RELATIONSHIP BETWEEN BRAND CHARACTERISTICS AND ATTITUDES TOWARDS ADVERTISEMENT AMONG LIBYAN STUDENTS IN MALAYSIA

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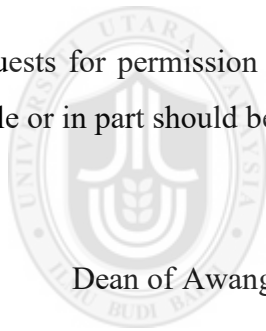
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Abstrak

Kajian ini bertujuan menyelidik faktor-faktor yang mempengaruhi sikap terhadap iklan dan menilai impak sikap terhadap iklan ke atas ekuiti jenama. Dengan percambahan media digital, penjenamaan merupakan aset utama untuk sesebuah syarikat itu bertahan dalam pasaran yang kompetitif. Perbelanjaan pengiklanan untuk iklan bercetak dan atas talian gagal memberikan hasil yang diinginkan dari segi perubahan sikap pengguna dan ekuiti jenama. Selain itu, persoalan mengenai media iklan yang mana mempunyai kesan yang lebih berkesan kepada sikap terhadap iklan untuk mewujudkan ekuiti jenama masih belum terjawab. Oleh yang demikian, kajian semasa bertujuan untuk mengenal pasti faktor-faktor yang berpotensi untuk mempengaruhi sikap terhadap iklan dan membandingkan kedua-dua jenis (iklan bercetak dan atas talian) untuk mengetahui perantara iklan terbaik yang dapat menentukan sikap terhadap iklan dan ekuiti jenama. Data dikumpulkan daripada 300 orang pelajar Libya yang sedang belajar di beberapa universiti yang berlainan di Malaysia. Kaedah penyelidikan quasi-eksperimen digunakan untuk mengetahui pilihan pengguna untuk iklan bercetak dan atas talian. Hasil ujian ANOVA menunjukkan iklan atas talian lebih berkeupayaan untuk mewakili pembentukan fokus berbanding iklan bercetak. Selepas pengesahan, hipotesis diuji menggunakan data iklan atas talian yang dibina dengan bantuan SEM-AMOS. Hasil analisis menunjukkan daya tarikan mesej, kualiti kenyataan dan interaktiviti mempunyai hubungan yang signifikan dengan kesedaran jenama, imej jenama dan niat pembelian jenama. Kajian ini menyumbang kepada ilmu pengetahuan dengan memperluaskan penggunaan Pemodelan Pemujukan Huraian *Likehood* (*Elaborate Likelihood Model of Persuasion*), dan Model Ekuiti Jenama berasaskan Pengguna untuk mewujudkan ekuiti jenama dalam kalangan pengguna. Selain itu, hasil kajian semasa boleh membantu syarikat untuk melaksanakan strategi pengiklanan yang lebih berkesan, menggunakan sumber dengan lebih cekap dan membangunkan kempen iklan atas talian dengan lebih kukuh.

Kata kunci: Kredibiliti Iklan yang dilihat, Daya Tarikan Mesej, Kualiti Kenyataan, Keintiman, Interaktiviti, Sikap terhadap Iklan, Ekuiti Jenama

Abstract

This study aims to determine the factors that affect Attitude towards Advertisement and assess the impact of Attitude towards Advertisement on Brand Equity. With digital media proliferation, brands are the main assets for a company to survive in the competitive marketplace. Advertisement expenditure for both print and online advertisements has failed to bring in the desired results in terms of change in attitude of the consumers and brand equity. Moreover, the answer to the question on which advertisement media has a more effective impact on Attitude towards Advertisement to create brand equity still remains unanswered. Therefore, the current research aims to identify the potential factors that affect Attitude towards Advertisement and compare both types (print and online advertisements) to find out the best advertisement medium that can determine Attitude towards Advertisements and Brand Equity. The data was collected from 300 Libyans studying in different universities in Malaysia. A quasi-experimental research design was applied to know the consumers' preferences for print and online advertisements. The results of ANOVA test show that online advertisement has a greater ability to represent the focal constructs as compared to print advertisement. After confirmation, the hypotheses were tested using data of online advertisement constructs with the help of SEM-AMOS. The results of the analysis show that Message Appeal, Argument Quality and Interactivity, have a significant relationship with Attitude towards Advertisement. Furthermore, Attitude towards Advertisement has a significant relationship with Brand Awareness, Brand Image and Brand Purchase Intention. This study contributes to the existing body of knowledge by expanding the use of the Elaborate Likelihood Model of Persuasion, Persuasive Hierarchy Framework and Consumer-Based Brand Equity Model for creating Brand Equity among consumers. Moreover, the findings from the current study can be helpful for companies to devise more effective advertisement strategies, use their resources more efficiently and develop strong online advertisement campaigns.

Keywords: Perceived Advertisement Credibility, Message Appeal, Argument Quality, Intimacy, Interactivity, Attitude towards Advertisement, Brand Equity

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CHAPTER ONE
INTRODUCTION

1.1 Introduction and Background of Study

The aim of this chapter is to provide a basic introduction to this current study as well as a brief overview of its contents. The chapter is divided into eight sections. The first section provides the background of the study; Section two identifies the nature of the research problem, Sections three, four and five outline the research questions, research objectives and significance, respectively; the scope of the study is outlined in section six; and while Section seven presents definition of terms. Finally, the organization of the study is summarized in Section eight and an overall summary of the chapter is given.

Consumers get influenced by advertising in their purchase decisions as long as marketing and advertisement exist. Advertisement is an important source of communication between a company and its consumers, which facilitates the introduction of products to consumers. Advertisements enable companies to communicate with their consumers, gain their attention towards advertised products and services, facilitate consumers with information and persuade them to purchase the products. These efforts in turn increase sales and profit of the companies (Fennis & Stroebe, 2015).

Both print and online advertisements have been used to promote products by companies. The revenue earned by print advertisers and advertising companies has reduced due to online advertisements. The companies commit their resources to online advertisement and thus, print advertisement companies are facing a huge change in their revenue.

Edmonds, Guskin, Rosenstiel and Mitchell (2012) said the revenue of print advertising companies declined by 56% between years 2005 and 2012. This huge decrease is associated with the shift in advertisement media from print advertisement to online advertisement. Every $1 increase in online advertising during 2005-2012 led to a $22 loss to print advertisers (Sridhar & Sriram, 2015).

Online advertising became important from 1994 onwards when the first online banner advertisement appeared on the Hotwired website for AT & T (Choi & Rifon, 2002; Goldfarb, 2014; Hollis, 2005). According to the Interactive Advertising Bureau (IAB, 2017), internet advertisement revenue is increasing year by year as it totalled over $ 20 billion for the first quarter of 2017, which is 23% more than first quarter of year 2016. Furthermore, the number of internet users has also been increasing at significant rates worldwide. In year 2016, it was around 3.5 billion compared to two billion in year 2010. This number is estimated to exceed 3.7 billion in year 2018, which means half of the world's population (The Statistics Portal, 2016).

Kibet (2016) documented a dramatic increase in consumer spending via online activities in terms of time and money. Moreover, the IAB revealed that consumers spend 33% of their time on online activities (IAB, 2011). In view of this, the Internet appears to be a significant source to reach consumers by means of online advertisements. Online advertisements provide a chance to get instant feedback on the effectiveness of the advertising campaign on a real time basis as compared to the traditional way of advertising (Constantinescu & Tănăsescu, 2014).

In line with the above discussion, Tang, Wu, Huang and Liu (2017) mentioned that online advertisements have great potential and are a more effective medium compared to branding and direct response. The World Wide Web (WWW) is rapidly growing the world over and has the potential to be a top advertisement channel. Moreover, Yan, Liu, Wang, Zhang, Jiang, and Chen (2009) argued that online advertisement networks show great market potential and ability to grow faster over other advertisement media.

Similarly, Guha, Cheng and Francis (2011) asserted that in the current technological era, online advertising has become a leading factor to strengthen economies with the use of the Internet, to fund and support a wide range of websites and servers to promote products and services. Many Internet advertisers design personalised online advertising packages to facilitate and increase sales. The IAB (2015) has reported that there is an increase in revenue from online advertisement business year after year. In year 2010, the revenue was $ 26 billion which increased to $ 31 billion in year 2011. Year 2012 also revealed subsequent increase and the revenue reached $ 36 billion while in year 2013, it went up to $ 42 billion. The increasing trend continued in year 2014 with $ 49 billion and in year 2015, it reached $ 59 billion. The intensive increase in the income of online advertisement companies reveals the importance of online advertisement which is currently positively impacting consumers and shaping their purchase decisions.

This unprecedented influence of online advertising reflects the interest of marketers and advertisers to online advertising as well as their disposition to spend billions on online resources (Wasserman, 2006). However, before marketing managers and advertising

executives decide to advertise, decisions must be made regarding which online advertising format(s) to use, and what can have a greater effect on product brand. Also, it is necessary to identify the factors that trigger consumer response to online advertisements. All these factors play an important role in consumers' decision to go online.

Various studies have examined the impact of online advertising on brand equity; however, the methods used differ from study to study. For instance, it has been determined by PwC (2010) that there are numerous approaches to determining the effectiveness of online or new media advertisements. These approaches include investigation of the essence of online communications strategy, determination of web impact on branding objectives, probing the effectiveness of media mix and evaluating the efficacy of online promotions and campaigns on sales. In addition, the study looked into evaluating the value of new media advertising on Internet surfing behaviour, investigating the influence of audience targeting in online advertising and evaluating the effectiveness and usefulness of online advertising designs in relation to brand equity. These mentioned approaches have been recognised as tools to assess the effectiveness of online advertisements.

Among the available online advertisement media, Online Banner advertisements are text and graphical displays that are hyperlinked to the Uniform Resource Locator (URL) of the advertiser. The purpose of the online banner advertising is to draw the attention of the Internet visitors and surfers and inspire them to connect to the advert (Dreze & Hussherr,

2003). Online banner adverts may be either horizontal or vertical (Burns & Lutz, 2006; Rodgers & Thorson, 2000). These online banner adverts in different sizes are strategically used to convince consumers. The sizes are as follows: (a) Standard Banner Advert: 468 x 60 Pixels; (b) Leader Board Banner Advert: 768 x 90 Pixels; (c) Banner Advert: 234 x 60 Pixels; (d) Skyscrapers advert: 120 x 600 Pixels; and (e) Vertical Banner Advert: 120 x 240 Pixels. By using different sizes and designs, online banner adverts attract the attention of the Internet users and enable them to get information in coloured digital form.

Brand equity, which is a concept that emerged in the 1980s (Aaker & Biel, 2013), has gained interest among Internet advertisers and marketing managers across industries. The Marketing Science Institute (MSI), a prominent conglomerate of more than 50 foremost firms, considers brand equity as a leading and important area of research (Silvegren & Morinder, 2016). Moreover, Salelaw and Singh (2016) mentioned that the influence of creative marketing strategies to create consumer-based brand equity should be critically analysed to assess the outcomes of the investment on marketing efforts. This is to ensure that the investment on advertisement has a positive impact on consumers' attitude towards advertised brands. Brand equity is seen by a purchaser as the value added to the product or service by relating it to the brand name. However, according to Aaker (1991), brand equity is a set of assets, including brand awareness, perceived equity, brand loyalty and brand associations. It can be asserted that there is a consensus in research that both conventional and online advertising contribute significantly to brand equity.

According to Aaker (2002), every brand is made up of rational and emotional elements at any point in time. The elements categorized as rational anchor primarily on what the brand is showing, doing or telling. Similarly, rational elements symbolize the theme as well as the contents of brand communications; express more of what is identified as the left or rational side of the brain; and acknowledge the most obvious part of the brand. In contrast, the emotional elements emanate largely from 'how' the brand is conveying itself, which could be either showing, telling or promising. The elements set the brand style, mode, character, tone and mood of implementation; the elements point more to the right or intuitive/non-verbal side of the brand; and typically they are less observable and thus more challenging to express and measure directly.

Therefore, it is important to understand the two elements that define a brand in order to evaluate it properly. Similarly, it is crucial to differentiate a brand from other competitive brands in the market to create a unique identity and a strong brand name. When a strong brand name is built (high brand equity), there is a high probability for such brands to be sustainable and viable in the market even under severe competition. In many counties the online advertisement remain under-developed because of restriction on media. Especially the less development trend can be found in Arab countries.

In the case of Libya, advertising activities experience tight control and regulations, especially during the regime of Gadhafi. The ruling party allows advertising to play a very limited role in the economy. Mostly, authoritarian governments dislike media and free speech, which can have a huge negative impact on advertising freedom. Similarly, in

spite of the fact that developing countries are enthusiastic to embrace new information technologies, the progression to adoption in Libya has been slow and hindered, especially by the then Gadhafi government. As a result, the use of Internet for business activities is far less than developed countries (Danowitz, Nassef & Goodman, 1995). For instance, Libya under Gadhafi had no Internet connections for most of the 1990s in spite of being comparatively more wealthy than other developed countries (Maslen, 1996; Twati, 2014). For this reason, it can be asserted that due to low as well as late adoption of the Internet, the online advertising industry in Libya is still developing. In the same vein, Leff and Farley (1980) identified that in some developing countries, many factors work against advertising and act as barriers for companies to advertise freely. Some of these include rising illiteracy rates amongst older groups which counts for maximum consumers; excessive advertising campaign as compared to low accessibility by the consumers; a greater fraction of rural population dislike vendors' advertisement. These factors increase the expenditure on advertisement in developing countries as compared to its benefit to companies (Kshetri, Williamson & Schiopu, 2007).

Moreover, for a long time, the use of technology (including communications technology) in Libya had been marginal, in spite of the fact that it is among the wealthiest countries in Africa with the capacity to benefit from communications technology (Twati, 2014). This poor penetration of media could be the consequence of the long reign of Gadhafi, whose strict regime controlled media accessibility in order to limit public interactions. Corroborating this, the Internet World Stats (2004) has established that Internet services

in Libya during Gadhafi's regime experienced one of the lowermost saturation rates and percentages of Internet consumers and users when compared to Arab countries.

Nevertheless, among many young Libyans, marketing has become an honourable subject in the post-Gadhafi era (Fernandes & Pimenta, 2013). Libya is gradually developing towards democracy and marketing is being activated. For example, Chan, Cui and Cui (2004) noted that the evolution in Eastern and Central Europe, as well as China, from central planning to market-oriented economies, defines the growth of modern marketing practices. Therefore, as far as some scholars are concerned, advertising is the 'essence of democracy (Carter, 1997). Similarly, a country that is stable democratically has a high probability of good penetration of communications media alongside freedom of the press and speech. More significantly, any attempt by the government to control advertising is alleged to be a violation of the freedom in such countries for example Libya in context of current research (Martinson, 2005).

Unquestionably, products and services provided by technologically advanced corporations, such as Facebook, Google, Nokia, Apple and pro-Arab news channels, such as Al Jazeera, have in a great way, transformed Arab societies (Benmamoun, Kalliny & Cropf, 2012). Nevertheless, the sudden and irresistible political changes within the Arab world due to the Arab Spring, act as barriers for free media campaign even online advertisement (Aouragh, 2012). Hence, in the Arab world, buyers are becoming more and more aware of advertising and the influence of multi-media platforms. Meanwhile, as a response to the growing and appealing online advertisements in some developing

countries, such as Libya, multi-national corporations (MNCs) from developed countries are speedily competing to penetrate and to exploit the ever growing demands in these emerging economies.

Many scholars have written about print and digital advertising and the debate among them about the influence of both types of advertising on consumers' attitude is on-going. So far, in this respect, scholars have not come to a consensus on which is the better advertising medium (Dayton, 2016). Thus, the current study aims to identify the factors that influence attitude towards advertisement and how attitude towards advertisement influences brand equity.

1.2 Problem Statement

This section presents the problem statement of the current study. In this section, the theoretical gap based on previous literature is identified and addressed. The literature review has identified that there are few studies that have examined the factors that influence the attitude towards advertisements and influence of attitude towards advertisements on brand equity. The current study examines the above mentioned using quasi-experimental research design by exposing participants to two treatments (treatment one and treatment two) to collect the data on attitude towards advertisements and brand equity. The Elaboration Likelihood Method (ELM) is used as the underpinning theory, and Persuasive Hierarchy Model and Consumer-Based Brand Equity, as supporting theories.

Furthermore, researchers have recorded that the visible progress of online advertising is not as the actual (Cottle, 2011) as compared to the substantial amount of effort and resources advertisers have devoted to advertising through the digital medium. In fact, DoubleClick (2003) recorded a significant decline in the click-through method (which was previously dominant) from 7% to 0.7%. This has challenged scholars to identify a more consistent method of determining how effective online advertisement messages can be with regards to the advertised brand, instead of merely taking a headcount of the surfers using the click-through method.

Therefore, it has become critical to understand the factors that affect consumers' response to online advertisements as well as the influence of attitude towards online advertisements on brand equity. Similarly, Keller (2009) underscored the undeniable transformation the advertisement industry has experienced ever since the birth of Internet ubiquity. The explosion of Internet usage and the influence of social networking sites have changed the face of the advertising world (Manchanda, Dubé, Goh & Chintagunta, 2006). In the same way, branding has become the central focus of marketers and industries that aim to be sustainable (Aaker & Joachimsthaler, 2000; Barreda, 2014). However, Keller (2009) reiterated the challenges facing advertisers on how the Internet can be applied and adopted in smarter ways to develop brand effectiveness. Based on the above stated arguments, the current research therefore seeks to answer all the questions revolving around the factors that impact on attitude towards advertisement and consumers' attitude towards brand on consumer-based brand equity (brand awareness, brand image and brand purchase intention).

The advertising companies based in the developed world have attracted the attention of researchers, following developments in the communications technology sector, precisely with the emergence of the Internet era which has set free new media platforms. At the same time, very little research has been conducted on the rapidly changing advertising structure in some parts of the developing society, such as Libya. In spite of the fact that new media have already had a noteworthy influence on the social and political changes in the Arab Spring, very little is understood of their influence on business environments, like the advertising industry, to be specific (Ghannam, 2011). An essential benefit for conducting this study is due to the absence of an in-depth (Cottle, 2011) and exhaustive research exploring and exploiting the effect of new communication technologies. In this regard, an in-depth study is required to assess the impact of online advertisements as a source of new communication technology to communicate more effectively with consumers. This study examines the factors that can affect the attitude towards advertisements and influence of attitude towards advertisements on brand equity by using quasi-experimental research design and exposing respondents to treatment one and treatment two.

In recent times, expenses on both traditional and online advertising have been challenged by a major impediment (Pfeiffer & Zinnbauer, 2010). More importantly, online advertising has been influenced and a 5.4 percent decrease in the revenue has been reported. Nevertheless, the decrease in revenue of online advertising does not deny the fact that online advertising is over- taking the conventional media in terms of interactivity. Evans (2009) revealed that extensive research has empirically identified the

effects of online advertisement and the assessment of online advertisement on brand development. Danaher and Mullarkey (2003) also noted that previous studies have emphasized the recall factors and design implementation of advertisements, which is in line with the work of Spalding, Cole and Fayer (2009). Similarly, several other studies, such as Manchanda, Dubé, Goh and Chintagunta (2006); Lin and Chen (2009); and Resenkrens (2009), have contributed empirically to the comparative evaluation of online and conventional advertisements. Pfeiffer and Zinnbauer (2010) urged future researchers to examine the role of online advertisements on brand development and brand equity. The current research makes an effort to fill the gap by analysing the impact of online advertisements on brand equity creation in the context of Arab countries, more specifically in the Libyan context, where online advertising is an emerging concept and can benefit the companies in creating brand equity. Through effective advertisements, brand equity can influence attitude towards advertisements and how it can influence brand equity (brand awareness, brand image and brand purchase intention).

Literature review has shown that very few studies have attempted to find the antecedents of attitude towards advertisements. For instance, the study of Darabi, Reeves and Sahadev (2016) assessed attitude towards SMS advertisements. In another study on attitude towards advertisements, Ting and de Run (2015) investigated the effects of their beliefs about advertising and personal values on attitude towards advertising. Zha, Li and Yan (2015) investigated limited attitude towards advertisement from the perspective of advertising value and credibility.

In extension to the above, Jung, Shim, Jin and Khang (2016) studied the effect of perceived advertising values (information, entertainment and rewards) and Social Networking Advertising (SNA) Characteristics (peer influence, invasiveness, and privacy concerns) on attitude and behavioural intention towards SNA. These studies just assessed limited factors and their impact on attitude towards advertisement. Moreover, very few studies have been found that include the antecedents of attitude towards advertisement and its impact on brand equity (brand awareness, brand image and brand purchase intention). Among the few studies, Kaushal and Kumar (2016) investigated the impact of attitude towards advertisement on purchase intention (which is one dimension of brand equity). Ting and de Run (2015) also extended their study but with limited scope; they assessed attitude towards advertising on behavioural intentions (which is one dimension of brand equity). Based on the reviewed literature, it can be asserted very limited work has been conducted to assess the antecedents and consequences of the print and online advertisements in Arab countries, and especially in Libya. This means the factors that affect attitude towards advertisements (print and online) and the impact of attitude towards the advertisements on brand equity (brand awareness, brand image and brand purchase intention) have been under-studied in Libya. Moreover, none of the studies conducted has compared print and online advertisements to find which medium influences their attitude towards advertisement and influence of attitude towards advertisement on brand equity using quasi-experimental research design.

There is a dearth of data on how the changing new media environment or landscape in Libya is affecting the public, and about public opinion concerning these developments.

This study is an attempt to shed new light on these matters by examining the use of new media in the Libyan advertising industry and the nature of public perception of different advertising sources, both new and traditional. It also investigates which source - print or online - has the greatest influence on public product awareness by using the quantitative method, especially quasi-experimental research design, to expand the understanding of how consumers make sense of diverse forms of advertising and comprehensive analysis of the advertising business in the Libyan economy. Remarkably, a formal academic study of this nature focusing on the relationship between new media, advertising and brand performance in Libya has not been undertaken before, and therefore, the findings of this study contribute immensely to advertising literature.

In summary, it can be deduced from the above problem statement that there are theoretical, practical and contextual gaps in the past literature. The current study fills the gap by analysing print and online advertisements to know the factors that affect attitude towards advertisement and the impact of attitude towards advertisement on brand equity. This study uses a quasi-experimental research design, which is also a unique contribution in field of marketing and advertising.

1.3 Research Questions

The following are the research questions to guide the achievement of this study's objectives:

1. Is there any difference between consumers' Attitude towards Advertisement, Brand Awareness, Brand Image and Brand Purchase Intention towards Online and Print Advertisement?

2. Do Perceived Advertisement Credibility, Message Appeal, Argument Quality, Intimacy and Interactivity of Advertisements have a relationship with consumers' Attitude towards Advertisement?

3. Does consumers' Attitude towards Advertisement have a relationship with Brand Awareness?

4. Does consumers' Attitude towards Advertisement have a relationship with Brand Image?

5. Does consumers' Attitude towards Advertisement have a relationship with Brand Purchase Intention?

6. What is the best advertisement media (print or online) that reflects the focal construct of this study?

1.4 Objectives of the Study

In spite of the remarkable growth in online advertising, existing research on the consequences on brand equity in the context of the Arab world is limited. This then raises questions regarding consumers' response to online advertising, as well as consumers' attitude towards online advertisement towards the brand.

In view of this, the main aim of the current study is to provide empirical evidence on the effectiveness of online banner advertising and determining the role of online banner advertising in developing brand equity. Thus, the following research objectives are addressed in this study:

1. To examine the difference between consumers' Attitude towards Advertisement, Brand Awareness, Brand Image and Brand Purchase Intention for Online and Print Advertisement.

2. To examine the relationship between Perceived Advertisement Credibility, Message Appeal, Argument Quality, Intimacy and Interactivity of advertisement and consumers' Attitude towards Advertisement.

3. To examine the relationship between consumers' Attitude towards Advertisement and Brand Awareness.

4. To examine the relationship between consumers' Attitude towards Advertisement and Brand Image.

5. To determine the relationship between consumers' Attitude towards Advertisement and Brand Purchase Intention.

6. To determine the best advertisement media that reflects the focal construct of this study.

1.5 Significance of the Study

This study contributes theoretically, practically and methodologically in the existing knowledge. The following section provides details on contributions made by current research.

1.5.1 Theoretical Contribution

This study extends knowledge on the factors that affect the brand attitude of the consumers and how the attitude towards advertisement creates brand equity among them. This research identifies the factors that are significant to develop a positive Attitude towards Advertisement and also reports the impact of Attitude towards Advertisements on Brand Equity in terms of Brand Awareness, Brand Image and Brand Purchase Intention. Also, very importantly, this research extends the application of the ELM, Persuasive Hierarchy Framework and Consumer-Based Brand Equity Model, which provide a sound foundation for this study. This study also provides insights into how persuasive message contents, such as the selected online advertisements, affect an individual's perception of brand equity. This research is among the few studies that use print and online advertisements and applies quasi-experimental research design with treatment one and treatment two. The factors identified are in line with previous research on advertising, consumers' attitude and brand equity.

1.5.2 Practical Contribution

The current study offers some practical contributions for advertising in terms of formats and contents that can assist in developing Brand Equity among the consumers. Moreover,

this study can assist marketers, advertising companies and academicians to understand the key components that can develop consumers' positive attitude towards advertisement.

This study compares the effectiveness of both advertisement media (print and online) and reports the most effective medium that can help the consumers to develop a positive attitude towards advertisement. This study also presents the way to create brand equity using consumers' positive attitude towards advertised products.

More specifically, this study can benefit managers and practitioners as they will appreciate and understand more the underlying forces of the advertising business in Libya and the other parts of the Arab domain. Therefore, some productive opportunities for future research consist of investigation of purchasers' perceptions of advertising in the speedily evolving Middle Eastern countries. Moreover, the application of the study results can be used to create brand recall and the practice of using tools, like brand watch, web metrics and google presence.

1.5.3 Methodological Contribution

This study used a quantitate approach and collected the data from the consumers directly using a quasi-experimental research design. This study is among the few which use quasi-experimental research design in the context of advertising and brand equity of beverages, in general, and Libyan beverages, in particular. This study assesses the two advertisement types and selects one based on the computed results. The factors that affect Attitude

towards Advertisement are reported along with the impact of Attitude towards Advertisement on Brand Equity.

1.6 Scope of the Study

In order to address the underlying issue, this study assesses the relationship between Perceived Advertisement Credibility, Message Appeal, Argument Quality, Intimacy, Interactivity of Advertisement and Attitude towards Advertisement. It also examine relationship between Attitude towards Advertisement and Brand Equity (Brand Awareness, Brand Image and Brand Purchase Intention). This study compares consumers' Attitude towards Advertisement, Brand Awareness, Brand Image and Brand Purchase Intention for Online and Print Advertisement. This study only focuses on the advertisement of the O'Cola brand, which is a famous drink in Libya, by collecting data from Libyan students studying in Malaysia.

1.7 Definition of Study Variables

For this study, the operational definition of the examined variables should be comprehended as explained below:

1.7.1 Online Advertisement

Online advertising is described by Bakshi and Kumar (2013) as a type of mass communication with premeditated message contents which are understandable, suitable and publishable over the Internet. Presently, in most user-generated content sites or social networking sites, like MySpace Video, YouTube and Google Video, advertisers offer the

opportunity to exhibit products and services, where short advertisement clips are placed before, after or as an interlude in videos uploaded by users. By design, these advertisement videos or clips are tactically and purposefully placed alongside users' uploaded videos in such a way that everyone watching the videos will be exposed to the advertisement (Keller, 2009). Therefore, online advertising in this research refers to the broadcasting of advertisement messages of O'Cola on the Internet via websites, emails, ad-supported software and smart-phones.

1.7.2 Print Advertisement

Various kinds of mass communication are used for advertising to reach people. On a daily basis, people come into contact with various types of advertising, where printed advertisement is one of the most commonly used type (Çuhadar, 2005). In this study, printed advertisement refers to all hard copy print advertisements. It should be noted that the design for O'Cola advertisement can be prepared manually or by using devices, like the computer. However, the final outcome is that such advertisements are printed on paper.

1.7.3 Online Banner Advertisement

Considerably, many of the contents that are placed online are sustained by advertising (Goldfarb & Tucker, 2011). As we have it for television and radio, online resources also offer free access to contents through the generation of revenue from advertising. Feasibly, the most productive form of online advertising is banner advertising (TechTerm, 2014). Many of the banner adverts are 468 pixels wide by 60 pixels high, or 468x60. This kind

of advert mostly comprises images, text, or at times, attractive animations that draw users' attention.

Online banner advertising is the dominant form of advertising online, as it represents 55% of all online advertisements (Faber, Lee & Nan, 2004; Interactive Advertising Bureau, 1999) and 32% of all new media advertising revenue (Interactive Advertising Bureau, 2002). However, in this study, online banner advertising of O'Cola is limited to graphic images that characteristically appear as a rectangular image-shaped box that can be placed anywhere but usually positioned at the top, side or bottom of the web page. Therefore, online banner advertisement, which is the focus of this research, is one of the prominent types of online advertisements.

1.7.4 Perceived Advertisement Credibility

Perceived Advertisement Credibility denotes audience's ability to recognize an advert as true and believable and can be relied on for any purchase or it as negative. It is a situation where purchasers doubt or disagree with an advert due to finding that the advert is unreliable; such a situation will definitely result in a negative impact on their attitude towards the advert. In the context of this study, it is looked upon as the audience's perception of and mood regarding O'Cola as to whether they have either a positive or negative belief.

1.7.5 Message Appeal

Previous reach studies accepted that advertising and marketing message approaches can be divided into the informational or transformational advertisement (Golan & Zaidner, 2008). In this regards, informational messages are that advertisement which target the reasoning and sensibility of the customers while transformational focus more on feelings or senses of the target customers.

Similarly, Kotler and Keller (2008) pointed out for effective message appeal, the sender of the message should consider the type of message based on the target receiver in order to obtain the desired reaction from the target customers. Therefore, message appeal is the advertisement message that contains some values, encouragement, promise and reason on the basis of a customer should pay attention towards the message or show interest to buy the advertised product. In view of this, in the context of this study message appeal is classified into two types: firstly, a rational appeal which is using possible buyer benefit as the appeal to show product attribute; secondly, an emotional appeal which is an appeal that will stimulate purchaser positive or negative emotions to awaken purchase willingness of O'Cola.

1.7.6 Argument Quality

Generally, an argument is a measure of information that is identified to be relevant to defining the true qualities of the position taken on an issue or about a product (Petty & Priester, 2003). Argument quality is the feelings or commitment generated by an argument that most likely affects the attitude of the audience towards online

advertisements (Batra & Stayman, 1990; Chu, & Kamal, 2008). In relation to this, Petty and Cacioppo (1981) described argument quality as the audience's biased insight of the arguments in the advertising message as strong and persuasive on the one hand against weak and inaccurate on the other. Therefore, when consumers are exposed to a strong argument about the product, they are likely to generate positive thoughts about the product. In the context of this study, argument quality refers to brand-connected information and the quality and accuracy of information that stimulates positive thoughts about O'Cola.

1.7.7 Intimacy

The passionate aspect of brand and consumers' relationship refers to brand experiences which involve feelings of interacting with a brand. However, intimacy signifies the effective as well as connective experiences between consumers and brands (Roberts, 2004). For instance, a brand's understanding of consumers' preferences and opinions, consumers' long-standing commitment and consumers' enjoyment of relations with brand, may nurture positive emotions and opinions towards the brand. In the current research context, consumers' intimacy means classifying, targeting and then customizing the brand to match exactly the demands of consumers. It signifies the effective as well as connective experiences between consumers and O'Cola brand.

1.7.8 Consumer's Enjoyment

Fun and enjoyment are elements of entertainment. The more entertaining they are, the more attractive the advertisements. In a life full of stress, entertainment becomes more

important than ever before (Le & Nguyen, 2014). In the current study, enjoyment is a kind of pleasure and benefits which consumers usually enjoy and that serve as motivation, interest and favourable behaviour towards a product. In this study, it refers to the consumers' happiness in relation to using the O'Cola brand.

1.7.9 Consumer's Commitment

If a relationship is worth continuing, it means there is commitment (Moorman, Zaltman and Deshpande 1992). When consumers note that online advertisers are investing resources, like money and effort, to meet their needs, they will consider the relationship as important and will continue the relationship (Wagner & Rydstrom, 2001). In this study, consumer's commitment is akin to a long-term friendship with the O'Cola brand and their positive attitude towards that brand.

1.7.10 Brand's Empathy

Brand's empathy is the emotional response that arises from another person's emotional state or condition. This emotional state or condition is aligned with the other's emotional state or condition. Empathy leads to social interaction; it brings out and strengthens attitude and behaviour that is mutually supportive (Yang, 2016). In this study, Brand's empathy refers to understanding consumer preferences and liking for O'Cola through the design, tagline, colour and packaging of O'Cola and identifying events that have an effect on consumers, for example, the consumer's birthday, and so on.

1.7.11 Interactivity

Online Interactivity refers to the extent to which consumers contribute to changing the website format or contents. Hoffman and Novak (1996) said that online users take part in mechanical and social interactivity to achieve crucial information about a brand before making a selection. Mechanical interactivity, which refers to using technology, is very important and impacts the interactions of consumers. Online interactivity can measure the usability of the website (Liu, 2003; McMillan & Hwang, 2002; Venkatesh & Agarwal, 2006).

Social interactivity on the Internet, on the other hand, refers to communication devices, for example, e-mails, SMS, live chat, etc., that enable online users to participate in conversations with online brand activity. In this study, the interactivity concept is used when an advertisement can allow communication between consumer and O'Cola.

1.7.12 Brand Equity

Brand equity generally refers to a product's power that is achieved through the generosity and name recognition that such product has earned over time, which transforms to higher sales dimensions and higher profit margins as opposed to competing products. According to Keller (1993), brand equity denotes a degree of the whole value of a given brand. Brand equity has become a most important determining factor of brand preference as well as purchase intention of the consumer toward the brand, and accordingly, it is crucial for managing brands across various product classes (Chang & Liu, 2009; Cobb-Walgren, Rubble, & Donthu, 1995).

Though it is not an easy undertaking to build brand equity in online settings primarily for the reason that numerous competitors are only a click away, however, once a high brand value is built, that is a brand with high equity, it then means that the brand has the capacity to create some sort of positive and distinct response in the market place. Consequently, it also means that the brand is easily distinguishable whenever it is stumbled upon. Another advantage is that it means that the brand is among the first ones that can be recalled when a related prompt is used. In this particular study, brand equity is the viable value that is from purchasers' insights of the brand name of O'Cola rather than from the O'Cola product itself.

1.7.13 Cognitive Product Involvement

Cognitive product involvement is the mental capacities and processes associated with knowledge: memory, evaluation attention, reasoning and computation, problem-solving and decision-making, as well as comprehension and production of language, etc., that indicate consumers' familiarity with a product. Cognition is therefore conscious/unconscious, concrete/abstract, and intuitive ability of human. Similarly, cognitive processes are about existing knowledge and creating new knowledge about the product. Therefore, to create knowledge of a specific product, brands establish a connection between the consumer and product through advertisements, free samples, vouchers and "expert" endorsers.

1.7.14 Affective Product Involvement

The ubiquitous nature of the Internet, which is obviously the foundation of online advertisements, offers advertisers the chance to showcase their products and services to not just their target audience but also to the wider global community from any part of the world. This is supported by Chan, Khan and Patricia (2010). Therefore, product involvement is adopted in this study to assess the familiarity of the audience with the advertised product or service, as well as to determine the moderating role it plays in the effectiveness of the online banner advertisement.

1.7.15 Attitude towards Advertisement

Attitude towards Advertisement is the attitude of the viewers towards advertisement (Chan et al., 2010). The current study employs Attitude towards Advertisement to assess its impact on Brand Equity. Interactive style of advertising can attract the consumers to the advertisement and products; the audience can then choose to ignore or block online advertisement. The attitude of the audience shows how effective the advertised message is. Attitude towards Advertisement in the current research highlights the effectiveness of the advertisement and how it influences the audience's attitude towards the advertisement.

1.7.16 Brand Awareness

Brand awareness is described by Shimp and Andrews (2012) as the retention of a certain product in a consumers' memory. It is a situation when a consumer can meaningfully differentiate a specific brand from other brands that are in the same product line. Then,

the consumers can be said to be aware of that specific brand. Keller (2009) clarified that awareness is the outcome of successful marketing communication actions, such as online advertisement. Therefore, this variable is adopted in this study as one of the dimensions for assessing the effectiveness of online banner advertisements. Brand awareness is operationalized in this study as the degree to which the O'Cola brand is accepted by prospective customers, and the extent to which the O'Cola brand is correctly associated with a particular product.

1.7.17 Brand Image

Brand image is described as the ability of consumers to distinguish a brand's name, logo, colours, trademark and every other identity related to that brand. Keller (2003) clarified that the identification of these characteristics that are peculiar to a specific brand is viewed as the outcome of a persuasive and impactful advertisement message. Therefore, this variable is adopted for assessing the effectiveness of online banner advertisements by studying the reactions and perception of the audience of the image of the product advertised. Brand image is operationalized in this study as the impression in the consumers' mind of O'Cola's total identity, both real and imaginary potential benefits and faults. Brand image is established over time through steady advertising promotions authenticated through the consumers' direct experience.

1.7.18 Brand Purchase Intention

Brand purchase intention is designated by Spears and Singh (2004) as the realization, plan and determination of a consumer to purchase the advertised brand. The intention of

the consumer to purchase a particular advertised product is usually formed after the realization that that message is persuasive and has positively impacted on the attitude towards advertisement. This attitude persuades the consumer to plan to purchase a particular product. The operationalization of brand purchase intention in this study is how the audience shows willingness to purchase O'Cola or when they actually purchase O'Cola.

1.8 Organization of the Study

This study consists of five chapters as follows:

Chapter 1: Introduction - Introduces the subject of research, provides the background to the problem, statement of the problem, research objectives and justification of the research. This chapter addresses several issues, including the identification of the area of study, research objectives and questions, the justification of the research and the structure of the study.

Chapter 2: Literature Review - This chapter analyses relevant literature in line with study aims. Relevant studies on this subject are thoroughly reviewed.

Chapter 3: Methodology – This chapter describes the research methodology in general. It focuses on the research design, paradigm, and population and sampling techniques. The researcher also focuses on data collection methods as well as techniques for data analysis.

Chapter 4: This chapter presents the results of the data collected for this study. The assumptions of data analysis are tested before hypothesis testing. The data for print and online advertisements is compared using a series of repeated measures ANOVA to know the preferences. Then, after confirmation of online and print advertisements, the final analysis of using online advertisement data to test the proposed hypotheses is presented.

Chapter 5: In this chapter, the results of the analysis are discussed in length with the help of previous literature. Theoretical, methodological and practical implications of the usage and application of the current research results are discussed. The theoretical and methodological limitations are elaborated and future recommendations are given to overcome the limitations and to guide future researchers on the area of brand equity.

1.9 Summary of Chapter One

This chapter presents a detailed discussion on the background of the study. The problems which motivate this research are illuminated in this chapter. Also, the objectives and the research questions are highlighted in this chapter. This chapter also concisely gives the synopsis of the methodology that is adopted in order to achieve the proposed objectives. The outline of the study report is also presented in this chapter. This next chapter entails a review of past relevant literature and the development of hypotheses.

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

A far-reaching literature review was carried out to explore and illuminate the study's viability as explained in the preceding chapter. This broad review conducted in the current chapter encompasses the conceptual analyses and comprehension of both print and online advertising and the Internet as an interactive media. It presents copious empirical findings and discussions that relate to the hypotheses that are proposed in this study, along with discussion on the conceptual framework.

2.2 Advertising

Businesses are consistently spending huge amounts of money on advertising (Dickinson, 2012). The goals of these advertising efforts are to kindle positive attitude, reject unfavourable opinions and form perceptions about products (Chen & Leu, 2011). Therefore, advertising becomes necessary because it plays a vital role in generating consumer needs and has powerful influence on consumers (Akbari, 2015). Nonetheless, advertising actions are indirect and hardly visible in the free market; still it is significantly important for the free market. However, Tellis (2004) argued that repetition will not make advertising effective if it is not effective in the initial stages.

Advertising aims to build long-term brand name and act as a paid source to create control and non-personal communication with customers. Moreover, it helps to promote the specific idea of goods and services and communicate to the target market to inform,

remind or persuade the target audience to make a purchase decision (Percy & Elliott, 2005). Advertising has the main objective of communicating with the audience and serves as a communication tool. The advertisements use both verbal and non-verbal communication in a goal-oriented way to convince the target customer on potential benefits and features of advertised products (Belch & Belch, 2004; Arens, 2006). Similarly, Smith, Gopalakrishana, and Smith (2004) explained that communication in the advertisement helps a customer to learn and remember the advertised brand and the potential benefits of the product due to the repetitive message. This process helps to build an association between brand, logos, images and potential benefits, which is a form of classical conditioning.

Moreover, advertising plays a key role in marketing communication plans to build brand equity among customers (Keller, 2007); the advertising message strategy defines what marketers and the advertiser desire to accomplish through the advertisement (O'guinn, Allen, Semenik, & Scheinbaum, 2014).

In communicating with customers, a variety of message effects have been created by marketers during the advertisement process, which are message involvement, recall ability of advertisement and believability of advertisement contents (Wang, 2006). To create an effective advertisement, an adequate level of customer involvement is required to achieve the purpose of the advertisement. Customer involvement in the advertisement not only explains how a customer processes the advertisement message but also helps to understand how the provided information in the advertisement affects customers (Belch

& Belch, 2004; Wu, Lu, & Chen, 2011). Zaichkowsky (1986), in his study, explained the concept of the involvement and how the foundation of involvement is based on personal relevance. Moreover, he proposed three antecedents of the involvement, i.e., personal factors, stimuli factors and situational factors. These antecedents significantly determine the level of customer involvement with a relevant product, brand and advertising message (Belch & Belch, 2004; Egan, 2007).

In addition, advertising is the source which communicates a persuasive informational message to the target audience and builds strong brands (Heath & Feldwick, 2008; Heath, Nairn & Bottomley, 2009). If customers pay high attention to the advertisement message, the level of attention improves the recall ability (Gardiner & Parkin, 1990) and due to attaining the attention of customers, advertisements are regarded as successful communication tools, especially in the case of television advertising (Rossiter & Percy, 1998; Till & Baack, 2005). Furthermore, advertisement and brand recall should necessarily be differentiated. More often, a customer can remember an advertisement but will be unable to recall a brand. It is considered as risky investment to create highly creative advertisements for an unfamiliar brand. On the other hand, when a customer can remember brand name used in the advertisement, it is called brand recall. This attribute to the message which has creative contents can encourage usefulness, differentiation and positioning and clearly describe features of a specific brand (Sheinin, Varki & Ashley, 2011).

Scholars have indicated that advertising is a powerful way of communicating a brand's functional and emotional benefits and values (de Chernatony, 2006), and consumers' perception of advertising spending has a great effect on marketing success. When consumers perceive high spending on advertising, it will increase their level of confidence in the brand (Kirmani & Wright, 1989). Besides, advertising researchers have found that advertising intensity is very successful in generating brand equity (Boulding, Eunkyu, & Richard, 1994) because the frequency with which a consumer sees the advertising affects the effectiveness of the communication tools (Batra, Myers, & Aaker, 1996; Kotler, 2000).

The most significant feature of advertising in the modern society is its persuasive power. However, the effectiveness of advertising has been a matter of endless discussion for several decades. As advertisers more and more seek greater communication effectiveness, more careful consideration is being given to the selection of the type of advertising appeal used for each target group (MacKenzie, Lutz & Belch, 1986). Therefore, nowadays, in an effort to achieve effectiveness, advertisements are fashioned to influence consumer preferences in three ways, i.e: by providing information about a good; influencing the opinion of consumers; and changing a hitherto held negative notion about an item (Mehta, Chen, & Narasimhan, 2008). Similarly, the purpose of advertising is not only to present consumers with a specific buying prospect but also to influence them in a way that they cannot fail to 'notice' its availability. All efforts to achieve these objectives and targets have influenced greatly the use of online advertisements.

2.3 Print Advertising

Advertising is the area of marketing concerned with the communication of information by the company to the market or the market participants. Marketing is centred on the purchasing decisions of private or commercial customers. So, information is the basis of purchasing. A company communicates the information to increase purchasing motivation of its customers and tries to distinguish itself from its competitors. However, in the increasing diverse and growing products' interchangeability, advertising has progressed into a crucial competitive factor among the other factors in marketing mix (Çuhadar, 2005).

Online advertisement has become popular as the more interactive medium among other available advertisement channels. Out of the total investment on advertisement, 45% of the money was invested in print media in the year 2010. Although, print media has been providing relatively high revenues, the print media industry has been facing strong competition from new forms of media globally (Gallagher, Foster, & Parsons, 2001; Kanso & Nelson, 2004). Additionally, as the "sheer volume of visual stimuli that simultaneously call for attention surpasses the processing capacities of the audience, consumers are becoming increasingly resistant to traditional advertising" (Pieters & Wedel, 2007, p. 225).

Past researchers (for example, Grønhaug, Kvitastein, & Grønmo, 1991; Meyers-Levy & Peracchio, 1995; Lohse, 1997; Fernandez & Rosen, 2000; Lohse & Rosen, 2001) have conducted studies on the traditional print media advertising and support the positive

impact of coloured print media on consumer behaviour (attitude towards advertisement) and financial willingness to purchase. Moreover, studies on print advertisement features, such as photographic images, have been conducted by various authors (Bolls & Muehling, 2007; Babin & Burns, 1997; Singh et al., 2000; Pieters & Wedel, 2004; Mitchell & Olson, 1981), but none of the studies has clarified whether success of the print media will continue in the saturated advertising world market in future.

According to Weilbacher (2003), advertisers, on their part, continuously seek new opportunities and possibilities to reach their customers. Most of them have shifted the budget allocation away from media (i.e., television and print media) to new advertisement channels, such as the Internet, where the customers can be targeted more appropriately. Therefore, the print advertising industry is seeking for advertising innovation that can gain the attention of the consumers and assure the effectiveness of advertisement campaigns (Weilbacher, 2003).

Advertising uses several media of mass communication to reach people. Çuhadar (2005) stated that people interact with several kinds of advertising in their everyday life and among them, printed advertising media is a very common type. Unlike the slow growth of magazines and newspapers on television stations, print media appears as guaranteed advertising media and has become the most important advertising medium in the age of electronic advertising media. According to communication research reports by the International Advertising Association (IAA, 2004), television has remained the pioneer in classic advertising media; while in the era of print media, the newspaper ranked at the top

in generating high advertising sales; billboard and radio advertising followed with the lowest ranks. Every medium of printed advertising should be readable and legible and must display the traits of good design principles. Moreover, the role of ink, paper, image, use of font and layout, are other elements that also play a role in creating an advertising medium (Çuhadar, 2005). In summary, the printed advertising objectives are to give information and product awareness to the audience and building brand.

Patricia and Adam (2007) listed various forms of print media available for advertisers that contain "mass market magazines, newspapers, the yellow pages, inserted media, outdoor posters and transit advertising, signage and point of sales materials, direct mail, custom magazines, sales collateral and catalogues". Newspapers and magazines are normally used for advertising products and services. Along with these two usual channels, print media used also provide options in the form of leaflets and fliers to match the situational requirements of products (Patricia & Adam, 2007). In newspaper and magazine advertisements, the advertising companies charge based on the position of the advertisement message, such as front page, middle page or last page and readership of the publications. Fill (2006) emphasised that print media have the advantage of providing detailed message to the audience as compared to television, radio and billboards. The details can be an illustration on usage, pictures or photographs to provide more information to the audience.

According to Brookins (2012), newspapers and magazines have years of existence in the advertising market and information published is considered as credible in comparison to

online media, which can publish anything. In addition, print advertising should be able to reach its potential customers through specified media. Even the nature of the product or service is complex but properly planned print advertising can reach the potential readers (Griffiths, 2004). Moreover, Makasi, Govender and Rukweza (2014) concluded that advertising role can be extended further to include its use in the building of brand equity.

2.4 Online Advertising

The Internet has become a unique medium that distinguishes itself from other advertising media with its interactive dimensions in simplifying the communication process. According to Hsu and Hsu (2011), contemporary studies on online consumers now conceptualise them as active seekers of product-related information. On the basis of this, online advertising is described by Bakshi and Kumar (2013) as a type of mass communication with premeditated message contents which are understandable, suitable and publishable over the Internet. Presently, in most user-generated content sites or social networking sites, like MySpace Video, YouTube and Google Video, advertisers offer the opportunity for products and services exhibition, where short advertisement clips are placed before, after or as an interlude in videos uploaded by users. The growth in number of Internet users inspires advertisers to also promote products online (Dahlen & Nergendahl, 2001). More so, in view of this growth, reports have predicted that Internet advertising expenditure will reach $26.7 billion in 2010 (Rosenkrans, 2009). In support of this fact, Emarketer (2009) enumerated that online advertisement spending for search, display and rich media exceeded $21.2 billion in 2007, and these levels reached $23.5 billion in 2008 and on the basis of this, it has been projected that online ad spending for

the same ad formats possibly will reach \$24.4 billion in 2009 in addition to \$26.7 billion in 2010.

The Internet, as a medium of advertising, provides many benefits and advantages to consumers as well as to advertising advisors. Cho and Cheon (2004) mentioned that due to the features of Internet advertisements, such as being goal-oriented, interactive and loaded with information, it is preferred by consumers. Advertisers prefer the Internet due to its interactivity features which help the advertisers to develop a direct relationship with their consumers over print media which lack this feature. Moreover, advertising agencies and advertisers have introduced various interactive and creative forms of online advertisements, for example, target sites, paid tax links, banner advertisements, superstitious ads, buttons and email ads. All these efforts have a designated purpose to gain the attention of the audience via the Internet and to ensure the effectiveness of advertisements (Cho & Cheon, 2004). According to Baltas (2003); and Robinson, Wysocka and Hand (2007), an online banner advertisement is the most popular and effective way of advertising among the various available types of online advertisements.

As mentioned by Sajjacholapunt and Ball (2014), earlier research work has focused on examining the effectiveness of advertising by comparing simple textual advertisements with graphic and animation advertisements. In line with this, Razzouk and Setiz (2003) documented that those advertisements incorporate the graphics and animation features found to be more effective as compared to an advertisement without graphics. Moreover, Lothia, Donthu and Hershberger (2003) found that with animation features, the Click

through Rate (CTR) for the advertisement is better compared to banner advertisements which are meant for business professionals. In a similar fashion, Yoo, Kim, and Stout (2004) reported that animation on the banner advertisement has a greater effect on customer attitude compared to banner advertisement that uses static features. However, Low (2000) said that online advertisements have grown extensively in the last several years and aim to attract the attention of the individuals, but the persuasion of customers remains a critical issue for the advertising practitioners.

For instance, as at 2008, the number of Internet users in the Arab world surpassed the average number of world Internet users (Internet World Stats, 2008). Perhaps, the number of Internet users has been increasing unexpectedly. In fact, the explosion of the Internet activities in the Arab world is importantly the central motivator for the political uprising seen in the last five years in Arab countries. Before the uprising, the Arab countries had achieved a vibrant participation on the Internet. Even though most of the involvement of the Arab citizens on the Internet was mainly for political news and debates (Ghannam, 2011), indirectly, the exposure and usage of online advertisements have become unavoidable for most Arabs. Through some social media sites, such as online video, blogs and other contents, online engagement has been significantly valuable to inform, entertain, mobilise and build communities (Wael, 2010).

There are about 45 million Internet users from 16 different Arab countries (Jawad, 2010), among them, Libyans, predominantly youths, are the dynamic and frequent users of the Internet and customers of Internet advertisements. In view of this, the Arab media and

advertisement usage have been found to be increasing (Allen, 2007). In addition to this, exposure to advertising posts in media contents is also significantly high in the Middle East (Kalliny, 2008). Hence, the potential for online advertising in the Arab world is growing vibrantly; in the same manner, the number of Internet users is increasing in the Arab world (Morris, 2008). Invariably, the Internet has given Arab citizens, more than before, the opportunity to express themselves, to participate in the global debate and to feature in all facets of business enterprise, including online advertising (Abdulla, 2007), but the question that needs to be answered is, Is the Internet and all its benefits being used to full potential in the fulfilment of people's needs in the area of commerce, business and transactions?

2.5 Brand Equity

Brand equity, as explained by Keller (2009), is a theoretical affirmation for the explosion in promoting communications during which varied efforts of communication are combined so as to achieve the objectives of promotion and communications. The CBBE model is a completely organised theoretical explanation for the brand equity development by means of promotion efforts, like publicity. This CBBE model essentially suggests that the efforts of promotion and communication ultimately influence the recipients' using real and relevant knowledge of the brand. In relation to this study, increased brand knowledge is a result of advertisement messages and is often brought up as CBBE.

Furthermore, Keller (2009) elucidated that brand knowledge that is created as a result of advertising appeals does not have to be facts or the truth concerning the brand; it is

largely viewed or measured by the perceptions, feelings, images and experiences that are produced or that are in the audience's mind. Hence, the capability to come up with or bring down this knowledge by an advert of a publicised brand, corroborates and justifies the effectiveness of the advertisement message or appeal. Janiszewski and Van Osslelaer (2000) emphasised that image of a brand lies in the mind of the audience or customers.

Keller (1993) stated that there are differences in the ways brand equity is observed and understood. One amongst these approaches involves learning it through the consumers' perspective and therefore the alternative entails learning it through the organizational influence approach. In consequence of the aforementioned approaches, brand equity is acknowledged as reward for efficient selling and communication. Barnes (2001) and O'guinn et al. (2014) believed that successful brand equity is the result of a brand's advertisement. Recently, in terms of brand building, branding, development and word advertising, there is no variance observed.

Shimp and Andrews (2012) added that the majority of organizations today have increased their budget allocation for advertising and advertisement endeavours due to brand equity and brand development. In theory, as advocated by Kotler (1991); Keller (1993); and Shimp and Andrews (2012), the "Branding" language is typically wont to describe the entirety of the terminologies, designs, messages, tools as well as approaches embraced in developing the knowledge and awareness of a product, service, or to the merchants of the merchandise to their audience / customers, for the only real purpose of completely distinctive and identifying the merchandise to alternative competitors. Since advertising

is especially a communicative medium employed to convey awareness and knowledge of the merchandise being publicized justify the logic behind the utilization of branding and advertising in literature and practices.

Similarly, brand equity can be understood better when observed as a combination and grouping of components that include both financial assets and associations. For all intents and purposes, brand equity can be perceived as value added to the service as well as the value that consumers retain in their minds (Denizci & Tasci, 2010; Hsu, Oh & Assaf, 2012; Kim et al., 2009). Because brand equity has to do with individual behaviour about a product, Keller advocated comparable elements, such as brand knowledge, which encompass brand awareness and brand image (Davis, Golicic & Marquardt, 2008).

Brand knowledge, according to Keller (1993), is depicted graphically, regardless of the foundation of knowledge as well as information on the brand. The author emphasized that the measurement of these aspects of brand equity is each directly or indirectly associated to the result, origin and influence of the brand's information. Realistically speaking, advertising has established itself to be the foremost effective, informative, attractive and artistic kind of branding, and even extra powerful in an integrated manner as supported by O'guinn et al. (2014). Hansen and Christensen (2003) asserted that it is advertising (when successful) that positions a brand in the consumer's mind, nurtures brand features, and builds a positive brand attitude that leads to a strong brand equity. In a similar vein, brand equity is a result of brand attitude, and this is what provides the key to its understanding. In many ways, building and ensuring a continuing positive brand attitude

lead to strong brand equity. The current research study measures brand equity based on three dimensions: brand awareness, brand image and brand purchase intention.

2.6 Attitude towards Advertisement

Online banner advertisements, which are mostly displayed advertisements that are typically hyperlinked to an advertiser's website, are the main form of advertising on the Web (Li & Bukovac, 1999). The popularity of the online advertisement is because of the banner advertisement which is a most productive way of online advertising (TechTerm, 2014). In consequence of this popularity, online banner advertisement sustained many of the advertisement contents placed online (Goldfarb & Tucker, 2011). Moreover, banner advertisement is the most dominant source of internet traffic and is a successful medium to create brand awareness and specific brand preference and persuade brand purchase intention among the audience (Briggs & Hollis, 1997).

