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Chinese viewers' perception of informative and emotional advertising

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Running head: Viewers' perception of TV advertising

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Chinese viewers' perception of informative and emotional advertising

Abstract

A systematic analysis of Chinese viewers' perception of television advertising was conducted using a sample of 60 commercials which were viewed by 160 respondents per commercial. Respondents responded by selecting from a list of 20 adjectives adopted from Aaker and Bruzzone (1981) study. Results indicated great difference in viewers' perceptions. Informative commercials were most frequently considered to be 'dull', 'uninteresting' and 'informative', while emotional commercials were described as 'appealing', 'interesting' and 'original'. Emotional advertising scored higher on liking of commercial and perceived brand image than informative advertising. Factor analysis across commercials yielded five factors that explained 80 percent of total variance of mean perceptions including relevant, creative, energetic/humor, sensual and irritating. Factor analysis across individuals again yielded five factors that explained 40 percent of total variance of individual perceptions including creative/entertaining, boring/hard sell, energetic, irritating and relevant. Factor patterns for informative and emotional advertising were very similar. All five factors obtained across individuals would predict 54 percent of variance of liking of advertising and 23 percent of variance of perceived brand image.

Chinese Viewers' perception of informative and emotional advertising

1. Introduction

How do consumers perceive television commercials? Are there any ways to measure the advertising perception that is uniform across both respondents and commercials? How do viewer perceptions differ for informative and emotional advertising? How do viewer perceptions affect advertising effectiveness and the brand image? This article will address these questions.

Advertisers in Hong Kong spent HK\$6.2 billion (equivalent to 0.8 billion U.S. dollars) in 1994 on television advertising to inform consumers about product features and benefits, and to establish favorable brand images. Are they effective in achieving the desired marketing communication objectives?

Exploring consumer perception of commercials helps to clarify how their actual perceptions fall in line with what was originally intended by the advertiser and advertising agency, as well as evaluating the comparative effectiveness of different commercials (Aaker and Bruzzone, 1981; Aaker and Stayman, 1990). A systematic study of viewers' perception of television advertising will benefit the advertising industry as well as helping advertising education practitioners to better understand how advertising works and how to produce commercials that viewers like.

Recent research points to the importance of likeability as a measure of audience perception of television advertising. Haley (1990) found that the overall reaction to a commercial was the best predictor of its advertising effectiveness. Biel and Bridgwater (1990) examined the relationship between likeability and sales effectiveness and concluded that in the case of fast moving consumer goods, people who liked a commercial a lot were twice as likely to be persuaded by it than people who felt neutral towards the advertising.

In Hong Kong, both informative and emotional appeals are adopted by advertisers to establish favourable advertising and brand attitudes. It will be fruitful to compare viewers'

perception of these two advertising approaches in a Chinese consumer society. Hong Kong is now regarded as a window to China and Hong Kong television programs are widely accepted in Southern China. Therefore, a study of viewer perception of Hong Kong consumers is helpful to global advertisers targeting the fast-growing retail market of China. The current study also has the potential to develop into an inter-cultural study on how Mainland Chinese view television advertising. This will certainly benefit the planning of global advertising targeted at the Chinese market and in particular, it is helpful for the adaptation of international advertising campaigns to Chinese societies.

The study was desired to meet the following objectives:-

1. to measure viewers' perception of television commercials;
2. to compare perceptions of informative commercials and emotional commercials;
3. to explore underlying dimensions of viewers' perception and compare them with findings in similar studies; and
4. to investigate the relation between advertising perception and advertising effectiveness.

2. Literature review

Viewer perception

Viewer perception of individual commercials and its influence on advertising effectiveness have been widely studied by advertising agency personnel as well as marketing communication academics. There has been a great deal of effort to generate a set of adjectives, scales or phrases that are uniform across both respondents and commercials to measure how viewers react to television commercials.

Wells, Leavitt and McConville (1971) and Leavitt (1970) reduced an initial list of 600 words to 71 that were capable of discriminating among commercials. Factor analysis generated six factors: humorous, personal relevance, irritating, vigorous and unique.

