

CHAPTER V

CONCLUSION

5.1 Introduction

In this chapter, the author concludes study result which has done and the manager implication. Then, the researcher made suggestion which could be done by management side to revise and reveal the limitation of research.

5.2 Conclusion

According to the result in Chapter IV, This study draws the following conclusion:

5.2.1 For the Dimension of Brand Awareness

Brand with Higher Awareness is influencing the Recall rate of the Product or Brand, as well as The Consumer Attitude and Intentions to buy. But Brand with less awareness, it doesn't have enough influence on the Recall rate of the Product or Brand, as well as The Consumer Attitude and Intentions to buy. Even though the audiences are not users, it still has possibility that after he/she watched the movie, they might still want to buy the product if the Brand have high degree of awareness.

From the result of T test and Regression analysis in this study, that product placement is one of the effective ways in method of advertising, one must have certain level of brand awareness. Because Brand awareness has significant influence on the advertising effect, if Brand awareness is high, it the Advertising Effect also high (Recall Rate, Consumer Attitude toward the product or brand and Buying intention).

5.2.2 For the Dimension of Attitude Toward the Script:

A product which is tightly connected to the script, it will make the audience easily recognize the product and they will believe the product to be what it's shown in the movie. So if a product was shown in a positive way, then the audiences will remember it in positive way.

In this study, the products in the chosen movie did have tight connection with the script. This might be the reason why audience's attitude toward the movie did affect the buying intention.

5.2.3 For the Dimension of Consumers' Agreement to Product Placement

People who are agree with product placement or have positive attitude toward it, they will have more willing to buy the product. They are more likely to believe what is shown at the movie. And people who are disagree with product placement, they will have less willing to buy the product, because they are not notice what is shown in the movie.

In this study, most of the audiences or respondents already know about the product placement, because they notice the product was shot in the Little Nicky Movie. This is maybe one of the reasons why attitude toward product placement have significant influence at advertising effect.

5.2.4 For the Dimension of Attitude Toward the Actor:

If the Brand awareness is high, the audiences' attitude toward the actor has influence on advertising effect. It is possible that this is because in this study, the actor in the chosen movie did show a strong connection with the product. Thus, the audiences will more likely to transfer their attention to the product. Beside, the actor at the chosen movie is a popular comedian actor but the character of the actor also important.

5.2.5 For the Dimension of Lifestyle

In this study there are two different groups of people. Each has different attitude toward the product placement. However they demonstrate no difference regarding advertising effect or any other dimensions in this study.

One of reason is that degree of product shown at the movie is high, so the audiences although they are agree or disagree with product placement, it doesn't matter. So even though they are old fashion or like to try new things, there is still no regarding the advertising effect in this study.

5.3 Managerial Implications

Considering the conclusions above, there are some managerial implications should be noticed.

1. Pay attention on Movie Selection

From the findings at this study, It is important to take care about the Script, because if the story is boring and doesn't have something unique, it will become a waste. Choose A movie which have purpose to make the audiences relax or happy. Because when people have a positive energy then it will give a positive attitude on whatever on the movie.

But on the other hand, do not forget about the character of the actor. Even though the actor is a popular celebrity, it doesn't mean it will give a good impression on the character of the actor in the movie. In this study almost all respondent don't want to be like Nicky at the movie. So the manager should pay attention of this factor, some audiences do not care about the character of the actor but some other audiences will get influence by the character of the actor which they think it doesn't cool enough.

By paying attention on a suitable movie and character of actors, it will give a good advertising effect on the Product placement.

2. High Exposure rate

In this study, Brand awareness is important part to influence the advertising effect of product placement. So if the brand awareness is low then people will find difficulty on remembering the product. It is good if the audiences already know the product so well, because it can give a

deeper impression on consumer mind. But if the audiences do not know the product so well, then the marketer/ manager should shown the product repeatedly or in other word Increasing the exposure rate the product in the movie, so people will recognize the product. That is why it is important for the manager to make sure that product have high enough level of Brand awareness.

3. Connect the Product and the Movie

Although the manager doesn't have power to decide how the story goes in a movie. It is effective if the manager willing to spend more money on a script which has a great connection between the product with the actor and movie. Because generally the movie runs 90 – 150 minutes, if the product just shown one time and do not have contribution or connection on the movie or actor, it will be a waste, because it will not give effect on the advertising.

5.4 Research Limitations

In this study, the researcher had some limitations which caused some weaknesses. First, in the context limitation, this study was held in Yogyakarta city. The sample was taken limited in this city at UniversitasAtma Jaya Yogyakarta. Therefore the result only represents the condition in Yogyakarta only.

Second, the sampling method is purposive sampling, so the researcher just targeting the youngster because almost all the moviegoers or people who like to

see movie is youngster. Therefore the result of this study not for generalization of all moviegoers and the real condition might not fit with the result in this study.

Third, the result of this study was depending on the product content. In this study the author select two products in the movie, Coca Cola and PopeyesChicken, These products are food and beverage product so almost all people can buy this. Different kind of product will show different result, For example, Car product, Clothe or anything else.

Fourth, In Yogyakarta there is a fried chicken product named “POPEYE FRIED CHICKEN”, and it almost has the same product Name with the product chosen at this study “POPEYES CHICKEN AND BISCUITS”. It can make the respondent confused on which popeyes chicken.

Fifth, Based on the clustering analysis in this study, the author used her own assumption to choose how much membership should be used. Therefore the result of clustering in this study can have more than 2 clusters.

5.5 Future Research Suggestion

In future research, there are still some directions can be discussed more deeply:

Although at this study the independent variable (Brand awareness, Consumer Attitude toward Script, Endorser, and Product Placement) have a good relation with Dependent Variable (Advertising effect) But there are more than 50 % can be

explained by other variables or factors that are not included in this research. So future research can compare with the different variables that relate to this study.

This study using Movie with Comedy genre, maybe future research can use different movie genre which will gave a happy storyline. Like some romantic movie, fantasy movie, or maybe action movie.

The sample of this study is youngster, which almost all the respondents are student at UniversitasAtma Jaya Yogyakarta. Maybe future research can put different range of age to see if there is difference between the youngster segment and other range of age.

In Yogyakarta there is a fried chicken product named “POPEYE FRIED CHICKEN”, and it almost has the same product Name with the product chosen at this study “POPEYES CHICKEN AND BISCUITS”. It can make the respondent confused on which popeyes chicken. So next researcher can checked first product which will be chosen.

Based on the clustering analysis in this study, the author used her own assumption to choose how much membership should be used. Therefore the result of clustering in this study can have more than 2 clusters.

The next researcher can examine other product which being put at a movie such as Vehicle products, Clothing Product, Furniture product or else. There are many kind of product which also advertises by this kind of Advertisement. It would be better if the next researcher find any new result from this study.

