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Creative advertising that appeals to Chinese women

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Creating advertising that appeals to Chinese women

Abstract

The study attempts to study Chinese women's perception of television advertising. Thirty commercials were viewed by 58 working women and 40 full time housewives, who checked any of the 20 adjectives adopted from Aaker and Bruzzone (1981) study. Results indicated that there was great difference in their perceptions of thinking and feeling commercials. While female audiences perceived emotional advertising to be more amusing, well done, original and lively, they also found them easier to forget and pointless. Respondents also perceived informative advertising to be dull, uninteresting and phony. Women liked emotional commercials more and had a more favourable image towards brands using emotional approach of advertising. Factor analysis yielded six factors that explained 42 percent of total variance of perceptions including energetic/humor, relevant, creative, boring, silly and phony. These factors contributed to 56 percent of variance of liking of commercial and 26 percent of variance of perceived brand image.

Creating advertising that appeals to Chinese women

1. Introduction

Women have long been identified as a major target group for fast moving consumer products, fashion and cosmetics, travel, household items and baby products. How do females consumers perceive television commercials? Do they have different perception for different advertising creative approaches? How do females' perception of advertising correlates with their liking of commercials and perception of brand image? This study attempts to address these questions.

Advertisers in Hong Kong spent HK\$7.4 billion (equivalent to nearly one billion dollars) in 1994 on television advertising to inform consumers about product features and benefits, and to establish favorable brand images. In study of information content of television advertising in Hong Kong, Chan (1994) found that 56 percent of the sampled 341 commercials were informative and the other 44 percent were emotional.

Exploring consumer perception of commercials helps to clarify how their actual perception fall in line with what was originally intended by the advertiser and advertising agency, as well as to evaluate 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 both the advertising industry and advertising education practitioners to the understanding of how advertising works and the creation of effective commercials. Women are especially important target group for advertisers as they are users and major decision makers of many household goods and services.

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

In Hong Kong, both informative and emotional appeals are adopted by advertisers to establish favorable 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 of China and Hong Kong television programs are widely accepted in Southern China. Therefore, study of perception of Hong Kong women is helpful to global advertisers targeting at the fast-growing retail market of China. The current study also has the potential to develop into a inter-cultural study on how Mainland Chinese from a different cultural background view television advertising. This will certainly benefit the planning of global advertising targeting at the Chinese market and in particular, helpful for the adaptation of international advertising campaigns to Chinese societies.

The study aims to achieve the following objectives:-

1. to compare perception of informative and emotional advertising among females;
2. to investigate the relation between advertising perception and advertising effectiveness;
and
3. to explore underlying dimensions of female viewers perception.

2. Literature review

These are two basic creative approaches in advertising. the 'rational' approach which focuses on the persuasive power on arguments, or reasons, about brand attributes. Consumers processed information delivered by the advertisers that may eventually influence his or her beliefs, attitudes and behaviors. The response often involves a logical, rational thinking process. Therefore, this type of advertising is sometimes known as 'thinking' commercial. The other category of 'emotional' approach focuses entirely on the creation of emotion or feelings that can ultimately influence consumers attitudes and behaviors. A feeling of energy, vitally, fun, warmth, humour or even fear could be evoked with the advertising and later gets associated with the brand. Often they are termed as 'feeling' advertising (Aaker, [Batra and Myers, 1992](#)).

There are many models conceptualizing on how emotional advertising works. Aaker, [Batra and Myers \(1992\)](#) summarized the following four major models:

Firstly, emotional advertising that put people in positive moods increase the number of positive thoughts about the brand, and reduce the number of negative thoughts. People in positive advertising-induced moods also tend to do less thinking about the intrinsic quality of the brand and tend to form brand attitudes based more on advertising likability.

Secondly, Potos and Wells (1983) proposed the concept of ‘transformational’ advertising that involves developing feelings with the brand such that the experience of using the brand is changed into something different. It enhances user experience to become richer, warmer, more exciting or more enjoyable.

Thirdly, emotional advertising is more enjoyable and leads to a more positive attitude toward that particular advertisement. It also leads to more positive brand attitudes and to more positive thoughts about brand attributes.

Fourthly, classical conditioning model postulates a direct relationship between feeling responses with the advertising and perceptions with the brand on repeat exposure.