Schlinger (1979) started with 150 statements drawn from consumer responses and developed a 32-statement Viewer Response Profile. Using factor analysis based on a new set of forced exposure data, seven factors were identified: entertainment, relevant news, alienation, empathy, confusion, brand reinforcement, and familiarity. The first four factors were quite comparable to those obtained in the Wells, Leavitt and McConville (1971) and Leavitt (1970) studies.

In a nation-wide probability sample of 1,000 households in the U.S. responding to 524 commercials, Aaker and Bruzzone (1981) used a set of 20 adjectives to describe viewer perception. Factor analysis yielded four factors: entertaining, personal relevance, dislike and warmth.

Moldovan (1984) developed a 20-adjective scale and 11-item set of feeling statements for commercial testing. Using a variety of in-house data, they reduced the two sets of scales to five factors: clear, tasteless, empathetic/self-involving, stimulating and credible.

Aaker and Stayman (1990) collected viewer perception of 80 commercials exposed to approximately 300 respondents per commercial. Factor analysis across commercials and individuals identified nine factors (see Table 1).

As seen from Table 1, there is a remarkable degree of consistency across these studies. Four factors on entertaining, informative, disliked and warm consistently emerge in all these studies. Other factors including familiar, credible, confusing and brand reinforcing are less consistent.

[TABLE 1 ABOUT HERE]

These studies have mainly examined advertising perception in westernized culture. The author is not aware of any similar studies conducted in Asian countries. Kaynak and Lee (1989) figures that Pacific-rim countries like China, Hong Kong and ASEAN countries will constitute an economic power which is comparable to North America and Europe. International

marketers are now putting effort into gaining a share of the booming China market. It will be fruitful to extend the research scope to Chinese culture and societies.

Informative and emotional advertising

There has been an increased interest in consumers' affective reactions to commercials in addition to the cognitive reactions (MacKenzie, Lutz and Belch, 1986; Peterson, Hoyer and Wilson, 1986). Attitudes towards advertised brands or products are considered to consist of both affective and cognitive components, which are, respectively, emotional and utilitarian in nature (Shimp, 1981; Batra and Ray, 1986). Informative commercials are used predominately for the communication of relevant facts about the product or the brand. The targeted response often involves a logical, rational thinking process. On the other hand, emotional or image commercials are used predominately to establish a favourable feeling or emotion and associate it with the brand. There is a spectrum between pure 'emotional' and pure 'informative' advertising according to the relative importance of the thinking response as opposed to the affective response.

While both cognitive and affective components influence purchase intentions, researchers consider affective component more important for products in low involvement categories (Batra and Ray, 1986; Zajonc, 1986). Recent research has started to measure affective and cognitive attitudes toward advertising separately (e.g. Celuch and Slama, 1995).

The objective measurement of the information content of advertising is well established by Resnik and Stern (1977). A commercial would be classified as 'informative' if it contained at least one of the fourteen specific factual information cues including price, quality, performance and special offer.

In a study of the information content of television advertising in Hong Kong, Chan (1994) found that 56 percent of the sampled 341 commercials were informative. Information content depended mainly on product category advertised and had little correlation with broadcast day, time, channel and duration. There were roughly equal amounts of television advertising using

informative and emotional/image appeals in Hong Kong. However, there has been no research effort to compare consumers' perception of informative and emotional advertising.

3. Research methodology

Sixty Chinese prime time commercials broadcast in two selected weeks in November 1994 were chosen to represent a wide range of high and low involvement products and services. Among them, 30 were informative and 30 were emotional commercials based on Resnik and Stern (1977) classification. Attempts were made to select one informative and one emotional commercial for each of the products and services listed in Table 2. The 60 commercials selected were recorded in random sequence on two tapes, each containing 30 commercials of 15 products and services. Each video tape was then viewed by 160 respondents recruited through friends and relatives and the total sample size of respondents was 320. These were comprised of 80 university students taking business, marketing and communication studies, 80 office workers, 80 full-time housewives and 80 production and service workers. Altogether, 30 viewing sessions were conducted at various locations including university campus, friends and relatives' offices and homes during the period April to May 1995.

