#### **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.

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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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### Tunne

### APPENDIX

#### 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 :  $\Box$  Male  $\Box$ Female
- 3. Faculty :.....
- 4. University :....

#### IV. QUESTIONNAIRE

No	Question	SD	D	N	A	SA
	A. Advertising Effect of Coca Cola			2		
1.	I think it is persuasive advertising to mention or shoot a product on purpose				K	
2.	I think Coca Cola is necessary for everyday life.				2	
3.	I have positive attitude towards Coca Colathat was shown in the movie.				5	
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					
	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.	2			
	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		1.		
		movie			Κ.	
	6.	I think this movie only had famous			2	
	_	promotion. In fact, it's not verysatisfying.			2	
	$\cup$	D. Brand Awareness of Coca				
j,	0	Cola			5	
	1.	I have seen or heard Coca Cola.				
	2.	I have drunk Coca Colapersonally before.				
	3.	I often see advertisements for Coca Cola.				
	4.	I think the awareness of Coca Colais high.				
	5.	Ithink Coca Colais the byword of soft drink				
F	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 PopeyesChicken.				
	2.	I have eatPopeyes 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				

(	ō.	When I hear Fried chicken, the first brand I think of is Popeves Chicken					
		F. Attitude toward the endorser					
-	1.	I think Adam Sandler appearance is funny.					
2	2.	I think Adam Sandler is very suitable for playing the character in this movie					
	3.	I wish I could have been the samecharacter as Nicky.					
2	1.	I think it's suitable for Adam Sandler to endorse food product.	26				
		G. Attitude toward the product		7			
		placement			2		
-	L.	When I watch a movie, I usually can hear some brands being mentioned or see some brands being shot specially				5	
2	2.	I think product placement is a good way to promote or sell a product.			$\geq$	5	
3	3.	Regarding product placement, the more the better.				0	
4	1.	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	2.	I often try the newest hair style.					
3	3.	I prefer fashion over practicality.					
4	1.	I am a fashioned person in others' view.					
	5.	I dress to show my personal characteristic.					
(	5.	I hope I can have personality and afashionable leisure life.					
	7.	I want to be free to decide my own useof leisure time.					
8	3.	I only want to relax and rest in holidays					
Ç	Э.	My friends discuss brands with me.					

#### **KUISIONER**

#### I. Kata Pengantar

DenganHormat,

Sehubungandenganpenyelesaiantugasakhiratauskripsiyangsedangsayalakukan di FakultasekonomiUniversitasAtma Jaya Yogyakarta,Makasayamelakukanpenelitiandenganjudul"The Effect of SubliminalAdvertising on Consumer Attitude and Buying Intention"

Adapunsalahsatucarauntukmendapatkan data adalahdenganmenyebarkuisionerkepadaresponden. Untukitusayamemnintakesediaansaudara/I sekalianuntukmengisikuisionerinisebagai data yang akan di pergunakandalampenelitian. Ataskesediaandankerjasamanya, sayaucapkanterimakasih.

Peneliti

(GeovaniAgnesiaSomantry)

II. Petunjuk
1.Kuisionerinisemata-matauntukkeperluanakademis, mohon di jawabdenganjujur
2.Bacalahdanjawablahsemuapertanyaandengantelititanpaada yang terlewatka
3.Berilahtanda (V) padajawaban yang menurutandatepat.

SangatTidakSetuju
TidakSetuju
Netral
Setuju
SangatSetuju

#### III. DATA RESPONDEN

- 1. Usia :.....tahun
- 2. JenisKelamin : 🗆 Laki-laki 🗆 Perempuan

:....

- 3. Fakultas :....
- 4. Universitas

#### IV. KUISIONER

Ν	Question	S	Т	N	S	S
0		Т	S			S
		S	2	×		
	A. Advertising Effect of Coca Cola			1		
1.	Menurutsayadenganmenyebutkanataumenampilkansebuah			$\sim$		7
	produkdengansengajamerupakaniklan yang di sengaja.					
2.	Menurutsaya, Coca					
	Colamerupakankebutuhanuntukkehidupansehari-hari	212212				
3.	sayamemilikisikap yang positifterhadapCoca Colayang di					
	perlihatkan di film				/	
4.	setelahmelihat film tersebut,					
	sayatidakakanmenolakuntukmembeliCoca Cola					
5.	Jikasayamemilikikesempatanuntukmembeliminuman soda,					
	sayaakanmeletakkan Coke Cola sebagaipertimbangansaya					
6.	Menurutsaya,					
	iniakanmembuatsayabahagiauntukmembeliCoca Cola					
7.	Menurutsaya, anak-					
	anakkecilakanmerasabahagiajikalausayamembelikanCoca					
	Colauntukmereka					

