

Artículo de investigación

Capturing attention through brand elements in televised commercials

Captar la atención a través de elementos de marca en comerciales televisados

Capture a atenção através de itens de marca em comerciais televisados

Recibido: 16 de julio del 2019

Aceptado: 24 de julio del 2019

Written by:

Kashif Riaz (Corresponding Author)¹⁰⁴**Prof. Dr. Rukhsar Ahmed**¹⁰⁵**Abstract**

The aim of this research is to determine whether using brand elements prominently in televised commercials influences viewers' attention level towards the advertisement. It also negates the theory curiosity driven cognition which entails that brand elements should be displayed at the very end of an advertisements. This study has considered various products and have taken advertisements that vary in length and production creativity. Brand elements were also compared in order to determine their individual impact on viewers' attention by this study. This is a validation and extension of The Network Model of Memory in the context of displaying brand element prominently in televised commercials to capture viewers' attention. This study follows a quantitative research method technique and gathered data by using an adopted structured questionnaire. Sample were carefully selected by using simple random technique and groups of different sizes were formed for experimentation. Sample were exposed to advertisements that varied in length and production creativity. Wilcoxon and Logit regression techniques were used to measure and test the models. Data from all groups that were used in experimentations were compared and the obtained results derived through statistical techniques provided support for the alternate hypotheses thus empirically supports the prominent display of brand elements from the start of the advertisement in order to capture viewers' attention. Results and findings have been discussed and are presented accordingly. This study provides an insight to the policy makers as to how to make advertising more effective and reduce marketing expenditures. Further areas of research in this field is also suggested.

Resumen

El objetivo de esta investigación es determinar si el uso de elementos de marca de manera prominente en los comerciales televisados influye en el nivel de atención de los espectadores hacia el anuncio. También niega la teoría, la curiosidad basada en la cognición que implica que los elementos de la marca deben mostrarse al final de una publicidad. Este estudio ha considerado varios productos y ha tomado anuncios que varían en longitud y creatividad de producción. Los elementos de marca también se compararon para determinar su impacto individual en la atención de los espectadores en este estudio. Esta es una validación y extensión del modelo de red de memoria en el contexto de mostrar un elemento de marca de manera prominente en los anuncios televisados para captar la atención de los espectadores. Este estudio sigue una técnica de método de investigación cuantitativa y recopila datos utilizando un cuestionario estructurado adoptado. La muestra se seleccionó cuidadosamente utilizando una técnica aleatoria simple y se formaron grupos de diferentes tamaños para la experimentación. La muestra fue expuesta a anuncios que variaban en longitud y creatividad de producción. Se utilizaron las técnicas de regresión de Wilcoxon y Logit para medir y probar los modelos. Los datos de todos los grupos que se utilizaron en las experimentaciones se compararon y los resultados obtenidos a través de técnicas estadísticas proporcionaron apoyo para las hipótesis alternativas, por lo que empíricamente apoya la exhibición prominente de elementos de marca desde el inicio del anuncio para captar la atención de los espectadores. Los resultados y los resultados se han discutido y se presentan en consecuencia. Este estudio proporciona una visión para los responsables de las políticas sobre

¹⁰⁴ PhD Scholar at Preston University, Karachi, Pakistan 13kashifriaz@gmail.com¹⁰⁵ PhD Supervisor and Professor at Shaheed Zulfiqar Ali Bhutto University of Law

Key Words: Attention, brand elements, communication effectiveness, consumer psychology, televised advertised.

cómo hacer que la publicidad sea más efectiva y reducir los gastos de marketing. También se sugieren otras áreas de investigación en este campo.

Palabras clave: Atención, elementos de marca, efectividad de comunicación, psicología del consumidor, televisado anunciado.

