

CHAPTER 5

DATA ANALYSIS

5.0 Introduction

This chapter outlines the results obtained from planned analysis in Chapter 3. The chapter starts with research questions of the study and presentation of the findings acquired from the data that is cleaned and manipulated. The discussion consists of descriptive analysis on the demographic profiles, normality test, factor analysis and reliability test. This is followed by the bivariate analysis, Pearson correlation to analyse and interpret the relationship between variables. Finally, hypotheses are concluded.

5.1 Research Questions

Prior to data analysis, the research questions revisited are:

1. How do consumers respond to fear appeal advertising and its influence to purchase intention?
2. How do consumers respond to sex appeal advertising and its influence to purchase intention?
3. Is there any difference on the impact of fear versus sex advertising appeal on consumer purchase intention?
4. Is there any difference between gender and influence on purchase intention in the context of fear advertising appeal?

5. Is there any difference between gender and influence on purchase intention in the context of sex advertising appeal?

5.2 Introduction to the Findings

In the data collection process, 200 physical questionnaires are distributed to higher education students randomly at the universities and colleges within Klang Valley plus distribution to several student portal websites.

Table 5.1: Data collection summary

| | Total |
|--------------------------------------|------------|
| Questionnaires sent out | 200 |
| Questionnaire returned | 89 |
| Vs sent out questionnaires | 45% |
| Questionnaire received through email | 73 |
| Total received questionnaire | 162 |
| Rejected questionnaire | 12 |
| Usable questionnaires | 150 |
| Vs received questionnaires | 93% |

Out of 200 physical questionnaires distributed, we only received 89 return questionnaires, which is approximately 45%. The low response rate is due to lack of cooperation and interest from students to participate, a piece of information I gathered after spoken to few of them. In total, we have collected 162 samples for the analysis. Out of the total 162 responses obtained; a rejection ratio of about 7.4% has occurred.

The rejection is due to insufficient data or the respondents are not Malaysian. Therefore, the number of usable questionnaires for further analysis was 150, which is about 93% compare to the total returned questionnaires.

5.2.1 Data Screening and Transformation

Data screening and transformation techniques are used in this research to ensure that data have been correctly entered and that the distribution of variables that are to be used in analysis are normal and reliable.

5.3 Descriptive Analysis - Demographic Profile of Respondents

This section analysed the gender, ethnic group, religion, age, monthly income, nature of occupation and education level. Descriptive analysis is carried out in order to understand the demographic profile and is presented in Table 5.2 below, in number and percentage.

Table 5.2: The Profile of Respondents

| Demographical Data | | Frequency | Percentage |
|---------------------------|-----------------|------------------|-------------------|
| Gender | Male | 48 | 32 |
| | Female | 102 | 68 |
| | Total | 150 | 100 |
| Religion | Islam | 73 | 48.7 |
| | Buddhism/Taoism | 30 | 20 |
| | Hinduism | 17 | 11.3 |
| | Christianity | 15 | 10 |
| | Non-Believer | 15 | 10 |
| | Total | 150 | 100 |

| | | | |
|-----------------------------|--|------------|------------|
| Ethnicity | Malay | 67 | 44.7 |
| | Chinese | 48 | 32 |
| | Indian | 20 | 13.3 |
| | Others | 15 | 10 |
| | Total | 150 | 100 |
| Age | <26 | 74 | 49.3 |
| | 26 – 35 | 67 | 44.7 |
| | 36 – 45 | 9 | 6 |
| | Total | 150 | 100 |
| Level of Education | Diploma/Certificate | 42 | 28 |
| | Bachelor Degree/Professional Qualification | 77 | 51.3 |
| | Master Degree | 25 | 16.7 |
| | PhD (Doctorate) | 6 | 4 |
| | Total | 150 | 100 |
| Nature of Occupation | Not Employed/Students | 86 | 57.3 |
| | Self Employed | 3 | 2 |
| | Top Management/Professional | 17 | 11.3 |
| | Middle Management/Professional | 27 | 18 |
| | First Level Management | 14 | 9.3 |
| | General Officer | 3 | 2 |
| | Total | 150 | 100 |
| Monthly income | RM0 – RM2,999 | 86 | 57.3 |
| | RM3,000 – RM5,999 | 54 | 36 |
| | RM6,000 – RM8,999 | 7 | 4.7 |
| | RM9,000 – RM11,999 | 2 | 1.3 |
| | RM12,000 – RM14,999 | 0 | 0 |
| | RM15,000 – RM17,999 | 1 | 0.7 |
| | Total | 150 | 100 |