[TABLE 2 ABOUT HERE]

Respondents were asked to fill in the questionnaire during the viewing session. A ten second break was inserted after the viewing of each commercial. Each viewing session took approximately 20 minutes. On-the-spot inquiry of viewers' perception was done to minimize recall error. This was particularly important for emotional commercials as affective response was difficult to recall using static photographs or story boards as prompting media.

The questionnaire included an adjective checklist, advertising liking, brand image and demographic questions. Respondents were asked to check any of the 20 adjectives adopted from the Aaker and Bruzzone (1981) study that they felt described the commercial. The adjectives were translated into Chinese and a pilot test on 10 viewers was conducted to check the appropriateness of the wording.

The liking of the advertising was measured on a five-point scale from 'dislike very much', 'dislike', 'neutral', 'like' and 'like very much'. Brand attitude was measured on a four-point scale about how he or she felt about the brand or company from 'bad', 'not sure', 'average' and 'good'.

For each respondent, the scale points for liking of commercial and brand image attitude and the zero/one responses for the twenty adjectives were compiled. For each commercial, the mean scores for liking and brand image and the percent of respondents who selected each adjective were computed.

4. Results

Overall perception

Table 3 shows the mean perception profiles of all commercials. The positive adjectives most frequently used by viewers to describe the commercials were 'appealing', 'interesting', 'original', 'effective' and 'informative'. The negative adjectives most frequently used were 'dull', 'uninteresting', 'easy to forget' and 'pointless'. All these adjectives are related to entertainment value and personal relevance of television advertising.

[TABLE 3 ABOUT HERE]

Table 4 compares the mean perception and advertising effectiveness of informative and emotional commercials. Results indicated that there was great difference in viewer reactions towards informative and emotional advertising. Sixteen out of twenty adjectives were found with significant difference in mean perception. The largest difference in perception was obviously the use of the adjective 'informative'. On average, 18.2% of respondents perceived an objectively classified informative commercial to be 'informative' while 8.6% of respondents perceived an objectively classified emotional commercial to be 'informative'. The results demonstrate some consistency between market-oriented definition and consumers' subjective definition of informative advertising.

[TABLE 4 ABOUT HERE]

A commercial for low-fat high calcium milk powder scored highest in the 'informative' aspect, with 48% of respondents checking this adjective. It was a scientific evidence type of execution demonstrating the adverse effect of not enough calcium nutrition and product's nutrition content and benefits. It contained three information cues including nutrition, content and performance.

A commercial for a Chinese folk and culture village, a travel destination in close proximity to Hong Kong, was the emotional commercial that viewers considered most informative. Thirty one percent of respondents checked this adjective. The commercial featured folk dancers of minorities in their colorful costumes with strong rhythms of drums and folk music. Consumers considered it informative because the commercial showed them what they expected to see and enjoy. This illustrates how consumer-related informational content can be conveyed through different formats and execution styles.

Results demonstrated that emotional advertising was more readily accepted by consumers. Informative commercials were most frequently accused of being dull (22%), uninteresting (19%) and easy to forget (16%). This is probably due to the great similarities in execution style of informative commercials using a direct copy approach and familiar settings and visuals. Consumers get bored and do not find something new or stimulating. On the other hand, emotional commercials were most frequently described as appealing (23%), interesting (17%) and original (17%).

Emotional and informative commercials were perceived to be equally 'effective' and 'convincing' on the positive side, and equally 'pointless' and 'easy to forget' on the negative side.

The mean liking of the advertising for informative and emotional commercials was 3.09 and 3.33 respectively. The mean brand image for informative and emotional commercials was 2.81 and 2.96 respectively. The result indicates that emotional advertising works better in gaining likeability of the commercial and building favourable brand or company image.

Factor analysis

As in the Aaker and Stayman (1990) study, two factor analyses with varimax rotation were conducted. The first one is based on mean perception across 60 commercials and the second one is conducted across commercials as well as individuals using 9,600 observations. The results are given in Tables 5 and 6.

