

THESIS

EFFECTS OF TV ADVERTISING ON INDONESIAN
CONSUMERS: A COMPARISON OF STANDARDIZED AND
ADAPTED COMMERCIALS



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STATEMENT OF THESIS AUTHENTICITY

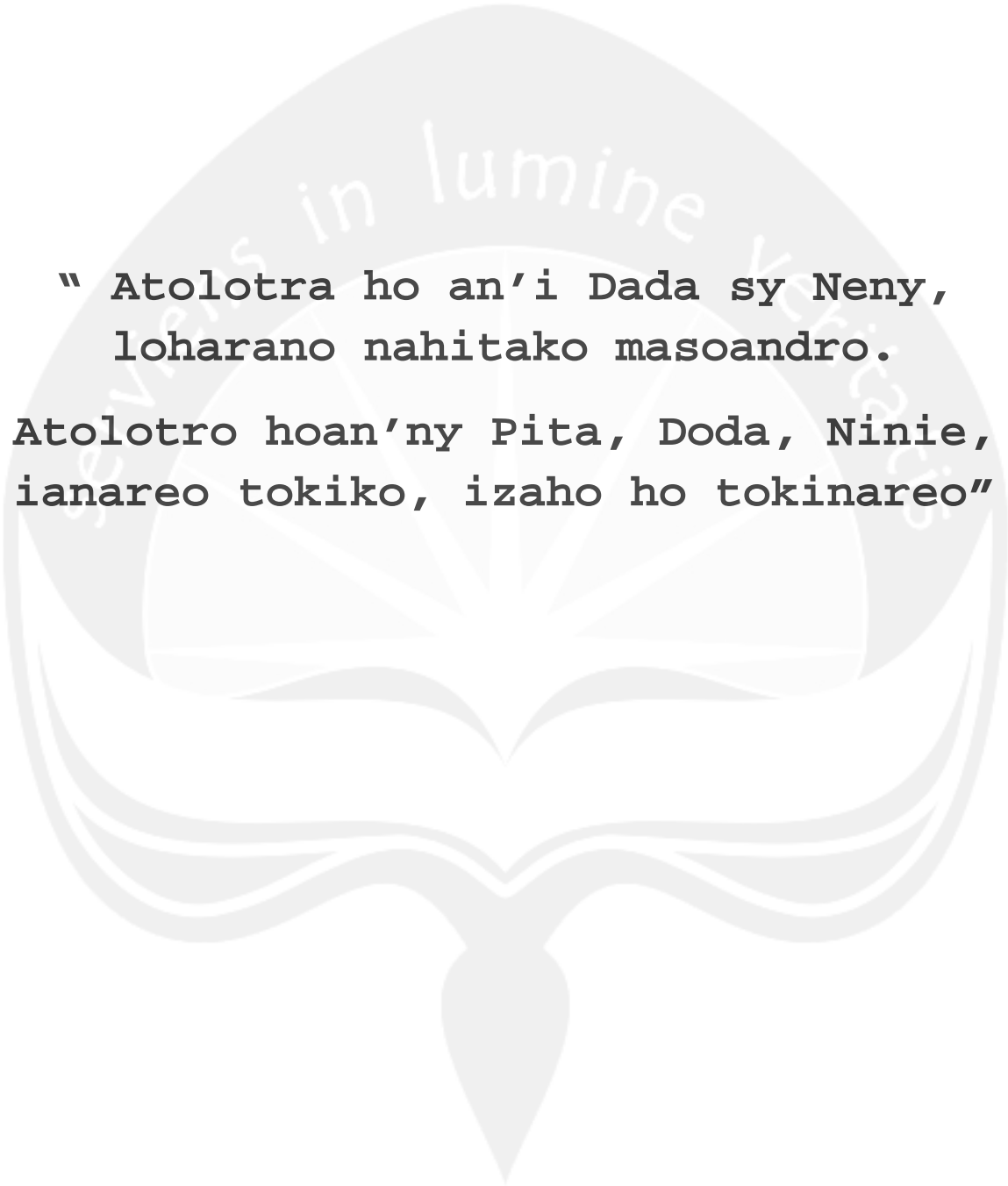
I, Santatriniaina Razafindratsimba, writer of this thesis hereby declare that the thesis entitled:

“EFFECTS OF TV ADVERTISING ON INDONESIAN CONSUMERS: A COMPARISON OF STANDARDIZED AND ADAPTED COMMERCIALS”

is really the result of my own study and research. I fully acknowledge that my writing does not contain other's writing except those that have been cited and mentioned in the references.

Yogyakarta, June 2012

Santatriniaina Razafindratsimba



" Atolotra ho an'i Dada sy Neny,
loharano nahitako masoandro.

Atolotro hoan'ny Pita, Doda, Ninie,
ianareo tokiko, izaho ho tokinareo"

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ABSTRACT

This study aims to evaluate the effects of the TV advertisements on Indonesian consumers by investigating consumer's perceptions of adapted and standardized TV commercials in Indonesia. The research focused on how the multinationals advertising strategies can affect the perception of the commercial then evaluated the moderating effects of the variables brand origin, product type, brand familiarity and execution style. The researcher has been using students from the special province of Yogyakarta as sample. Results indicate a significant difference between attitudes toward localized and adapted commercials of the same brand. Indonesian generally prefers standardized commercials. However this preference did not affect automatically their attitudes toward the brand itself or the purchase intention. Furthermore, standardized commercials are more likely to gain acceptance in the case of non durable products. Consumers express more positive attitudes toward the standardized commercial in the case of less familiar brands, and when it uses transformational appeals in its execution style.

Keywords: Perception, International advertising, standardization, adaptation, brand origin, brand familiarity, product effects, informational advertising, and transformational advertising.

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