All these models have been tested to show some degree of validity ([Batra and Ray, 1986](#); [MacKenzie, Lutz and Belch, 1986](#); [Holbrook and Batra, 1987](#); [Burke and Edell, 1989](#); [Batra and Stayman, 1990](#)).

Viewer perception of individual commercial and its influence on advertising effectiveness have been widely studied by advertising agency personnel as well as marketing communication academics. There have been much effects to generate a set of adjectives, scales or phrases that are uniform across both respondents and commercials to measure how viewer reacts to television commercials.

In a nation-wide probability sample of 1,000 households in the United States responding to 524 commercials, Aaker and Bruzzone (1981) used a set of 20 adjectives to describe viewer

perception. Factor analysis across commercials yielded four factors: entertaining, personal relevance, dislike and warm.

Aaker and Stayman (1990) collected viewer perception of 80 commercials forced exposed to approximately 300 respondents per commercial. Factor analysis across commercials and individuals identified nine factors including amusing/clever, informative/effective, irritating/silly, warm, familiar, confusing, believable, lively and dull.

Similar studies on viewers' perception conducted by Well, Leavitt and McConville (1971), Leavitt (1970), Schlinger (1979) and Moldovan (1984) generated remarkably consistent results. 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.

These studies have mainly examined advertising perception in westernized culture, the author does not aware of any similar studies conducted in Asian countries. Kaynak and Lee (1989) opines that Pacific-rim countries like China, Hong Kong and South Asia countries, will constitute an economic power which is comparable to North America and Europe. International marketers are how paying much efforts in gaining share from the booming China market. It will be fruitful to extend the research scope to Chinese culture and societies.

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). 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).

Study on gender differences in information processing have a number of implications for advertisers who seek optimal ways to appeal to males and females. Single-focused copy and design was expected to appeal more to males who simplify information processing demands by focusing on singular concepts. Females' tendency to employ comprehensive processing calls for use of detailed claims and symbolic cues that evoke positive associative images (Meyers-Levy, 1989). However, there is no research effort to study explicitly women's perception of informative and emotional advertising.

3. Research methodology

Thirty prime time commercials broadcast in Chinese channels in November 1994 are chosen to represent a wide range of high and low involvement products and services. Among them, 16 were informative and 14 were emotional commercials based on Resnik and Stern (1977) classification. A commercial is classified as 'informative' if it contained at least one of the fourteen factual information items including price, quality, performance and special offer. The commercials were classified by two coders independently and the inter-coder reliability was 0.9. Attempts were made to select one informative and one emotional commercial for each of the products and services listed in Table 1. The commercials were recorded in random sequence on video tape and was viewed by forty full time housewives and fifty eight nurses taking a medical course recruited through personal sources.

[TABLE 1 ABOUT HERE]

Respondents were asked to fill in the questionnaire during watching. A ten second break was inserted after viewing of each commercial. The viewing sessions took about twenty minutes. On-the-spot inquiry of viewer perception attempts 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 includes an adjective checklist, advertising liking, brand image and demographic questions. Respondents were asked to check any of the 20 adjectives adopted from Aaker and Bruzzone (1981) study that they felt describe the commercial. The adjectives were translated into Chinese and a pilot test on ten viewers was conducted to check the appropriateness of the wordings.

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, there are scale points for liking of commercial and brand image attitude and a zero/one response for the twenty adjectives. For each commercial, there are mean scores for liking and brand image and the percent of all respondents who selected each adjective.

4. Results

Table 2 shows the mean perception profiles of commercials. The most frequently positive adjectives used by female viewers to describe the commercials were ‘appealing’, ‘effective’, ‘interesting’, ‘original’ and ‘informative’. The most frequently negative adjectives used were ‘dull’, ‘uninteresting’, ‘easy to forget’ and ‘pointless’. All these adjectives are related to entertainment value and personal relevance of television advertising.

[TABLE 2 ABOUT HERE]

Table 3 compares the mean perception and advertising effectiveness of informative and emotional commercials. Results demonstrated that emotional advertising were more readily accepted by consumers. Informative commercials were most frequently accused of dull (21%) and uninteresting (18%). This is probably due to the great similarities in execution style of informative commercials using direct copy approach and familiar settings and visual. Viewers just get bored and do not find anything new nor stimulating. Emotional commercials were most frequently described as appealing (24%), original (16%) and interesting (15%). However, respondents more often found them easy to forget (16%) and pointless (9%). This illustrated that emotional advertising seems to work better in cutting across the advertising clutter for audience attention, but varies in ability to build up a lasting impression.