Factor analysis across commercials strongly confirmed a five-factor solution. The eigen values for the first eight factors were 8.1, 3.6, 1.9, 1.2, 1.1, 0.8, 0.6 and 0.6. Factors six to eight seemed marginal. The first five factors together explained 80 percent of the total variance of mean perceptions. The first factor alone contributed over half of the explained variance. The five factors were labeled: relevant, creative, energetic, sensual and irritating.

[TABLE 5 ABOUT HERE]

This section shall interpret these five dimensions and describe the characteristics of commercials strong in each dimension.

Relevant This factor combines the concepts of effective, convincing, meaningful and worth remembering. It suggests that the consumers feel a commercial has something important to say. Results indicate that being perceived as relevant is very much related to the type of product advertised. Two commercials with the highest factor scores on the 'relevant' dimension were a government announcement to keep the harbour clean and a charity commercial asking people to donate. They were considered highly relevant by respondents probably because of the massive appeals, credible source and clear message content of community responsibility of caring for society and the environment. Two commercials with the lowest factor scores were selling hair dressing product lines and commercial property in Shanghai. These products were directed towards a narrow target audience and therefore not considered as 'relevant'.

Creative This factor brings together the concepts of original, imaginative, clever, well done and cheerful. All these are related to new elements perceived in the commercial that bring excitement and enlightenment. One commercial stands out in this dimension and the factor score was three standard deviations above the average. The commercial was a new corporate advertising for Hong Kong Telecom CSL company named 'imagine'. The song 'imagine' was

adopted as background, and the visual documented major innovations and milestones in human history, including invention of the airplane, downfall of the Berlin wall, landing on the moon and launching of satellite. The commercial closed with a futuristic scene and a slogan 'what can be imagined, can be achieved'. The commercial with the second highest score was Nissan Cup Noodle. It used animation of pre-history tribal people chasing birds for food. Use of an unusual scene and new combination of ideas had won the responses of creativity.

Energetic/Humor This factor includes concepts of lively, interesting, amusing and silly. Some explanation should be made about the positive factor loading of 'silly'. The Chinese translation used for 'silly' communicates naive rather than foolish, as foolishness appeared to be too strongly negative. Silly was viewed as related with amusing and interesting. This shows that use of humor is sometimes related with silly acts. The Nissan Cup Noodle commercial outscored the rest in this dimension (3 standard deviations above the average). It was considered to be funny as the tribal people chasing the bird for food was set up by the bird. The Nestle instant milk powder commercial entitled 'Two Brothers' scored second in this dimension. It featured two city boys milking a cow in a country farm for holidays and claimed that Nestle was as fresh as 'their cows raised on the 15th floor at home'. The light background music and the lively activity enhances the flavour of energy and humor. The commercial with the lowest score on this dimension was the Shanghai property commercial. It focused on several still visuals throughout the entire commercial and there was very little activity going on.

Sensual This factor blends viewer perception of emotional, appealing and gentle. It describes commercials that utilize sentimental love, friendship, family touch and mood types of creative approaches. Three of the top commercials were for an insurance company and two jewellery shops. The top commercial used singing and focused on the companionship of the company from birth to old age. The other two featured romance stories between young couples buying golden rings and jewellery as gifts of love. Three commercials with the lowest scores in this dimension were all packed with information, facts and figures.

Irritating This factor comprises two concepts of irritating and phony. It describes how consumers feel uneasy or incredulous about the commercial. The four commercials considered

most irritating by viewers were a travel agency ad, a soap commercial, a shampoo ad and a television set ad. Three of them used a testimonial type execution and were considered as 'phony' by over one third of the respondents. The travel agency commercial featured people happily recalling their good memories of a trip. The soap commercial was a talking-head type of advertising. It featured a lady claiming how soft her skin was after using the brand. The shampoo commercial used celebrity endorsement by a local female pop singer saying, 'don't you want to be beautiful too?'. These findings suggest that Chinese viewers are very sceptical about testimonial advertising. They may think that the endorser says so simply because he or she is being paid. Unlike the results obtained in Aaker and Bruzzone (1981), dislike of commercials has little connection with the type of products advertised. Feminine hygiene and hard liquor commercials were considered most offensive in Aaker and Bruzzone (1981), but these commercials were quite well received in Hong Kong. On average, about 2.5% of respondents perceived the two feminine hygiene commercials to be 'irritating' and about 2% of respondents perceived the two X.O. commercials to be 'irritating'. Chinese viewers seem to be lenient towards advertising of these product categories. The commercial scoring second on this factor was the Toshiba television set ad. To emphasize the excellent sound effects of the TV set, the commercial showed an animation of a heart beating vigorously which later seemed to suffer from a heart attack. The dark background color and strange sounds were annoying and unpleasant to the audience.