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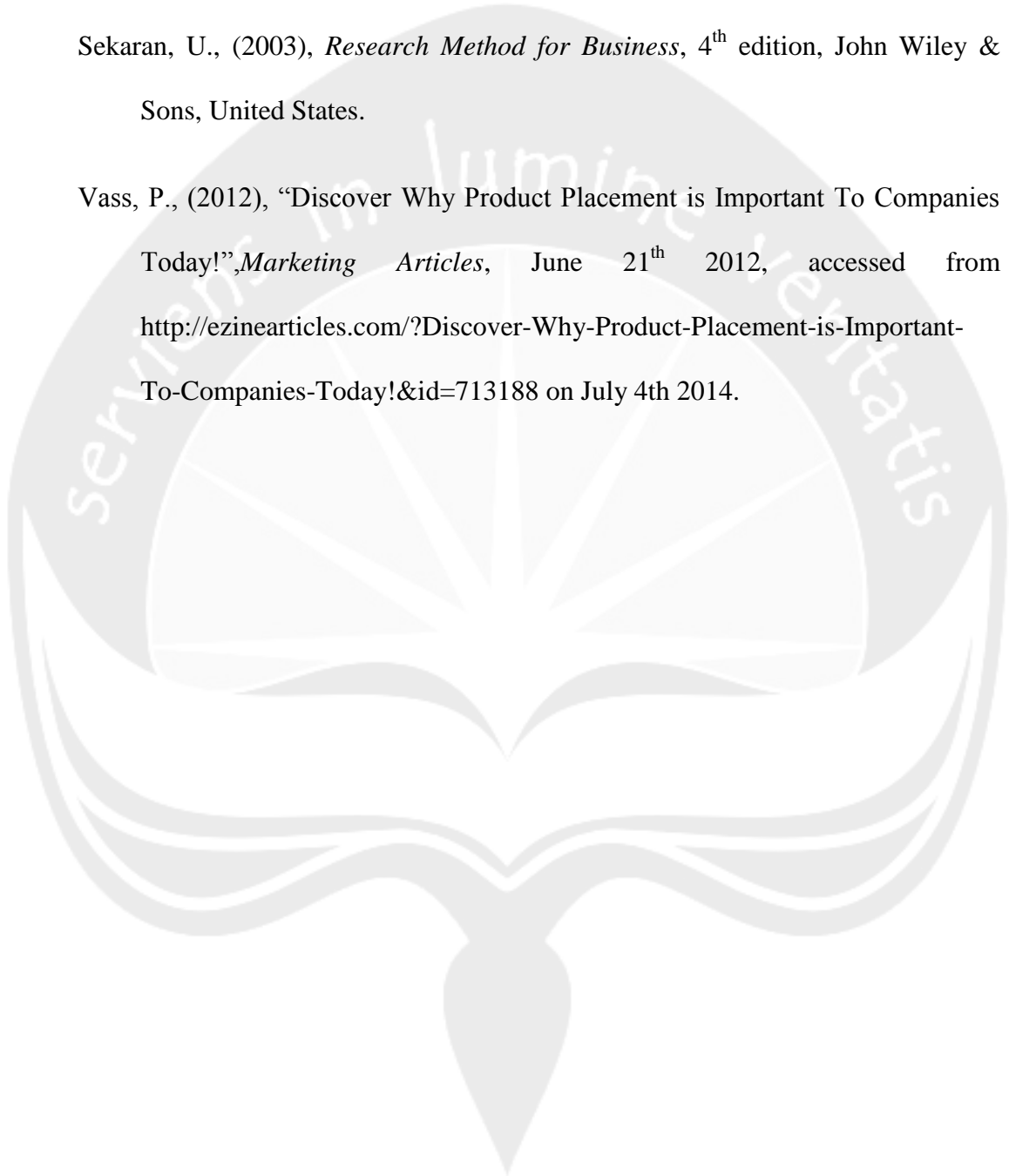
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Appendix 1.1

QUESTIONNAIRE

I. Preface

Dear Respondents,

Regarding to the fulfillment of final assignment or Thesis, which is done at Economic faculty of Atma Jaya Yogyakarta University. Therefore I'm doing a research with the title **“The Effect of Subliminal Advertising on Consumer Attitude and Buying Intention”**

There is a way to collect the data which is by distributing questionnaire to respondents. Therefore I kindly ask your favor to fill the questionnaire as data that will be used in this research. Thank you very much for your time and your cooperation.

Researcher

(GeovaniAgnesiaSomantry)

II. Instruction

1. This questionnaire is only for academic requirement; please kindly answer it with honesty.
2. Read and Answer every question carefully without missed it.
3. Give a sign (V) to an answer that is right according to you.
 - 1: strongly disagree
 - 2: disagree
 - 3: Neutral
 - 4: Agree
 - 5: Strongly Disagree

III. RESPONDENT DATA

1. Age :years old
2. Gender : Male Female
3. Faculty :
4. University :

IV. QUESTIONNAIRE

No	Question	SD	D	N	A	SA
	A. Advertising Effect of Coca Cola					
1.	I think it is persuasive advertising to mention or shoot a product on purpose					
2.	I think Coca Cola is necessary for everyday life.					
3.	I have positive attitude towards Coca Cola that was shown in the movie.					
4.	After seeing the movie, I will not refuse to buy Coca Cola.					
5.	If I have chance to buy soda water, I will put Coca Cola into my consideration.					
6.	I think it will make me happy to buy Coca Cola .					
7.	I think children will be happy if I buy Coca Cola for them.					
	B. Advertising Effect of Popeyes Chicken					
1.	I think it is a persuasive advertising to mention or shoot a product on purpose.					
2.	I think Popeyes Chicken should be delicious.					
3.	I have positive attitude toward Popeyes Chicken that was shown in the movie.					
4.	After seeing the movie, I want to buy Popeyes Chicken					
5.	If I have chance to buy Fried chicken, I will put Popeyes Chicken into my consideration.					
6.	I think something being put into the movie is because it has extraordinary quality.					

7.	I think it will make me happy to buy Popeyes Chicken					
8.	I think children will be happy if I buy Popeyes Chicken for them.					
	C. Attitude toward the script					
1.	I like the story of this movie.					
2.	I like the way this movie is made.					
3.	I think the actor performed very well.					
4.	To sum up, I am satisfied with this movie.					
5.	I think the selling point of this movie is only actors. And in fact, it's a meaningless movie					
6.	I think this movie only had famous promotion. In fact, it's not very satisfying.					
	D. Brand Awareness of Coca Cola					
1.	I have seen or heard Coca Cola.					
2.	I have drunk Coca Cola personally before.					
3.	I often see advertisements for Coca Cola.					
4.	I think the awareness of Coca Cola is high.					
5.	I think Coca Cola is the byword of soft drink.					
6.	When I hear soft drink, the first brand I think of is Coca Cola					
	E. Brand Awareness of Popeyes Chicken					
1.	I have seen or heard Popeyes Chicken .					
2.	I have eat Popeyes Chicken personally before.					
3.	I often see advertisements for Popeyes Chicken.					
4.	I think the awareness of Popeyes Chicken is high.					
5.	I think Popeyes Chicken is the byword of Fried Chicken					

6.	When I hear Fried chicken, the first brand I think of is Popeyes Chicken					
	F. Attitude toward the endorser					
1.	I think Adam Sandler appearance is funny.					
2.	I think Adam Sandler is very suitable for playing the character in this movie					
3.	I wish I could have been the same character as Nicky.					
4.	I think it's suitable for Adam Sandler to endorse food product.					
	G. Attitude toward the product placement					
1.	When I watch a movie, I usually can hear some brands being mentioned or see some brands being shot specially					
2.	I think product placement is a good way to promote or sell a product.					
3.	Regarding product placement, the more the better.					
4.	I think mentioning or shooting a product in the movie on purpose should be encouraged.					
5.	I think mentioning or shooting a product in the movie on purpose should be allowed without any restrictions.					
	H. Life style					
1.	I like to pursue an exciting, and risky life.					
2.	I often try the newest hair style.					
3.	I prefer fashion over practicality.					
4.	I am a fashioned person in others' view.					
5.	I dress to show my personal characteristic.					
6.	I hope I can have personality and a fashionable leisure life.					
7.	I want to be free to decide my own use of leisure time.					
8.	I only want to relax and rest in holidays					
9.	My friends discuss brands with me.					

Appendix 1.2

KUISIONER

I. Kata Pengantar

Dengan Hormat,

Sehubungan dengan penyelesaian tugas akhir atau skripsi yang sedang saya lakukan di Fakultas Ekonomi Universitas Atma Jaya Yogyakarta, maka saya melakukan penelitian dengan judul **“The Effect of Subliminal Advertising on Consumer Attitude and Buying Intention”**

Adapun salah satu cara untuk mendapatkan data adalah dengan menyebarkan kuisioner kepada responden.

Untuk itu saya memintakesediaansaudara/I sekalian untuk mengisikuisioner ini sebagai data yang akan di pergunakan dalam penelitian. Ataskesediaandankerjasamanya, saya ucapkanterimakasih.