Similarly, Dreze and Hussherr (2003) stressed that previous research has revealed that exposure to banner advertising leads to improved advertisement awareness, brand awareness, purchase intention as well as site visits. Therefore, these findings indicate that banner adverts serve the functions of both images as well as direct response advertising. Meanwhile, as image advertising, banner adverts can create brand equity. Also, as direct response advertising, banner adverts can stimulate traffic to advertised Web sites (Allen & Kania, 1997). In order to gain traffic over the Internet, animation serves as an innovative way in the banner advertisement. The animation features include graphics and moving objects that can enhance the persuasion of a message by presenting the message

in an effective manner (Ellsworth & Ellsworth, 1995). However, in achieving the interactivity of online banner advertising, a number of high-tech developments, which include JAVA script, plug-ins and Flash, in addition to streaming media, have contributed (Yoo, Kim, & Stout, 2004). Therefore, interactivity has become an important part of banner adverts for the reason that most animated banner adverts are a sequence of images superimposed on one another to build an illusion of motion (Kalyanaraman & Oliver, 2001).

The Internet and other interactive media, such as interactive television, have been given different accolades as powerful, responsive and customizable tools over the conventional media (Hoyer & Macinnis, 2010; Port, 1999). However, indications from empirical studies support the uniformity of most audience's reactions to Internet advertising and the more conventional advertising as regards the context of a traditional measure of advertising usefulness. Hoyer and Macinnis (2010) discussed that attitude is centred around the beliefs and understanding of the consumers; this attitude can be moulded or changed based on the information or idea received by the recipient in an advertisement message. As the consumer is exposed to the advertisement using online media, there is the possibility of formation of positive or negative attitude towards an advertisement (Schiffman & Kanuk, 2000).

The study of Drèze and Hussherr (1999), for example, shows that the audience's response to Internet advertising is similar to audience's response to other media advertising; just that Internet advertising is easier to ignore than others. In the same way, Ariely and

Lynch (2001) disclosed that consumers are not price alert when online advertisers offer different products as compared to that of identical products. This discovery, nonetheless, completely refutes the findings in more conventional retail situations. The conventional determinant of advertising usefulness, like attitude change, recall and brand choice, are just a subcategory of the entire story of the effectiveness of online advertising. However, these measures are unavoidable as they are involved in the tradition of advertising research that aims at the effect of advertising on consumers; processes that make accessible little knowledge of what the audience does with advertising (Fall, 2000). For the moment, the usual research viewpoint involves a captivating exposure to a kind of advertisement which is followed by several measures of receiver response. If the concept or belief is that the audience responds to advertising, then the distinct nature of the dependent as well as independent variables is unclear. In reality, any kind of responses to any advertisement, which includes even just attending could be reliant on a number of other factors (Yoo, Kim, & Stout, 2004). However, in a situation that the audience selects which they attend, then the attending act turns out to be a very relevant factor of advertising response (Goldfarb & Tucker, 2011). Meanwhile, the predictable pattern for assessing effects and effectiveness of advertising has been appropriately availed in the field (Rosenkrans, 2009); however, it is increasingly confronted by the interactive context.

This new viewpoint in discussion ought to clearly take into consideration the lively part of the recipients. In fact, the recipients ought to even be potential message seekers, likewise as being well-matched and in line with the principal research studies

that have been controlling the advertising realm for over five decades. Additionally, media should be acknowledged as not being characteristically interactive.

Media might seem to be interactive; however, it is ultimately the place of the buyer to come to a decision whether or not the advertising is interactive. Interactive online advertising is based on the attitude of the customers, and not on the attitude of the marketers or the media itself. This suggests that the cynosure of interactive online advertising should be of the receivers and not of the advertisement nor the medium itself. Various research studies which have been conducted on information systems, which emphasise continuously on human interaction with information (Parasuraman, Sheridan, & Wickens, 2000; Preece et al., 1994), offer a possible framework for conceptualizing the measure of the results of advertising during a manner that takes into thought the active role of the users/beneficiaries to inform whether or not interaction happens (Fall, 2000).

Over the years, the approach towards the advertising construct has been hypothesised in diverse ways. For instance, Batra and Ahtola (1991) indicated that the multi-dimensional perspective proposes that the attitude towards advertising (Attitude towards online advertisement) could be hedonistic and utilitarian; while Shimp (1981) recommended cognitive and affective. However, Fishbein and Ajzen (1975) recommended a three-dimensional perspective, i.e., cognitive, affective and behavioural.

Previous literature has emphasised one of the most common sets of association, i.e., the recipients' attitude towards the advert (attitude towards online advertisement) has a noteworthy and direct influence on attitude towards the brand, and subsequently, a substantially positive influence on purchase intention. In addition to that, with regards to measuring the effects of advertising, attitude towards online banner advertisement is considered as an efficient indicator that can significantly impact on brand equity.

Imagery was considered by Babin and Burns (1997) as a stronger perspective formation for visual stimuli; this can be attributable to the very fact that imagination presents sensory information in active memory (MacInnis & Worth, 1987). Normally, a variety of identifiable advert parts will be found in animated pictures as compared to static pictures that then influence the development of the audience's perspective. Babin and Burns (1997) posited that some advertising, like photos and motion, prompt a lot of vivid imagination that later produces a positive perspective to the advert as a whole. Additionally, associate degree exposure to an internet banner ad while not click-through propagates positive attitudes, hyping the likelihood of inclusion of the whole into a thought set as concurred by Briggs and Hollis (1997).

Usually, the influence of the audience's perspective toward advertising (attitude towards online advertisement) is examined within the constraints of many kinds of communication media as seen in the studies of Gordon and Lima-Turner (1997); Mittal (1994); and Sonnac (2000). Currently, researchers are concerned with the influence of the audience's perspective towards advertising as in the study of Greyser and Bauer (1966).

Studies have shown that an audience that possesses a positive perspective or feeling towards advertisements in totality, will be inclined to perceive specific advertising as more acceptable, pleasant and informative (Bartos & Dunn, 1974; Shimp, 1981). As suggested by Solomon (2009), the online advertisement can successfully generate a warm feeling among the audience. Those feelings include friendliness, caring and hope. On the other hand, Metha (2000) argued that negative feeling can also be generated among the consumers, for example, offence and defiance using the cognitive capacities of the consumers. These feelings produce unfavourable circumstances for the advertiser and advertised products. Aaker and Stayman (1990); and Brown and Stayman (1992) documented that online advertisements can generate positive emotional response among consumers. This feature fulfils the criteria for effective advertisement media. Moreover, online advertisements appear effective in meeting the objective of creating an advertisement, which is to create a positive attitude in consumers towards the advertised product, service and brand.

A number of studies have looked at the contributing sequence of attitude towards online advertising, brand as well as purchase intention, to clarify advertising effectiveness (Heath & Gaeth, 1993). It has been noted that positive attitude towards online banner advertising assists in generating a positive attitude towards the brand. Despite the fact that these associations might not be the direct cause, the risk of different palliative factors, study findings that are in line with the sequence of basic association are wide unfolded and most of them advocate that the order of impact is powerful and robust (Brown & Stayman, 1992; Homer, 1990; Lutz, MacKenzie, & Belch, 1983).

Considerable evidence exists in support of the association between attitude towards online advertisement and unfamiliar brands (Machleit, Allen & Madden, 1993), i.e., a single exposure to a pleasant advert should influence attitude for a brand that individuals formerly knew nothing about. This means advertisements help to increase awareness about the advertisement even for a known or unknown brand. Gardner (1985) examined the influence of attitude towards advert on attitude towards brand within two unrelated tasks that include: brand and non-brand analysis set. The study shows that for each situation, the attitude towards advert has a major influence on the attitude towards the brand. This study proposes that attitude towards advertisement has a significant influence on brand equity.

2.6.1 Factors Influencing Attitude towards Advertising

Generally, attitude is an assessment that indicates the degree of approval or disapproval of an individual towards a person, an object, an issue or an action, which is mostly expressed through emotional feeling. According to Hoyer and Macinnis (2010), attitude is somewhat a global and lasting valuation of an issue, person, action or object. Similarly, Kotler (2000) described attitude as an individual's peculiar emotional feeling and action that could be toward some objects or ideas. In the same way, attitude stimulates consumers' behaviour towards online advertisement and leads towards purchase intention. In view of this, a wide-ranging review of the literature was carried out to hypothesize the prospective antecedents of Attitude towards online advertisement. The framework of Muehling and McCann (1993) primarily catalogues what precedes Attitude towards online advertisement into three basic categorizations: personal, individual and

advert-related, as well as other factors that were reviewed comprehensively along with hypothesizing more antecedents restraining directly from the uniqueness in the interactive characteristic of online advertising. The section below presents the factors that affect attitude towards advertisement.

2.6.1.1 Perceived Advertisement Credibility

Perceived advertising credibility is the credibility of the information delivered in the advertisement message. Moreover, this credibility is recognised by the consumer from the contents of the advertisement (Zha, Li, & Yan, 2014). According to MacKenzie and Lutz (1989), "advertising credibility is a consumer's perception of the truthfulness and believability of advertising in general". Their conceptualization and measurement of advertising credibility suggest that the construct refers to consumers' generalized beliefs in the integrity of advertising claims". The credibility of the message appears as an important aspect for the researchers and academicians due to its role in the persuasion towards the product purchase process. In the era of information science, credibility is considered as an important criterion towards making a decision to accept or reject the received information in the advertisement (Rieh & Danielson, 2007).

In addition to that, Mackenzie and Lutz (1989) explained that Perceived Advertisement Credibility significantly influences the attitude of the audience/consumers towards the advertisement. Sun, Lim, Jiang, Peng, and Chen (2010) elaborated that in the case of online advertisements, it is designed quite differently from the traditional ways of advertising. The main aim of every advertisement is to persuade consumers to purchase

the offered products on the basis of information provided in the advertisement. Moreover, the advert content credibility, according to Mackenzie and Lutz (1989), is the audience's view of whether or not the claims in the advert are true and authentic. However, in a case when customers doubt the provided information or disagree with the contents of the advertisement due to the knowledge that the advertisement is unreliable, the doubt and uncertainty on information will lead to negative impact on the attitude of the customer towards an advertisement (Dahlén & Nordfält, 2004).

Maathuis, Rodenburg, and Sikkel (2004); and Swait and Erdem (2007) emphasized the importance of brand credibility in the process of a consumer's purchase decision-making and product choice perception. Brand credibility reduces the risk of mistrust and creates trust on the brand specification. Brand credibility convinces the customers of the features and product worth and increases their willingness to purchase. Moreover, credibility not only reduces the perceived risk by the customer but also assists in reaching a decision to purchase and use the product (Shugan, 1980 as cited in Alam, Usman Arshad, & Adnan Shabbir, 2012). The exaggerations in the ad may lead to consumers thinking that the ad is not credible. Message content is evaluated by customers, keeping in mind the past experiences and/or information with respect to the advertised brand (Verma, 2014). The level of credibility could substantially depend upon the ad source, which means that if the source is well known for its experience and proficiency in the subject advertised, it is more likely to be perceived as trustworthy. Expertise comes from knowledge acquired on the subject, whereas trustworthiness refers to the honesty of the source (Goldsmith, Lafferty, & Newell, 2000). Almossawi (2014) further confirmed that the consumers'

willingness to accept an ad message can be influenced by the source credibility, and hence, many advertisers use positive characteristics of the source, such as an expert in the field to achieve consumers' acceptance.

The creditability of source has much significance, such as message sent by internet positively influences the consumers' attitude towards the product brand and affects the consumers' perception at the same time (Chiou & Hsu, 2013). According to Kim and Lee (2012), message appeal significantly influences message source credibility and sender expertise and one component of message source credibility indirectly influences the attitude of consumers toward the brand. Moreover, it is believed that unless consumers believe or accept ad claims, they will not act, and therefore, ad content credibility is considered as an effective attribute of advertising (Verma, 2014). In a study by Esmaeilpour and Aram (2016), findings show that credibility has a vital role in increasing the efficiency of advertising companies and significantly influencing the attitude of consumers. Findings are consistent with the argument of Choi & Rifon (2002) that in forming a positive attitude towards advertisement credibility is an imperative element. Thus, in advertisement evaluation, credibility can serve as a vital antecedent. Credibility has a positive influence on the participants' attitude towards the product and a positive attitude will lead to a higher purchase intention (Sallam & Wahid, 2012; Zha et al., 2015). Moreover, the ELM also supports the notion that credibility of the advertisement will tend to develop positive feelings among the consumers and they will perceive that the advertisement is reliable. These positive feelings towards advertisement will affect their attitude towards advertisement positively.

In reviewing the above studies, it can be argued that the credibility of the message has a stronger and significant impact on the attitude towards the advertisement. In case of high credibility of the message, there will be positive impact on the attitude towards the advertisement and in case of low credibility, there will be negative impact on attitude towards the advertisement. Thus, the current study states that perceived advertisement credibility has a significant and positive impact on attitude towards advertisement.

2.6.1.2 Message Appeal

Several studies, such as Homer and Yoon (1992); Laros and Steenkamp (2005); and Shelton (2013) have examined the role of positive and negative message appeal on the consumer's attitude towards advertisement. According to Johar and Sirgy (1991), there are two kinds of message appeals based on rational and emotional contents. The rational appeal consists of a message that contains facts and figures; while the emotional appeal consists of contents that create emotions among the customers, and in so doing, cultivates brand personality.

Similarly, Weinberger and Gulas (2003) stated that the emotional appeal using "humour" in online advertisements is usually more successful for products that are already in existence in the market as compared to new products. Similarly, Kotler and Keller (2008) documented that to achieve effective message appeal, the message sender should choose the type of message based on the receiver to receive an expected response from the message. Therefore, message appeal is the advertisement message that brings some value,

encouragement as well as promise and justifies why a customer should pay attention to the message and consider buying the advertised product. In this regard, rational appeals use information on the possible benefit of buying the product and explain product attribute; while emotional appeal stimulates purchasers' positive or negative emotions to awaken purchase willingness and persuade the purchasing process.

Also, a growing body of research on consumers has indicated that emotions are induced in response to the advertisement (e.g., Holbrook & Batra, 1987; Holbrook, 1980). Belch and Belch's (1998) analysis of advertising appeals states that appeals are used to attract consumer attention and influence attitudes or emotions toward the advertiser's products or services. A successful appeal clearly conveys a benefit, incentive, identity or reason that explains why a consumer should consider or purchase the product (Kotler, 2003).

According to Dawson, Bloch, and Ridgway (1990); and Lee (2009), there is evidence which shows that emotional reaction to a product based on the adverts can influence several types of consumer behaviour. For instance, the influence of shopping experiences on products has been investigated using consumers' emotional responses (Janssens & De Pelsmacker, 2005); on consumers' decision-making processes (Chebat, Laroche & Bandura, 1995); on consumers' relationships to customer satisfaction (Phillips & Baumgartner, 2002); and on consumers' purchase intentions (El Sayed, Farrang & Belk, 2003). However, in other studies, consumers are believed to be drawn more to the informative appeals of online adverts for new or fictitious products rather than rational and emotional appeals.

An effective message appeal encourages a consumer to evaluate the information provided in the advertisement and make a purchase decision about the advertised product based on logic (Holmes & Crocker, 1987). Esmaeilpour and Aram (2016) found a significant and positive influence of message appeal on consumer attitude towards the brand, which implies that the viral messages sent by companies are more appealing to its customers. Thus, the more appealing the message is for the consumer, the more likely is the consumer to react positively. Furthermore, if advertising messages are appealing, consumers will have a positive attitude and consider the advertised brand. Hsu and Cheng (2014); and Aslam, Batool, and Haq (2016) reported that message appeal has a positive and significant impact on attitude towards advertisement. Similarly, Ahmadi and Mohagheghzadeh (2016) confirmed that advertising appeal has a significant effect on attitude toward the advertisement. Furthermore, Khan and Sindhu (2015) assessed the impact of message appeal on service advertising and mentioned that advertising appeal has an impact on attitude towards advertisement. Moreover, Seok and Moon (2015) analysed the effect of advertising appeal on the consumers' attitude toward advertisement and the results support the notion that there is a significant impact of message appeal on consumers' attitude toward advertising. Akbari (2015) also reported that advertising appeals have a positive effect on advertising attitude.

It can be argued that message appeal has a significant impact on the attitude towards advertisement. The persuasive and strong message appeal can provide positive information about the advertised product to the consumers and lead to positive attitude towards the advertisement. In light of the ELM model and persuasive hierarchy model,

message appeal can be explained as a positive factor that can increase the likelihood of the consumer's positive attitude towards the advertised brand. Moreover, a strong message appeal can persuade the consumer towards the advertised brand. The persuasion gained from the message appeal can help to create a positive attitude towards the advertisement and advertised product.

2.6.1.3 Argument Quality

Generally, an argument is a measure of information that is identified to be relevant to define the true qualities of the position taken on an issue or about a product (Petty & Priester, 2003). Argument quality is defined as the valence of thoughts evoked by a message argument (Betra & Stayman, 1990), or the persuasive strength of arguments embedded in an informational message (Bhattacherjee & Sanford, 2006). While strong arguments elicit more favourable thoughts about an advocated position, weak arguments elicit more unfavourable thoughts (Martin, Lang, & Wong, 2003). Pham and Avnet (2004) indicated that strong argument quality highlights the discernible product attributes, whereas weak argument quality stresses the less discernible product attributes. The ELM predicts that motivation and ability influence the likelihood of message elaboration, and that increased elaboration enhances persuasion when the message is strong (i.e., primarily evokes supporting arguments) and diminishes persuasion when the message is weak (i.e., primarily evokes counter arguments) (Friedrich & Smith, 1998; Ito, 2002; Kao, 2012).

Argument quality has been consistently identified as a major criterion in the persuasion and communication literature (Miller & Levine, 1996; Slater & Rouner, 1996). In ELM, argument quality refers to "the audience's subjective perception of the arguments in the persuasive message as strong and cogent on the one hand versus weak and suspicious on the other" (Petty & Cacioppppo, 1981, p. 264). As a central cue, argument quality determines one's attitude towards a message, primarily through careful deliberation about the merits of the arguments presented. A message with stronger arguments is expected to yield more favourable responses (Cheung, Sia, & Kuan, 2012).

Using a similar argument quality manipulation, Brinol, Rucker and Petty (2015) expect individuals induced to view persuasion negatively, would be more inclined to scrutinize the message more carefully, and thus show a greater differentiation between weak and strong arguments than individuals induced to view persuasion positively. Therefore, argument quality, as emphasised by Batra and Stayman (1990), is the valence of feelings generated by an argument, that most likely affect the attitude of the audience towards online advertisement. Lending credence to this submission, Muehling and McCann (1993) reiterated that online banner advertisement containing few and strong message arguments hold more tendency to produce positive attitude towards online advertisement as likely to online advertisement messages that make many arguments. Tkalac (2001) mentioned that according to the ELM, one of the ways of affecting attitude is by varying the argument quality in the message. Another possibility is, in the case when consumer do not process the arguments, to use simple executional elements in a persuasive situation.

In relation to this, Petty and Cacioppo (1981) described argument quality as the audience's biased insight of the arguments in the advertising message as strong and persuasive on the one hand against weak and inaccurate on the other. Therefore, if the message is processed accurately and properly, expectedly, strong arguments will yield favourable cognitive and affective responses to the message, whereas weak arguments would result in counter- argumentation and normally negative reactions to the message. Furthermore, Magesh (2014) argued that the quality of the information has an influence on the users' perceptions about companies and their products or services in advertisements.

Lin (2011) also found that messages presenting high-quality arguments are considered more objective and logical and thus the attitude towards purchasing the product in question is positive. Moreover, Park, Davis, Burns, and Rabolt (2007) argued that strong messages are better understood, objective and more persuasive compared to weak, subjective and emotional messages. Arguments based on factual specifics about the product (for example, performance level of the current product in comparison to those of a competing product), increase message credibility (Park et al., 2007). The quality of information placed on advertisements, which should include qualitative features, like accuracy, timeliness, and usefulness, will have a direct influence on the consumers' perception of the advertisements and the products they seek to promote (Siau et al., 2003).

In spite of its importance, the argument quality concept has not received much attention to test prediction (Areni & Lutz, 1988). Middelesch (2017) documented that high-quality content is probably the most important element in advertising. If the advertiser has already identified correctly the most desirable (i.e., highly valence) attributes of the product, then gains in argument quality can be achieved only by increases in argument strength. Magesh (2014) also identified that argument quality is an important factor for shopping behaviour of consumers. Cancela, Requero, Santos, Stavraki, and Brinol (2016); and Kao (2012) also reported that argument quality has a larger impact on attitude towards advertisement.

The above cited literature argues that argument quality is among the significant factors that not only determines advertisement quality but also asserts significant impact on consumers' attitude towards advertisement. On the basis of the above, it can be argued that argument quality can be significant in determining the attitude of consumers towards advertisement. The quality of argument presented in the advertised message will lead to a significant impact on the attitude of the consumer because quality is a positive aspect of the advertisement. The ELM also supports the argument quality construct and its application to provide quality and beneficial features of the product in an advertising message. The Persuasive Hierarchy Framework also supports the notion that quality of argument can urge consumers to have positive attitude towards the advertised product and persuade their purchase of the product.

2.6.1.4 Intimacy

The passionate aspect of brand and customers' relationship is referred to as brand experiences, which involve feelings of interacting with a brand. However, intimacy signifies the affective as well as connective experiences between consumers and brands (Roberts, 2004). For instance, a brand's understanding of consumers' preferences and opinions, consumers' long-standing commitment and consumers' enjoyment of relations with the brand, may nurture positive emotions and opinions towards the brand. Customers' intimacy, as noted by Treacy and Wiersema (1993), means classifying, targeting and then tailoring the brand to match exactly the demands of customers. For that reason, companies that excel in customer intimacy combine detailed customer knowledge with operational flexibility so that they can respond quickly to almost any need, from customizing a product to fulfilling special requests.

Jun, Tat and Siqing (2009) described brand intimacy as the closeness and harmonization in a favourable consumer-brand relationship. It is usually indicated by consumers' emotional willingness to keep in touch with the brand, to share feelings with the brand and to support the brand when it is in difficulty. In addition, brand intimacy mirrors consumers' perception of the care, understanding and attention they receive from the brand. As such, it reflects the reciprocal emotional exchanges between consumers and their brands. Moreover, brand intimacy is positive feelings of consumers by which they are willing to develop and maintain an effective bond with the brand that makes consumers feel warm and entertained. Brand intimacy can be viewed as the emotional outcome when the brand meets consumers' needs for passion. In other words, passionate

arousal can attract consumers to experience the brand for the first time, which augurs the start of an intimate relationship between them (Jun et al., 2009).

Researchers (Fournier, 1998; Sternberg, 1997) have pointed out the significance of intimacy in stimulating positive emotions for and perception of a brand and even a firm. A company pursuing a strategy of customer intimacy constantly tailors and shapes products and services to fit the needs and wishes of the customer. This can be expensive, but customer-intimate companies are willing to spend now to build customer loyalty for the long-term. They typically look at the customer's lifetime value to the company, not the value of any single transaction. This is why employees in these companies will do almost anything with little regard for the initial cost to make sure that each customer gets exactly what he or she really wants.

From a few decades ago, according to several researchers (Sternberg, 1997; Sternberg & Grajek, 1984; Thurstone, 1938), research findings in psychology have disclosed that intimacy is a vital and common factor in determining feelings of affection. In the same way, Albert et al. (2008); and Carroll and Ahuvia (2006) noted that intimacy is one of the main factors for building a relationship between consumers and a brand. Similarly, Shimp and Madden (1988) maintained that consumers' emotional support (i.e., intimacy) towards a product usually leads to strong and positive feelings. Therefore, sub-components of intimacy (i.e., consumer's commitment and enjoyment) as identified by Robert (2004), have been associated with brand feeling by researchers. For instance,

Albert, Merunka and Valette-Florence (2008) reported that a consumer's commitment promotes brand feeling and prolongs a relationship with the brand.

Meanwhile, Carroll and Ahuvia (2006) incorporated positive emotion, i.e., customers' enjoyment, as brand feeling. Giving examples of companies that have adopted the principles of customers' intimacy, Treacy and Wiersema (1993) listed Nordstrom as one example of such a company; IBM in its heyday was another; while Home Depot is a third. Other establishments that have embraced a strategy of customer intimacy, include Staples in office-supply retailing, Kraft and Frito-Lay in consumer packaged goods and Ciba-Geigy in pharmaceuticals. Strong positive feelings, otherwise referred to as intimacy, lead consumers to perceive that the brand provides high quality and value (Shimp & Madden, 1988), which can result in perceptions of brand respect. Therefore, directness of a brand to consumer wants and preferences may create satisfaction and a lasting relationship (i.e., intimacy).

Because advertising requires time from the audience, it is compulsory for the advertiser to provide favourable information to the consumer. At this point, the creativity of the advertiser and effective advertisement strategy play an important role because the emotional and behavioural response (such as mood, tone, warm and empathetic language) of the advertiser, is the primary element in the advertisement. It becomes critical to demonstrate reciprocity of disclosure by communicating unconditional acceptance of and regard for the consumer. In summary, an intimacy appeal includes two main components: transmission of self-relevant information (i.e., disclosure and expression) and reciprocal

behaviour on the part of the advertiser in the form of creative strategy (i.e., warmth, empathy, emotion) (Scott, 2004).

The success of intimacy appeal can be gained by the extent to which the advertisement resonates with the viewer and their understanding of its contents, authenticity of the message and how they care in the advertisement. The consumer develops an impression that the brand listens to its consumers and meeting consumer wants, thus aiding in nurturing satisfaction and a long-term relationship. The concept of intimacy is supported by the ELM, Persuasive Hierarchy Framework and Consumer-Based Equity model. Based on the above discussion and literature, it is proposed that intimacy acts as a significant factor that affects Attitude towards Advertisement.

2.6.1.5 Interactivity

In the advertisement, the interactive issue is an important aspect to be focused on. According to Kavassalis et al. (2003), interactivity in the advertisement is communication with the customers to show some sort of loyalty and sustaining that loyalty through an unbroken communication channel created for only interacting with the consumers. There are many definitions for interactive advertising. Stewart (2004) explained it as the presentation of advertisement message over the media based on the technology and offering a two-way communication between the advertiser and the consumer. The communication should start over the media immediately the message is delivered to the consumer. Through the benefit of interactivity, promoters positively influence audience

participation through the creation of a real time joint communication rather the orthodox one-way media advertising (Lohtia, Donthu, & Hershberger, 2004).

The interactivity concept is employed when an advertisement can support a two-way communication and be accepted as more interactive than other media due to its interactivity feature (Guohua, Hoffman & Novak, 2006). In addition to that, the studies of Cho and Leckenby (1999) and Sundar and Kim (2005), among others, have discovered that the degree of interactivity has a positive relationship with the recipients' attitude towards the advert and product. Furthermore, Yaakop, Mohamed Anuar, Omar and Liaw (2012) believed that high level of perceived interactivity will incur positive and favourable attitude towards the advertisement. Interactivity is a positive feature of the advertisement, where the interactivity allows users to interact with advertiser and perform a variety of functions, such as receiving messages, making inquiries, responding to questions and making purchases, that traditional one-way communication cannot perform at one time (Belch & Belch, 2012). These functions of the advertisement are more effective and positively influence attitude of the consumer. The ELM, Persuasive Hierarchy Framework and Consumer-Based Equity model, support interactivity as a tool to make advertisements more persuasive by creating Consumer-Based Equity. Based on the reviewed literature and theoretical perspective, it can be argued that interactivity has a significant influence on consumer attitude towards advertisement.

2.7 Attitude towards Advertisement and Brand Equity

According to Keller and Lehmann (2006), every scientist and researcher is aware of the importance of brand equity as a significant concept these days. As stated by Reynolds

and Phillips (2005), dimensions of a brand equity play a positive role in a customer's perception and cause the customer to go through the shopping process again. As Keller (2007) stated, in order to enhance such a positive effect and to manage brands properly, corporations need to employ strategies which are designed to reinforce and enhance brand equity. Most of the research conducted in the field of brand equity has considered the impact of advertising expenses and price promotion (Bravo, Fraj, & Mart´ınez, 2007; Valette-Florence et al., 2011; Yoo et al., 2000).

Moreover, studies such as Bravo Gil, Fraj Andres, and Martinez Salinas (2007); and Keller and Lehmann (2006) reported that advertising specifications, such as the individuals' attitude toward the advertisement, plays an important role in enhancing brand equity. The following section discusses the impact of Attitude towards Advertisement and Brand Equity dimensions, such as Brand Awareness, Brand Image and Brand Purchase Intention.

2.7.1 Attitude towards Advertisement and Brand Awareness

Rossiter and Percy (1987) concurred with the fact that brand awareness is the cynosure for measuring the effectiveness of an advertisement. This is underscored by Kelly (1991) that basic fundamental purpose of the complete advertising endeavours is to make and develop the awareness of a selected brand. Inferably, an advertisement may be understood to be effective if it draws the attention to a selected product or brand as reinforced by Macdonald and Sharp (1996).

The most important aspect of the current study is the utilization of the advertising of a brand in generating brand awareness, that is in line with the work of Macdonald and Sharp (1993). In the work of Macdonald and Sharp (1993), 94 percent of their respondents believed that brand awareness is the measuring tool for the effectiveness of communication. Within the creation and development of brand awareness, the foremost effective and renowned instrument is brand advertising. On the other hand, the study of Peltier, Mueller and Rosen (1992) has found that the most strategic action of direct response advertising is exclusive to instigate a noticeable response from the recipients. The proliferation of the IMC construct shows that some advertising messages duplicate the mixture of awareness and response function, later recording an incredibly rational and emotional audience, as supported by Peltier et al. (1992).

Panel data was used by Robert, Ulrich, and Michaela (2009) to analyse the influence of advertising on brand awareness and perceived quality. The authors studied empirical reflection structuring and appraising advertising effectiveness, taking note that organizations regard advertisements as a premeditated investment with the resolve of generating a good and winning brand, while simultaneously generating solid brand awareness. It is disclosed in this study that there is a major positive and unwavering influence of advertising on brand awareness. In a similar study that was conducted in India, Roshni (2012) disclosed that 86 percent of brand awareness is generated and sent using advertisements; they offered a correlational table that portrays a major association between advertising and brand awareness. It is again disclosed in the study that

advertising is the basic instrument for communication wherever recipients prefer to get information regarding their favourite brand.

Gan (2010) made a rather different study from this study; and used simple regression to assess the effectiveness of advertisements and reported a significant influence of advertisements on the profit and value of Malaysian corporations. The method or approach adopted in the study encouraged the method used in this study. Various research studies in this domain have empirically observed and appraised the impact of advertising and its relationship with brand equity and its development. Zahra (2012) used Structural Equation Modelling to measure the function of a multifarious mixture of promoting the development of effective brand equity. Furthermore, Zahra (2012) applied a large sample size of household appliance users in Iran. The results of the analysis show a significant effect of advertisements on brand awareness.

Several studies in this domain have looked into the effectiveness of advertising and have found that the leading reason to advertise is to create awareness. A motivating index for effectiveness testing, is the extent to which an advert will influence awareness within the minds of the audience/consumers, as supported by Wells (1964); and Leavitt, Waddell, and Wells (1970). Brand awareness, as indicated by Rossiter and Percy (1991), is not affected by simply the brand alone; but by the complete thought that unfolds from the brand, i.e., colours, shapes and packaging, and so on. This, according to findings, has been the motive for advertising and brand awareness development, as witnessed in past studies (Romaniuk, Sharp, Paech, and Driesener, 2004). These authors studied the

consumers' spontaneous and assisted brand and advertising awareness, disclosing a major influence of assisted awareness in the purchase decision of buyers. As regards the awareness in the context of this study, it could be a product of good advertising, which makes a significant contribution in the creation of brand awareness that successively leads to developing effective brand equity.

Meanwhile, Green (2006), investigating the potency of advertising, experienced a transformation. Similarly, the study of Roswinanto (2011) considered the antecedents as well as consequences of brand name expertise using multiple regression analysis. Brand expertise was operationalized as brand attitude and distinctiveness, and in theory, the result of advertising. The study findings justify that the responses of recipients are predetermined as much as influenced by brand stimuli. Mcdonald and Sharp (2003) examined the measurement of brand awareness and also tested typical communications that promote effective brand awareness. In a study from Southern Australia on promotion managers, it was discovered that 77% of those managers adopted the questionnaire as their instrument to survey and assess brand awareness. The study also disclosed that 64% of those managers assessed the effectiveness of their communication endeavours through brand awareness. However, brand awareness is identified as an acceptable measurement for assessing the effectiveness of communication amongst promotion managers (Kelly, 1991).

Rubinson (2009) conducted a meta-analysis of seven databases on the effectiveness of advertising over time. The result of the study highlights the effectiveness of the size of

television advertisement over time, indicating the numerous relationship between advertising and brand awareness. Moreover, the actual aims and needs of the advertisement usually influence purchase choices and finally transform the recipients' attitude by persuading them with the content, codes and parts of the message within the advertisement. In an endeavour to corroborate the claims by Bendixen (1993) in Iran, another comprehensive study was carried out by Bahram, Seyedeh and Arezoo (2011) on the effectiveness of advertising. The study concurred with the theoretical claims of the well-known AIDA advertisement effectiveness model. The study extensively utilized Structural Equation Modelling to determine the relationship between brand equity and advertisement effectiveness through the adoption of the elements of brand equity identified by Aaker (1991) together with brand awareness. The findings indicate that there exists a relationship between advertisement and brand awareness.

In the same manner, the relationships between brand awareness and brand equity and brand image was examined by Kim et al. (2008), with the intention of achieving positive and marketable brand image amongst hospitals in Korea. The results from the study reveal a considerably positive relationship between brand awareness and brand image and brand equity. Berry (2000) indicated that brand awareness allows consumers to more easily recognize products, and at the same time, provide product value with guarantee. High awareness refers to a consumer associating with a certain brand name when thinking of a certain product. A brand which is easily thought of reveals higher brand recognition and awareness of consumers. Similarly, Macdonald and Sharp (2000) reported the relationship between brand awareness and attitude. The study discloses that

brand awareness has a major influence on the audience's choice and attitude towards a brand/product. In view of previous literature, it can be argued that positive attitude towards advertisement and advertised products can enhance the level of brand awareness and consumers might be well aware about the brand.

2.7.2 Attitude towards Advertisement and Brand Image

Keller (1993) explained brand equity as the cognitive connections of the audience to a selected brand. The author continued that brand equity is depicted as the knowledge that is developed from awareness (advertisement message). In fact, the theoretical purpose of branding and the power of brand equity is to reinforce the audience's liking, swaying them towards a selected product as attested to by Margaret (2002). Persuasion, developed by brand equity, is probably going further to assess the effectiveness of an advertisement as it still stands as the only operative communicative manoeuvre of branding. The study of Clark, Doraszelski and Draganska (2009) reinforces the argument through experimental justification of the link between advertisement and brand image. Their study discovered a correlation between advertising and brand awareness and that advertising might not directly translate to buying; however, it functionally influences brand image.

However, from these numerous abstract and theoretical views, researchers agree to the fact that branding is an aggressive, persistent and dependable selling communication endeavour that effectively influences the attitude of recipients as upheld Srivastawa and Shocker (1991). Keller (1993) and Aaker (1993) opined that efficient brand equity would

translate to consumers' loyalty, purchase and recurrent purchase, consumers' readiness to shop for and to pay, through different rewards of brand equity. The model of Aaker (1996) was adopted by Price et al. (2009) and revealed an efficient significance between brand knowledge and the consumers' disposition to buy.

Brand knowledge, in the context of this study, and the theory adopted from Keller (1993) is dual faceted and accounts for brand awareness and brand image. Mehta (1999) appraised the concept of brand image and self-concept on the efficiency of advertising. Their study supports and justifies that there have been vital returns in the measuring of the effectiveness of advertising. Using brand equity, for example, brand image, as an important measure for the evaluation of the effectiveness of advertising, has become a norm within the advertising effectiveness domain. Netemeyer et al. (2004) represented the perceived quality of a brand as the audience's personal view and judgment on the worth and quality of the brand. The 'esteem' dimension, on the other hand, has been theorised as the personal affection, trust and respect the consumers put aside for the brand's performance as compared to different related brands.

From a distinct assumption that is connected to the present study's objectives, Mehmet, Abhijit and Sujay (2009) measured the influence of brand image via the relationship between the credibility of an advert and purchase intention. The study emphasizes the importance of brand image. Verstraten (2015) suggested that in case a company wants its brand image to be trustworthy, authentic and easy to affirm with, the company should focus on the semantic memory of target customers in their advertisement message. This

can assist customers to recall the particular brand and form a judgement about the brand. In order to create the desired level of the brand image, companies should present innovatively the contextual details and distinct features, values and benefits of the brand to target the semantic memory of customers. It is important for the companies and their brands to be perceived as credible in the view of their customers (Verstraten, 2015).

A case study experimental methodology was used in a study to test a Fragrance and Cosmetic Company, using hand-picked men and women. The study finds that brand image is a significant variable that influences the effectiveness of the content of advertising. Chih-Chung, Chang and Lin (2012) evaluated the moderating relationship between brand image and advertisement effective. In this study, brand image was hypothesized to possess an influence on advertising effectiveness. They also evaluated that brand image performs a necessary and vital role in the effectiveness of advertising promotion message to the audience. The study used the experimental analysis technique. The results show a substantially positive relationship between brand image and audience's attitude towards advertisement. In the review of literature, it has been posited that attitude towards advertisement has a significant and positive influence on consumers' brand image. The positive attitude towards advertisement will led to positive brand image and persuade consumers to consider that brand as a choice. Moreover, positive attitude reflects the positive mind-set of the consumers about the brand offered by the company and makes it easy for consumers to choose the brand with positive image. Based on the above literature, it is proposed that attitude towards advertisement will have a positive relationship with brand image.

2.7.3 Attitude towards Advertisement and Brand Purchase Intention

The literature on advertising is inundated with the indirect association that exists between the contents of the advertisement and the attitude of the audience or the intention to buy the promoted product. Nowadays, in just about all the studies that are investigative, the effectiveness of advertising is re-emphasized through the inclusion of brand purchase intention as a dependent variable within the analysis of the effectiveness of the promotional materials. Seung-Chul and Jorge (2011) supported the effect of aggressive and non-aggressive advertisement materials and their impact on attitude towards advertisement.

Methaq and Nabsiah (2012) examined the mediating relationship that occurs in the relationship between advertisement and celebrity endorsement or spokesperson appeals and the customers' and audience's intention to buy the advertised brand. The authors collected a sample of 400 customers in Yemen and utilized hierarchical regression analysis to examine the data. Their findings disclose a direct relationship exists between adverts and purchase intention rather than a mediating influence of audience's attitude towards the advertisement. The findings show that advertisement endeavours are designed for purchase creation because of the substantial significance of the strength of advertising. In the same manner, Goldsmith, Lafferty, and Newell (2000) evaluated the effectiveness of advertisements which adopt celebrity acceptability on purchase intention. Cobb-Walgren, Ruble and Donthu (1995) claimed that the positive effects of brand equity produced by adverts have a major impact on the purchase intention of the audience.

Percey and Rossiter (1992) studied the association between brand advertisement and actual purchase of the brand and expressed that brand purchase remains as the real parameter for assessing an advert's effectiveness. However, there is no theoretical justification of an immediate relationship between brand advertisement and actual purchase of the brand. Despite that, Netemeyer et al. (2004) emphasized that brand equity is the absolute antecedent variable to purchase intention and actual purchase of the brand. Similarly, Chen and Cheng (2008) used the multivariate analysis method to find the relationship between brand equity, brand performance as well as brand intention to purchase. In this work, the brand awareness dimension was added to the operationalization of brand equity. The findings show that brand equity has a significant relationship with the purchase intention of a brand. The study contributes to the body of knowledge methodologically by effectively testing the creation of brand equity by employing adverts.
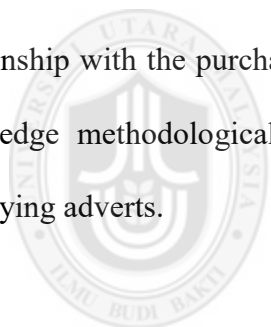
A similar study was done in Malaysia by Yet-Mee, Ching-Seng, and Teck-Chai (2011), in which they examined the effectiveness of online advertisements on the audience's decision to purchase a brand. Their research reveals that advertising considerably influences the audience's attitude and decision to purchase a selected brand. Hwang, Yoon, and Park (2011) found a strong association between online advertisements and the intention to purchase a brand using multivariate data analysis technique. The research contributes to the theoretical knowledge that consumers' purchase of a brand could be a consequence of their cognitive and affective response to the messages of an advert. Wei, Choon, and Zhongwei (2013) studied the effectiveness of online adverts applying several

dependent variables, including brand image, brand awareness and brand purchase intention. The study involved a sample of 149 respondents comprising university students in Malaysia and revealed that collaborating advert on social media has a major impact on the purchase intention of the audience.

Yeh and Lin (2010) recorded a major impact of adverts on the audience's purchase intention that also contributes as a technique for testing the effectiveness of the advertisement. The results show that online promotional material/advert is the foremost way for the creation and development of brand equity and prompting the audience's purchase intention of a brand. Based on the above discussion, this study proposes that attitude towards advertisement has a positive relationship with brand purchase intention.

2.8 Theoretical Perspectives

Adoption and applicability of traditional advertisement theories in the context of online advertisement have remained a matter of great concern for scholars since the advent of online advertising (Yoo, Kim, & Stout, 2004). However, the traditional theories have been continuously applied to online advertising because both (traditional and online) not only have similarity in the fundamental goal of advertising (Pavlou & Stewart, 2000), but also the advanced model of traditional advertising has been applied to online advertising effectively (Cho, 1999; Rodgers & Thorson, 2000). Therefore, theoretically, all subjects involving digital, new media and brand can be explained and studied for more clarity and understanding. For online advertising and brand equity to be put in proper perspective, the ELM of Persuasion, Persuasive Hierarchy Framework and Consumer-Based Equity

model are applied. The section below discusses in detail the application of the ELM of Persuasion, Persuasive Hierarchy Framework and Consumer-Based Equity model in order to support the proposed theoretical model of the current study.

2.8.1 Elaboration Likelihood Model (ELM) of Persuasion

This study applies the ELM by Petty and Cacioppo (1986). The ELM was developed to explore the process of persuasive communication in online advertisements. The ELM serves as the main theory for the current research that supports most of the persuasive communication aims to explain how consumers process and elaborate on persuasive messages in advertising to form their attitude, be it positive or negative, toward a product (Tsao, 2014). The ELM of persuasion is a theory about the processes accountable for yielding to a persuasive communication as well as the strength of the attitude that results from those processes (Hsu & Hsu, 2011). The theory illuminates the procedure through which ability, as well as motivation, inspire the persuasiveness of the advertisement message. The basic proposition of the ELM is that when consumers are motivated and able to value persuasive messages, they are likely to elaborate, or take a logical and balanced central route in dealing with the message's arguments (Lowry et al., 2012).

In the current study's context, consumers use internal logic to evaluate the online advertising arguments. Petty and Cacioppo (1986) discussed that various factors influence the information processing of the advertisement message, which include source credibility, involvement, attitude, motivation, distraction, need for cognition and relevance of the message. Petty, Kasmer, Haugtvedt, and Cacioppo (1987) further

elaborated that advertisement message effectiveness for the customer and information processing depend on the personal importance of issues raised in the message. Furthermore, individuals ignore the irrelevant message and only pay attention to messages which are personally important. Those messages which are based on persuasive argument, needs and interest of the individual, are always processed in a systematic manner via a central route. On the other hand, when the message is less important, cognitive processing of the message becomes less difficult. In this situation, other prompts built into the messages (e.g., incentive, interactivity, endorser's physical attractiveness, message appeals or emotions in the message) become more persuasive in affecting attitude as well as behaviour (Petty & Cacioppo, 1986; Petty et al., 1987).

Mainly, the ELM is a persuasion model which recommends two completely different strategies for persuasion, i.e., changes in attitude happens through different degrees of the critical process (Keng, Liao, & Yang, 2012). The first is referred to as the central route which indicates attitude development is formed through an intensive method and hard-work that separates the message quality for its arguments. The central route to persuasion is a very weighty attitude formation method, a bit like the attitude formation method explained in the theory of reasoned action. That is why this study postulates that message receivers who are greatly motivated and have high ability will engage in high elaboration, through the central route of persuasion.

According to Chaiken and Maheswaran (1994), persuasion in this route comprises careful thought, logic and deep information processing as the message content, such as the

claims and arguments of the source are evaluated. In that case, probing the quality of the argumentation (e.g., claims, facts, proof) contained in the message requires cognitive effort. On the other hand, message receivers who are unmotivated or have low ability to interpret a message will engage in low elaboration and process messages through the peripheral route. In the peripheral route, the impact of a message rests on the simple presence of peripheral cues; though as simple as it may be, these cues need to be understandable, noticeable and relevant to the receiver. Therefore, according to Sussman and Siegal (2003), likeability, attractiveness, image and creditability of the message source, are the prompts that most probably can be evaluated in the peripheral route. This route to attitude development relies on non-argument prompts, like mood, the appeal of the source, particularly once it is not associated with the standard and quality of argument, and heuristics that for example, entails the message length, the experience of the source, and therefore, the range of arguments.
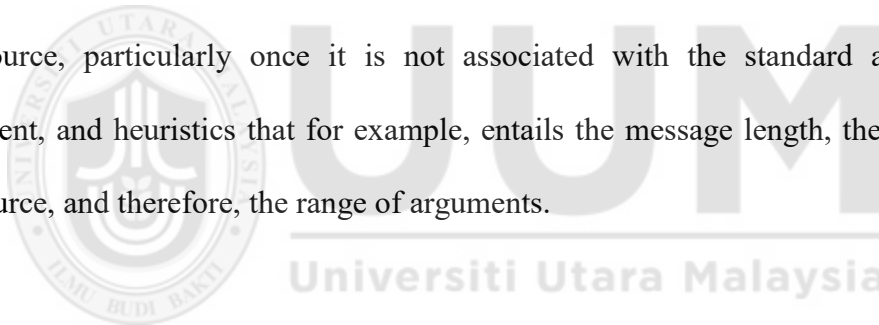
Petty and Wegener (1999) highlighted that this domain of attitude analysis was exceptional in the late 1970s during a state of panic and inconsistencies, particularly. The ELM was propounded and geared toward providing an integrated framework that might provide meaning to the typical inputs into persuasion (source, message, recipients and context) that might have dissimilar influences subject to the persuasion course taken. Thus, either of the two routes is often taken in varied eventualities, comprising different message ranges, personal variations within the receivers and situational problems.

Both Haugtvedt and Kasmer (2008); and Petty and Wegener (1998) agreed that either of the routes is often effective, but the sturdiness, strength and resistance of the attitude shaped is also completely different in either route. Elaboration likelihood refers to the fundamental mechanism of the ELM. The model claims that during a state of affairs where the audience has the inspiration and therefore the capability to process the presented information during a persuasive communication, there is high likelihood and chance for message elaboration, commanding this audience to require the central route to persuasion. On the other hand, during a state of affairs where there is lack of motivation or inability to process the knowledge conferred, there is a very low likelihood or chance for the audience to elaborate the message, making them to require the peripheral/marginal route to persuasion. Another vital implication that attends to the persuasion route taken involves the standard of the formed attitude. The results of either route might shape attitudes of equal and extreme valence. However, there will be disparities in the quality of the attitude ensuing from each route. Petty and Krosnick (1995) agreed that attitude that is shaped from the central route is controlled with a lot of confidence, and sometimes more accessible, have more foretelling behaviour, endure for an extended period and is more immune to the amendment as compared to the attitude that is shaped through the peripheral route. A robust information in the midst of a well-defined and structured cognitive integration, produces the attitude formation from the central route, whereas the attitude formation produced from the peripheral route is directed by a passive denial or acceptance of comparatively straightforward cues and are not as robust, particularly across a longer period of time.

Since the inputs of classic persuasion which have a source, message, recipient and context that are focused on by the ELM are all vital key players of advertising, there has been a major impact on persuasion analysis by the ELM, notably in advertising and promoting. Petty, Cacioppo and Schumann (1983), are among the early researchers in consumer behaviour, to implement the ELM to probe the role of product involvement. The authors manipulated three factors that include: central cues, peripheral cues and motivation, to process the advert. Firstly, the central cues are operated via the argument quality (i.e., either robust or weak arguments); secondly, the peripheral cues are manipulated through the source (i.e., either with a celebrity or without a celebrity endorser); and lastly, motivation is manipulated through product involvement (i.e., either personally relevant or irrelevant). Next to the ELM, is argument quality which has been shown to have a bigger impact on attitude and better involvement as compared to attitude under low involvement conditions. The celebrity endorser has a lot of impact on attitude that has higher involvement compared to attitude under low involvement conditions.

Haugtvedt, Schumann, Schneier, and Warren (1994) conducted a series of studies to evaluate the elaboration-persistence as well as elaboration-resistance hypotheses, and affirmed that larger the elaboration that occurs through the central route, generates attitudes that a lot of amendment resistant and with a lot of persistent attitudes (Haugtvedt & Petty, 1992; Haugtvedt et al., 1994; Haugtvedt & Wegener, 1994). It had been revealed by these researchers that attitude shaped from central routes endures and lasts for an extended period and is much more immune to change even after being exposed to contradictory messages compared to peripheral route attitude, whether or not the extent

of elaboration was operationalized through different variables, like the requirement for cognition (Cacioppo & Petty, 1982) or situational manoeuvres of personal relevance.

What defines a cue as central or peripheral has notably raised lots of confusion. For example, taking into contemplation the attractiveness of the source that is typically thought to be a peripheral cue. Illustrations of this could be seen in automobile and brew online advertisements that sometimes employ charming endorsers. Obviously, the endorser's attractiveness has entirely nothing to do with the message. In this instance, that is not always the case. There are eventualities where the attractiveness of the endorser is often formed as being connected and relevant to the message or product, and sometimes not. In agreement with the present idea, studies have discovered that the endorsers' attractiveness acts as a central cue, notably for beauty products, like shampoo and razors (Kahle & Homer, 1985; Petty & Cacioppo, 1980), but alternative qualities or characteristics of this specific source like his/her celebrity standing as a peripheral cue for that very same product (Kang & Herr, 2006).

In a study carried out by Shavitt, Swan, Lowrey, and Wänke (1994), the connectedness hypothesis to examine the claim whether the impact of the endorser's attractiveness is a central or peripheral cue, boils right down to the message process goals the receivers have at the time of exposure. In the study, the respondents were exposed to an advert of a fictitious edifice that is allegedly about to start operations. The manipulation of process route was done through personal involvement, i.e., whether or not it is to open nearby or somewhere far away, and the attractiveness of the endorser was also mixed. The other

part, process motive, was manipulated through a priming task geared toward underlining the image or sensory attribute obvious. These respondents who were exposed to 20 image event experiences were rated (such as feeling sore muscles, smelling fresh air) on how well or harmful the sensory experiences made them feel. The respondents were also fit with either a sensory cue where 20 sensory experiences were rated (on hypothetical issues, such as losing employment, putting on a Rolex wrist watch) on what proportion of an impact they would create on others. The findings on attitude rating and cognitive reactions show that below prime conditions, the attraction of the endorser acted as a central cue, but below sensory prime conditions.

Haugtvedt and Kasmer (2008) agreed with the fact that the common perception of the two persuasion routes has driven the event and growth of alternative aspects of attitude and persuasion analysis that have contributed immensely to advertising and research. This particular research area considers the degree to which the processes involved in the formation of attitude. Specifically, for the characteristics of attitude, like confidence, resistance and certainty (Petty, 2006). Tormala and Petty (2002) gave an illustration of audience's attitude that certainty will increase notably once they contemplate themselves to be resisting a persuasive communication. These same authors conducted a follow-up study in 2004 and discovered that this same result is relative to the credibleness of the source (Tormala & Petty, 2004). The attitude of the respondents towards a product was a lot more certain and expected. The participants behaved better once they conceived themselves as resisting the persuasive communication as compared to when they did not.

However, as long as the communication is from a reliable source (expert). The consumer tend to believe the message delivered in the advertisement.

Finally, it has been established that the ELM is a robust and strong model through which the impact of advertising as well as promoting messages on the behaviour and attitude of the consumer can be determined. This offers a well-defined theoretical framework for grasping and understanding the things during which the classic execution variables can have an impression, successively providing each associate degree instructions/directions for marketers on how they can create the most effective of the effectiveness of their online advertisement and how the consumer can enhance their resistance to online advertisement. These views of ELM clearly guide the development of this study's hypotheses on the effectiveness of online advertising.

The ELM is used as basic theory and an appropriate basis for modelling the factors that influence attitude toward advertisement. The ELM models the effects of a user's elaboration of individual persuasive items on his or her overall attitude. Applied to the current setting, ELM models how a consumer's elaboration of advertisement influences his or her attitude toward the advertised brand, which in turn, influences his or her decision to purchase the brand. ELM is used as a main theory and foundation to support the idea of the current study that advertisement credibility, effective message appeal, argument quality, intimacy and interactivity of advertisement, can lead to a positive attitude towards brand through the persuasive quality of the advertisement. That persuasion will enable the audience to develop positive information of the advertisement.

2.8.2 Persuasive Hierarchy Framework

The Persuasive Hierarchy Framework is, beyond any doubt, the leading model of persuasion (Dahl, 2012). Meanwhile, the essential postulation of the model is that cognition is trailed by an effect and behaviour and coherent thoughts turn to developing attitude that eventually ends up in purchase. The century-old advertising approach model has received extensive attention from both the academic community and practitioners as an explicit explanation of the way advertising works, as well as a foundation for measuring the effects of advertising (Barry & Howard, 1990; Weilbacher, 2001). Because of its simplicity and logic, the Persuasive Hierarchy Model offers information on where advertising campaigns should focus, which in turn, affords good advertising planning since the model acts as a theoretical tool to predict consumer behaviour (Barry, 2002). Stimulating the active kind of cognition assumed within the Persuasive Hierarchy Model are Low-Involvement Hierarchy Models that assume that (a low level of) cognition, i.e., simply being conscious of – instead of dynamically deliberating a team of brand, ends up in associate expertise followed by the effect on attitude formation.

The Persuasive model shows a hierarchy of effects, which is an order within which things occur, with the consequence that the earlier effects are more important. Other multi-dimensional types of the persuasive hierarchy paradigm have been anticipated by several researchers, among them are Maclnnis, Moorman, and Jaworski (1991); and Bloom, Edell, and Staelin (1994). The model has six levels of mental processes (intermediate effects): (i) feature analysis resulting in mood generated effect; (2) basic classification

resulting in pure effect transfer; (3) meaning analysis resulting in heuristic analysis; (4) information integration resulting in message-based mostly persuasion; (5) role-taking resulting in empathy-based persuasion; and (6) constructive processes resulting in self-generated persuasion.

Meanwhile, Batra and Ray (1985) recommended that customers might develop a "hedonic" impact supported by pure feeling without an evaluation of exhausting product attributes. The multi-spatiality in purchase response, in line with Batra and Ray's framework, is thus the result of the various ways in which attitude might develop (utilitarian versus hedonic), instead of the degree of elaboration. This implies that measures of affect must include utilitarian and hedonic elements. Uses of Persuasive Hierarchy Models high point the significance of involvement as a moderator of advertising effects. Cacioppo and Petty (1985) resolved that repetitions of various versions of an advert have a positive impact on low-involvement persons; however, there is no impact on high-involvement persons. In other words, repetition of a series of advertisements will forestall (or delay) wear-out.

The audience is likely to be influenced to purchase the product in response to an advertisement. Therefore, the advertisement objective should urge customers to think consciously regarding the advertised product. Researchers believe that although the AIDA model is a substitute method to generate responses, however, like printed advertising, it has a similar place in web advertising (Cuhadar, 2005).

An effective advertisement is that which is capable of persuading consumers to view the advertisement to receive the advertised message (Morvarid, Abolfazl, & Mahmoud, 2012). Jone (2006) recommended that advertisers can utilize images and expertise to develop credibility of the advertisement message. This can also make advertisement messages more persuasive. Indirect persuasion through pictures and images have a stronger effect than using words/statements in the advertisement. The major reason for more personalization is that photographic images act as documentary evidence, make the advertisement more persuasive and lead the consumer to view the advertisement. Moreover, the claim delivered to the consumer should be via an expert and a knowledgeable source. The expertise and knowledgeable source are considered as useful information by the consumers. Consumers have higher believability on those advertisements delivered by an expert and from a knowledgeable source (Chan, Chee, Chin, & Sim, 2014).

