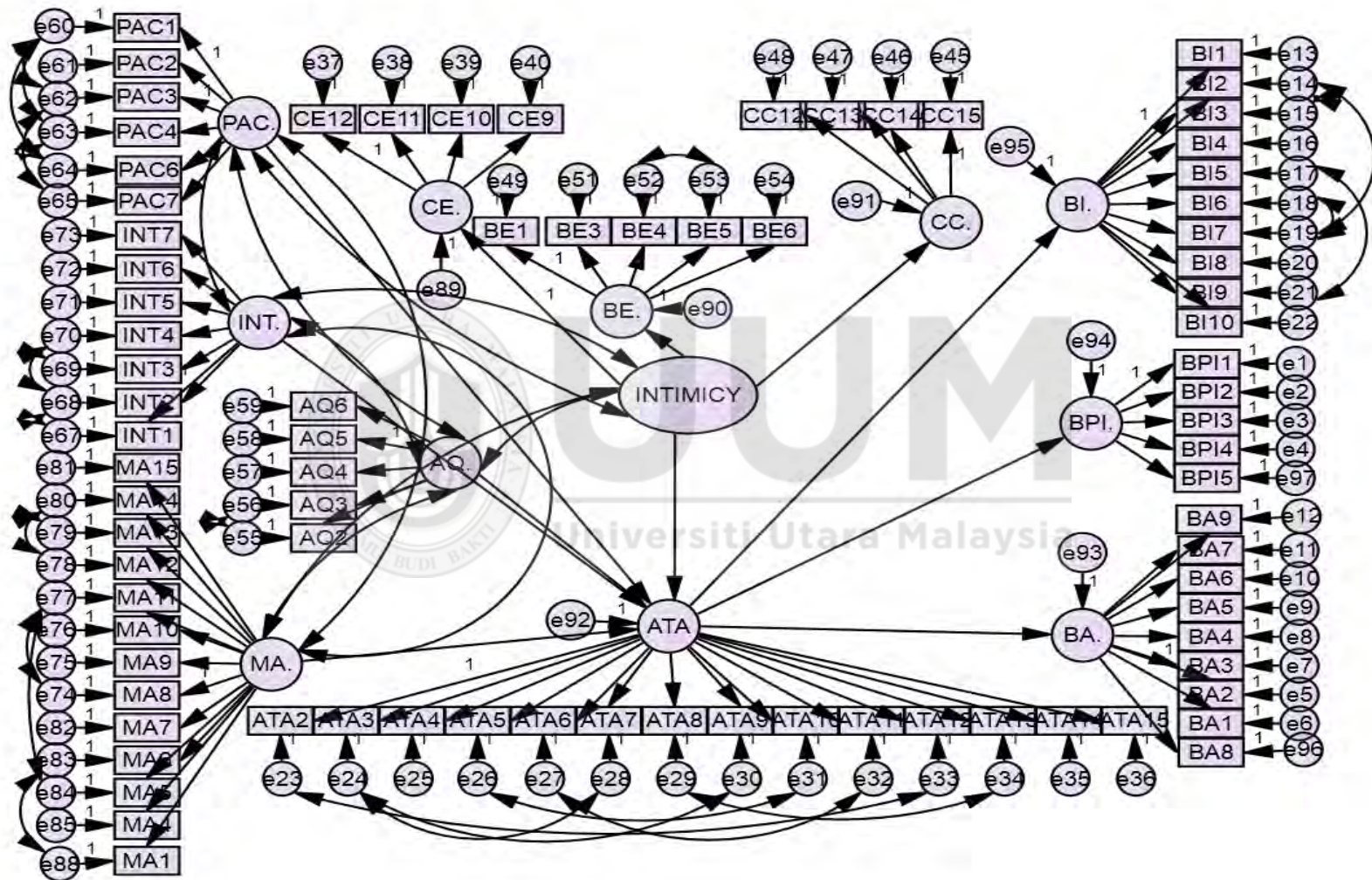
Figure 4.5
Measurement Model for Online Advertisement

Figure 4.6
Baseline Full SR model for online data with all the proposed relationship of the study

357

Appendix. H: Assessment of Normality for Online Advertisement and Printed Advertisement