From the table above, female made of 65% of the total respondents. Majority of the respondents are Muslim (48.7%) and Malay (44.7%). Nevertheless, 10% of the sample are non-believer and from other ethnicity, other than Chinese and Indian. Most of the respondents are below 36 years old (94%) and this is no surprise as the sample derived from student population.

51.3% of the respondents have bachelor degree/professional qualification and only 4% hold PhD (Doctorate). Majority of the sample are not employed (57.3%) and the other 38.6% involve in management level. 57.3% earn income between RM0 – RM2,999 and only 2% receive income more than RM9,000.

5.4 Mean, Standard Deviation and Normality Test

As discussed in Chapter 3, the study consists of two independent variables, which include attitude and subjective norm and these two latent variables are measured by belief strength and belief evaluation (for attitude) and normative belief and motivation to comply (for subjective norm). Dependent variable in this study is intention to purchase the product featured in the two print advertisements, Advertisement A (“Ad A”) and Advertisement B (Ad B”). Other than that, general assessment on the two print advertisements is also included in the analysis.

These four variables are cleaned and analysed using various statistical tools as to check for outlier, missing value, normality and etc. The mean, standard deviation skewness and kurtosis of the items are presented in Table 5.3 as per below.

Table 5.3: Summary of Mean, Standard Deviation, Skewness and Kurtosis

| Variable | Mean | Standard Deviation | Skewness | Kurtosis |
|-----------------------|-------------|---------------------------|-----------------|-----------------|
| Assessment – Ad A | 39.19 | 8.04 | -0.517 | +0.892 |
| Belief Strength –Ad A | 16.02 | 3.83 | -0.354 | -0.329 |

| | | | | |
|---------------------------|-------|------|--------|--------|
| Belief Evaluation – Ad A | 15.49 | 4.17 | -0.191 | -0.521 |
| Normative Belief – Ad A | 15.10 | 3.89 | -0.432 | -0.078 |
| Purchase Intention – Ad A | 13.91 | 4.18 | -0.134 | -0.387 |
| Assessment – Ad B | 35.60 | 7.66 | -0.342 | +0.260 |
| Belief Strength –Ad B | 12.39 | 4.46 | +0.334 | -0.563 |
| Belief Evaluation – Ad B | 12.18 | 4.61 | +0.230 | -0.570 |
| Normative Belief – Ad B | 12.82 | 5.19 | +0.091 | -0.874 |
| Purchase Intention – Ad B | 12.24 | 3.87 | +0.030 | -0.250 |
| Motivation to Comply | 17.38 | 3.80 | -0.341 | +0.383 |

According to Pallant (2001), normality is described as a symmetrical bell shaped curve, which has the greatest frequency of scores in the middle, with smaller frequencies towards the extremes. Normality can be assessed by obtaining skewness and kurtosis values. The values of both that fall between -2 till +2 are considered normal and normally distributed (Sekaran, 2003).

From the data collected in Table 5.3, it is deduced that all the variables are normally distributed as the value fall within the ranges.

5.5 Validity Test

After the normality test, the validity is then performed. Validity test helps to determine the questions that prepared in the questionnaire are tapping to the right concept and not something else (Sekaran, 2003). In this study, factor analysis is carried out to avoid any inter-correlations among the variables. Tabachnick and Fidell

(1996) suggested that it is comforting to have at least 300 cases for factor analysis. In this study, the total collected respondents are 162.