From the current study's viewpoint, the Persuasive Hierarchy Model supports the concept of message appeal, such as message perceived advertisement credibility, argument quality, intimacy and interactivity, all of which can make the advertisement more effective and persuasive. Moreover, effective and persuasive advertisements will help to create positive attitude towards advertisement and lead to brand equity. Therefore, the present study attempts to assess the effectiveness of advertisements within the framework of the Persuasive Hierarchy Model.

2.8.3 Consumer-Based Brand Equity

The CBBE model refers to the differential result of brand knowledge on purchasers'
response to the selling of the brand. Three ideas are enclosed: differential outcome, brand
knowledge and consumer response to selling. The differential outcome is decided by a
comparison of shopper response to the selling of a brand to the response to the same
marketing of a deceptively named or unidentified version of the product (Keller, 2013).
CBBE is an approach to evaluating the worth of a brand in consumers' minds. So,
branding could surge profitability in giant and small-scale trades by satisfying gaps in
consumers' knowledge and by providing guarantees. The CBBE model centres in the
minds of consumers. It obliges businesses to advertise their brands online according to
outlined hierarchy of qualitative, or common sense, client impressions. Impressions are
usually systematic in pyramid-shaped levels; they contain features, performance,
judgments, feelings, imagery, resonance and meaning (Pappu, Quester, & Cooksey,
2005).

Keller's CBBE Model (1993) is also identified as the Brand Equity Model. Kevin Lane
Keller is known as a marketing academician from the Tuck School of Business in
Dartmouth College. He established and published a model in his widely used textbook,
"Strategic Brand Management", where consumer perceptions regarding products or
services are flexibly shaped by the efforts of marketing communication by the firm.
Marketers may need to interpret the attributes into consumer benefits through
communication channels, such as advertising. Marketing communications are likely to be
helpful in creating usage or user imagery attributes (Keller, 1993).

Generally, brand equity comprises four dimensions: brand loyalty, brand awareness, perceived quality of the brand and brand associations, as proposed by Aaker (1996); and Keller (1993). Therefore, these dimensions can be explored to explain consumer behaviour in relation to online advertising and brand equity (Barwise, 1993). According to Keller (2001), the idea behind the CBBE model is that for a powerful brand to be built, one should know how customers think and feel concerning the products. The correct kind of experiences around the brand should be built, so customers can have precise, positive thoughts, feelings, beliefs, opinions and perceptions concerning it. Once there is powerful brand equity, customers can purchase a lot more from the brand, they will promote the brand to other people and they are more loyal and so, the brand is not likely to lose them to competitors. Salience represents the bottom of the customer-based brand equity pyramid. This refers to what customers associate with a specific brand. It defines the basics of what customers consider after they hear the name and how often they could think about it. Building a powerful brand in line with the CBBE Model, is often understood in terms of succeeding sequences of steps, where every step depends on the success achieved in the preceding step (Keller, 1993). All steps include achieving definite objectives with customers, both all existing and possible customers. The primary step is to make sure credentials of the brand with clients and an associate of the brand in consumers' minds with a selected product category or customer wants. The second step is to decisively create the total brand significance within the minds of consumers – i.e., by tactically linking a number of concrete and insubstantial brand associations. The third phase is to prompt the right client reactions to the brand identity and brand meaning. The fourth part and last step is to transform brand response to form a strong, lively and loyal

relationship between consumers and the brand. The four categories represent a collection of basic questions that customers usually raise concerning a brand (Keller, 2001).

In this current study, the CBBE Model is used to support the notion that advertisement credibility, effective message appeal, argument quality, intimacy and interactivity, lead to a positive attitude towards the advertisement and advertised product. This positive attitude brings positive feelings for the brand in terms of brand awareness, brand image and brand purchase intention, which ultimately assist in creating brand equity of the advertised product.

2.9 Hypothesis development

The following section presented hypothesis development under light of previous literature and theories that used to support the current research framework.

2.9.1 Perceived Advertisement Credibility

In the previous literature advertisement credibility is refers as credibility of the information disseminated to consumers in an advertisement. In view of Rieh and Danielson (2007) in an advertisement credibility serves as key aspect that determine persuasion towards the purchase of advertised product. Moreover, the credibility also determine attitude towards the advertised product/ brand. In case where the consumer feel doubt on the credibility of the advertisement, this view can negatively influence on attitude towards advertisement and may not lead to purchase of the brand ((Dahlén & Nordfält, 2004).

In addition to above, Sun et al. (2010) explained that in online advertisement, the design and contents of the advertising are different designed as compared to traditional advertising. The credibility of the online advertising persuade consumer to evaluate the product based on given information and make decision to purchase the product. In further explanation given by Maathuis et al. (2004); and Swait and Erdem (2007), the credibility of advertisement reduces the risk of false information and build positive perception of the product among the consumers. Brand credibility convinces the consumers towards the product features and compel them towards product worth as supported by Alam et al. (Shabbir, 2012).

In summary, previous research Almossawi (2014) and Chiou and Hsu (2013) and Verma (2014) have signifies the importance of the credibility in development of positive attitude towards advertising. Moreover, Chiou and Hsu (2013) and Esmaeilpour and Aram (2016) supported positive influence of credibility on consumers attitude towards advertising and a positive attitude will lead to a higher purchase intention (Sallam & Wahid, 2012; Zha et al., 2015). Moreover, the ELM also supports the notion that credibility of the advertisement tends to develop positive feelings among the consumers and they perceive that the advertisement is reliable. These positive feelings towards advertisement will affect their attitude towards advertisement positively.

In the light of above cited literature and ELM theory, the current research positioned that advertisement credibility as important and positive determinant of consumers' attitude towards advertising. In case when consumer perceive message as credible, there attitude

towards the advertisement will be positive. Therefore, the current research proposed that perceived advertisement credibility has a significant positive impact on attitude towards advertisement. The following hypothesis is formulated for testing the proposed relationship:

H1*:* Perceived advertisement credibility has a positive relationship with attitude towards advertisement

2.9.2 Message Appeal

In explaining message appeal, previous research defined as the values, encouragement, promise and reasons based on which a consumer should pay attention towards the advertising (Kotler & Keller, 2008). In message appeal, rational appeal always attract the consumer towards the adverting, where the information on the benefits of products, attributes are given to rationalise why consumer should but a product, while emotional aspects effect the emotions of consumers and build positive attitude towards advertising.

Esmaeilpour and Aram (2016); Hsu and Cheng (2014); and Aslam et al. (2016) documented significant and positive influence of message appeal on consumer attitude towards the brand. Furthermore, if advertising messages are appealing, consumers will have a positive attitude and consider the advertised brand. Similarly, Akbari (2015); Ahmadi and Mohagheghzadeh (2016); Khan and Sindhu (2015) and Seok and Moon (2015) confirmed that advertising appeal has a significant effect on attitude toward the advertisement.

The above cited literature supported ELM and Persuasive Hierarchy Model, where message appeal act as positive factor and determine the attitude towards advertisement. A strong message appeal provide required information to the consumers and positively influence the attitude towards advertisement. In the light of the literature and theories, it can be argued that message appeal significantly and positively influence the attitude of the consumers towards the advertisement and persuade them towards the advertised product. In the current research message appeal is positioned to have significant positive relationship with attitude towards advertisement. The following hypothesis is formulated based on the above cited literature and support from theories:

H_2: Message appeal has a positive relationship with attitude towards advertisement

2.9.3 Argument Quality

Argument quality is the valence of feelings aroused by an advertised message (Betra & Stayman, 1990), or the convincing power a message contain to persuade a consumer (Bhattacherjee & Sanford, 2006). In this regards, Cheung et al. (2012) elaborate that argument quality is major determinant of the individuals' attitude towards a message through carefully discussing the merits of the advertised product. The message contains strong argument in explaining merits and attributes of product may increase the tendency of favourable response from the consumers.

If the message is delivered through appropriate media to the consumers, a strong and quality argument exerts favourable cognitive and affective from the consumer. On the

other hand, a weak argument does not bring positive results but develop counter-argument in mind of consumers. Quality of argument has significant influence on consumers' perception about company and advertising (Magesh, 2014). Similarly, Lin (2011) suggested that high-quality arguments are more objective and logical in nature and in return pose positive influence on the attitude towards the advertised product and persuade the consumer towards product purchase.

In summary, Cancela et al. (2016); Kao (2012); Magesh (2014) and Middelesch (2017) agreed that argument quality serves as important factors in determining the purchase decision and has a significant impact on attitude towards advertisement. These arguments are in line with ELM, where argument quality is one of the important factor in persuading consumers towards advertisement and product purchase (Tkalac, 2001).

Based on the above cited literature and ELM and Persuasive Hierarchy Framework, argument quality is significant factor that assist the consumer in determining the quality of advertising and significantly influences attitude towards advertisement. The current research argued that argument quality is among the factors that can significantly influence the consumers' attitude and persuade them towards advertised product. The ELM and Persuasive Hierarchy Framework support that quality of argument urge consumers and build positive attitude towards the advertised product and persuade them purchase of the product. The following hypothesis is formulated to present the relationship between argument quality and attitude towards advertisement.

H₃: Argument quality has positive relationship with attitude towards advertisement

2.9.4 Intimacy

The passionate aspect of relationship between a brand and consumer is intimacy. This involves feelings and emotional attachment of a consumer with the brand (Roberts, 2004). In addition to that when consumer has willing to keep a good relationship with a specific brand, the consumer tends to share feelings with brand and support the activities of brand (Jun et al., 2009). Brand intimacy build strong bound between consumer and the brand and make consumer feel warm and entertained as compared to other brand with low intimacy.

In the advertisement and brand research intimacy has been regarded as a significant factor to persuade consumer towards the advertised product. In similar way, intimacy is key factor that determine relationship between consumer and brand (Albert et al., 2008; Carroll & Ahuvia, 2006). Robert (2004) identified sub-components of intimacy (i.e., consumer's commitment and enjoyment) that are associated with feelings of consumer towards the advertised brand. Meanwhile, Carroll and Ahuvia (2006) incorporated positive emotion, i.e., customers' enjoyment, as brand feeling. Xu et al. (2008) have concluded that intimacy features of advertisements have fundamental impact on consumers' attitudes.

In the above discussion, the intimacy has been identified as significant source that build strong feelings of the consumer towards the advertised product. The efforts to increase the intimacy between an advertised brand and consumer can bring positive impact on consumers' attitude towards advertisement. The concept of intimacy is supported by the

ELM, Persuasive Hierarchy Framework and Consumer-Based Equity model. Where high level of intimacy lead to significant influence on attitude towards advertisement and can persuade the consumer towards purchase of the advertised brand. The care shown in an advertised message towards the consumer allows them to have the same feelings in return towards the advertisement and advertised brand. This care from the company for the feelings of the consumers leads to a positive impact on their attitude towards the advertisement and advertised brand. Based on the above discussion and literature, it is proposed that intimacy acts as a significant factor that affects Attitude towards Advertisement. The following hypothesis is formulated based on above discussion and literature.

H4: Intimacy has a positive relationship with attitude towards advertisement

2.9.5 Interactivity

Interactivity refers to the extent to which consumers can interact with the advertisement. The interactive format of a brands' advertisement, enhance the positive attitude of people towards the advertised brand. If the level of interactivity is increasingly higher it will produce more intense appreciation and sympathy of that advertisement. In the advertisement of any product the interactivity feature enhance the interest and involvement of the consumer in the product and enhance the level of interest in the advertisement.

In the review of relevant literature, it has been documented that perceived interactivity exert a positive impact on the consumers' attitude towards advertisement. Studies have shown that level of interactivity of an advertisement and attitude towards the advertised product has a positive relationship (Sundar & Kim, 2005). Similarly, Yakoop et al. (2012) mentioned that increase in the interactivity level results in the favorable and positive attitude towards the advertised product. Moreover, Belch and Belch (2012) also reported interactivity as positive feature contains by an advertisement which allows the users to interact with the advertising in various ways that support the information flow between product and consumer. Wu, Hu and Wu (2010) found that users' perceived interactivity of had a significant positive impact on consumers' attitude.

In the past literature, Belch and Belch (2012), Wu et al. (2010) and Yakoop et al. (2012) agreed that interactivity feature in the advertisement is significant aspect in determine the attitude of consumer towards the advertisement. Moreover, ELM, Persuasive Hierarchy Framework and Consumer-Based Equity model also support the idea of interactivity feature in the product advertisement where interactivity features make an advertisement more persuasive and interactive. This feature allow users to know more about the product by interacting with the advertisement. This feature persuade the consumer to purchase the product and create strong consumer based brand equity. Based on the argument, review of literature and theories used to support the idea, the current research argued that interactivity is significant factor that can positively influence the consumers; attitude towards the advertisement. The following hypothesis is formulated based on the literature review and discussion.

H$_5$: Interactivity has a positive relationship with attitude towards advertisement

2.9.6 Brand Awareness

Brand awareness is a situation when a consumer can differentiate a specific brand from other brands that are in the same product line. This feature is identified as important for overall consumer based brand equity. Effective brand awareness attracts customer's attention and peruses them to buy repetitively which cause increased sales for the company (Mckee, 2010).

In previous literature the brand awareness is created thorough the strong advertisement campaign which leave significant impact on consumer. Robert et al. (2009) assessed influence of advertising on brand awareness and documented significant positive influence of advertising on brand awareness. Similarly, Roshni (2012) mentioned companies generate 86% of brand awareness using persuasive advertisement. The persuasive advertisement influence positively on the attitude towards advertising and consumers' attitude towards advertising impact on brand awareness. In addition, advertising provide the information and awareness to consumers on their desired brand.

In similar vein, Gan (2010) and Zahra (2012) also reported significant effect of advertisements on brand awareness. Rubinson (2009) highlighted advertising as factor that enhance the brand awareness among the consumers. Bahram et al. (2011) determine the relationship between brand equity and advertisement effectiveness and supported that strong relationship exist between advertisement and brand awareness. The CBBE model

also supported that advertising significantly influence the brand awareness among the consumer. A persuasive advertisement influence the attitude towards the advertisement and attitude towards advertisement enhance the brand awareness and overall brand equity.

This study positioned that attitude towards advertisement also leads to easy recognition of brand by the consumers which facilitates their choice when various alternatives are available. The arguments can be supported by the CBBE model, where attitude leads to brand awareness and enhances overall brand equity. The current study proposes that attitude towards brand has a positive relationship with brand awareness. Based on the above discussion and literature, the following hypothesis is formulated.

H_6: Attitude towards advertisement has a positive relationship with brand awareness

2.9.7 Brand Image

Brand image is the ability of consumers to distinguish a brand's name, logo, colours, trademark and every other identity related to that brand. In explanation Keller (2003) provides that brand image is the positive image of a brand in eyes of the consumer and this positive image is stronger factor in brand equity. In past studies, Clark et al. (2009) supported the idea and argued that advertising may not directly influence the purchase decision but helps to create positive image among the consumers and persuade their purchase decision.

In persuasion to create brand image, Verstraten (2015) suggested that company should target sematic memory of consumers by making the advertising more persuasive and attractive for the consumers. This advertising will help and assist consumer to recall the brand and will also create positive brand image among the consumers. It is important for the companies and their brands to be perceived as credible in the view of their customers (Verstraten, 2015).

Chih-Chung, Chang and Lin (2012) studies the relationship between consumers' attitude towards advertisement and brand image and reported that attitude towards advertisement lead to positive brand image. Moreover, positive attitude reflects the positive mind-set of the consumers about the brand offered by the company and makes it easy for consumers to choose the brand with positive image. This study also argued in support of the notion that a positive attitude towards the advisement will have significant influence on brand image. Strong and persuasive advertisement create positive attitude towards advertisement and consumers those have positive feelings towards advertisement will have positive brand image. The proposed relationship can be supported by the Persuasive Hierarchy Framework and CBBE model, where positive attitude towards the advertisement persuades the consumers towards the brand and also builds a strong brand image in the mind of consumers. Based on the above literature, this study proposes that the attitude towards advertisement has a relationship with brand image. The following hypothesis is formulated on the basis of the above discussion.

H_7: Attitude towards advertisement has a positive relationship with brand image

2.9.8 Brand Purchase Intention

Brand purchase intention is the realisation, plan and determination of consumer to purchase the advertised brand (Spears & Singh, 2004). Seung-Chul and Jorge (2011) supported the effect of aggressive and non-aggressive advertisement materials and their impact on attitude towards advertisement.

Methaq and Nabsiah (2012) studies the impact of advertising on brand purchase intention and shows that there is direct relationship exists between advertising and purchase intention. The findings shows that advertisement endeavours are designed for purchase creation because of the substantial significance of the strength of advertising. Similarly, Yet-Mee et al. (2011) studies the effectiveness of advertisements on the decision to purchase a brand and reported that advertising influences attitude and decision to purchase a brand. Hwang, Yoon, and Park (2011) also supported the relationship between online advertisements and intention to purchase. Wei et al. (2013) studied the effectiveness of online adverts on brand purchase intention and revealed that advert has a major impact on the purchase intention of the audience.

In the literature, it has been found that Methaq and Nabsiah (2012); Wei et al. (2013); Yeh and Lin (2010); Yoon, and Park (2011) and Yet-Mee et al. (2011) supported the view that advertisement has significant influence on brand purchase intentions. In line with the CBBE, the advertisement effectiveness will significantly influence on attitude towards advertisement and this positive attitude towards advertisement will influence the consumer purchase intention. Based on the above discussion, this study proposes that

attitude towards advertisement has a positive relationship with brand purchase intention. The following hypothesis is formulated to test the proposed relationship between attitude towards advertisement and brand purchase intention.

H8: Attitude towards advertisement has a positive relationship with brand purchase intention

2.10 Proposed Conceptual Framework

The conceptual framework proposed in this study is depicted in Figure 2.1. The conceptual framework presents the antecedent variables and hence, the factors that affect consumers' response, namely, perceived advertisement credibility, message appeal, argument quality, intimacy and interactivity. Also, the presented framework depicts the outcome variables which are: brand awareness, brand image and brand purchase intention. The framework shows the relationship between antecedent factors and attitude towards advertisement. Also, the relationship between attitude towards advertisement and brand awareness, brand image and brand purchase intention. The relationships between the antecedent variables: perceived advertisement credibility, message appeal, argument quality, intimacy and interactivity and attitude towards advertisement; and the outcome variables: brand awareness, brand image and brand purchase intention, are hypothesised in this research. This research framework was tested using quantitative method of analysis and quasi-experimental research design with no control group.
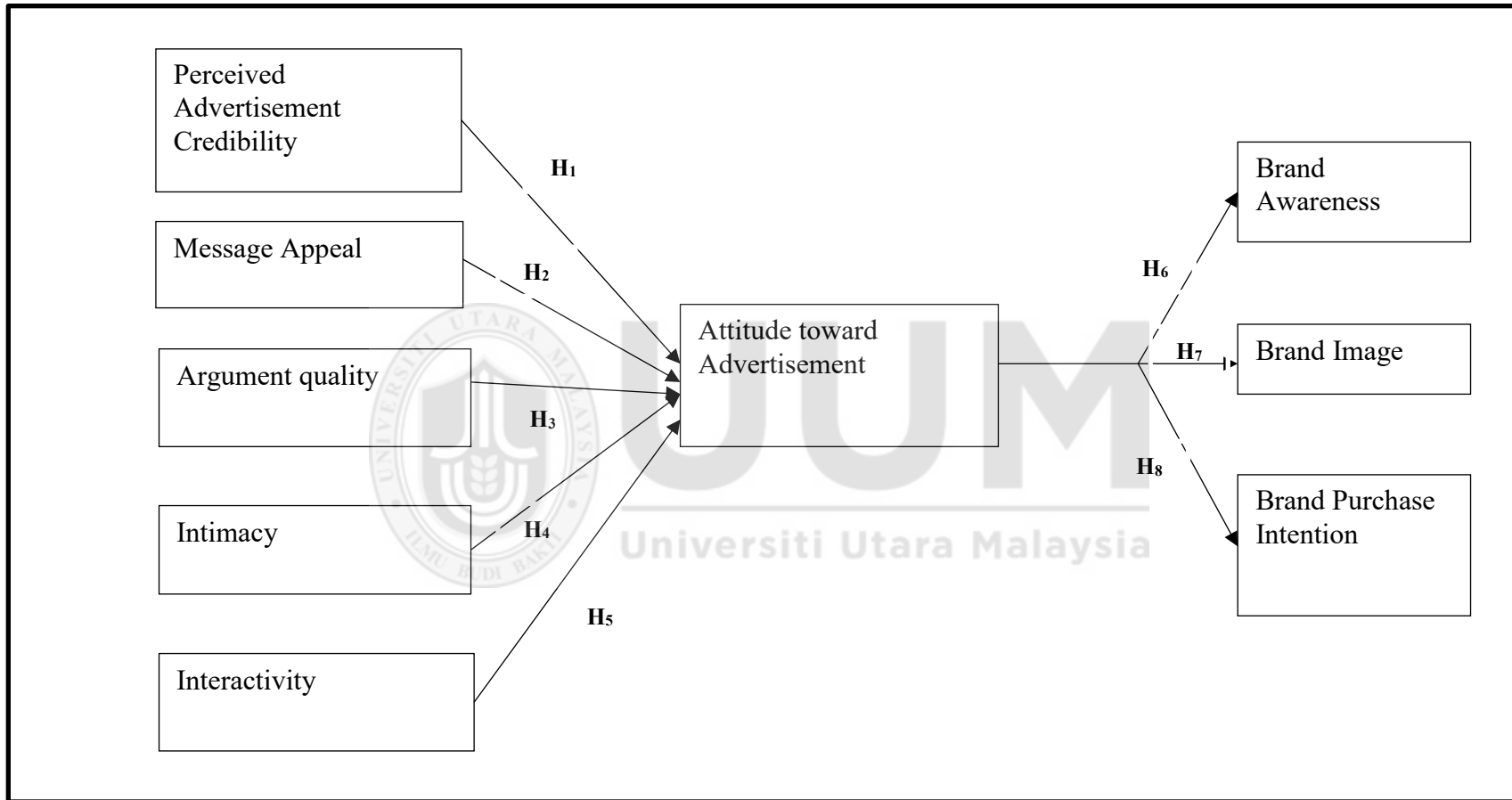
Figure 2.1. Proposed Conceptual Framework

2.11 Summary of the Chapter

This chapter discussed the theoretical underpinnings to justify the conceptualisation of all the variables that were employed in the proposed model. The chapter also presents on how Elaboration Likelihood Model, Persuasive Hierarchy Framework and Consumer-Based Brand Equity support the research framework. It also reviewed the relevant literature and justifications towards the hypothesis development. The following chapter presents a thorough description and clarification on the methodology adopted in order to address and accomplish the aforementioned objectives and to answer research questions of the study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents and discusses the methodology employed in achieving the aims and objectives of this research, accompanied by justifications for selecting these methods. This research adopts quantitative research method with quasi-experimental research design. The first section of this chapter explains the experimental design and quasi-experimental research design. The second section elaborates product selection criterions in detail. The third section contains target population, sample size, sampling technique and data collection procedures. Moreover, the fourth section explains the data analysis techniques and last section provides a short summary of the chapter.

3.2 Experimental Research Design

The research design is the specific procedure involved in the research process (Creswell, 2012). In this study, a quasi-experimental research design has been adopted. The experimental research design is said to have the advantage of randomisation and the ability to expand the groupings of the respondents to achieve research objectives (Babbie, 2012). The type of experimental research design (quasi-experimental), in this research incorporates survey design that motivates and encourages respondents to engage with the stimulus and give their sincere opinion (Thompson, 2011). However, this study maintains the quasi-experimental research design convention by introducing treatment one and treatment two. The results of print and online advertisement were

compared in order to identify the advertisement type which measures the focal constructs better. In other words, print and the online advertisement were compared statistically to choose the best advertisement media that represent the focal constructs and have the ability to best fit the proposed model. After careful analysis of the data, online constructs were found to be better than print advertisement as presented in section 4.6. Based on the comparative results, main hypotheses were tested using online advertisement data.

In the area of measuring the impact of advertisement content and consumers' attitude towards advertisement messages, the established and universally used methodological design is the experimental research (Ahmed & Mahmood, 2011). Established on the recommendations and justifications of numerous studies that evaluate consumers' attitude towards advertisement contents, the experimental approach featured as the most suitable research design, through which the outlined research questions and objectives can be addressed. The experimental research design was explained by Salkind (2009) as the most suitable for a behavioural research.

In the same way, it was emphasised that researchers in this area used the experimental method so as to outline empirically the possible relationships between the advertisements and attitudinal reactions as outcomes of advertisement (Xie & Boush, 2011). In addition to that, it is understood that the experimental method has replaced the descriptive method particularly in the establishment of a causal relationship between variables. Ahmed and Mahmood (2011) and Alniacik and Yilmaz (2012) also indicated that the experimental research design creates room for the several discourses of

advertisement content as a manner for assessing the effectiveness of the advertisement. Also, Xie and Boush (2011) discovered that in evaluation of the effectiveness of broadcast and print advertisement, the implementation of experimental research design is the best practice. The current research used print and online advertisement as advertisement medium and employed experimental research design, where print advertisement (treatment one) and online advertisement (treatment two) were exposed to respondents during data collection process.

The comprehensive procedure for the execution of an experimental study was established by Creswell (2012) and Neuman (2007) which states that it begins with hypotheses development, then the situational adjustment comes later and lastly the results with/without the modification should be compared. Despite the general agreement that the experimental research is the typical design for advertising studies, the assertions of Neuman (2007) strengthens the justification experimental research design is best fit the purpose of the current study. As compared to different social sciences research design, the temporal order, association, and lack of different explanation that exist within variable causation relationships may be effectively and simply obtained with experimental research design (Neuman, 2007). This idea is also in line with Franz and Ridout (2007), where the experimental method design is appropriate for examining consumers' attitude and responses towards the content of an advertisement. This design particularly offers researchers to control advertisement exposure based on study settings. It was further added that experimental design is equally appropriate for the current study and allow to assess the audiences' psychological responses and reactions towards print and online advertisement. In experimental research design quasi-experimental research

design with no control group was adopted due to its suitability with objectives of current research. In the current study, respondents were exposed to print advertisement (treatment one) and online advertisement (treatment two) as an interventions. The respondents filled questionnaire after exposing them to relevant interventions. This procedure was rigorously followed to ensure quality of collected data. The pictorial form of the quasi-experimental design used in current study is given in Figure 3.1:

X1_____**O1**

X2_____**O2**
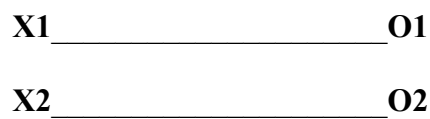
Where X1= treatment one
Where O1= measurement one
Where X2= treatment two
Where O2= measurement two

Figure 3.1: *Quasi-experimental Research Design*

3.3 Product Selection Procedures

This section elaborates in details the criteria for product selection and questions for the product selection. The product selection criteria was adopted with the help of the previous literature.

3.3.1 Criteria for Product Selection

The following section presents the product selection criteria based on the past literature on product involvement.

3.3.1.1 Product Involvement (Cognitive Product Involvement and Affective Product Involvement)

The development and explanation of the formation and measurement of involvement construct has remained an important area of interest (Andrews, Durvasula & Akhter, 1990). Apart from this, there is no consensus has been formed on the definition and measurement of involvement. Due to these issues of the term involvement has been applied interchangeably in many contexts (Batra & Ray, 1983). The definition of involvement in previous studies has been used in many contexts from theoretical and practical perspectives. These includes the definition of involvement in terms of ego, situational, cognitive, message, affective, product categories, enduring and response.

One predominant conceptualisation within the literature focussed on personal importance as main concept of involvement. Antil (1984) emphasised that the habitual usage of involvement was on personal importance. The recommend definition of involvement by Antil (1984) is thus: the level of perceived personal importance and/or interest elicited by a stimulation (or stimuli) at intervals of a particular situation (Antil, 1984). In context of the present study, product involvement is implemented as the concern in which the relevance of the product to the requirements and values of the consumers (Zaichkowsky, 1985).

In addition, Muehling, Russell and Craig (1993) explained that consumer based research have various conceptualisations of involvement. For instance, Batra and Ray (1983) suggested that a plethora of research studies agreed on the term involvement as either of two forms: involvement with a product category as mentioned by Zaichkowsky (1985),

or the involvement with advertising message as agreed to by Petty and Cacioppo (1986). With relevance to advertisement processing context, researchers have identified that the recipients' degree of involvement is associated absolutely to the individuals' cognitive engagement within advertisement (Petty, Cacioppo, & Schummann, 1983). Therefore, it could be asserted that recipients with higher product involvement incline to be observant of advertising stimuli and devote longer time coping with advertisements as compared to recipients with low product involvement (Celsi & Olson, 1988). For example, Garner, Mitchel and Russo (1985) revealed that recipients with high involvement are likely to possess a long memory for an advertised message. This long memory is results of the message details provided by the advertiser and it is increased by higher involvement which led to better recall (Hawkins & Hoch, 1992). Therefore, within the formation of attitude and change in attitude, recipients with high involvement understand and process advertising messages to develop an attitudes towards the advertisement and brand (Petty, Cocioppo & Schumann, 1983).

The concept of involvement has been widely accepted and used in studies related to advertising effectiveness as mentioned by Briggs and Hollis (1997). Similarly, Cho and Leckenby (2000) found that involvement influences recipients' click-through rates, and additionally influence the recipients' attitude towards advertisement and brand. The recipients' product involvement can also be significant to influence their attitude towards the advertisement and attitude towards online advertisement in a similar vein. It is probably possible for online advertising to negatively influence the attitudes for high involvement products both cognitive and affective, due to its natural limitation to convey and transfer an adequate quantity of information using the short message text. On the

other hand, Kannan et al. (2001) viewed that mobile advertising has the potential to extend the frequency of impulse purchase of the product within the low involvement class. It can be argued that product involvement (cognitive and affective) is effective in forming attitude towards advertisement and brand. The following section explains the experimental production selection criteria that has been employed to select the stimuli for the selection of product.

3.3.2 Experimental Product Selection

This section explains the steps involved in the selection of suitable product for the main experiment. The process for the determination of the product comprises of four stages. In first stage, the criteria for product selection is adapted from the past literature and second stage involves focus group discussion. This discussion was carried to find out the most suitable criterions to assist in the final product that can be used in experimental research design. The third stage involved the experts' validation of items generated for product selection and the fourth stage is stimulus (product) selection. These all steps for product selection has been shown in Figure 3.2.

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│   │     Stage 1: Product Selection           │    │
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│                      ▼                            │
│   ┌─────────────────────────────────────────┐    │
│   │  Step 1: Item Generation for Product     │    │
│   │  Selection                               │    │
│   └─────────────────────────────────────────┘    │
│                      │                            │
│                      ▼                            │
│   ┌─────────────────────────────────────────┐    │
│   │  Step 2: Focus Group Discussion (FGD)    │    │
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│   │  Step 3: Content Validity of the items   │    │
│   │  of Product Selection                    │    │
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│                      │                            │
│                      ▼                            │
│   ┌─────────────────────────────────────────┐    │
│   │  Step 4: Stimulus Selection              │    │
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│   │     Stage 2: Measurement Selection       │    │
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│            │  Step 1: Procedures  │               │
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│            ┌──────────────────────┐               │
│            │    Instruments       │               │
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│            │   Content validity   │               │
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│            ┌──────────────────────┐               │
│            │     Pilot Study      │               │
│            └──────────────────────┘               │
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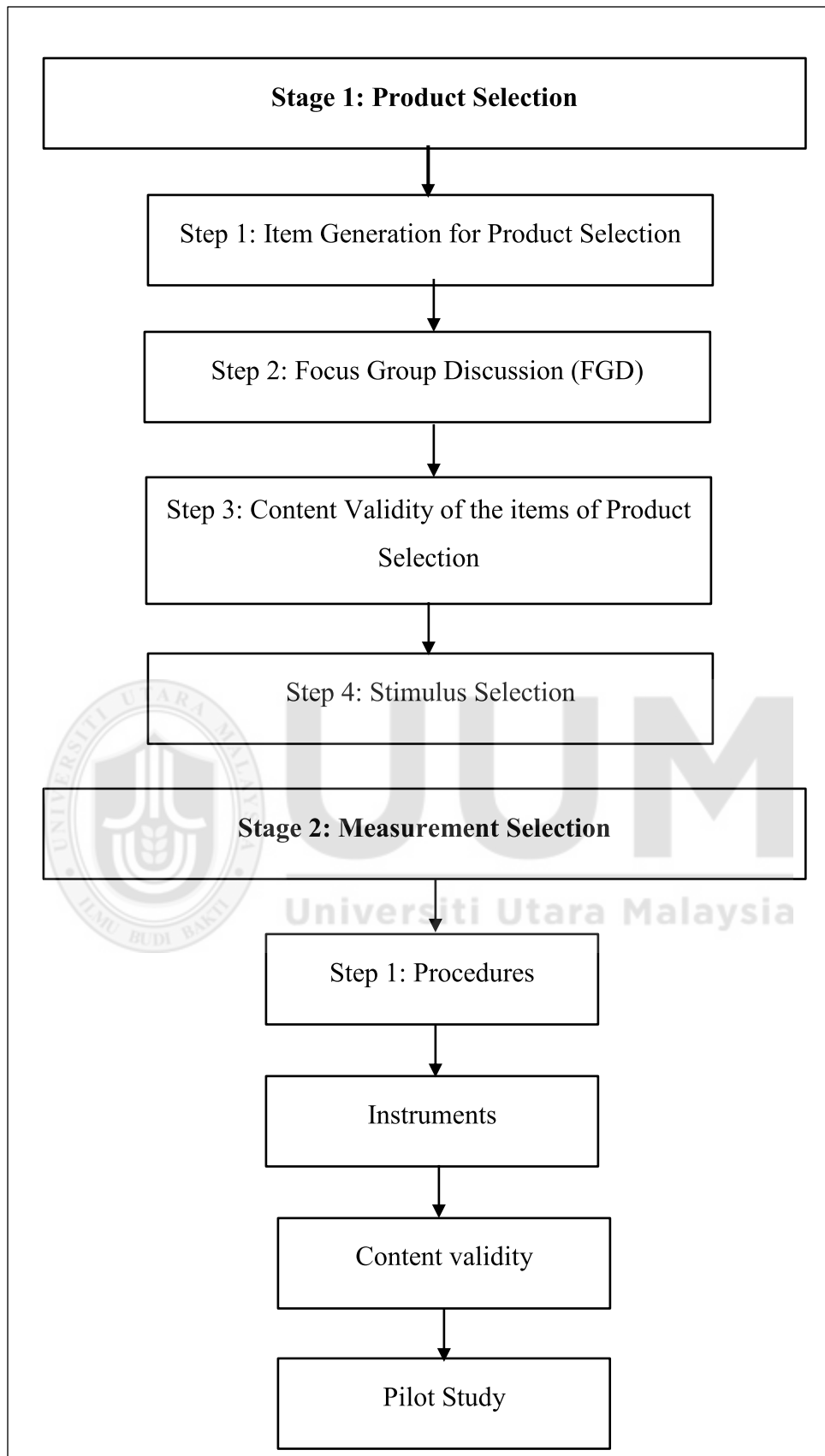
Figure 3.2. Product Selection Stages

3.3.2.1 Step 1: Items Generation for Product Selection

In the product selection, step one presents the development of product selection criteria. The items used as criterion for product selection were generated by reviewing previous literature on advertising. The initial pool of fifteen items was extracted in order to test the level of cognitive and affective involvement. This involvement measure on low or high product involvement of the respondents towards the particular products. The low or high cognitive and affective involvement will determine the selection of product. In every online banner advertisement, there are subtle and obvious message that have been used as strategy to deliver the product theme to target audience. These strategies comprised of cognitive and affective. The two approaches through appropriate items help in creating situations in which consumers can develop cognitive knowledge of the product and/or affective liking of the product being advertised. Therefore, in this study, cognitive and affective product involvement criterions have been developed to find out the level of importance of advertisement based on the idea that thinking led to feelings, and both develop interest of the viewers towards the advertisement and help consumer to make decision to develop or not develop interest in the advertised product.

A cognitive message strategy has been utilised in this study with rational arguments or pieces of information presented to consumers in the print and online advertisements. According to Clow (2007), there are five major forms of cognitive strategies:

i. Generic messages, which are direct promotions of attributes or benefits goods or service without any claim of superiority. These generic message work best for a firm that is brand leader and dominant within the industry.

ii.   Pre-emptive messages, which are claims of superiority based on a specific attribute or benefit of a product. Once made, the claim normally pre-empts the competition from making such a statement.

iii.   A unique selling proposition, which is an explicit, testable claim of uniqueness or superiority, which can be supported or substantiated in some manner.

iv.   Hyperbole, which is an untestable claim based upon some attribute or benefit associated with the advertised products.

v.   Comparative advertisements, when an advertiser directly or indirectly compares a good or service with its competitors. The competitors may or may not be mentioned by name in the advertisement.

Cognitive Items selected for this study based on the following features:

i.   Advert content description: This is a cognitive item because of its attempts to convey what the advertiser intended to convey through words and/or pictures. According to Clow (2007), cognitive items could be generic messages, which are direct promotions of good or service attributes through rational arguments or pieces of information being presented to the consumers in online banner advertisement.

ii.   Advert language: This is visual content and designed messages in online banner advertising which helps consumer to have knowledge of the product.

iii.   Product price information: A cognitive strategy to influence the decisions of consumers particularly in times when the marketer seeks to quickly stimulate demand or respond to competitor price actions. Clow (2007) calls this a unique selling proposition or offer, which is an explicit, testable claim of uniqueness.

iv.   Purchase links flexibility: It is a cognitive strategy in the sense that it is a feature of online banner advertising which describes and enhances the process a customer goes through either before or after a purchase product (Putrevu & Lord, 1994).

Affective message strategies are utilised in this study to test feelings and emotions on the product presented in the online banner advertisement.

Affective Messages Items

• Seek to enhance the likeability of the product

• Build recall of the appeal

• Increase comprehension of the advertisement

• Elicit emotions which then, in turn, affect the consumer's reasoning process and finally lead to action.

However, according to Clow (2007), affective strategies fall in two categories which are resonance and emotional categories.

i.   Resonance advertising attempts to connect a product with consumer's past experiences in order to develop stronger ties between the product and the consumer.

ii.   Emotional advertising attempts to elicit powerful emotions which eventually led to product recall and choice, including trust, reliability, friendship, happiness, security, glamour, luxury, serenity, pleasure, romance and passion.

Affective Items Selected for this Study:

The two strategies categorised by Clow (2007) and Alesandrini (1983) therefore guide and define the affective items being utilised by this study. The details on the affective item selection based on advertisement headline, advertisement logo, brand name, advertisement endorsement, halal Muslim logo, advertisement colour, advertising animations, advertisement display (static), product image, advertisement expandable and advertising background is elaborated below:

i.   Advert headline: It is an affective strategy because it is the first few words that potential consumer sees. It has the power to grab attention, tickle the imagination and creates desire. Just as Clow (2007) describes, advert headline increases comprehension of the advertisement and build recall of the appeal.

ii.   Advert logo: It is a recognisable and distinctive graphic design, stylised name, unique symbol, or trademark representing a product or brand on an online banner advertising. It is an affective strategy because it resonate advertising attempts to connect a product with a consumer's past experiences in order to develop stronger ties between product and the consumer.

iii. Advert brand name: It is a powerful affective source of identity and helps to project the intended image of a product. According to Clow (2007), it is emotional advertising attempt to elicit powerful emotions which eventually lead to product recall and assist in making choice.

iv.   Advert endorsement (testimonial advert): It is one of the most potent items on online banner advertising from a celebrity or satisfied customer affirming the performance. It enhance the likability of the product.

v.   Halal Muslim logo (Trust indication): This is a trust mark and strong affective strategy on an online banner advertisement. It is an emotional advertising attempts to elicit powerful emotions which eventually lead to product recall and choice, including trust, reliability, friendship, happiness and security.

vi.   Advert colour: Sometimes it is more important than the actual wording of the advertisement and it captures the consumers' attention and influence them to read the advertisement. As an affective strategy, it is classified under the emotional advertising which attempts to elicit powerful emotions that will eventually lead to product recall and choice.

vii.   Advertising animation (Rich media ads): This is an online banner advertisement that contains illusion of movement (animation), flashing colours, and other enhancements. Classify as affective because it builds recall of the message appeal.

viii.   Advert display (static): This is still, motionless and does not change. It is an affective also because it is a resonance advertising attempts to connect a product with a consumer's past experiences in order to develop strong ties between product and the consumer.

ix.   Product image: It is a reliable affective strategy because it creates a mental impression, mental pictures, perceptions, and emotions associated with a product (or brand) therefore build recall of the message appeal.

x.   Advert expandable (flash): This creates more real domain for the advertisement, allowing for more interaction from interested users. This feature elicits emotions which in turn affect the consumer's reasoning process and finally lead to action.

xi. Advert background: It is a colourful and playful set of modern feature that fits and add an extra visual impact on the advertised message. This affective strategy leads to emotional advertising attempts to elicit powerful emotions which eventually lead to product recall and choice.

This can be concluded that the products which fulfil the above criterions can be used for the experimental design. In the current research context, the product involvement for O'Cola was highest among other stimulus. In term of cognitive involvement and effective involvement, O'Cola score highest among others. Based on the high scores, O'Cola has been selected as final product to be used in the current research study. The details are given in Table 3.2 and 3.3.

3.3.2.2 Step 2: Focus group

The second product selection step involves focus group discussion to assist in product selection. The aim of the focus group discussion was to strengthen the process of selecting a suitable product. The focus group discussion assists the current research study to obtain the opinion of consumers on beverage product that is more suitable for conducting the experiment. The focus group interview was carried out on Tuesday, March 10, 2015, in Taman Mahogany, Changloon, Kedah State, Malaysia. The focus group discussion was added as an essential to develop and validate the criterion items already generated from the past literature. The participants were 13 Libyan students (two Master and 11 PhD candidates) of Universiti Utara Malaysia and Universiti Perlis Malaysia. The discussion lasted about one hour and led to finalisation of items that can be used in experimental design product selection.

Before the beginning of the session, the participants were addressed on the nature, modality and importance of the focus group discussion. Also, the participants were exposed to some online banner advertisement of Samsung mobile phone, Sprite and Seven Up drinks (all of which are not part of this research selected adverts) to have a good idea of the kinds of assessments, discussion and insights the researcher want from them.

The focus group discussion was based on the following questions:

1. Participants' usage of Internet

2. Participants' awareness of online banner advertisement

3. What are the features/items of online banner advertisement that attract participants' attention?

4. What are the features/items of online banner advertisement that interest the participants and are very important to them?

5. Which and why are the features/items important to the participants?

The following section presents the basic question on the awareness about the online and print advertisement. The summary of the outcomes is given below:

Participants' Perceptions

i. On the usage of Internet, all the participants claimed to use it every day for different activities except participant there who said he used it occasionally.

ii. The majority of the participants claimed that they know about online banner advertisement and what it means as well as the purpose for which advertisers use

it. However, participants three and five said online banner advertisement is just like every other advert to them and they are less interested in such advert.

iii. As a way of showing awareness, understanding, and attention to the online banner advertisement, most of the participants, especially 2, 6,7, 8, 9,10,11, 12 and 13, pointed out the following features:

  a. Price tag

  b. Advert brand name

  c. Advert logo

  d. Advert title (headline)

  e. Endorsement (testimonial ads)

  f. Advert content

  g. Halal Muslim logo (Trust indication)

  h. Colour of the advert (Advert colour)

  i. Advert display (Advert interactivity/motion/motionless)

  j. Language of description (Product description)

  k. Image of the product (Product image)

  l. Advert background

  m. Easy to locate website (Product website)

iv. According to the participants, these features/items are important to them based on the following reasons for each:

  a. Price tag: the majority of them said the price is important because that is what they usually want to see first before taking interest in online advert. However, if the price is not fixed as observed in some online banner

advert, they still move on to see other features. In the contrary, participant five categorically said though price tag is important but it is in the negative sense. He said, when he observed that the price of a product is lower far from the other products, he feels no interest as to him it means low quality.

b. Advert brand name: All of the participants said the brand name is important to them and determine their interest in online banner advert. It is through that they know the credibility, quality and uniqueness of a product.

c. Advert logo: The participants said the logo is important to them to confirm the name of the brand. Some said it is the logo they watch to identify products.

d. Advert title: They said the title of an advert shows to them what the advert is all about. However, participants 3 and 7 said it is not too important to them.

e. Endorsement (Testimonial advert): The respondents claimed that the appearance of an important person such as a footballer or celebrities in online banner advert sometimes make them interested in the advertised product. Specifically, participants 3, 5, 9 and 11 mentioned endorsement as an important feature that attracts them while others did not say anything about it except participant 1 that it is not important to him.

f. Advert content: While most of the participants said that contents of advert are important to them as a means through which they understand the

advert very well, on the other hand participants 3,2,7 and 8 said it does not that important once they see the headline and logo.

g. Halal Muslim logo: This is identified by the participants as a sign of trust and agreement between them and the product. Participant 8 first said it is important in the online banner advert and almost simultaneously all other agreed with him as important.

h. Colour of the advert: This is another feature that most of the participants indicated as important to them except participants 1,5,12, and 13.

i. The language of online banner advert: The participants noted that the language of the online banner advert should be straight forward and easy to understand. They emphasised that it could either be English or Arabic. One of the participants said immediately he realises that the language of an advert is comprehensive enough, he closes it.

j. Image of the product (product image): According to the participants it is very important in deciding about a product. By image of product they mean that the advert must be able to show the quality of the product.

k. Advert background: After the participant 6 mention online banner advert background as important and a means of attraction to them, other participants except number 1, 3, 5 and 7 said it does not matter to them.

l. Easy to locate Website (Product Website): Participant 8 mentioned that easy to locate advert Website as a very important determinant of their interest and all other participants supported him.

v. The participants' common and almost undisputed response to the question on the effect of features of the online banner advert on them are:

a. That online banner advert information keeps their attention to the advert.

b. Another common response is that these features/items help them to make up their minds about the advertised product. One of them specifically said he prefers to buy a product based on the information about the product display on online banner advert because he can comfortably have time to think about whether to buy or not.

c. Some of them also said that through online advert they have the power to view and interact with a variety of brands online before making their choice.

d. One of the participants noted that on many occasion, his choice of the brand at the mall or on the street is usually based on what he had seen about the brand through online banner advert. On this, other participants also said they do experience similar situation.

It can be concluded that almost all participants use Internet. They identify their preferences on what they observe as features of the advertisement. The participant identifies factor such as price tag, brand name, logo, title, endorsement, contents of the advertisement, halal logo, colour scheme, display, language, background and website are most important features of any advertisement. Most of the participant identified the common features of the advertisement and expressed that they are engaged in both types of shopping (online and shopping mall). There were few participants those mentioned that their purchase decision is based on both types of advertisement.

3.3.2.3 Step 3: Content Validity of the Items of Product Selection

The step purposes to validate the items that can assist in product selection with the suggestions of experts in the area. Validity is concerned with the meaningfulness of research components. When researchers measure behaviours, they are concerned with whether they are measuring what they intended to measure (Drost, 2011). It was further explained that content validity is to assess the numerous scales being developed as well as an attempt to identify any item which remains unclear. Therefore, a copy each of the items pool was presented to each of the experts for assessment and comments. Three experts were selected for the validation of the product selection items. These experts were selected based on their experience (more than 10 years) and research expertise to supervise the PhD students. These experts were from School of Multimedia Technology and Communication (SMMTC), Universiti Utara Malaysia. These experts hold a PhD degree and working in UUM and have experience of supervising PhD students. Among the experts, first expert is specialised in communication and media, second expert is specialised in Persuasive Communication, Media and Advertisement while the third expert is specialised in Media and Branding and Advertising. All the experts have more than 10 years of teaching and research experience. The identities were keep anonymous due to research ethics. Selected experts were having expertise in the communication and media. Moreover, experts have more than10 years of experience and expertise in the relevant areas. These experts provide the following opinions and suggestions to improve the product selection criteria.

The first expert indicated that item no 6 in the table (Halal Muslim logo) is one of the important items that consumer of products who are Muslim will like to see in an online banner advertisement before taking decision about the product. She also acknowledged others items in the table as good and important to consumers and should be used in the product selection criteria. The second expert, a senior lecturer, agreed with most of the items as good and important to measure online banner advertisement. However, suggested that item on price should be included because it is very important for the consumers and most of the times determines their interest and continuous attention to the advertisement. He also expressed that items No. 12, 13, and 14 to be made clearer claiming that they look the same and that they can skew the results.

The third expert was also a senior lecturer approved the items as good and important saying that items such as logo, symbol, and the sign will enable easy recognition of product. Expert three suggested that items 8 and 9 should include function and purpose. Also, suggested that possibly items 8 and 12 may be combined as they seem not different. Who also reminded the researcher of the need to be mindful of non-availability of Internet at the point and place of data collection through a link with respondents. Secondly, the experts advised the researcher to print in colour if the adverts have to be distributed in hard copy. Therefore, it was suggested that in the case of non-availability of the Internet, the researcher should also prepare alternative through the offline website. In line with some of the observations made by the three experts, correction, addition and detailed amendment on the initial generated criteria were carried out accordingly. Table 3.1 reflects the correction made.

Table 3.1
The corrected table of items after expert' assessment

SN.	Criteria	Level of importance of item
		Not Important to Me ← → Important to Me
		1 2 3 4 5 6 7
1	Advert headline	Online banner advert headline embodies marketing campaign. It is the first few words that potential consumer sees. It has the power to grab attention, tickle the imagination, create desire and even convey the benefits of what product or service entails.
2	Advert logo	Recognizable and distinctive graphic design, stylized name, unique symbol, or trademark representing a product or brand on an online banner advertising.
3	Advert brand name	Advert brand name is a powerful source of identity and helps to project the intended image of a product against the competition and in the process of positioning a brand in the minds of the target audience. Brand name in an online banner advert is often to reveal the brand's intentions.
4	Advert endorsement (testimonial advert)	One of the most potent tools/items on online banner advertising from a celebrity or satisfied customer affirming the performance, quality, and/or value of a product or service.
5	Advert content description	Concise and 'meat' of an online banner advertising that attempts to convey what the advertiser intends through words and/or pictures. Advert content helps to ensure that consumers have a positive experience and feel like they can trust the product.
6	Halal Muslim logo (Trust indication)	Halal Muslim logo on an online banner advert is a trust mark for the Muslim community. From the Halal advertising perspective, strategy depends upon whether a particular market is Muslim majority populated or it is a mix of different ethnicities or communities.
7	Advert Colour	In advertising colours are more important than the actual wording of the ad. The reason for this is the colours (and graphics) capture the consumers' attention then causes them to read the ad. For advertising purposes, it is extremely important to design advert in a way that appeals to target market. It is better to choose colours that will complement the message being sent to consumers.

Table 3.1 *continued*

8	Advertising animation (Rich media ads)	Online banner advertisement that contains illusion of movement (animation), flashing colours, and other enhancements. What differentiate this from item 12 is that advertising animation remains constant and continuous on the advert page, however, the advert expandable only occurs when a user initiate the action by click of mouse.
9	Advert display (static)	Online banner advertisements that are still, motionless and does not change. This a kind of advert common before the advent of internet. It lacks much of interactivity and attraction to the eyes.
10	Advert language	Visual content and design in online banner advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it. So, language of advertising must be that which the target audience understand.
11	Product image	Online banner advert containing a photograph or diagram that depicts a product being advertised. In is typical of online banner advertising to blow up conspicuously several product image types taken from different angles to attract customer interest and purchases. The main objective of product image or brand image is to create a mental impression, mental pictures, perceptions, and emotions associated with a product (or brand).
12	Advert expandable (flash)	Expandable online banner adverts are rich media ads that can expand beyond the original size of the ad unit, following a user-initiated action. This creates more real domain for the ad, allowing for more interaction from interested users. For instance, expandable ads may stream a testimonial of the brand, show video clips, or display various views of the product.
13	Product price information	Product price information is a means to sway the decisions of consumers particularly in times when the marketer seeks to quickly stimulate demand or respond to competitor price actions. Often times customers' perception of a product is formed as soon as they know the price, such as when a product is first seen when walking down the aisle of a store. Pricing may become the most important of all marketing decisions because it has been shown that customers avoid learning more about the product if the price is not favourable them.

Table 3.1 *continued*

14	Purchase links flexibility	Purchase Links are what customers will click on to purchase products. It is an important feature of online banner advertising because it describes and enhances the process a customer goes through after the decision to buy a product. This item is placed in an advert as a means to ease the purchase desire of consumers.
15	Advert background	Online banner advertisement background usually contains textures, patterns, illustrations, lights and or silhouettes. It is a colourful and playful set of modern feature that fits and add an extra visual impact on the advert message.

3.3.2.4 Step 4: Stimulus Selection

This section explains on how the stimulus were selected using score on the level of cognitive and affective involvement in advertisement of O'Cola, Shanidrink, Lipton and Al-Mazarra. The stimulus products were evaluated based on cognitive and affective involvement of the respondents towards these four products. A descriptive analysis was conducted to determine the level of cognitive involvement of each product on the basis of their advertisements. Thirty respondents participated in the experiment. The stimulus used in the experiment are given in Figure 3.3.

Questionnaires were designed following the experts' advice. For the questions involving cognitive involvement of a product advert, only four instruments (items) are used, namely, advert content description, advert's language, purchase link flexibility, and product price information. The options given were based on 7 points Likert scales ranging from "Not important to me" with 1 score to "Extremely important to me" with 7 points. The results of the estimation are presented in Table 3.2.
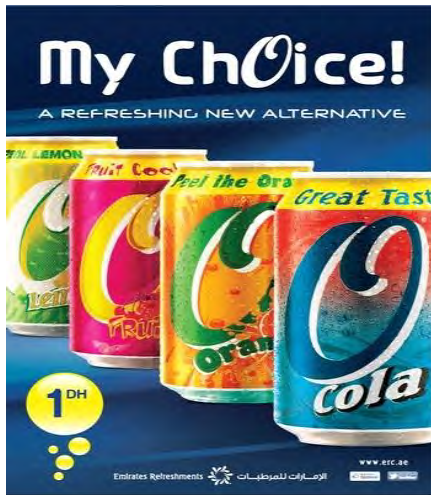
Stimulus A: O'Cola

Stimulus B: Shani Drink

Stimulus C: Lipton

Stimulus D: Mazraa

Figure 3.3. Stimulus Selection

From the results, the range of the respondents' score for the level of cognitive involvement in the advertisement of O'Cola, Shanidrink, Lipton and Al-Mazarra are 27.0, 17.8, 16.5, and 18 respectively. Their minimum and maximum values are given in the result table. Out of the advertisements for the four products, the highest level of

cognitive involvement is received by O'Cola advertisement which is an average value of 27. This makes O'Cola product to have the highest level of cognitive involvement. The Al-Mazarra, and Shanidrink are rated second and third respectively in terms of level of cognitive involvement in their advertisement. With regard to Lipton's advertisement, the level of cognitive involvement appears to be the lowest with an average value of 16.5. This indicates that respondents have highest cognition for O'Cola based on its advertisement as compared to others. The details are given in Table 3.2.

Table 3.2
Level of Cognitive Involvement in each product

	n	Min	Max	Total Score	High / Low
Total Level of Cognitive Involvement in "O'Cola" Advert	30	25.00	28.00	27.0667	Highest
Total Level of Cognitive Involvement in "Shanidrink" Advert	30	7.00	25.00	17.8000	High
Total Level of Cognitive Involvement in "Lipton" Advert	30	8.00	25.00	16.5667	High
Total Level of Cognitive Involvement in "Al- Mazaraa" Advert	30	10.00	25.00	18.0000	High

Note: Actual total scores by all respondents (ATSR) = 30 x Mean. Available total scores for all respondents (AVTSR) = 30 x 28, where 28 is the total scores available for 4 cognitive items (with 7 likert scale). To get the mean %, divide ATSR by AVTSR, and multiply the results by 100.