	B. Advertising Effect of Popeyes Chicken				
1	Menurutsayadenganmenyebutkanataumenampilkansebuahprodukd				
	engansengajamerupakaniklan yang di sengaja.				
2	Menurutsaya, Popeyes Chickenituenak				
3	Sayamemilikisikap yang positifterhadapPopeyes Chicken yang di				
ŀ	perlihatkan di Film				
4	Setelahmelihat Film tersebut, sayainginmembeliPopeyes Chicken				
		2			
5	Jikasayamemilikikesempatanuntukmembeliayamgoreng,	(			
6	sayaakanmeletakkanPopeyes Chickensebagaipertimbangansaya		5	١	
6	Menurutsayasesuatu yang di letkakan di film				
•	itukarenamemilkikualitas yang luarbiasa				
7	Menurutsaya, iniakanmembuatsayabahagiauntukmembeliPopeyes				
	Chicken				
8	menurutsaya, anak-			7	
ŀ	anakkecilakanmerasabahagiajikalausayamembelikanPopeyes				
	Chickenuntukmereka				
	C. Attitude toward the script		7		
1	Sayasukaceritapada film ini				
•					
2	Sayasukacara film ini di buat				
•					
3	Menurutsaya, si actor tampildengansangatbaik				
.	The second se				

	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	10				
	1.	SayapernahmeminumCoca		$\nu$	0		
		Colasebelumnya			1		
Γ	2.	SayapernahmelihatdanmendengarCoca	18		1	K,	
	1	Cola				とし	
	3.	SayaseringmelihatiklandariCoca Cola		1		0	
¢	4.	Menurutsaya,				U.	
		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.	KetikasayamendengarAyamGoreng/Fried Chicken,					
	brand/namaproduk yang sayapikirkanadalahPopeyes					
	Chicken					
6.	MenurutsayaPopeyes Chickenadalah Byword					
	darifried chicken/ayam goring.					
	F. Attitude toward the endorser					
1.	Menurutsaya, PenampilanAdam Sandler itulucu	$\nu$	0			
2.	Menurutsaya, Adam Sandler		Ň			
	sangatcocokuntukmemerankankarakternya di film		-	X		
	itu			\$		
3.	Sayaberharapsayabisasamasepertikarakter Nicky				1	
4.	Menurutsaya, sangatcocokbagi Adam Sandler				5	
	untukmembintangiklanprodukmakanan					
	G. Attitude toward the product placement					
1.	Ketikasayamelihat film,					/
	biasanyasayadapatmendengarbeberapa brand					
	disebutkanataumelihatbeberapa brand di tampilkan					
2.	Menurutsayapenempatanproduk (product					/
	placement)merupakancara yang					
	baik untuk mempromosikan atau menjual sebuah produk		-			
3.	LebihbanyakPenempatanproduk (product					
	placement)dalam film ituakanlebihbaik					

4.	Menurutsayamenyebutataumenampilkanproduk di sebuah film				
	dengansengajasangat di anjurkan				
5.	Menurutsayamenyebutataumenampilkanproduk di sebuah film				
	dengansengajaharus di perbolehkantanpaadanyapelarangan				
	H. Life style				
1.	Sayasukamengejarkehidupan yang menyenangkandanberesiko				
2.	sayaseringmencobagayarambutbaru				
3.	Di mata orang lain saya orang yang mempunyaigaya	5			
4.	Sayaberpakaianuntukmenunjukan personal karaktersaya	λ			
5.	Sayaberharapdapatmemilikikepribadiandankehidupan yang	1	2	•	
5	mewah		J	5	
6.	sayainginbebasdalammenggunakanwaktubersantaisaya				
7.	sayahanyainginbersantaidanistirahatsaatliburan				
8.	teman-temansayamendiskusikantentang brand dengansaya				
9	Nasihatdarikeluargamempengaruhikeputusansayauntukmemilih				
	brand				