BOX PLOT

Online   **Printed**

359
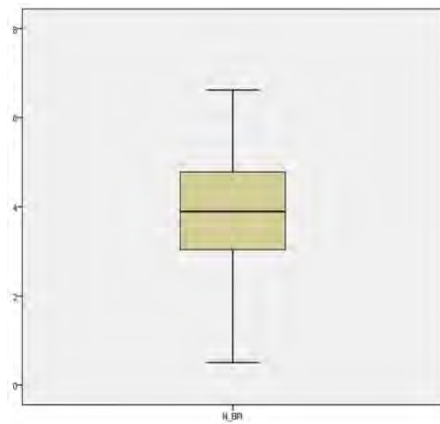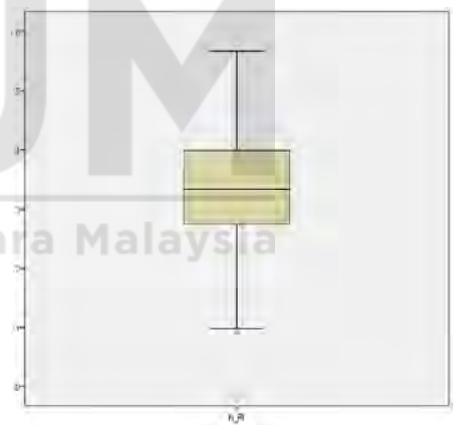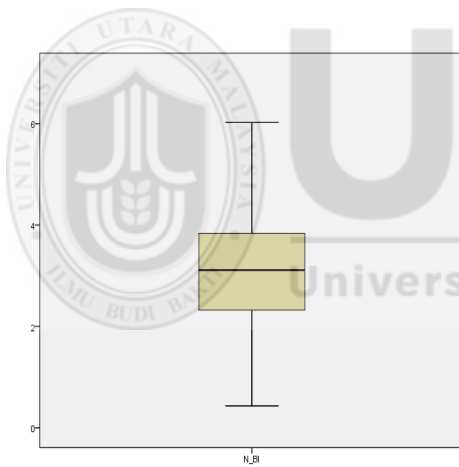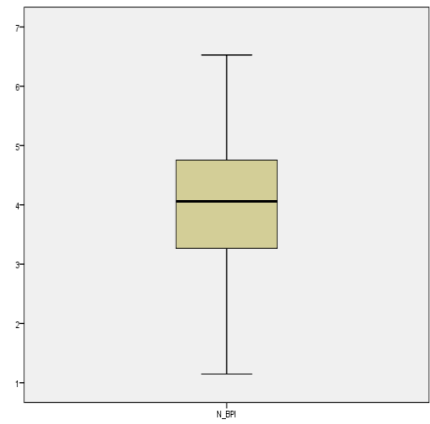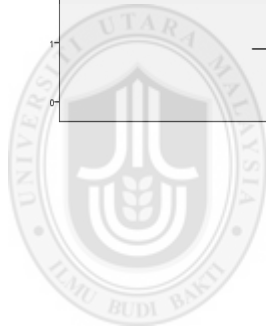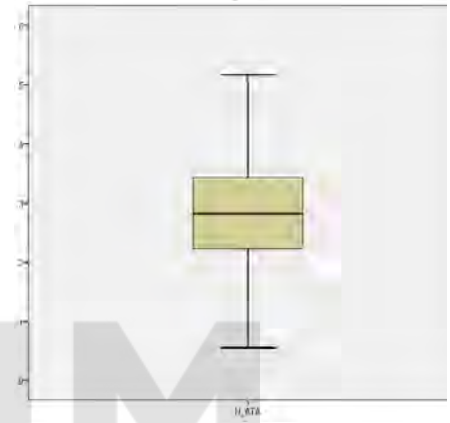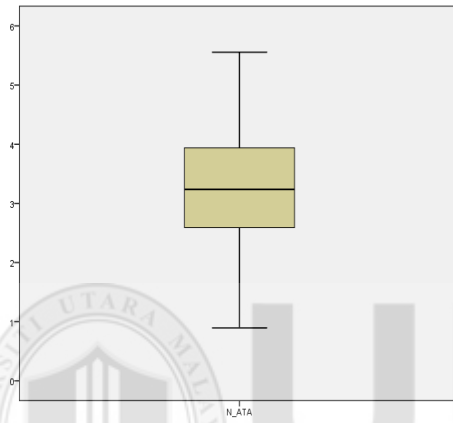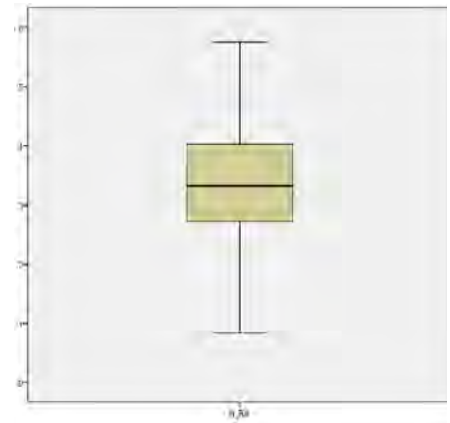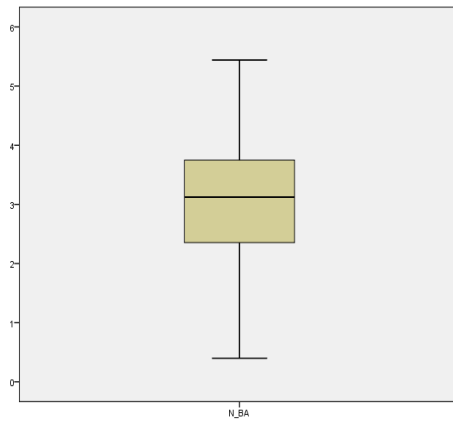
Appendix. I: Regression Weights:

Group number 1 - Default model

			Estimate	S.E.	C.R.	P	Label
ATA	<---	INTIMICY	.001	.005	.108	.914	par_102
ATA	<---	MA.	.481	.075	6.392	***	par_106
ATA	<---	AQ.	.152	.060	2.544	.011	par_107
ATA	<---	INT.	.085	.037	2.324	.020	par_108
ATA	<---	PAC.	.056	.045	1.237	.216	par_109
CC.	<---	INTIMICY	-.001	.005	-.108	.914	par_91
CE.	<---	INTIMICY	1.000				
BA.	<---	ATA	.196	.094	2.086	.037	par_103
BPI.	<---	ATA	.635	.109	5.814	***	par_104
BI.	<---	ATA	.444	.090	4.918	***	par_105
BE.	<---	INTIMICY	.000	.004	.107	.915	par_110
BPI1	<---	BPI.	1.000				
BPI2	<---	BPI.	.912	.067	13.656	***	par_1
BPI3	<---	BPI.	.965	.065	14.918	***	par_2
BPI4	<---	BPI.	.791	.067	11.842	***	par_3
BA2	<---	BA.	1.000				
BA1	<---	BA.	1.000	.073	13.693	***	par_4
BA3	<---	BA.	1.038	.070	14.886	***	par_5
BA4	<---	BA.	1.100	.076	14.399	***	par_6
BA5	<---	BA.	1.152	.075	15.384	***	par_7
BA6	<---	BA.	1.144	.074	15.517	***	par_8
BA7	<---	BA.	.857	.071	12.078	***	par_9
BA9	<---	BA.	.919	.074	12.354	***	par_10
BI1	<---	BI.	1.000				
BI2	<---	BI.	.996	.079	12.664	***	par_11

			Estimate	S.E.	C.R.	P	Label
BI3	<---	BI.	1.006	.079	12.728	***	par_12
BI4	<---	BI.	.941	.083	11.351	***	par_13
BI5	<---	BI.	1.112	.086	12.971	***	par_14
BI6	<---	BI.	1.115	.086	12.925	***	par_15
BI7	<---	BI.	.986	.079	12.408	***	par_16
BI8	<---	BI.	1.069	.085	12.540	***	par_17
BI9	<---	BI.	1.052	.089	11.820	***	par_18
BI10	<---	BI.	.911	.072	12.592	***	par_19
ATA2	<---	ATA	1.000				
ATA3	<---	ATA	1.282	.102	12.529	***	par_20
ATA4	<---	ATA	1.135	.117	9.712	***	par_21
ATA5	<---	ATA	1.509	.114	13.212	***	par_22
ATA6	<---	ATA	1.471	.112	13.106	***	par_23
ATA7	<---	ATA	1.129	.112	10.088	***	par_24
ATA8	<---	ATA	1.284	.126	10.157	***	par_25
ATA9	<---	ATA	1.303	.104	12.552	***	par_26
ATA10	<---	ATA	1.226	.109	11.229	***	par_27
ATA11	<---	ATA	1.440	.115	12.575	***	par_28
ATA12	<---	ATA	.932	.082	11.410	***	par_29
ATA13	<---	ATA	1.222	.112	10.954	***	par_30
ATA14	<---	ATA	1.035	.100	10.372	***	par_31
ATA15	<---	ATA	1.114	.126	8.809	***	par_32
CE12	<---	CE.	1.000				
CE11	<---	CE.	1.087	.059	18.324	***	par_33
CE10	<---	CE.	.982	.055	17.948	***	par_34
CE9	<---	CE.	.721	.067	10.720	***	par_35
CC15	<---	CC.	1.000				