Similarly, a descriptive analysis was conducted to examine the degree of affective involvement of each product in their advertisements. Thirty respondents participated in the experiment conducted for this purpose. Based on the advertisement's expert suggestions, questionnaires were designed to capture affective involvement of a product's advert. In this case, 11 items were used to measure affective involvement of

participants. These questions involve advert's headline, advert brand name, advert endorsement (testimonial advert), advert logo, halal Muslim logo (trust indication), advert colour, advert display (static), advertising animation (rich media ads), advertisement background, advert expandable (flash), and product image. The options given were based on 7 point Likert scales ranging from "Not important to me" with 1 score to "Extremely important to me" with 7 point. The results of the estimation are presented in Table 3.3.

Table 3.3
Level of Affective Involvement in each product

	n	Min	Max	Total Score	High / Low
Total Level of Affective Involvement in "O'Cola" Advert	30	62.00	75.00	70.6333	Highest
Total Level of Affective Involvement in "Shanidrink" Advert	30	40.00	74.00	61.0667	High
Total Level of Affective Involvement in "Lipton" Advert	30	41.00	75.00	59.8333	High
Total Level of Affective Involvement in "Al- Mazaraa" Advert	30	41.00	74.00	59.8000	High

Note: Actual total scores by all respondents (ATSR) = 30 x Mean, and the available total scores for all respondents (AVTSR) = 30 x 77, where 77 is the total scores available for eleven (11) affective items (with 7 likert scale). To get the mean %, divide ATSR by AVTSR, and multiply the results by 100.

From the results, the range of score of the respondents concerning the degree of affective involvement in the advertisement of O'Cola, Shanidrink, Lipton and Al-Mazarra are 70.6, 61.0, 59.8, and 59.8 respectively. Their minimum and maximum and mean values are given in the result Table 3.3. The results also show that O'Cola was rated highest in terms of affective involvement in its advertisement with a total score 70.33. The level of

affective involvement in Shanidrink's advertisement emerged second from the respondents' rating, with a total score of 61.07. For Lipton's and Al-Mazarra's advertisement, the level of affective involvement seemed to be the same as both, on average, scored 59.8 approximately. This suggests that the respondents have the same level of affective involvement for Lipton and Al-Mazarra advertisement. The results suggest that overall, respondents have highest affective involvement for O'Cola based on its advertisement as distinguished from other products. So based on the above steps O'Cola was finally chosen as a main product for the experiment.

The above process helps to select the product which is O'Cola as main product for the current study. The next step stage 2 provides details on the selection of the questionnaire items used to prepare questionnaire. These selected questionnaire then used for measuring the constructs of the current study.

3.3.3 Stage 2: Measurement Selection Procedures

This section elaborates in details the measurement selection criteria. The final items select through this criteria were used in the final survey administered to collect data for the current study purpose.

3.3.3.1 Procedure

The experiment requires the respondents to see a copy of O'Cola print advertisement for ten minutes. Subsequently, respondents were given a survey questionnaire to answer about the print advertisement. After the print advertisement questionnaire is returned the website link of the O'Cola website where the online advertisement is published was

shared with respondents. Respondents were instructed to click the website link to the assigned online banner advertisement in which subjects are exposed to the advertisement. Subsequent to that, another questionnaire related to online advertisement was distributed among participants. A questionnaire is designed via the adaption of items from relevant studies that has been conducted in same domain. It is a standard practice for researchers in this domain to utilise the questionnaire for their hypotheses testing as recommended by Smith et al. (2008). Data on the respondents' reactions towards the chosen advertisement was collected using the constructed questionnaire. However, three types of questionnaires were designed for this study. The first was for the content validity (see appendix A), the second was for print (See Appendix B) and the third was the online advertisement questionnaire (see Appendix C).

3.3.3.2 Instrument

In order to test the constructs of current study, the questionnaire was prepared by adopting items from the past literature. Advertising researchers commonly use questionnaire in order to test the proposed hypothesis for example Smith et al. (2008) and Zha et al. (2014). In the current research, questionnaire was administered to collected data. The questionnaire items were carefully constructed to test the intended construct especially the factors that affect consumer attitude towards advertisement and how attitude towards advertisement can influence the brand equity. In the questionnaire design, demographics were asked in categorical, nominal and ordinal scale while remaining constructs were measured on a five point Likert scale to ensure uniformity among the constructs. The questionnaire was operated in English language because

target participants (Libyan students) are studying in Malaysian university and most of the university have English as a medium of instruction. Items of the questionnaire were developed in easy and understandable English to get true and accurate response from the respondents based on good understanding on the items.

Malhotra (2007) emphasised that a survey technique is considered smart if the instrument adopted for data collection follows Likert scale. Hair et al. (2010) state that a survey instrument is considered effective when the questions are presented from more general type questions to specific research questions. Including personal and demographic questions in the survey instrument is said to motivate the respondents to take the research instrument more seriously. These notions are considered in the development of the research instruments.

The items used in measuring the variables were adopted from previous studies, sequel to rigorous review of previous related studies. The questionnaire consists of two distinct sections (Part A and Part B to L), the two distinct sections are preceded with brief information about the research, name of the researcher and purpose of the research, followed by the instruction on how to complete the questionnaire and an affirmative declaration on the confidentiality of the information that are given by the participants. According to Babbie (2010) and Neuman (2007), the purpose of the research was not disclosed fully and explicitly in order to maintain the validity of the experimental research design adopted in this study. Hence, such technique helps to eliminate invalidity threats. Part A which is titled respondents' information seeks to record brief

demographic information of the participants in order to document the distribution of data. Questions under this section present answers in nominal, ordinal and open ended response options. Subsequently, Part B, C, D, E, F, G, H, I, J, K, L represent the variables in the study including perceived credibility, message appeal, argument quality, intimacy, interactivity, attitude towards online advertisement and brand equity (brand awareness, brand image and brand purchase intentions).

Following the conventions in the realm of advertising research, a Semantic Differential Scale with bipolar adjectives were adopted in this study for participants to describe their perceptions towards the displayed advertisement copies and in order to document their responses on questionnaire. The participants were instructed to choose from a five point Likert scale with 1 "Strongly Disagree" and 5 'Strongly Agree'. Researchers have contended that the five-point scale employed in the development of the questionnaire is the most reliable if compared with other rating points (Sekaran, 2010). Table 3.4-3.12 presents the operationalisation of the variables used in this study as well as the references from which the items for measuring the variables were adopted. See Appendix B and Appendix C for the copies of print advertisement and online advertisement survey instruments. Table 3.4 represent the definition of the construct, the definition is taken from the work of Hsu and Tsou, (2011) and Choi and Rifon (2010) and Cotte et al. (2005).

Table 3.4
Definition of Perceived Advertisement Credibility

Constructs	Definitions	Major References
Perceived Advertisement Credibility	Perceived advertisement credibility is used in this study with varying definitions of the concept of credibility, primarily including believability, convincing, and truthfulness of the advertisement about O'Cola. (1) The extent to which the consumer perceives claims made about the O'Cola in the ad to be truthful and believable; (2) the observed credibility of online advertised product-related information; (3) it is the credibility that the consumers can recognize from the information content in the advertising.	Hsu and Tsou, (2011); Choi and Rifon (2010); Cotte, et al. (2005).

Table 3.4 presents definition of the perceived advertisement credibility. This credibility

refers to believe, convincing power and truthfulness of the message presented by O'Cola

in their advertisement.

Table 3.5
Definition of Message Appeals

Constructs	Definitions	Major References
Message Appeals	Through literature, we derived the following working definitions which explain the rating of online advertisement in terms of rational and emotional appeals; (1) The advertisement messages that show some type of value, encouragement, bargain, promise and reason why buyers and customers need to pay attention to or buy O'Cola product; (2) means for gaining consumers' attention and generate favourable attitudes.	Kotler and Keller (2008); Wu et al., (2011); Hsu et al. (2011).

Table 3.5 provides definition of the message appeal of the advertisement. Message appeal refers to the contents of the message that encourage or attract the attention of consumers and generate positive attitude towards advertised product.

Table 3.6
Definition of Argument Quality

Constructs	Definitions	Major References
Argument Quality	This captures the quality of argument in an online advertisement. The valence of feelings generated by O'cola tagline that most likely affect the attitude of the audience towards online advertisement.	Batra and Stayman, (1990); Zhao (2011)

In Table 3.6, the definition of the argument quality is presented. The definition stated that quality of the argument is the valence of feelings can be generated by O'Cola that can convince and build positive attitude towards advertisement.

Table 3.7
Definition of Intimacy

Constructs	Definitions	Major References
Consumer's Enjoyment	This is a kind of pleasure and benefits which consumer usually enjoy that serve as a motivational act for interest and favourable behaviour towards a product. In this study, it is referred to the consumer happiness in relating and using the O'Cola brand.	Roberts (2004); Albert et al. (2008)
Consumer's Commitment	Consumer's commitment is similar to a long-term friendship establish with O'Cola brand. It is also the consumer's preferable attitudes towards the brand.	Albert et al. 's (2008)
Brand's Empathy	The brand's empathy indicates O'Cola's understanding of consumer preferences and likings through its design, tagline, colour, and package as well as identifying with personal events that affects consumer such as a customer's birthday etc.	Albert et al. (2008)

Table 3.7 presents definition of the intimacy which is divided into three dimension which are consumer's enjoyment, consumer's commitment and brand's empathy. The intimacy of the O'Cola brand is the enjoyment received by consumers, their commitment towards O'Cola brand and their empathy towards the O'Cola to prefer it over other soft drinks.

Table 3.8
Definition of Interactivity

Constructs	Definitions	Major References
Interactivity	For this study interactivity signifies advertisement that allows consumers to control what information will be presented, in what order and for how long. It also defined as: (1) Presentation of advertising message over technology-mediated channels and an immediate two-way communication between the advertisers and the consumers; (2) communication for loyalty establishment and sustenance; (3) a communication that offers individuals active control and allows them to communicate both reciprocally and synchronously; (4) the degree to which two or more communication parties can act on each other, on the communication medium, and on the messages and the degree to which such influences are synchronized.	Stewart (2004); Liu and Shrum (2002); Liu (2003); Wu (1999).

Table 3.8 presents the definition of the construct "Interactivity", which refers to the control of the consumer over the information presented in O'Cola advertisement. This is also refers to the ease to handle and communication of the O'Cola brand with their consumers.

Table 3.9
Definition of Attitude towards Advertisement

Constructs	Definitions	Major References
Attitude towards Advertisement	Attitude toward advertising concept is defined as an informed disposition to react in a consistently favourable or unfavourable manner toward advertising in general. Literature defined it thus: (1) A predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure occasion; (2) indicators of advertising effectiveness.	Cho (1999); Mehta (2000)

While Table 3.9 refers to the attitude of the consumers towards the advertisement of the O'Cola which could be positive or negative. This attitude solely depends on the effectiveness of the advertising message.

Table 3.10
Definition of Brand Awareness

Constructs	Definitions	Major References
Brand Awareness	Brand awareness is conceptualised as brand in memory which is measured through brand recall or recognition. Other definition as are: (1) strength of a brand node in consumers' memory and can be reflected by consumers' ability to recognize the brand within various contexts or situations; (2) consumers' capability to confirm their prior exposure to the brand when given the brand as a cue; (3) consumers' ability to retrieve the brand from memory when given the product category as a cue.	Keller (1993); Aaker (1996); Cho (2011)

Table 3.10 presents the definitions of Brand Awareness. Which refers to the recall ability of consumer for a specific brand from memory when the product is placed among others.

Table 3.11
Definition of Brand Image

Constructs	Definitions	Major References
Brand Image	Brand image is defined in this study as consumer perceptions of advertised brand as reflected by association held in consumers' memory (1) Set of brand associations that consumers retain in their memory about a brand; (2) reasoned or emotional perceptions consumers attach to specific brands following some level of trust.	Cho (2011); Keller (2001); Dobni and Zinkhan (1990)

Table 3.11 define brand image of the advertised product. This brand image refers to the association of the consumer with the advertised brand in the memory of the consumer. It can be in shape of positive image or level of trust of the O'Cola brand in case of the current study

Table 3.12
Definition of Brand Purchase Intention

Constructs	Definitions	Major References
Brand Purchase Intention	Purchase intentions are personal action tendencies relating to the advertised brand. (1) Individual's conscious plan to make an effort to purchase a brand. (2) Purchase intentions have been widely used in the literature as a predictor of subsequent purchase.	Yoo, et. al., (2001); Spears and Singh (2004)

Table 3.12 presents the definition of the purchase intention, which is the conscious plan of the consumer to purchase or not purchase a specific brand. In the current study, it refers to the intentions of the consumers to buy O'Cola brand. The section above present the definition of the constructs used in the current study and also define those constructs in context of O'Cola which is the selected brand for experiment of current study.

3.3.3.3 Content Validity

The degree to which the questionnaire items generated for this study are appropriate for the constructs being measured were examined through a content validity study. The validity study was aimed at identifying any items which may be unclear and unrepresentative. According to Polit and Beck (2006) content validity concerns the degree to which a sample of items, taken together, constitute an adequate operational definition of the construct.

The questionnaire was distributed to 15 experts including academicians, advertising experts and advertising consultants. In line Gable and Wolf (1993), the appropriate number of experts should be between two and 20 while Lynn (1986) recommended at least three experts, but indicated that more than ten may not be necessary. Meanwhile, 11 out of the 15 experts returned the measure and eight of them made comments on the need to reword few items.

The evaluation was based on two labels i.e. representativeness and clarity of the items. In line with previous studies (Lynn, 1986; Mohamad, 2013) each of them was based on a

4-point ordinal scale. For representativeness, the scale intended to measure the expert's evaluation of the items based on if: (1) item is not representative (2) item needs major revisions to be representative (3) item needs minor revisions to be representative (4) item is representative. Similarly, for clarity, the scale intended to evaluate the items if: (1) item is not clear (2) item needs major revisions to be clear (3) item needs minor revision to be clear (4) item is clear.

The Content Validity Index (CVI) was calculated based on both the representativeness and clarity of the items and according to Polit and Beck (2006), items rated as three or four by the experts are considered as good. Therefore, the results of representativeness for the total items of 109 examined showed that eight items (PAC5, MA4, MA5, CE9, CE10, and CE16) have CVI scores of 0.55 to 0.73 respectively. However, the items were retained based on the acceptable Cronbach Alpha reported by the sources and successful application of the items in similar studies. For instance, Connor (2010) from who items on perceived advertisement credibility were adapted have applied PAC5 in a similar study recently. Also, Hsu and Tsou (2011) reported a Cronbach Alpha of 0.70 for MA4 and MA5 respectively. As for CE9, CE10 and CC15 Cho (2011) reported Cronbach Alpha of 0.95 while, BE4 has 0.90. As for item INT4, a Cronbach Alpha of 0.75 was reported by Liu (2003).

The findings however showed that most of the items, a total of 101 have CVI scores of 0.82 to 1.00. Lynn (1986) has recommended that when there are six or more experts, the CVI standard can be relaxed to not lower than 0.78. Similarly Mohamad (2013) cited

Davis (1992) recommended that to adopt a new measure, the minimum CVI score should be 0.80 for that measure.

The Content Validity Index results for clarity of items indicated that 12 items have CVI scores of 0.49 to 0.73, while the remaining 97 items have CVI scores of 0.82 to 1.00 respectively. In response to the weak scores in the 12 items (PAC4, PAC5, AQ5, CE8, CE9, CE10, CE11, CE12, BE1, BE4, ATA6 and ATA7) all the items were reworded accordingly to improve their clarity.

Table 3.13
Summary of changes in items based on representativeness CVI

Constructs	Items below CVI 0.80	Items above CVI 0.80	Change the sentence structure
Perceived Advertisement Credibility (PAC)	PAC5(0.64)	07	NIL
Message Appeal (MA)	MA4(0.73), MA5(0.73)	13	NIL
Argument Quality (AQ)	NIL	ALL	NIL
Consumer's Enjoyment (CE)	CE9(0.55), CE10(0.64),	10	NIL
Consumer's Commitment (CC)	CC16(0.73)	15	CC1, CC8
Brand's Empathy (BE)	BE4(0.64)	05	NIL
Interactivity (INT)	INT4(0.73)	14	ALL 1-15
Attitude Towards Advertisement (ATA)	NIL	ALL	ATA13
Brand Awareness (BA)	NIL	ALL	NIL
Brand Image (BI)	NIL	ALL	NIL
Brand Purchase Intention (BPI)	NIL	ALL	NIL

Source: Developed for the study

Table 3.13 presents the items which were initially used to represent the constructs used in the current study. Those items have value of CVI below 0.80 and above 0.80 are presented. Those items which were suggested to be restricted also given in Table 3.13.

Table 3.14
Summary of changes in items based on clarity CVI

Constructs	Items below CVI 0.80	Items above CVI 0.80	Change the sentence structure
Perceived Advertisement Credibility (PAC)	PAC4 (0.73) PAC5 (0.64)	06	PAC4 PAC5
Message Appeal (MA)	NIL	ALL	NIL
Argument Quality (AQ)	AQ5 (0.73)	08	AQ5
Consumer's Enjoyment (CE)	CE8 (0.64) CE9 (0.46), CE10 (0.64) CE11 (0.73) CE12 (0.64)	07	CE8 CE9 CE10 CE11 CE12
Consumer's Commitment (CC)	NIL	ALL	NIL
Brand's Empathy (BE)	BE1 (0.73) BE4 (0.64)	04	BE1 BE4
Interactivity (INT)	NIL	ALL	NIL
Attitude Towards Advertisement (ATA)	ATA6 (0.73) ATA7 (0.73)	13	ATA6 ATA7
Brand Awareness (BA)	NIL	ALL	NIL
Brand Image (BI)	NIL	ALL	NIL
Brand Purchase Intention (BPI)	NIL	ALL	NIL

Source: Developed for the study

Table 3.14 and Table 3.15 represent the summary of changes in items based on representativeness CVI, while Table 3.16 to 3.25 in detail present the items of the selected constructs of the current research. Table 3.14 provides details on the items those have CVI vale below 0.80 and above 0.80. Items were changed based on CVI values to make them clearer.

After the calculation of CVI values, items of the focal constructs were revised to make them clearer in terms of contents. The above table mention details of those items which were reworded after the low CVI. Table 3.15 presents the items used to measure the construct "Perceived Advertisement Credibility". There were total eight items presented below for the measurement of Perceived Advertisement Credibility.

Table 3.15
Items used to measure Perceived Advertisement Credibility

Constructs	Items	Major References
Perceived Advertisement Credibility	• The content of the advert is attractive and likeable • The information in the advert is believable • The information in the advert is honest and true • The information in the advert is objective • The information in the advert is not credible • The information in the advert has a high level of expertise • The information in the advert is authentic • After viewing the advert, many people will want to buy the product(s) mentioned	Connor, (2010). Original source: (Gürhan-Canli and Maheswara (2000)

Table 3.16 presents the final items that have been used to measure the construct "Message Appeal". In total there were 15 items used to measure Message Appeal.

Table 3.16
Items used to measure Message Appeal

Constructs	Items	Major References
Message Appeal	• The advert tries to engage my senses. • Participation in the advert is perceptually interesting. • The advert lacks sensory appeal for me. • The advert tries to put me in a certain mood. • The advert makes me respond in an emotional manner. • The advert does not try to appeal to feelings for me. • The advert tries to trick me. • The advert stimulates my curiosity. • The advert does not try to appeal to my creative thinking • The advert tries to make me think about my lifestyle. • The advert reminds me of activities I can do. • The advert does not try to make me think about actions and behaviours. • The advert tries to get me to think about relationships. • I can relate to other people through the advert. • The advert does not try to remind me of social rules and arrangements.	Hsu and Tsou, (2011) Original source: Schmitt, (1999)

Table 3.17 provides detail of the items used to measure Argument Quality. There were nine items used to measure the construct "Argument Quality.

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Table 3.17
Items used to measure Argument Quality

Constructs	Items	Major References
Argument Quality	• The tagline message is a reason the O'cola advertisement is believable. • The tagline is a reason the O'cola advertisement is convincing. • The tagline is a reason the O'cola advertisement is important to me. • The tagline on the advert helped me to be confident about the O'cola. • The tagline words would help my friends about the O'cola advertisement. • The O'cola tagline put thoughts in my mind about wanting to buy the brand. • The tagline put thoughts in my mind about not wanting to buy O'cola. • Overall, do you agree or disagree with the O'cola tagline. • The O'cola message is the reason the advert is strong.	Zhao (2011)

Table 3.18 presents the dimension of the Intimacy and the items used to measure the overall construct. There were total 12 items used to measure (enjoyment), 11 items for consumer commitment and six items for measuring empathy.

Table 3.18
Items used to measure Intimacy

Constructs	Items	Major References
Intimacy	Consumer's enjoyment • I really enjoy O'Cola brand. • I like to go shopping to feel closer to the O'Cola brand. • I feel fortunate that I can buy O'Cola. • I feel happy when I use O'Cola brand. • I have fun with O'Cola brand. • O'Cola really excites me. • The customer service of O'Cola brand makes me happy. • I sometimes get upset with O'Cola brand. • O'Cola brand is disgusting. • O'Cola brand makes me angry at time. • People are jealous of me because of O'Cola brand. • Sometimes I feel a certain level of anxiety using O'Cola brand. Consumer's commitment • I feel like I have a personal connection with O'Cola brand. • I am committed to O'Cola brand. • I have solid support for O'Cola brand. • I am confident that my relationship with O'Cola brand will last a long time. • I can rely on O'Cola brand. • I have a close relationship with O'Cola brand. • I would stay with O'Cola brand. • I will stay with this O'Coal for years. • I would be disappointed if O'Cola brand was no longer available. • I will always trust O'Cola brand. • I feel uncomfortable with O'Cola brand. Brand's empathy • O'Cola brand knows a lot about me. • O'Cola brand meets my drink taste. • O'Cola brand offers deals that I really can relate to. • O'Cola brand does not forget my good moments as a customer • O'Cola advertisements make me feel closer to brand. • I don't like getting e-mails from O'Cola brand.	Cho (2011)

Table 3.19 provides details on the 15 items used to measure the construct "Interactivity".

These items used in the final questionnaire are shown in Table 3.19.

Table 3.19
Items used to measure Interactivity

Constructs	Items	Major References
Interactivity	• I felt that I had a lot of control over my visiting experiences on O'Cola advertisement. • While I was on the O'Cola advertisement, I could choose freely what I wanted to see. • While surfing the O'Cola advertisement, I had absolutely no control over what I can do on the site. • While surfing the O'Cola advertisement, my actions decided the kind of experiences I got. • The O'Cola advertisement is effective in gathering visitors' feedback. • This O'Cola advertisement facilitates two-way communication between the visitors and the site. • It is difficult to offer feedback to the O'Cola advertisement. • The advert makes me feel it wants to listen to its visitors. • The O'Cola advertisement does not at all encourage visitors to talk back. • The O'Cola advertisement gives visitors the opportunity to talk back.	Liu (2003) Original source: (McMillan, 2000)
	• My input on O'Cola advertisement was processed very quickly. • Getting information from the O'Cola advertisement is very fast. • I was able to obtain the information I want without any delay from O'Cola advertisement. • When I clicked on the O'Cola advertisement links, I felt I was getting instantaneous information. • O'Cola advertisement was very slow in responding to my requests.	Liu (2003) Original source: McMillan (2000)

Table 3.20 provide details on the 15 items used to measure the construct "Attitude towards Advertisement".

Table 3.20
Items used to measure Attitude towards Advertisement

Constructs	Items	Major References
Attitude towards Advertisement	• I think the O'Cola advertisement is trustworthy	Wu (1999)
	• I think the O'Cola advertisement is honest	
	• I think the O'Cola advertisement is believable	
	• I think the O'Cola advertisement is interesting	
	• I think the O'Cola advertisement is intelligent	
	• I think the O'Cola advertisement is attractive	
	• I think the O'Cola advertisement is likeable	
	• I think the O'Cola advertisement is appealing	
	• I think the O'Cola advertisement is entertaining	Wu (1999)
	• I think the O'Cola advert stimulating	
	• I would bookmark the O'Cola advertisement as my favourite	
	• I would recommend the O'Cola advertisement to my friend	
	• I would contact the company	
	• I would revisit the O'Cola advertisement	
	• I would intend to purchase the O'Cola product from the advertisement link	

Table 3.21, also contain 9 items used to measure Brand Awareness in the current research.

Table 3.21
Items used to measure Brand Awareness

Constructs	Items	Major References
Brand Awareness	• I know what O'Cola brand stands for. • I have an opinion about O'Cola brand. • I have heard of O'Cola brand. • I cannot name the brands in O'Cola product class. • I can recognize O'Cola brand among other competing brands • I am aware of O'Cola brand • Some characteristics of O'Cola brand come to my mind quickly • I can quickly recall the symbol or logo of O'Cola brand • I have difficulty in imagining O'Cola brand in my mind	Aaker (1996)

In continuation of this, Table 3.22 provides the 11 items used to measure the construct "Brand Image". The items used are given in Table 3.22.

Table 3.22
Items used to measure Brand Image

Constructs	Items	Major References
Brand Image	• The advert assists me to perceive the quality of O'Cola • The advert helps create a positive evaluation toward O'Cola • The advert reinforces a favourable assessment toward O'Cola • O'Cola is well-managed as a brand • O'Cola advertisement is a successful effort • O'Cola brand is a reliable choice • O'Cola has the customers' best interest in mind • O'Cola has a good reputation • O'Cola advertisement sets the standard for excellence • O'Cola brand is a soft drink industry leader • O'Cola brand is a charming product	Barreda, 2014. Original source: Low and Lamb (2000); Esch et al., (2006)

Table 3.23 give details on the 7 items used to measure the construct "Brand Purchase Intention" for the current study.

Table 3.23
Items used to measure Brand Purchase Intention

Constructs	Items	Major References
Brand Purchase Intention	• I will definitely buy O'Cola based on this advert in the near future. • I intend to purchase O'Cola through this advert in the near future. • It is likely that I will purchase O'Cola through this advert in the near future. • I expect to purchase O'Cola through this advert in the near future. • I have strong possibility to purchase O'Cola brand • I'm likely to purchase O'Cola brand • I have high intention to purchase O'Cola brand	Yoo et. al. (2001)

3.3.3.4 Pilot Study

The essence of this section is to ascertain validity and reliability of the instrument used in measuring the concept they were designed to measure. Therefore, an experimental design procedure was used to collect data which was analysed for the reliability of the research instrument. The participants were selected from the Universiti Sains Malaysia, Univeriti Malaysia Perlis and Universiti Utara Malaysia. At the beginning of the session, the participants were briefed on the nature and the modality of the experiment. After the briefing, they were allowed to interact and get familiarized with the product (O'Cola) advertisement which was printed on an A3 size laser paper. This was done to enhance

familiarity of the respondents with the product (See Figure 3.4 for the printed advert of the O'Cola). The first set of the questionnaire was then distributed to the participants to collect their responses.
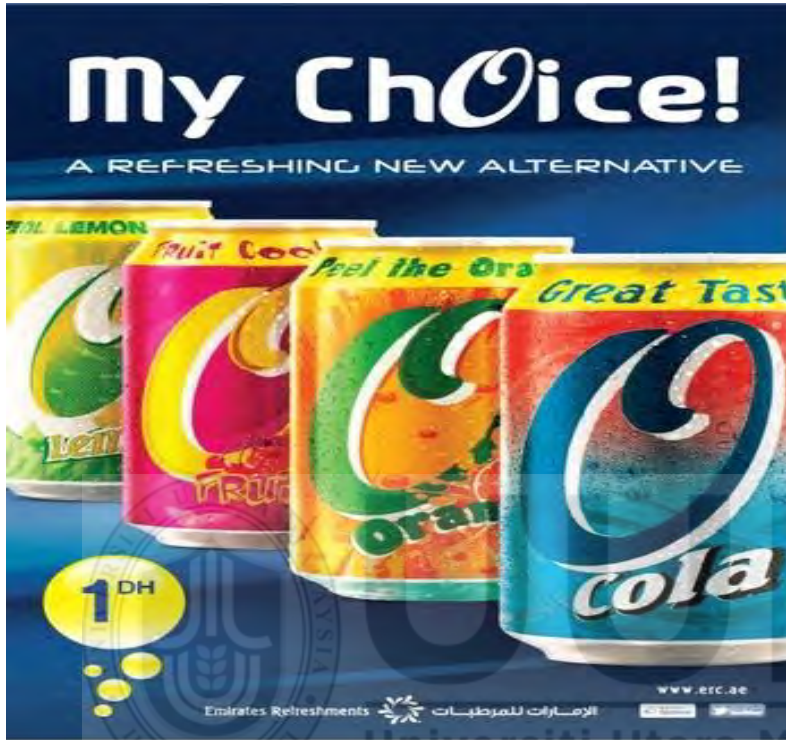
Figure 3.4. Printed O'Cola Advertisement on A3 Laser Paper

Upon the successful completion of the questionnaires by the participants, which took approximately 15 minutes on the average, the participants were subsequently exposed to the online advertisement of the O'Cola to familiarize with the online advertisement. They were then given a questionnaire again to collect their responses after experiencing the online advertisement. It took about 20 minutes on the average to complete filling the questionnaires. Hence, the data collected from the respondents were collated and further analysed for reliability using the statistical package for social sciences (SPSS) version 22.

Demographic Profile of the Respondents

A total of 45 questionnaires were distributed and collected for the pilot study. Table 1 shows that the majority of the respondents are between the age bracket of 32 and 37 years old. In terms of gender, 38 (84.4%) of the respondents are male. The monthly income of the respondents are largely within the range of 300 and above (USD). The larger number of respondents has a postgraduate qualifications amounting to 93.3% of the respondents and it is evident from Table 3.24 that majority of the respondents have being using the internet more than three years and they spent a reasonable time surfing the internet. However, large number of them are very new in searching for online advertising product. For instance, 44% of them has less than a year experience in online advertising. Among the three drinks introduced to the participants, only O'Cola are very familiar to them.

Table 3.24
Demographic Profile of the Respondents

Demographic Factors	Components	Frequency	Percent	Valid %	Cumulative %
Age	Less than 25 years	1	2.2	2.2	2.2
	26-31 years	4	8.9	8.9	11.1
	32-37 years	31	68.9	68.9	80.0
	More than 38 years	9	20.0	20.0	100.0
	Total	45	100.0	100.0	
Gender	Male	38	84.4	84.4	84.4
	Female	7	15.6	15.6	100.0

Table 3.24 *continued*

Income	Below 200 USD	6	13.3	13.3	13.3
	201 - 300 USD	3	6.7	6.7	20.0
	301 - 400 USD	22	48.9	48.9	68.9
	401 USD- above	14	31.1	31.1	100.0
	Total	45	100.0	100.0	
Education	Bachelor Degree	3	6.7	6.7	6.7
	Post graduate	42	93.3	93.3	100.0
	Total	45	100.0	100.0	
Hours online	Less than 1 hour	13	28.9	28.9	28.9
	1 - 3 hours	5	11.1	11.1	40.0
	4 and above	27	60.0	60.0	100.0
	Total	45	100.0	100.0	
Internet	Less than 1 year	4	8.9	8.9	8.9
	2 to 4 years	5	11.1	11.1	20.0
	More than 4 years	36	80.0	80.0	100.0
	Total	45	100.0	100.0	
Advertising	Less than 1 years	20	44.4	45.5	45.5
Products	1 to 3 years	6	13.3	13.6	59.1
	3 - 5 years	15	33.3	34.1	93.2
	above 5 years	3	6.7	6.8	100.0
	Total	44	97.8	100.0	
Drinks	Coca cola	2	4.4	4.4	4.4
	O'Cola	36	80.0	80.0	84.4
	Pepsi cola	7	15.6	15.6	100.0
	Total	45	100.0	100.0	

Reliability Test of the Instrument

This study, conducted a reliability test to determine the internal consistency of the instrument (Pallant, 2010). Using the data collected from the 45 respondents for the pilot

testing, the result of the internal consistency of the instrument (reliability test) is interpreted by the value of the Cranach's Alpha. Table 3.25 presents the result of the reliability test.

Table 3.25
Reliability Test of the Constructs

Construct	Print		Online	
	Cronbach's Alpha	No. of Items	Cronbach's Alpha	No. of Items
PAC	0.782	8	0.793	8
MA	0.706	15	0.755	15
AQ	0.663	9	0.835	9
CE	0.796	12	0.829	12
CC	0.685	16	0.899	16
BE	0.725	6	0.764	6
INT	0.635	15	0.705	15
ATA	0.708	15	0.793	15
BA	0.808	9	0.898	9
BI	0.739	11	0.748	11
BPI	0.708	7	0.724	7

As depicted by Table 3.26, the result of the reliability test indicated by the Cronbach's Alpha ranges from 0.635 to 0.899. A Cronbach Alpha of above 0.7 indicates a good internal consistency among the items of the measurement (Pallant, 2011; Hair et al., 2010). However, in an exploratory study of this nature, a Cronbach's alpha of 0.6 is acceptable (Hair et al., 2010). Therefore, it could be deduced from the result of the reliability test that the research instrument used in the data collection has a good reliability and can be further used in the main data collection process.

Table 3.26
The results of the Reliability Test for Print Advertisement instrument

Construct	Items	Corrected item-total correlation	Cronbach's alpha if the item deleted	Cronbach's alpha	Sample size (n)*
Perceived Advertisement Credibility	PAC 1	0.386*	0.773	0.782	8
	PAC 2	0.152*	0.801		
	PAC3	0.681	0.722		
	PAC 4	0.731	0.717		
	PAC 5	0.777	0.710		
	PAC 6	0.539	0.749		
	PAC7	0.637	0.732		
	PAC 8	0.114*	0.830		
Message Appeal	MA 1	0.241*	0.699	0.706	15
	MA 2	0.331*	0.694		
	MA 3	0.078*	0.719		
	MA 4	0.117*	0.743		
	MA 5	0.136*	0.713		
	MA6	0.650	0.651		
	MA 7	0.641	0.650		
	MA 8	0.628	0.656		
	MA 9	0.566	0.660		
	MA 10	0.592	0.659		
	MA 11	0.637	0.654		
	MA 12	0.705	0.641		
	MA 13	0.022*	0.724		
	MA 14	0.075*	0.717		
	MA 15	0.072*	0.749		
Argument Quality	AQ 1	0.092*	0.691	0.663	9
	AQ 2	0.275*	0.650		
	AQ 3	0.025*	0.705		
	AQ 4	0.679	0.558		
	AQ 5	0.607	0.577		
	AQ 6	0.561	0.583		
	AQ 7	0.162**	0.677		
	AQ 8	0.640	0.575		
	AQ 9	0.199*	0.666		

Table 3.26 *continued*

Consumer's Enjoyment	CE 1	0.127*	0.816	0.796	12
	CE 3	0.014*	0.832		
	CE 4	0.304*	0.796		
	CE 5	0.814	0.744		
	CE 6	0.765	0.750		
	CE 7	0.818	0.743		
	CE 8	0.814	0.744		
	CE 9	0.765	0.750		
	CE 10	0.104*	0.804		
	CE 11	0.068*	0.805		
	CE 12	0.688	0.755		
Consumer's Commitment	CC1	0.134*	0.690	0.685	15
	CC2	0.445*	0.656		
	CC3	0.165*	0.686		
	CC4	0.399*	0.660		
	CC5	0.385*	0.661		
	CC6	0.442*	0.655		
	CC7	0.328*	0.667		
	CC8	0.334*	0.666		
	CC9	0.520	0.638		
	CC10	0.504	0.644		
	CC11	0.373*	0.660		
	CC12	0.342*	0.665		
	CC13	0.304*	0.669		
	CC14	0.389*	0.657		
	CC15	0.240**	0.741		
	CC16	0.046*	0.703		
Brand's Empathy	BE 1	0.057*	0.832	0.725	6
	BE 2	0.120*	0.803		
	BE 3	0.806	0.586		
	BE 4	0.823	0.582		
	BE 5	0.729	0.610		
	BE 6	0.724	0.611		

Table 3.26 *continued*

Interactivity	INT 1	0.396*	0.598	0.635	15
	INT 2	0.548	0.572		
	INT 3	0.245**	0.620		
	INT 4	0.117**	0.639		
	INT 5	0.009*	0.650		
	INT 6	0.408*	0.593		
	INT 7	0.280*	0.615		
	INT 8	0.280*	0.616		
	INT 9	0.182**	0.628		
	INT 10	0.111*	0.641		
	INT 11	0.276**	0.615		
	INT 12	0.349**	0.602		
	INT 13	0.393*	0.598		
	INT 14	0.285*	0.614		
	INT 15	0.021*	0.663		
Attitude Towards Advertisement	ATA1	0.210*	0.706	0.708	15
	ATA2	0.422*	0.683		
	ATA3	0.471*	0.677		
	ATA4	0.364*	0.687		
	ATA5	0.249*	0.703		
	ATA6	0.250*	0.700		
	ATA7	0.076*	0.720		
	ATA8	0.183*	0.707		
	ATA9	0.354*	0.688		
	ATA10	0.434*	0.679		

Table 3.26 *continued*

	ATA11	0.407*	0.682		
	ATA12	0.295*	0.695		
	ATA13	0.361*	0.687		
	ATA14	0.105*	0.718		
	ATA15	0.604	0.659		
Brand Awareness	BA1	0.102*	0.852	0.808	09
	BA2	0.173*	0.827		
	BA3	0.059*	0.854		
	BA4	0.788	0.754		
	BA5	0.764	0.759		
	BA6	0.820	0.752		
	BA7	0.825	0.751		
	BA8	0.772	0.758		
	BA9	0.764	0.757		
Brand Image	BI1	0.374*	0.723	0.739	11
	BI2	0.537	0.705		
	BI3	0.431*	0.715		
	BI4	0.396*	0.719		
	BI5	0.335*	0.728		
	BI6	0.597	0.692		
	BI7	0.318*	0.729		
	BI8	0.357*	0.724		
	BI9	0.359*	0.724		
	BI10	0.371*	0.723		
	BI11	0.259*	0.742		

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Table 3.26 *continued*

Brand Purchase Intention	BPI1	0.380*	.684	0.708	07
	BPI2	0.495**	0.665		
	BPI3	0.462**	0.663		
	BPI4	0.362*	0.689		
	BPI5	0.397*	0.685		
	BPI6	0.395*	0.681		
	BPI7	0.480*	0.660		

* Indicates reworded items and ** indicates deleted items

Meanwhile, from the tables 3.26and 3.27 most of the items that are below 0.50 were reworded (*), while nine were deleted (**). The items were determined based on the correlations of items within each scale, the corrected item-to-total correlations, the item standard deviation scores and the effects on Alpha if the item were deleted. One reason for the rewording and retention of those items were due to the fact that most of the items have being tested for research similar to this. Also, for the items deleted, it was based on the reasons that such items apart from having low item-total correlations, they were used previously for not too related studies. Therefore, Table 3.29 shows the total number of the original items, the total number of items reworded and the total number of the items deleted.

Table 3.27

The results of the Reliability Test for Online Advertisement instrument

Construct	Items	Corrected item-total correlation	Cronbach's alpha if the item deleted	Cronbach's alpha	Sample Size (n)*
Perceived Advertisement Credibility	PAC 1	0.694	0.912	0.793	8
	PAC 2	0.637	0.749		
	PAC3	0.753	0.733		
	PAC 4	0.670	0.743		
	PAC 5	0.812	0.715		
	PAC 6	0.800	0.717		
	PAC7	0.733	0.729		
	PAC 8	0.591	0.756		
Message Appeal	MA 1	0.577	0.723	0.755	15
	MA 2	0.587	0.719		
	MA 3	0.598	0.721		
	MA 4	0.661	0.717		
	MA 5	0.630	0.717		
	MA6	0.555	0.724		
	MA 7	0.556	0.721		
	MA 8	0.393*	0.806		
	MA 9	0.522	0.729		
	MA 10	0.294*	0.748		
	MA 11	0.601	0.717		
	MA 12	0.302*	0.747		
	MA 13	0.586	0.719		
	MA 14	0.104*	0.768		
	MA 15	0.222*	0.811		
Argument Quality	AQ 1	0.833	0.783	0.835	9
	AQ 2	0.785	0.787		
	AQ 3	0.804	0.786		
	AQ 4	0.798	0.794		
	AQ 5	0.875	0.790		
	AQ 6	0.811	0.792		
	AQ 7	0.830**	0.939		
	AQ 8	0.783	0.792		
	AQ 9	0.603	0.812		

Table 3.27 *continued*

Consumer's Enjoyment	CE 1	0.706	0.797	0.829	12
	CE 2	0.646	0.801		
	CE 3	0.759	0.794		
	CE 4	0.868	0.786		
	CE 5	0.803	0.786		
	CE 6	0.819	0.784		
	CE 7	0.867	0.781		
	CE 8	0.831	0.899		
	CE 9	0.887	0.892		
	CE 10	0.803	0.792		
	CE 11	0.772	0.792		
	CE 12	0.705	0.799		
Consumer's Commitment	CC1	0.822	.884	0.899	15
	CC2	0.188*	.907		
	CC3	0.222*	.907		
	CC4	0.773	.885		
	CC5	0.797	.884		
	CC6	0.905	.881		
	CC7	0.895	.882		
	CC8	0.887	0.882		
	CC9	0.740	0.887		
	CC10	0.863	0.882		
	CC11	0.840	0.882		
	CC12	0.700	0.887		
	CC13	0.794	0.884		
	CC14	0.132*	0.906		
	CC15	0.101**	0.913		
	CC16	0.075	0.916		
Brand's Empathy	BE 1	0.662	0.686	0.764	6
	BE 2	0.514	0.727		
	BE 3	0.592	0.708		
	BE 4	0.676	0.687		
	BE 5	0.633	0.700		
	BE 6	0.114*	0.842		

Table 3.27 *continued*

Interactivity	INT 1	0.067*	0.719	0.705	15
	INT 2	0.554	0.658		
	INT 3	0.456**	0.671		
	INT 4	0.488**	0.669		
	INT 5	0.482*	0.669		
	INT 6	0.528*	0.664		
	INT 7	0.535	0.661		
	INT 8	0.519	0.670		
	INT 9	0.423**	0.677		
	INT 10	0.063*	0.728		
	INT 11	0.126**	0.712		
	INT 12	0.228**	0.699		
	INT 13	0.343*	0.687		
	INT 14	0.113*	0.733		
	INT 15	0.078*	0.718		
Attitude Towards Advertisement	ATA1	0.319*	0.789	0.793	15
	ATA2	0.637	0.767		
	ATA3	0.483*	0.776		
	ATA4	0.391*	0.782		
	ATA5	0.318*	0.788		
	ATA6	0.234*	0.795		
	ATA7	0.526	0.772		
	ATA8	0.115*	0.802		
	ATA9	0.380*	0.783		
	ATA10	0.408*	0.781		
	ATA15	0.287*	0.790		
Brand Awareness	BA1	0.678	0.886	0.898	09
	BA2	0.676	0.886		
	BA3	0.799	0.878		
	BA4	0.827	0.876		
	BA5	0.777	0.878		
	BA6	0.799	0.875		
	BA7	0.854	0.872		
	BA8	0.813	0.878		
	BA9	0.068*	0.941		

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Table 3.27 *continued*

Brand Image	BI1	0.439*	0.724	0.748	11
	BI2	0.565	0.706		
	BI3	0.555	0.707		
	BI4	0.494*	0.719		
	BI5	0.234*	0.748		
	BI6	0.641	0.701		
	BI7	0.199*	0.751		
	BI8	0.541	0.712		
	BI9	0.319*	0.745		
	BI10	0.138*	0.773		
	BI11	0.381*	0.732		
Brand	BPI1	0.096*	0.782	0.724	07
Purchase	BPI2	0.050**	0.776		
Intention	BPI3	0.673**	0.632		
	BPI4	0.559	0.659		
	BPI5	0.640	0.648		
	BPI6	0.622	0.654		
	BPI7	0.603	0.648		

* Indicates reworded items and ** indicates deleted items

Summarily, having reworded and dropped some items, out of the overall original items of 123 each for both respectively, a total of nine items were dropped. Meanwhile from the print advertisement survey a total of 77 items were reworded and 46 items from online advertisement survey were also reworded. The interactivity scale items with low item-total correlations were reworded for use in this study's main survey because, the items have been used by (McMillan, 2000; Liu, 2003) in studies similar to this. Therefore, having dropped nine items from 123, the remaining 114 items remain for the main survey.

Table 3.28
Results from the Pilot Test

Scale name	Print Advertisement					Online Advertisement				
	Items	Alpha	No. of items dropped	No. of items reworded	New no. of items for main survey	Items	Alpha	No. of items dropped	No. of items reworded	New no. of items for main survey
PAC	8	0.782	-	3	8	8	0.793		1	8
MA	15	0.706	-	8	15	15	0.755		5	15
AQ	9	0.663	1	4	8	9	0.835	1		8
CE	12	0.796		6	12	12	0.829		2	12
CC	16	0.685	1	13	15	16	0.899	1	4	15
BE	6	0.725		2	6	6	0.764		6	6
INT	15	0.635	5	9	10	15	0.705	5	6	10
ATA	15	0.708		14	15	15	0.793		13	15
BA	9	0.808		3	9	9	0.898		1	9
BI	11	0.739		9	11	11	0.748		7	11
BPI	7	0.708	2	6	6	7	0.724	2	1	6

PAC = Perceived Advertisement Credibility; MA = Message Appeal; AQ = Argument Quality; INTY = Intimacy; CE = Consumer Enjoyment; CC = Consumer's Commitment; BE = Brand's Empathy; INT = Interactivity; ATA = Attitude towards Advertisement; BA = Brand Awareness; BI = Brand Image; BPI = Brand Purchase Intention
Note: Items - Number of items in each scale. Alpha - Cronbach's reliability coefficient.

3.4 Target Population

Population of study denotes the complete set of experimental units of analysis which a researcher is examining within a time frame and defined size (Creswell, 2012). Meanwhile, the population for Libyan students who study in Malaysia universities is 1083. Therefore, this study focuses on Libyan students in academic universities. This experimental study's population becomes essential because of the following reasons: One, the experimental products (treatment) to be applied are important and popular household consumer products among Libyans home and abroad; secondly, the dire security situation in Libya makes it intolerable for the research to be carried out among Libyans in Libya. In a situation of necessities like in this study, Keyton (2015) notes that a researcher must make careful choice of respondents, from whom to collect data as well as able to defend his choice of respondents. Supporting this step also, Creswell (2012) noted that in an experimental study, the researcher may select participants who are available in well defined, intact groups of people that are easily studied. In the light of this, the sampling technique for selecting participants is discussed in the section below.

3.4.1 Sample Size

Babbie (2010) underlined the importance of using adequate sample that is representative for experimental research as well as other methods of conducting social science discipline researches. Generally, social science researchers collects sample from university students for the aim of their studies (Babbie, 2010). Nevertheless, the representativeness of a sample outweighs the sample size of that sample in an experimental research design (Babbie, 2010). Therefore, a total of 300 Libyan

students in Malaysia universities participated in the current quasi-experimental research. Generally, students are a leading group of Internet shoppers (Lim, Sia, Lee, & Benbasat, 2006). In addition to the fact that, students' online activities do not differ considerably from the general population (Thakur & Summey, 2007). However, recent studies have shown that students continue to be the main Internet users (McGann, 2005). Hence, university students are considered to be suitable participants for these studies. This justifies the selection of students from Libya as respondents of the current research.

3.4.2 Sampling Technique

In this study, a quota sampling technique is adopted to ensure a representative inclusion of respondents from the list of Malaysian universities. This technique helps the researcher to determine the number of participants to be selected for this study. According to Babbie (2012), a quota sampling technique is a kind of nonprobability sampling technique that ensure the selection of respondents in other to represent certain characteristics in relation to their prevalence in the population. In the first step quota sampling was used to select the universities where Libyan students are currently studying. After section of the universities, a random sampling technique was used to select the respondents for the data collection process. The list of the students were obtained from the Libyan Embassy in Kuala Lumper. Table 3.29 provide details on selection of universities.

Table 3.29
Quota Sampling Selection Technique

No.	Universities	Total Number of Libyan Students	Quota Selected
1	Universiti Kebangsaan Malaysia	235	70
2	Universiti Putra Malaysia	140	52
3	Universiti Sains Islam Malaysia	121	36
4	Infrastructure University Kuala Lumpur	85	35
5	Universiti Teknologi Malaysia	77	30
6	University Sains Malaysia	67	26
7	International Islamic University Malaysia	58	19
8	Limkokwing University	55	17
9	Universiti Utara Malaysia	51	15
Total Sample			300

All the respondents who resident in Malaysia are familiar and regular visitors to online messages and advertisement. In a research carried out by Algharabat (2010), similar technique was employed based on easy accessibility to the participants and more so that the permission of the participants was sought before doing the research. Table 3.29 presents the quota distribution among the universities in Malaysia. The quota for sampling selection is calculated by summing up the number of Libyan students currently studying in Malaysian universities (See Appendix E). Hence, the quota of the sampling selection from each university is calculated according to their number. Therefore, only the university contributing a quota of at least 15 number of sample size is consider for this study. The remaining sample selection process was done using the random sampling techniques where students were selected randomly to participate in the current research. The lists of the students studying in the selected universities obtained from Libyan Embassy were used to drawn a random sample out of these lists. The respondents were

selected based on random sampling technique were requested to participate in the experiment. The data was obtained from the respondents by using two treatments (treatment one and treatment two). Moreover, respondents were exposed to treatments and asked to fill the respective questionnaire. The researcher used a self-administrative questionnaire and have face to face interaction with respondents during the data collection process. This technique ensures high quality of collected data and also make it possible to obtain maximum response rate from the respondents.

3.5 Data Analysis

The data analyses phase is likewise one of the most significant phases of this research in order to accomplish and fulfil the outlined objectives. It is in this light that a number of analyses, in detailed description is presented below.

3.5.1 Descriptive Analysis

A series of descriptive statistics would be executed so as to present thorough and in-depth study findings that are relevant to the research objectives. Primarily, identifying and verifying the respondents' stratification and demographic distribution is the main purpose for employing the descriptive statistics before ensuing with the main or interpretative analysis.

3.5.2 Structural Equation Modelling AMOS

SEM an acronym for Structural Equation Modelling, which was first seen from the study of Sewall Wright (1916) and has been in used even from the mid-20th century. The current proliferation and recommendation of Structural Equation Modelling by countless

studies to be the most suitable analyses for the measurement of multivariate association between latent variables as suggested by Bollen (1989). Several analysis have showed the perfection of SEM, its flexibility and generality have likewise motivated numerous researchers from various research domain to recognise it as compared to the linear analysis as coincided by Lai and Wu (2007). The exceptional suitability of SEM for social science researches and behavioural studies as a result of its generality nature in modelling. Hox (1998) also added that another advantageous quality that is possessed by SEM is its coherent inclusion of factor analysis and regression in the modelling parameters that were previously executed with the linear analysis separately. The unique term utilised in the SEM analysis, variables are tagged as directly measurable variables, that are likewise referred to as the observed variable or indicator variables. On the other hand, a latent variable is regarded as an indirectly measured variable and as the derivative of the measured variable, and can be called factors as well. The Structural equation Modelling is an amalgamation of multiple regression and factor analysis, which are amongst the several advantages that SEM possess amongst other multivariate analysis. Like the path analysis for instance, transacts only with measurable variables.

The analytical tool utilised in this study is the Structural Equation Modelling (SEM), which has been employed for the statistical modelling of the framework proposed in the study. The selected statistical tool is considered suitable and applicable to measure the proposed relationships, as a result of its strong capabilities for flexible statistical analysis. This analytical tool is believed to best analytical tool particularly when modelling, path analysis of latent variables, and multiple indicators are involved. Domain experts and theorists from this analysis domain, describe latent variables as

abstract psychological properties or variables that cannot be directly measured but could only be described via the properties of variables like attitude, behaviour, belief and intentions. Churchill (1979) opined that the classical measurement theory perspective of attributive features and characteristics for latent variables should be theoretically grounded when they are included in variable scales.

Gefen, Rigdon and Straub (2011), agreed with the fact that SEM's capacity to distinguish between direct and indirect relationships of latent variables substantiates the rationale behind the employment of SEM as this study's analytical tool. Other advantage that gives SEM the upper hand over other analytical tool like linear analysis also includes regression and correlation. With respect to this study, the two-step approach is employed in the study, as recommended by Anderson and Gerbing (1988). The two-step approach suggested by Anderson and Gerbing's (1988) is adopted to guide the utilisation of SEM in this study. The first step required the development of a measurement model, which addresses the modelling parameters of the latent variable and their indicators using the AMOS. Subsequently, a structural model, to examine the proposed hypotheses of the current research using the bootstrapping approach in the AMOS.

3.6 Summary

The chapter presented the methodological approaches to be employed in this research. The chapter presents every activity and undertakings to be embarked upon in order to accomplish the outlined objectives in the research, accompanied by appropriate

justifications. More focus was allocated to the experimental conditions. The process for data collection and the instrument employed for data collection were all presented and amicably described. Finally, the chapter presents and discusses the analyses and analytical techniques to be employed in the study, accompanied by justifications for selecting and executing the selected analysis.

CHAPTER FOUR
DATA ANALYSIS

4.1 Introduction

This chapter presents the data analysis for both print and online advertisement. The preliminary analysis has been conducted using SPSS version 22 for Windows that includes data cleaning and screening, normality test, multicollinearity, linearity, homoscedasticity and reliability test. The inferential analysis which involves testing the proposed hypotheses was conducted using AMOS version 20. The chapter ends with the summary of the findings of this study.

4.2 Response Rate

Cooper and Schindler (2007) explained that raw data collected in a survey research should be examined for accuracy, adequacy and completeness of the respondents' responses. This study employed a random sampling technique to select the sample of this study. A total of 300 questionnaires administered face to face to the respondent that participated in the survey. Out of 300 questionnaires, 299 questionnaires were returned for online advertisement while 299 were returned for print advertisement which represented a response rate of 98% for both printed and online questionnaire distributed to the respondent in the study. In total there were 300 participants for both print and online banner advertisement. As the questionnaire for print and online advertisement was filled by same participants. The respondents participated in an experiment which

treatment one and treatment two and fill the questionnaire of respectively for print and online advertisement.

The collected data was processed to enable the data to be standardised for further analysis. In this regards, Hair, Black, Babin and Anderson (2010) argued that it is better for researchers to delete the case respondent if the missing data is more than 50%. Therefore, four incomplete questionnaires were excluded from the analysis in online advertisement and six incomplete questionnaires were excluded from print advertisement due to missing data more than 50%. A total of 295 questionnaires for online advertisement and 293 questionnaires for print data for retained for the analysis of this study based on criteria suggested by Hair et al. (2010).

According to Sekaran and Bougie (2010), a response rate of 30% is acceptable for surveys. Moreover, according to the rule of thumb of Hair et al. (2010), in which they stated for maintaining power at 0.80 in multiple regressions, a sample size of 50 is required and preferably 100 observations for most research situations. In addition, the usable questionnaires were more than 295 online and 293 printed can be considered enough for conducting factor analysis (Pallant, 2013). Additionally, Roscoe (1975) recommended that a sample size larger than 30 and less than 500 is appropriate for most research types. Thus, the response rate of this study is considered acceptable as in the light of previous literature such as Sekaran and Bougie (2010) and Pallant, (2013). Table 4.1 shows the distribution of the useable returned questionnaires between online and printed included in this study. In the summary, a total of 293 responses were further

processed for print advertisement analysis and 295 for online advertisement. These responses free of missing values and suitable for further analysis as shown in Table 4.1.

Table 4.1

Distribution and Retention of Questionnaires

Item	Print Advertisement		Online Advertisement	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Distributed Questionnaires	300	100	300	100
Returned Questionnaires	299	99.6	299	99.6
Unreturned Questionnaires	1	0.33	1	0.33
Unusable Questionnaires	6	2.34	4	1.33
Retained Questionnaires	293	97.65	295	98
Total	299	98%	299	98%

4.2.1 Characteristics of the Sample Respondents

This section presents the explanation of the characteristics of the respondents. The demographic information enquired in the survey questionnaire including age, gender, education background, income and their hours of Internet usage. The results of the demographic information of the respondents is presented in Table 4.2. The reporting of the characteristics of the sample respondents is reported from the responses to the questionnaire. Two questionnaires were distributed among the same respondents to get

their responses on print and online advertisement. Table 4.2 shows that 30.2 % of the respondents' ages between 26 -31years and 26.1 % of respondents' ages less than 25 years old. These are followed by 22% of the respondents that are between the age of 32 to 37 years and approximately 21.7% of the respondents are more than 38 years old. This distribution implies that the questionnaires were distributed among young adults that are less than 31 years old. It is also found that majority of the respondents 66.4% are male and 33.6% of the respondents are female. The reason behind this can be justified by the fact that there are more male Libyan students than female students who came for further study in Malaysia.