In factor analysis, 20 items that listed in the independent variables per advertisement are included and only the loading of above 0.3 is displayed. As this study consists of two print advertisements, as such the validity test is conducted twice, one per advertisement. According to Tabachnick and Fidell (1996), loading level of more than 0.3 will only be convincing in the analysis. Prior to precede to factor analysis, the Kaiser-Meyer-Okin (“KMO”) measure of sampling adequacy and Bartlett’s test of sphericity are used to determine if the study could confidently step forward to the next level. Bartlett’s test of sphericity should be significant ($p < 0.05$) in order for the factor analysis to be considered appropriate, while the minimum value for a good factor analysis is 0.06 for KMO index (Pallant, 2001).

5.5.1 Advertisement A – Fear Appeal Advertising

From the analysis, for Advertisement A, Bartlett’s test of sphericity showed the significant result ($p < 0.01$) and KMO index of 0.841, exceeding the recommended value of 0.6. This initial result presents that it is good factor analysis and supporting the factorability of the correlation matrix. The Bartlett’s test yields significant levels of 0.000 which meet the standard and indicates that the factor analysis may be useful with the data. Please refer to Table 5.4 below.

Table 5.4: KMO and Bartlett's Test for Advertisement A

| | | |
|-------------------------------|-------------------------------|----------|
| Kaiser-Meyer-Olkin | Measure of Sampling Adequacy. | .841 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 2113.792 |
| | Df | 190 |
| | Sig. | .000 |

Principal components analysis reveals the presence of five components with eigenvalues exceeding 1, explaining 19.54%, 16.54%, 15.81%, 11.98% and 11.59% of the variance respectively.

5.5.2 Advertisement B – Sex Appeal Advertising

From the analysis, for Advertisement A, Bartlett’s test of sphericity showed the significant result ($p < 0.01$) and KMO index of 0.837. This initial result presents that it is good factor analysis and supporting the factorability of the correlation matrix. The Bartlett’s test yields significant levels of 0.000 which meet the standard and indicates that the factor analysis may be useful with the data. Please refer to Table 5.5 below.

Table 5.5: KMO and Bartlett's Test for Advertisement B

| | | |
|-------------------------------|-------------------------------|----------|
| Kaiser-Meyer-Olkin | Measure of Sampling Adequacy. | .837 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 2933.404 |
| | Df | 190 |
| | Sig. | .000 |

Principal components analysis reveals the presence of three components with eigenvalues exceeding 1, explaining 32.29%, 21.592% and 13.70% of the variance respectively.

5.6 Reliability Test

Selecting what scale to be used in research is vital as it determines the reliability of the data collected. Several aspects influence the reliability of scale and one of it is scale's internal consistency. Internal consistency refers to the degree to which the items that make up the scale 'hang together' and measuring the same underlying construct. One of the most commonly used indicators of internal consistency is Cronbach's alpha coefficient. Ideally, the Cronbach alpha coefficient of scale should be above 0.7. Cronbach alpha values are however, quite sensitive to the number of items in the scale. With short scales (e.g., scales with less than ten items), it is common to find quite low Cronbach values (e.g. 0.5). Cronbach's alpha also can be interpreted as correlation coefficient, it is ranging from 0 to 1 while determines coefficient of internal consistency to ensure a reliable scale. Table 5.6 below is the summary of reliability test using Cronbach's alpha coefficient for all the independent and dependent variables studied.

