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**Apply the motivation-opportunity-ability model
to measure the effectiveness of subway advertising**

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Abstract

With over four million passenger trips a day, the subway in Hong Kong is an important advertising medium. A theoretical framework based on audience motivation, opportunity, and availability was applied to examine responses to subway advertising, including attention paid to subway advertising, recognition of seeing selected advertisements, and self-reported of brand recall in general. We conducted an online survey using quota sampling on age and sex in November 2021. Altogether 604 individuals aged 18-69 responded to 10-12 subway advertisements and statements measuring motivation, opportunity, and availability of cognitive resources. Results indicated that motivation, opportunity, and availability had positive influence on attention paid to subway advertising. Perceived knowledge and entertainment functions of subway ads, educational level and frequency travelling on the subway were significant positive predictors. Furthermore, respondents who paid more attention subway advertising did recognize more advertisement prompts. They were also more likely to report that they could recall brand names and subway advertising.

Keywords: advertising effectiveness; subway media; media planning; ad recognition; brand recall