Resumo

O objetivo desta pesquisa é determinar se o uso de elementos de marca de forma proeminente em comerciais televisionados influencia o nível de atenção dos espectadores em relação ao anúncio. Também nega a cognição orientada pela curiosidade da teoria, que implica que os elementos da marca devem ser exibidos no final de uma publicidade. Este estudo considerou vários produtos e publicou anúncios que variam em tamanho e criatividade de produção. Os elementos da marca também foram comparados para determinar seu impacto individual na atenção dos espectadores por este estudo. Esta é uma validação e extensão do The Network Model of Memory no contexto da exibição proeminente de elementos da marca em comerciais televisionados para captar a atenção dos espectadores. Este estudo segue uma técnica de método de pesquisa quantitativa e coletou dados utilizando um questionário estruturado adotado. Amostras foram cuidadosamente selecionadas usando técnica aleatória simples e grupos de diferentes tamanhos foram formados para experimentação. Amostras foram expostas a propagandas que variavam em tamanho e criatividade de produção. As técnicas de regressão de Wilcoxon e Logit foram usadas para medir e testar os modelos. Os dados de todos os grupos que foram usados em experimentações foram comparados e os resultados obtidos através de técnicas estatísticas forneceram suporte para as hipóteses alternativas, apoiando assim empiricamente a exibição proeminente de elementos de marca desde o início do anúncio, a fim de captar a atenção dos espectadores. Os resultados e descobertas foram discutidos e apresentados de acordo. Este estudo fornece uma visão para os formuladores de políticas sobre como tornar a publicidade mais eficaz e reduzir os gastos com marketing. Outras áreas de pesquisa neste campo também são sugeridas.

Palavras-chave: Atenção, elementos da marca, eficácia da comunicação, psicologia do consumidor, propaganda televisiva.

Introduction

Brand name, logos, symbols, character and other elements used in televised commercials represents brands' visual identity and many marketers believe that it needs to be displayed prominently in order to capture audiences' attention (Kapferer, 1992) (Keller, 2003). "The most important thing to remember in advertising is to focus on identification of the brand... It sounds simple; it isn't. Play the brand front and center" (Moriarty, 1986). Persuasion, differentiation, sales, association, loyalty and other marketing goals cannot be achieved without attention (Sacharin, 2001). Prominently displaying brand elements in advertisements captures more attention which is essential for achieving the desired brand communication effects (Pieters & Michel, 2004). "In any case, be sure that your product or company name appears clearly and loud" (Smith, 1973).

Advertisements need to breakthrough clutter in order to effectively reach and communicate with

customers. It is challenging for the advertiser to break away from the clutters of competing advertisements and gain consumers attention. Inability to capture consumers' attentions results in reduction in effective reach and hinders in achieving long term communication and marketing goals (Wedel & Pieters, 2000) (Pieters & Michel, 2004). Experts argue that the "the power of marketing is eroding ... from lack of attention". One estimate reveals that almost two third of all advertisements fails to generate any significant impact on sales and less than 25% of all advertisements have any long-term effect. In the last 30 years, despite the ever-increasing creativity in advertising production, consumers' ability to recall advertisements have declined by almost 70% (Sacharin, 2001).

Expert believe that many advertisements fail to create a link between the advertised message and the brand. According to estimates over 40% of viewers either completely fail to recall the brand

or recall it incorrectly (Rossiter & Bellman, 2005). Consumers generally when developed favorable attitude towards the advertisements often fail to link it with the advertised brand therefore it is important that during the designing, production and execution of the advertisement brand elements are verbally and visually presented in the advertisement which will help consumers relate the advertisement with the brand (Baker, Honea, & Russel, 2004).

Advertisers justify the tactic of revealing brand elements at or near the end of the advertisement based on a theory that doing so may stimulate curiosity driven cognitions however researches have emerged demonstrating that such tactics may hinder rather than facilitate the process of building strong association between the brand and the advertisement (Baker, Honea, & Russel, 2004). Advertisers claim that consumers generally are not interested in viewing advertisements. Displaying brand elements in advertisements immediately signals the viewers that the message is an advertisement. Experts argue that the advertisement should be so good that consumers should realize the brand without it being displayed in the advertisement, "Because consumers hate advertising, once they see a page with a name or logo in the corner, it doesn't look like editorial, it doesn't look like the reasons why they bought the magazine in the first place. It's a trigger that makes them turn the page faster" (Aitchison, 2008) (Pieters & Michel, 2004).