Table 5.6: Summary of Reliability Statistics

| Variable | Cronbach's alpha | Cronbach's alpha based on standardised items | N of Items |
|-----------------------|-------------------------|---|-------------------|
| Belief Strength –Ad A | 0.768 | 0.766 | 5 |

| | | | |
|---------------------------|-------|-------|---|
| Belief Evaluation – Ad A | 0.836 | 0.836 | 5 |
| Normative Belief – Ad A | 0.883 | 0.885 | 5 |
| Purchase Intention – Ad A | 0.889 | 0.889 | 5 |
| Belief Strength –Ad B | 0.892 | 0.892 | 5 |
| Belief Evaluation – Ad B | 0.918 | 0.918 | 5 |
| Normative Belief – Ad B | 0.967 | 0.968 | 5 |
| Purchase Intention – Ad B | 0.898 | 0.902 | 5 |
| Motivation to Comply | 0.833 | 0.837 | 5 |

As shown in the table, all the variables has obtained Cronbach alpha coefficient above 0.7. This means the items used in every variable are internally consistent and the scale is reliable.

5.7 Bivariate Analysis

Bivariate analysis used in the study is Pearson Correlation, an analysis that measures the strengths of association between two variables. In statistics, the value of the correlation coefficient varies between +1 and -1. The sign out the front indicates whether there is a positive correlation (as one variable increases, so too does the other) or a negative correlation (as one variable increases, the other decreases). The size of the absolute value (ignoring the sign) provides an indication of the strength of the relationship. When the value of the correlation coefficient lies around ± 1 , then it is said to be a perfect degree of association between the two variables. A scatter plot of this relationship would show a straight line. As the value goes towards 0, the relationship between the two variables will be weaker. A correlation of zero indicates no relationship between the two variables. Knowing the value on one of the variables

provides no assistance in predicting the value on the second variable. A scatter plot would show a circle of points, with no pattern evident.

5.7.1 Advertisement A – Fear Appeal Advertising

Table 5.7: Summary of Correlations – Advertisement A

| | N | Significant (1-tailed) | Coefficient (<i>r</i>) |
|--------------------------------------|-----|------------------------|--------------------------|
| Attitude & Purchase Intention | 150 | 0.000 | 0.304 |
| Subjective Norm & Purchase Intention | 150 | 0.001 | 0.264 |

In the table given above, the correlation coefficient is positive for attitude and subjective norm with *r* value of 0.304 and 0.264 respectively, indicating positive correlation between:

1. Attitude and purchase intention
2. Subjective Norm and Purchase Intention

Increase in attitude and subjective norm would increase the intention to make purchase.

The second thing to consider in the output is the size of the value of Pearson correlation (*r*). Different authors suggest different interpretations; however, Cohen (1988) suggests the following guidelines:

| | |
|---|---------------|
| $r = 0.10$ to 0.29 or $r = -0.10$ to -0.29 | Small |
| $r = 0.30$ to 0.49 or $r = -0.30$ to -0.49 | Medium |
| $r = 0.50$ to 1.00 or $r = -0.50$ to -1.00 | Large |

According to the guideline above, the correlation between attitude and purchase intention is medium positive ($0.30 < 0.304 < 0.50$), suggesting a medium positive relationship between the attitude and purchase intention. The correlation subjective norm and purchase intention is small positive ($0.10 < 0.264 < 0.30$), suggesting a small positive relationship between subjective norm and purchase intention. As such, attitude has stronger positive relation with intention to purchase.

This study also compares the strength of the correlation between attitude and purchase intention, between genders. Please refer to table below.

Table 5.8: Correlations – Gender: Attitude with Purchase Intention

| Gender | | | Attitude | Purchase Intention |
|--------|--------------------|---------------------|----------|--------------------|
| Male | Attitude | Pearson Correlation | 1 | .537(**) |
| | | Sig. (1-tailed) | | .000 |
| | | N | 48 | 48 |
| | Purchase Intention | Pearson Correlation | .537(**) | 1 |
| | | Sig. (1-tailed) | .000 | |
| | | N | 48 | 48 |
| Female | Attitude | Pearson Correlation | 1 | .137 |
| | | Sig. (1-tailed) | | .085 |
| | | N | 102 | 102 |
| | Purchase Intention | Pearson Correlation | .137 | 1 |
| | | Sig. (1-tailed) | .085 | |
| | | N | 102 | 102 |

From the table, the correlation between attitude and purchase intention for male is 0.537 which is positively strong correlation, while for female it is much lower, 0.137,

which is positively weak correlation. These two values seem different, but from the analysis, the strength of the difference is not known for it to be considered significant.