			Estimate	S.E.	C.R.	P	Label
CC14	<---	CC.	1.311	.141	9.297	***	par_36
CC13	<---	CC.	1.282	.150	8.518	***	par_37
CC12	<---	CC.	1.071	.136	7.858	***	par_38
BE1	<---	BE.	1.000				
BE3	<---	BE.	1.030	.084	12.278	***	par_39
BE4	<---	BE.	.935	.100	9.378	***	par_40
BE5	<---	BE.	.811	.093	8.739	***	par_41
BE6	<---	BE.	.692	.083	8.292	***	par_42
AQ2	<---	AQ.	1.458	.163	8.945	***	par_43
AQ3	<---	AQ.	1.295	.145	8.941	***	par_44
AQ4	<---	AQ.	1.221	.142	8.580	***	par_45
AQ5	<---	AQ.	1.000				
AQ6	<---	AQ.	1.454	.163	8.901	***	par_46
PAC1	<---	PAC.	1.000				
PAC2	<---	PAC.	1.181	.070	16.855	***	par_47
PAC3	<---	PAC.	1.000				
PAC4	<---	PAC.	1.326	.131	10.096	***	par_48
PAC6	<---	PAC.	.905	.055	16.367	***	par_49
PAC7	<---	PAC.	1.023	.066	15.414	***	par_50
INT1	<---	INT.	1.000				
INT2	<---	INT.	.732	.069	10.565	***	par_51
INT3	<---	INT.	1.099	.085	12.996	***	par_52
INT4	<---	INT.	.847	.082	10.388	***	par_53
INT5	<---	INT.	1.095	.085	12.828	***	par_54
INT6	<---	INT.	.881	.086	10.189	***	par_55
INT7	<---	INT.	.908	.093	9.789	***	par_56
MA8	<---	MA.	1.000				

			Estimate	S.E.	C.R.	P	Label
MA9	<---	MA.	1.268	.118	10.771	***	par_57
MA10	<---	MA.	1.455	.133	10.974	***	par_58
MA11	<---	MA.	1.083	.109	9.902	***	par_59
MA12	<---	MA.	1.252	.114	11.005	***	par_60
MA13	<---	MA.	1.305	.119	10.988	***	par_61
MA14	<---	MA.	1.190	.119	10.026	***	par_62
MA15	<---	MA.	1.064	.114	9.347	***	par_63
MA7	<---	MA.	1.068	.108	9.852	***	par_64
MA6	<---	MA.	1.157	.120	9.641	***	par_65
MA5	<---	MA.	.915	.100	9.170	***	par_66
MA4	<---	MA.	1.202	.111	10.877	***	par_67
MA1	<---	MA.	.916	.108	8.511	***	par_68
BA8	<---	BA.	.830	.074	11.189	***	par_114
BPI5	<---	BPI.	.690	.077	8.995	***	par_115

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
ATA	<---	INTIMICY	.008
ATA	<---	MA.	.503
ATA	<---	AQ.	.163
ATA	<---	INT.	.126
ATA	<---	PAC.	.063
CC.	<---	INTIMICY	-.007
CE.	<---	INTIMICY	8.881
BA.	<---	ATA	.132
BPI.	<---	ATA	.394
BI.	<---	ATA	.329
BE.	<---	INTIMICY	.005
BPI1	<---	BPI.	.802