In contrast, experts argue that studies have shown that low propensity of viewers actually engage in active processing of the information presented in the advertisement therefore it is risky to rely on curiosity driven cognition. It is believed that presenting brand elements at the beginning of the advertisement should increase its effectiveness without any specific requirement of involvement or attractiveness on viewer's part. From psychological perspective once the brand name and other brand elements are displayed than all information, contents, images and others that presented as audio or video would be organized and processed around the brand therefore success or effectiveness of an advertisement will be related not to the advertising content but rather to the association of brand itself (Baker, Honea, & Russel, 2004).

Few researchers have attempted to empirically prove the importance of presenting brand elements prominently and at the beginning of the advertisements. The psychological importance and impact of placing and using brand elements to trigger memory nodes has not been researched

in great details (Pieters & Michel, 2004). Our research aims to enhance the knowledge on how to effectively use the brand elements and more specifically brand name and slogan to achieve a higher level of attention. We will attempt to prove the importance of using brand elements prominently by exposing the sample with the advertisements and then evaluating their attention levels. In order to prove our theory, we propose a conceptual model of capturing attention through brand elements and statistically formalize this through experimentation on self-reporting of attention levels for multiple advertisements by the viewers. Our hypotheses are two folded first they focus on the effect of showing brand elements in advertisements on attention and then it measures the effect of placing brand name and slogan on capturing attention of the viewers which is a representation of the strength of association between the brand elements specifically name and slogan with attention grabbing capability of the advertisement.

Theoretical Framework

Researchers have focused on determining the role of brand elements in influencing attitude and subsequently in creation of memory nodes (Kohli, Katrin, & Lance, 2005). Experts believe that the long-term success of the company lies in the position that a brand enjoys in consumers' minds (Keller K. L., 1993). Brands ultimately resides in consumers memory (Aaker, 1991) and marketers believe that brand creates memory nodes which are capable of creating strong association between the consumers and the brand (Keller K. L., 1998). Impressions made by the brand and its elements in memory assist in the development of brand image which in turn helps in identification, differentiation, development of brand personality and better understanding of the benefits provided by the brand. It is a rational or emotional subjective and perpetual image of the brand formed in memory through processing information communicated in marketing communication (Keegan, Moriarty, & Duncan, 1995). Consumers develop these memory nodes about the brand and its elements through direct and indirect experiences. Consumers memory impressions created due to purchase or consumption of the brand is called direct experiences whereas indirect experience is the memory nodes created by the brand in consumers' minds due to advertisements. However it is important to mention that brand users and non-users both are equally likely to develop these impressions (Singh, Goodhardt, &

Ehrenberg, 2004) (Hoek, Gendall, Hedderley, & Lynch, 2000) (Riaz & Ahmed, 2016).

Consumers choice process is influenced by their brand association which resides in memory and is formulated based on their learning either directly or indirectly. As consumers learn more and more about the brand, they develop an association with it which increases the effectiveness of respective marketing communication (Tulin, et al., 1999).

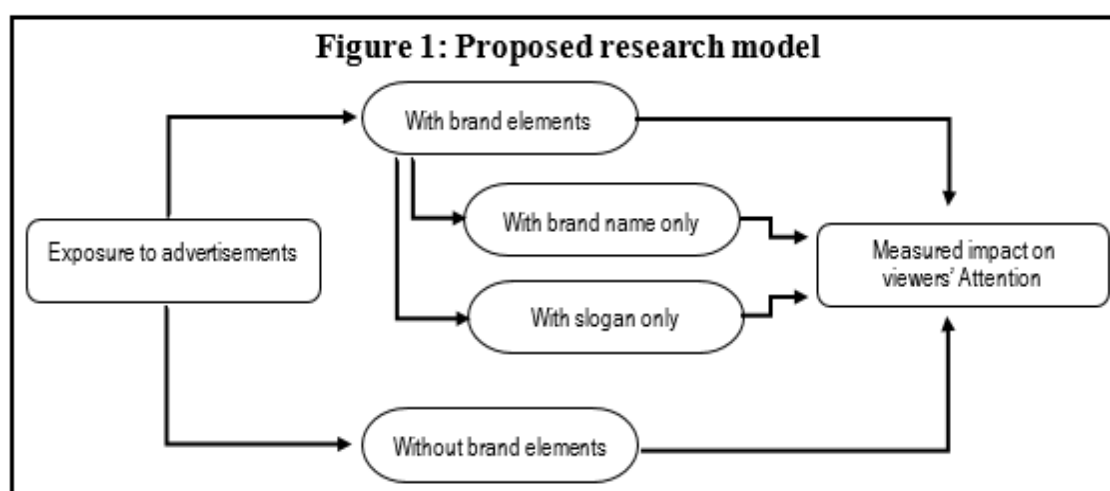
These brand elements are strong stimuli that are effective in capturing attention and triggering memory nodes. They are also distinctive and very elaborative therefore can be very helpful in communicating the advertised message effectively and assist in processing information correctly in memory (Childers, Heckler, & Houston, 1986) (Pieters & Michel, 2004).