There was great difference in female respondents’ reactions toward informative and emotional advertising. Fourteen out of twenty adjectives were found with significant

difference in mean perception. The largest difference in perception was the use of the adjective ‘amusing’. Emotional advertising was considered more enjoyable than informative advertising. Seven percent of emotional commercials were considered amusing while only two percent of informative commercials were checked as amusing. The second largest difference in perception was the adjective ‘informative’. Fifteen percent of objectively defined informative commercial were considered informative by viewers while eight percent of emotional commercial were considered informative. A telecommunication corporate commercial documented a number of innovations in human history was considered most ‘informative’ by the viewers. Besides that, the commercial contained no information about the product or the service. It suggests that female audience have difficulties in distinguishing between product information and factual details about peripheral issues. Presentation of news events or technology development creates an rational atmosphere for females.

The mean liking of advertising for informative and emotional commercials were 3.17 and 3.34 respectively. The mean brand image for informative and emotional commercials were 2.81 and 2.92 respectively. This indicates that female viewers are more favourable toward emotional advertising. Use of affective advertising also helps to create a better brand or company image.

[TABLE 3 ABOUT HERE]

In order to explore the underlying dimension of audience perception on television advertising, a factor analysis with varimax rotation is conducted across individuals using 2,940 observations. The results are given in Table 4.

Exploratory factor analysis is employed to discover the underlying dimensions of the perception as there has been no priori theory in the research literature. Results suggested a six-factor solution. The eigen values for the first eight factors were 2.64, 1.50, 1.26, 1.19, 1.06, 1.04, 0.998, 0.98 and 0.95. Factors seven to nine seemed marginal. The first six factors together explained 43 percent of the total variance of mean perceptions. They were labeled: energetic/entertaining, creative, boring, relevant, silly and phony. The interpretation of these dimensions and typical commercials representing each dimension are described as follows:

[TABLE 4 ABOUT HERE]

Energetic/entertaining This factor includes concepts of amusing, lively and interesting. Nissan cup noodle scored highest in this dimension. It used animation of pre-history tribal people chasing a dinosaur and a giant octopus for food but were cheated by them. The Nestle instant milk powder commercial named 'two brothers' scored second in this dimension. It featured two city boys milking the cow in a country farm for holidays and claimed that Nestle is their 'cow raising on the 15th floor'. The light background music and the lively activity brings out the favor of energetic and humor. The commercial with lowest score in this dimension was advertising a commercial property in Shanghai. The quality of production was poor and it employed several still shots with some animation throughout the entire commercial. There was very little activity going on.

Creative This factor brings together the concepts of original, well done, clever, imaginative and gentle. All these are related to new elements perceived in the commercial that bring excitement and enlightenment. The commercial stands out in this dimension was a corporate advertising of Hong Kong Telecom CSL company. The song 'imagine' was adopted as background, and the visual documented major innovations and milestones in human history, including invention of 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 imaged, can be achieved'. A Chinese restaurant commercial scored the lowest in this dimension. It featured the interior of the restaurant and the food served. The copy was strict forward and the scene was common.

Boring This factor combines the concepts of not appealing (negative factor loading), dull, easy to forget and uninteresting. In other words, female audiences found them boring or dull. The Shanghai property commercial scored low in the energetic dimension was considered most boring. No respondent checked the adjective 'appealing' and half of them considered it 'dull'. The Anlene high calcium milk powder commercial scored second in this dimension. It was a scientific evidence advertisement using charts and diagrams to illustrate the nutrition content and benefits to health.

Relevant This factor combines the concepts of convincing, worth remembering, effective and informative. It suggests that the consumers feel a commercial has something important to say. Two commercials with highest factor scores on 'relevant' dimension were a charity commercial asking people to donate and a Government announcement advertisement asking people to keep the harbour clean. They were considered highly relevant by respondents probably because of the massive appeals, credible source and clear message content of community responsibility of caring the society and the environment. Two commercials with lowest factor scores were a commercial on personal banking service of a bank and the Wella hair dress-up product lines. The bank commercial was a mood type advertisement targeting towards young couples with middle to high income profile. Some respondents may not find it relevant as they have no direct income from work. The Wella commercial fails to communicate relevance to females were worth noting. The commercial did not state the product name until the very last moment. It featured a fashionable lady experiencing unlucky events on the way to meet her boyfriend. Her dress was made dirty by a running car and her high heel shoe was broken but she was proud of having a good looking hair. The humor of the story was not accepted and the benefits seemed unclear.