363

			Estimate
BPI2	<---	BPI.	.775
BPI3	<---	BPI.	.824
BPI4	<---	BPI.	.695
BA2	<---	BA.	.775
BA1	<---	BA.	.756
BA3	<---	BA.	.807
BA4	<---	BA.	.794
BA5	<---	BA.	.831
BA6	<---	BA.	.836
BA7	<---	BA.	.677
BA9	<---	BA.	.693
BI1	<---	BI.	.730
BI2	<---	BI.	.749
BI3	<---	BI.	.755
BI4	<---	BI.	.673
BI5	<---	BI.	.787
BI6	<---	BI.	.788
BI7	<---	BI.	.765
BI8	<---	BI.	.755
BI9	<---	BI.	.719
BI10	<---	BI.	.757
ATA2	<---	ATA	.675
ATA3	<---	ATA	.815
ATA4	<---	ATA	.614
ATA5	<---	ATA	.861
ATA6	<---	ATA	.855
ATA7	<---	ATA	.635
ATA8	<---	ATA	.640
ATA9	<---	ATA	.816
ATA10	<---	ATA	.720
ATA11	<---	ATA	.816
ATA12	<---	ATA	.634
ATA13	<---	ATA	.700

			Estimate
ATA14	<---	ATA	.655
ATA15	<---	ATA	.550
CE12	<---	CE.	.828
CE11	<---	CE.	.909
CE10	<---	CE.	.874
CE9	<---	CE.	.597
CC15	<---	CC.	.569
CC14	<---	CC.	.823
CC13	<---	CC.	.772
CC12	<---	CC.	.641
BE1	<---	BE.	.791
BE3	<---	BE.	.772
BE4	<---	BE.	.655
BE5	<---	BE.	.596
BE6	<---	BE.	.561
AQ2	<---	AQ.	.862
AQ3	<---	AQ.	.842
AQ4	<---	AQ.	.748
AQ5	<---	AQ.	.510
AQ6	<---	AQ.	.808
PAC1	<---	PAC.	.740
PAC2	<---	PAC.	.942
PAC3	<---	PAC.	.664
PAC4	<---	PAC.	.677
PAC6	<---	PAC.	.669
PAC7	<---	PAC.	.921
INT1	<---	INT.	.723
INT2	<---	INT.	.576
INT3	<---	INT.	.817
INT4	<---	INT.	.673
INT5	<---	INT.	.823
INT6	<---	INT.	.640

365

			Estimate
INT7	<---	INT.	.612
MA8	<---	MA.	.624
MA9	<---	MA.	.763
MA10	<---	MA.	.784
MA11	<---	MA.	.775
MA12	<---	MA.	.790
MA13	<---	MA.	.787
MA14	<---	MA.	.696
MA15	<---	MA.	.637
MA7	<---	MA.	.681
MA6	<---	MA.	.660
MA5	<---	MA.	.618
MA4	<---	MA.	.766
MA1	<---	MA.	.563
BA8	<---	BA.	.637
BPI5	<---	BPI.	.541

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	209	4542.910	3194	.000	1.422
Saturated model	3403	.000	0		
Independence model	82	18097.912	3321	.000	5.450

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.749	.739	.909	.905	.909
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.038	.036	.041	1.000
Independence model	.124	.122	.125	.000

367

Appendix. J: Exploratory Factor Analysis

Factor analysis is the appropriate statistical technique to find out the smaller set of relatively large set of variables to find out the accurate reliability and validity of the scales. This procedure groups the items of variables on the base of the correlations and it is an excellent statistical technique to determine the underlying structure of the questionnaire. Items that correlate with another, share the same dimensions to reveal the composite variables. Such composite variables are also described as factors. For conducting the factor analysis, it is mandatory to check whether the sample is suitable or not. Therefore, in the present study data has been screened from the missing value and outliers and along with these assumptions all the 114 items of variables been measured on the Likert scale and it fulfills the requirement of factor analysis. For factor analysis, it is also necessary to have the sufficient sample size. In the current study sample size for online data is 292 and for print data is 295 and it is permissible for the factor analysis. Hair, Black, Babin, & Anderson (2010) stated that the minimum sample size should not less than 50 and preferably the data should be larger than 100. For performing exploratory there are some statistical techniques available to check the level of correlation of the variable such as Kaiser Meyer Oklin value should be greater than the suggested value of 0.60 by Chang et al. (2008)and also Bartlett's test of Sphericity should be significant (Pallant, 2007).

Exploratory Factor Analysis of Perceived Advertisement Credibility (PAC)

The eight items of PAC for both online and printed data were executed to principal component analysis using SPSS version 20. After running the EFA, the 1 item of PAC for online data variable was excluded due to low factor loading less than 0.50.