Following is the income characteristics of the respondents. The majority of the respondents (29.8%) earned between USD 301 to USD 400. This is followed by 28.5% of the respondents that earned more than USD 400. Also, 21.4% and 20.3% of the respondents earned less than USD 300. Invariably, the descriptive result shows that the respondents in this study have stable and somewhat substantial income.

The educational background of the respondents in this study was also revealed. The result presented in Table 4.2 shows that highest percentage (45.1%) of the respondents perusing master degree, followed by 38.3% respondents that are doing PhD. Meanwhile, among the respondents 13.6% doing bachelor degree and only 3.1% of the respondents doing a diploma.

The descriptive result displays that majority of the respondents (48.8%) spends four hours on the Internet daily. This is followed by 31.9% of the respondents who spend between one to three hours daily. Then 19.3% spend less than one hour a day on the Internet. The differences of hours spent online daily are noticeable. Most importantly, it is revealed that the respondents are frequent users of the Internet. Table 4.2 also revealed that 50.5% of the respondents have been using the Internet for two to four years. Also, 25.4% claims that they have been using the Internet for more than four years and 24.1% of the respondents claimed that they have only been using the Internet for less than a year.

It is revealed that majority of the respondents have been using the Internet for two to four years and above. The majority of the respondents (43.1%) spend one to three hours to access online advertisements. This is followed by 24.7% of the respondents who spend less than one hour accessing the online advertisements. Then 20% of respondents spend three to five hours of their time to search for online advertisements. This finding, therefore, provides justification that respondents in this study are familiar with online advertisement which is the focus of this research. Finally, Table 4.2 revealed that the entire respondents (100%) are conversant with both O'Cola which is the subject of data collection in this research and Pepsi Cola respectively. Moreover, 100% of the respondents also claimed they are aware of O'Cola as a beverage product in Libya. This awareness can assist them to give proper feedback to on the questionnaire related to print and online advertisement of O'Cola.

Table 4.2

Characteristics of the Respondents

Demographic Factors	Components	Frequency	Percent
Age	Less than 25 years	77	26.1
	26-31 years	89	30.2
	32-37 years	65	22.0
	More than 38 years	64	21.7
	Total	295	100.0
Gender	Male	196	66.4
	Female	99	33.6
	Total	295	100.0
Income	Below USD 200	63	21.4
	USD 201 - 300	84	28.5
	USD 301 - 400	88	29.8
	More than USD 401	60	20.3
	Total	295	100.0
Education	Diploma	9	3.1
	Bachelor Degree	40	13.6
	Masters' Degree	133	45.1
	PhD	113	38.3
	Total	295	100.0

Table 4.2 *continued*

Hours online	Less than 1 hour	57	19.3
	1 - 3 hours	94	31.9
	4 and above	144	48.8
	Total	295	100.0
Internet	Less than 1 year	75	25.4
	2 to 4 years	149	50.5
	More than 4 years	71	24.1
	Total	295	100.0
Advertising Products	Less than 1 hours	73	24.7
	1 to 3 hours	127	43.1
	3 - 5 hours	59	20.0
	More than 6 hours	36	12.2
	Total	295	100.0
Drinks	Coca cola	295	100.0
	O'Cola	295	100.0
	Pepsi cola	295	100.0

4.3 Data Screening

After the raw data had been entered in the SPSS version 22, the next line of action done by the researcher was data screening and cleaning or treatment. This involves checking for errors in the collected data (Byrne, 2013; Pallant, 2007). These errors take the form of missing data or out of range data (values that fall outside the range of possible values

for a scale). It was, therefore, important for the researcher to check on these and handle them accordingly. According to the argument placed by Tabachnick and Fidell, (2007) and Hair et al. (2010) randomly missing values can be replaced with mean substitution. Most especially, when the total amount of the missing value is less than 5% of the whole dataset. As such, the missing values in this study were replaced with mean substitution method.

According to Hair et al. (2010), preliminary analysis allows researchers to determine possible violations of certain assumptions that are paramount to the application of multivariate statistical techniques for data analysis such as normality test, linearity and homoscedasticity. These assumption has been tested before running the final analysis. The overall results showed that data fulfils assumption of the multivariate data analysis. The detailed analysis of the assumption test and their results are given in the following section.

4.3.1 Missing Value Analysis

Missing data occurs when respondents skip a certain portion of the questionnaire that is not applicable to them (Hair et al., 2010). Missing data can also occure when the researcher mistakenly omit some sections of the questionnaire when inputting the data into the SPSS package. In this regard, this section reports how missing data were treated in this study. As presented in Table 4.1, the rejected questionnaires for both print and online advertisement questionnaire were due to the fact that, respondents fill less than 50% of questionnaires. Four questionnaires were rejected from the online advertisement

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questionnaires while six questionnaires were rejected from the print advertisement questionnaires due to the percentage of missing data more than 50% as recommended by (Hair et al., 2010). In accordance with the recommendation by Hair et al. (2010) when respondents fill less than 50%, removing the respondents' data does not harm the sampling size of the study, it is allowed to remove such respondents.

The second aspect of missing data treatment was conducted after the overall keying of the whole questionnaire into the SPSS software. For the online advertisement questionnaire, a visual inspection and descriptive exploration revealed that there were seven missing values. Out of the 40,584 datasets, seven missing data amount to 0.01% of the whole dataset. To be precise, the Interactivity construct has one missing value and Message Appeal construct has the remaining six missing values. Meanwhile, for Print Advertisement, three missing data were detected. Two missing values under Brand Awareness and one missing value was detected under Perceived Advertisement Credibility. Seven missing values for Online Advertisement and three for Print Advertisement were randomly missing across the whole dataset. According to the argument placed by Tabachnick and Fidell, (2007) and Hair et al. (2010) randomly missing values can be replaced with mean substitution. Most especially, when the total amount of the missing value is less than 5% of the whole dataset. As such, the missing value in this study was replaced with mean. Pallant (2007) describes that missing values in the dataset were replaced by calculating the mean values for the variables. This treatment ensures that there is no missing value remained in the dataset and the data can be used for further assumptions test and analysis.

4.3.2 Outliers

In the phases of data collection or/and data entry, a researcher may make mistakes that result in distinctly varying values from those of the other respondents which are considered to be outliers (Hair et al., 2010). An outlier can also include an accurate observation that reflects the true characteristics of the population but still distorts the results of the study. In other words, an outlier is an extremely high or low data value when compared with the rest of data. The existence of outliers can affect the validity of a study; therefore, a researcher has to identify the outliers and deal with these issues (Denscombe, 2010; Hair et al., 2010; Pallant, 2013). Furthermore, Hair et al. (2010) defined an outlier as "Observations with a unique combination of characteristics identifiable as distinctly from the other observations".

In literature there are various methods are suggested for detecting and removing the outliers from the data (Tabachnick & Fidell, 2007; Hair et al., 2010). In process of Univariate and Bivariate outliers, it produces a large number of scatter plots of the items of the construct and cause trouble for the researcher to detect outlier in case of a large set of data. This extensive process act as a drawback for of this method. On the other hand detection of multivariate outliers using Mahalanobis D^2 is considered as an easy method to some common point (Hair et al., 2010). In the current study, the multivariate outliers were detected using Mahalanobis D^2 where the criteria was if the items have $\alpha \geq 0.001$, it will be considered as an outlier. In case of current study, the α value are less than 0.001, which indicates that there is no outlier in online and print advertisement data as shown in appendix A. For univariate, outliers in this study are also had been found by

conducting the box plot test. The figures of box plot tests for both online and print data are exhibited in appendix A. The detected outlier in the responses were not used in further analysis.

4.3.3 Normality Test for Print and Online Advertisement Constructs

In the current research two data sets have been used, first set of data present respondents data on print advertisement second one contain data on online advertisement. Normality is checked by using two types of normality tests namely: a histogram with a normal curve, and Skewness and Kurtosis. First, the histogram tests were conducted for dependent variables. Figures 4.1 show the histograms for both online advertisement and print advertisement. It can be seen that in both cases, the normal curve is symmetrical, bell-shaped, and the majority of the values are located within plus/minus three standard deviations from the mean. Thus, it can be accepted that the normality assumption is met. For finding the normality, researcher found the Mean, Standard Deviation, Kurtosis and Skewness values for each item, after elimination of the multivariate outliers as shown in Table 4.3.

One of the measures of testing the normality of the data was an assessment of its distribution through Skewness and Kurtosis (Hair et al., 2010). In this regard, Field (2009) asserted that a large sample of more than 200 should pay attention to the shape of the graphical distribution. To affirm the result of the histogram and normal probability plots, this study also employs the statistical Skewness and Kurtosis value to ensure that the data used for analysis is normal. For finding the normality of data sets, two

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normality tests such as Kolmogorov-Smirnov and Shapiro-Wilk also had been conducted along with the values of Skewness and Kurtosis. According to Pallant (2007), the probability value of Shapiro-Wilk should be insignificant. The results are demonstrated in Table 4.3 and Table 4.4 for both print advertisement and online advertisement respectively and describe that data is normal for this study because probability value of Shapiro-Wilk is insignificant for all variables. For example, Shapiro-Wilk statistic of Attitude towards Advertisement is 0.995, Shapiro-Wilk statistic of Brand Awareness is 0.994, Shapiro-Wilk statistic of Brand Image is 0.995, and Shapiro-Wilk statistic of Brand Purchase Intention is 0.992.

Table 4.3

Values of Skewness and Kurtosis of measured variables for Print Advertisement

Variables	Descriptive Statistics				Kolmogorov-Smirnov[a]		Shapiro-Wilk	
	Mean	SD	Skewness	Kurtosis	Statistic	Sig.	Statistic	Sig.
ATA	2.820	.9087	.053	-.159	.032	.200[*]	.995	.550
BA	3.136	1.0770	.040	-.177	.036	.200[*]	.994	.271
BI	2.973	1.0507	.001	-.229	.040	.200[*]	.995	.389
BPI	3.937	1.2883	.047	-.158	.054	.037	.992	.124

ATA = Attitude towards Advertisement; BA = Brand Awareness; BI = Brand Image; BPI = Brand Purchase Intention

Moreover, to further ascertain the normality of the data, the study follows the recommendation of Byrne (2013) who stated that the data can be considered as normal when the Skewness of each question is between -2 to +2, and Kurtosis is between -7 to +7. While Tabanichnick and Fidell (2007) argued that acceptable values for the duo

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should not be greater than ±2. According to Hair et al. (2010), Kurtosis refers to Peakedness or Flatness and Skewness refers to describe the balance of distribution. For example, negative Kurtosis values indicate flatter distribution and positive Kurtosis values indicate peaked distribution. Likewise, positives skewness values indicate distribution shifted to left and positive values shifted to the right.

Table 4.4

Values of Skewness and Kurtosis of measured variables for Online Advertisement

Variables	Descriptive Statistics				Kolmogorov-Smirnov[a]		Shapiro-Wilk	
	Mean	SD	Skewness	Kurtosis	Statistic	Sig.	Statistic	Sig.
ATA	3.5009	.81823	.070	-.063	.037	.200	.996	.648
BA	3.2701	.98715	.050	-.170	.054	.042	.993	.197
BI	3.2644	.91408	.005	-.238	.041	.200	.994	.340
BPI	3.5801	.96955	.006	-.209	.086	.000	.991	.060

ATA = Attitude towards Advertisement; BA = Brand Awareness; BI = Brand Image; BPI = Brand Purchase Intention

In this study, all variables for both online and print advertisement obtained acceptable values of Skewness and Kurtosis, in connection with the argument of theorists presented above. Table 4.3 and Table 4.4 presents the values of Skewness and Kurtosis for both online and print advertisement and shows the values obtained are all below the discussed threshold and are fulfilling the requirement of normality tests. For example, the value of Skewness for Attitude towards Advertisement is .070 and value of Kurtosis is -.063 which is under acceptable range as suggested by Byrne (2013). Figure 4.1 shows the graphical representation of all variables.
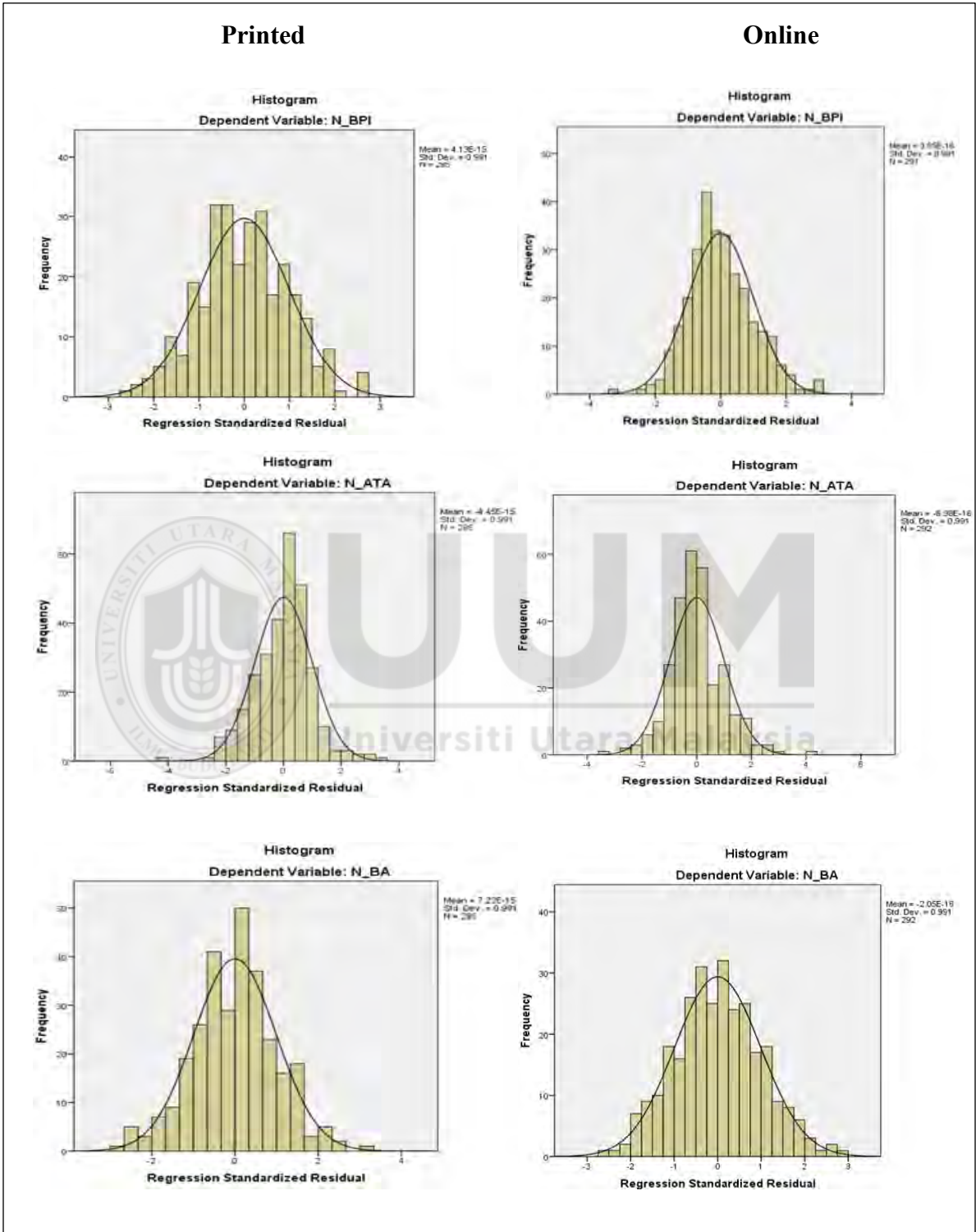
Printed   **Online**

Figure 4.1. Histogram
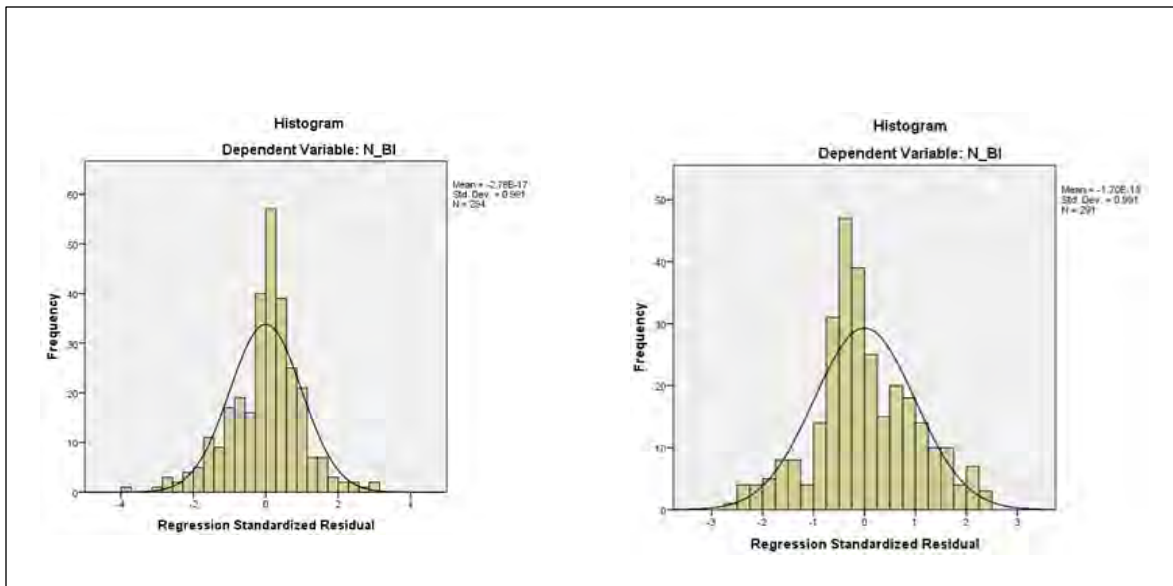
Figure 4.1. continued

4.3.4 Linearity for Print and Online Advertisement Constructs

The linearity assumption is confirmed on normal probability plot of the regression standardised residual, which several authors have suggested. This is an implicit assumption of all multivariate techniques based on correlational measures the association including Multiple Regression and Structural Equation Modelling. Hair et al. (2010) that the linear relationship between the variables in a study can be accessed through a graphic inspection of histograms, normal probability plots of regression standardized residuals for the dependent variable and the scatterplot of residuals against predicted values. Figure 4.2 shows that all the points line in a reasonably straight diagonal line, the assumptions of normality are met and there are no major deviations from normality for both online advertisement and print advertisement. Figure 4.2 also shows the linearity of the data. The graphs of the of Brand Purchase Intentions, Brand Image, Brand Awareness and Attitude towards Advertisement for both printed and online data shows the linearity of the dependent variables.
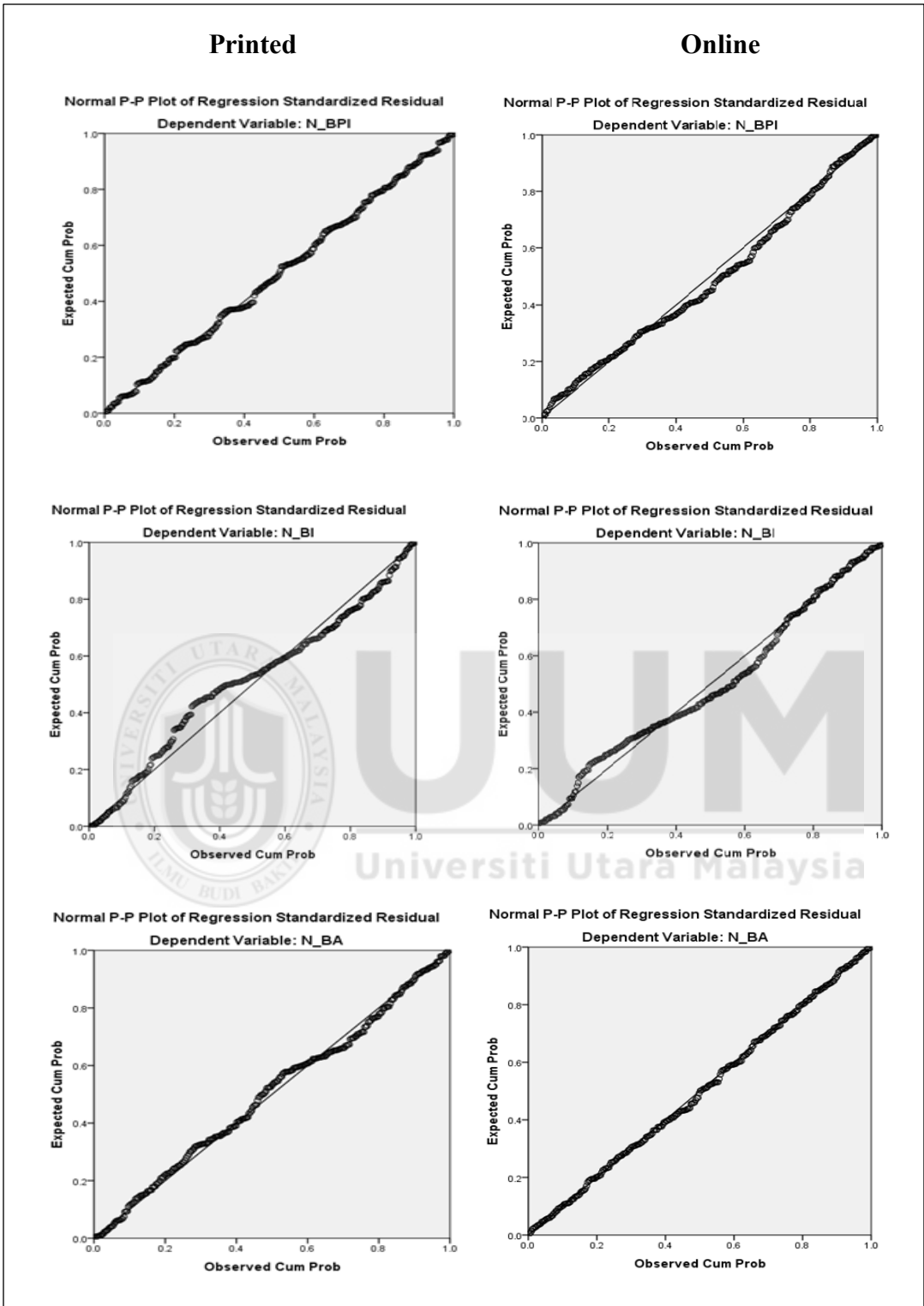
Figure 4.2. Normal P-P Plot of regression Standardized Residual
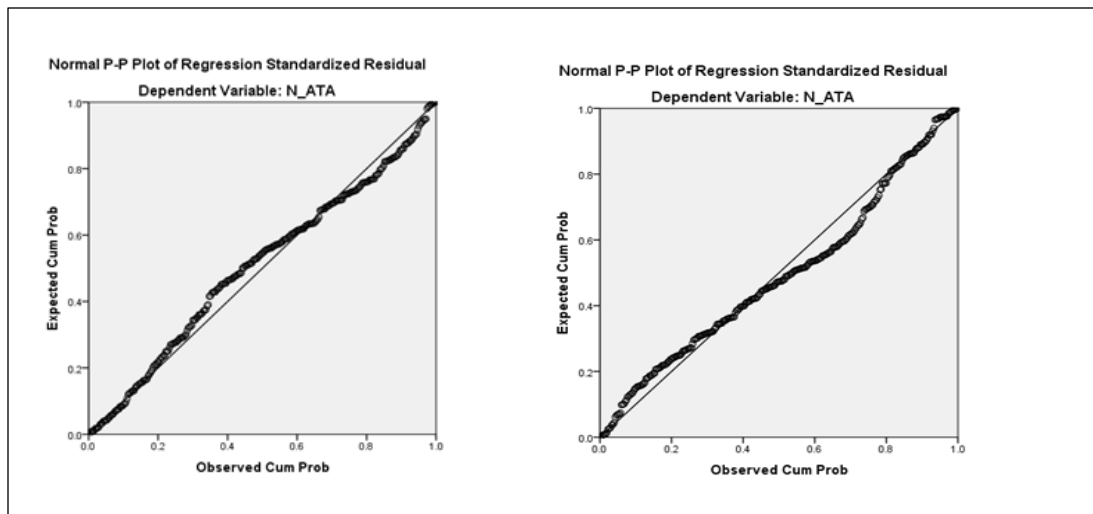
Figure 4.2 continued

4.3.5 Homoscedasticity for Print and Online Advertisement Constructs

Homoscedasticity test is conducted by using scatter plot, which has been suggested by studies in literature (e.g. Hair et al., 2010; Pallant, 2013). Scatter plot diagrams of standardized residuals are used to test the homoscedasticity for both printed measures and online. According to Hair et al. (2010), Homoscedasticity refers to the assumption that dependent variables exhibit an equal level of variance across the range of predictor variables. It is desirable because the variance of the dependent variables being explained in the dependence relationship should not be concentrated in only a limited range of the independent variables.

Figure 4.3 shows that there is no systematic pattern such as curvilinear or the existence of the residuals on one side for. For example the scatter plot of Attitude towards Advertisement, Brand Awareness, Brand Image and Brand Purchase Intentions show no curvilinear for both print advertisement and online advertisement. Therefore, the assumption of homoscedasticity was met for both online advertisement and print

advertisement. This means that the variance around the regression line is same for all values of the independent variables.
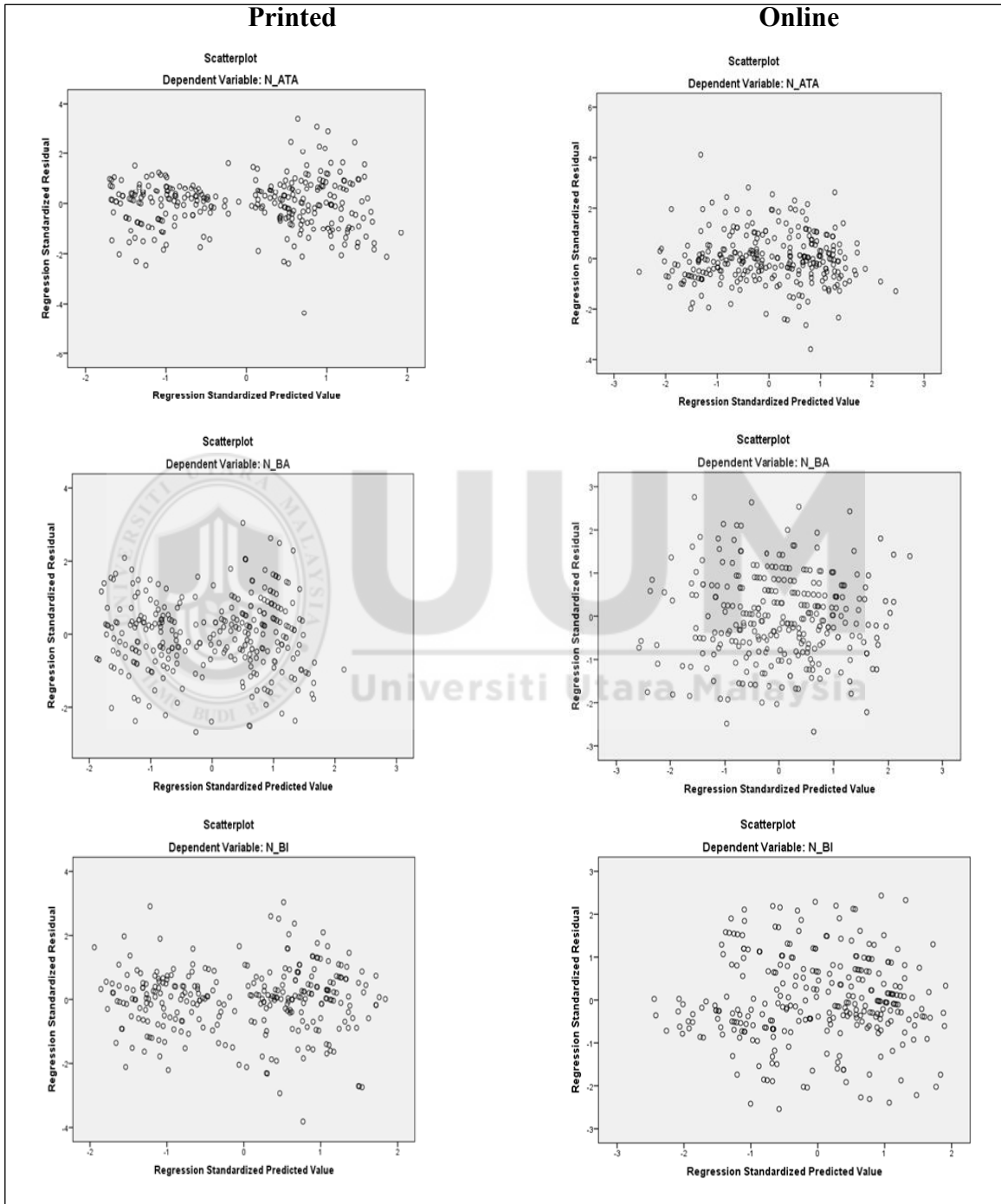
Figure 4.3. Scatter plot
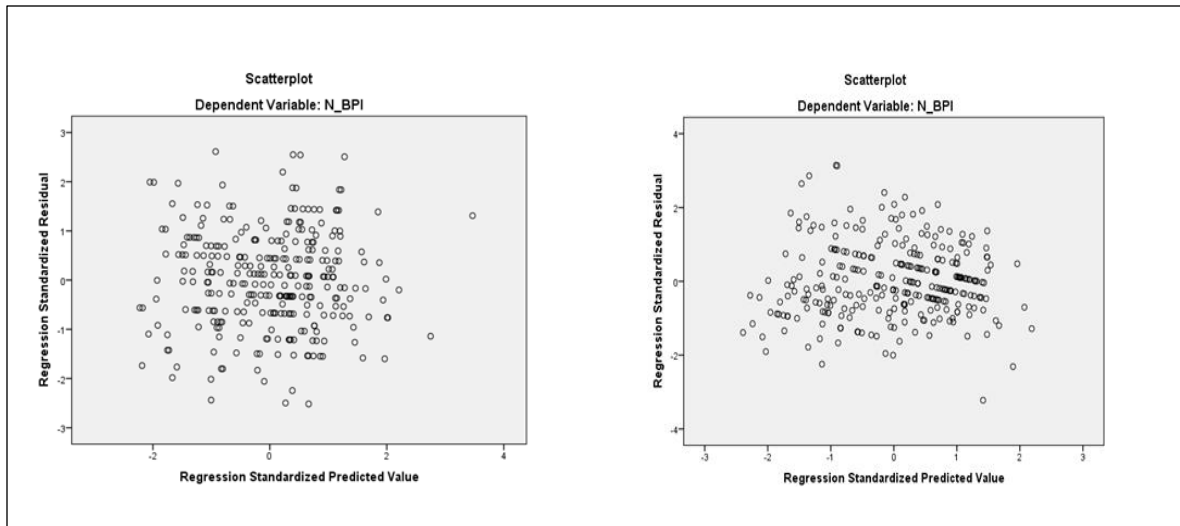
Figure 4.3. continued

4.3.6 Multicollinearity for Print and Online Advertisement Constructs

According to Hair et al. (2010), multicollinearity is the measurement to which the other variables can explain a variable in the analysis. According to Tabachnick and Fidell (2007), multicollinearity problem appears when the correlations are more than 0.90 and exists between independent variables. According to Pallant (2007) multicollinearity is required to check whether independent variables show at least some relationship with dependent variable with the value of above 0.30 preferably. It is also suggested that doesn't include two variables with a bivariate correlation of 0.70 or more in the same analysis. In case there are two variables with a bivariate correlation of o.70, it is better to consider omitting one of the variables or forming a composite variable from the scores of the two highly correlated variables.

The correlation results for this study indicate that there is no case of multicollinearity for both print advertisement and online advertisement as depicted in correlation. This assumption can be tested using Tolerance Value and Variance Inflation Factor (VIF)

tests. Hair et al. (2010) defined tolerance as the amount of variability of the selected independent variable not explained by the other independent variables, whereas VIF is the opposite of Tolerance Value.

This test was facilitated by examining the tolerance value and the variance influence factor (VIF). According to Hair et al. (2010), the tolerance value is the amount of variability of the chosen independent variable that is not explained by other independent variables, whereas VIF is the inverse of tolerance. The tolerance value and VIF cut-off points are 0.10 and 10, respectively, indicating that VIF value should be closer to 1.00 in order to indicate little or no multicollinearity.

In this study, the Tolerance Value and VIF were used to investigate multicollinearity for both print advertisement and online advertisement. The result of which is, each independent variable had Tolerance Value greater than 0.1, and VIF value less than 10, indicating that there is no multicollinearity between independent variables. For example, when the dependent variable is Attitude towards print Advertisement, the value of tolerance for Perceived Advertisement Credibility is (.971), Message Appeal (.986), Argument Quality (.988) and Intimacy (.973) and Interactivity (.978) shows that all the tolerance values are under 0.10 and there is no issue of multicollinearity in printed data. The values of Variance Inflation Factor (VIF) for perceived Advertisement Credibility (1.030), Message Appeal (1.014), Argument Quality (1.013) and Intimacy (1.027) and Interactivity (1.022) are under 10 which reflect that there is no issue of multicollinearity

in the Attitude towards Print Advertisement data. The values of Tolerance Value and VIF for each independent variable are shown in Table 4.5.

Table 4.5
Test for Multicollinearity

		Printed		online	
	Constant	Tolerance	Variance Inflation Factor (VIF)	Tolerance	Variance Inflation Factor (VIF)
ATA	PAC	.971	1.030	.987	1.013
	MA	.986	1.014	.767	1.304
	AQ	.988	1.013	.773	1.294
	INTY	.973	1.027	.988	1.012
	INT	.978	1.022	.992	1.008
BA	PAC	.971	1.030	.987	1.013
	MA	.986	1.014	.767	1.304
	AQ	.988	1.013	.773	1.294
	INTY	.973	1.027	.988	1.012
	INT	.978	1.022	.992	1.008
BI	PAC	.971	1.030	.989	1.011
	MA	.986	1.014	.764	1.309
	AQ	.988	1.013	.770	1.299
	INTY	.973	1.028	.989	1.011
	INT	.979	1.021	.993	1.007
BPI	PAC	.971	1.030	.987	1.013
	MA	.986	1.014	.768	1.302
	AQ	.988	1.013	.775	1.291
	INTY	.973	1.027	.989	1.012
	INT	.978	1.022	.992	1.008

PAC = Perceived Advertisement Credibility; MA = Message Appeal; AQ = Argument Quality; INTY = Intimacy; CE = Consumer Enjoyment; CC = Consumer's Commitment; BE = Brand's Empathy; INT = Interactivity; ATA = Attitude towards Advertisement; BA = Brand Awareness; BI = Brand Image; BPI = Brand Purchase Intention

4.4 Measurement Models

This thesis used Structural Equation Modelling (SEM) in order to examine the relationship between the variables and to test the proposed relationship. In line with this, Hair et al. (2006) suggested a two stage process to analyse the data using SEM, in first step the Measurement Model for the constructs to be formed and in the second stage Structural Model for examining the proposed relationship. The Measurement Model explains the relationships between the observed items and the latent (unobserved) construct. Moreover, Measurement Model helps to illustrate the items of a particular measure based on the Confirmatory Factor Analysis (CFA). According to Hair et al. (2006, p.581), "A measurement model specifies the indicators for each construct and assesses the reliability of each construct for estimating the causal relationships". Cheng (2001) mentioned that in SEM, a measurement model is a technique applied to validate the instrument used to measure the construct.

According to Cheng (2001) "two different ways are used to evaluate a measurement model's validity: a) a test of the measure of each construct separately; and b) a test of all measures together at one time" (p. 653). Moreover, Cheng (2001) suggested that testing all measures together at one time is a better method as compared to testing each construct separately. In the current study, the second method of testing measurement model was adopted based on suggestions of Cheng (2001). In the first step a Confirmatory Factor Analysis (CFA) was performed on all constructs to validate the measures. In CFA process, overall fitness of model indices the degree to which the specified indicators represent the hypothesized constructs.

The measurement model is conducted using CFA for each construct of the study. The reason to conduct the CFA are as follows:

(i) To make sure that the relationships between each unobserved construct and its observed items achieved the uni-dimensionality assumption. CFA was used during this stage to ensure that the standardised factor loadings values are greater than 0.50 (.50 and above indicates a strong association between the items and their construct).

(ii) To calculate the validity and reliability of each construct. Even though validity and reliability can be carried out through an Exploratory Factor Analysis (EFA), but Hair et al. (2006) considered CFA more powerful than EFA.

CFA for all the constructs of the study such as Perceived Advertisement Credibility, Message Appeal, Argument Quality, Intimacy (Consumer Enjoyment, Consumer Commitment, Brand's Empathy), Interactivity, Attitude Towards Advertisement, Brand Awareness, Brand Image, and Brand Purchase Intentions collectively to maintain adequate parameter-to-subject ratio (Tabachnick & Fidell, 2007).

Hair et al. (2010) describes that in SEM measurement assessing construct validity. Measurement validity depends on (1) establishing acceptable level of goodness –of- fit for the measurement model, and (2) finding specific evidence for construct validity. Goodness of fit indicates how well the specified model reproduces the observed covariance matrix among the indicator items.

To evaluate the measurement model and to assess the specification of the measurement model, Goodness of fit criteria and uni-dimensionality of the construct were used. Furthermore, the uni-dimensionality of the construct was examined based on the reliability statistics which are composite reliability and value of Cronbach Alpha and factor loadings of each construct to assess either items of the particular construct are suitable to measure the particular construct. In order to achieve the best fit model, different criterion have been used rather depending on a single fit index. As suggested by Byrne (2001), it is hard to identify correct model based on a single fit index. So this study employed various goodness of fit indices to assess the goodness of fit of the model.

For reporting results in SEM, various fit indices are frequently used such as Chi-square, Adjusted GFI, Goodness-of-Fit Index (GFI), Comparative Fit Index (CFI), Root Mean Square Error of Approximation (RMSEA), and Tucker-Lewis Index (TLI) etc. Based on the recommendations of Schreiber et al. (2006), four key fit indices are used in the current study such as CMIN/df, RMSEA, TLI and CFI to report the results of both measurement model and structural regression models.

Root Mean Square Error of Approximation (RMSEA) is recommended by Byrne, (2001) and Hair et al. (2006) to measure the model fitness. Brown and Cudeck (1993) said that "RMSEA takes into account the error of approximation in the population and asks the question: how well would the model, with unknown but optimally chosen parameter values, fit the population covariance matrix if it were available (p.137-138)". Furthermore, Hair et al. (2006) explained that RMSEA is the way to assess how the

model fit to a population line. In the similar vein, MacCallum, Browne and Sugawara (1996) extended that RMSEA due to the sensitivity over number of parameters express the fitness of the model based on the degree of freedom. The threshold values of RMSEA are; a value less than 0.50 represent the model is good fit, the values between 0.5 and 0.80 are considered as acceptable and value more than 0.80 should be considered as the model is poorly fit and the level of fitness is not acceptable (Byrne, 2001; Hair et al., 2006; Tabachnick & Fidell, 2007).

Comparative Fit Index (CFI) is considered as an improved version of NFI index. CFI values ranged from 0 to 1, with values equal to or greater than .9 considered as good fit (Byrne, 2001; Hair et al., 2006; Tabachnick & Fidell, 2007). Finally, the Tucker-Lewis Index (TLI), also known as Nonnormed Fit Index (NNFI), which compares the value of the model to that of the independence model and takes degrees of freedom for both models into considerations (Bentler, 1990) has been taken into account within this research. TLI index values ranged from 0 to 1, with values equal to or greater than .9 considered as good fit (Byrne, 2001; Hair et al., 2006; Tabachnick & Fidell, 2007). Normed chi-square (CMIN/df), to decide which model among the competing models is the best (Hair et al., 2006). CMIN/df ratios on the order 3:1 or less are acceptable (Hair et al., 2006). Moreover, reliability, convergent, and discriminant validity of all the measures of our study were also analysed to ensure their overall reliability and validity of the scale.

"Reliability simply refers to an internal consistency of a scale; *validity* refers to the extent to which a scale measures what it is supposed to measure (Harrington, 2009).

Scale validity can be measured in two ways, i.e., Discriminant and Convergent validity (Koeske, 1994). *Discriminant validity* refers to the extent to which the two measures are distinct from each other, i.e., have low inter-factors correlations. *Convergent validity*, on the other hand, refers to the extent to which the measures of the same concept are similar to each other, i.e., have high intra-factor correlations (Bagozzi, Yi, & Phillips, 1991). Following the recommendations of Byrne (2010), Hair et al. (2010), Kline (2005, 2011), and Schreiber et al. (2006), Goodness-of-fit criteria and threshold values of reliability and validity of all the constructs are summarized in Table 4.6.

Table 4.6
Measures with their Threshold

Purpose	Name of Measure	Threshold
Fit indices of CFA	Comparative Fit Index (CFI)	> .95 great; > .90 good
	Tucker-Lewis Index (TLI)	> .95 great; > .90 good
	Normed-Chi square (CMIN/df)	< 2 great; < 3 good
	Root Mean Square Error of Approximation (RMSEA	< .05 great < .08 good
	Parsimony Fit Indices (PGFI, NFI)	No threshold levels
Reliability	Composite Reliability (CR)	> .90 great, > .70 good
Convergent validity	Average Variance Extracted (AVE)	AVE > .50 & CR > .50
Discriminant validity	Maximum Shared Squared Variance (MSV)	MSV < AVE
	Average Shared Squared Variance (ASV)	ASV < AV

4.4.1 Measurement Model for Print Advertisement Constructs

CFA was conducted for all the constructs of the study for print advertisement such as Perceived Advertisement Credibility, Message Appeal, Argument Quality, Intimacy (Consumer Enjoyment, Consumer Commitment, And Brand's Empathy), and Interactivity, Attitude Towards Advertisement, Brand Awareness, Brand Image, and Brand Purchase Intentions. The results of initial CFA demonstrated relatively poor fit indices. Researcher dropped four items of Message Appeal, two items of Interactivity, five items of Consumer Enjoyment, seven items of Consumer Commitment and one item of Brand Image for print advertisement due to their low factor loadings (i.e., < .50). After the deletion of items, the full measurement model for print advertisement retained and five items of Brand Purchase Intentions, nine of Brand Awareness, ten of Brand Image, fifteen of Attitude Towards Advertisement, seven of Consumer Enjoyment, eight of Consumer Commitment, six of Brand's Empathy, eight of Argument Quality, eight of Perceived Advertisement Credibility, eight of Interactivity and eight of Message Appeal as depicted in Appendix G (Figure 4.4). Moreover, to further improve the fit indices, researcher covariate the error terms of the indicators on the base of the modification indices for the covariance and then CFA was conducted again.

The results of CFA with modified indicators demonstrated reasonable fit to the data, such as the values CFI, TLI, CMIN/df, PGFI and RMSEA all were within the range of reasonable acceptance such as CMIN/df = 1.369, CFI = .925, TLI = .922, PGFI= 0.691 and RMSEA = .035 as shown in Table 4.7. See the factor loadings and full measurement model is in appendix G.

Table 4.7
*Fit indices of CFA for the full measurement model of the study for Print Advertisement
Constructs*

Model	PGFI	RMSEA	TLI	CFI	CMIN/df
Model 1:	0.691	.036	0.914	0.918	1.388

4.4.2 Measurement Model for Online Advertisement Constructs

CFA was conducted for all the constructs of the study for online advertisement. The
CFA results demonstrated poor fit indices due to the low factor loadings of few items of
the variables. To improve the fit indices of the model, researcher dropped two items of
Message Appeal, three items of Interactivity, seven items of Consumer Enjoyment,
eleven items of Consumer Commitment, one item of Attitude Towards Advertisement,
three items of Argument Quality and one item of Brand Image for online advertisement
due to their low factor loadings (i.e., < .50) and then CFA was conducted again.

In the final measurement models for online advertisement, five items of Brand Purchase
Intentions, nine of Brand Awareness, ten of Brand Image, fifteen of Attitude Towards
Advertisement, seven of Consumer Enjoyment, eight of Consumer Commitment, six of
Brand's Empathy, eight of Argument Quality, eight of Perceived Advertisement
Credibility, eight of Interactivity and eight of Message Appeal were retained as depicted
in Appendix G (Figure 4.5). Moreover, to further improve the fit indices, researcher
covariate the error terms of the indicators on the base of the modification indices for the
covariance and then CFA was conducted again.

Similarly the results of CFA (see Table 4.8) demonstrated that our full measurement model for online data with measures of all the variables had acceptable fit to the data such as CMIN/df = 1.369, CFI = .922, TLI = .922, PFGI= 0.688 and RMSEA = .035, all fall within the range of acceptability. The factor loadings of the full measurement model for online advertisement are given in appendix B. The full measurement model is also given in Appendix G.

Table 4.8
Fit indices of CFA for the full measurement model of the study for Online Advertisement Constructs

Model	PGFI	RMSEA	TLI	CFI	CMIN/df
Model 1: Full measurement model with measures of all the constructs of study together (5 indicators of BPI, 9 of BA, 10 of BI, 14 of ATA, 4 of CE, 4 of CC, 6 of BE, 5 of AQ, 7 of PAC, 7 of INT and 13 of MA	0.688	.035	.9218	.922	1.365

PAC = Perceived Advertisement Credibility; MA = Message Appeal; AQ = Argument Quality; CE = Consumer Enjoyment; CC = Consumer's Commitment; BE = Brand's Empathy; INT = Interactivity; ATA = Attitude towards Advertisement; BA = Brand Awareness; BI = Brand Image; BPI = Brand Purchase Intention

4.5 Comparison of Print Advertisement Constructs and Online Advertisement Constructs

An experiment research strategy was opted to answer the question, "Is there any difference exist between consumer perception about attitude towards advertisement, brand awareness, brand image, brand purchase intention of online and print advertisement?. To assess this one-way repeated measure ANOVAs has been applied to Compare the Consumer Response on Attitude towards Advertisement, Brand Awareness, Brad Image and Brand Purchase Intentions for Print Advertisement

Constructs and Online Advertisement constructs which is the focal objective of this study.

4.5.1 Attitude towards Print Advertisement and Attitude towards Online Advertisement

To compare the Attitude towards Online Advertisement and Attitude towards Print Advertisement, this study used one-way repeated measure ANOVA a test to compare the scores of Attitude towards Online Advertisement and Attitude towards Print Advertisement constructs. A number of participants, Mean and Standard Deviation of participants are exhibited in Table 4.9. Participants agreed that Attitude towards Advertisement is best represented by online advertisement (M = 3.50, SD = 0.81) rather than by print advertisement (M = 2.82, SD = 0.91). The Wilks' Lambda is 0.76, $F_{(1, 291)}$ = 87.19, (p < .001), and the value of multivariate eta squared is 0.23, which reflects a very large effect size as stated by Cohen (1988). The results of the post hoc analysis (as explained in the Pairwise comparisons) also reveal that attitude of the participant towards online advertisement is more significant than print advertisement (p < .001).

Table 4.9
Attitude towards Online Advertisement and Attitude towards Print Advertisement

Within-subject factors		Descriptive Statistics N=295	
Type	**Dependent Variables**	**Mean**	**Standard Deviation**
1	ATA Print	2.8227	.91301
2	ATA Online	3.5009	.81823

ATA = Attitude toward Advertisement

Table 4.10 exhibits the Pairwise Comparisons for the main effects of the Attitude towards Online Advertisement and Attitude towards Print Advertisement constructs (using a Bonferroni adjustment). Table 4.10 shows a significant difference $(p < .001)$ between the Attitude towards Online Advertisement and Attitude towards Print Advertisement constructs (i.e., level 1 vs. level 2). Moreover, Table 4.10 indicates a significant difference between the Attitude towards Online Advertisement and Attitude towards Print Advertisement constructs (i.e., level 2 vs. level 1). The mean difference describes that the negative difference. In other words, if the Attitude towards Print Advertisement is used in comparison to the Attitude towards Online Advertisement to illustrate how consumers perceived advertisement, then the mean will decrease by 0.678 units. Using the Attitude towards Online Advertisement will often give a positive mean difference in comparison to using the construct of Attitude towards Print Advertisement. The result of the experiment explains the importance of participant's Attitude towards Online Advertisement constructs not the Attitude towards the Print Advertisement.

Table 4.10
Pairwise Comparisons of Attitude towards Online Advertisement and Attitude towards Print Advertisement

(I) time	(J) time	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference	
					Lower Bound	Upper Bound
1	2	-.678[*]	.073	.000	-.821	-.535
2	1	.678[*]	.073	.000	.535	.821

Based on estimated marginal means *. The mean difference is significant at the .05 level. b. Adjustment for multiple comparisons: Bonferroni.

4.5.2 Brand Awareness for Online Advertisement and Print Advertisement

To compare the Brand Awareness of online and Brand Awareness of print advertisement, this study used one-way repeated measure ANOVA to compare the scores of Brand Awareness for online advertisement constructs and Brand Awareness for print advertisement constructs. Number of participant, Mean and Standard Deviation of participants are exhibited in Table 4.11. Participants agreed that Brand Awareness for online advertisement is best represented (M = 3.27, SD = 0.98) rather than by Brand Awareness for print constructs (M = 3.13, SD = 1.08). The Wilks' Lambda is 0.99, F (1, 291) = 2.294, (p =0.13), and the value of multivariate eta squared is .008, which reflects a small effect size as stated by Cohen (1988).

Table 4.11
Brand Awareness for Online Advertisement and Print Advertisement

Within-subject factors		Descriptive Statistics N=292	
Type	**Dependent Variables**	**Mean**	**Standard Deviation**
1	BA online	3.2701	.98715
2	BA print	3.1396	1.08039

BA = Brand Awareness

Table 4.12 exhibits the pairwise comparisons for the main effects of the Brand Awareness for online advertisement and Brand Awareness for print advertisement (using a Bonferroni adjustment). Table 4.12 shows insignificant difference (p = 0.13) between the Brand Awareness for online advertisement and Brand Awareness for print advertisement (i.e., level 1 vs. level 2). Moreover, Table 4.12 indicates a significant difference between the Brand Awareness for online print advertisement (i.e., level 2 vs.

level 1). The mean difference describes the negative difference. In other words, if the Brand Awareness for print advertisement is used in comparison to the Brand Awareness for online advertisement to illustrate how consumers perceived advertisement, then the mean will decrease by 0.13 units. Using the Brand Awareness for online construct will often give a positive mean difference in comparison to using the construct of Brand Awareness for print. The result of the experiment explains the importance of participant's Brand Awareness for online advertisement constructs not the Brand Awareness towards the print advertisement.

Table 4.12

Pairwise Comparisons of Brand Awareness for Online Advertisement and Print Advertisement

(I) time	(J) time	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference	
					Lower Bound	Upper Bound
1	2	.130	.086	.131	-.039	.300
2	1	-.130	.086	.131	-.300	.039

Based on estimated marginal means *. The mean difference is significant at the .05 level. b. Adjustment for multiple comparisons: Bonferroni.

4.5.3 Brand Image for Online Advertisement and Print Advertisement

To compare the Brand Image of online and Brand Image print, this study used one-way repeated measure ANOVA to compare the scores of Brand Image for online and Brand Image for print constructs. Number of participant, Mean and Standard deviation of participants are exhibited in Table 4.13. Participants agreed that Brand Image for online constructs is best represented (M = 3.26, SD = 0.91) rather than by Brand Image for print constructs (M = 2.97, SD = 1.05). The Wilks' Lambda is 0.96, F (1, 289) = 11.13,

(p < .001), and the value of multivariate eta squared is .037, which reflects a small effect size as stated by Cohen (1988).

Table 4.13
Brand Image for Online Advertisement and Print Advertisement

Within-subject factors		Descriptive Statistics N=292	
Type	Dependent Variables	Mean	Standard Deviation
1	BI online	3.2649	.91561
2	BI print	2.9725	1.05764

BI = Brand Image

Table 4.14 exhibits the Pairwise Comparisons for the main effects of the Brand Image for online constructs and Brand Image for print constructs (using a Bonferroni adjustment). Table 4.14 shows a significant difference ($p < .001$) between the Brand Image for online and Brand Image for print constructs (i.e., level 1 vs. level 2). Moreover, Table 4.14 indicates a significant difference between the Brand Image online and Brand Image print constructs (i.e., level 2 vs. level 1). The mean difference describes that the negative difference. In other words, if the Brand Image print construct is used in comparison to the Brand Image online construct to illustrate how consumers perceived advertisement, then the mean will decrease by 0.29 units. Using the Brand Image online construct will often give a positive mean difference in comparison to using the construct of Brand Image print. The result of the experiment explains the importance of the Brand Image of online advertisement constructs not the Brand Image towards the print advertisement.

Table 4.14

Pairwise Comparisons of Brand Image for Online Advertisement and Print Advertisement

(I) time	(J) time	Mean Difference (I-J)	Std. Error	Sig.^{b}	95% Confidence Interval for Difference^b	
					Lower Bound	Upper Bound
1	2	0.292*	0.088	0.001	0.120	0.465
2	1	-0.292*	0.088	0.001	-0.465	-0.120

Based on estimated marginal means *. The mean difference is significant at the .05 level. b. Adjustment for multiple comparisons: Bonferroni.

4.5.4 Brand Purchase Intentions for Online and Print Advertisement

To compare the Brand Purchase Intentions of online and Brand Purchase Intentions print, this study used one-way repeated measure ANOVA to compare the scores of Brand Purchase Intentions online and Brand Purchase Intentions print constructs. Number of participant, Mean and Standard Deviation of participants are exhibited in Table 4.15. Participants agreed that Brand Purchase Intentions online is best represented (M = 3.96, SD = 1.27) rather than by Brand Purchase Intentions print constructs (M = 3.58, SD = 0.96). The Wilks' Lambda is 0.944, F (1, 290) = 17.18, (p < .001), and the value of multivariate eta squared is .05, which reflects a small effect size as stated by Cohen (1988).

Table 4.15

Brand Purchase Intentions for Online Advertisement vs Print Advertisement

Within-subject factors		Descriptive Statistics N=292	
Type	Dependent Variables	Mean	Standard Deviation
1	BPI online	3.9609	1.27267
2	BPI print	3.5801	.96955

BPI = Brand Purchase Intentions

Table 4.16 exhibits the Pairwise Comparisons for the main effects of the Brand Purchase Intentions online and Brand Purchase Intentions print constructs (using a Bonferroni adjustment). Table 4.16 shows a significant difference ($p < .001$) between the Brand Purchase Intentions online and Brand Purchase Intentions print constructs (i.e., level 1 vs. level 2). Moreover, Table 4.16 indicates a significant difference between the Brand Purchase Intentions online and Brand Purchase Intentions print constructs (i.e., level 2 vs. level 1). The mean difference describes that the negative difference. In other words, if the Brand Purchase Intentions print construct is used in comparison to the Brand Purchase Intentions online construct to illustrate how consumers perceived advertisement, then the mean will decrease by 0.38units. Using the Brand Purchase Intentions online construct will often give a positive mean difference in comparison to using the construct of Brand Purchase Intentions print. The result of the experiment explains the importance of participant's Brand Purchase Intentions for online advertisement constructs not the Brand Purchase Intentions for the print advertisement.

Table 4.16

Pairwise Comparisons of Brand Purchase Intentions for Online Advertisement and Print Advertisement

(I) time	(J) time	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
1	2	.381[*]	.092	.000	.200	.562
2	1	-.381[*]	.092	.000	-.562	-.200

Based on estimated marginal means *. The mean difference is significant at the .05 level. b. Adjustment for multiple comparisons: Bonferroni.

The overall results of series of one-way repeated measure ANOVAs reveal that consumer response on Attitude towards Advertisement, Brand Image and Brand Purchase Intentions for online advertisement constructs have significant differences with the print advertisement constructs and consumers are giving more preferences to online advertisements. On the basis of experimental result, data of online advertisement is selected for testing the hypothesis of the study because consumers gave more preferences to online advertisement than print advertisement.