#### **Respondent Profile Data**

No	Age	Sex	FACULTY	No	Age	Sex	FACULTY
1	20	F	Economic	36	21	М	Economic
2	18	F	Economic	37	23	F	Economic
3	20	F	Economic	38	22	F	Economic
4	21	F	Economic	39	23	Μ	Economic
5	22	F	Economic	40	20	М	Economic
6	21	F	Economic	41	- 18	М	Economic
7	20	F	Economic	42	20	М	Economic
8	20	F	Economic	43	21	М	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	М	Economic	51	20	F	Industrial Technology
17	20	М	Economic	52	20	F	Industrial Technology
18	18	М	Economic	53	20	М	Industrial Technology
19	19	F	Economic	54	21	М	Industrial Technology
20	19	М	Economic	55	22	М	Industrial Technology
21	19	F	Economic	56	23	F	Economic
22	19	F	Economic	57	21	М	Economic
23	19	М	Economic	58	20	F	Economic
24	19	F	Economic	59	21	F	Economic
25	20	М	Economic	60	23	М	Economic
26	20	М	Economic	61	23	М	Economic
27	20	F	Economic	62	20	F	Economic
28	20	М	Economic	63	21	М	Economic
29	20	М	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	М	Economic	68	18	F	Economic
34	18	F	Economic	69	21	М	Economic
35	18	М	Economic	70	19	М	Economic