After excluding the one item with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50 as shown in table. Contrary to online data, all the items of PAC for print data were loaded above 0.50 as shown in table. The values of Cronbach's alpha calculated for the items of PAC online data and print data are 0.868 and 0.888 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of PAC for online and print data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of PAC for both online and printed data depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of PCA

PAC Online	Factor Loading	PAC Print	Factor Loading
PAC2	.913	PAC7	.821
PAC1	.895	PAC6	.791
PAC7	.873	PAC5	.771
PAC6	.831	PAC4	.751
PAC3	.692	PAC2	.745
PAC4	.570	PAC8	.719
PAC5	.528	PAC1	.708
		PAC3	.685
Cronbach's Alpha	0.868	Cronbach's Alpha	0.888
Eigenvalues	4.169	Eigenvalues	4.503
Cumulative %	59.554	Cumulative %	56.291
Kaiser Meyer Oklin Measure of Sample Adequacy	.692	Kaiser Meyer Oklin Measure of Sample Adequacy	.874
Bartlett's test of Sphericity Approx. Chi-Square	1648.561	Bartlett's test of Sphericity Approx. Chi-Square	1167.437
Sig.	.000	Sig.	.000

369

Exploratory Factor Analysis of Message Appeal (MA)

The fifteen items of MA for online data and twelve items of MA for printed data were executed to principal component analysis using SPSS version 20. After running the EFA, all the items of MA for online data were loaded above 0.50 as shown in table 4.8 and four items of MA for print data variable was excluded due to low factor loading less than 0.50 (refer appendix B). After excluding the four items with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the items of MA online data and print data are 0.929 and 0.915 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of MA for online and print data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of MA for both online and printed data depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of MA

MA Online	Factor Loading	MA Print	Factor Loading
MA12	.804	MA2	.827
MA13	.803	MA10	.823
MA11	.787	MA6	.816
MA4	.778	MA4	.798
MA9	.776	MA5	.788
MA10	.766	MA3	.776
MA14	.726	MA1	.766
MA7	.726	MA11	.735
MA6	.708		
MA5	.675		

MA15	.651		
MA8	.647		
MA1	.638		
MA3	.573		
MA2	.569		
Cronbach's Alpha	0.929	Cronbach's Alpha	0.915
Eigenvalues	7.618	Eigenvalues	5.015
Cumulative %	50.788	Cumulative %	62.685
Kaiser Meyer Oklin Measure of Sample Adequacy	.922	Kaiser Meyer Oklin Measure of Sample Adequacy	.910
Bartlett's test of Sphericity Approx. Chi-Square	2524.674	Bartlett's test of Sphericity Approx. Chi-Square	1373.559
Sig.	.000	Sig.	.000

Exploratory Factor Analysis of Argument Quality (AQ)

The eight items of AQ for both online and print data were executed to principal component analysis using SPSS version 20. After running the EFA, all the items of AQ for print data were loaded above 0.50 and four three of AQ for online data variable was excluded due to low factor loading less than 0.50. After excluding the three items with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the items of AQ for online data and print data are 0.849 and 0.950 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of AQ for online and print data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of AQ for both online and printed data depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of AQ

AQ Online	Factor Loading	AQ Print	Factor Loading
AQ6	.863	AQ1	.887
AQ2	.850	AQ4	.872
AQ3	.843	AQ2	.868
AQ4	.823	AQ3	.864
AQ5	.600	AQ6	.863
		AQ7	.861
		AQ5	.854
		AQ8	.815
Cronbach's Alpha	0.849	Cronbach's Alpha	0.950
Eigen values	3.217	Eigen values	5.928
Cumulative %	64.334	Cumulative %	74.097
Kaiser Meyer Oklin Measure of Sample Adequacy	.831	Kaiser Meyer Oklin Measure of Sample Adequacy	.921
Bartlett's test of Sphericity Approx. Chi-Square	685.332	Bartlett's test of Sphericity Approx. Chi-Square	2096.898
Sig.	.000	Sig.	.000

Exploratory Factor Analysis of Intimacy for online data

The items of intimacy had three dimensions such as consumer enjoyment (CE), consumer commitment (CC) and brand's empathy (BE) for online data. Twelve items of CE, fifteen items of CC and six items of BE for online data were executed to principal component analysis using SPSS version 20. After running the EFA, all the items of BE for online data were loaded above 0.50 as shown in table 4.10. Eight items of CE and seven items of CC for online data were excluded due to low factor loading less than 0.50 (refer appendix B). After excluding the eight items of CE and seven items of CC for online data with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the three dimensions of intimacy such as consumer enjoyment