4.6 Reliability and Validity of the Full Measurement Model

The term "reliability" refers to the accuracy or precision of the scale (Dunn et al., 1994). Dunn et al (1994) asserted that reliability is most commonly estimated using Cronbach's Coefficient Alpha. The reliability coefficient scores are considered poor when the Alpha coefficient range < 0.6, is Moderate when the range is between 0.6 and 0.7, Good and when the range is between 0.7 and 0.8, Very Good between 0.8 and 0.9, and Excellent when the Alpha Coefficient range is equal to or more than 0.9 (Hair et al., 2010). If Alpha more than 0.95, the items should be checked to ensure that they measure different aspects of the concept (Hair et al., 2010).

After establishing Goodness of fit indices for full measurement model to the data set, we proceeded for Convergent and Discriminant validity of measures of all the variables of study together. The results presented in Table 4.9 confirmed reliability, Convergent, and Discriminant validity of full measurement model, such as for all the variables of study, CR > .70 (indicates reliability), AVE > .50, CR > AVE (indicates convergent validity), and MSV < AVE, ASV < AVE (indicates discriminant validity). Hence, reliability,

Convergent validity, and Discriminant validity all were established for the full measurement model containing measures of all the variables of this study together.   In this study the reliability indices for PAC are CR (0.90) which is greater than 0.70 confirms the reliability of the construct. The value of AVE (0.60) which is greater than 0.50 and CR (0.90) > AVE (0.60) which reflect the convergent validity of PSC. Moreover the values of MSV (.001) < AVE (0.60) while ASV (.00) < AVE (0.90) which indicates the discriminant validity is well established. The details of other variables are given in Table 4.17.

Table 4.17
Reliability and validity of the full Measure Model

	Online Advertisement Constructs			
	CR	AVE	MSV	ASV
PAC	0.88	0.50	0.01	0.00
MA	0.92	0.57	0.27	0.12
AQ	0.95	0.71	0.22	0.07
INTY	0.94	0.54	0.00	0.00
INT	0.92	0.60	0.01	0.00
ATA	0.93	0.51	0.27	0.09
BA	0.92	0.58	0.40	0.06
BI	0.94	0.63	0.14	0.06
BPI	0.83	0.49	0.12	0.07

PAC = Perceived Advertisement Credibility; MA = Message Appeal; AQ = Argument Quality; INTY = Intimacy; INT = Interactivity; ATA = Attitude towards Advertisement; BA = Brand Awareness; BI = Brand Image; BPI = Brand Purchase Intention

4.7 Correlation Values among Variables

Correlation test is used to analyse the association between the variables. According to Pallant (2007), correlation values ranges from -1.0 to +1.0, a correlation value of 0 indicates that there is no association between two variables. Moreover, the value of correlation +1 depicts a perfect positive association and -1 represent there is perfect negative association between two variables. The table 4.18, indicates that the variables are significantly correlated with each other and the values of the inter-correlation are also below 0.77. As Hair et al. (2006) recommend that in SEM, the results can be affect by the issue of multicollinearity if the value of correlation exceeds 0.80. The value exceeding 0.80 indicates that data has issue of multicollinearity but as values exceeds 0.90, the constructs should be examined. The values below 0.77 in the current study indicates that there is less chance of multicollinearity issue in the current study constructs.
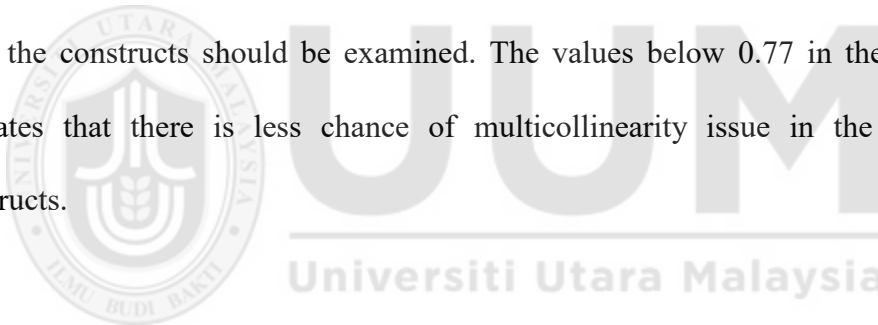
4.7.1 Correlation Values for Online Advertisement Constructs

Similarly, the results in Table 4.18 indicate the correlation values among the variables for online advertisement. The results describe that Message Appeal has significant association with Attitude towards Advertisement (r = .524**;p < .01), Argument Quality has significant positive correlation with Attitude towards Advertisement (r = .351**;p < .01), Attitude towards Advertisement has significant association with Brand Image (r = .293** ;p < .01), Attitude towards Advertisement has significant association with Brand Purchase Intentions (r = .346**; p < .01), Argument Quality has significant positive correlation with Brand Image (r = .230**; p < .01), Attitude towards Advertisement has significant positive correlation with Brand Purchase Intentions (r = .245** ;p < .01). The

results indicate that there is no evidence of multicollinearity and the association among the variables are good.

Table 4.18

Correlations summary for Online Advertisement Constructs

	Mean	Std.	1	2	3	4	5	6	7	8	9
1.PAC	2.919	0.929									
2.MA	3.073	0.940	.066								
3.AQ	3.103	1.080	-.014	.474**							
4.INTY	2.814	0.578	.066	-.052	-.045						
5.INT	3.1797	0.962	.024	-.055	-.034	-.056					
6.ATA	2.811	0.915	.089	.524**	.351**	.019	.110				
7.BA	3.127	1.088	.018	.137*	.110	.049	-.017	.104			
8.BI	2.974	1.074	.030	.377**	.230**	.053	-.010	.293**	.632**		
9.BPI	3.9246	1.3018	-.012	.347**	.245**	-.055	-.112	.346**	.096	.336**	

PAC = Perceived Advertisement Credibility; MA = Message Appeal; AQ = Argument Quality; INTY = Intimacy; CE = Consumer Enjoyment; CC = Consumer's Commitment; BE = Brand's Empathy; INT = Interactivity; ATA = Attitude towards Advertisement; BA = Brand Awareness; BI = Brand Image; BPI = Brand Purchase Intention N = 295; **.Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed).

4.8 Hypothesis Testing: Structural Model

The hypotheses testing has been done using Structural Model. In the structural model, constructs are related to one another such as correlational and dependence relationship. This is the most appropriate technique when the researcher has multiple constructs, each represented by several measured variables and these constructs are based on whether they are exogenous or endogenous. In this sense, SEM has similarity with other multivariate techniques such as multiple regression.

In the past studies Anderson and Gerbing (1988) and Cheng (2001) suggested that after assessment of measurement model and ensuring that model has achieved the acceptable goodness of fit as per the given criterions. The next step is to assess the relationship among the variables, which are proposed in research model. Hair et al. (2010) mentioned that the process of assessment of relationship is called structural model. In the current research, the two step method suggested by Cheng (2001) was adopted. In first step, measurement model was run to assess the validity of the measurements and to achieve sufficient goodness of fit. In second step to assess the relationship and standardised estimates of the parameters of the study. The process of assessing hypothesised relationship is called structural model. For testing the hypothesis through the structural regression model, data collected for online advertisement has been used. The online advertisement constructs model results are explained in Figure 4.6. The results of the proposed conceptual model reveal a Normed-Chi square (CMIN/df) of 1.422, Tucker-Lewis Index (TLI) of 0.905, comparative fit index (CFI) of 0.909. All the indexes indicate a good model fit (e.g., CFI, and TLI should be equal or greater than 0.9, according to Byrne, 2001; Hair et al. 2006). The root mean square error of approximation (RMSEA) reveals a value of 0.038 (an acceptable level should be below .08, according to Hair et al., 2006); all the fit indices in this thesis are within the acceptable limits (Byrne, 2001; Hair et al. 2006; Tabachnick & Fidell, 2007). Figure 4.7 presents the final model with structural path coefficients. All the hypotheses of the conceptual model were statistically supported ($p < .05$). The full SR model is given in appendix G (Figure 4.6).
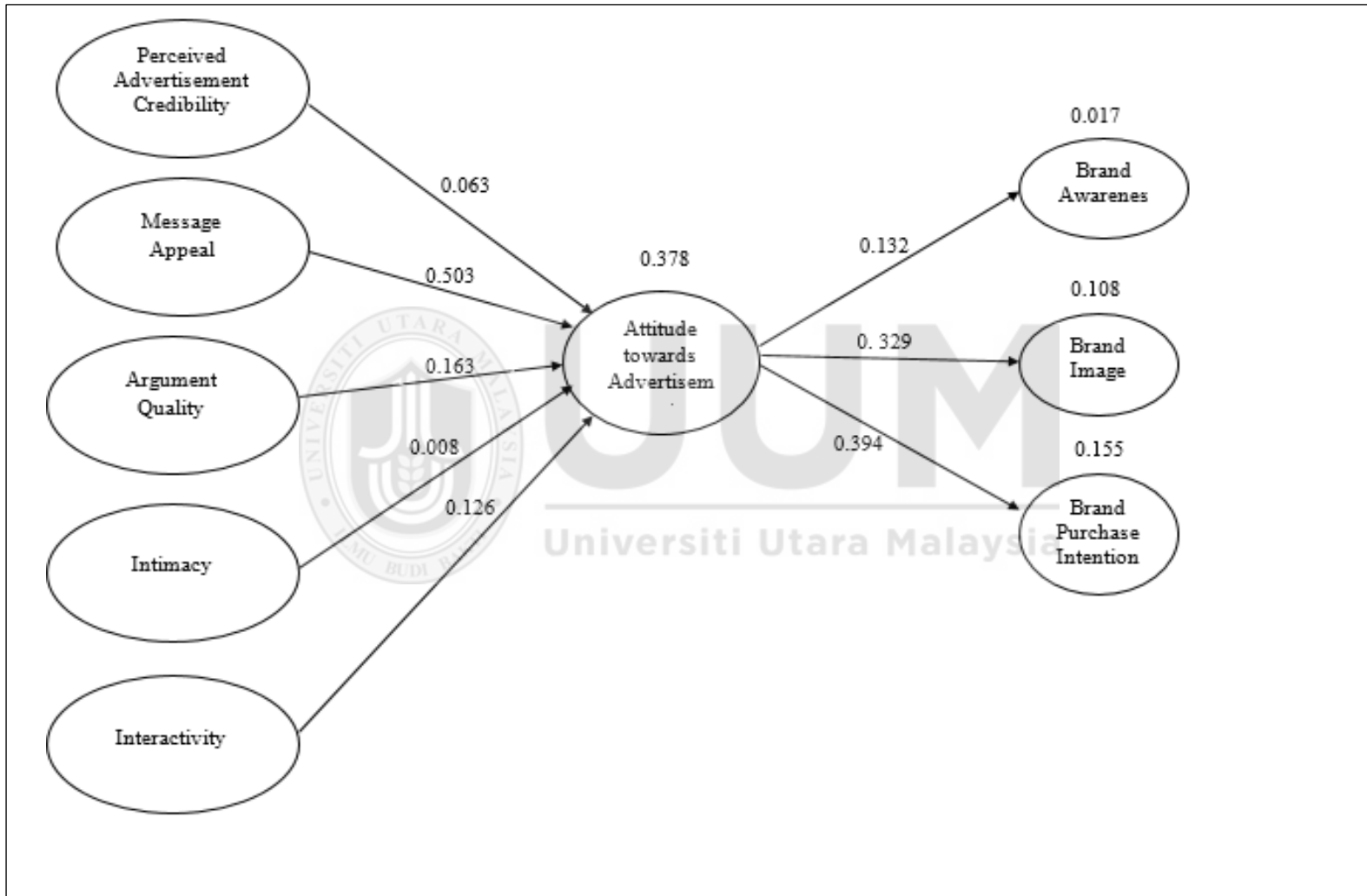
Figure 4.7. Baseline Full SR Model for Online Data

Moreover, the results of SR model for online advertisement constructs given in Table 4.19 demonstrated that Message Appeal had positive relationship with Attitude towards Advertisement (H2: standardized β = 0.503; p = 0.000). Argument Quality also had positive relationships with Attitude towards Advertisement (H3: standardized β = 0.163; p = 0.011), and Interactivity had positive relationships with Attitude towards Advertisement (H5: standardized β = 0.126; p = 0.020).

Table 4.19
Hypothesis Testing

	Standardized regression paths	Estimate	P	R²	Decision
H1	Perceived Advertisement Credibility has positive relationship with Attitude Towards Advertisement	0.063	0.216		Not Supported
H2	Message Appeal has positive relationship with Attitude Towards Advertisement	0.503	0.000		Supported
H3	Argument Quality has positive relationship with Attitude Towards Advertisement	0.163	0.011	0.378	Supported
H4	Intimacy has positive relationship with Attitude Towards Advertisement	0.008	0.914		Not Supported
H5	Interactivity has positive relationship with Attitude Towards Advertisement	0.126	0.020		Supported

Table 4.19 *continued*

H6	Attitude Towards Advertisement has positive relationship with Brand Awareness	0.132	0.037	0.017	Supported
H7	Attitude Towards Advertisement has positive relationship with Brand Image	0. 329	0.000	0.108	Supported
H8	Attitude Towards Advertisement has positive relationship with Brand Purchase Intention	0.394	0.000	0.155	Supported

Similarly, Attitude towards Advertisement had strong positive relationships with Brand Awareness (H6: standardized β = 0.132; p = 0.037), Brand Image (H7: standardized β = 0.329; p = 0.000) and Brand Purchase Intentions (H8: standardized β = 0.394; p = 0.000). However, Perceived Advertisement Credibility has positive but not significant relationship with Attitude towards Advertisement (H1: standardizedβ = .063; p = 0.216) and Intimacy has positive and not significant relationship with Attitude towards Advertisement (H4: standardized β = 0.008; p = 0.914).

4.9 Chapter Summary

All the relationships proposed in the research model of this study were tested using rigorous data analysis techniques in SEM with AMOS. This study analysed the measurement model to assess the fit indices of the constructs for both print advertisement and online advertisement. All measures were found reliable and distinct

from each other, after testing measurement model, we tested all the proposed relationships in structural regression model. The results supported that importance of attitude towards online advertisement in comparison with attitude towards print advertisement. Similarly, Brand Awareness, Brand Image and Brand Purchase Intentions were compared for both online advertisements with print advertisement, the results supported the importance of Brand Awareness, Brand Image and Brand Purchase Intentions for online advertisement in compared to the print advertisement.

CHAPTER FIVE

DISCUSSION AND RECOMMENDATIONS

5.1 Introduction

This chapter focuses on discussion and recommendations for this study which consists of several sections. In the first section of this chapter, the objectives and purpose of the study are reiterated. The results of the current study are discussed based on the findings and previous related studies in the field of branding. Several theoretical and practical implications for the policymakers are discussed. Limitations and future recommendations are presented in detail. The last section presents the summary of the whole chapter.

5.2 Recapitulation of the Study Findings

In modern times, advertising companies based in the developed world, have attracted the consideration of researchers following developments in the communication technology sector, precisely with the emergence of the Internet era which has set free new media platforms. However, very little research on the rapidly changing advertising structure has been conducted in some parts of the developing society, such as in Libya. In spite of the fact that new media have already had a noteworthy influence on the social and political changes in the Arab Spring, very little is understood of their influence on business environments, like the advertising industry, to be specific. The current study aims to provide empirical evidence on the effectiveness of online banner advertising and

determine the role of online banner advertising in developing brand equity. The following are the research objectives of the current study:

1. Is there any difference between consumers' Attitude towards Advertisement, Brand Awareness, Brand Image and Brand Purchase Intention towards Online and Print Advertisement?

2. Do Perceived Advertisement Credibility, Message Appeal, Argument Quality, Intimacy and Interactivity of Advertisements have a relationship with consumers' Attitude towards Advertisement?

3. Does consumers' Attitude towards Advertisement have a relationship with Brand Awareness?

4. Does consumers' Attitude towards Advertisement have a relationship with Brand Image?

5. Does consumers' Attitude towards Advertisement have a relationship with Brand Purchase Intention?

6. What is the best advertisement media (print or online) that reflects the focal construct of this study?

The data was collected from the Libyan students studying in Malaysia from University Kebangsaan Malaysia, Universiti Putra Malaysia, Universiti Sains Islam Malaysia, Infrastructure University Kuala Lumpur, University Technologi Malaysia, Universiti Sains Malaysia, International Islamic University Malaysia, Limkokwing University and Universiti Utara Malaysia, using random sampling technique. The list of the students for the random sampling technique was obtained from the Libyan Embassy Kuala Lumpur.

The quasi-experimental research design was applied to know the perception of the respondents about print and online advertisements as adopted by Algharabat (2010); Numberger and Schwaiger (2003); and Çuhadar (2005). This study followed the methodology of Algharabat (2010) and a series of one-way repeated measures ANOVA was conducted to compare print advertisement and online advertisement constructs to compare them. A total of 295 questionnaires for online advertisement and 293 questionnaires for print data were analysed.

Exploratory Factor Analysis and Confirmatory Factor Analysis were conducted to assess the factor loadings of each variable used in this study. The results of the factor analysis show that all retained items of the independent and dependent variables show an adequate level of factor loadings. After satisfactory factor loadings, the selected items and constructs were used for further analysis in order to answer the research questions of the current study.

As the design of the current study is quasi-experimental research design, before testing the hypothesis, a detailed analysis was conducted on "How do consumers perceive online advertisement as compared to print advertisement?" To analyse the differences in the perception and to know which type of advertisement is perceived as better by the consumers, one-way repeated measure ANOVA was conducted to compare consumer response to attitude towards advertisements, brand awareness, brand image and brand purchase intentions for print advertisement constructs and online advertisement constructs, which are the focal constructs of this study. The hypothesis testing was done through Structural Regression model using AMOS.

The analysis shows that there is a significant relationship between Message Appeal, Argument Quality and Interactivity and Attitude towards Online Advertisement, while Perceived Advertisement Credibility and Intimacy have an insignificant relationship with Attitude towards Online Advertisement. Moreover, Attitude towards Online Advertisement has a significant relationship with Brand Awareness, Brand Image and Brand Purchase Intention.

5.3 Discussion

The following sections discuss the results of the empirical investigation conducted to test the model based on the relationships among variables as postulated in the theoretical framework of this study pertaining to the factors to determine Attitude towards Advertisement and its relationship with Brand Equity. The comparison between print and online advertisements is discussed first. The next section discusses the impact of Perceived Advertisement Credibility, Message Appeal, Argument Quality, Intimacy and Interactivity on Attitude towards Online Advertisement. Furthermore, the impact of Attitude towards Online Advertisement on Brand Purchase Intention, Brand Awareness and Brand Image, is also discussed.

5.3.1 Comparison between Perceived Online Advertisement and Print
Advertisement

To achieve this objective, the comparison between print and the online advertisement was done for the study constructs, such as attitude towards advertisement, brand awareness, brand image and brand purchase intentions. This method of comparison was adopted based on the suggestions of Algharabat (2010). The main purpose of this study

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is to compare between online advertisement and print advertisement in terms of attitude towards advertisement, brand awareness, brand image and brand purchase intentions for print advertisement. The Attitude towards Advertisement constructs was compared for both online and print advertisement and the results show that Attitude towards Advertisement is best represented by online advertisement as it has greater mean value compared to print advertisement. The result of the experiment reveals that Attitude towards Online Advertisement constructs are more important and significant compared to Attitude towards Print Advertisement. On the basis of comparative analysis, it can be concluded that consumers' Attitude towards Online Advertisement is far better compared to print advertisement. The Libyan O'Cola consumers have more positive Attitude towards Online Advertisement compared to Print Advertisement and their preferences support the idea of the current study.

In comparison to Brand Awareness of online and Brand Awareness of print advertisement, the mean value of Brand Awareness for online advertisement is greater than Brand Awareness of print advertisement. The results show that participants have more agreement with Brand Awareness for online advertisement compared to Brand Awareness for print advertisement based on the one-way repeated measures ANOVA results. The comparative results show that the online advertisement is more helpful compared to the print advertisement in creating Brand Awareness among Libyan O'Cola consumers.

The Brand Image of online and print advertisement was also compared to know the perception of participants about Brand Image. The results from the analysis show that

participants agree that Brand Image for online constructs is best represented as compared to Brand Image for print constructs. The Libyan O'Cola consumers have a more positive image of O'Cola through online advertisement compared to print advertisement.

Moreover, the Brand Purchase Intention of online and print advertisement was also compared. The results show that the participants perceive Brand Purchase Intention for online advertisement as better compared to print advertisement. It can be concluded that the intention to buy O'Cola among Libyan consumers is derived mainly through online advertisement compared to print advertisement. This analysis method is supported by the method used by Algharabat (2010).

5.3.2 Factors Influencing the Attitude towards Online Advertisement

The second research objective is to examine the factors that determine Attitude towards Online Advertisements. In Hypothesis1, the current study proposed that Perceived Advertisement Credibility has a positive relationship with Attitude towards Advertisement. The results of the hypothesis testing using Structural Regression (SR) model indicate that there is a non-significant and positive relationship between Perceived Advertisement Credibility and Attitude towards Advertisement. This means that Perceived Advertisement Credibility does not have a significant relationship with Attitude towards Advertisement. This study, based on data from Libyan O'Cola consumers, failed to establish the relationship between Perceived Advertisement Credibility and Attitude towards Advertisement. This contradicts previous studies, like Mackenzie and Lutz (1989); and Drossos, Lazou, Panagopoulos and Westaby (1995),

which showed that credibility strongly influences a consumer's attitude toward the advertisement, which in turn, is an important predictor of the consumer's behavioural intention toward the advertisement. Advertising credibility is one of the perceptual dimensions underlying advertisement credibility and is the extent to which the consumer perceives claims made about the brand in the advert to be truthful and believable (Le & Nguyen, 2014; Verstraten, 2015; Xu, 2006).

In the case of Libyan consumers, Brand Credibility might not affect consumers' attitude towards advertisement due to less belief and trust on the specific online advertisement. The credibility of the advertisements and the institutions providing them are not perceived well either. Respondents may not trust these advertisement which may be attributable to deceptive and misleading ads promoted online.

When such evidence is lacking, advertisements for such products are going to lack credibility and therefore, one would predict, will have less positive attitudinal and behavioural effects (Prendergast, Liu, & Poon, 2009).This is in line with Aydın (2016), who mentioned that credibility in digital channels is harder to establish in advertising compared to printed materials. Consistently, a large proportion of the users finds the ads provided on their news feed irritating and develop a negative attitude towards them. In another study, Sin (2013) reported that the participants' attitude towards web advertisement is not significantly correlated with his or her perceived level of credibility of the advertisement. The above-mentioned studies support the results of the current study.

Verstraten (2015) suggested that Advertising Credibility might not influence consumers' attitude and purchase intentions, but for a company and brand, it is still important to be perceived as credible by consumers. From the 1930s until now, consumers are sceptic about the trustworthiness and credibility of advertising. The fact that consumers hold a negative image about advertisements might be the reason why advertising credibility has failed to influence their attitude (Verstraten, 2015). In line with Verstraten (2015), Perceived Advertisement Credibility does not impact on the Attitude towards Advertisement in the case of Libyan O'Cola consumers. Under the ELM, credibility of the advertisement message shapes attitude towards advertisement. Credibility of message significantly and positively influences consumers' attitude to convince their purchase decision. The results of the current study fail to establish the link proposed under ELM and contradicts the theory. In the Libyan consumer context, credibility does not have a significant relationship with attitude towards advertisement and does not create positive feelings among O'Cola consumers.

Hypothesis 2 proposed that Message Appeal has a positive relationship with Attitude towards online Advertisement. The analysis indicates that Message Appeal is positively and significantly related to Attitude towards Online Advertisement. This indicates that Message Appeal in the current study has a significant relationship with Attitude towards Online Advertisement. The message of O'Cola advertisement influences consumers' Attitude towards Online Advertisement. The results of the current study are supported by previous studies. For instance, advertising appeal is applied to attract the consumers' attention, to change the consumers' perception about products and to affect them emotionally about a specific product or service (Schiffman & Kanuk, 2007). An

informational ad format is adopted to appeal to the rational receivers by using objective information to describe a brand's attributes or benefits. The results of the study by Roozen and Genin (2008) and Drossos, Giaglis and Lekakos (2007) have confirmed that a rational appeal leads to a more favourable Attitude towards Advertisement. Moreover, Hawkins, Mothersbaugh and Best (2013) stated that rational appeal acts through rational reasoning and leads to change in behaviour and belief of consumers toward brand through thinking. In contrast, emotional appeal stimulates the person psychologically, leading to change in attitude and behaviour of the person. Furthermore, Plangger (2015) found that informative online advertisement appeal asserts a significantly positive impact on Attitude towards Online Advertisement.

In the context of the current research, Message Appeal has a significant influence on the Libyan consumers' attitude towards the advertisement. Message appeal plays a significant role in shaping the attitude of Libyan consumers towards the online advertisement. The online advertisement message appeal tends to influence their views about O'Cola and how this product can be suitable for them. This message appeal significantly influences the attitude towards online advertisement that creates brand equity (Brand Purchase Intention, Brand Awareness and Brand Image) of O'Cola. From the results, it can be argued that the online advertisement message appeal of O'Cola influences the target consumers and provides them sufficient logical information and explanation about the features of O'Cola, helps the consumers to make good decisions and to choose the right drink. These results are also in line with the ELM and Persuasive Hierarchy Model, where message appeal provides useful and logical information to consumers about O'Cola and persuades them to purchase O'Cola. The information

provided in the advertisement message by O'Cola is meaningful to their consumers as it provides them useful information about the features and benefits of O'Cola and reaffirms their Attitude towards Online Advertisement.

Hypotheses 3 proposed that Argument Quality has a positive relationship with Attitude Towards online Advertisement. The results of hypothesis testing show that Argument Quality has a significantly positive relationship with Attitude Towards online Advertisement. The result of the current study is supported by previous study findings. In literature, there is evidence that Argument Quality is also important for advertisement message. When a consumer is exposed to some arguments in an advertisement, some activities can result. "Firstly, information and evidence of the message is considered. Then the relevant information is recalled from the memory which creates some counter arguments, if any, based on the subject. Arguments and counter arguments are evaluated, followed by drawing a conclusion" (Durmaz, Suher & Bir, 2016).

Other previous studies have also provided support for the evidence that argument quality has a significant relationship with attitude. For instance, the studies of Petty, Cacioppo (1983); Areni and Lutz (1988); Dotson and Hyatt (2000); Te'eni-Harari, Lampert, and Lehman-Wilzig (2007); and Fu and Chen (2012), also support that attitude can be directly influenced by argument quality. Furthermore, argument quality has a significant impact on both the elaboration and the evaluation of the advertisement message. Researchers have observed the effect of argument quality on attitude toward advertisements and brands (Petty, Cacioppo, & Schumann, 1983; Coulter & Punj, 2004). In line with the above, Wang (2009) also reported that argument quality influences

Attitude towards Advertisement. In the case of O'Cola, argument quality matters for consumers to develop their positive attitude towards online advertisement. Message quality of O'Cola advertisement reflects the persuasive strength of arguments embedded in the advertised message, which serves as a strong factor that influences the consumers' attitude towards online advertisement of O'Cola. The results are supported by the ELM and Persuasive Hierarchy Framework, where the argument quality appears as a significant source to encourage and persuade consumers on the advertised product. The high quality of argument makes it easy for the consumers to choose the best available option which matches their mind-set. In the case of O'Cola, their advertised message quality persuades the consumers to buy O'Cola drinks.

Hypothesis 4 proposed that Intimacy has a positive relationship with Attitude towards Online Advertisement. The results of the hypothesis testing show that there is insignificant relationship between Intimacy and Attitude towards Online Advertisement. The O'Cola consumers might not perceive intimacy of the O'Cola advertisement. Thus, this study, based on the data from O'Cola consumers, fails to establish the relationship between Intimacy and Attitude towards Online Advertisement. As suggested by Cho (2011), intimacy should be built into a brand experience to ensure a favourable brand image, leading to brand equity. These results are not in line with the previous studies of Cho (2011) and Roberts (2004; 2006). Brand intimacy mirrors consumers' perceptions of the care, understanding and attention they receive from the brand. As such, it reflects the reciprocal emotional exchanges between consumers and their brands. Affective and connective experiences between consumers and brands, are influenced by the firm's empathy and a consumer's commitment and enjoyment from owning or interacting with

a brand (Roberts, 2004; 2006). In this study, as per cultural context of Libyan O'Cola, consumers may not be getting any feeling of intimacy and enjoyment with O'Cola brand and do not have a significant relationship with Attitude towards Online Advertisement.

For example, consumers may search for information on their favourite brands, while brands (firms) may develop their consumer database to know consumer' unique needs and maintain emotional connections with them by adopting tactics, such as sending birthday cards (Jun, Tat & Siqing, 2009). In the context of Libyan O'Cola consumers, the message, "Something that when sipped or gulped can elicit that "ooooohh" sound of satisfaction. Then, that moment of realization came! "O!" That was what we wanted to hear when you taste those first few drops. That was how O brand came about", reflect culturally non-significant influence on Attitude towards Advertisement. Thus, from the results of the data, the current study finds an insignificant effect of intimacy on attitude towards advertisement. Moreover, it contradicts the ELM, Persuasive Hierarchy Framework and Consumer-Based Equity model. The message delivered in O'Cola advertisement, may not provide consumers with enjoyment, care and strong feelings from their purchase decision of O'Cola. Thus, the advertised message should be improved to bring in the element of Intimacy in the advertisement, which can encourage consumers to continuously buy O'Cola as their drink. Moreover, O'Cola should put some efforts to extend their relationship with their consumers by providing more care and attention, which can be in the form of remembering their special days or offering special packages to the consumers. These tactics may help O'Cola to nurture the element of Intimacy among the Libyan O'Cola consumers.

Hypothesis 5 proposed that Interactivity (that refers to the degree to which a person actively engages in advertisements) has a positive relationship with Attitude towards Online Advertisement. The results show that Interactivity has a significantly positive relationship with Attitude towards Online Advertisement. The result of the current study is supported by previous studies, for example, Sundar and Kim (2005) reported that interactivity of an advertisement has a positive relationship with attitude towards the advertised product or brand.

Shim, Lee and Kim (2011) also mentioned that advertising interactivity has been identified as a potential determinant of Attitudes towards Advertisement. Cho and Leckenby (1999) argued that more active and elaborative information processing from the interactions with advertising can lead consumers to generate favourable attitude toward the advertisements. Li, Daughtery and Biocca (2002) and Scholsser (2003) also mentioned online advertisement which contains virtual interactivity for consumers to interact with a product online has positive impact on their purchase intention. Wolin, Korgaonkar and Lund (2002) supported that online advertising is a catalyst to consumer behaviour. They found that consumers' positive attitude towards online advertisements has positive effects on their behaviour to purchase the advertised product. Moreover, Szuz (2014) mentioned that the advertisers can use interactive elements while presenting their brands which has a positive influence on attitude of the buyers. From the Libyan consumers' point of view, the experiences with O'Cola online advertisement provide them with full interactivity with the brand. The results support the notion that the interactivity feature provided by O'Cola online advertisement helps to develop positive

attitude towards the advertisement of O'Cola, and Interactivity appears as a significant factor that has a strong relationship with Attitude towards Online Advertisement.

5.3.3 Brand Awareness among Consumers

Hypothesis 6 proposed that Attitude Towards online Advertisement has a positive impact on Brand Awareness. The results show that Attitude towards Online Advertisement has a positive relationship with Brand Awareness. The result of the current study is supported by findings of previous studies. Brand associations provide the meaning of brands to consumers by linking product information to the brand nodes existing in consumers' memories, thus indicating product benefits and summary evaluations of brands (Keller, 2008).

In literature, there is evidence that there is a direct relationship between the attitude toward an advertisement and attitude and behaviour toward the brand promoted in that ad (Raluca & Ioan, 2010). Moreover, the results of a positive relationship between consumers' attitude toward advertisement and brand awareness are also in line with previous studies, like Wang and Yang (2010) and Raluca and Ioan (2010). Wang and Yang (2010) reported that Brand Awareness' relationship with advertisement shows important signals related to how consumers perceive the brand. The data supports the hypothesised relationship in the context of the O'Cola advertisement. Attitude towards the Online Advertisement of Libyan O'Cola consumers has a significant and positive relationship with brand awareness. The online advertisement features of O'Cola create brand awareness among the Libyan O'Cola consumers, that results in their choice of O'Cola brand as their favourite drink due to its online advertisement. Thus, the results

support that attitude towards the online advertisement has a significant impact on brand awareness of the O'Cola drink. Moreover, the argument is supported by the Consumer-Based Brand Equity model, where a positive attitude towards advertisement can lead to brand awareness. The persuasive message and information delivered through advertisement message exerts a positive impact on the attitude towards the advertisement which shapes consumers' purchase decision. Moreover, the information gained by consumers through the advertisement assists them in knowing more about the advertised brand, which in turn, increases their awareness about the brand. O'Cola may put more efforts to provide more comprehensive information in the advertisement to increase the brand's awareness among the Libyan O'Cola consumers.

5.3.4 Establishing Brand Image

Hypothesis 7 proposed that Attitude towards Online Advertisement has a positive relationship with Brand Image. The result of hypothesis testing indicates that Attitude towards Online Advertisements has a positive relationship with Brand Image. The results of the current study are in line with previous studies. Aaker (1991) and Keller (1993) mentioned that brand attitude has a direct effect on brand image, which includes the consumers' perception of all aspects of the brand. Brand image derives from the various components of identity; advertisement is the process of informing consumers of product benefits and to position the brand in their minds (Doyle, 1989). Meenaghan (1995) documented that advertising serves to transmit the information about the existence of the brand and perhaps, enhance positive feelings by conveying product qualities which create a positive Brand Image of the advertised product.

Ho (2015) found that attitude toward advertising has a significantly positive impact on brand image. Moreover, consumers think that online advertising provides them useful information and entertainment, and does not create disturbance while surfing online. These characteristics of advertisement positively affect Brand Image. The results of the current study reveal that Attitude towards Online Advertisement has a significant relationship with Brand Image of O'Cola. The online advertisement features of O'Cola create a positive brand image in the eyes of Libyan O'Cola consumers, which reflects that the O'Cola brand is considered as a reputed brand due to its online advertisement contents. Hence, it can be asserted that the Attitude towards Online Advertisement can significantly influence brand image of the O'Cola drink. Persuasive Hierarchy Framework and Consumer- Based Brand Equity model also support the results of the current study. Through effective advertisement campaigns, a positive attitude towards advertisement can be generated, which ultimately can lead to a positive Brand Image.

5.3.5 Impact of Consumers' Attitudes towards Online Advertisement on Brand Purchase Intention

Hypothesis 8 proposed that Attitude towards Online Advertisement has a positive impact on Brand Purchase Intention. The results of the hypothesis testing show that there is a significantly positive relationship between Attitude towards Online Advertisement and Brand Purchase Intention. The results of the current study are in line with previous studies in which Sallam and Algammash, (2016) documented that consumers' attitude toward advertisement has a positive and significant effect on their purchase intention.

Online advertising contains virtual interactivity for consumers to interact with a product online, which then has a positive impact on purchase intention of a particular product or brand (Li, Daughtery, & Biocca, 2002; Scholsser, 2003). Furthermore, Endres (2014) documented that Attitude towards Advertisement creates a favourable attitude toward a brand through transfer of that effect from the advertising to the brand. Also, advertising is seen as one of the most important means of establishing brand awareness and educating consumers on the different attributes or dimensions of a brand, which can then lead to purchase decision.

Similarly, Ho (2015) reported that there is significantly positive impact of Attitude towards Advertisement on Brand Purchase Intention. Consumers who have more favourable attitude toward advertisement are likely to recall the brand and be persuaded by advertising; their attitude towards advertising affects their motivation to seek more information. A more favourable attitude towards advertising is also linked to more positive feelings towards advertisement, such as being informative, fun and acceptable, resulting in more advertising recalls and higher purchasing intentions. Online advertisement of O'Cola provides sufficient detailed information, benefits and product features that shape the positive attitude among consumers of O'Cola in Libya. This positive attitude towards the online advertisement shapes their purchase decision to buy O'Cola as their favourite or first choice among available drinks.

The results of the hypothesis testing are in line with the ELM, Persuasive Hierarchy Framework and Consumer-Based Brand Equity model, whereby persuasive communication with the help of strong and logical message appeal, argument quality

and interactivity features of online advertisement provide sufficient information and exert a positive influence on attitude towards advertisement. This positive Attitude towards Online Advertisement further helps in creating Brand Equity (Brand Purchase Intention, Brand Awareness and Brand Image).

The Persuasive Hierarchy Framework in the current study supports the notion that the O'Cola advertisement contains the ability to deliver messages (persuasive appeal, quality argument, sufficient information and interactivity) to its targets consumers, which in turn, develops a positive attitude towards the advertisement and ultimately helps O'Cola to develop brand equity and enhance purchase decision of its consumers.

In line with the Consumer-based brand equity model, O'Cola promotes Brand Equity through online advertisement to get selective attention from consumers to buy the O'Cola brand as their favourite drink. The online advertising message with strong message appeal, quality arguments and interactivity features, is the main force to drive consumers to O'Cola and increase the chance of O'Cola to be chosen at the point of purchase. This study establishes empirical evidence with the help of O'Cola consumers. Based on the results, it can be concluded that the factors, such as Message Appeal, Argument Quality and Interactivity of the O'Cola advertisement, significantly influence Attitude towards the Online Advertisement, whereas Attitude towards the Online Advertisement is a significant factor that creates Brand Equity among O'Cola consumers.

5.3.6 Best Model of Brand Equity

As per the analysis of the current study, this study finds that the online advertisement is the best type that reflects the constructs of brand equity. This study analysed the data using ANOVA. The most commonly used market communication online is ads, which have been argued to be an efficient way to increase brand awareness and the number of visitors to the brand's website (Page & Lepkowska-White, 2002). The results are supported by Chaubey, Sharma and Pant (2015). Online advertising has several benefits, for example, it increases efficiency, reduces costs, provides more flexibility and is a universal medium. Chaubey, Sharma and Pant (2015) concluded that Online Advertising, if implemented properly, can be an effective tool because new technologies have paved the way for a new era of interactivity and creativity. The current study concludes that the online advertisement is the best source of brand equity and reflects the constructs of the current study better than the print advertisement. The Online advertisement appears as an effective source of communication between consumers and advertisers. The use of animation, graphics and strong message appeal, influences the attitude toward the advertisement. These features of the online advertisement might be the factors that encourage the consumers to select online advertisement as best choice that persuades them to purchase the product. Moreover, the results are also supported in that online advertisement appears as the best predictor of attitude towards advertisement and creates brand equity among consumers.

5.4 Implications of the Study

This current study presents various implications based on the findings. These implications are divided into theoretical, methodological and practical implications. The detailed discussion is given below.

5.4.1 Theoretical Implications

The conceptual framework of the current study was derived from past empirical evidence and theoretical gaps identified in the literature review. The framework is supported and explained by the persuasion knowledge theory, the model of brand equity and the hierarchy of advertisement effect model. Moreover, this research is few among those that have touched on three important aspects in the field of Brand Equity in terms of Brand Purchase Intention, Brand Awareness and Brand Image. This research study provides empirical evidence to support the effectiveness of online banner advertising and determining the role of online banner advertising in developing brand equity.

The current research framework firstly examines the impact of Perceived Advertisement Credibility, Message Appeal, Argument Quality, Interactivity and Intimacy on Attitude toward Online Advertisements. The theoretical framework of the current study highlights the unexplained phenomenon in terms of brand equity of the soft drink in Libya. This study assesses those factors that strongly influence the Attitude towards Online Advertisements among beverage consumers, in general, and O'Cola consumers, in particular. This study, with the help of empirical data, reports that Message Appeal, Argument Quality and Interactivity, are the factors which strongly influence the attitude of O'Cola consumers' towards the Online Advertisement. Furthermore, this study

proves that Attitude towards Online Advertisement strongly influences Brand Awareness, Brand Image and Brand Purchase Intention, which altogether create Brand Equity among the consumers.

The current study results are supported by the ELM of Persuasion as the main theory and Persuasive Hierarchy Framework and Consumer-Based Brand Equity model as supporting theories, which is explained in section 2.7 in detail. The current study extends the application of these theories in online advertisements and brand equity of soft drinks. The advertisement should consist of strong and logical message appeal, argument quality and interactivity features, which provide consumers with enough details to create a positive attitude towards advertisements. This positive attitude towards advertisement further helps in creating brand equity (Brand Awareness, Brand Image and Brand Purchase Intention).

5.4.2 Methodological Implication

The second implication of this current research is in terms of the methodology employed to test the research framework of the current study. In the past, very few studies on brand equity have assessed the relationships using a comprehensive experimental research design in order to analyse the antecedents of advertisement and impact of advertisement for creating brand equity. This study assesses the relationships using rigorous quantitative analysis using SR model which is a significant contribution in the field of advertisement and brand equity.

The only exception is that the data does not support the relationship between Perceived Advertisement Credibility and Attitude towards Online Advertisement, and Intimacy and Attitude towards Online Advertisement. In Libya, it has been observed that advertising credibility has not improved much and the companies should focus on how such image can be set right to create a positive attitude and improve purchase intentions of consumers towards the product. The consumers may not trust these ads which may be attributable to deceptive and misleading ads promoted online. Previous research on brand equity and advertisement mostly employed it on other brands, and not on soft drinks in Libya. These attempts of presenting a comprehensive framework of brand equity explain that research is particularly critical on Libyan beverages.

5.4.3 Practical Implications

In terms of practical implications, it is noticed that most of the companies recognize that Message Appeal, Argument Quality and Interactivity, significantly impact on Attitude toward Online Advertisement. The findings suggest that Message Appeal, Argument Quality and Interactivity, have a significant impact on Attitude towards the Online Advertisement of the O'Cola beverage. Therefore, in terms of antecedents of attitude towards advertisements and brand equity, this study provides insights into brand equity and attitude towards online advertisement by identifying potential factors that impact attitude towards advertisement and the level of brand equity.

As a study on brand equity, this study enhances understanding of the beverage's brand equity locally as well as globally. By conducting research on beverage brand equity in Libya, this study attempts to enhance the understanding of attitude towards

advertisement and potential factors that impact significantly on attitude towards online advertised brands, where the environment differs from that of developing nations that do not have the same beverage brands as Libya.

Moreover, the results of this study present some policy implications for beverage companies that advertise online in Libya. The contribution of the study is not restricted to the Libyan brands; it can be extended to a wider field of research on brand equity of related products. It may be relevant for those companies with a similar business structure.

Furthermore, this study could be useful for academicians and practitioners. For academicians, it can improve their understanding of the factors that affect attitude towards advertisement and how this attitude impacts on the brand equity of the online advertised products. For practitioners, it may help to solve the practical problems and challenges faced in creating brand equity in Libyan beverage companies. Effective management of brand equity in a competitive market environment is essential to maintain position and strengthen key strategic brands in international markets. Marketing managers should concentrate their efforts primarily on brand equity components, which if increased, can contribute positively to their firm's brand equity and as a result, increase the actual purchase of consumers.

The result confirms that attitude towards advertisement has a significantly positive effect on brand equity. Therefore, it can be concluded that despite the emerging tools of marketing communication, advertising is still a powerful mechanism for reaching

consumers at large. The beverage companies in Libya can use this finding to create more rational message appeal with a higher quality of argument which can make the consumers feel they are interacting with the brands. These feelings can generate a positive attitude among consumers towards online advertised products and help to increase the level of brand equity.

The findings of this research would help Libyan beverage industries to enhance their competitiveness and brand equity in line with the objectives of national policies which aim to boost the export of local brands. Hence, Libyan beverage companies can use the findings of this research to promote their brand equity and gain better insights into the factors that are significant in driving brand success in the international arena.

It is believed that through proper online advertisement, a higher brand equity would have higher abilities to learn more about the needs and expectations of consumers and work out appropriate strategies to fulfil those needs. By being able to convey the advertised message to their consumers, the beverage companies could foster the image of local brands and create a positive perception of their products among Libyans. Hence, this research acknowledges the significance of the relationship between Message Appeal, Argument Quality and Interactivity to develop a positive attitude of the consumers towards online advertisement that can significantly affect brand equity of beverages in Libya. Based on the results, it is recommended for the industry to advertise online, which not only can save money but also influence consumers' purchase decisions and overall evaluation of the beverage brand.

Although the model presented on brand equity and advertisement is not a final blueprint or a comprehensive framework to replace a variety of models on brand equity and advertisement, it may be an integral component for understanding brand equity of the beverages. This study suggests that O'Cola should focus on Online Advertisement as a tool to create Brand Equity of O'Cola.

5.5 Limitations of the Study

Despite the research presenting insightful findings and contributing both theoretical and practical evidence, there are some limitations that need to be addressed. The limitations are predominantly with respect to methodology and generalizability of the study. Such limitations mostly are caused by time and money constraints. Like other studies, this current research study also presents the limitations of the current study and recommendations for future researchers to extend the current status of knowledge in the field of branding particularly.

The current research was conducted to assess the relationship between Perceived Advertisement Credibility, Message Appeal, Argument Quality, Interactivity and Intimacy and Attitude towards Online Advertisement. Moreover, the impact of the attitude towards advertisements was assessed on brand equity. The following are the limitations of the current study.

The first limitation is this current study empirically tested the proposed relationships by data collection using a questionnaire, which may not indicate the exact situation of consumers' opinion on aspects related to attitude towards advertisement and brand

equity. Other studies may see this aspect from a qualitative perspective for in-depth exploration or explanation.

The second limitation of this research is that it is restricted to a beverage brand (O'Cola) only and focuses on attitude towards the advertisement and how it leads to brand equity. In other words, it is a study about the creation of a positive attitude towards the advertisement which can ultimately help in creating brand equity. However, organization type characteristics were not used for the basis of analysis in this study as they are outside the scope of the research questions.

Thirdly, this study cannot be representative of the whole population in Libya as the data was collected from the students, and shows their attitude towards the online advertisement and brand equity.

Fourth, it is worth pointing out that it can be generalized to other countries with similar beverage brands as Libya. But it might not be generalizable to other countries which are different in nature and culture. Therefore, it could be argued that the findings of the study are not necessarily generalizable to the beverage companies in other countries.

5.6 Suggestions for Future Research

To overcome the limitations of the study, it might be useful to conduct more investigations in future studies. Accordingly, recommendations for future studies are provided in this section.

In this study, several issues related to theoretical and practical aspects are discussed. The first recommendation is that future research studies on attitude towards advertisement and brand equity may investigate further the impact of other brand-related variables in a more comprehensive brand equity model. An advance model of brand equity can reassure the impact of relevant factors on attitude towards advertisement and brand equity, by including more factors that can significantly impact on the brand equity of beverages in Libya.

The second future recommendation is a detailed study should be conducted by collecting data from other consumers using a larger sample. The brand equity model can be compared to find similarities and differences in order to improve the brand equity model and come up with a more comprehensive model with more examination power.

Third, future studies can incorporate other related variables that can moderate or mediate the relationship between antecedents of attitude towards advertisement and brand equity of beverages, such as perceived risks associated with brands or customer engagement.

Fourth, conducting in-depth case studies or qualitative study can enrich the understanding of the comprehensive relationship between the factors that can assist in creating a positive attitude towards advertisement and lead to higher levels of brand equity. Case studies may also provide a detailed explanation of brand equity and identify key exogenous variables that could not be obtained from a quantitative analysis.

5.7 Conclusion

This study empirically investigates the antecedents of Attitude towards Advertisement and its consequences. The results depict that Message Appeal, Argument Quality and Interactivity, have a significantly positive impact on Attitude towards Advertisement. This research concludes that for the positive Attitude towards Advertisement, the advertisement should have strong and rational message appeal, be quality-oriented and provide interactivity features to consumers. All these factors can significantly lead to a positive attitude towards advertisement. Advertisement has evolved over the years from modest beginnings to become a key component of the control environment and nowadays, it is essential to create strong brand equity. Message Appeal, Argument Quality and Interactivity, appear as significant factors that lead to a positive attitude towards advertisement. In a dynamic and highly competitive society, the right message to the consumers can have a positive impact on them and help to create brand equity, which can lead to purchase intention.

In brand equity, effective advertisement encourage a strong link between consumers and the brand and it builds positive brand attitude. As can be seen, it is the positive attitude towards brands that builds and sustains brand equity. Moreover, this study concludes that for creating strong brand equity, a brand should create a positive attitude of consumers towards the advertisement. When an advertisement seems informational, consumers tend to have more chances to have a greater level of Brand Equity. Attitude toward online advertisement has a significant impact on the three dimensions of brand equity, i.e., Brand Purchase Intention, Brand Awareness and Brand Image. Advertising and brand equity are related in the strongest possible way, as shown. Without marketing

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communication, in general, and advertising, in particular, there would be little likelihood of any brand awareness. Without both brand awareness and brand attitude, there would be no brand equity. It is advertising, effectively positioned, that builds and nurtures a positive brand attitude that leads to the building and maintaining of brand equity

This framework of brand equity might contain some assumptions that are uncertain and some findings are inconsistent with findings of previous research studies. Furthermore, along with the theoretical contributions, the findings of the current study have come up with important practical implications that can be helpful for beverage and advertisement companies. Furthermore, the limitations of the current study are discussed and future directions to overcome the limitations are also presented. In conclusion, the present study has added valuable theoretical, practical, and methodological ramifications to the growing body of knowledge in the field of brand equity.
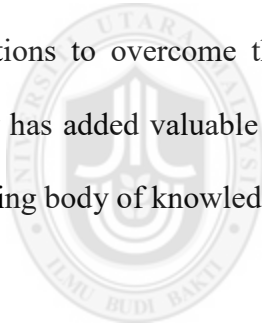
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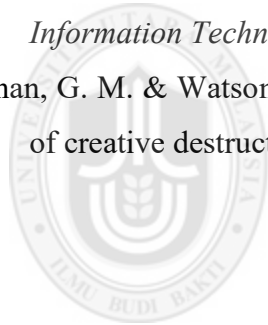
APPENDICES

Appendix. A: Questionnaire for Content Validity

Content validity of the main questionnaire

Title: *The Effect of Online Advertisement on Brand Equity: Antecedents and*

Consequences

Department of Communication, School of MultiMedia Technology and Communication,

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For any information required about the questionnaire, please contact:

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Instructions – This measure is designed to evaluate the content validity of a measure. Please rate each item as follow:

1. Please rate the level of representativeness on a scale of 1-4, with 4 being the most representative. Alongside every item, space is provided for you to comment or suggest revisions on the item.
2. Please indicate the level of clarity for each item on a scale of 1 – 4. Please make comments or suggestions on the items in the space provided.
3. Lastly, please evaluate the comprehensiveness of the measure by indicating items that should be deleted or added. Thanks for your time.

Section A: Panel of expert Information

Instruction: Please tick (x) the appropriate box.

1. Your current age (years)

1. ☐	Less than 30
2. ☐	31- 40
3. ☐	41-50
4. ☐	More than 51

2. Gender

1. ☐	Male
2. ☐	Female

3. Job position

1. ☐	Academician
2. ☐	Advert expert
3. ☐	Consultant
4. ☐	Other (Please specify)

4. Your highest level of education

1. ☐	Diploma
2. ☐	Degree/Master
3. ☐	PhD
4. ☐	Other (please specify)

Section B: Perceived Advertisement Credibility (PAC)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Perceived Advertisement Credibility. That is, to what extent do you think that each question on the survey measures PAC? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Perceived advertising credibility is referred to the credibility of online advertised product-related information, it is the credibility that the consumers can recognize from the information content in the advertising (Zha, Li, & Yan, 2014). It is a situation where purchaser doubts or disagrees with an advert due to finding that the advert is unreliable, it will definitely result to a negative impact on their attitude towards the advert.	**1**= item is not representative **2**= items needs major revisions to be representative **3**=items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4** = items is clear

S/N	Items Perceived advertising credibility is measured on a 9-item and 5-point scale (1 strongly disagree, 5 strongly agree).	Please rate from 1-4	Please rate from 1-4
1	The content of the advert is attractive and likeable		
2	The information in the advert is believable		
3	The information in the advert is honest and true		
4	The information in the advert is objective		
5	The information in the advert is not credible		
6	The information in the advert has a high level of expertise		
7	The information in the advert is authentic		
8	After viewing the advert, many people will want to buy the product(s) mentioned		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Section C: Message Appeal (MA)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Message Appeal. That is, to what extent do you think that each question on the survey measures MA? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Several studies such as Homer and Yoon (1992), Laros and Steenkamp, 2005, Shelton (2013), have examined and identified the role of positively and negatively framed appeals on the consumer's attitude towards online advertisement. Generally, the two kinds of message appeal comprises of rational and emotional message appeal (Johar & Sirgy, 1991). The rational appeals characteristically deal with factual information while the emotional appeals typically create positive emotions, in so doing cultivate brands personality. Similarly, Kotler and Keller (2008) pointed out that for message appeal to be achieved, the message senders need to consider the kind of message that they send to target receivers in other to achieve the expected reaction.	**1** = item is not representative **2** = items needs major revisions to be representative **3**= items needs minor revisions to be representative **4** = items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Message appeal is measured on a 15-item and 5-point scale (1 strongly disagree, 5 strongly agree).	Please rate from 1-4	Please rate from 1-4
1	The advert tries to engage my senses		
2	Participation in the advert is perceptually interesting		
3	The advert lacks sensory appeal for me		
4	The advert tries to put me in a certain mood		
5	The advert makes me respond in an emotional manner		
6	The advert does not try to appeal to feelings for me		
7	The advert tries to trick me		
8	The advert stimulates my curiosity		
9	The advert does not try to appeal to my creative thinking		
10	The advert tries to make me think about my lifestyle		
11	The advert reminds me of activities I can do		

12	The advert does not try to make me think about actions and behaviours		
13	The advert tries to get me to think about relationships		
14	I can relate to other people through the advert		
15	The advert does not try to remind me of social rules and arrangements		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Section D: Argument Quality (AQ)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Argument Quality. That is, to what extent do you think that each question on the survey measures Argument Quality? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Generally an argument is a measure of information that is identified to be relevant to defining the true qualities of the position taken on an issue or about a product (Petty, & Priester, 2003). Therefore, argument quality is the valence of feelings or commitment generated by an argument that most likely affect the attitude of the audience towards online advertisement (Batra & Stayman, 1990; Chu, & Kamal, 2008). In relation to this, Petty and Cacioppo (1981) described argument quality as the audience's biased insight of the arguments in the advertising message as strong and persuasive on the one hand against weak and inaccurate on the other.	**1**= item is not representative **2**= items needs major revisions to be representative **3** = items needs minor revisions to be representative **4** = items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Argument quality is measured on a 9-item and 5-point scale (1 strongly disagree, 5 strongly agree).	Please rate from 1-4	Please rate from 1-4
1	The tagline message is a reason the O'cola advertisement is believable		
2	The tagline is a reason the O'cola advertisement is convincing		
3	The tagline is a reason the O'cola advertisement is important to me		
4	The tagline on the advert helped me to be confident about the O'cola		
5	The tagline words would help my friends about the O'cola advertisement		
6	The O'cola tagline put thoughts in my mind about wanting to buy the brand		
7	The tagline put thoughts in my mind about not wanting to buy O'cola		
8	Overall, do you agree or disagree with the O'cola tagline		
9	The O'cola message is the reason the advert is strong.		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Section E: Consumer enjoyment (CE)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Incentive. That is, to what extent do you think that each question on the survey measures Incentive? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
This is a kind of pleasure and benefits which consumer usually enjoy that serve as a motivational act for interest and favourable behavior towards a product. In this study, it is referred to the consumer happiness in relating and using the O'cola brand.	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Consumer's enjoyment is measured on a 12-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	I really enjoy O'cola brand		
2	I like to go shopping to feel closer to O'cola brand		
3	I feel fortunate that I can buy O'cola brand		
4	I feel happy when I use O'cola brand		
5	I have fun with O'cola brand		
6	O'cola brand really excites me		
7	The customer service of O'cola brand makes me happy		
8	I sometimes get upset with O'cola brand		
9	O'cola brand is disgusting		
10	O'cola brand makes me angry at time		
11	People are jealous of me because of O'cola brand		
12	Sometimes I feel a certain level of anxiety using O'cola brand		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Section F: Consumer's Commitment (CC)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Perceived Effort. That is, to what extent do you think that each question on the survey measures Perceived Effort? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Consumer's commitment is similar to a long-term friendship establish with O'cola brand. It is also the consumer's preferable attitudes towards the brand.	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Consumer's commitment is measured on a 16-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	I feel like I have a personal connection with O'cola brand		
2	I am committed to O'cola brand		
3	I have solid support for O'cola brand		
4	I am confident that my relationship with O'cola brand will last a long time		
5	I can rely on O'cola brand		
6	I have a close relationship with O'cola brand		

7	I would stay with O'cola brand		
8	I will stay with O'cola brand for years		
9	I would be disappointed if O'cola brand was no longer available		
10	I will always trust O'cola brand		
11	I feel comfortable with O'cola brand		
12	I feel satisfied with O'cola brand		
13	I like to talk about O'cola brand even if I'm not using it		
14	I like O'cola brand because I don't need to think of alternatives		
15	I look for alternatives to O'cola brand		
16	I feel emotionally close to O'cola brand		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Section E: Brand's empathy (BE)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Incentive. That is, to what extent do you think that each question on the survey measures Incentive? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
The brand's empathy indicates O'cola's understanding of consumer preferences and likings through its design, tagline, color, and package as well as identifying with personal events that affects consumer such as a customer's birthday etc.	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Brand's empathy is measured on a 15-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	O'cola brand knows a lot about me		
2	O'cola brand meets my drink taste		
3	O'cola brand offers deals that I really can relate to		
4	O'cola brand does not forget my birthday as a customer		
5	O'cola Advertisements Make Me Feel Closer To Brand.		
6	I don't like getting e-mails from O'cola brand.		