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

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

#### **Respondent Questionnaire Responses**

6	4	4	4	5	2	4	4	4	4	2	5	4	4	4	2	4	4	5	4	5	4	4	4	5	4
E	2	2	2	~	~	m	~	~	3	5	st.	~	3	~	2	2	2	~	2	~	2	2	2	~	2
TH	st	5	5	st	st	5	5	st	st	4	4	5	5	st	5	st	st	4	5	5	5	5	5	5	10
6H	=	10	=	=	10	10	10	=	t	=	t	10	=	10	=	=	10	=	ŧ	10	t	st	10	10	=
SH	4	2	4	2	4	4	5	2	4	3	4	4	4	4	5	3	4	3	4	4	4	4	4	4	5
4	5	st	4	3	~	5	5	5	4	5	4	5	4	5	5	5	5	0	2	2	4	5	5	5	5
3H	m	~	~	2	2	~	st	1	1	-	5	5	1	~	st	st	10	5	m	~	4	~	10	~	st
2H	m	H	m	2	2	st	m	2	2	3	5	4	-	st	5	3	4	3	m	5	4	2	E	-	E
H	=+	2	=	0	=	10	=	0	=	~	=	+	=	~	-	=	10	=	=	=	=	=	10	10	=
H	-			Carlor Carlor	-	-			-		-		-			-					-				-
9	en en	m	4		4	4		4	4	4	4	5	4	4	5	4	en	3	4	4	4	4	m	4	en en
9	4	ŝ	4		4	4	m	4	4	4	4	5	4	4	S	4	ŝ	3	4	4	4	4	3	4	3
G	ŝ	ŝ	3	1	2	4	2	2	2	en co	3	4	3	ŝ	3	ŝ	3	ŝ	4	4	3	ŝ	1	S	2
G	4	2	4	4	4	5	4	2	5	2	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4
5	4	3	4	5	4	4	4	3	5	3	4	4	4	4	5	4	4	4	4	4	4	4	4	4	5
4	4	4	4	5	5	4	4	4	4	5	5	4	4	4	5	4	4	5	4	5	4	4	4	5	4
	2	-	m	2	2	m	~	2	2	~	2	2	-	2	2	2	2	~	2	~	m	~	H	~	2
E.			1000		1		1000		1		100				1		1		1000				1000		1
F2	4	4	5	2	2	4	5	4	4	4	4	4	4	2	4	4	2	4	4	4	2	4	4	4	4
F1	4	4	5	2	4	4	4	4	4	4	4	4	4	4	4	4	5	3	4	4	4	4	5	4	3
E6	3	1	4	2	2	2	1	2	2	3	2	4	3	2	3	2	2	2	2	2	3	2	1	-	2
13	m	5	ŝ	2	2	2	2	2	2	4	2	4	F	2	m	2	2	2	2	2	4	2	7	2	F
4	4	4	2	4	4	4	4	4	2	4	4	4	2	4	4	4	5	4	2	4	4	2	5	4	4
8	4	4	4	4	5	4	4	5	4	5	4	4	3	5	4	4	4	5	5	4	4	4	4	5	4
<u> </u>		-	~	~			10	-		-	~	~			-	-	~	-+		~	~	0	10	~	~
E	7	7				1		7		7				7	7	7		7					.,		
E	4	4	5	4	4	4	4	4	2	4	4	4	2	4	4	4	5	4	2	4	4	2	2	4	4
D6	4	-	5	4	4	4	ŝ	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	3	4
DS	4	5	4	4	4	4	4	4	4	5	4	4	4	4	5	4	4	4	4	4	5	4	4	4	3
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2	5	2	5	4	5	5	2	4	5	4	4	4	2	4	4	2	2	4	4	5	4	5	2	4	5
1	5	5	5	4	4	4	5	2	5	2	4	4	5	4	5	5	5	4	4	2	4	2	5	4	5
90	m	3	2	4	2	3	3	5	2	4	2	2	3	2	3	1	5	2	4	3	3	4	2	2	5
20	m	4	4	4	2	4	2	4	4	4	4	4	4	4	4	2	4	4	2	4	4	3	2	4	4
A	4	2	4	2	m	3	4	4	5	4	4	2	4	4	4	4	5	4	2	4	4	3	4	4	4
1 C	m	4	S	5	2	4	5	4	4	4	4	4	4	4	4	5	4	4	2	4	4	3	5	4	4
5	4	4	4	4	4	ŝ	4	3	5	4	5	4	ŝ	4	5	5	4	2	4	5	4	4	4	4	4
1	4	4	5	4	4	4	4	4	5	4	5	4	4	4	5	5	4	5	4	5	4	4	4	4	4
C	10	10	10	-	-	10	-	-	10	10	-	-	10	10	10	10	-	-	10	-	-	-	-	-	-
Ba			41	7	7	,	7	7			7	7					7	7	20	7	7	7	7	7	7
<b>B</b> 7	5	2	2	4	4	5	4	4	2	5	4	4	2	5	5	2	2	4	4	4	4	4	4	4	4
B6	5	4	3	5	4	5	5	5	5	4	4	5	3	S	5	5	2	5	4	5	5	4	2	5	5
B5	4	5	4	3	3	3	3	3	4	4	4	4	4	3	4	4	3	4	4	3	4	5	4	4	5
4	5	4	4	3	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5
3	4	4	4	3	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5
B	5	5	st	5	-	5	5	5	5	st	st	5	~	5	5	5	2	5	st	5	5	st	2	5	10
B2	- '	-	-		-				2,	4	-								-	-		4			
81	4	5	4	5	4	5	5	5	5	4	4	5	3	5	5	5	2	5	4	5	5	4	2	5	5
A7	4	4	4	4	4	5	4	4	5	5	4	4	5	5	5	5	4	4	5	4	4	4	4	4	4
A6	5	5	5	4	4	5	4	4	5	5	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4
A5	4	4	4	4	2	4	5	4	4	4	4	4	4	4	4	5	4	4	2	4	4	3	5	4	4
14	5	4	4	5	ŝ	m	4	4	5	4	4	5	4	4	4	4	5	4	2	4	4	3	4	4	4
3	4	4	5	5	2	4	5	4	4	4	4	4	4	4	4	5	4	4	2	4	4	ŝ	5	4	4
2 A	4	4	0	4	3	5	4	4	4	3	0	4	2	5	5	4	1	4	3	4	4	3	1	4	5
A	-	10	-		-	-		0	-	0	-	-	~	-		-	01		-		-	-	~	-	-
A.	4	2.1	4	4	4	4	4		4		4	4	.u	4	4	4		4	4	4	4	4		4	4
9	-	2	3	4	5	9	L	5	6	9	11	12	13	14	12	16	17	18	19	50	21	22	23	24	52
-	22222	1000	10000	1.12	20030	100000 C	Sec.	1000			1000	Constant Services	12224	1.00	10000		12224		1377A.		10000	0.000	10000		200