(CE), consumer commitment (CC) and brand's empathy (BE) for online data are 0.875, 0.787 and 0.860 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of intimacy for online data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of the three dimension of intimacy for online depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of Intimacy Online

Items	BE	CE	CC
BE2	.815		
BE1	.799		
BE3	.798		
BE4	.760		
BE5	.740		
BE6	.679		
CE11		.913	
CE10		.892	
CE12		.878	
CE9		.723	
CC14			.831
CC13			.793
CC12			.770
CC15			.672
CC10			.609
Cronbach's Alpha	0.860	0.875	0.787
Eigenvalues	2.762		
Cumulative %	62.188		
Kaiser Meyer Oklin Measure of Sample Adequacy	.796		
Bartlett's test of Sphericity Approx. Chi-Square	1966.662		
Sig.	.000		

Exploratory Factor Analysis of Intimacy for print data

The items of intimacy had three dimensions such as consumer enjoyment (CE), consumer commitment (CC) and brand's empathy (BE) for print data. Twelve items of CE, fifteen items of CC and six items of BE for online data were executed to principal component analysis using SPSS version 20. After running the EFA, all the items of BE for online data were loaded above 0.50. Eight items of CE and seven items of CC for online data were excluded due to low factor loading less than 0.50. After excluding the six items of CE and seven items of CC for online data with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the three dimensions of intimacy such as consumer enjoyment (CE), consumer commitment (CC) and brand's empathy (BE) for online data are 0.875, 0.787 and 0.860 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of intimacy for print data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of the three dimension of intimacy for print depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of Intimacy Print

Items	BE	CE	CC
CC6	.830		
CC5	.830		
CC7	.827		
CC4	.827		
CC2	.809		
CC3	.801		
CC8	.783		

CC9	.696		
CE5		.857	
CE3		.829	
CE4		.801	
CE6		.793	
CE2		.775	
CE7		.761	
BE2			.819
BE1			.801
BE3			.798
BE4			.743
BE5			.730
BE6			.673
Cronbach's Alpha	0.922	0.890	0.859
Eigenvalues	3.194		
Cumulative %	63.436		
Kaiser Meyer Oklin Measure of Sample Adequacy	.878		
Bartlett's test of Sphericity Approx. Chi-Square	3331.689		
Sig.	.000		

Exploratory Factor Analysis of Attitude towards Advertisement (ATA)

The fifteen items of ATA for both online and print data were executed to principal

component analysis using SPSS version 20. After running the EFA, all the items of

ATA for print data were loaded above 0.50 and one item of ATA for online data was

excluded due to low factor loading less than 0.50. After excluding the one item of

ATA for online with low factor loading, exploratory factor analysis was run again to

retain the factor loading above 0.50.

The values of Cronbach's alpha calculated for the items of ATA for online data and

print data are 0.933 and 0.943 respectively which are above 0.70 based on

375

suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of ATA for online and print data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of ATA for both online and printed data depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of ATA

ATA Online	Factor Loading	ATA Print	Factor Loading
ATA6	.880	ATA6	.812
ATA5	.873	ATA4	.806
ATA11	.851	ATA2	.804
ATA9	.836	ATA3	.795
ATA3	.814	ATA12	.791
ATA10	.757	ATA1	.782
ATA13	.747	ATA5	.747
ATA2	.709	ATA14	.741
ATA8	.693	ATA13	.733
ATA14	.681	ATA15	.716
ATA12	.668	ATA11	.707
ATA7	.654	ATA8	.704
ATA4	.641	ATA9	.691
ATA15	.578	ATA7	.686
		ATA10	.681
Cronbach's Alpha	0.933	Cronbach's Alpha	0.943
Eigenvalues	7.822	Eigenvalues	8.388
Cumulative %	55.872	Cumulative %	55.920
Kaiser Meyer Oklin Measure of Sample Adequacy	.929	Kaiser Meyer Oklin Measure of Sample Adequacy	.957
Bartlett's test of Sphericity Approx. Chi-Square	2852.471	Bartlett's test of Sphericity Approx. Chi-Square	2775.497
Sig.	.000	Sig.	.000

Exploratory Factor Analysis of Interactivity (INT)

The ten items of INT for both online and print data were executed to principal component analysis using SPSS version 20. After running the EFA, three items of INT for online data and two items of INT for print data were excluded due to low factor loading less than 0.50 (refer appendix B) and . After excluding the three items of INT for online data and two items of INT for print data with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the items of INT for online data and print data are 0.874 and 0.923 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of INT for online and print data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of INT for both online and printed data depicts that data used for the current study is appropriate for factor analysis as given in table.