Peneliti

(Geovani Agnesia Somantry)

II. Petunjuk

1. Kuisioner ini semata-mata untuk keperluan akademis, mohon di jawab dengan jujur
2. Bacalah dan jawablah semua pertanyaan dengan teliti tanpa ada yang terlewatka
3. Berilah tanda (V) pada jawaban yang menurut anda tepat.
 - 1: Sangat Tidak Setuju
 - 2: Tidak Setuju
 - 3: Netral
 - 4: Setuju
 - 5: Sangat Setuju

III. DATA RESPONDEN

1. Usia :tahun
2. JenisKelamin : Laki-laki Perempuan
3. Fakultas :
4. Universitas :

IV. KUISIONER

No	Question	S	T	N	S	S
		S	T	N	S	S
		T	S			S
		S				
	A. Advertising Effect of Coca Cola					
1.	Menurut saya dengan menyebutkan nama maka akan tampil sebuah produk dengan sengaja merupakan iklan yang di sengaja.					
2.	Menurut saya, Coca Cola merupakan kebutuhan untuk kehidupan sehari-hari					
3.	saya memiliki sikap yang positif terhadap Coca Cola yang di perlihatkan di film					
4.	setelah melihat film tersebut, saya tidak akan menolak untuk membeli Coca Cola					
5.	Jika saya memiliki kesempatan untuk membeli minuman soda, saya akan meletakkan Coke Cola sebagai pertimbangan saya					
6.	Menurut saya, ini akan membuat saya bahagia untuk membeli Coca Cola					
7.	Menurut saya, anak-anak kecil akan merasa bahagia jika saya membelikan Coca Cola untuk mereka					

	B. Advertising Effect of Popeyes Chicken					
1	Menurut saya dengan menyebutkan nama maka akan menampilkan sebuah produk dengan sengaja merupakan iklan yang di sengaja.					
2	Menurut saya, Popeyes Chicken itu enak					
3	Saya memiliki sikap yang positif terhadap Popeyes Chicken yang di perlihatkan di Film					
4	Setelah melihat Film tersebut, saya ingin membeli Popeyes Chicken					
5	Jika saya memiliki kesempatan untuk membeli ayam goreng, saya akan meletakkan Popeyes Chicken sebagai pertimbangan saya					
6	Menurut saya sesuatu yang di letakkan di film itu karena memiliki kualitas yang luar biasa					
7	Menurut saya, ini akan membuat saya bahagia untuk membeli Popeyes Chicken					
8	Menurut saya, anak-anak kecil akan merasa bahagia jika saya membelikan Popeyes Chicken untuk mereka					
	C. Attitude toward the script					
1	Saya sukacita pada film ini					
2	Saya suka cara film ini di buat					
3	Menurut saya, si actor tampil dengan sangat baik					

4.	Kesimpulannya, sayapuasdengan film ini					
5.	MenurutSaya, film inihanyamemilikipromosi yang terkenal					
6.	MenurutSaya, nilaijualdari film inihanyalahaktornyadannyatanyainiadalah film yang tidakberarti					
	D. Brand Awareness of Coca Cola					
1.	SayapernahmeminumCoca Colasebelumnya					
2.	SayapernahmelihatdanmendengarCoca Cola					
3.	SayaseringmelihatiklandariCoca Cola					
4.	Menurutsaya, tingkatkesadaranprodukdariCoca Colaadalahtinggi					
5.	Ketikasayamendengar soft drink, brand/namaproduk yang sayapikirkanadalahCoca Cola					
6.	MenurutsayaCoca ColaadalahByword dari soft drink					
	E. Brand Awareness of Popeyes Chicken					
1.	SayapernahmemakanPopeyes Chickensebelumnya					
2.	SayapernahmelihatdanmendengarPopeyes Chicken					
3.	SayaseringmelihatiklandariPopeyes Chicken					
4.	Menurutsaya, tingkatkesadarandariPopeyes Chickenadalahtinggi					

5.	Ketika saya mendengar Ayam Goreng/Fried Chicken, brand/nama produk yang saya pikirkan adalah Popeyes Chicken					
6.	Menurut saya Popeyes Chicken adalah Byword dari fried chicken/ayam goreng.					
F. Attitude toward the endorser						
1.	Menurut saya, Penampilan Adam Sandler itu lucu					
2.	Menurut saya, Adam Sandler sangat cocok untuk memerankan karakternya di film itu					
3.	Saya berharap saya bisa sama seperti karakter Nicky					
4.	Menurut saya, sangat cocok bagi Adam Sandler untuk membintang iklan produk makanan					
G. Attitude toward the product placement						
1.	Ketika saya melihat film, biasanya saya dapat mendengar beberapa brand disebutkan atau melihat beberapa brand di tampilan					
2.	Menurut saya penempatan produk (product placement) merupakan cara yang baik untuk mempromosikan atau menjual sebuah produk					
3.	Lebih banyak Penempatan produk (product placement) dalam film itu akan lebih baik					

4.	Menurut saya menyebutkan atau menampilkan produk di sebuah film dengan sengaja sangat di anjurkan					
5.	Menurut saya menyebutkan atau menampilkan produk di sebuah film dengan sengaja harus di perbolehkan tanpa adanya pelarangan					
H. Life style						
1.	Saya sukamengejar kehidupan yang menyenangkan dan beresiko					
2.	saya sering mencoba gaya rambut baru					
3.	Di mata orang lain saya orang yang mempunyai gaya					
4.	Saya berpakaian untuk menunjukkan personal karakter saya					
5.	Saya berharap dapat memiliki kepribadian dan kehidupan yang mewah					
6.	saya ingin bebas dalam menggunakan waktu bersantai saya					
7.	saya hanya ingin bersantai dan istirahat saat liburan					
8.	teman-teman saya mendiskusikan tentang brand dengan saya					
9.	Nasihat dari keluarga mempengaruhi keputusan saya untuk memilih brand					