Silly This factor blends viewer perception of silly and pointless. Commercials scored highest in this dimension was the Nissan cup noodle commercial and the Wella hair dress-up product commercial. However, the former was related with amusing while the latter was related with pointless.

Irritating This factor comprises two concepts of irritating and phony. It describes that consumers feel uneasy or unbelievable about the commercial. The Citibank investment service commercial was considered irritating by 13 percent of the respondents and the Dove commercial was considered phony by 28 percent of the respondents. The Citibank commercial was male dominant and it featured the customer friendliness of their investment consultant services. It also attacked indirectly that similar services offered by other banks were cool and inhuman. It seems that female audience found comparative advertising irritating. The Dove commercial was a testimonial style of advertising featuring the soft feeling of using the

product. It was considered as phony as using soap was usually considered dry and unhealthy to the skin.

How viewer perception are 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 as input. The results are displaced in Table 5 and 6. Results indicated that viewer perception were strong predictors of liking of commercials and brand image. The six factors together explained 56.3 percent of variation in liking and 25.6 percent of variation in brand image. Liking of commercial was more predictable by advertising perception than brand image.

[TABLE 5 ABOUT HERE]

For the prediction of liking of commercials, the ‘boring’ factor was the largest contributor to the prediction of liking of commercial. It had the highest parameter estimate and contributed 31.5 percent of the variation of liking. After ‘boring’ factor, the most useful predictors were ‘phony’ and ‘creative’ factors. They both contributed an additional 7.4 percent of variation individually. ‘Silly’, ‘energetic’ and ‘relevant’ factors had marginal contribution of less than 2 to 5 percent only.

For the prediction of brand image, again, the ‘boring’ factor was the largest contributor to the prediction of brand image. It had the highest parameter estimate and contributed 13.2 percent of the variation of image. After the ‘boring’ factor, the most useful predictor were ‘relevant’ and ‘creative/entertaining’ factors. They contributed an additional 4.6 percent and 3.8 percent of variation respectively. ‘Silly’, ‘phony’ and ‘energetic/entertaining’ factors had marginal contribution of 1 to 3 percent only. Results indicated that commercials perceived as boring and hard sell by the viewers were found least likable and had negative impact on brand image.

[TABLE 6 ABOUT HERE]

5. Discussion and conclusion

Women held very different perception about informative and emotional television advertising. Image and emotional commercials showing women enjoy the product or service will also increase the chance of being considered as 'informative'. This illustrates that consumers are looking for benefits rather than facts and details. Advertising work best when it offers what consumers want. Inclusion of specific facts and details increase the chance of being considered as 'informative' by female audience.

Female viewers like emotional advertising. They often find it appealing, amusing and creative. Informative advertising is often considered as boring, unattractive and nothing-new. Here we see the opportunity for creative people to package product and service information in an enjoyable manner in order to overcome the audience perception barrier.

Emotional advertising works better in establishing liking of commercial and favourable brand images for females. Although advertising is often being criticized as too emotional and does not provide sufficient product information (Chan, 1995), emotional advertising seems to be well received by females. In order to improve the advertising effectiveness, creative people of advertising agency needs to make informative commercials interesting and entertaining, and to make emotional commercials communicate a sense of personal relevance.

All six factors obtained from the factor analysis across individual contributed significantly to predict liking of advertising and perceived brand image. The first three factors on energetic, creative/entertainment and boring/hard sell contributed to 42 percent for variance of liking and 18 percent for variance of brand image. This illustrates that perceiving a commercial as entertaining is the most important predictor of advertising effectiveness. The study points for two ways to generate positive attitudes toward a commercial and favorable image toward the brand. The first is to make it creative and entertaining, which often means using innovative visual. The second is to make it lively and active, using dynamic scene and a variety of shooting angles.