To determine the significance, simple calculation is required. Using Table 11.1 in SPSS Survievale Mit (Pallant, 2003), z value for both r are found.

$$r \text{ male} = 0.537; z = 0.597; n = 48 \qquad r \text{ female} = 0.137; z = 0.136; n = 102$$

These values are used in the equation chart given:

$$\begin{aligned} Z_{obs} &= (z_1 - z_2) \text{ divide by square root of } [1/(n_1-3) + (1/(n_2-3))] \\ &= 0.461/ \text{ square root of } [0.022 + 0.010] \\ &= 0.461/0.1789 \\ &= 2.577 \end{aligned}$$

If the value obtained is between -1.96 and +1.96, there is no statistically significant difference between the two correlations coefficients. As such, it is conclude that there is a statistically significance difference in the strength of the correlation between attitude and purchase intention for male and female. Attitude explains significantly more of the variance in purchase intention for male than for female.

5.7.2 Advertisement B – Sex Appeal Advertising

Table 5.9: Summary of Correlations – Advertisement B

| | N | Significant (1-tailed) | Coefficient (r) |
|--------------------------------------|-----|------------------------|-----------------|
| Attitude & Purchase Intention | 150 | 0.000 | 0.481 |
| Subjective Norm & Purchase Intention | 150 | 0.001 | 0.399 |

In the table given above, the correlation coefficient is positive for attitude and subjective norm with r value of 0.304 and 0.264 respectively, indicating positive correlation between:

1. Attitude and purchase intention
2. Subjective Norm and Purchase Intention

Increase in attitude and subjective norm would increase the intention to make purchase.

According to the guideline above, the correlation between attitude and purchase intention is medium positive ($0.30 < 0.481 < 0.50$), suggesting a medium positive relationship between the attitude and purchase intention. The correlation subjective norm and purchase intention is also medium positive ($0.03 < 0.399 < 0.50$), suggesting medium positive relationship between subjective norm and purchase intention.

This study also compares the strength of the correlation between attitude and purchase intention, between genders. Please refer to table below.

Table 5.10: Correlations – Gender: Attitude & Purchase Intention

| Gender | | | Attitude | Purchase Intention |
|--------|--------------------|---------------------|----------|--------------------|
| Male | Attitude | Pearson Correlation | 1 | .577(**) |
| | | Sig. (1-tailed) | | .000 |
| | Purchase Intention | N | 48 | 48 |
| | | Pearson Correlation | .577(**) | 1 |
| | | Sig. (1-tailed) | .000 | |
| | | N | 48 | 48 |

| | | | | |
|--------|--------------------|---------------------|----------|----------|
| Female | Attitude | Pearson Correlation | 1 | .436(**) |
| | | Sig. (1-tailed) | | .000 |
| | | N | 102 | 102 |
| | Purchase Intention | Pearson Correlation | .436(**) | 1 |
| | | Sig. (1-tailed) | .000 | |
| | | N | 102 | 102 |

From the table, the correlation between attitude and purchase intention for male is 0.577, which is positively strong correlation while for female it is slightly lower, 0.436, which is positively moderate correlation. These two values seem different, but from the analysis, the strength of the difference is not known for it to be considered significant.