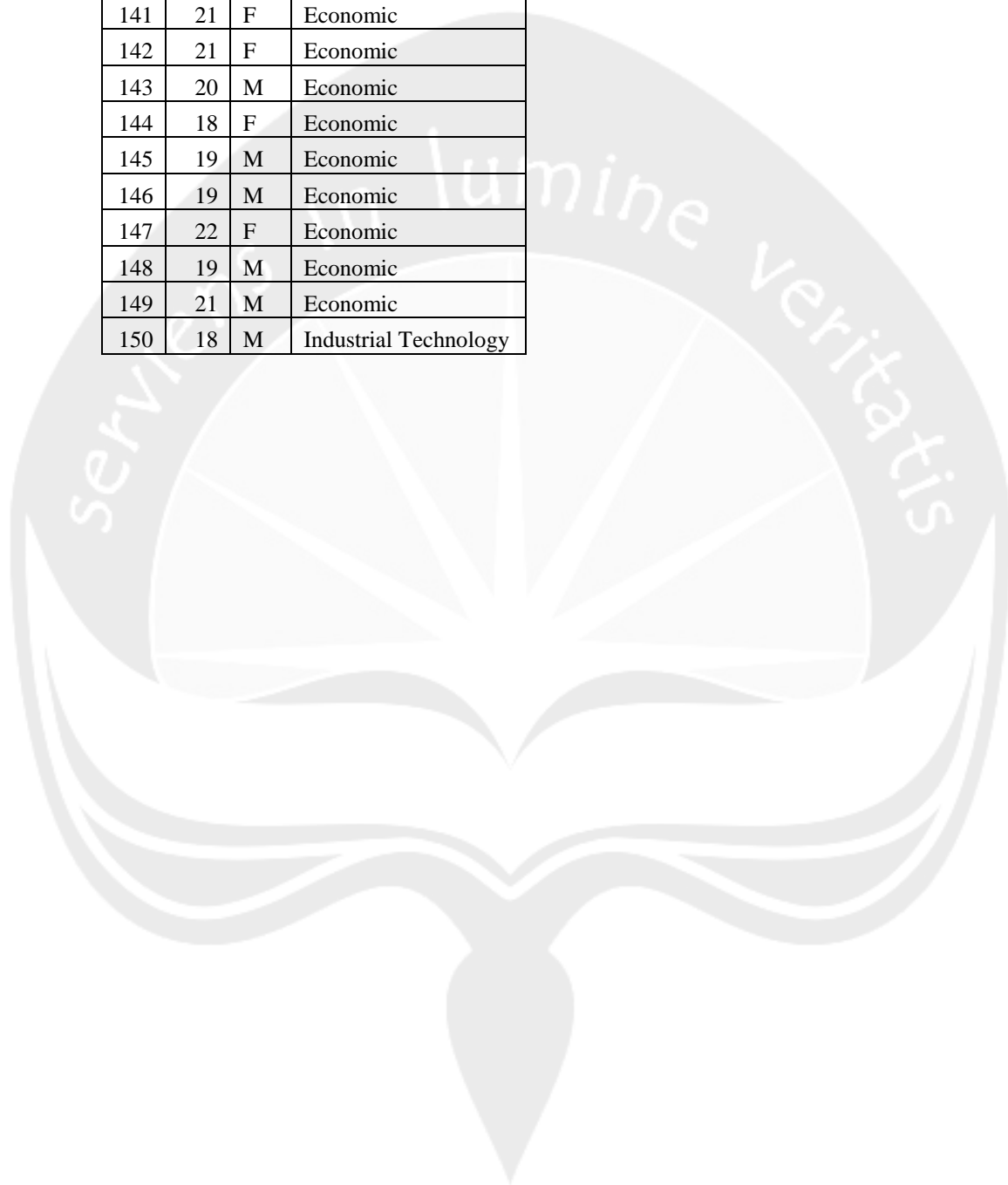
Appendix 1.3

Respondent Profile Data

No	Age	Sex	FACULTY	No	Age	Sex	FACULTY
1	20	F	Economic	36	21	M	Economic
2	18	F	Economic	37	23	F	Economic
3	20	F	Economic	38	22	F	Economic
4	21	F	Economic	39	23	M	Economic
5	22	F	Economic	40	20	M	Economic
6	21	F	Economic	41	18	M	Economic
7	20	F	Economic	42	20	M	Economic
8	20	F	Economic	43	21	M	Economic
9	21	F	Economic	44	19	F	Economic
10	23	F	Economic	45	18	F	Industrial Technology
11	21	F	Economic	46	20	F	Industrial Technology
12	21	F	Economic	47	20	F	Industrial Technology
13	20	F	Economic	48	20	F	Industrial Technology
14	21	F	Economic	49	20	F	Industrial Technology
15	20	F	Economic	50	20	F	Industrial Technology
16	21	M	Economic	51	20	F	Industrial Technology
17	20	M	Economic	52	20	F	Industrial Technology
18	18	M	Economic	53	20	M	Industrial Technology
19	19	F	Economic	54	21	M	Industrial Technology
20	19	M	Economic	55	22	M	Industrial Technology
21	19	F	Economic	56	23	F	Economic
22	19	F	Economic	57	21	M	Economic
23	19	M	Economic	58	20	F	Economic
24	19	F	Economic	59	21	F	Economic
25	20	M	Economic	60	23	M	Economic
26	20	M	Economic	61	23	M	Economic
27	20	F	Economic	62	20	F	Economic
28	20	M	Economic	63	21	M	Economic
29	20	M	Economic	64	21	F	Economic
30	20	F	Economic	65	20	F	Economic
31	21	F	Economic	66	20	F	Economic
32	20	F	Economic	67	20	F	Economic
33	19	M	Economic	68	18	F	Economic
34	18	F	Economic	69	21	M	Economic
35	18	M	Economic	70	19	M	Economic

No	Age	Sex	FACULTY	No	Age	Sex	FACULTY
71	18	M	Economic	106	19	M	Economic
72	18	M	Economic	107	20	M	Economic
73	21	M	Economic	108	21	M	Economic
74	19	M	Economic	109	19	M	Economic
75	22	F	Economic	110	21	M	Economic
76	21	F	Economic	111	20	F	Economic
77	22	F	Economic	112	22	F	Economic
78	22	F	Economic	113	23	M	Economic
79	22	F	Economic	114	22	F	Economic
80	18	M	Economic	115	19	F	Economic
81	22	F	Economic	116	21	F	Economic
82	21	F	Economic	117	18	F	Economic
83	21	M	Economic	118	20	F	Economic
84	21	M	Economic	119	21	F	Economic
85	22	F	Economic	120	21	F	Economic
86	21	F	Economic	121	19	F	Economic
87	19	F	Economic	122	23	M	Industrial Technology
88	21	F	Economic	123	20	M	Industrial Technology
89	20	M	Economic	124	18	M	Industrial Technology
90	20	M	Economic	125	18	M	Industrial Technology
91	21	F	Economic	126	21	M	Industrial Technology
92	22	F	Economic	127	21	F	Industrial Technology
93	22	M	Economic	128	22	F	Economic
94	20	M	Economic	129	19	M	Industrial Technology
95	21	M	Economic	130	21	M	Industrial Technology
96	21	M	Economic	131	21	F	Economic
97	23	M	Economic	132	23	M	Economic
98	21	M	Economic	133	20	M	Economic
99	21	M	Economic	134	19	M	Industrial Technology
100	21	M	Economic	135	22	M	Economic
101	23	M	Economic	136	20	M	Economic
102	21	M	Economic	137	19	M	Economic
103	20	M	Economic	138	18	M	Economic
104	20	M	Economic	139	20	F	Economic
105	20	M	Economic	140	22	M	Economic

No	Age	Sex	FACULTY
141	21	F	Economic
142	21	F	Economic
143	20	M	Economic
144	18	F	Economic
145	19	M	Economic
146	19	M	Economic
147	22	F	Economic
148	19	M	Economic
149	21	M	Economic
150	18	M	Industrial Technology