36         4         5	the second se	-	-		-		-		-				-		-				-		-		-	-	-
36         4         5	4	4	4	4	4	5	5	4	4	5	5	4	4	4	4	4	5	5	4	4	5	4	4	4	4
25         5	2	2	2	2	2	m	3	2	2	m	3	2	2	2	2	2	3	m	2	2	3	2	2	2	2
25         4         5	4	4	5	5	4	5	4	4	5	4	5	4	4	4	5	4	4	4	4	4	4	4	5	4	4
25         5	4	5	4	5	4	5	5	4	5	4	5	4	4	5	3	m	4	5	4	4	4	4	5	4	4
25         5	4	4	4	5	4	2	4	4	4	2	5	4	2	2	5	5	4	5	4	4	4	4	4	4	4
26         1         5	3	5	4	4	2	m	4	4	4	4	4	4	4		4	4	4	4	4	5	4	4	ŝ	2	3
26         4         6         5         5         5         5         5         5         5         5         5         5         6         4         5	2	4	ŝ	4	2	-	2	2	2	2	5	2	4	-	4	4	4	4	4	4	3	ŝ	2	4	4
26         4         6         5	2	4	4	4	2	H	2	2	2	2	5	2	4	-	2	2	4	4	4	4	3	ŝ	2	4	4
26         4         8         5	4	4	5	5	4	2	4	4	4	2	5	4	5	2	-	H	4	5	4	4	4	4	4	4	4
26         4         5	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4
35         4         5	4	4	4	4	4	4	2	4	4	5	5	4	4	4	5	4	4	5	5	4	4	4	4	4	4
25         4         5	-	10	st	~	-	N	2	~		5	-	st	2	N	~	-			~	=	=	5	2	2	2
26         4         5         4         4         5         5         4         3         3         3         3         5         5         4         3         3         3         4         5	10	=	1	10	=		10	-	-	~	=	-	-	10	-	ant.	-	10	-	-	7	t	-	-	-
26         4         5         5         5         5         5         5         5         5         5         5         6         4         5         5         6         7         7         6         4         5		7	7		7	3143		1	7	3023	1	1	7		7	1	7		7	1	7	7	1	1	7
26         4         5         5         5         5         5         5         5         5         5         4         4         5         5         4         4         5         5         4         4         5	5	5	4	5	4	2	4	4	4	2	4	4	4	5	3	3	4	5	4	4	4	4	4	4	4
25         1         2         5         5         5         5         5         5         5         4         4         5         5         5         4         4         5	4	4	4	4	4	5	2	4	4	5	5	4	4	4	4	4	5	2	4	4	5	4	4	4	4
25         1         2         5	3	m	ŝ	m	1	-	2	-	-	-	m	m	3	-	4	m	2	m	2	2	3	-	1	ŝ	-
25         1         4         5         5         5         5         5         5         5         4         4         5         5         4         4         5	5	5	5	51	4	st	5	st	10	st	4	51	4	50	5	0	4	st	4	50	4	51	5	4	10
26         4         4         5         5         5         5         5         5         5         5         5         5         5         4         4         5																									
26         4         4         5         5         5         5         5         5         5         4         4         5         5         5         4         4         5	4	A	4	A	5	5	4	5	4	5	4	A	4	5	5	m	4	A	4	A	4	A	5	4	4
26         4         4         5         5         5         5         5         5         5         4         4         5         5         5         4         4         5         5         5         4         4         5         5         5         4         4         5         5         5         4         4         5         5         5         4         4         5         5         5         4         4         5         5         5         4         4         5         5         5         4         4         5         5         5         4         4         5	2	ŝ	2	H.	2	H	2	H.	-	H	2	2	2	5	ŝ	4	2	2	2	2	2	1	-	3	-
26         4         4         5         5         5         5         5         5         5         4         4         5         5         5         5         5         5         5         5         5         5         5         5         5         4         4         5         5         4         4         5	2	3	3	1	3	1	3	2	1	1	2	ŝ	2	2	2	4	2	2	4	2	2	2	2	3	3
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26         4         4         5         5         5         5         4         4         5         5         5         5         4         4         5	10	-	~	10	-+	-	-+	10	-	-		~	-+	10			-	10	-+	-	-+	-	-+	-	