The second factor analysis was conducted at the individual level using all 9,600 commercial and individual observations as inputs. The analysis provides variation across individuals as well as variation across commercials. Results of the individual level factor analysis again generated five factors. The first eight eigen values were 3.04, 1.43, 1.23, 1.12, 1.08, 0.98, 0.94 and 0.89. The comparable percentages of variance explained were 15, 7, 6, 6 and 5 percent respectively. The five factors together explained nearly 40 percent of the total variance of individual perceptions. The explained variance was lower because of the larger variation among individuals and the zero/one data nature. The first factor alone contributed over one third of the explained variance. The five factors were labeled: creative/entertaining, boring/hard sell, energetic, irritating and relevant.

[TABLE 6 ABOUT HERE]

Factor analysis across individuals for informative and emotional advertising generated very similar results (Table 7). Both analyses confirmed five-factor solutions that explained about 40 percent of total variation across commercials and individuals. The composition of all five factors was very close to each other. The two only differed in the order of the first two factors. For informative advertising, 'boring/hard sell' was the major underlying dimension while for emotional advertising, 'creative/entertaining' was the major underlying dimension.

[TABLE 7 ABOUT HERE]

Perception and communication effectiveness

How are viewer perceptions related to liking of commercials and brand image of the products and services? Multiple regression models to predict communication effectiveness are conducted using factor scores of 9,600 individual observations as input. The results are displayed in Tables 8 and 9. Results indicated that viewer perceptions were strong predictors of liking of commercials and brand image. The five factors together explained 53.7 percent of variation in liking and 23.1 percent of variation in brand image. Liking of commercial was more predictable by advertising perception than brand image.

[TABLE 8 ABOUT HERE]

For the prediction of liking of commercials, the 'boring/hard sell' factor was the largest contributor to the prediction of liking of commercial. It had the highest parameter estimate and contributed 32.9 percent of the variation of liking. After 'boring/hard sell' factor, the most useful predictors were 'creative/entertaining' and 'irritating' factors. They contributed an additional 10.2 percent and 7.4 percent of variation respectively. 'Energetic' and 'relevant' factors had marginal contribution of less than 1 to 3 percent only.

For the prediction of brand image, again, the 'boring/hard sell' factor was the largest contributor to the prediction of brand image. It had the highest parameter estimate and contributed 12.1 percent of the variation of image. After the 'boring/hard sell' factor, the most

useful predictors were 'creative/entertaining' and 'irritating' factors. They contributed an additional 5.8 percent and 3.1 percent of variation respectively. 'Energetic' and 'relevant' factors had marginal contribution of 1 to 2 percent only. Results indicated that commercials perceived as boring and hard sell by the viewers were found least likeable and had negative impact on brand image.

[TABLE 9 ABOUT HERE]

5. Discussion and conclusion

Viewers held very different perceptions about informative and emotional television advertising. Inclusion of specific facts and detailed features will definitely increase the chance of being considered as 'informative' by the audience. Image and emotional commercials showing people enjoying the product or service will also increase the chance of being considered as 'informative'. Consumers are looking for benefits rather than facts and details. Advertising works best when it offers what consumers want.

Viewers like emotional advertising. They often find it appealing, amusing and creative. Informative advertising is often considered as boring and unattractive. There is opportunity for creative people to package information in a lively and enjoyable manner in order to overcome the audience perception barrier.

Emotional advertising scores better in viewers' liking of the commercial and perceived brand/company image. This indicates that in addition to communicating information, advertising generates feelings associated with the brand. Although advertising is sometimes criticized as too emotional and not providing sufficient product information (Chan, 1995), informative advertising is not so well received as emotional advertising. Advertisers often run into a dilemma of which execution approaches should be adopted. In order to improve the advertising effectiveness, advertising agency creative personnel need to make informative commercials interesting and entertaining, and to make emotional commercials communicate a sense of personal relevance.