Appendix 1.4

Respondent Questionnaire Responses

No	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6	F1	F2	F3	F4	G1	G2	G3	G4	G5	H1	H2	H3	H4	H5	H6	H7	H8	H9				
1	4	4	4	5	4	5	4	5	4	5	4	5	5	4	5	4	4	3	4	3	3	5	5	5	4	4	4	4	4	4	3	3	4	2	4	4	4	4	3	4	3	4	3	3	4	4	4	4	2	4					
2	5	4	4	4	5	4	4	5	4	5	4	5	4	4	5	4	4	4	5	4	3	5	5	4	1	5	1	4	4	4	4	5	1	4	4	1	4	4	1	4	3	2	3	3	2	1	3	4	2	5	4	2	4		
3	4	3	5	4	4	4	4	4	4	4	4	4	3	5	5	4	5	4	4	5	4	2	5	5	4	4	5	3	4	5	3	4	5	3	4	4	5	3	4	4	4	3	4	4	3	3	4	4	4	5	2	4			
4	4	4	5	4	4	5	3	3	5	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	2	2	2	2	5	4	1	3	2	2	3	2	2	3	2	2	3	2	4	4	3	5			
5	4	3	2	3	2	4	4	4	4	4	4	4	4	2	3	2	2	4	5	4	3	4	4	4	3	4	4	2	5	4	2	2	4	5	2	5	4	4	2	4	4	2	4	4	2	3	4	5	4	3	5				
6	4	4	4	3	4	5	5	4	4	3	5	5	4	3	4	3	4	3	4	3	4	5	5	4	4	4	4	4	4	4	2	2	4	4	3	4	4	4	5	4	4	4	5	4	3	4	4	5	3	4					
7	4	4	5	4	5	4	5	3	3	5	4	4	4	4	5	4	4	4	5	4	3	5	5	4	4	4	3	4	5	4	2	1	4	5	3	4	4	4	2	3	4	3	4	3	4	5	5	4	3	4					
5	2	4	4	4	4	5	3	3	5	4	4	4	3	4	4	5	4	4	4	5	4	5	4	4	4	4	4	5	4	2	2	4	4	2	4	4	2	4	3	2	2	4	2	2	1	4	2	4	4	3	4				
9	4	4	4	5	5	5	4	4	4	5	5	5	5	4	5	5	4	5	4	2	5	5	4	4	2	4	2	4	2	2	4	4	2	4	4	2	4	5	5	2	4	4	2	1	4	4	4	4	3	4					
10	2	3	4	4	5	5	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	3	5	4	4	5	4	4	3	4	4	3	5	3	2	3	4	2	3	1	4	3	4	4	4	5						
11	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	2	4	4	4	4	4	4	4	4	4	4	2	2	4	4	2	5	4	4	3	4	4	4	5	4	4	4	4	4	4	4	5					
12	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	4	3	4			
13	3	2	4	4	4	5	3	4	4	4	4	4	3	5	4	3	4	4	4	4	3	5	5	4	3	4	5	2	3	2	1	3	4	4	1	4	4	4	3	4	4	4	1	1	4	4	4	5	3	4					
14	4	4	4	4	5	5	4	4	3	5	5	4	4	4	4	4	4	4	4	4	2	4	4	4	3	4	4	4	5	4	2	2	4	5	2	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	3	4			
15	4	5	4	4	5	5	4	4	4	5	5	5	4	4	5	5	4	4	3	5	4	4	4	4	5	4	4	4	4	4	3	4	4	2	5	4	3	5	3	5	3	5	4	5	5	4	5	4	4	2	5				
16	4	4	5	4	5	5	4	4	4	4	4	4	4	5	5	5	4	5	1	5	5	4	4	4	4	4	4	4	4	2	2	4	4	2	4	4	2	4	4	5	3	4	4	3	4	4	3	4	4	4	2	4			
17	2	1	4	5	4	4	2	4	4	3	2	5	4	4	4	4	4	4	5	4	5	5	5	4	4	5	4	4	5	4	2	2	5	5	2	4	4	4	3	3	5	4	5	4	5	4	5	4	5	4	2	4			
18	4	4	4	4	4	4	5	4	4	4	4	4	5	4	4	5	4	4	2	4	4	4	4	4	3	4	4	4	5	4	2	2	3	4	3	5	4	4	3	3	4	3	4	3	4	3	4	4	3	5					
19	4	3	2	2	4	5	4	4	4	4	4	4	4	5	4	4	4	2	2	4	4	4	4	4	3	4	4	2	5	2	2	2	4	4	2	4	4	4	4	4	4	4	4	4	3	2	4	4	5	2	4				
20	4	4	4	4	4	5	4	4	3	5	4	4	5	4	4	5	4	4	3	5	5	4	4	3	5	5	4	4	4	2	2	4	4	3	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	3	5		
21	4	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	5	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	
22	4	3	3	3	4	4	4	4	5	5	4	4	4	4	4	4	4	4	3	3	4	5	5	5	4	4	2	4	2	2	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	2	4
23	3	1	5	4	5	4	2	4	4	4	4	4	4	4	4	4	4	4	5	4	5	2	5	5	4	4	5	4	5	1	1	5	4	1	4	4	1	3	5	1	3	5	1	5	4	5	4	5	4	2	4				
24	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	3	4	5	4	2	1	4	4	3	5	4	4	3	4	4	5	1	3	4	4	5	3	5	4	2	4			
25	4	5	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	2	5	4	3	4	4	4	4	1	2	3	4	2	4	4	5	4	2	3	4	1	4	5	4	5	4	5	4	2	4				

Appendix 1.5

SPSS Output Of Reliability Analysis

1.5.1 Advertising Effect Coca Cola

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.653	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A1	25.12	4.616	.229	.797
A2	25.28	4.767	.198	.862
A3	25.07	4.136	.496	.700
A4	25.02	4.637	.360	.752

A5	25.09	4.133	.510	.696
A6	24.62	4.653	.342	.757
A7	24.64	4.715	.313	.766

1.5.2 Advertising Effect of Popeyes Chicken

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.746	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
B1	29.93	6.761	.628	.677

B2	29.93	6.726	.635	.675
B3	29.83	8.748	.422	.726
B4	29.82	8.712	.431	.724
B5	29.86	8.672	.384	.730
B6	29.94	6.755	.625	.678
B7	29.53	9.311	.181	.760
B8	29.53	9.217	.210	.756

1.5.3 Attitude toward Script

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.697	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C1	17.61	5.004	.493	.645
C2	17.59	4.902	.571	.628
C3	17.62	4.922	.536	.634
C4	17.60	4.899	.579	.626
C5	19.69	4.284	.344	.707
C6	19.66	4.306	.332	.713

1.5.4 Brand Awareness of Coca Cola

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.736	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
D1	21.05	3.656	.633	.654
D2	21.01	3.624	.631	.654
D3	21.13	3.351	.721	.621
D4	21.43	3.039	.584	.669
D5	21.44	5.013	.160	.783
D6	21.57	4.556	.227	.758

1.5.5 Brand Awareness of Popeyes Chicken

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.711	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
E1	15.53	6.211	.712	.673
E2	16.11	6.203	.593	.718
E3	15.14	8.631	.370	.794
E4	15.55	6.156	.718	.670
E5	17.26	8.905	.215	.831
E6	17.39	9.500	.175	.863

1.5.6 Attitude toward the Endorser

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.761	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
F1	10.69	1.207	.198	.762
F2	10.61	1.004	.310	.644
F3	12.63	1.187	.163	.801
F4	10.56	1.563	.169	.791

1.5.7 Attitude toward Product Placement

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.669	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
G1	15.18	4.041	.326	.659
G2	15.15	3.750	.423	.618
G3	16.20	3.034	.381	.679
G4	15.11	3.881	.581	.571
G5	15.09	3.945	.582	.576

1.5.8 Lifestyle

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.662	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
H1	28.85	11.701	.469	.602
H2	29.65	10.042	.582	.563
H3	29.53	10.371	.611	.558
H4	28.58	12.863	.359	.631
H5	28.73	12.119	.469	.606

H6	28.64	13.547	.227	.657
H7	28.81	13.455	.178	.671
H8	30.15	15.124	.165	.689
H9	28.39	14.858	.190	.662



Appendix 1.6

SPSS Output of Factor Analysis

1.12.1 Advertising Effect Coca Cola

2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.602
Bartlett's Test of Sphericity	Approx. Chi-Square	906.772
	df	21
	Sig.	.000

Communalities

	Initial	Extraction
A1	1.000	.646
A2	1.000	.702
A3	1.000	.933
A4	1.000	.450
A5	1.000	.927
A6	1.000	.973
A7	1.000	.973

Extraction Method: Principal

Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	2.452	35.029	35.029
2	1.818	25.977	61.006
3	1.334	19.055	80.061
4	.768	10.970	91.031
5	.561	8.018	99.048
6	.052	.736	99.784
7	.015	.216	100.000

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component		
	1	2	3
A1	.192	-.059	.778
A2	.027	-.120	.829
A3	.872	-.392	-.137
A4	.612	-.271	.047
A5	.875	-.381	-.129
A6	.533	.830	.011
A7	.480	.860	.054

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

1.6.2 Advertising Effect Popeye Chicken

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.737
Bartlett's Test of Sphericity	Approx. Chi-Square	413.007
	df	29
	Sig.	.000

Communalities

	Initial	Extraction
B1	1.000	.994
B2	1.000	.997
B3	1.000	.980
B4	1.000	.972
B5	1.000	.928
B6	1.000	.991
B7	1.000	.989
B8	1.000	.989

Extraction Method: Principal

Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	3.040	37.999	37.999
2	3.007	37.593	75.592
3	1.793	22.409	98.001
4	.111	1.386	99.387
5	.022	.270	99.657
6	.018	.225	99.882
7	.009	.118	100.000
8	2.723E-15	3.404E-14	100.000

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component		
	1	2	3
B1	.570	.807	.133
B2	.574	.805	.140
B3	.812	-.492	-.280
B4	.816	-.486	-.266
B5	.785	-.493	-.264
B6	.572	.805	.125
B7	.232	-.422	.870
B8	.254	-.402	.874

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

1.6.3 Attitude toward the script**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.662
Bartlett's Test of Sphericity	Approx. Chi-Square	1592.818
	df	15
	Sig.	.000

Communalities

	Initial	Extraction
C1	1.000	.930
C2	1.000	.915
C3	1.000	.956
C4	1.000	.953
C5	1.000	.991
C6	1.000	.993

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	3.790	63.169	63.169
2	1.947	32.454	95.623
3	.123	2.046	97.669
4	.106	1.760	99.429
5	.027	.452	99.881
6	.007	.119	100.000

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
C1	.963	.053
C2	.945	.146
C3	.973	.090
C4	.967	.134
C5	-.204	.975
C6	-.213	.973

Extraction Method: Principal
Component Analysis.

a. 2 components extracted.