To determine the significance, simple calculation is required. Using Table 11.1 in SPSS Surviveale Mit (Pallant, 2003), z value for both r are found.

$$r \text{ male} = 0.577; z = 0.655; n = 48 \qquad r \text{ female} = 0.436; z = 0.466; n = 102$$

These values are used in the equation chart given.

$$\begin{aligned} Z_{obs} &= (z_1 - z_2) \text{ divide by square root of } [1/(n_1-3) + (1/(n_2-3))] \\ &= 0.141 / \text{square root of } [0.022 + 0.010] \\ &= 0.141 / 0.1789 \\ &= 0.788 \end{aligned}$$

If the value obtained is between -1.96 and +1.96, there is no statistically significant difference between the two correlations coefficients. As such, it is conclude that there

is no statistically significance difference in the strength of the correlation between attitude and purchase intention for male and female. Attitude does not explain significantly more of the variance in purchase intention for male than for female.

5.8 Regression Analysis

Multiple regression is an extension of bivariate correlation. The result of regression is an equation that represents the best prediction of a dependent variable from several independent variables. Regression analysis is used when independent variables are correlated with one another and with the dependent variable.

5.8.1 Advertisement A – Fear Appeal Advertising

In this study, independent variables, attitude and subjective norm are latent variables that are encompassed by other variables which are belief strength and belief evaluation for attitude and normative belief and motivation to comply for subjective norm. In the other words, multiple regression analysis is a method for explanation of phenomena and prediction of future events. In multiple regression analysis, a set of predictor variables is used to explain variability of the criterion variable.

The goal of linear regression is to find the line that best predicts Y from X. Linear regression does this by finding the line that minimizes the sum of the squares of the vertical distances of the points from the line. Linear regression does not test whether

our data are linear (except via the runs test). It assumes that the data are linear, and finds the slope and intercept that make a straight line best fit our data.

The result from the multiple regression will be an equation which shows the relationship between independent variable and the factors affecting it:

$$y = a + \beta_1x_1 + \beta_2x_2 + \dots + \beta_nx_n.$$

Where β_n is the regression coefficient, representing the amount the dependent variable (y), changes when the corresponding independent changes. The c is the constant, where the regression line intercepts the y axis, representing the amount the dependent y will be when all the independent variables are 0. The standardized version of the β coefficients is the β weights, and the ratio of the β coefficients is the ratio of the relative predictive power of the independent variables. Associated with multiple regression is R^2 , multiple correlation, which is the percent of variance in the dependent variable explained collectively by all of the independent variables.

Table 5.11: Multiple Regression – Advertisement A

Model Summary (b)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|---------|----------|-------------------|----------------------------|
| 1 | .423(a) | .479 | .168 | 3.81755 |

ANOVA(b)

| Mode | | Sum of Squares | df | Mean Square | F | Sig. |
|------|------------|----------------|-----|-------------|--------|---------|
| 1 | Regression | 466.367 | 2 | 233.183 | 16.000 | .000(a) |
| | Residual | 2142.327 | 147 | 14.574 | | |
| | Total | 2608.693 | 149 | | | |

Coefficients (a)

| Mode | 1 | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.271 | 1.915 | | 1.709 | .090 |
| | Attitude | .159 | .036 | .332 | 4.422 | .000 |
| | Subjective Norm | .172 | .044 | .295 | 3.925 | .000 |

a. Dependent Variable: Purchase Intention

a: slope

b: Y-Intercept

In order to run the regression test, factors related to each variable are grouped together and analyzed versus dependent variable namely purchase intention.

- R is the multiple correlation coefficients between predictors and purchase intention. $R = 0.423$. This means that all the two variables explain only 42.3% of the variance in purchase intention.
- $R^2 = 0.479$ is medium
- According to the table of the coefficients of regression model, the sig. column shows the validity of the data; the data is valid if the sig. amount is less than 0.005.
- According to the above findings, the regression model can be presented as:

$$Y \text{ purchase intention} = 3.271 + 0.332 X \text{ attitude} + 0.295 X \text{ subjective norm}$$

The result indicates correlation between purchase intention for fear appeal advertising and only two factors namely attitude and subjective norm, the finding is favorable to support the hypotheses.