26         4         4         5         5         5         5         4         4         5         5         5         5         4         4         5         5         5         5         4         4         5         5         5         5         4         4         5         5         5         5         4         4         5	-			-	-		-		-		-		-	-				-	-		-		-		10
26       4       4       5       5       5       4       4       5       5       5       5       4       4       5	7	7		7		7			7	7	7		7	7			7	7		7		7	7	7	
26         4         4         5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	ŝ	4	4	5	4	2	4	4	5	S
26       4       4       5	4	5	5	5	4	4	3	4	4	4	3	3	4	5	5	3	5	5	4	4	3	4	3	3	3
26       4       4       5       4       4       5	5	4	5	5	4	4	5	4	4	5	4	3	5	5	5	3	5	5	5	4	3	5	4	4	4
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26       4       4       5       5       5       5       4       4       5	2	4	ŝ	4	4	2	2	2	3	m	2	m	2	2	2	5	2	-	2	2	4	4	2	3	2
26       4       4       5       4       4       5       5       4       4       5       5       4	5	5	4	4	4	4	5	4	4	4	4	4	5	4	4	4	4	4	4	5	4	4	5	4	5
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26         4         4         5         5         5         5         5         5         5         4         4         5         5         5         4         4         5			-		-								-	-	-	-	-			-					
26       4       5       5       5       5       5       5       5       5       4       5       5       5       5       5       4       5       5       5       5       5       5       4       5		4	4	- 13	4		4	- 13			4	4.1	4	4	4	4	4			4		4		4	- 43
26         4         5         5         5         5         5         5         4         4         5	5	4	4	2	4	2	4	5	5	2	4	2	4	4	4	4	4	2	5	4	5	4	5	4	5
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26       4       5       5       5       5       5       5       4       5       5       4       4         28       4       5       5       5       4       5       5       5       4       4         28       4       5       5       5       4       5       5       4       4         29       5       4       4       5       5       4       5       5       4       4         30       4       4       4       5       5       4	4	ŝ	5	4	4	4	4	5	4	4	4	5	4	4	4	4	5	5	4	4	4	4	5	4	4
26       4       5       5       5       5       5       5       5       4         27       4       5       5       5       4       5       5       5       4         28       4       5       5       5       4       5       5       5       4         29       5       4       4       5       5       4       5       5       4         30       4       4       4       5       5       4       4       5       5       4         31       4       4       4       5       5       4       4       5       5       4         31       4       4       5       5       4       5       5       4       4         32       4       4       5       5       4       5       5       4         33       4       4       5       5       4       5       5       4         33       4       4       5       5       4       5       5       4         33       4       4       5       5       4       5       5	4	4	5	4	4	4	4	5	4	4	4	5	4	4	4	4	5	5	4	4	4	4	5	4	4
26       4       5	-	5	10	st	st	st	-	10	st	st	-	10	5	st	-	st	10	10	-	st	=	57	10	st	st
26       4       4       5		-	<u>`</u> '	-	1	-		1		-		<u> </u>	1	-		-				-	1	-	~	-	1
26       4       4       5	2	5	2	2	2	4	2	2	2	2	2	4	2	2	2	2	2	2	2	4	4	4	<sup>m</sup>	4	e co
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4	4	4	4	4	4	4	5	5	5	4	5	4	4	4	5	4	5	4	4	5	5	4	4	4	4
1	4	3	2	2	2	2	2	2	2	1	2	2	1	2	2	-	1	2	1	2	1	1	1	2	-
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1	2	2	2	2	4	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2	1	2	2	1	2
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5	4	4	4	4	5	5	5	5	5	4	5	5	4	4	5	5	5	4	5	4	4	5	5	4	4
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4	4	4	5	4	4	4	4	5	4	5	5	5	5	4	4	4	5	5	5	5	5	4	4	5	5
4	4	4	5	4	4	4	4	5	4	5	5	5	5	4	4	4	5	5	5	5	5	4	4	5	5
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5	4	3	4	4	3	4	4	2	4	4	4	2	4	4	4	4	4	3	5	4	3	4	3	4	4
5	4	5	t	st	5	t	4	4	5	st.	5	5	t	10	5	5	T.	5	5	st	4	51	4	5	4
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#### SPSS Output Of Reliability Analysis