1.6.4 Brand Awareness Coca Cola

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.714
Bartlett's Test of Sphericity	Approx. Chi-Square	332.323
	df	15
	Sig.	.000

Communalities

	Initial	Extraction
D1	1.000	.747
D2	1.000	.752
D3	1.000	.754
D4	1.000	.591
D5	1.000	.587
D6	1.000	.682

Extraction Method: Principal

Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	2.844	47.395	47.395
2	1.269	21.155	68.550
3	.865	14.411	82.961
4	.509	8.478	91.439
5	.290	4.839	96.278
6	.223	3.722	100.000

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
D1	.848	-.165
D2	.850	-.172
D3	.868	.007
D4	.766	.069
D5	.047	.764
D6	.242	.790

Extraction Method: Principal
Component Analysis.

a. 2 components extracted.

1.6.5 Brand Awareness Popeyes Chicken

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.661
Bartlett's Test of Sphericity	Approx. Chi-Square	615.016
	df	15
	Sig.	.000

Communalities

	Initial	Extraction
E1	1.000	.889
E2	1.000	.632
E3	1.000	.382
E4	1.000	.895
E5	1.000	.811
E6	1.000	.813

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	2.787	46.448	46.448
2	1.636	27.273	73.722
3	.722	12.039	85.761
4	.463	7.711	93.472
5	.365	6.082	99.554
6	.027	.446	100.000

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
E1	.943	-.013
E2	.782	.143
E3	.614	-.074
E4	.946	-.008
E5	.054	.899
E6	-.106	.896

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

1.6.6 Attitude toward the Endorser**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.667
Bartlett's Test of Sphericity	Approx. Chi-Square	57.824
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
F1	1.000	.786
F2	1.000	.730
F3	1.000	.573
F4	1.000	.531

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	1.564	39.090	39.090
2	1.056	26.397	65.488
3	.951	23.771	89.259
4	.430	10.741	100.000

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
F1	.886	.004
F2	.846	.118
F3	.232	.720
F4	.088	.723

Extraction Method: Principal
Component Analysis.

a. 2 components extracted.

1.6.7 Attitude toward the Product Placement**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.590
Bartlett's Test of Sphericity	Approx. Chi-Square	418.281
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
G1	1.000	.862
G2	1.000	.855
G3	1.000	.513
G4	1.000	.888
G5	1.000	.887

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	2.424	48.479	48.479
2	1.580	31.606	80.085
3	.628	12.553	92.638
4	.284	5.675	98.313
5	.084	1.687	100.000

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
G1	.382	.846
G2	.484	.788
G3	.682	-.219
G4	.890	-.310
G5	.887	-.315

Extraction Method: Principal
Component Analysis.

a. 2 components extracted.

1.6.8 Lifestyle

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.610
Bartlett's Test of Sphericity	Approx. Chi-Square	413.007
	df	36
	Sig.	.000

Communalities

	Initial	Extraction
H1	1.000	.510
H2	1.000	.629
H3	1.000	.692
H4	1.000	.472
H5	1.000	.572
H6	1.000	.762
H7	1.000	.755
H8	1.000	.804
H9	1.000	.795

Extraction Method: Principal

Component Analysis.

Total Variance Explained

Compon ent	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	2.811	31.229	31.229
2	1.648	18.316	49.544
3	1.531	17.012	66.556
4	.972	10.795	77.351
5	.629	6.984	84.335
6	.476	5.284	89.619
7	.361	4.010	93.630
8	.350	3.888	97.517
9	.223	2.483	100.000

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component		
	1	2	3
H1	.713	-.033	-.010
H2	.756	.238	.021
H3	.810	.180	-.056
H4	.609	.137	-.288
H5	.740	-.051	-.148
H6	.213	-.073	.843
H7	.247	-.284	.783
H8	-.184	.874	.078
H9	-.123	.829	.304

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Appendix 1.7

SPSS Output Of Regression Analysis

1.7.1 Advertising Effect Coca Cola

1.7.1.1 Recall Rate

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	FAC2_7, FAC1_7, FAC2_4, FAC1_3, FAC1_4, FAC2_6, FAC1_6, FAC2_3 ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.429 ^a	.184	.138	.92849193

a. Predictors: (Constant), FAC2_7, FAC1_7, FAC2_4, FAC1_3, FAC1_4, FAC2_6, FAC1_6, FAC2_3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.444	8	3.431	3.979	.000 ^a
	Residual	121.556	141	.862		
	Total	149.000	149			

a. Predictors: (Constant), FAC2_7, FAC1_7, FAC2_4, FAC1_3, FAC1_4, FAC2_6, FAC1_6, FAC2_3

b. Dependent Variable: FAC3_1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.289E-16	.076		.000	1.000
	FAC1_3	.157	.079	.157	1.992	.048
	FAC2_3	-.355	.083	-.355	-4.259	.000
	FAC1_4	.103	.080	.103	1.289	.199
	FAC2_4	-.072	.078	-.072	-.934	.352
	FAC1_6	-.195	.081	-.195	-2.407	.017
	FAC2_6	.028	.081	.028	.345	.731
	FAC1_7	.098	.078	.098	1.258	.210
	FAC2_7	-.039	.085	-.039	-.453	.651

a. Dependent Variable: FAC3_1

1.7.1.2 Attitude toward Brand or Product

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	FAC2_7, FAC1_7, FAC2_4, FAC1_3, FAC1_4, FAC2_6, FAC1_6, FAC2_3 ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.553 ^a	.273	.232	1.01593460

a. Predictors: (Constant), FAC2_7, FAC1_7, FAC2_4, FAC1_3, FAC1_4, FAC2_6, FAC1_6, FAC2_3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.471	8	.434	.420	.907 ^a
	Residual	145.529	141	1.032		
	Total	149.000	149			

a. Predictors: (Constant), FAC2_7, FAC1_7, FAC2_4, FAC1_3, FAC1_4, FAC2_6, FAC1_6, FAC2_3

b. Dependent Variable: FAC1_1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.378E-16	.083		.000	1.000
	FAC1_3	.016	.086	.016	.184	.854
	FAC2_3	-.032	.091	-.032	-.356	.722
	FAC1_4	.031	.087	.031	.353	.725
	FAC2_4	.013	.085	.013	.150	.881
	FAC1_6	.093	.089	.093	1.055	.293
	FAC2_6	.038	.088	.038	.431	.667
	FAC1_7	-.122	.085	-.122	-1.436	.153
	FAC2_7	-.038	.093	-.038	-.413	.681

a. Dependent Variable: FAC1_1

1.7.1.3 Buying Intention

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	FAC2_7, FAC1_7, FAC2_4, FAC1_3, FAC1_4, FAC2_6, FAC1_6, FAC2_3 ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588 ^a	.351	.319	1.00962628

a. Predictors: (Constant), FAC2_7, FAC1_7, FAC2_4, FAC1_3, FAC1_4, FAC2_6, FAC1_6, FAC2_3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.272	8	.659	.647	.737 ^a
	Residual	143.728	141	1.019		
	Total	149.000	149			

a. Predictors: (Constant), FAC2_7, FAC1_7, FAC2_4, FAC1_3, FAC1_4, FAC2_6, FAC1_6, FAC2_3

b. Dependent Variable: FAC2_1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.753E-16	.082		.000	1.000
	FAC1_3	-.031	.085	-.031	-.368	.714
	FAC2_3	-.058	.091	-.058	-.644	.521
	FAC1_4	.077	.087	.077	.886	.377
	FAC2_4	-.029	.084	-.029	-.340	.734
	FAC1_6	.139	.088	.139	1.579	.117
	FAC2_6	.018	.088	.018	.207	.836
	FAC1_7	.038	.085	.038	.447	.656
	FAC2_7	-.068	.092	-.068	-.731	.466

a. Dependent Variable: FAC2_1

1.7.2 Advertising Effect Popeyes Chicken

1.7.2.1 Recall Rate

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	FAC2_5, FAC1_5, FAC1_3, FAC2_7, FAC1_7, FAC1_6, FAC2_3, FAC2_6 ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526 ^a	.354	.305	1.00149727

a. Predictors: (Constant), FAC2_5, FAC1_5, FAC1_3, FAC2_7, FAC1_7, FAC1_6, FAC2_3, FAC2_6