Factor analysis across individuals and commercials did not generate any additional factors. The two factor analysis results were very similar to one another except for some disagreement in the ordering of prominent factors. This indicates that the underlying dimensions of viewer perception are rather stable and there is not much difference in dimensions of viewing among individuals. Furthermore, factor analysis across individuals for informative and emotional advertising also generates very similar findings. This suggests that the underlying dimensions of Chinese viewers do not differ much for two basic advertising approaches.

All five factors obtained from the factor analysis across individuals contributed significantly to the liking of advertising and perceived brand image. The first three factors on creative/entertainment, boring/hard sell and energetic contributed 50 percent of the variance of liking and 21 percent of the variance of brand image. This illustrates that viewer perception of individual commercials is the most important predictor of advertising effectiveness. The study points to two ways to generate positive attitudes towards a commercial and favorable image towards the brand. The first is to make it creative and entertaining, which often means using innovative visuals. The second is to make it interesting and lively, using dynamic scenes with a great deal of activity. The finding that testimonial advertising is considered as unbelievable should be taken seriously by advertisers and agencies. Care should be taken not to oversell.

Analysis of 60 informative and emotional prime-time television advertising suggests that viewer response is generally positive and can be explained by five underlying dimensions. A remarkable degree of consistency was found with similar studies conducted in United States that used different data bases and methodologies. The consistency across Westernized and Chinese cultures is promising for international marketers for global advertising.

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Table 1 Advertising perception factors across studies

Wells, Leavitt and McConville (1971)	Schlinger (1979)	Aaker and Bruzzone (1981)	Moldovan (1984)	Aaker and Stayman (1990)*	Current study*
Humorous	Entertaining	Entertaining	Stimulating	Amusing/ clever	Creative/ entertaining
Relevant	Relevant	Relevant	Clear	Informative/ effective	Relevant
Irritating	Alienating	Irritating	Tasteless	Irritating/silly	Irritating
Sensual	Emphathetic	Warm	Emphathetic/ self-involving	Warm	
	Familiar			Familiar	
	Confusing			Confusing	
			Credible	Believable	
Vigorous				Lively	Energetic
Unique	Brand reinforcing				
				Dull	Boring/hard sell

* Based on factor analysis across commercials and individuals

Table 2 Products and services of 60 commercials

	High involvement	Low involvement
Tape A	Bank	Battery
	Business service	Car service
	Car	Entertainment
	Electrical appliance	Household product
	Insurance	Retail shop
	Jewellery shop	Toys
	Office equipment	Watch
		Wine
Tape B	Corporate identity	Fast food and restaurant
	Fashion	Feminine hygiene
	Pharmaceuticals	Food and beverages
	Property in China	Milk powder
	Public announcement	Public utilities
	Travel	Shampoo
	Telecom services	Skincare and soap
	Video equipment	

Table 3 Mean perception profiles of 60 commercials, each viewed by 160 respondents

Adjectives	Maximum percentage	Mean percentage	Standard deviation
Positive			
Appealing	51.3	19.5	11.2
Interesting	48.1	14.8	11.4
Original	56.9	14.3	12.1
Effective	41.3	14.0	7.4
Informative	48.1	13.4	9.9
Gentle	44.4	12.1	10.5
Imaginative	36.9	9.6	8.7
Worth remembering	31.9	8.6	7.0
Well done	36.3	8.0	8.3
Convincing	29.4	7.7	5.8
Lively	51.9	7.6	11.9
Clever	19.4	4.6	3.9
Amusing	47.5	4.3	7.9
Negative			
Dull	55.0	18.5	12.5
Uninteresting	47.5	16.2	10.2
Easy to forget	48.1	15.7	10.5
Pointless	30.6	11.1	6.7
Phony	43.1	7.3	8.6
Silly	20.6	3.4	3.8
Irritating	18.1	3.0	3.7
Positive adjectives		10.7	
Negative adjectives		10.7	