Interactivity (Int.)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Interactivity. That is, to what extent do you think that each question on the survey measures Interactivity? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Online Interactivity is described as the extent to which consumers or users can contribute in transforming the format or content of a website. According to Kavassalis et al. (2003), interactivity is a sort of communication for loyalty establishment and sustenance through which an unbroken mobile communication channel circumstance is established for the sole purpose of interacting with the consumers. The mechanical interactivity is such a vital part that impacts users' and consumers interactions with technology. It was in view of this importance that online interactivity is used to measure the Web site usability (Liu, 2003; McMillan & Hwang, 2002; Venkatesh & Agarwal, 2006). The concept of interactivity is employed when an advert has the competence for a two-way	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

communication, it can then be said to be more interactive than any of its equivalents that are challenged by such feature (Guohua, Hoffman, & Novak, 2006).			

S/N	Items Interactivity is measured on a 15-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	I felt that I had a lot of control over my visiting experiences on this advert		
2	While I was on the advert, I could choose freely what I wanted to see		
3	While surfing the advert, I had absolutely no control over what I can do on the site		
4	While surfing the advert, my actions decided the kind of experiences I got		
5	The advert is effective in gathering visitors' feedback		
6	This advert facilitates two-way communication between the visitors and the brand		
7	It is difficult to offer feedback to the advert		
8	The advert makes me feel it wants to listen to its visitors		
9	The advert does not at all encourage visitors to talk back		
10	The advert gives visitors the opportunity to talk back		
11	My input was processed very quickly		
12	Getting information from the advert is very fast		
13	I was able to obtain the information I want without any delay		
14	When I clicked on the links, I felt I was getting instantaneous information		
15	Very slow in responding to my requests		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Attitude Towards Advertisement (ATA)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Attitude towards Advertisement. That is, to what extent do you think that each question on the survey measures Attitude towards Advertisement? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Due to the interactive form of the Internet, audiences have the option to ignore or block the display of an online advertisement. The attitude of these audiences towards the online advertisement relays the effective influence of the advertisement message which indicates the advertisement's effectiveness. The study of Hoyer and Macinnis (2010) indicate that attitudes are centred on the beliefs or cognitions which shows that attitudes can be moulded based on beliefs and thoughts that we have about the information received. Once a consumer is exposed to the online advertising, there is possibility of either forming positive or negative attitudes towards the advertising (Schiffman & Kanuk, 2000). Therefore, in a situation that audiences select which they attend, then attending act turn out to be a very relevant factor of advertising response (Goldfarb, & Tucker, 2011).	1= item is not representative 2= items needs major revisions to be representative 3= items needs minor revisions to be representative 4= items is representative	1= items is not clear 2= items needs major revisions to be clear 3= items needs minor revision to be clear 4= items is clear

S/N	Items Attitude towards advertisement is measured on a six-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	I think the O'cola advert is trustworthy		
2	I think the O'cola advert is honest		
3	I think the O'cola advert is believable		
4	I think the O'cola advert is interesting		
5	I think the O'cola advert is intelligent		

6	I think the O'cola advert is attractive		
7	I think the O'cola advert is likeable		
8	I think the O'cola advert is appealing		
9	I think the O'cola advert is entertaining		
10	I think the O'cola advert stimulating		
11	I would bookmark the O'cola advert as my favourite		
12	I would recommend the O'cola advert to my friend		
13	I would contact the company		
14	I would revisit the O'cola advert		
15	I would intend to purchase the O'cola product from the advert link		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Brand Awareness (BA)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Brand Awareness. That is, to what extent do you think that each question on the survey measures Brand Awareness? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
It is a situation in which a consumer can meaningfully differentiate a specific brand from other brands that are in the same product line, then the customers can be said to be aware of that specific brand. Keller (2009) clarified that the awareness is the outcome of successful marketing communication actions such as online advertisement. Similarly, Robert, Ulrich and Michaela (2009) note that there is a major positive and unwavering influence of advertising on brand awareness. Also, Roshni (2012) disclosed that eighty six percent of brand awareness is generated using advertisement and offered a correlational table that portrayed a major association between advertising and brand awareness.	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Brand awareness is measured on a seven-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	I know what O'cola brand stands for.		
2	I have an opinion about O'cola brand.		
3	I have heard of O'cola brand.		
4	I cannot name the brands in O'cola product class		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Brand Image (BI)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Brand Image. That is, to what extent do you think that each question on the survey measures Brand Image? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Brand image is described as the ability of consumers to distinguish a brand's name, logo, colours, trade mark and every other identity related to that brand. Keller (2003) clarified that the identification of these characters that are peculiar to a specific brand is viewed as outcome of a persuasive and impactful advertisement message which has established some level of trust. According to Chu et al. (2012) brand image performed a necessary vital role on the effectiveness of advertising promotion message on audiences.	**1**= item is not representative **2**= items needs major revisions to be representative **3**= items needs minor revisions to be representative **4**= items is representative	**1**= items is not clear **2**= items needs major revisions to be clear **3**= items needs minor revision to be clear **4**= items is clear

S/N	Items Brand image is measured on a 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	The advert assists me to perceive the quality of O'cola		
2	The advert helps create a positive evaluation toward O'cola		
3	The advert reinforces a favourable assessment toward O'cola		

Comments on items (please specify the item):	
Please give your overall comments of the entire measure by either adding or deleting	

Brand Purchase Intention (BPI)

The enclosed survey asks you to evaluate how representative and clear the items are in measuring Brand Purchase Intention. That is, to what extent do you think that each question on the survey measures Brand Purchase Intention? Also, indicate how clear you think each item is. Lastly, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical definition	Representativeness	Clarity
Brand purchase intention is described by Spears and Singh (2004) as the realization, plan and determination of a consumer to purchase an online advertised brand. The intention of an audience to purchase an advertised brand after the audience was persuaded by the messages of the advertisement, which are the final steps of the influence of an advertisement. Methaq and Nabsiah (2012) indicate that advertisement endeavours are aimed at purchase creation which is the substantial significance of the strength of advertising. Therefore, Hwang et al (2011) stressed that there's a moderate or an indirect association between on-line advert and the intention to purchase a brand. In addition, Imran et al. (2012) disclosed that there is a positive important association between brand advertisement, brand knowledge and brand purchase intention.	1= item is not representative 2= items needs major revisions to be representative 3= items needs minor revisions to be representative 4= items is representative	1= items is not clear 2= items needs major revisions to be clear 3= items needs minor revision to be clear 4= items is clear

SN	Items Brand Purchase Intention is measured on a seven-item and 5-point scale (1 strongly disagree, 5 strongly agree)	Please rate from 1-4	Please rate from 1-4
1	I will definitely buy O'cola based on this advert in the near future		
2	I intend to purchase O'cola through this advert in the near future		
3	It is likely that I will purchase O'cola through this advert in the near future		
4	I expect to purchase O'cola through this advert in the near future		
Comments on items (please specify the item):			
Please give your overall comments of the entire measure by either adding or deleting			

Thank you for your cooperation.

Perceived advertisement credibility items representativeness as rated by experts for content validity

Items						Experts						
	1	2	3	4	5	6	7	8	9	10	11	CVI
PAC1	3	3	3	3	2	4	4	2	3	3	4	9/11=.82
PAC2	4	3	4	3	2	4	4	1	4	4	3	9/11=.82
PAC3	4	3	3	1	3	4	4	1	3	4	4	9/11=.82
PAC4	3	3	3	2	3	3	4	1	3	4	3	9/11=.82
PAC5	3	3	2	3	3	2	4	1	1	3	4	7/11=.64
PAC6	3	4	3	3	4	4	4	1	3	3	4	10/11=.91
PAC7	4	3	3	3	3	3	4	1	3	4	2	9/11=.82
PAC8	3	4	3	3	3	4	4	1	3	4	2	9/11=.82

Message Appeal (MA) items representativeness as rated by experts for content validity

Items						Experts						
	1	2	3	4	5	6	7	8	9	10	11	CVI
MA1	3	3	3	3	4	4	4	1	4	2	3	9/11=.82
MA2	3	4	3	3	4	4	4	1	3	3	4	10/11=.91
MA3	3	3	3	3	4	4	4	1	2	4	3	9/11=.82
MA4	2	4	2	4	4	4	3	2	4	3	3	8/11=.73
MA5	3	3	3	4	3	3	1	1	3	3	1	8/11=.73
MA6	4	4	2	2	3	3	3	4	4	4	3	9/11=.82
MA7	3	3	1	4	3	4	3	1	4	3	4	9/11=.82
MA8	4	4	3	4	3	3	3	1	4	4	2	9/11=.82
MA9	3	3	3	4	4	2	2	4	3	3	4	9/11=.82
MA10	2	3	3	4	4	4	4	1	3	3	4	9/11=.82
MA11	3	3	4	3	4	3	4	1	3	3	3	10/11=.91
MA12	3	4	4	4	3	4	4	4	4	3	4	11/11=1.00
MA13	3	3	3	3	3	3	3	1	4	3	3	10/11=.91

Items	1	2	3	4	5	6	7	8	9	10	11	CVI
MA14	4	3	3	3	3	4	4	1	4	3	4	10/11=.91
MA15	3	3	3	4	4	4	3	4	4	3	3	11/11=1.00

Argument Quality (AQ) items representativeness as rated by experts for content validity

						Experts						
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
AQ1	3	4	4	4	3	3	4	1	3	3	4	10/11=.91
AQ2	3	3	3	3	3	4	3	1	3	4	3	10/11=.91
AQ3	3	3	3	4	3	3	4	1	3	3	3	10/11=.91
AQ4	3	4	3	4	4	4	4	1	4	4	4	10/11=.91
AQ5	4	2	3	4	4	3	4	1	4	3	4	9/11=.82
AQ6	3	3	4	4	3	3	3	1	4	4	3	10/11=.91
AQ7	3	3	4	3	4	4	3	1	4	2	3	9/11=.82
AQ8	3	3	4	3	4	4	4	1	4	3	4	10/11=.91
AQ9	3	3	4	4	3	4	4	1	4	3	2	9/11=.82

Consumer's enjoyment (CE) items representativeness as rated by experts for content validity

						Experts						
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
CE1	3	4	3	4	3	4	4	1	3	3	3	10/11=.91
CE2	3	3	3	3	4	3	3	1	4	3	4	10/11=.91
CE3	3	4	3	3	3	4	4	1	3	3	2	9/11=.82
CE4	3	3	3	4	3	4	4	1	4	3	4	10/11=.91
CE5	3	4	3	3	3	3	4	1	3	4	3	10/11=.91
CE6	4	4	4	4	4	3	3	1	4	4	4	10/11=.91
CE7	3	4	3	4	3	4	3	1	3	3	2	9/11=.82
CE8	2	4	3	3	3	3	4	1	3	3	3	9/11=.82
CE9	2	2	3	1	4	2	4	1	4	3	3	6/11=.55
CE10	3	2	3	3	4	2	4	1	4	2	3	7/11=.64

CE11	3	3	4	3	3	2	3	1	4	3	4	9/11=.82
CE12	3	3	4	3	3	3	2	1	4	3	3	9/11=.82

Consumer's Commitment (CC) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
CC1	3	3	4	3	3	3	4	1	3	3	3	10/11=.91
CC2	4	4	3	3	4	3	4	-	3	3	4	10/11=.91
CC3	4	3	3	3	3	4	4	-	3	3	4	10/11=.91
CC4	3	3	4	3	3	3	4	-	4	3	3	10/11=.91
CC5	3	3	3	3	4	3	4	-	4	3	2	9/11=.82
CC6	3	3	4	3	4	4	1	-	4	3	3	9/11=.82
CC7	3	3	3	3	4	3	3	-	4	3	1	9/11=.82
CC8	3	4	4	3	3	4	3	-	4	4	3	10/11=.91
CC9	3	3	3	4	4	4	4	-	3	3	3	10/11=.91
CC10	3	4	4	4	3	3	3	-	4	4	4	10/11=.91
CC11	3	4	3	3	4	3	4	-	3	4	4	10/11=.91
CC12	3	4	4	3	4	4	4	-	4	3	4	10/11=.91
CC13	4	3	3	4	4	4	4	-	4	4	4	10/11=.91
CC14	3	3	3	4	3	4	4	-	4	4	3	10/11=.91
CC15	3	3	4	4	4	2	4	-	4	3	2	8/11=.73
CC16	3	3	3	4	4	3	4	-	3	4	4	10/11=.91

Brand's empathy (BE) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BE1	4	3	3	3	3	2	3	-	4	4	3	9/11=.82
BE2	3	3	3	4	3	3	3	1	3	4	4	10/11=.91
BE3	3	4	3	3	3	4	4	-	4	4	3	10/11=.91
BE4	4	2	4	3	4	4	4	-	3	2	2	7/11=.64
BE5	3	3	3	3	3	4	3	-	4	4	1	9/11=.82
BE6	4	3	3	3	4	2	3	-	3	3	4	9/11=.82

Interactivity (Int.) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
INT1	3	3	3	3	4	3	4	4	3	4	3	11/11=1.00
INT2	3	3	3	3	3	3	4	4	3	4	3	11/11=1.00
INT3	3	4	3	3	4	2	4	-	4	4	3	9/11=.82
INT4	4	4	4	3	3	4	4	-	3	2	3	8/11=.73
INT5	3	3	3	3	3	4	4	1	3	3	4	10/11=.91
INT6	3	3	3	4	4	4	3	1	4	3	4	10/11=.91
INT7	3	4	3	4	3	2	3	4	3	4	3	10/11=.91
INT8	4	4	3	3	4	4	3	1	3	4	3	10/11=.91
INT9	4	4	3	2	3	2	4	4	4	3	4	9/11=.82
INT10	3	3	3	3	4	3	4	1	3	4	4	10/11=.91
INT11	4	4	3	3	4	4	4	-	3	4	4	10/11=.91
INT12	3	3	3	4	4	4	4	-	4	4	4	10/11=.91
INT13	4	4	4	3	4	4	4	-	4	4	3	10/11=.91
INT14	3	4	3	3	3	2	4	-	4	3	3	9/11=.82
INT15	3	4	3	3	3	2	4	-	4	3	3	9/11=.82

Attitude towards Advertisement (ATA) items representativeness as rated by experts for content validity

Items	Experts											CVI
	1	2	3	4	5	6	7	8	9	10	11	
ATA1	3	3	4	3	3	3	4	-	4	4	3	10/11=.91
ATA2	3	4	4	3	4	4	4	-	4	3	4	10/11=.91
ATA3	4	4	3	3	3	4	4	-	4	4	3	10/11=.91
ATA4	3	4	3	3	4	4	4	-	4	4	3	10/11=.91
ATA5	3	4	4	3	4	4	4	-	3	3	3	10/11=.91
ATA6	2	4	3	4	3	4	3	-	3	4	3	9/11=.82
ATA7	3	3	2	3	4	4	4	-	4	3	4	9/11=.82
ATA8	4	4	4	4	3	3	3	-	4	4	4	10/11=.91
ATA9	4	3	4	4	3	4	4	-	3	4	3	10/11=.91
ATA10	3	3	3	4	3	3	4	-	3	2	3	9/11=.82
ATA11	3	4	3	3	3	3	4	-	3	3	3	10/11=.91
ATA12	2	4	3	3	3	3	4	-	3	4	3	9/11=.82
ATA13	4	3	3	3	3	4	4	-	3	3	4	10/11=.91
ATA14	4	4	3	3	3	4	4	-	3	3	4	10/11=.91
ATA15	4	4	3	3	4	4	4	-	3	3	4	10/11=.91

Brand Awareness (BA) items representativeness as rated by experts for content validity

Items	Experts											CVI
	1	2	3	4	5	6	7	8	9	10	11	
BA1	3	3	3	3	4	3	4	1	3	3	4	10/11=.91
BA2	3	3	3	3	4	4	4	1	3	4	4	10/11=.91
BA3	3	3	3	3	3	4	4	1	4	4	4	10/11=.91
BA4	3	4	3	3	4	2	4	1	4	4	4	9/11=.82

Brand Image (B1) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BI1	3	3	4	3	3	3	4	1	3	3	3	10/11=.91
BI2	4	4	3	3	3	4	3	1	4	4	3	10/11=.91
BI3	3	4	4	4	3	4	3	1	4	4	3	10/11=.91

Brand Purchase Intention (BPI) items representativeness as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BPI1	4	3	4	3	4	4	3	1	4	3	3	10/11=.91
BPI2	3	4	4	3	4	3	3	1	3	4	4	10/11=.91
BPI3	4	3	4	4	4	4	3	1	4	4	4	10/11=.91
BPI4	3	4	4	4	4	4	4	1	3	4	3	10/11=.91

Perceived advertisement credibility items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
PAC1	4	3	3	4	1	4	4	2	3	4	4	9/11=.82
PAC2	3	3	3	3	2	4	4	1	4	4	4	9/11=.82
PAC3	4	4	4	2	4	3	4	1	4	3	4	9/11=.82
PAC4	2	3	3	2	4	4	4	1	4	3	3	8/11=.73
PAC5	4	3	1	3	4	2	4	1	2	4	4	7/11=.64
PAC6	3	3	3	3	3	4	4	1	3	3	4	10/11=.91
PAC7	3	3	2	3	4	3	4	1	3	3	3	9/11=.82
PAC8	2	3	3	4	4	3	4	1	3	4	4	9/11=.82

Message Appeal (MA) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
MA1	2	3	3	3	3	4	4	1	4	3	4	9/11=.82
MA2	3	3	4	3	4	4	4	1	3	3	4	10/11=.91
MA3	4	3	3	3	3	4	4	1	3	3	3	10/11=.91
MA4	2	3	3	3	3	4	4	1	3	3	4	9/11=.82
MA5	3	3	3	4	3	4	4	1	4	3	3	10/11=.91
MA6	3	3	1	3	4	4	3	4	4	3	3	10/11=.91
MA7	4	3	1	3	4	3	3	1	4	4	4	9/11=.82
MA8	3	4	4	3	3	3	4	1	4	3	3	10/11=.91
MA9	3	3	3	4	3	2	4	4	4	4	4	10/11=.91
MA10	3	3	3	4	3	3	4	1	4	3	4	10/11=.91
MA11	3	3	3	4	4	4	4	1	4	2	4	9/11=.82
MA12	3	3	4	3	4	4	4	4	4	2	4	10/11=.91
MA13	4	3	3	3	4	3	4	1	4	3	4	10/11=.91
MA14	4	4	3	4	4	3	3	1	4	3	4	10/11=.91
MA15	3	3	3	4	3	3	4	4	4	2	4	10/11=.91

Argument Quality (AQ) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
AQ1	3	3	3	3	4	3	4	3	4	3	4	11/11=1.00
AQ2	3	4	3	4	4	4	4	1	4	3	4	10/11=.91
AQ3	4	3	4	3	4	4	4	1	4	2	4	9/11=.82
AQ4	3	3	4	4	3	3	2	1	4	3	4	19/11=.82
AQ5	4	2	4	3	3	4	4	1	2	3	4	8/11=.73
AQ6	3	3	4	3	4	3	4	1	3	3	4	10/11=.91
AQ7	3	3	4	3	3	4	4	1	4	2	4	9/11=.82
AQ8	3	3	4	3	3	3	3	1	4	4	4	10/11=.91
AQ9	3	3	4	3	4	4	3	1	4	4	4	10/11=.91

Consumer's enjoyment (CE) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
CE1	3	3	3	3	3	4	4	1	3	3	4	10/11=.91
CE2	3	3	3	4	3	3	4	1	3	2	4	9/11=.82
CE3	3	4	4	3	3	4	4	1	4	2	3	9/11=.82
CE4	3	3	3	4	3	4	2	1	4	3	4	9/11=.82
CE5	4	3	3	4	4	4	4	1	3	3	4	10/11=.91
CE6	4	4	4	4	3	4	4	1	4	3	4	10/11=.91
CE7	3	4	3	3	4	4	4	1	4	3	4	10/11=.91
CE8	1	3	3	4	4	2	4	1	4	2	3	7/11=.64
CE9	2	1	3	2	3	2	4	1	4	2	3	5/11=.46
CE10	3	2	4	4	3	2	4	1	4	2	3	7/11=.64
CE11	3	3	4	3	3	2	3	1	4	2	4	8/11=.73
CE12	3	3	4	3	4	2	1	1	4	2	4	7/11=.64

Consumer's Commitment (CC) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
CC1	3	3	3	3	4	4	4	1	2	3	4	9/11=.82
CC2	3	4	3	3	3	3	4	-	3	3	4	10/11=.91
CC3	4	4	3	3	4	4	4	-	3	3	4	10/11=.91
CC4	4	3	3	3	4	3	4	-	4	2	3	9/11=.82
CC5	3	3	3	3	3	4	4	-	4	3	3	10/11=.91
CC6	3	3	3	3	3	4	2	-	4	3	4	9/11=.82
CC7	3	4	3	4	3	3	3	-	4	3	4	10/11=.91
CC8	3	4	4	4	4	4	3	-	4	3	4	10/11=.91
CC9	3	4	3	4	3	4	4	-	3	3	3	10/11=.91

CC10	3	4	4	4	4	3	3	-	4	3	3	10/11=.91
CC11	3	4	3	4	3	3	4	-	3	3	3	10/11=.91
CC12	3	3	3	3	3	4	4	-	4	3	4	10/11=.91
CC13	4	4	3	4	3	4	4	-	4	3	4	10/11=.91
CC14	3	4	4	4	4	3	4	-	4	3	3	10/11=.91
CC15	3	4	4	4	3	2	4	-	4	3	4	9/11=.82
CC16	3	4	3	3	3	4	4	-	4	3	3	10/11=.91

Brand's Empathy (BE) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BE1	3	3	3	4	4	2	4	1	4	2	4	8/11=.73
BE2	4	3	3	4	4	3	4	-	4	4	4	10/11=.91
BE3	3	3	3	3	4	4	4	-	4	3	3	10/11=.91
BE4	4	1	4	2	3	4	4	-	3	2	3	7/11=.64
BE5	3	4	3	3	4	4	4	-	3	4	2	9/11=.82
BE6	4	3	3	3	4	3	4	-	3	2	4	9/11=.82

Interactivity (Int.) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
INT1	3	4	3	3	3	3	4	4	4	3	3	11/11=1.00
INT2	3	4	3	4	4	3	4	4	4	4	4	11/11=1.00
INT3	3	4	3	4	3	2	4	-	4	4	4	9/11=.82
INT4	4	3	3	3	4	3	4	-	4	2	4	9/11=.82
INT5	4	3	3	4	4	4	4	1	4	4	4	10/11=.91
INT6	3	3	3	4	3	4	4	1	4	3	4	10/11=.91
INT7	4	4	3	4	4	2	4	4	4	4	4	10/11=.91
INT8	4	4	3	3	3	4	4	1	4	3	4	10/11=.91
INT9	4	4	4	3	4	2	4	4	4	3	3	10/11=.91
INT10	4	3	4	3	3	4	4	1	4	4	3	10/11=.91

INT11	4	3	3	4	3	4	4	-	4	3	4	10/11=.91
INT12	3	3	3	4	3	4	3	-	4	4	4	10/11=.91
INT13	4	3	4	3	3	4	3	-	4	3	3	10/11=.91
INT14	3	3	4	3	3	2	3	-	4	3	4	9/11=.82
INT15	3	3	3	3	3	2	4	-	4	3	3	9/11=.82

Attitude towards Advertisement (ATA) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
ATA1	3	4	4	3	3	3	4	-	4	3	4	10/11=.91
ATA2	4	3	4	3	3	4	4	-	4	2	4	9/11=.82
ATA3	4	4	3	3	4	4	4	-	4	4	3	10/11=.91
ATA4	3	4	4	3	3	4	4	-	4	4	3	10/11=.91
ATA5	3	4	4	4	3	4	4	-	3	2	3	9/11=.82
ATA6	1	4	3	3	4	4	2	-	3	4	3	8/11=.73
ATA7	3	3	2	3	3	4	4	-	4	2	4	8/11=.73
ATA8	3	4	4	4	4	3	4	-	4	4	4	10/11=.91
ATA9	4	3	4	4	3	3	4	-	4	4	4	10/11=.91
ATA10	3	3	4	3	4	3	4	-	4	2	4	9/11=.82
ATA11	3	3	3	3	4	3	4	-	3	3	4	10/11=.91
ATA12	2	4	3	3	4	3	4	-	3	3	4	9/11=.82
ATA13	4	4	3	3	3	4	4	-	3	2	3	9/11=.82
ATA14	4	4	3	3	4	4	4	-	3	3	3	10/11=.91
ATA15	4	4	3	3	4	4	4	-	3	3	4	10/11=.91

Brand Awareness (BA) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BA1	3	4	3	3	3	3	4	1	3	3	3	10/11=.91
BA2	3	3	3	3	3	4	4	1	4	4	4	10/11=.91
BA3	3	4	3	4	4	4	4	1	3	4	3	10/11=.91
BA4	3	3	3	4	3	2	4	1	4	4	3	9/11=.82

Brand Image (B1) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BI1	4	3	3	4	3	3	4	1	3	3	4	10/11=.91
BI2	4	3	3	3	3	3	4	1	3	4	3	10/11=.91
BI3	3	4	4	3	4	4	3	1	4	4	3	10/11=.91

Brand Purchase Intention (BPI) items clarity as rated by experts for content validity

	Experts											
Items	1	2	3	4	5	6	7	8	9	10	11	CVI
BPI1	4	4	4	3	3	4	4	1	4	3	4	10/11=.91
BPI2	4	4	4	4	3	3	4	1	4	4	4	10/11=.91
BPI3	4	4	4	4	3	4	4	1	4	4	4	10/11=.91
BPI4	4	3	4	3	3	4	4	1	4	4	3	10/11=.91

Appendix. B: Questionnaire (Printed Advertisement)

<div style="background:green">

Title: The Antecedents and Consequences of Online Advertisement on Brand Equity

</div>

Dear respondents

I am Salem Mohamed S. Busen a Doctoral candidate in the department of Communication Universiti Utara Malaysia. I am conducting a research on the Antecedents and Consequences of Online Advertisement on Brand equity. You have been selected as one of the respondents. Your cooperation will be highly appreciated in providing answers to the following questions as honestly as possible.

CONFIDENTIALITY

The information you provide will be strictly confidential. The data will be used for statistical purpose only and no single name will be disclosed. The success of this research depends on your cooperation. Thank you for your anticipated cooperation.

The author contact block

Salem Mohamed S. Busen
Department of Communication, School of MultiMedia Technology and Communication, Universiti Utara Malaysia
Telephone: +601 2911 3497.
Email: debo_debo10@yahoo.com

Introduction:

1. Before you answer the questions, please refer to the printed advertisement with product name: O'Cola, and then answer the questions based on your perceptions of the advertisement.
2. Please take note that there is no right or wrong answers. What is important is your sincerity and cooperation. Just tick (√) or circle (O) where appropriate, the option that best represents your opinion.
3. The questionnaire will take between 20 and 25 minutes to complete.

SECTION A: RESPONDENTS' INFORMATION

Instruction: Please tick (√) the appropriate box.

1. Age (Years)

1. ☐ Less than 25
2. ☐ 26-31
3. ☐ 32-37
4. ☐ More than 38

2. Gender

1. ☐ Male
2. ☐ Female

3. What is your income?

1. ☐ Below 200USD
2. ☐ 201 – 300USD
3. ☐ 301 – 400USD
4. ☐ 401USD - above

4. Present Educational pursuit

1 ☐ Diploma
2 ☐ Bachelor degree
3 ☐ Master degree
4 ☐ PhD

5. How many hours do you spend online every day? _____ hours.

6. How long have you been using the Internet?

1. ☐ Less than 1year
2. ☐ 2 to 4 years
3. ☐ More than 4 years

7. How many hours per day do you spend to search for online advertisement

products?___hours.

8. Which of these drinks are you familiar with? (You may answer more than 1)

1. ☐ Pepsi cola
2. ☐ O'Cola
3. ☐ Coca cola

Section B: Perceived Advertisement Credibility (PAC)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The content of the O'Cola advertisement is attractive	1	2	3	4	5
2	The information in the O'Cola advertisement is believable to me	1	2	3	4	5
3	The information in the O'Cola advertisement is honest	1	2	3	4	5
4	The information in the O'Cola advertisement is objective	1	2	3	4	5
5	The information in the O'Cola advertisement is not credible	1	2	3	4	5
6	The information in the O'Cola advertisement has a high level of expertise	1	2	3	4	5
7	The information in the O'Cola advertisement is authentic	1	2	3	4	5
8	Many people will want to buy O'Cola drink based on the information they see in advertisement	1	2	3	4	5

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Section C: Message Appeal (MA)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The O'Cola printed advertisement tries to involve my senses	1	2	3	4	5
2	Messages in the O'Cola advertisement are interesting	1	2	3	4	5
3	The O'Cola advertisement lacks physical appeal	1	2	3	4	5
4	The O'Cola advertisement tries to put me in a certain mood to like the brand	1	2	3	4	5
5	The O'Cola advertisement makes me respond to the brand in an emotional manner	1	2	3	4	5
6	The O'Cola advertisement does not try to appeal to feelings for me	1	2	3	4	5

7	The O'Cola advertisement tries to trick me	1	2	3	4	5
8	The O'Cola advertisement stimulates my curiosity	1	2	3	4	5
9	The O'Cola advertisement does not try to appeal to my creative thinking	1	2	3	4	5
10	The O'Cola advertisement tries to make me think about my lifestyle	1	2	3	4	5
11	The O'Cola advertisement reminds me of activities I can do	1	2	3	4	5
12	The O'Cola advertisement does not try to make me think about actions	1	2	3	4	5
13	The advertisement tries to get me to think about my relationships with O'Cola	1	2	3	4	5
14	I can relate to other people about the brand through the O'Cola advertisement	1	2	3	4	5
15	The O'Cola advertisement tries to remind me of social rules	1	2	3	4	5

Section D: Argument Quality (AQ)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The tagline (My Choice) message is a reason why the O'Cola advertisement is believable to me	1	2	3	4	5
2	The tagline (My Choice) is a reason why the O'Cola advertisement is convincing	1	2	3	4	5
3	The tagline (My Choice) is a reason why the O'Cola advertisement is important to me	1	2	3	4	5
4	The tagline (My Choice) on the advertisement helped me to be confident about the O'Cola	1	2	3	4	5
5	The tagline (My Choice) would help my friends about the O'Cola advertisement	1	2	3	4	5

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6	The O'Cola tagline (My Choice) put thoughts in my mind about wanting to buy the brand	1	2	3	4	5
7	I agree with the O'Cola tagline (My Choice)	1	2	3	4	5
8	The O'Cola message is the reason why the advertisement is strong.	1	2	3	4	5

Section E: Consumer Enjoyment (CE)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I really enjoy O'Cola drink	1	2	3	4	5
2	I like to go shopping to feel the quality of O'Cola brand	1	2	3	4	5
3	I feel privileged that I can buy O'Cola brand	1	2	3	4	5
4	I feel happy anytime I take O'Cola drink	1	2	3	4	5
5	I have fun with O'Cola brand	1	2	3	4	5
6	O'Cola brand really excites me	1	2	3	4	5
7	The package(My Choice) of O'Cola brand makes me happy	1	2	3	4	5
8	I sometimes get disappointed with O'Cola brand	1	2	3	4	5
9	O'Cola brand is not attractive to me	1	2	3	4	5
10	O'Cola brand makes me happy	1	2	3	4	5
11	People are jealous of me because of O'Cola brand	1	2	3	4	5
12	Sometimes I feel a certain level of worry using O'Cola brand	1	2	3	4	5

Section F: Consumer's Commitment (CC)
Instruction: Please answer based on the following scales 1=Strongly Disagree,
2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I feel like I have a bond with O'Cola brand	1	2	3	4	5
2	I am devoted to O'Cola drink	1	2	3	4	5
3	I have strong support for O'Cola brand	1	2	3	4	5
4	I am confident that my relationship with O'Cola brand will last a long time	1	2	3	4	5
5	I feel that I can trust O'Cola brand	1	2	3	4	5
6	I have an impression of a close association with O'Cola brand	1	2	3	4	5
7	I feel I would keep on with O'Cola brand	1	2	3	4	5
8	I think I will keep using O'Cola brand for years	1	2	3	4	5
9	I would be disappointed if O'Cola brand was no longer available	1	2	3	4	5
10	I will always trust O'Cola brand	1	2	3	4	5
11	I feel at ease with O'Cola brand	1	2	3	4	5
12	I feel fulfilled with O'Cola brand	1	2	3	4	5
13	I like O'Cola brand even if I'm not using it	1	2	3	4	5
14	I like O'Cola brand because I don't need to think of alternatives drink	1	2	3	4	5
15	I feel emotionally close to O'Cola brand	1	2	3	4	5

Section G: Brand's Empathy (BE)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	O'Cola brand recognizes a lot about me	1	2	3	4	5
2	O'Cola brand satisfies my drink taste	1	2	3	4	5
3	O'Cola brand offers deals that I really can relate to	1	2	3	4	5
4	O'Cola brand does not forget my good moments as a customer	1	2	3	4	5
5	O'Cola brand make me feel closer to the product.	1	2	3	4	5
6	I don't like getting e-mails from O'Cola brand.	1	2	3	4	5

Section H: Interactivity (INT)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I felt that I had a lot of control over on O'Cola advertisement	1	2	3	4	5
2	While I was on the O'Cola advertisement, I could choose freely what I wanted to see	1	2	3	4	5
3	The O'Cola advertisement is effective in giving me feedback	1	2	3	4	5
4	The O'Cola advertisement facilitates mutual communication between me and the brand	1	2	3	4	5
5	It is not difficult to offer feedback to the O'Cola advertisement	1	2	3	4	5
6	The O'Cola advertisement makes me feel it attends to me	1	2	3	4	5
7	The O'Cola advertisement gives me the opportunity to talk back	1	2	3	4	5
8	I was able to obtain the information I need without any delay from O'Cola advertisement	1	2	3	4	5
9	When I look at O'Cola	1	2	3	4	5

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	advertisement, I felt I was getting prompt information					
10	The O'Cola advertisement meets my requests	1	2	3	4	5

Section I: Attitude towards Advertisement (ATA)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I think the O'Cola drink advertisement is trustworthy	1	2	3	4	5
2	I think the O'Cola drink advertisement is honest	1	2	3	4	5
3	I think the O'Cola drink advertisement is believable	1	2	3	4	5
4	I think the O'Cola drink advertisement is interesting	1	2	3	4	5
5	I think the O'Cola drink advertisement is intelligent	1	2	3	4	5
6	I think the O'Cola drink advertisement is eye-catching	1	2	3	4	5
7	I think the O'Cola drink advertisement is friendly	1	2	3	4	5
8	I think the O'Cola drink advertisement is appealing	1	2	3	4	5
9	I think the O'Cola drink advertisement is entertaining	1	2	3	4	5
10	I think the O'Cola drink advertisement stimulating	1	2	3	4	5
11	I would maintain the O'Cola drink advertisement as my favourite	1	2	3	4	5
12	I would recommend the O'Cola drink advertisement to my friend	1	2	3	4	5
13	I would contact the company for O'Cola drink purchase	1	2	3	4	5
14	I would revisit the O'Cola drink advertisement	1	2	3	4	5
15	I would intend to purchase the O'Cola drink product from the advertisement information	1	2	3	4	5

Section J: Brand Awareness (BA)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I know what O'Cola brand stands for in terms of quality	1	2	3	4	5
2	I have an understanding about O'Cola brand.	1	2	3	4	5
3	I have seen O'Cola brand previously	1	2	3	4	5
4	I cannot name the brands in O'cola product class	1	2	3	4	5
5	I can recognize O'Cola brand among other competing brands.	1	2	3	4	5
6	I am aware of O'Cola brand.	1	2	3	4	5
7	Some characteristics of O'Cola brand come to my mind quickly.	1	2	3	4	5
8	I can quickly recall the symbol or logo of O'Cola brand.	1	2	3	4	5
9	I have difficulty in imagining O'Cola brand in my mind.	1	2	3	4	5

Section K: Brand Image (BI)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The advertisement assists me to recognize the quality of O'Cola brand	1	2	3	4	5
2	The advertisement helps create a positive evaluation toward O'Cola brand	1	2	3	4	5
3	The advertisement strengthens my favourable assessment of O'Cola brand	1	2	3	4	5
4	O'Cola is a brand that is well-managed	1	2	3	4	5
5	O'Cola advertisement is a successful promotion	1	2	3	4	5

6	O'Cola brand is a reliable choice	**1**	**2**	**3**	**4**	**5**
7	O'Cola cares for the customers' best interest	**1**	**2**	**3**	**4**	**5**
8	O'Cola brand has a good image	**1**	**2**	**3**	**4**	**5**
9	O'Cola brand shows the standard for quality	**1**	**2**	**3**	**4**	**5**
10	O'Cola brand stands out as a soft drink industry with quality	**1**	**2**	**3**	**4**	**5**
11	O'Cola brand is a fascinating product	**1**	**2**	**3**	**4**	**5**

Section L: Brand Purchase Intention (BPI)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
1	Based on the printed advertisement of the O'Cola, the likelihood of purchasing the brand is higher	**1**	**2**	**3**	**4**	**5**
2	I will consider/continue? buying O'Cola brand based on the printed advertisement	**1**	**2**	**3**	**4**	**5**
3	After I saw the printed advertisement I would think of buying O'Cola brand/ reinforce my thinking of continue purchasing?	**1**	**2**	**3**	**4**	**5**
4	Based on the printed advertisement, the probability that I prefer to buy O'Cola brand is increase	**1**	**2**	**3**	**4**	**5**
5	My willingness to buy the O'Cola brand in the printed advertisement is higher	**1**	**2**	**3**	**4**	**5**

Thank you for your cooperation

Appendix. C: Questionnaire (Online Banner Advertisement)

Set B (High involvement)

Title: The Antecedents and Consequences of Online Advertisement on Brand Equity

Dear respondents

I am Salem Mohamed S. Busen a Doctoral candidate in the department of Communication Universiti Utara Malaysia. I am conducting a research on the Antecedents and Consequences of Online Advertisement on Brand equity. You have been selected as one of the respondents. Your cooperation will be highly appreciated in providing answers to the following questions as honestly as possible.

CONFIDENTIALITY

The information you provide will be strictly confidential. The data will be used for statistical purpose only and no single name will be disclosed. The success of this research depends on your cooperation. Thank you for your anticipated cooperation.

Salem Mohamed S. Busen
Department of Communication, School of MultiMedia Technology and Communication, Universiti Utara Malaysia
Telephone: +601 2911 3497.
Email: debo_debo10@yahoo.com

Introduction:

1. Before you answer the questions, please first open this link http://o-cola.com

containing the online banner advertisement of O'Cola , and then answer the questions

based on your perceptions of the advertisement.

2. Please take note that there is no right or wrong answers. What is important is your sincerity and cooperation. Just tick (√) or circle (O) where appropriate, the option that best represents your opinion.

3. The questionnaire will take between 20 and 25 minutes to complete.

SECTION A: RESPONDENTS' INFORMATION

Instruction: Please tick (√) the appropriate box.

2. Age (years)

5. ☐ Less than 25

6. ☐ 26-31

7. ☐ 32-37

8. ☐ More than 38

3. Gender

1. ☐ Male

2. ☐ Female

4. What is your income?

1. ☐ Below 200USD

2. ☐ 201 – 300USD

3. ☐ 301 – 400USD

4. ☐ 401USD - above

4. Present Educational pursuit

1. ☐ Diploma

2. ☐ Bachelor degree

3. ☐ Master degree

4. ☐ PhD

5. How many hours do you spend online every day? _____hours.

6. How long have you been using the Internet?

1. ☐ Less than 1 year

2. ☐ 2 to 4 years

3. ☐ More than 4 years

7. How many hours per day do you spend to search for online advertising products?

_____hours

8. Which of these drinks are you familiar with? (You may answer more than 1)

☐ 1. Coca cola

☐ 2. O'Cola

☐ 3. Pepsi cola

Section B: Perceived Advertisement Credibility (PAC)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The content of the O'Cola online banner advertisement is attractive	1	2	3	4	5
2	The information in the O'Cola online banner advertisement is believable	1	2	3	4	5
3	The information in the O'Cola online banner advertisement is honest	1	2	3	4	5
4	The information in the O'Cola online banner advertisement is objective	1	2	3	4	5
5	The information in the O'Cola online banner advertisement is not credible	1	2	3	4	5
6	The information in the O'Cola online banner advertisement has a high level of expertise	1	2	3	4	5
7	The information in the O'Cola online banner advertisement is authentic	1	2	3	4	5
8	After viewing the online banner advertisement, many people will want to buy O'Cola	1	2	3	4	5

Section C: Message Appeal (MA)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The O'Cola online banner advertisement tries to engage my senses	1	2	3	4	5
2	Messages in the O'Cola online banner advertisement are interesting	1	2	3	4	5
3	The O'Cola online banner advertisement lacks sensory appeal for me	1	2	3	4	5
4	The O'Cola online banner advertisement tries to put me in a	1	2	3	4	5

	certain mood to like the brand					
5	The O'Cola online banner advertisement makes me respond in an emotional manner	**1**	**2**	**3**	**4**	**5**
6	The O'Cola online banner advertisement does not try to appeal to feelings for me	**1**	**2**	**3**	**4**	**5**
7	The O'Cola online banner advertisement tries to trick me	**1**	**2**	**3**	**4**	**5**
8	The O'Cola online banner advertisement stimulates my curiosity	**1**	**2**	**3**	**4**	**5**
9	The O'Cola online banner advertisement does not try to appeal to my creative thinking	**1**	**2**	**3**	**4**	**5**
10	The O'Cola online banner advertisement tries to make me think about my lifestyle	**1**	**2**	**3**	**4**	**5**
11	The O'Cola online banner advertisement reminds me of activities I can do	**1**	**2**	**3**	**4**	**5**
12	The O'Cola online banner advertisement does not try to make me think about actions	**1**	**2**	**3**	**4**	**5**
13	The O'Cola online banner advertisement tries to get me to think about relationships	**1**	**2**	**3**	**4**	**5**
14	I can relate to other people through the O'Cola online banner advertisement	**1**	**2**	**3**	**4**	**5**
15	The online banner advertisement tries to remind me of social rules	**1**	**2**	**3**	**4**	**5**

Section D: Argument Quality (AQ)
Instruction: Please answer based on the following scales 1=Strongly Disagree,
2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The tagline (My Choice) message is a reason the O'Cola online banner advertisement is believable to me	1	2	3	4	5
2	The tagline (My Choice) is a reason the O'Cola online banner advertisement is convincing	1	2	3	4	5
3	The tagline (My Choice) is a reason the O'Cola online banner advertisement is important to me	1	2	3	4	5
4	The tagline (My Choice) on the online banner advertisement helped me to be confident about the O'Cola	1	2	3	4	5
5	The tagline (My Choice) would help my friends about the O'Cola online banner advertisement	1	2	3	4	5
6	The O'Cola tagline (My Choice) put thoughts in my mind about wanting to buy the brand	1	2	3	4	5
7	I agree with O'Cola tagline (My Choice)	1	2	3	4	5
8	The O'Cola message is the reason the online banner advertisement is strong	1	2	3	4	5

Section E: Consumer Enjoyment (CE)
Instruction: Please answer based on the following scales 1=Strongly Disagree,
2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I really enjoy O'Cola brand	1	2	3	4	5
2	I like to go shopping to feel the quality of O'Cola brand	1	2	3	4	5
3	I feel privileged that I can buy O'Cola brand	1	2	3	4	5
4	I feel happy any time I take O'Cola drink	1	2	3	4	5
5	I have fun with O'Cola brand	1	2	3	4	5
6	O'Cola brand really excites me	1	2	3	4	5

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7	The package (My Choice) of O'Cola brand makes me happy	1	2	3	4	5
8	I sometimes get disappointed with O'Cola brand	1	2	3	4	5
9	O'Cola brand is not attractive to me	1	2	3	4	5
10	O'Cola brand makes me happy	1	2	3	4	5
11	People are jealous of me because of O'Cola brand	1	2	3	4	5
12	Sometimes I feel a certain level of worry using O'Cola brand	1	2	3	4	5

Section F: Consumer's Commitment (CC)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	After I saw the online banner advertisement, I feel like I have a bond with O'Cola brand	1	2	3	4	5
2	After I saw the online banner advertisement, I am devoted to O'Cola drink	1	2	3	4	5
3	I have strong support for O'Cola brand	1	2	3	4	5
4	After I saw the online banner advertisement, I am confident that my relationship with O'Cola brand will last a long time	1	2	3	4	5
5	After I saw the online banner advertisement, I can trust on O'Cola brand	1	2	3	4	5
6	I have an impression of a close association with O'Cola brand	1	2	3	4	5
7	After I saw the online banner advertisement, I feel I would keep on with O'Cola brand	1	2	3	4	5
8	I think I will keep using O'Cola brand for years	1	2	3	4	5
9	I would be disappointed if O'Cola brand was no longer available	1	2	3	4	5
10	I will always trust O'Cola brand	1	2	3	4	5
11	I feel at ease with O'Cola brand	1	2	3	4	5

12	I feel fulfilled with O'Cola brand	1	2	3	4	5
13	I like O'Cola brand even if I'm not using it	1	2	3	4	5
14	I like O'Cola brand because I don't need to think of alternatives drink	1	2	3	4	5
15	I feel emotionally close to O'Cola brand	1	2	3	4	5

Section G: Brand's Empathy (BE)
Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	O'Cola brand recognizes a lot about me	1	2	3	4	5
2	O'Cola brand satisfies my drink taste	1	2	3	4	5
3	O'Cola brand offers deals that I really can relate to	1	2	3	4	5
4	O'Cola brand does not forget my good moments as a customer	1	2	3	4	5
5	O'Cola brand makes me feel closer to brand.	1	2	3	4	5
6	I don't like getting e-mails from O'Cola brand.	1	2	3	4	5

Section H: Interactivity (INT)
Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I felt that I had a lot of control over O'Cola online banner advertisement	1	2	3	4	5
2	While I was on the O'Cola advertisement online, I could choose freely what I wanted to see	1	2	3	4	5
3	The O'Cola online banner advertisement in giving me feedback	1	2	3	4	5
4	This O'Cola online banner advertisement facilitates mutual communication between me and the brand	1	2	3	4	5
5	It is not difficult to offer feedback to	1	2	3	4	5

	the O'Cola online banner advertisement					
6	The O'Cola online banner advertisement makes me feel it wants to listen to its visitors	1	2	3	4	5
7	The O'Cola online banner advertisement gives visitors the opportunity to interact with the advertisement	1	2	3	4	5
8	I was able to obtain the information I want without any delay from O'Cola online banner advertisement	1	2	3	4	5
9	When I clicked on the links on O'Cola online banner advertisement, I felt I was getting instantaneous information	1	2	3	4	5
10	O'Cola online banner advertisement was very slow in responding to my requests	1	2	3	4	5

Section I: Attitude towards Advertisement (ATA)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I think the O'Cola online banner advertisement is trustworthy	1	2	3	4	5
2	I think the O'Cola online banner advertisement is honest	1	2	3	4	5
3	I think the O'Cola online banner advertisement is believable	1	2	3	4	5
4	I think the O'Cola online banner advertisement is interesting	1	2	3	4	5
5	I think the O'Cola online banner advertisement is intelligent	1	2	3	4	5
6	I think the O'Cola online banner advertisement is eye-catching	1	2	3	4	5
7	I think the O'Cola online banner advertisement is friendly	1	2	3	4	5
8	I think the O'Cola online banner advertisement is appealing	1	2	3	4	5
9	I think the O'Cola online banner advertisement is entertaining	1	2	3	4	5
10	I think the O'Cola online banner advertisement stimulating	1	2	3	4	5

11	I would bookmark the O'Cola online banner advertisement as my favourite	1	2	3	4	5
12	I would recommend the O'Cola online banner advertisement to my friend	1	2	3	4	5
13	I would contact the company for O'Cola purchase	1	2	3	4	5
14	I would revisit the O'Cola online banner advertisement	1	2	3	4	5
15	I would intend to purchase the O'Cola product from the online banner advertisement link	1	2	3	4	5

Section J: Brand Awareness (BA)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I know what O'Cola brand stands for in terms of quality	1	2	3	4	5
2	I have an understanding about O'Cola brand	1	2	3	4	5
3	I have heard of O'Cola brand.	1	2	3	4	5
4	I cannot name the brands in O'Cola product class	1	2	3	4	5
5	I can recognize O'Cola brand among other competing brands	1	2	3	4	5
6	I am aware of O'Cola brand	1	2	3	4	5
7	Some characteristics of O'Cola brand come to my mind quickly	1	2	3	4	5
8	I can quickly recall the symbol or logo of O'Cola brand	1	2	3	4	5
9	I have difficulty in imagining O'Cola brand in my mind.	1	2	3	4	5

Section K: Brand Image (BI)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The online banner advertisement assists me to recognize the quality of O'Cola brand	1	2	3	4	5
2	The online banner advertisement helps create a positive evaluation toward O'Cola	1	2	3	4	5
3	The online banner advertisement strengthens a favorable assessment toward O'Cola	1	2	3	4	5
4	O'Cola is a brand that is well-managed	1	2	3	4	5
5	O'Cola online banner advertisement is a successful promotion	1	2	3	4	5
6	O'Cola brand is a reliable choice	1	2	3	4	5
7	O'Cola cares for the customers' best interest	1	2	3	4	5
8	O'Cola has a good image	1	2	3	4	5
9	O'Cola online banner advertisement shows the standard for quality	1	2	3	4	5
10	O'Cola brand stands out as a soft drink industry with quality	1	2	3	4	5
11	O'Cola brand is a fascinating product	1	2	3	4	5

Section L: Brand Purchase Intention (BPI)

Instruction: Please answer based on the following scales 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Items		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Based on the online banner advertisement of the O'Cola, the likelihood of purchasing the brand is higher	1	2	3	4	5
2	I will consider /continue? buying O'Cola brand based on the online banner advertisement	1	2	3	4	5
3	I would think of buying O'Cola	1	2	3	4	5

	brand/ reinforce my thinking of continue purchasing? after seeing the online banner advertisement					
4	Based on the online banner advertisement, the probability that I prefer to buy O'Cola brand is increase	**1**	**2**	**3**	**4**	**5**
5	My willingness to buy the O'Cola brand in the online banner advertisement is higher	**1**	**2**	**3**	**4**	**5**

Thank you for your cooperation

Appendix. D: Stimulus
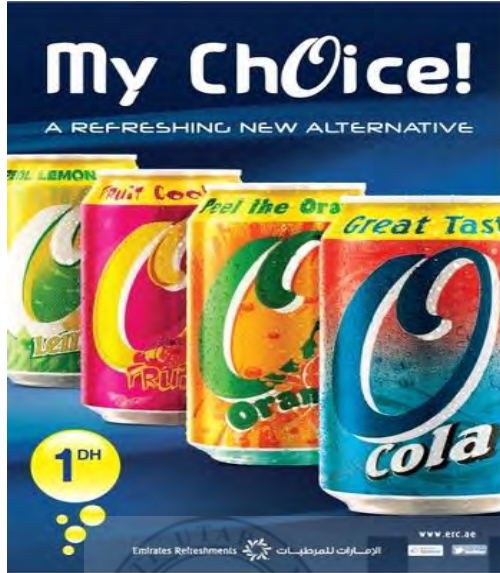
<table>
<tr><td align="center">**Stimulus A**</td><td align="center">**Stimulus B**</td></tr>
<tr><td></td><td></td></tr>
<tr><td align="center">**Stimulus C**</td><td align="center">**Stimulus D**</td></tr>
<tr><td></td><td></td></tr>
</table>

Appendix. E: Total Number of Libyan Students in Malaysia

Embassy of Libya
Kuala Lumpur
Malaysia

سفــارة لـيبيـا
كوالالمبور
ماليزيا

Our Ref:1401/1826

26th November,2014

To/Whom It may Concern,

The Embassy of Libya in Kuala Lumpur hereby writes to make reference to the total number of Libyan students studying in Malaysia.

Please, be informed that the total number of Libyan students holding a scholarship from the Libyan Ministry of Higher education and Scientific Research who are currently studying in Malaysia are 1503 (991 Males and 512 Females).Whereas, we have a total of 625 non-scholarship students who are awaiting for final approval of their scholarship from the Ministry of higher education and scientific research .

Thank you.

Yours faithfully,

Dr. Samir Karshman
Academic Attaché
Libyan Embassy

No. 6, Jalan Madge, Off Jalan Uthant, 55000 Kuala Lumpur, Malaysia. Tel: +603-21612908/21810016 Fax: +603-21413549
Email: libstam@yahoo.com

Embassy of Libya
Kuala Lumpur
Malaysia

سفارة ليبيا
كوالالمبور
ماليزيا

Our Ref:1401/1827

4ᵗʰ December,2014

To/Whom It may Concern,

The Embassy of Libya in Kuala Lumpur hereby writes to make reference to the total number of Libyan students studying in Malaysia.

Please, be informed that the Libyan students holding a scholarship from the Libyan Ministry of Higher education and Scientific Research who are currently studying in Malaysian Universities are distributed between public and private universities as shown in the following table:

No of Students	University name no
149	University Putra Malaysia 1
121	University Sains Islam Malaysia 2
235	University Kebangsaan Malaysia 3
7	University Malaysia Perlis 4
51	University Utara Malaysia 5
43	University Tun Hussein Onn Malaysia 6
77	University Technology Malaysia 7
67	University Sains Malaysia 8
85	Infrastructure University Kuala Lumpur 9
24	University Malaya 10
58	International Islamic University Malaysia 11

Embassy of Libya
Kuala Lumpur
Malaysia

سفــارة لــيبيــا
كوالالمبور
ماليزيا

22	Al-Hadinah International University 12
15	Management & Science University 13
34	UNITAR International University 14
55	LIMKOKWING UNIVERSITY 15
5	UNIVERSITI MALAYSIA PAHANG 16
5	Universiti Malaysia Terengganu 17
4	Universiti Teknikal Malaysia Melaka 18
4	LINCOLN UNIVERSITI COLLEGE 19
7	SEGI University 20
2	Multimedia University 21
2	Universiti Malaysia Sarawak 22
1	International Medical University Malaysia 23
4	Asia Pacific University 24
4	LINTON UNIVERSITY COLLEGE 25
1	UNIVERSITI TEKNOLOGI MARA 26
4	University Tun AbdulRazak 27
4	University Tenaga Nasional 28
2	Malaysia University of Science and 29 Technology
2	University of Malaya Center for Continuing 30 Education
2	UNIVERSITI PENDIDIKAN SULTAN IDRIS 31

Thank you.