Factor Analysis and Reliability test of INT

INT Online	Factor Loading	INT Print	Factor Loading
INT5	.819	INT2	.850
INT3	.809	INT5	.849
INT1	.786	INT3	.820
INT4	.755	INT4	.816
INT6	.731	INT1	.814
INT2	.723	INT6	.806
INT7	.669	INT7	.782
		INT8	.705
Cronbach's Alpha	0.874	Cronbach's Alpha	0.923
Eigenvalues	4.017	Eigenvalues	5.204
Cumulative %	57.389	Cumulative %	65.054
Kaiser Meyer Oklin Measure of	.866	Kaiser Meyer Oklin	.934

Sample Adequacy		Measure of Sample Adequacy	
Bartlett's test of Sphericity Approx. Chi-Square	918.009	Bartlett's test of Sphericity Approx. Chi-Square	1472.421
Sig.	0.000	Sig.	0.000

Exploratory Factor Analysis of, Brand Awareness (BA), Brand Image (BI), and Brand Purchase Intention (BPI) for online data

Nine items of BA, eleven items of BI and five items of BPI for online data were executed to principal component analysis using SPSS version 20. After running the EFA, all the items of BA and BPI for online data were loaded above 0.50. One item of BI for online data was excluded due to low factor loading less than 0.50 (refer appendix B). After excluding the one items of for online data with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the BA, BI and BPI for online data are 0.924, 0.928 and 0.847 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that all items of BA, BI and BPI for online data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of items of BA, BI and BPI for online data depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of Dependent Variables (BA, BI & BPI) Online

Items	BA	BI	BPI
BI5	.825		
BI7	.787		
BI9	.778		
BI6	.769		
BI10	.699		
BI3	.683		
BI8	.676		
BI1	.666		
BI2	.650		
BI4	.619		
BA6		.819	
BA3		.812	
BA5		.801	
BA4		.791	
BA1		.780	
BA2		.770	
BA9		.667	
BA7		.614	
BA8		.575	
BPI3			.836
BPI1			.816
BPI2			.789
BPI4			.756
BPI5			.675
Cronbach's Alpha	0.924	0.928	0.847
Eigenvalues	9.831		
Cumulative %	62.668		
Kaiser Meyer Oklin Measure of Sample Adequacy	.927		
Bartlett's test of Sphericity Approx. Chi-Square	4558.471		
Sig.	.000		

Exploratory Factor Analysis of, Brand Awareness (BA), Brand Image (BI), and Brand Purchase Intention (BPI) for print data

Nine items of BA, eleven items of BI and five items of BPI for print data were executed to principal component analysis using SPSS version 20. After running the EFA, all the items of BPI for online data were loaded above 0.50. One item of BA

379

and one item of BI for online data were excluded due to low factor loading less than 0.50 (refer appendix B). After excluding the one item of BA and one item of BI for print data with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the BA, BI and BPI for online data are 0.926, 0.945 and 0.825 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that all items of BA, BI and BPI for online data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of items of BA, BI and BPI for online data depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of Dependent Variables (BA, BI & BPI) Print

Items	BA	BI	BPI
BI10	.856		
BI6	.851		
BI8	.851		
BI7	.848		
BI4	.815		
BI5	.790		
BI9	.748		
BI2	.716		
BI3	.706		
BI1	.659		
BA4		.867	
BA6		.862	
BA5		.848	
BA1		.838	
BA3		.794	
BA2		.793	
BA7		.609	
BA9		.537	
BPI4			.810
BPI2			.808
BPI3			.780
BPI1			.765

BPI5			.679
Cronbach's Alpha	0.926	0.945	0.825
Eigenvalues	8.388		
Cumulative %	55.920		
Kaiser Meyer Oklin Measure of Sample Adequacy	.957		
Bartlett's test of Sphericity Approx. Chi-Square	2775.497		
Sig.	0.000		