Analysis of viewers' perception suggests that women response is generally positive and can be explained by six underlying dimensions. Comparing the results of factor analysis with similar studies indicates a unique difference of women's perception. While most of the other

results generated one factor on 'irritating', this study generated two dimensions on 'silly' and 'phony'. This indicates that Chinese women dislike commercials for two reasons. They may find it pointless or unbelievable. The study also reveals the possibility that humorous commercials are perceived as silly and overselling messages are perceived as phony. Creative people should take care of the cultural difference in introducing humorous elements. Besides the difference in the 'irritating' factor, there is a remarkable degree of consistency in factor patterns with similar studies conducted in United States based on different data bases and methodologies. The consistency across Westernized and Chinese cultures is promising for international marketers for global advertising targeting at women.

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Table 1 Products and services of commercials

High involvement	Low involvement
Charity	Fast food and restaurant
Corporate identity	Feminine hygiene
Fashion	Food and beverages
Pharmaceuticals	Milk powder
Property in China	Public utilities
Travel	Shampoo
Telecom services	Skincare and soap
Video equipment	

Table 2 Mean perception profiles of 30 commercials

Adjectives	Maximum percentage	Mean percentage	Std.dev.
Positive			
Appealing	45.9	20.7	10.7
Effective	34.7	14.0	8.7
Interesting	46.9	13.0	11.9
Original	51.0	12.8	11.9
Informative	35.7	11.6	8.7
Gentle	36.7	10.8	9.7
Convincing	24.5	7.0	6.0
Lively	44.9	6.9	11.8
Imaginative	21.4	5.2	5.8
Worth remembering	22.4	5.1	5.6
Well done	25.5	4.6	6.4
Amusing	43.9	4.2	8.9
Clever	10.2	2.3	2.7
Negative			
Dull	50.0	17.4	11.9
Uninteresting	34.7	15.0	9.5
Easy to forget	40.8	13.2	10.6
Pointless	28.6	7.7	7.4
Phony	27.6	6.3	7.5
Irritating	13.3	2.4	3.3
Silly	12.2	1.9	2.9
Positive adjectives		9.1	
Negative adjectives		9.1	

Table 3 Difference in perception of informative and emotional commercials

Perception and effectiveness	Mean for informative commercials	Mean for emotional commercials	t-stat	Significance
Positive adjectives				
Amusing	1.7	7.1	7.4	0.0001
Informative	15.1	7.7	6.2	0.0001
Well done	2.4	7.1	6.2	0.0001
Lively	4.8	9.3	4.8	0.0001
Original	10.1	15.7	4.6	0.0001
Appealing	17.5	24.2	4.5	0.0001
Interesting	11.0	15.2	3.4	<0.001
Gentle	9.1	12.8	3.2	<0.005
Imaginative	4.5	6.1	2.0	<0.05
Worth remembering	4.5	5.8	1.6	N.S.
Effective	14.4	13.6	0.7	N.S.
Convincing	6.9	7.1	0.3	N.S.
Clever	2.4	2.3	0.2	N.S.
Negative				
Dull	20.9	13.3	5.4	0.0001
Uninteresting	17.7	11.8	4.5	0.0001
Easy to forget	10.9	15.9	4.0	0.0001
Phony	8.1	4.2	4.4	0.0001
Pointless	6.3	9.3	3.1	<0.005
Irritating	2.7	2.1	1.1	N.S.
Silly	1.5	2.3	1.6	N.S.
Liking of commercial on 5-point scale	3.17	3.34	5.3	<0.0001
Brand image on 4-point scale	2.81	2.92	3.7	<0.0005