Decision of placing brand elements in televised commercials entails the degree of prominence or conspicuity given to these elements both verbally and visually. It is the extent to which these elements stand out from other objects of the advertisement. Advertisers believe that visually brand should appear larger, more central and separated from its background and it needs to have audio support (Palmer, 1999). Justification of placing brand elements clearly and prominently in commercials is because of their capability of capturing higher attention of the viewers (Smith, 1973). Familiarity of the viewers with the brand and its elements is directly related with attention meaning that viewers give more

attention to brands that they are familiar with thus making the advertisement more effective (Pieters & Michel, 2004) (Riaz & Ahmed, 2016).

Another advantage of displaying brand elements in advertisement is because it not only aids in the comprehension and learning of the advertisement and more specifically its message but it also helps in establishing and communicating brand identity (Aaker, 1991). Experts believe that brand element placement in advertisements is also important as it constitute the visual and audio identity of the brand and therefore assist in brand recall at the time of purchase (Gaillard & Romaniuk, 2006). This has become increasingly important as nowadays media is being cluttered with advertisements thus capturing viewers' attention is becoming more and more difficult. Advertisements that fail to capture consumers' attention becomes ineffective (Wedel & Pieters, 2000).

Based on the presented literature the importance of brand elements due to their impact on memory is obvious. Brand creates memory nodes which are essential for consumers' learning as it creates an association between all the pieces of information about the brand. Experts are of the opinion that brand elements should be displayed prominently and at the start of the advertisement so that learning of information through the advertisements is organized in memory around the brand elements (Baker, Honea, & Russel, 2004). Figure 1 presents the developed research model.



Hence the following hypotheses has been created:

H1: Prominent display of brand elements in televised commercials increases viewers' attention levels.

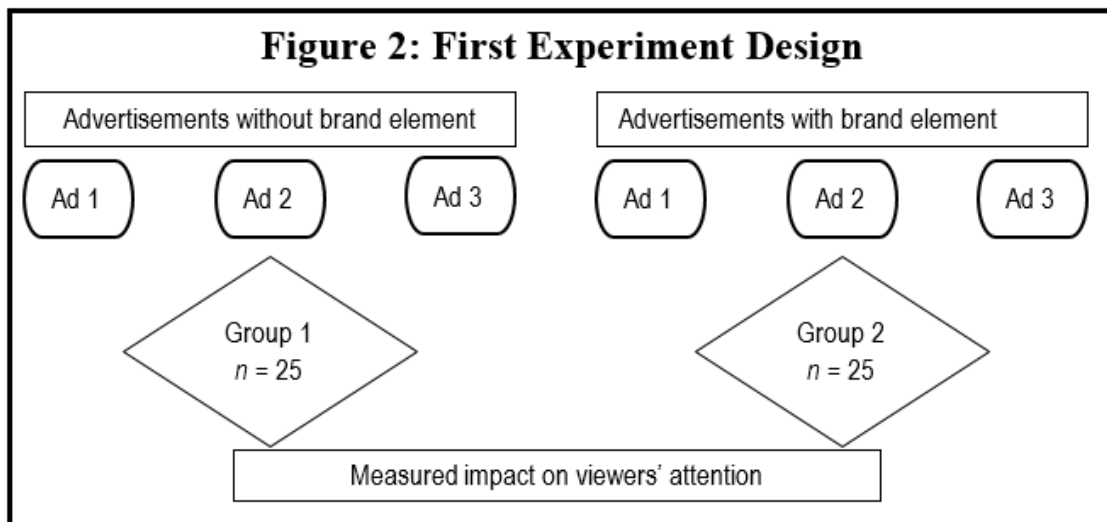
H2: Brand name and slogan impact differently on viewers' attention when used in televised commercials.