Table 4 Difference in perception of informative and emotional commercials

Perception and effectiveness	Mean for informative commercials	Mean for emotional commercials	t-stat	Significance
Positive adjectives				
Informative	18.2	8.6	13.9	0.0001
Well done	4.7	11.3	12.0	0.0001
Appealing	15.6	23.4	9.7	0.0001
Amusing	2.5	6.1	8.8	0.0001
Original	11.6	16.9	7.5	0.0001
Lively	5.6	9.6	7.3	0.0001
Imaginative	7.6	11.5	6.6	0.0001
Interesting	12.5	17.0	6.3	0.0001
Gentle	10.0	14.1	6.2	0.0001
Worth remembering	6.8	10.3	6.1	0.0001
Clever	4.0	5.2	2.9	<0.005
Effective	14.0	14.1	0.1	N.S.
Convincing	7.7	7.7	0.0	N.S.
Negative				
Dull	22.1	14.9	9.4	0.0001
Uninteresting	19.1	13.3	7.7	0.0001
Phony	8.6	6.0	5.0	0.0001
Irritating	3.4	2.6	2.2	<0.05
Silly	3.8	3.0	2.0	<0.05
Pointless	11.6	10.6	1.6	N.S.
Easy to forget	15.9	15.5	0.5	N.S.
Liking of ad on 5-point scale	3.09	3.33	13.4	0.0001
Brand image on 4-point scale	2.81	2.96	8.5	0.0001

Note: N.S. not significant at 0.05 level

Table 5 Factor analysis across 60 commercials

Adjectives	Mean	Factor					Communi- nality
		1	2	3	4	5	
Factor 1:							
Relevant							
Effective	14.0	0.89	0.17	-0.12	-0.04	-0.02	0.84
Convincing	7.7	0.82	0.19	-0.23	-0.03	-0.03	0.77
Pointless	11.1	-0.80	-0.09	-0.12	0.01	0.25	0.73
Easy to forget	15.7	-0.74	-0.36	-0.28	-0.20	-0.20	0.84
Uninteresting	16.2	-0.62	-0.46	-0.29	-0.43	0.14	0.88
Worth Remembering	8.6	0.61	0.53	-0.07	0.31	-0.28	0.82
Factor 2:							
Creative							
Original	14.3	0.19	0.89	0.26	0.05	-0.11	0.91
Imaginative	9.6	0.12	0.85	0.32	-0.02	0.04	0.84
Clever	4.6	0.24	0.75	0.33	0.08	-0.09	0.74
Well done	8.0	0.30	0.66	-0.05	0.34	-0.25	0.71
Dull	18.5	-0.51	-0.55	-0.31	-0.41	-0.02	0.82
Factor 3:							
Energetic/Humor							
Lively	7.6	0.04	0.28	0.90	0.03	-0.11	0.90
Interesting	14.8	0.14	0.39	0.85	0.10	-0.10	0.91
Amusing	4.3	-0.02	0.32	0.83	0.06	-0.06	0.80
Silly	3.4	-0.23	-0.19	0.66	-0.02	0.32	0.63
Factor 4:Sensual							
Informative	13.4	0.36	-0.09	-0.3	-0.74	-0.08	0.78
Appealing	19.5	0.34	0.52	-0.05	0.61	-0.17	0.79
Gentle	12.1	0.36	0.00	-0.18	0.65	-0.44	0.78
Factor 5:Irritating							
Irritate	3.0	0.12	-0.02	-0.01	-0.15	0.84	0.75
Phony	7.3	-0.25	-0.18	-0.07	0.01	0.75	0.67
variance explained (%)		41	18	9	6	5	
cumulative variance explained		41	59	68	74	79	

Table 6 Factor analysis across individuals (9,600 observations)