Note: N.S. not significant at 0.05 level

Table 4 Factor analysis across individuals

Adjectives	Mean*	Factor 1	2	3	4	5	6	Communi- nality
Factor 1: Energetic/Entertaining								
Amusing	20.0	0.72	-0.12	-0.02	0.07	0.06	-0.07	0.54
Lively	25.3	0.69	0.13	-0.03	0.03	-0.02	-0.01	0.50
Interesting	33.6	0.55	0.25	-0.19	-0.15	-0.16	-0.01	0.44
Factor 2: Creative								
Original	33.4	0.14	0.64	-0.15	-0.03	-0.06	-0.00	0.46
Well done	4.6	0.05	0.55	-0.08	0.23	0.04	-0.09	0.37
Clever	15.0	0.03	0.49	-0.02	0.09	-0.02	-0.01	0.25
Imaginative	0.2	0.38	0.44	0.05	0.07	-0.03	0.03	0.35
Factor 3: Boring								
Appealing	40.5	-0.12	0.09	-0.71	-0.07	-0.13	-0.22	0.59
Dull	37.9	-0.16	-0.15	0.62	-0.07	-0.17	-0.15	0.49
Easy to forget	33.9	-0.07	-0.16	0.47	-0.08	-0.08	-0.39	0.41
Uninteresting	35.7	-0.15	-0.06	0.41	-0.15	0.18	0.25	0.32
Factor 4: Relevant								
Convincing	25.5	0.03	0.27	-0.01	0.63	0.02	-0.04	0.47
Worth remembering	22.1	0.07	0.21	0.02	0.61	0.06	-0.08	0.43
Effective	34.7	0.05	-0.18	-0.36	0.59	-0.11	-0.05	0.52
Informative	32.1	-0.13	0.09	0.01	0.46	-0.21	0.21	0.33
Factor 5: Silly								
Silly	13.7	0.06	-0.13	-0.08	0.04	0.74	-0.01	0.58
Pointless	26.7	-0.13	0.05	0.12	-0.14	0.68	0.06	0.52
Factor 6: Phony								
Phony	24.2	-0.05	-0.04	0.13	-0.11	0.01	0.68	0.49
Irritating	15.5	-0.01	-0.11	-0.04	0.06	0.01	0.61	0.39
variance explained (%)		13	7	6	6	5	5	
cumulative variance explained (%)		13	20	26	32	37	42	

Note: Adjectives with a factor loading less than 0.4 is excluded for interpretation

Table 5 Prediction of liking of commercials

Factor	Estimate of parameter	s.e. of parameter	t-stat	probability
Creative/Entertaining	0.19	0.011	17.9	0.0001
Energetic	0.15	0.011	13.7	0.0001
Relevant	0.13	0.011	12.3	0.0001
Silly	-0.19	0.011	-17.8	0.0001
Phony	-0.20	0.011	-19.1	0.0001
Boring	-0.36	0.011	-32.9	0.0001

Multiple R square = 0.563

Table 6 Prediction of brand image

Factor	Estimate of parameter	s.e. of parameter	t-stat	probability
Relevant	0.16	0.013	11.6	0.0001
Creative/Entertaining	0.15	0.013	11.2	0.0001
Energetic	0.06	0.013	4.5	0.0001
Phony	-0.09	0.013	-6.9	0.0001
Silly	-0.11	0.013	-8.3	0.0001
Boring	-0.21	0.014	-15.6	0.0001

Multiple R square = 0.256

Ms Wen Dee, Foo
Editorial Assistant
Asian Journal of Communication
Asian Mass Communication Research and Information Centre
39 Newton Road, Republic of Singapore, 1130.

July 4, 1996

Dear Ms Foo,

Re-submission of Article

Thank you for your comments. Please find attached two copies of the revised manuscript on **Create advertising that appeals to Chinese women** and a diskette in Window word 6.0 format for your consideration of publishing in the Journal of Asian Communication. The reviewer's suggestions have been taken care of as far as possible. Please do not hesitate to contact me if you have any inquiries. Thank you for your attention.

Yours sincerely,

Kara, K.W. Chan

(deleted) Table 1 Advertising perception factors across studies

Wells, Leavitt and McConville (1971)	Schlinger (1979)	Aaker and Bruzzone (1981)	Moldovan (1985)	Aaker and Stayman (1990)	Current study
Humorous	Entertaining	Entertaining	Stimulating	Amusing/clever	Creative
Relevant	Relevant	Relevant	Clear	Informative/ effective	Relevant
Irritating	Alienating	Irritating	Tasteless	Irritating/silly	Silly
Sensual	Emphathetic	Warm	Emphathetic/ self- involving	Warm	
	Familiar			Familiar	
	Confusing			Confusing	
			Credible	Believable	Phony
Vigorous				Lively	Energetic/ Entertaining
Unique					
	Brand reinforcing				
				Dull	Boring

Editor
Asian Journal of Communication
Asian Mass Communication Research and Information Centre
39 Newton Road, Republic of Singapore, 1130.

October 7, 1995

Dear Editor,

Submission of Article

Please find attached three copies of a manuscript on **Create advertising that appeals to Chinese women** for your consideration to be published in the Journal of Asian Communication. Please do not hesitate to contact me if you have any inquiries. Thank you for your attention.

Yours sincerely,

Kara, K.W. Chan