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.577	8	.947	.944	.482 ^a
	Residual	141.423	141	1.003		
	Total	149.000	149			

a. Predictors: (Constant), FAC2_5, FAC1_5, FAC1_3, FAC2_7, FAC1_7, FAC1_6, FAC2_3, FAC2_6

b. Dependent Variable: FAC1_2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.123E-16	.082		.000	1.000
	FAC1_3	.117	.085	.117	1.386	.168
	FAC2_3	-.031	.090	-.031	-.350	.727
	FAC1_6	-.177	.089	-.177	-1.984	.049
	FAC2_6	.003	.091	.003	.038	.969
	FAC1_7	-.080	.085	-.080	-.941	.348
	FAC2_7	.036	.091	.036	.393	.695
	FAC1_5	.051	.088	.051	.582	.562
	FAC2_5	.069	.087	.069	.795	.428

a. Dependent Variable: FAC1_2

1.7.2.2 Attitude toward Brand or Product

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	FAC2_5, FAC1_5, FAC1_3, FAC2_7, FAC1_7, FAC1_6, FAC2_3, FAC2_6 ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.522 ^a	.251	.203	1.00230158

a. Predictors: (Constant), FAC2_5, FAC1_5, FAC1_3, FAC2_7, FAC1_7, FAC1_6, FAC2_3, FAC2_6

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.350	8	.919	.915	.506 ^a
	Residual	141.650	141	1.005		
	Total	149.000	149			

a. Predictors: (Constant), FAC2_5, FAC1_5, FAC1_3, FAC2_7, FAC1_7, FAC1_6, FAC2_3, FAC2_6

b. Dependent Variable: FAC2_2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.360E-16	.082		.000	1.000
	FAC1_3	.007	.085	.007	.077	.939
	FAC2_3	-.101	.090	-.101	-1.126	.262
	FAC1_6	.170	.089	.170	1.907	.059
	FAC2_6	-.017	.091	-.017	-.192	.848
	FAC1_7	.069	.085	.069	.819	.414
	FAC2_7	.003	.091	.003	.036	.971
	FAC1_5	-.042	.088	-.042	-.482	.630
	FAC2_5	.018	.087	.018	.208	.836

a. Dependent Variable: FAC2_2

1.7.2.3 Buying Intention

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	FAC2_5, FAC1_5, FAC1_3, FAC2_7, FAC1_7, FAC1_6, FAC2_3, FAC2_6 ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.462 ^a	.268	.229	1.01444119

a. Predictors: (Constant), FAC2_5, FAC1_5, FAC1_3, FAC2_7, FAC1_7, FAC1_6, FAC2_3, FAC2_6

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.898	8	.487	.473	.873 ^a
	Residual	145.102	141	1.029		
	Total	149.000	149			

a. Predictors: (Constant), FAC2_5, FAC1_5, FAC1_3, FAC2_7, FAC1_7, FAC1_6, FAC2_3, FAC2_6

b. Dependent Variable: FAC3_2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.292E-16	.083		.000	1.000
	FAC1_3	-.027	.086	-.027	-.318	.751
	FAC2_3	-.045	.091	-.045	-.490	.625
	FAC1_6	.141	.090	.141	1.563	.120
	FAC2_6	.031	.092	.031	.340	.735
	FAC1_7	.006	.086	.006	.068	.946
	FAC2_7	-.079	.092	-.079	-.857	.393
	FAC1_5	.020	.089	.020	.226	.822
	FAC2_5	-.036	.089	-.036	-.408	.684

a. Dependent Variable: FAC3_2

Appendix 1.8

Output of T Test analysis

1.8.1 SPSS

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
A1	150	4.02	.690	.056
A2	150	3.86	.811	.066
A3	150	4.07	.620	.051
A4	150	4.12	.542	.044
A5	150	4.05	.611	.050
A6	150	4.52	.552	.045
A7	150	4.50	.553	.045

One-Sample Test

	Test Value = 4.2567					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
A1	-4.201	149	.000	-.237	-.35	-.13
A2	-5.989	149	.000	-.397	-.53	-.27

A3	-3.752	149	.000	-.190	-.29	-.09
A4	-3.087	149	.002	-.137	-.22	-.05
A5	-4.078	149	.000	-.203	-.30	-.10
A6	5.839	149	.000	.263	.17	.35
A7	5.392	149	.000	.243	.15	.33

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
B1	150	4.12	.843	.069
B2	150	4.13	.846	.069
B3	150	4.23	.494	.040
B4	150	4.23	.497	.041
B5	150	4.19	.552	.045
B6	150	4.11	.848	.069
B7	150	4.52	.552	.045
B8	150	4.52	.552	.045

One-Sample Test

	Test Value = 4.1629					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
B1	-.623	149	.534	-.043	-.18	.09

B2	-.525	149	.601	-.036	-.17	.10
B3	1.582	149	.116	.064	-.02	.14
B4	1.735	149	.085	.070	.00	.15
B5	.675	149	.501	.030	-.06	.12
B6	-.716	149	.475	-.050	-.19	.09
B7	7.920	149	.000	.357	.27	.45
B8	7.920	149	.000	.357	.27	.45

1.8.2 Microsoft Excel

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
A1	150	4.02	.690	.056
A2	150	3.86	.811	.066
		3.940	0.750626	.061
A3	150	4.07	.620	.051
A4	150	4.12	.542	.044
A5	150	4.05	.611	.050
		4.080	0.591153	.048
A6	150	4.52	.552	.045
A7	150	4.50	.553	.045
		4.510	0.55242	.045
B1	150	4.12	.843	.069
B2	150	4.13	.846	.069
B6	150	4.11	.848	.069
		4.12	0.845444	.276
B3	150	4.23	.494	.040
B4	150	4.23	.497	.041
B5	150	4.193	.552	.045
		4.217778	0.514229	.042
B7	150	4.52	.552	.045
B8	150	4.52	.552	.045
		4.520	0.552238	.045