5.8.2 Advertisement B – Sex Appeal Advertising

Table 5.12: Multiple Regression – Advertisement B

Model Summary(b)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|---------|----------|-------------------|----------------------------|
| 1 | .550(a) | .302 | .293 | 3.25452 |

ANOVA(b)

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|---------|
| 1 | Regression | 674.351 | 2 | 337.176 | 31.833 | .000(a) |
| | Residual | 1557.009 | 147 | 10.592 | | |
| | Total | 2231.360 | 149 | | | |

Coefficients(a)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.380 | 1.232 | | 2.745 | .007 |
| | Attitude | .175 | .032 | .397 | 5.495 | .000 |
| | Subjective Norm | .151 | .039 | .279 | 3.867 | .000 |

a. Dependent Variable: Purchase Intention

a: slope

b: Y-Intercept

In order to run the regression test, factors related to each variable are grouped together and analyzed versus dependent variable namely purchase intention.

- R is the multiple correlation coefficients between predictors and purchase intention. $R = 0.550$. This means that all the two variables explain 55.0% of the variance in purchase intention.
- R square= 0.302 is medium
- According to the table of the coefficients of regression model, the sig. column shows the validity of the data; the data is valid if the sig. amount is less than 0.005.
- According to the above findings, the regression model can be presented as:

$$Y \text{ purchase intention} = 3.380 + 0.397 X \text{ attitude} + 0.279 X \text{ subjective norm}$$

The result indicates correlation between purchase intention for sex appeal advertising and only two factors namely attitude and subjective norm, the finding is favorable to support the hypotheses.

5.9 T-Test

A t-test is used to determine whether there is significant difference between two sets of scores. There are three main types of t-test, namely one-sample, independent groups and repeated measures. In this study, analysis used is the repeated measures, which is also referred to as paired t-test. This test is chosen because the study uses the same respondents to obtain two scores of assessment of two different print advertisements. Please refer to the Table 5.13 below.

Table 5.13: T-Test Assessment of Advertisements

Paired Samples Statistics

| | Mean | N | Std. Deviation | Std. Error Mean |
|------------------------|---------|-----|----------------|-----------------|
| Pair 1 Assessment Ad A | 39.1933 | 150 | 8.03908 | .65639 |
| Assessment Ad B | 35.6000 | 150 | 7.65620 | .62513 |

Paired Samples Correlations

| | N | Correlation | Sig. |
|------------------------------------|-----|-------------|------|
| Pair 1 Assessment A & Assessment B | 150 | .168 | .040 |

Paired Samples Test

| | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|-----------------------------------|--------------------|----------------|-----------------|---|---------|-------|-----|-----------------|
| | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | Lower | Upper | | | |
| Pair 1 Assessment A– Assessment B | 3.59333 | 10.12943 | .82706 | 1.95904 | 5.22762 | 4.345 | 149 | .000 |

A paired samples t-test is conducted to evaluate the respondents’ assessment on the two advertising appeals used in the study. There is statistically significant decrease in assessment of the advertisement from assessment of fear appeal advertisement ($m = 39.19$, $SD = 8.04$) to sex appeal advertisement ($m = 35.6$, $SD = 7.660$), $r(149) = 4.345$, $p < 0.05$.

In general, respondents view fear appeal advertisement more positive than sex appeal advertisement ($m = 39.19 > m = 35.5$). Thus, across group, fear appeal advertisement

is evaluated in aggregate as being more appealing, appropriate, effective, ethical, informative, interesting, truthful, convincing, not offensive, in good taste, fresh and sharp.

5.10 Testing of Hypotheses

By considering the results of the data analysis in support of or against the research hypotheses, the hypotheses then are accepted or rejected.