Adjectives	Mean*	1	2	Factor 3	4	5	Communi- -nality
Factor 1:							
Creative/Entertaining							
Well done	8.0	0.67	-0.12	0.02	-0.04	-0.06	0.47
Worth remembering	8.6	0.54	-0.17	-0.01	-0.07	-0.02	0.33
Clever	4.6	0.53	0.06	0.15	-0.01	0.17	0.33
Original	14.3	0.52	-0.09	0.32	-0.03	0.11	0.39
Imaginative	9.6	0.48	0.00	0.35	0.02	0.18	0.38
Factor 2:							
Boring/Hard sell							
Dull	18.5	-0.06	0.66	-0.18	0.00	-0.04	0.47
Easy to forget	15.7	-0.02	0.59	-0.13	-0.15	-0.18	0.43
Uninteresting	16.2	-0.03	0.56	-0.17	0.23	-0.10	0.40
Appealing	19.5	0.35	-0.51	-0.09	-0.15	-0.24	0.48
Gentle	12.1	0.25	-0.33	-0.14	-0.22	-0.14	0.26
Factor 3: Energetic							
Lively	7.6	0.08	-0.08	0.69	-0.04	-0.04	0.50
Interesting	14.8	0.05	-0.21	0.62	-0.16	-0.03	0.46
Amusing	4.3	0.14	-0.02	0.61	0.02	-0.10	0.41
Factor 4: Irritating							
Phony	7.3	-0.07	0.05	-0.03	0.62	-0.04	0.40
Irritating	3.0	-0.06	-0.07	-0.01	0.61	0.16	0.41
Silly	3.4	0.04	0.09	-0.03	0.54	-0.15	0.33
Pointless	11.1	-0.08	0.15	-0.12	0.42	-0.28	0.30
Factor 5: Relevant							
Informative	13.4	-0.05	0.04	-0.03	-0.06	0.72	0.53
Convincing	7.7	0.29	-0.15	-0.13	-0.04	0.45	0.33
Effective	14.0	0.20	-0.33	-0.09	-0.09	0.36	0.30
variance explained (%)		15	7	6	6	5	
cumulative variance explained (%)		15	22	29	34	40	

Table 7 Comparison of factor analysis across commercials and individuals for informative and emotional advertising

Informative advertising	Factor loading	Emotional advertising	Factor loading
1. Boring/Hard sell		1. Creative/Entertaining	
Dull	0.59	Well done	0.65
Uninteresting	0.54	Original	0.57
Easy to forget	0.53	Worth remembering	0.56
Appeal	-0.53	Clever	0.53
Effective	-0.42	Imaginative	0.52
Gentle	-0.40	2. Boring/Hard sell	
2. Creative/Entertaining		Dull	0.68
Well done	0.66	Easy to forget	0.64
Clever	0.57	Uninteresting	0.53
Imaginative	0.48	Appealing	-0.52
Original	0.48	Gentle	-0.32
Worth remembering	0.42	3. Energetic	
3. Energetic		Lively	0.72
Interesting	0.64	Amusing	0.69
Lively	0.62	Interesting	0.61
Amusing	0.48	4. Irritating	
4. Irritating		Irritating	0.65
Phony	0.64	Phony	0.60
Irritating	0.57	Silly	0.54
Silly	0.55	Pointless	0.39
Pointless	0.46	5. Relevant	
5. Relevant		Informative	0.69
Informative	0.74	Convincing	0.54
Convincing	0.34	Effective	0.46
% of explained variance	38	% of explained variance	40

Table 8 Prediction of liking of commercials using 9,600 sample observations

Factor	Estimate of parameter	s.e. of parameter	t-stat for parameter=0	probability
1. Creative/Entertaining	0.25	0.006	38.1	0.0001
2. Boring/Hard sell	-0.34	0.007	-51.1	0.0001
3. Energetic	0.14	0.006	23.0	0.0001
4. Irritating	-0.25	0.006	-39.5	0.0001
5. Relevant	0.05	0.006	7.9	0.0001

R-square = 0.537

Table 9 Prediction of brand image using 9,600 sample observations

Factor	Estimate of parameter	s.e. of parameter	t-stat for parameter=0	probability
1. Creative/Entertaining	0.19	0.008	23.2	0.0001
2. Boring/Hard sell	-0.18	0.008	-21.9	0.0001
3. Energetic	0.06	0.008	8.1	0.0001
4. Irritating	-0.16	0.008	-20.1	0.0001
5. Relevant	0.10	0.008	13.2	0.0001

R-square = 0.231