Appendix 1.9

SPSS Output of Cluster Analysis

Case Processing Summary^{a,b}

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
150	100.0	0	.0	150	100.0

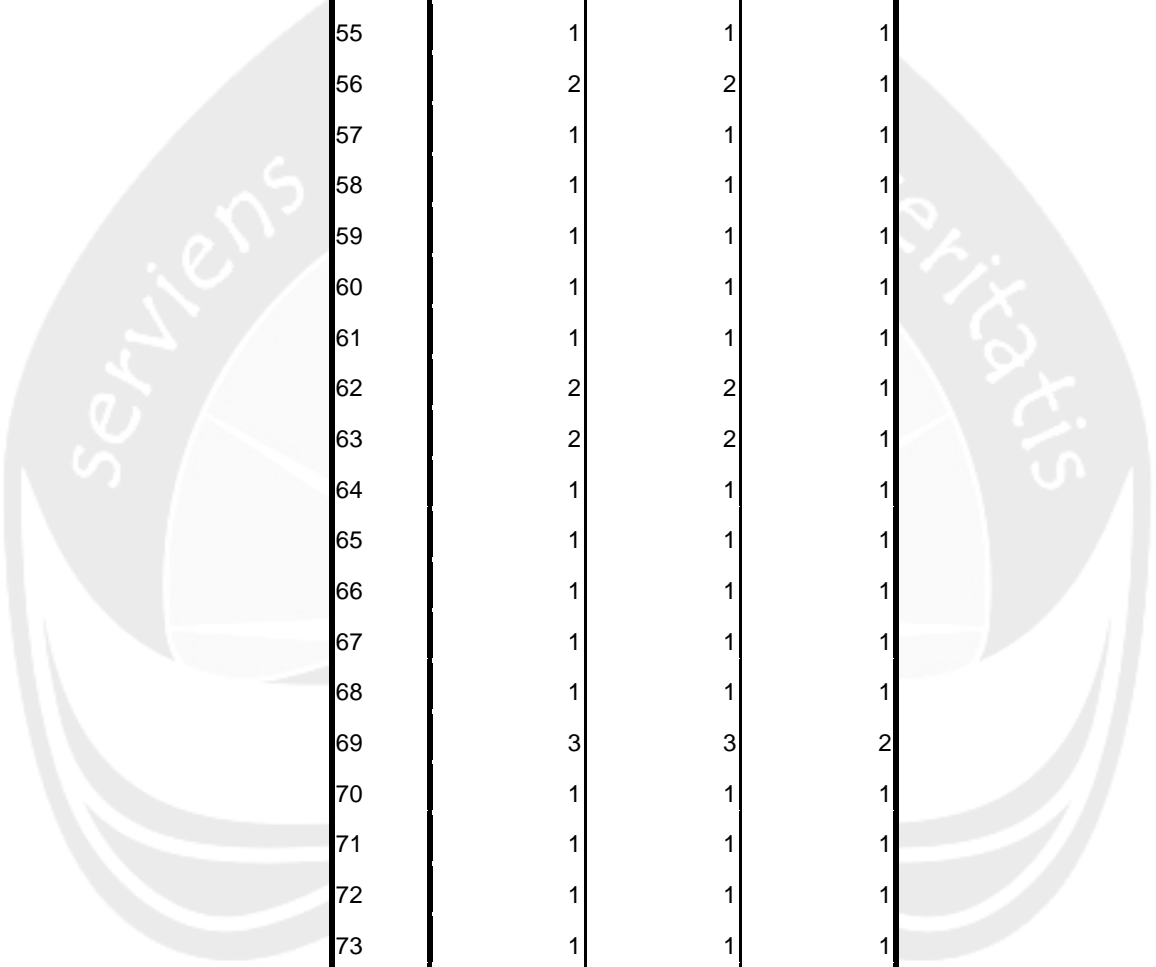
a. Squared Euclidean Distance used

b. Average Linkage (Between Groups)

Cluster Membership

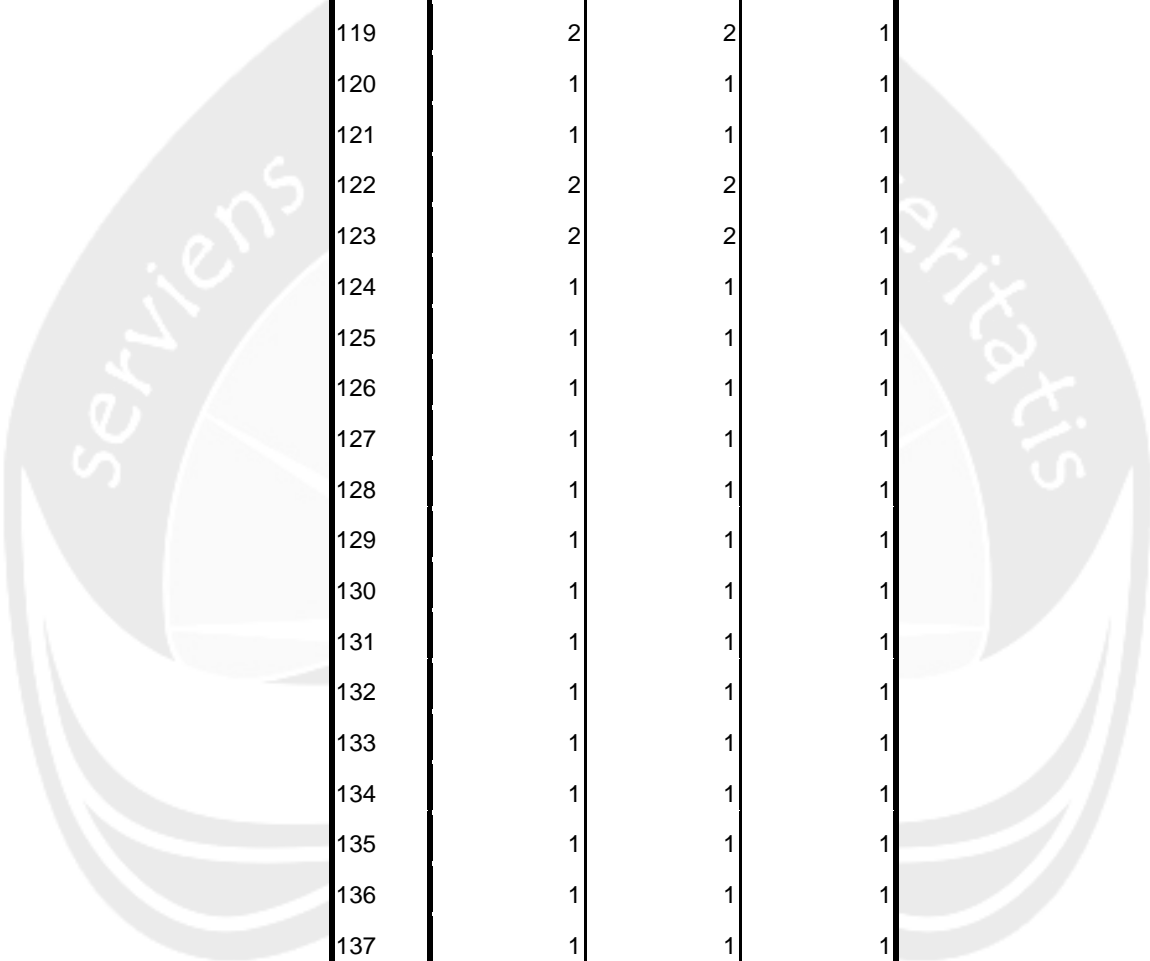
Case	4 Clusters	3 Clusters	2 Clusters
1	1	1	1
2	2	2	1
3	1	1	1
4	2	2	1
5	1	1	1
6	1	1	1
7	1	1	1
8	2	2	1
9	1	1	1
10	2	2	1
11	1	1	1
12	1	1	1
13	1	1	1
14	1	1	1
15	1	1	1
16	1	1	1
17	1	1	1

18	1	1	1
19	1	1	1
20	1	1	1
21	1	1	1
22	1	1	1
23	1	1	1
24	1	1	1
25	1	1	1
26	1	1	1
27	1	1	1
28	1	1	1
29	1	1	1
30	1	1	1
31	2	2	1
32	1	1	1
33	1	1	1
34	1	1	1
35	2	2	1
36	1	1	1
37	1	1	1
38	1	1	1
39	2	2	1
40	1	1	1
41	1	1	1
42	1	1	1
43	1	1	1
44	1	1	1
45	1	1	1
46	1	1	1
47	1	1	1
48	1	1	1
49	1	1	1



50	1	1	1
51	2	2	1
52	1	1	1
53	1	1	1
54	1	1	1
55	1	1	1
56	2	2	1
57	1	1	1
58	1	1	1
59	1	1	1
60	1	1	1
61	1	1	1
62	2	2	1
63	2	2	1
64	1	1	1
65	1	1	1
66	1	1	1
67	1	1	1
68	1	1	1
69	3	3	2
70	1	1	1
71	1	1	1
72	1	1	1
73	1	1	1
74	3	3	2
75	3	3	2
76	4	1	1
77	1	1	1
78	1	1	1
79	1	1	1
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111	1	1	1
112	2	2	1
113	1	1	1



114	1	1	1
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116	1	1	1
117	1	1	1
118	1	1	1
119	2	2	1
120	1	1	1
121	1	1	1
122	2	2	1
123	2	2	1
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138	1	1	1
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140	1	1	1
141	1	1	1
142	1	1	1
143	1	1	1
144	1	1	1
145	1	1	1

146	1	1	1
147	1	1	1
148	1	1	1
149	1	1	1
150	1	1	1