H1: There is significant relationship between attitude towards fear appeal advertising and purchase intention, and

H3: There is significant relationship between subjective norm towards fear appeal advertising and purchase intention

From Table 5.7 discussed earlier, there is:

- Medium positive relationship between attitude towards fear appeal advertising and purchase intention, and
- small positive relationship between subjective norm to towards fear appeal advertising and purchase intention, and

According to regression analysis as tabulated in Table 5.11 discussed above, both attitude and subjective norm are acceptable predictors against purchase intention. As such, H1 and H3 are accepted. Therefore, attitude towards fear appeal advertising has medium influence on the purchase intention. Meanwhile, subjective norm towards fear appeal advertising has small influence on the purchase intention.

H2: There is significant relationship between attitude towards sex appeal advertising and purchase intention

H4: There is significant relationship between subjective norm towards sex appeal advertising and purchase intention

From Table 5.9 discussed earlier, there is:

- Medium positive relationship between attitude towards fear appeal advertising and purchase intention, and
- medium positive relationship between subjective norm to towards fear appeal advertising and purchase intention, and

According to regression analysis as tabulated in Table 5.12 discussed above, both attitude and subjective norm are acceptable predictors against purchase intention. As such, H2 and H4 are accepted. Therefore, attitude and subjective norm toward fear appeal advertising have medium influence on the intention to purchase.

H5: There is significant difference between attitude towards fear appeal advertising and attitude towards sex appeal advertising

From the t-test conducted, there is significant difference in attitude of respondents towards fear appeal advertising and sex appeal advertising, where respondents view fear appeal advertising more positive than sex appeal advertising. As such, H5 is accepted. Therefore, it can be concluded that consumers have positive attitude towards both appeal but view fear appeal advertising significantly more positive than sex appeal advertising.

H6: There is significant gender effect between attitude and intention to purchase the context of fear appeal advertising

According to Table 5.8 discussed above and result on the calculation performed, there is a significance difference in the strength of the correlation between attitude and purchase intention in the context of fear appeal advertising for male and female. Attitude explains significantly more of the variance in purchase intention for male than for female. As such, H6 is accepted. Therefore, it can be concluded that in the context of fear appeal advertising, attitude has medium influence on purchase intention for male. As for female, attitude has weak influence on their purchase intention.

H7: There is significant gender effect between attitude and intention to purchase in the context of sex appeal advertising

According to Table 5.10 discussed above and result on the calculation performed, there is no significance difference in the strength of the correlation between attitude and purchase intention in the context of sex appeal advertising for male and female. As such, H7 is rejected. This means that in the context of sex appeal advertising, attitude has positive influence on purchase intention for both male and female.

Please refer to the table below for the list of hypotheses and its findings

Table 5.14 Summary of Hypotheses and Its Findings

| Hypotheses | | Result |
|-------------------|--|---------------|
| H1 | There is significant relationship between attitude towards | Accepted |

| | | |
|----|---|----------|
| | fear appeal advertising and purchase intention. | |
| H2 | There is significant relationship between attitude towards sex appeal advertising and purchase intention. | Accepted |
| H3 | There is significant relationship between subjective norm towards fear appeal advertising and purchase intention. | Accepted |
| H4 | There is significant relationship between subjective norm towards sex appeal advertising and purchase intention. | Accepted |
| H5 | There is significant difference between attitude towards fear appeal advertising and attitude towards sex appeal advertising. | Accepted |
| H6 | There is significant gender effect between attitude and intention to purchase the context of fear appeal advertising. | Accepted |
| H7 | There is significant gender effect between attitude and intention to purchase in the context of sex appeal advertising. | Rejected |

5.11 Conclusion

This chapter has presented the findings of the study and discussion among others on descriptive analysis on the demographic profiles, normality test, factor analysis and reliability test. This is followed by Pearson correlation to analyse and interpret the relationship between variables, multiple regression and t-test. Finally, hypotheses then are concluded, as whether it is accepted or rejected.

The following Chapter 6 will discuss the overall conclusion and limitations of the study. It will also provide guidance for future research and implications of the findings on advertising industry.