#### 1.5.1 Advertising Effect Coca Cola

#### Scale: ALL VARIABLES

#### **Case Processing Summary**

	-	Ν	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

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

#### **Reliability 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

		Ν	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

#### Case Processing Summary

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

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.746	8

	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**

	-	Ν	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	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

		Ν	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

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

#### **Reliability 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**

-	-	Ν	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	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

	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**

		Ν	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	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

	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**

	-	Ν	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	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

	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**

		Ν	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	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

	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

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#### **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 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

Compon	Initial Eigenvalues			
ent	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 <sup>a</sup>				
		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			
Compon	Initial Eigenvalues		
ent	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		
	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

#### Component Matrix<sup>a</sup>

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	

## umin

Extraction Method: Principal

Component Analysis.

Total Variance Explained			
Compon		Initial Eigenvalu	es
ent	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 <sup>®</sup>		
	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	.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**

Compon	Initial Eigenvalues		
ent	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 Ma	atrix <sup>a</sup>
	Comp	onent
	1	2
D1	.848	165
D2	.850	172
D3	.868	.007
D4	.766	.069
D5	.047	.764
D6	.242	.790

# umin

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 o	.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.

Compon	Initial Eigenvalues		
ent	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 <sup>a</sup>		
	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				
Compon	Initial Eigenvalues			
ent	Total	% of Variance	Cumulative %	
1	1.564	39.090	39.09	
2	1.056	26.397	65.48	
3	.951	23.771	89.25	

10.741

100.000

Extraction Method: Principal Component Analysis.

#### **Component Matrix**<sup>a</sup>

.430

	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				
Compon		Initial Eigenvalu	es	
ent	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**<sup>a</sup>

	•	
	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	Initial Eigenvalues				
ent	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		

Component Matrix <sup>ª</sup>					
	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.

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

#### SPSS Output Of Regression Analysis

#### 1.7.1 Advertising Effect Coca Cola

#### 1.7.1.1 Recall Rate

Variables Entered/Removed								
-	Variables Entered/Removed							
	Variables	Variables						
Model	Entered	Removed	Method					
1	FAC2_7,		Enter					
	FAC1_7,							
	FAC2_4,							
	FAC1_3,							
	FAC1_4,							
	FAC2_6,							
	FAC1_6,							
	FAC2_3 <sup>a</sup>							

a. All requested variables entered.

			Adjusted R	Std. Error of the
Model	R	R Square	Square	Estimate
1	.429 <sup>a</sup>	.184	.138	.92849193

a. Predictors: (Constant), FAC2\_7, FAC1\_7, FAC2\_4, FAC1\_3,

FAC1\_4, FAC2\_6, FAC1\_6, FAC2\_3

Mo	odel	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.444	8	3.431	3.979	.000 <sup>a</sup>
	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 <sup>a</sup>							
Madal		Unstandardize	ed Coefficients	Standardized Coefficients		Sia		
Moder		Ь	Sta. Elloi	Bela	t	Sig.		
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 <sup>a</sup>		Enter

#### a. All requested variables entered.

#### Model Summary

			Adjusted R	Std. Error of the
Model	R	R Square	Square	Estimate
1	.553 <sup>a</sup>	.273	.232	1.01593460

a. Predictors: (Constant), FAC2\_7, FAC1\_7, FAC2\_4, FAC1\_3,

FAC1\_4, FAC2\_6, FAC1\_6, FAC2\_3

#### ANOVA<sup>b</sup>

Mode	el	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.471	8	.434	.420	.907 <sup>a</sup>
	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**<sup>a</sup>

		Unstandardized Coefficients		Standardized Coefficients		
Model		В	Std. Error	Beta	t	Sig.
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		Enter				
	FAC2_4,						
	FAC1_3, FAC1_4,						
	FAC2_6,						
	FAC1_6, FAC2_3ª						

a. All requested variables entered.

Model Summary	
---------------	--

			Adjusted R	Std. Error of the
Model	R	R Square	Square	Estimate
1	.588 <sup>a</sup>	.351	.319	1.00962628

a. Predictors: (Constant), FAC2\_7, FAC1\_7, FAC2\_4, FAC1\_3, FAC1\_4, FAC2\_6, FAC1\_6, FAC2\_3

ANOVA	
-------	--

Mode		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.272	8	.659	.647	.737 <sup>a</sup>
	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									
		Unstandardize	d Coefficients	Standardized Coefficients						
Mode	ગ	В	Std. Error	Beta	t	Sig.				
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							
Variables Entered	Variables Removed	Method					
FAC2_5, FAC1_5, FAC1_3, FAC2_7, FAC1_7, FAC1_6, FAC1_6, FAC2_3,		Enter					
	Variables Er Variables Entered FAC2_5, FAC1_5, FAC1_5, FAC1_3, FAC2_7, FAC1_7, FAC1_7, FAC1_6, FAC2_3, FAC2_6 <sup>a</sup>	Variables Entered/RemovedVariablesVariablesEnteredRemovedFAC2_5,.FAC1_5,.FAC1_3,.FAC2_7,.FAC1_7,.FAC1_6,.FAC2_3,.FAC2_6 <sup>a</sup> .					

a. All requested variables entered.