Yours faithfully,

Dr. Samir Karshman
Academic Attaché

Appendix. F: Outliers

Multivariate outliers

Online Data		Print Data	
Cases	Outliers	Cases	Outliers
170	0.00119	46	0.01345
69	0.00126	24	0.02215
161	0.00136	182	0.0232
179	0.00379	4	0.02999
44	0.00486	111	0.04613
178	0.00717	10	0.05007
120	0.01155	41	0.05168
236	0.01376	262	0.06391
36	0.01711	116	0.06536
238	0.01763	129	0.07137
189	0.01828	138	0.09136
15	0.01901	212	0.09248
112	0.02005	264	0.09283
70	0.0242	222	0.09439
72	0.02729	62	0.09553
274	0.02909	78	0.09881
16	0.03064	12	0.10241
19	0.0388	171	0.10984
110	0.03932	128	0.11275
115	0.03946	19	0.11284
244	0.04049	173	0.11408
210	0.04843	164	0.11825
143	0.04844	271	0.12371
200	0.05187	81	0.12765
165	0.0535	284	0.1302
250	0.05628	274	0.13114
191	0.06022	248	0.13509
40	0.06033	51	0.13616
227	0.06167	102	0.13721
253	0.06324	40	0.1386
155	0.06632	180	0.14105
180	0.0719	57	0.14231
221	0.07285	72	0.15037
271	0.07474	245	0.15842
145	0.0781	277	0.1603
24	0.07869	190	0.16076
65	0.08075	272	0.1633
32	0.08261	69	0.16605
187	0.08619	133	0.16787

97	0.08923	23	0.1688
131	0.0935	118	0.16906
14	0.09618	30	0.17145
91	0.09995	52	0.19681
190	0.11074	259	0.19743
209	0.11618	147	0.19924
39	0.11722	1	0.20183
230	0.11899	31	0.20219
116	0.1216	22	0.21206
207	0.12357	256	0.23145
149	0.12547	181	0.23401
183	0.12564	92	0.23613
197	0.12567	238	0.23626
272	0.12698	113	0.23717
252	0.12846	151	0.2388
294	0.13029	71	0.24476
114	0.13657	193	0.24894
128	0.14549	167	0.25124
206	0.14783	44	0.25238
231	0.1483	263	0.26105
144	0.15313	260	0.26148
12	0.15743	295	0.26344
33	0.15826	160	0.26365
41	0.16117	16	0.26552
49	0.16255	77	0.26727
208	0.16496	282	0.27027
146	0.16933	98	0.27095
215	0.16979	286	0.28593
58	0.17045	95	0.29659
177	0.17535	50	0.30053
13	0.18153	94	0.3016
175	0.18277	158	0.30272
126	0.19187	55	0.30437
62	0.19568	276	0.30506
3	0.19878	216	0.30678
88	0.2053	123	0.30706
202	0.20705	250	0.30918
53	0.2128	21	0.30991
263	0.21541	197	0.31361
285	0.22123	194	0.32262
156	0.22246	117	0.32555
96	0.22716	90	0.32713
57	0.23004	163	0.32863
111	0.2326	8	0.33124
135	0.23325	124	0.33839

181	0.23364	33	0.34008
211	0.24154	244	0.34102
171	0.24718	154	0.34234
25	0.2482	210	0.34343
43	0.25214	97	0.34388
264	0.25752	213	0.35209
169	0.26296	168	0.35257
42	0.26482	281	0.36003
195	0.26531	88	0.36091
239	0.27209	195	0.36265
268	0.27282	125	0.36413
277	0.27511	268	0.37766
60	0.28124	61	0.38189
265	0.2825	6	0.38555
38	0.28681	47	0.3864
186	0.29077	150	0.38845
188	0.29282	49	0.39729
75	0.29579	38	0.40054
246	0.29722	294	0.41023
185	0.31	145	0.41957
119	0.31218	13	0.4259
193	0.32304	253	0.42772
273	0.32396	106	0.43489
289	0.32767	161	0.43918
86	0.33889	110	0.44975
17	0.34134	59	0.45025
194	0.3452	26	0.4585
266	0.34938	175	0.46187
201	0.34973	279	0.46473
136	0.36607	45	0.46743
1	0.36892	108	0.47471
196	0.37597	68	0.4859
80	0.3807	82	0.48604
73	0.38526	246	0.48615
71	0.39863	58	0.4912
167	0.40132	42	0.49426
48	0.409	146	0.49665
261	0.42479	73	0.49846
218	0.42901	60	0.49856
93	0.42976	191	0.50158
283	0.42997	36	0.50739
198	0.43452	89	0.50813
66	0.43885	189	0.50829
92	0.44654	266	0.5085
278	0.45331	86	0.50861

269	0.45377	188	0.51377
121	0.45602	176	0.51489
54	0.45668	239	0.51812
164	0.46155	27	0.52135
8	0.46565	283	0.52269
148	0.47528	25	0.52949
225	0.47588	85	0.53598
109	0.47742	67	0.53909
5	0.48452	289	0.53967
233	0.48893	104	0.54976
204	0.48936	107	0.5554
212	0.49312	28	0.55547
2	0.49946	270	0.55646
77	0.51664	87	0.56467
158	0.52063	63	0.565
157	0.52352	65	0.56605
281	0.52606	91	0.5678
133	0.52817	34	0.57238
259	0.52826	131	0.57255
34	0.53457	80	0.57551
129	0.53471	144	0.57956
130	0.53486	165	0.5797
153	0.5417	142	0.58054
137	0.54908	83	0.58518
284	0.55189	219	0.58935
103	0.56446	267	0.59458
174	0.57207	130	0.59795
243	0.57623	126	0.598
95	0.58075	186	0.59821
267	0.58213	32	0.60065
45	0.58625	9	0.61014
228	0.60051	2	0.61406
113	0.60914	265	0.61612
87	0.61	17	0.62082
140	0.61188	29	0.62479
90	0.61919	172	0.62502
192	0.62397	208	0.63512
229	0.62582	293	0.63552
292	0.63271	54	0.64138
245	0.63471	7	0.64268
291	0.64266	269	0.64722
260	0.64601	291	0.64825
217	0.65047	14	0.65046
262	0.65518	76	0.65094
205	0.65641	178	0.66692

11	0.66013	232	0.66876
134	0.66097	162	0.66896
168	0.66864	18	0.67067
226	0.66887	48	0.67262
214	0.66969	273	0.67417
22	0.67256	254	0.68058
118	0.68349	201	0.68194
224	0.68497	132	0.68359
9	0.68751	15	0.68393
29	0.69136	152	0.68499
282	0.69184	285	0.69047
199	0.70324	290	0.69599
173	0.70496	153	0.69769
290	0.70835	75	0.70187
251	0.71083	233	0.70599
82	0.7177	223	0.72325
67	0.7275	74	0.73306
254	0.72768	236	0.74509
83	0.73297	93	0.74743
74	0.73489	230	0.74909
220	0.73882	20	0.75147
154	0.73921	224	0.75154
176	0.74092	199	0.75456
6	0.74123	207	0.7554
26	0.74557	157	0.75704
127	0.74762	159	0.75749
150	0.74968	127	0.75913
21	0.74975	166	0.7625
276	0.75153	37	0.76381
255	0.75264	43	0.76541
275	0.76495	231	0.76671
152	0.76669	192	0.77515
248	0.78212	79	0.78167
47	0.78563	211	0.78357
234	0.7882	135	0.78502
94	0.78896	183	0.78593
84	0.79047	217	0.78843
280	0.79307	249	0.78875
108	0.79329	53	0.80101
61	0.79547	187	0.80258
184	0.79981	139	0.8028
172	0.8064	225	0.80647
242	0.80654	258	0.81456
258	0.80952	255	0.81633
28	0.80957	221	0.81811

151	0.8117	288	0.82548
270	0.81325	103	0.82893
64	0.81421	240	0.8361
63	0.81557	148	0.83623
102	0.8163	280	0.83906
159	0.82075	5	0.84166
18	0.82539	149	0.84624
216	0.82694	141	0.84864
107	0.83102	287	0.84967
163	0.8394	140	0.85001
293	0.84235	218	0.85278
241	0.84275	184	0.85376
232	0.84307	114	0.85532
79	0.84846	96	0.85811
142	0.85343	214	0.85853
222	0.85508	155	0.85945
287	0.85571	220	0.86382
35	0.86489	215	0.86692
288	0.86509	185	0.86902
203	0.86684	247	0.87288
247	0.86901	119	0.87457
256	0.88649	179	0.87519
279	0.89549	203	0.87542
68	0.8976	169	0.87814
81	0.9025	228	0.88096
219	0.90452	100	0.88479
117	0.90581	101	0.88665
122	0.91031	115	0.8928
182	0.9116	35	0.89388
55	0.91377	136	0.89813
162	0.91931	99	0.89834
160	0.91946	206	0.90196
237	0.92097	275	0.9039
124	0.92151	109	0.90762
7	0.92195	226	0.90992
30	0.92891	196	0.9143
20	0.9331	39	0.9146
104	0.9343	56	0.91828
27	0.93839	64	0.91852
37	0.9389	177	0.91985
105	0.94315	121	0.92204
46	0.94672	3	0.92314
85	0.94906	120	0.92592
223	0.95098	242	0.92604
23	0.95297	143	0.93311

249	0.95595	202	0.93443
213	0.95737	235	0.94029
286	0.96362	66	0.94393
106	0.96547	105	0.94559
59	0.96914	122	0.94561
78	0.97149	278	0.94649
235	0.97515	209	0.94789
240	0.97618	137	0.94871
56	0.98123	198	0.95319
166	0.98351	134	0.95546
99	0.98422	200	0.95632
100	0.98568	243	0.95852
52	0.98686	112	0.96014
138	0.98885	251	0.96057
139	0.98903	204	0.96077
101	0.9895	234	0.961
76	0.98993	292	0.96609
141	0.99005	252	0.9669
132	0.99083	11	0.9687
89	0.9919	170	0.97016
257	0.99655	241	0.97036
125	0.99665	70	0.97533
98	0.99682	156	0.97617
123	0.99693	84	0.97856
31	0.99729	174	0.99082
51	0.9999	229	0.99217
147	0.9999	205	0.99327
50	0.99991	237	0.9971
		227	0.99757
		257	0.99889
		261	0.99956

Appendix. G: Measurement Model

Factor Loadings of full measurement model of the study (For Print Advertisement)

Name	Label	Estimate
BPI1	BPI.	.701
BPI2	BPI.	.760
BPI3	BPI.	.711
BPI4	BPI.	.752
BPI5	BPI.	.577
BA2	BA.	.800
BA1	BA.	.830
BA3	BA.	.797
BA4	BA.	.875
BA5	BA.	.880
BA6	BA.	.882
BA7	BA.	.591
BA8	BA.	.533
BA9	BA.	.596
BI1	BI.	.658
BI2	BI.	.694
BI3	BI.	.709
BI4	BI.	.817
BI5	BI.	.839
BI6	BI.	.864
BI7	BI.	.837
BI8	BI.	.881
BI9	BI.	.735
BI10	BI.	.860
ATA2	ATA	.818
ATA1	ATA	.770
ATA3	ATA	.799
ATA4	ATA	.812
ATA5	ATA	.713
ATA6	ATA	.795
ATA7	ATA	.618
ATA8	ATA	.686

Name	Label	Estimate
ATA9	ATA	.635
ATA10	ATA	.652
ATA11	ATA	.673
ATA12	ATA	.754
ATA13	ATA	.691
ATA14	ATA	.685
ATA15	ATA	.660
CE2	CE.	.719
CE3	CE.	.809
CE4	CE.	.761
CE5	CE.	.838
CC9	CC.	.654
CC8	CC.	.722
CC7	CC.	.772
CC6	CC.	.819
CC5	CC.	.816
CC4	CC.	.825
CC3	CC.	.764
CC2	CC.	.777
BE1	BE.	.779
BE2	BE.	.825
BE3	BE.	.818
BE4	BE.	.615
BE5	BE.	.607
BE6	BE.	.544
AQ1	AQ.	.883
AQ2	AQ.	.845
AQ3	AQ.	.836
AQ4	AQ.	.855
AQ5	AQ.	.809
AQ6	AQ.	.827
AQ7	AQ.	.867
AQ8	AQ.	.818
PAC1	PAC.	.686
PAC2	PAC.	.607
PAC3	PAC.	.516

Name	Label	Estimate
PAC4	PAC.	.653
PAC5	PAC.	.712
PAC6	PAC.	.754
PAC7	PAC.	.847
PAC8	PAC.	.686
INT1	INT.	.782
INT2	INT.	.827
INT3	INT.	.795
INT4	INT.	.793
INT5	INT.	.834
INT6	INT.	.768
INT7	INT.	.743
INT8	INT.	.651
MA1	MA.	.738
MA2	MA.	.771
MA3	MA.	.706
MA4	MA.	.762
MA5	MA.	.732
MA6	MA.	.789
MA10	MA.	.832
MA11	MA.	.725
CE6	CE.	.737
CE7	CE.	.690
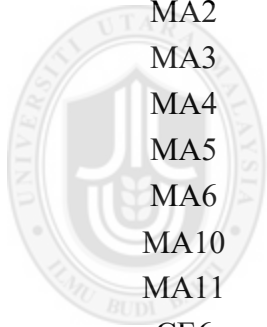
Factor Loadings of full measurement model of the study (online)

Name	Label	Estimate
BPI1	BPI.	.804
BPI2	BPI.	.780
BPI3	BPI.	.818
BPI4	BPI.	.696
BA2	BA.	.776
BA1	BA.	.753
BA3	BA.	.803
BA4	BA.	.786
BA5	BA.	.830
BA6	BA.	.831
BA7	BA.	.690
BA9	BA.	.702
BI1	BI.	.736
BI2	BI.	.764
BI3	BI.	.770
BI4	BI.	.673
BI5	BI.	.770
BI6	BI.	.784
BI7	BI.	.749
BI8	BI.	.761
BI9	BI.	.704
BI10	BI.	.759
ATA2	ATA	.675
ATA3	ATA	.815
ATA4	ATA	.615
ATA5	ATA	.864
ATA6	ATA	.857
ATA7	ATA	.633
ATA8	ATA	.638
ATA9	ATA	.817
ATA10	ATA	.723
ATA11	ATA	.818
ATA12	ATA	.632

Name	Label	Estimate
ATA13	ATA	.700
ATA14	ATA	.655
ATA15	ATA	.551
CE12	CE.	.828
CE11	CE.	.908
CE10	CE.	.874
CE9	CE.	.598
CC15	CC.	.567
CC14	CC.	.823
CC13	CC.	.772
CC12	CC.	.642
BE1	BE.	.787
BE3	BE.	.775
BE4	BE.	.657
BE5	BE.	.594
BE6	BE.	.562
BE2	BE	.830
AQ2	AQ.	.861
AQ3	AQ.	.842
AQ4	AQ.	.748
AQ5	AQ.	.511
AQ6	AQ.	.809
PAC1	PAC.	.740
PAC2	PAC.	.942
PAC3	PAC.	.663
PAC4	PAC.	.677
PAC6	PAC.	.668
PAC7	PAC.	.921
INT1	INT.	.724
INT2	INT.	.576
INT3	INT.	.815
INT4	INT.	.674
INT5	INT.	.822
INT6	INT.	.641

Name	Label	Estimate
INT7	INT.	.614
MA8	MA.	.624
MA9	MA.	.760
MA10	MA.	.782
MA11	MA.	.775
MA12	MA.	.790
MA13	MA.	.788
MA14	MA.	.696
MA15	MA.	.638
MA7	MA.	.683
MA6	MA.	.662
MA5	MA.	.619
MA4	MA.	.766
MA1	MA.	.566
BA8	BA.	.648
BPI5	BPI.	.540
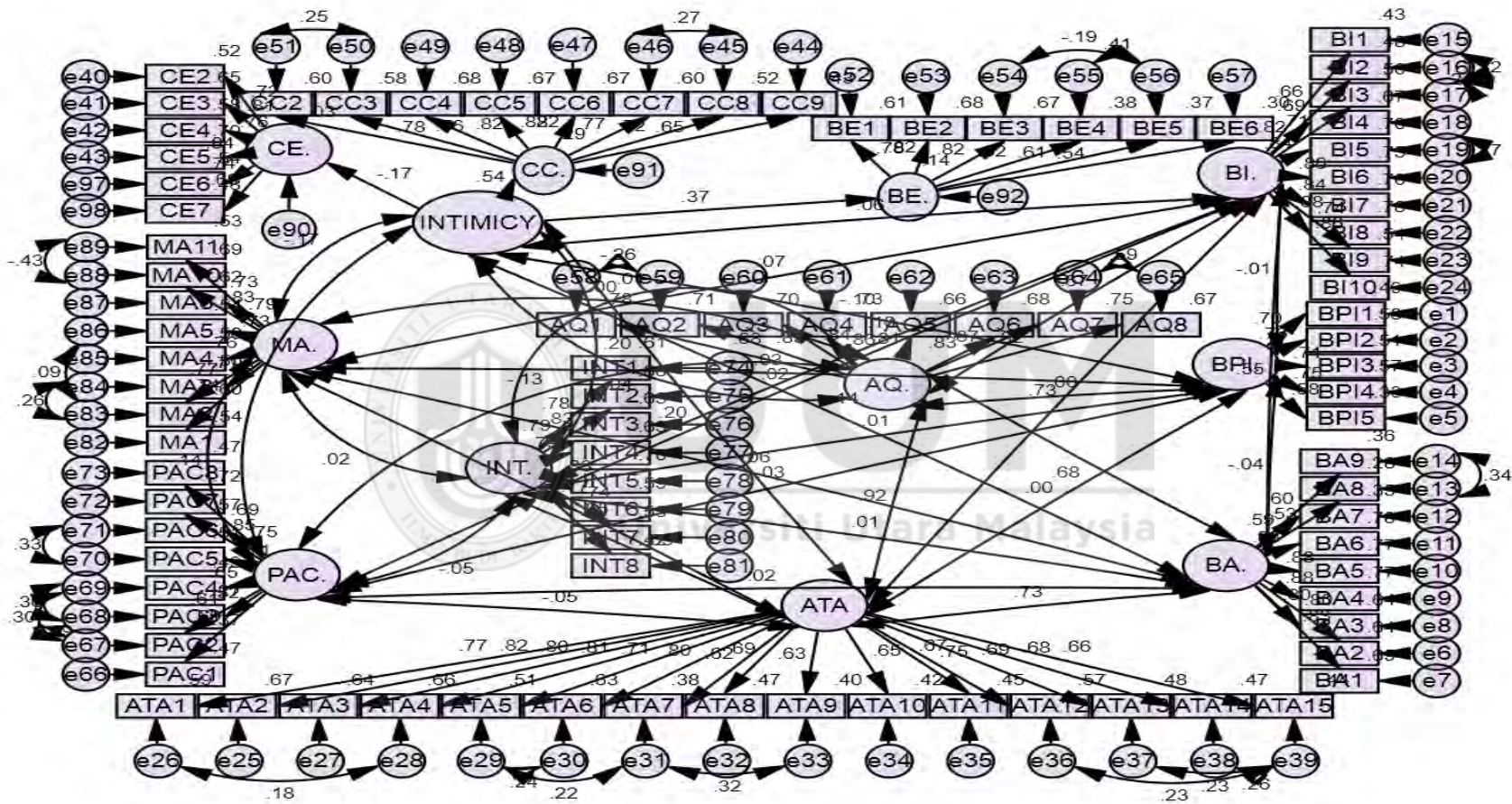
Figure 4.4
Measurement Model for Print Advertisement constructs
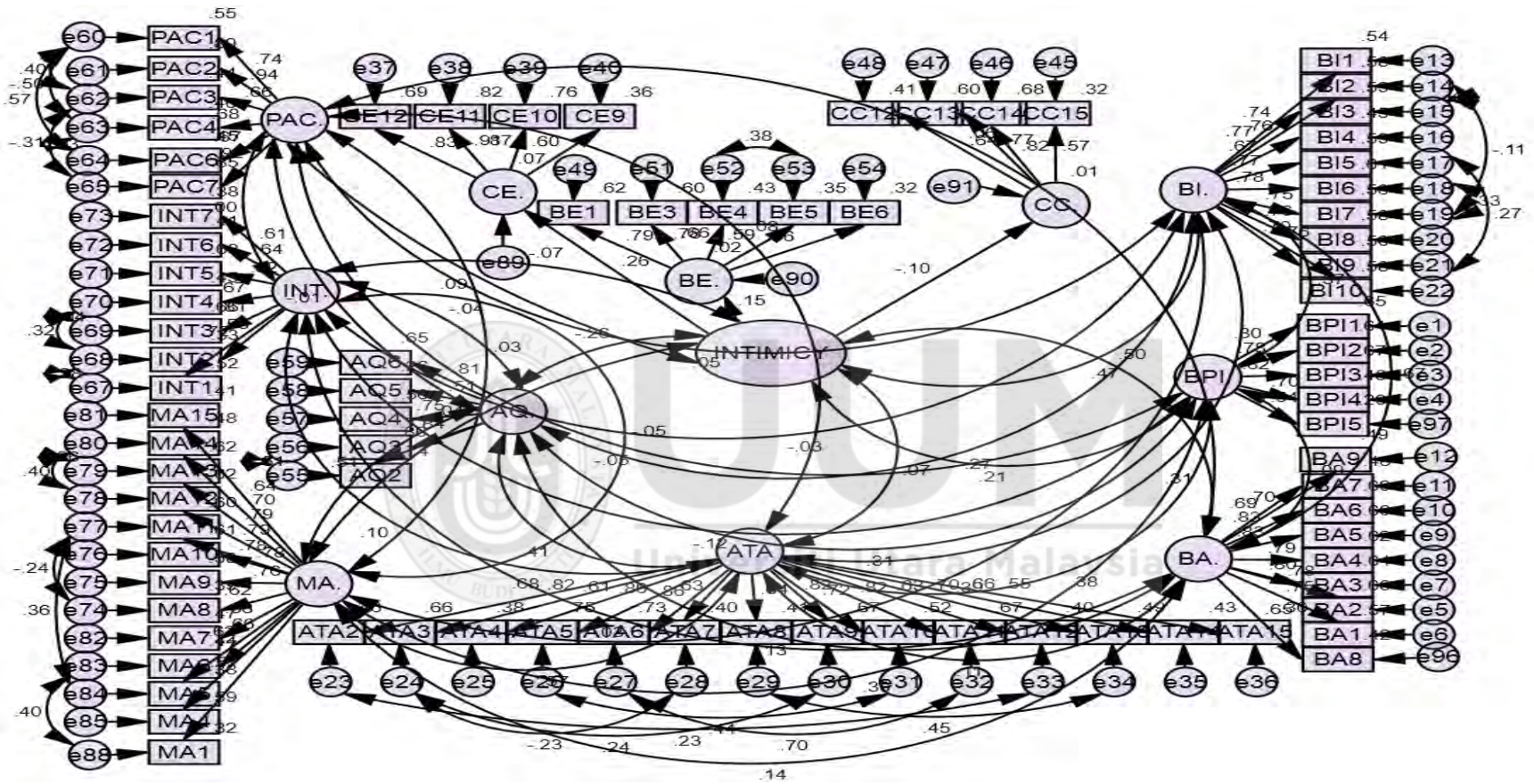
Figure 4.5
Measurement Model for Online Advertisement
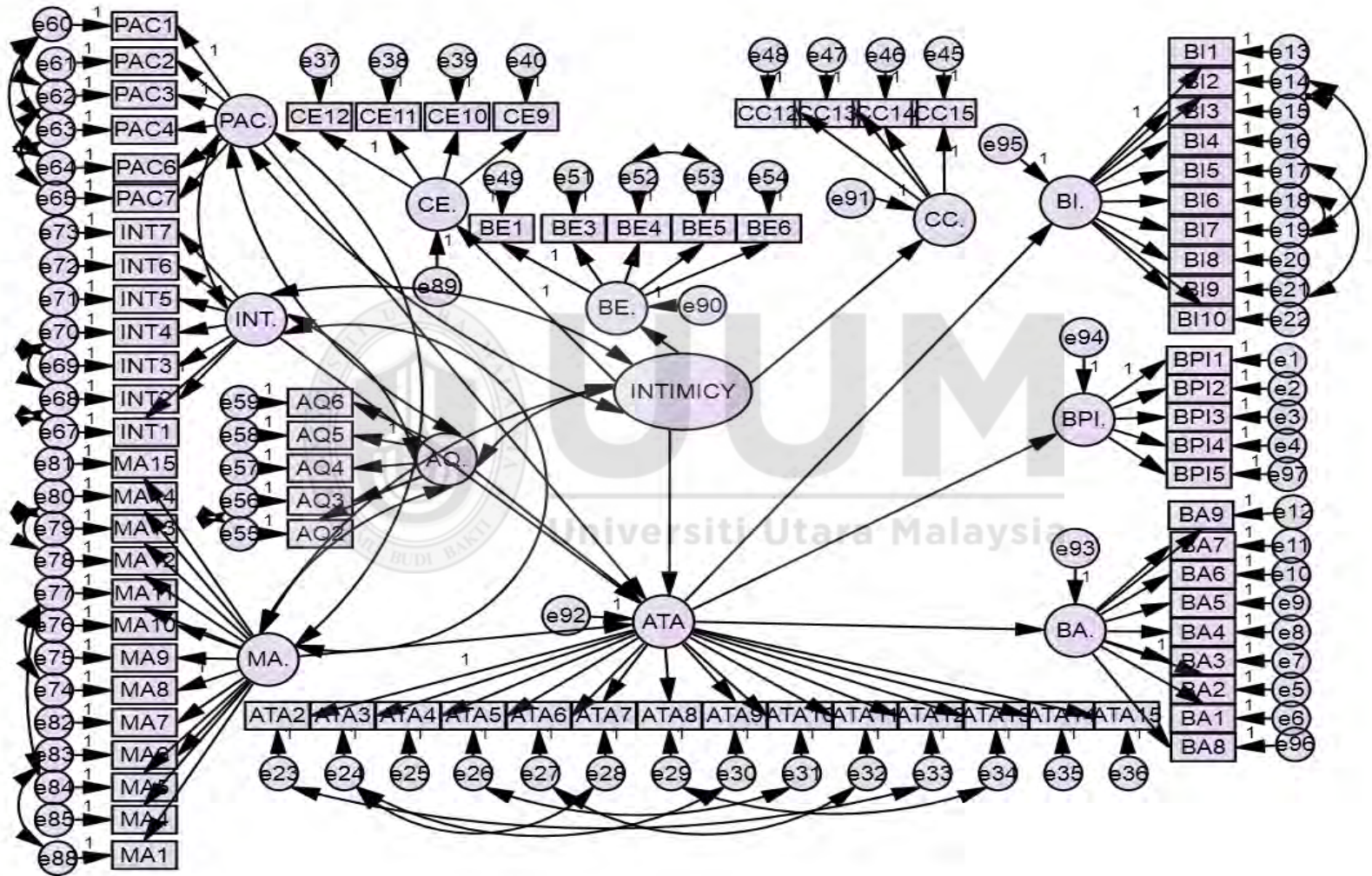
Figure 4.6
Baseline Full SR model for online data with all the proposed relationship of the study

Appendix. H: Assessment of Normality for Online Advertisement and Printed Advertisement

BOX PLOT

Online **Printed**
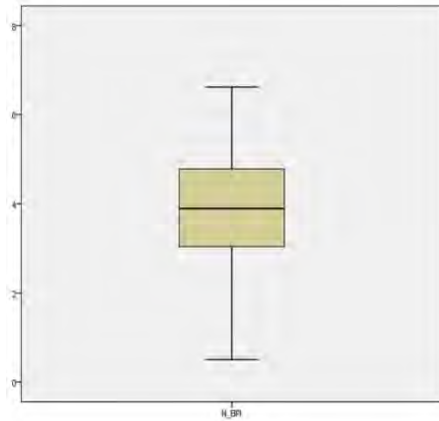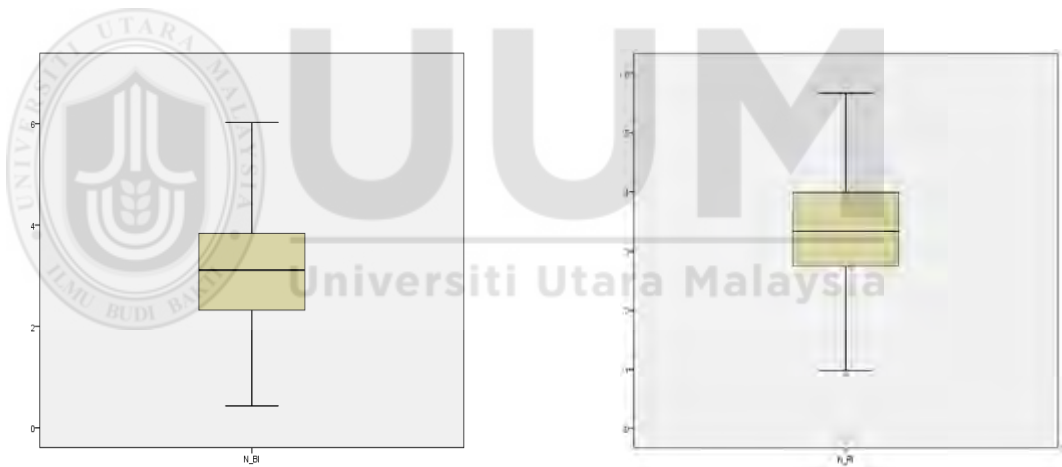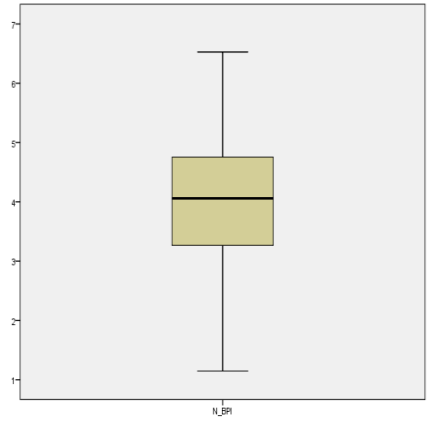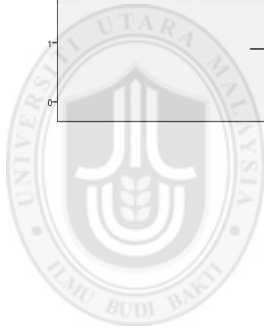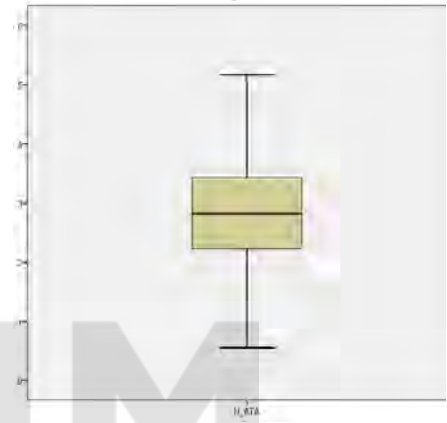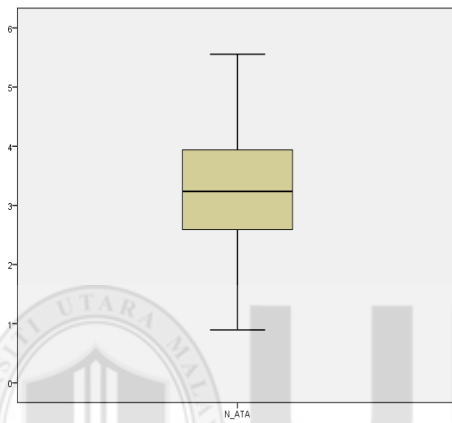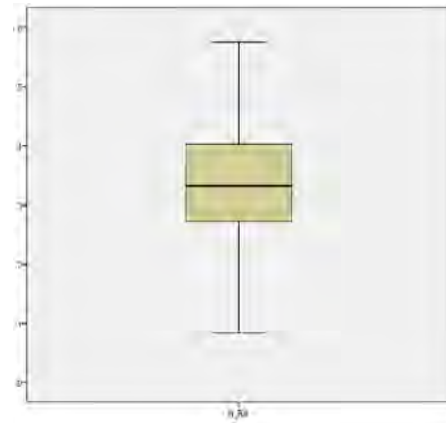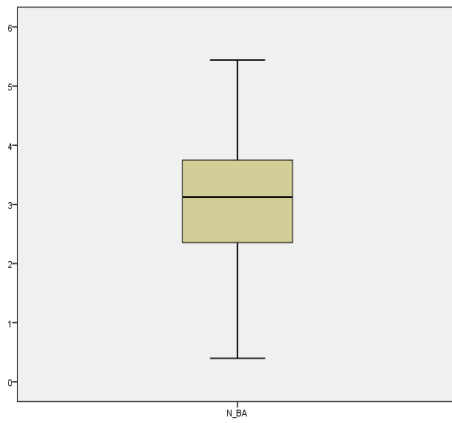
Appendix. I: Regression Weights:

Group number 1 - Default model

			Estimate	S.E.	C.R.	P	Label
ATA	<---	INTIMICY	.001	.005	.108	.914	par_102
ATA	<---	MA.	.481	.075	6.392	***	par_106
ATA	<---	AQ.	.152	.060	2.544	.011	par_107
ATA	<---	INT.	.085	.037	2.324	.020	par_108
ATA	<---	PAC.	.056	.045	1.237	.216	par_109
CC.	<---	INTIMICY	-.001	.005	-.108	.914	par_91
CE.	<---	INTIMICY	1.000				
BA.	<---	ATA	.196	.094	2.086	.037	par_103
BPI.	<---	ATA	.635	.109	5.814	***	par_104
BI.	<---	ATA	.444	.090	4.918	***	par_105
BE.	<---	INTIMICY	.000	.004	.107	.915	par_110
BPI1	<---	BPI.	1.000				
BPI2	<---	BPI.	.912	.067	13.656	***	par_1
BPI3	<---	BPI.	.965	.065	14.918	***	par_2
BPI4	<---	BPI.	.791	.067	11.842	***	par_3
BA2	<---	BA.	1.000				
BA1	<---	BA.	1.000	.073	13.693	***	par_4
BA3	<---	BA.	1.038	.070	14.886	***	par_5
BA4	<---	BA.	1.100	.076	14.399	***	par_6
BA5	<---	BA.	1.152	.075	15.384	***	par_7
BA6	<---	BA.	1.144	.074	15.517	***	par_8
BA7	<---	BA.	.857	.071	12.078	***	par_9
BA9	<---	BA.	.919	.074	12.354	***	par_10
BI1	<---	BI.	1.000				
BI2	<---	BI.	.996	.079	12.664	***	par_11

			Estimate	S.E.	C.R.	P	Label
BI3	<---	BI.	1.006	.079	12.728	***	par_12
BI4	<---	BI.	.941	.083	11.351	***	par_13
BI5	<---	BI.	1.112	.086	12.971	***	par_14
BI6	<---	BI.	1.115	.086	12.925	***	par_15
BI7	<---	BI.	.986	.079	12.408	***	par_16
BI8	<---	BI.	1.069	.085	12.540	***	par_17
BI9	<---	BI.	1.052	.089	11.820	***	par_18
BI10	<---	BI.	.911	.072	12.592	***	par_19
ATA2	<---	ATA	1.000				
ATA3	<---	ATA	1.282	.102	12.529	***	par_20
ATA4	<---	ATA	1.135	.117	9.712	***	par_21
ATA5	<---	ATA	1.509	.114	13.212	***	par_22
ATA6	<---	ATA	1.471	.112	13.106	***	par_23
ATA7	<---	ATA	1.129	.112	10.088	***	par_24
ATA8	<---	ATA	1.284	.126	10.157	***	par_25
ATA9	<---	ATA	1.303	.104	12.552	***	par_26
ATA10	<---	ATA	1.226	.109	11.229	***	par_27
ATA11	<---	ATA	1.440	.115	12.575	***	par_28
ATA12	<---	ATA	.932	.082	11.410	***	par_29
ATA13	<---	ATA	1.222	.112	10.954	***	par_30
ATA14	<---	ATA	1.035	.100	10.372	***	par_31
ATA15	<---	ATA	1.114	.126	8.809	***	par_32
CE12	<---	CE.	1.000				
CE11	<---	CE.	1.087	.059	18.324	***	par_33
CE10	<---	CE.	.982	.055	17.948	***	par_34
CE9	<---	CE.	.721	.067	10.720	***	par_35
CC15	<---	CC.	1.000				

			Estimate	S.E.	C.R.	P	Label
CC14	<---	CC.	1.311	.141	9.297	***	par_36
CC13	<---	CC.	1.282	.150	8.518	***	par_37
CC12	<---	CC.	1.071	.136	7.858	***	par_38
BE1	<---	BE.	1.000				
BE3	<---	BE.	1.030	.084	12.278	***	par_39
BE4	<---	BE.	.935	.100	9.378	***	par_40
BE5	<---	BE.	.811	.093	8.739	***	par_41
BE6	<---	BE.	.692	.083	8.292	***	par_42
AQ2	<---	AQ.	1.458	.163	8.945	***	par_43
AQ3	<---	AQ.	1.295	.145	8.941	***	par_44
AQ4	<---	AQ.	1.221	.142	8.580	***	par_45
AQ5	<---	AQ.	1.000				
AQ6	<---	AQ.	1.454	.163	8.901	***	par_46
PAC1	<---	PAC.	1.000				
PAC2	<---	PAC.	1.181	.070	16.855	***	par_47
PAC3	<---	PAC.	1.000				
PAC4	<---	PAC.	1.326	.131	10.096	***	par_48
PAC6	<---	PAC.	.905	.055	16.367	***	par_49
PAC7	<---	PAC.	1.023	.066	15.414	***	par_50
INT1	<---	INT.	1.000				
INT2	<---	INT.	.732	.069	10.565	***	par_51
INT3	<---	INT.	1.099	.085	12.996	***	par_52
INT4	<---	INT.	.847	.082	10.388	***	par_53
INT5	<---	INT.	1.095	.085	12.828	***	par_54
INT6	<---	INT.	.881	.086	10.189	***	par_55
INT7	<---	INT.	.908	.093	9.789	***	par_56
MA8	<---	MA.	1.000				

			Estimate	S.E.	C.R.	P	Label
MA9	<---	MA.	1.268	.118	10.771	***	par_57
MA10	<---	MA.	1.455	.133	10.974	***	par_58
MA11	<---	MA.	1.083	.109	9.902	***	par_59
MA12	<---	MA.	1.252	.114	11.005	***	par_60
MA13	<---	MA.	1.305	.119	10.988	***	par_61
MA14	<---	MA.	1.190	.119	10.026	***	par_62
MA15	<---	MA.	1.064	.114	9.347	***	par_63
MA7	<---	MA.	1.068	.108	9.852	***	par_64
MA6	<---	MA.	1.157	.120	9.641	***	par_65
MA5	<---	MA.	.915	.100	9.170	***	par_66
MA4	<---	MA.	1.202	.111	10.877	***	par_67
MA1	<---	MA.	.916	.108	8.511	***	par_68
BA8	<---	BA.	.830	.074	11.189	***	par_114
BPI5	<---	BPI.	.690	.077	8.995	***	par_115

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
ATA	<---	INTIMICY	.008
ATA	<---	MA.	.503
ATA	<---	AQ.	.163
ATA	<---	INT.	.126
ATA	<---	PAC.	.063
CC.	<---	INTIMICY	-.007
CE.	<---	INTIMICY	8.881
BA.	<---	ATA	.132
BPI.	<---	ATA	.394
BI.	<---	ATA	.329
BE.	<---	INTIMICY	.005
BPI1	<---	BPI.	.802

			Estimate
BPI2	<---	BPI.	.775
BPI3	<---	BPI.	.824
BPI4	<---	BPI.	.695
BA2	<---	BA.	.775
BA1	<---	BA.	.756
BA3	<---	BA.	.807
BA4	<---	BA.	.794
BA5	<---	BA.	.831
BA6	<---	BA.	.836
BA7	<---	BA.	.677
BA9	<---	BA.	.693
BI1	<---	BI.	.730
BI2	<---	BI.	.749
BI3	<---	BI.	.755
BI4	<---	BI.	.673
BI5	<---	BI.	.787
BI6	<---	BI.	.788
BI7	<---	BI.	.765
BI8	<---	BI.	.755
BI9	<---	BI.	.719
BI10	<---	BI.	.757
ATA2	<---	ATA	.675
ATA3	<---	ATA	.815
ATA4	<---	ATA	.614
ATA5	<---	ATA	.861
ATA6	<---	ATA	.855
ATA7	<---	ATA	.635
ATA8	<---	ATA	.640
ATA9	<---	ATA	.816
ATA10	<---	ATA	.720
ATA11	<---	ATA	.816
ATA12	<---	ATA	.634
ATA13	<---	ATA	.700

			Estimate
ATA14	<---	ATA	.655
ATA15	<---	ATA	.550
CE12	<---	CE.	.828
CE11	<---	CE.	.909
CE10	<---	CE.	.874
CE9	<---	CE.	.597
CC15	<---	CC.	.569
CC14	<---	CC.	.823
CC13	<---	CC.	.772
CC12	<---	CC.	.641
BE1	<---	BE.	.791
BE3	<---	BE.	.772
BE4	<---	BE.	.655
BE5	<---	BE.	.596
BE6	<---	BE.	.561
AQ2	<---	AQ.	.862
AQ3	<---	AQ.	.842
AQ4	<---	AQ.	.748
AQ5	<---	AQ.	.510
AQ6	<---	AQ.	.808
PAC1	<---	PAC.	.740
PAC2	<---	PAC.	.942
PAC3	<---	PAC.	.664
PAC4	<---	PAC.	.677
PAC6	<---	PAC.	.669
PAC7	<---	PAC.	.921
INT1	<---	INT.	.723
INT2	<---	INT.	.576
INT3	<---	INT.	.817
INT4	<---	INT.	.673
INT5	<---	INT.	.823
INT6	<---	INT.	.640

365

			Estimate
INT7	<---	INT.	.612
MA8	<---	MA.	.624
MA9	<---	MA.	.763
MA10	<---	MA.	.784
MA11	<---	MA.	.775
MA12	<---	MA.	.790
MA13	<---	MA.	.787
MA14	<---	MA.	.696
MA15	<---	MA.	.637
MA7	<---	MA.	.681
MA6	<---	MA.	.660
MA5	<---	MA.	.618
MA4	<---	MA.	.766
MA1	<---	MA.	.563
BA8	<---	BA.	.637
BPI5	<---	BPI.	.541

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	209	4542.910	3194	.000	1.422
Saturated model	3403	.000	0		
Independence model	82	18097.912	3321	.000	5.450

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.749	.739	.909	.905	.909
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.038	.036	.041	1.000
Independence model	.124	.122	.125	.000

367

Appendix. J: Exploratory Factor Analysis

Factor analysis is the appropriate statistical technique to find out the smaller set of relatively large set of variables to find out the accurate reliability and validity of the scales. This procedure groups the items of variables on the base of the correlations and it is an excellent statistical technique to determine the underlying structure of the questionnaire. Items that correlate with another, share the same dimensions to reveal the composite variables. Such composite variables are also described as factors. For conducting the factor analysis, it is mandatory to check whether the sample is suitable or not. Therefore, in the present study data has been screened from the missing value and outliers and along with these assumptions all the 114 items of variables been measured on the Likert scale and it fulfills the requirement of factor analysis. For factor analysis, it is also necessary to have the sufficient sample size. In the current study sample size for online data is 292 and for print data is 295 and it is permissible for the factor analysis. Hair, Black, Babin, & Anderson (2010) stated that the minimum sample size should not less than 50 and preferably the data should be larger than 100. For performing exploratory there are some statistical techniques available to check the level of correlation of the variable such as Kaiser Meyer Oklin value should be greater than the suggested value of 0.60 by Chang et al. (2008)and also Bartlett's test of Sphericity should be significant (Pallant, 2007).

Exploratory Factor Analysis of Perceived Advertisement Credibility (PAC)

The eight items of PAC for both online and printed data were executed to principal component analysis using SPSS version 20. After running the EFA, the 1 item of PAC for online data variable was excluded due to low factor loading less than 0.50.

After excluding the one item with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50 as shown in table. Contrary to online data, all the items of PAC for print data were loaded above 0.50 as shown in table. The values of Cronbach's alpha calculated for the items of PAC online data and print data are 0.868 and 0.888 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of PAC for online and print data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of PAC for both online and printed data depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of PCA

PAC Online	Factor Loading	PAC Print	Factor Loading
PAC2	.913	PAC7	.821
PAC1	.895	PAC6	.791
PAC7	.873	PAC5	.771
PAC6	.831	PAC4	.751
PAC3	.692	PAC2	.745
PAC4	.570	PAC8	.719
PAC5	.528	PAC1	.708
		PAC3	.685
Cronbach's Alpha	0.868	Cronbach's Alpha	0.888
Eigenvalues	4.169	Eigenvalues	4.503
Cumulative %	59.554	Cumulative %	56.291
Kaiser Meyer Oklin Measure of Sample Adequacy	.692	Kaiser Meyer Oklin Measure of Sample Adequacy	.874
Bartlett's test of Sphericity Approx. Chi-Square	1648.561	Bartlett's test of Sphericity Approx. Chi-Square	1167.437
Sig.	.000	Sig.	.000

Exploratory Factor Analysis of Message Appeal (MA)

The fifteen items of MA for online data and twelve items of MA for printed data were executed to principal component analysis using SPSS version 20. After running the EFA, all the items of MA for online data were loaded above 0.50 as shown in table 4.8 and four items of MA for print data variable was excluded due to low factor loading less than 0.50 (refer appendix B). After excluding the four items with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the items of MA online data and print data are 0.929 and 0.915 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of MA for online and print data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of MA for both online and printed data depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of MA

MA Online	Factor Loading	MA Print	Factor Loading
MA12	.804	MA2	.827
MA13	.803	MA10	.823
MA11	.787	MA6	.816
MA4	.778	MA4	.798
MA9	.776	MA5	.788
MA10	.766	MA3	.776
MA14	.726	MA1	.766
MA7	.726	MA11	.735
MA6	.708		
MA5	.675		

MA15	.651		
MA8	.647		
MA1	.638		
MA3	.573		
MA2	.569		
Cronbach's Alpha	0.929	Cronbach's Alpha	0.915
Eigenvalues	7.618	Eigenvalues	5.015
Cumulative %	50.788	Cumulative %	62.685
Kaiser Meyer Oklin Measure of Sample Adequacy	.922	Kaiser Meyer Oklin Measure of Sample Adequacy	.910
Bartlett's test of Sphericity Approx. Chi-Square	2524.674	Bartlett's test of Sphericity Approx. Chi-Square	1373.559
Sig.	.000	Sig.	.000

Exploratory Factor Analysis of Argument Quality (AQ)

The eight items of AQ for both online and print data were executed to principal component analysis using SPSS version 20. After running the EFA, all the items of AQ for print data were loaded above 0.50 and four three of AQ for online data variable was excluded due to low factor loading less than 0.50. After excluding the three items with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the items of AQ for online data and print data are 0.849 and 0.950 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of AQ for online and print data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of AQ for both online and printed data depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of AQ

AQ Online	Factor Loading	AQ Print	Factor Loading
AQ6	.863	AQ1	.887
AQ2	.850	AQ4	.872
AQ3	.843	AQ2	.868
AQ4	.823	AQ3	.864
AQ5	.600	AQ6	.863
		AQ7	.861
		AQ5	.854
		AQ8	.815
Cronbach's Alpha	0.849	Cronbach's Alpha	0.950
Eigen values	3.217	Eigen values	5.928
Cumulative %	64.334	Cumulative %	74.097
Kaiser Meyer Oklin Measure of Sample Adequacy	.831	Kaiser Meyer Oklin Measure of Sample Adequacy	.921
Bartlett's test of Sphericity Approx. Chi-Square	685.332	Bartlett's test of Sphericity Approx. Chi-Square	2096.898
Sig.	.000	Sig.	.000

Exploratory Factor Analysis of Intimacy for online data

The items of intimacy had three dimensions such as consumer enjoyment (CE), consumer commitment (CC) and brand's empathy (BE) for online data. Twelve items of CE, fifteen items of CC and six items of BE for online data were executed to principal component analysis using SPSS version 20. After running the EFA, all the items of BE for online data were loaded above 0.50 as shown in table 4.10. Eight items of CE and seven items of CC for online data were excluded due to low factor loading less than 0.50 (refer appendix B). After excluding the eight items of CE and seven items of CC for online data with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the three dimensions of intimacy such as consumer enjoyment

(CE), consumer commitment (CC) and brand's empathy (BE) for online data are 0.875, 0.787 and 0.860 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of intimacy for online data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of the three dimension of intimacy for online depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of Intimacy Online

Items	BE	CE	CC
BE2	.815		
BE1	.799		
BE3	.798		
BE4	.760		
BE5	.740		
BE6	.679		
CE11		.913	
CE10		.892	
CE12		.878	
CE9		.723	
CC14			.831
CC13			.793
CC12			.770
CC15			.672
CC10			.609
Cronbach's Alpha	0.860	0.875	0.787
Eigenvalues	2.762		
Cumulative %	62.188		
Kaiser Meyer Oklin Measure of Sample Adequacy	.796		
Bartlett's test of Sphericity Approx. Chi-Square	1966.662		
Sig.	.000		

Exploratory Factor Analysis of Intimacy for print data

The items of intimacy had three dimensions such as consumer enjoyment (CE), consumer commitment (CC) and brand's empathy (BE) for print data. Twelve items of CE, fifteen items of CC and six items of BE for online data were executed to principal component analysis using SPSS version 20. After running the EFA, all the items of BE for online data were loaded above 0.50. Eight items of CE and seven items of CC for online data were excluded due to low factor loading less than 0.50. After excluding the six items of CE and seven items of CC for online data with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the three dimensions of intimacy such as consumer enjoyment (CE), consumer commitment (CC) and brand's empathy (BE) for online data are 0.875, 0.787 and 0.860 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of intimacy for print data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of the three dimension of intimacy for print depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of Intimacy Print

Items	BE	CE	CC
CC6	.830		
CC5	.830		
CC7	.827		
CC4	.827		
CC2	.809		
CC3	.801		
CC8	.783		

CC9	.696		
CE5		.857	
CE3		.829	
CE4		.801	
CE6		.793	
CE2		.775	
CE7		.761	
BE2			.819
BE1			.801
BE3			.798
BE4			.743
BE5			.730
BE6			.673
Cronbach's Alpha	0.922	0.890	0.859
Eigenvalues	3.194		
Cumulative %	63.436		
Kaiser Meyer Oklin Measure of Sample Adequacy	.878		
Bartlett's test of Sphericity Approx. Chi-Square	3331.689		
Sig.	.000		

Exploratory Factor Analysis of Attitude towards Advertisement (ATA)

The fifteen items of ATA for both online and print data were executed to principal component analysis using SPSS version 20. After running the EFA, all the items of ATA for print data were loaded above 0.50 and one item of ATA for online data was excluded due to low factor loading less than 0.50. After excluding the one item of ATA for online with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50.

The values of Cronbach's alpha calculated for the items of ATA for online data and print data are 0.933 and 0.943 respectively which are above 0.70 based on

suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of ATA for online and print data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of ATA for both online and printed data depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of ATA

ATA Online	Factor Loading	ATA Print	Factor Loading
ATA6	.880	ATA6	.812
ATA5	.873	ATA4	.806
ATA11	.851	ATA2	.804
ATA9	.836	ATA3	.795
ATA3	.814	ATA12	.791
ATA10	.757	ATA1	.782
ATA13	.747	ATA5	.747
ATA2	.709	ATA14	.741
ATA8	.693	ATA13	.733
ATA14	.681	ATA15	.716
ATA12	.668	ATA11	.707
ATA7	.654	ATA8	.704
ATA4	.641	ATA9	.691
ATA15	.578	ATA7	.686
		ATA10	.681
Cronbach's Alpha	0.933	Cronbach's Alpha	0.943
Eigenvalues	7.822	Eigenvalues	8.388
Cumulative %	55.872	Cumulative %	55.920
Kaiser Meyer Oklin Measure of Sample Adequacy	.929	Kaiser Meyer Oklin Measure of Sample Adequacy	.957
Bartlett's test of Sphericity Approx. Chi-Square	2852.471	Bartlett's test of Sphericity Approx. Chi-Square	2775.497
Sig.	.000	Sig.	.000

Exploratory Factor Analysis of Interactivity (INT)

The ten items of INT for both online and print data were executed to principal component analysis using SPSS version 20. After running the EFA, three items of INT for online data and two items of INT for print data were excluded due to low factor loading less than 0.50 (refer appendix B) and . After excluding the three items of INT for online data and two items of INT for print data with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the items of INT for online data and print data are 0.874 and 0.923 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that the items of INT for online and print data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of INT for both online and printed data depicts that data used for the current study is appropriate for factor analysis as given in table.

Factor Analysis and Reliability test of INT

INT Online	Factor Loading	INT Print	Factor Loading
INT5	.819	INT2	.850
INT3	.809	INT5	.849
INT1	.786	INT3	.820
INT4	.755	INT4	.816
INT6	.731	INT1	.814
INT2	.723	INT6	.806
INT7	.669	INT7	.782
		INT8	.705
Cronbach's Alpha	0.874	Cronbach's Alpha	0.923
Eigenvalues	4.017	Eigenvalues	5.204
Cumulative %	57.389	Cumulative %	65.054
Kaiser Meyer Oklin Measure of	.866	Kaiser Meyer Oklin	.934

Sample Adequacy		Measure of Sample Adequacy	
Bartlett's test of Sphericity Approx. Chi-Square	918.009	Bartlett's test of Sphericity Approx. Chi-Square	1472.421
Sig.	0.000	Sig.	0.000

Exploratory Factor Analysis of, Brand Awareness (BA), Brand Image (BI), and Brand Purchase Intention (BPI) for online data

Nine items of BA, eleven items of BI and five items of BPI for online data were executed to principal component analysis using SPSS version 20. After running the EFA, all the items of BA and BPI for online data were loaded above 0.50. One item of BI for online data was excluded due to low factor loading less than 0.50 (refer appendix B). After excluding the one items of for online data with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the BA, BI and BPI for online data are 0.924, 0.928 and 0.847 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that all items of BA, BI and BPI for online data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of items of BA, BI and BPI for online data depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of Dependent Variables (BA, BI & BPI) Online

Items	BA	BI	BPI
BI5	.825		
BI7	.787		
BI9	.778		
BI6	.769		
BI10	.699		
BI3	.683		
BI8	.676		
BI1	.666		
BI2	.650		
BI4	.619		
BA6		.819	
BA3		.812	
BA5		.801	
BA4		.791	
BA1		.780	
BA2		.770	
BA9		.667	
BA7		.614	
BA8		.575	
BPI3			.836
BPI1			.816
BPI2			.789
BPI4			.756
BPI5			.675
Cronbach's Alpha	0.924	0.928	0.847
Eigenvalues	9.831		
Cumulative %	62.668		
Kaiser Meyer Oklin Measure of Sample Adequacy	.927		
Bartlett's test of Sphericity Approx. Chi-Square	4558.471		
Sig.	.000		

Exploratory Factor Analysis of, Brand Awareness (BA), Brand Image (BI), and Brand Purchase Intention (BPI) for print data

Nine items of BA, eleven items of BI and five items of BPI for print data were executed to principal component analysis using SPSS version 20. After running the EFA, all the items of BPI for online data were loaded above 0.50. One item of BA

and one item of BI for online data were excluded due to low factor loading less than 0.50 (refer appendix B). After excluding the one item of BA and one item of BI for print data with low factor loading, exploratory factor analysis was run again to retain the factor loading above 0.50. The values of Cronbach's alpha calculated for the BA, BI and BPI for online data are 0.926, 0.945 and 0.825 respectively which are above 0.70 based on suggestions given by Hair et al. (2010) and Devellis (2003). The value above than the criteria indicates that all items of BA, BI and BPI for online data meet the requirements of the further statistical analysis. The statistical results of the measures of sample adequacy KMO, Bartlett Test of Sphericity and Factor loading >0.50 of items of BA, BI and BPI for online data depicts that data used for the current study is appropriate for factor analysis as given in table below:

Factor Analysis and Reliability test of Dependent Variables (BA, BI & BPI) Print

Items	BA	BI	BPI
BI10	.856		
BI6	.851		
BI8	.851		
BI7	.848		
BI4	.815		
BI5	.790		
BI9	.748		
BI2	.716		
BI3	.706		
BI1	.659		
BA4		.867	
BA6		.862	
BA5		.848	
BA1		.838	
BA3		.794	
BA2		.793	
BA7		.609	
BA9		.537	
BPI4			.810
BPI2			.808
BPI3			.780
BPI1			.765

BPI5			.679
Cronbach's Alpha	0.926	0.945	0.825
Eigenvalues	8.388		
Cumulative %	55.920		
Kaiser Meyer Oklin Measure of Sample Adequacy	.957		
Bartlett's test of Sphericity Approx. Chi-Square	2775.497		
Sig.	0.000		