#### Model Summary

			Adjusted R	Std. Error of the
Model	R	R Square	Square	Estimate
1	.526 <sup>a</sup>	.354	.305	1.00149727

a. Predictors: (Constant), FAC2\_5, FAC1\_5, FAC1\_3, FAC2\_7,

FAC1\_7, FAC1\_6, FAC2\_3, FAC2\_6

ANOVA <sup>b</sup>

N	lodel	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.577	8	.947	.944	.482 <sup>a</sup>
L	Residual	141.423	141	1.003		
L	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**<sup>a</sup> Standardized **Unstandardized Coefficients** Coefficients Model В Std. Error Beta Sig. t -1.123E-16 .082 .000 1.000 (Constant) .117 FAC1\_3 .085 .117 1.386 .168 FAC2\_3 .090 -.350 .727 -.031 -.031 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

Model	Variables Entered	Variables Removed	Method
1	FAC2_5, FAC1_5, FAC1_3, FAC2_7, FAC1_7, FAC1_6, FAC2_3, FAC2_6 <sup>a</sup>		Enter

a. All requested variables entered.

Model	Summary
-------	---------

			Adjusted R	Std. Error of the
Model	R	R Square	Square	Estimate
1	.522 <sup>a</sup>	.251	.203	1.00230158

a. Predictors: (Constant), FAC2\_5, FAC1\_5, FAC1\_3, FAC2\_7, FAC1\_7, FAC1\_6, FAC2\_3, FAC2\_6

ANOVA	
-------	--

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.350	8	.919	.915	.506 <sup>a</sup>
	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			
		Unstandardize	d Coefficients	Standardized Coefficients		
Mode		В	Std. Error	Beta	t	Sig.
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

a. Dependent Variable: FAC2\_2

#### 1.7.2.3 Buying Intention

Model	Variables Entered	Variables Removed	Method
1	FAC2_5, FAC1_5, FAC1_3, FAC2_7, FAC1_7, FAC1_6, FAC2_3,		Enter
	FAC2 6 <sup>a</sup>		

#### Variables Entered/Removed

a. All requested variables entered.

#### Model Summary

			Adjusted R	Std. Error of the
Model	R	R Square	Square	Estimate
1	.462 <sup>a</sup>	.268	.229	1.01444119

a. Predictors: (Constant), FAC2\_5, FAC1\_5, FAC1\_3, FAC2\_7,

FAC1\_7, FAC1\_6, FAC2\_3, FAC2\_6

AN	ov	۸b
	<b>U V</b>	~

Mode	9	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.898	8	.487	.473	.873 <sup>a</sup>
	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**<sup>a</sup>

		Unstandardize	ed Coefficients	Standardized Coefficients		
Model		В	Std. Error	Beta	t	Sig.
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

#### Output of T Test analysis

1.8.1 SPSS

#### **One-Sample Statistics**

		Ν	Mean	Std. Deviation	Std. Error Mean
	A1	150	4.02	.690	.056
	A2	150	3.86	.811	.066
ł	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% Conf Interval o Differe	idence of the nce
	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** 

		Ν	Mean	Std. Deviation	Std. Error Mean
	B1	150	4.12	.843	.069
	B2	150	4.13	.846	.069
1	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% Confid of the D	ence Interval ifference
	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

1	One	-Sample Sta	tistics	11/1
$\mathcal{O}$	N	Mean	Std. Deviation	Std. Eror 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	.690
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

#### SPSS Output of Cluster Analysis

Case Processing Summary <sup>a,b</sup>						
	Cases					
Va	Valid Missing			То	tal	
N	Percent	N Percent		N	Percent	
150	100.0	0	.0	150	100.0	

a. Squared Euclidean Distance used

b. Average Linkage (Between Groups)

	elaotoi		
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

#### **Cluster Membership**







-					_
	114	1	1	1	
	115	1	1	1	
	116	1	1	1	
	117	1	1	1	
	118	1	1	1	
	119	2	2	1	
	120	1	1	1	
	121	1	1	1	
S	122	2	2	1	
	123	2	2	1	
	124	1	1	1	1/x
	125	1	1	1	
	126	1	1	1	
	127	1	1	1	
	128	1	1	1	
	129	1	1	1	
	130	1	1	1	
	131	1	1	1	
	132	1	1	1	
	133	1	1	1	
	134	1	1	1	
	135	1	1	1	
	136	1	1	1	
	137	1	1	1	
	138	1	1	1	
	139	1	1	1	
	140	1	1	1	
	141	1	1	1	
	142	1	1	1	
	143	1	1	1	
	144	1	1	1	
	145	1	1	1	