Methodology

Advertisements of different brands varying in length and execution styles were selected as test advertisements for the experiment. In the first experiment samples were divided into groups where one group was exposed to all advertisements without any editing or modification. The second group were shown the same advertisements but the brand elements from these advertisements were digitally removed.

Respondents' attention levels to various advertisements were obtained through self-reporting on rating scale. The experiment attempted to determine the attention-grabbing capability of the advertisements based on the advertising execution style, appeal and production and whether presenting brand elements increases the respective level of attention.

The experiment was conducted in a lab where 25 respondents were selected for each group making the total sample for this experiment of 50 respondents. Respondents were first briefed about the objectives of the experiment. Three advertisements were selected for this experiment which were shown on multimedia projector and afterwards respondents were handed over questionnaires to record their level of attention towards each displayed commercial. Figure 2 shows the entire procedure for the first experiment.

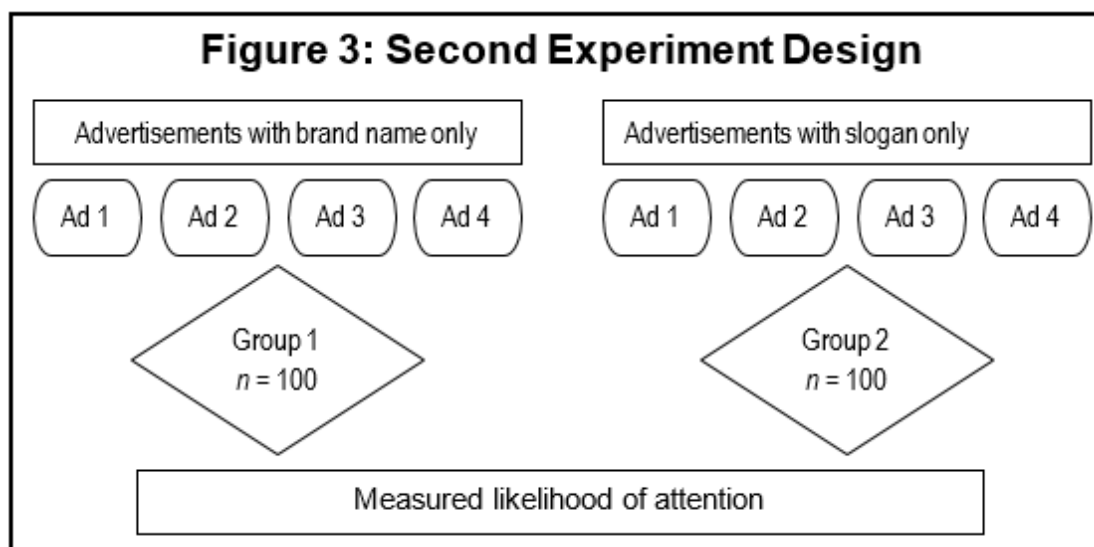


The attention levels were measured through a three-point rating scale where respondents were asked to select from 'Highly attentive', 'Moderately attentive' and 'Did not pay attention at all' based on their level of attention towards the displayed commercial. Ranking from 3 being the highest and 1 being the lowest was assigned respectively to all the rating points. Both groups were asked same question and their results were cumulated and compared.

The second experiment was designed to measure the difference that might occur in the level of attention due to exposure of different brand

elements. Specifically, two brand elements namely brand name and slogan were selected and cross compared. Four advertisements of different execution style and duration were selected. Two groups comprising of 25 respondents each were selected for this experiment. One group was exposed to advertisements in which only brand name was shown and all other elements were digitally removed whereas the other group was shown advertisements in which all brand elements were removed except for brand slogan.

Figure 3 presents the second experiment research design.



Respondents were briefed about the experiment, purpose and objectives of the study. Two labs were used and both groups were shown the four selected advertisements on multimedia projectors. Like before respondents belonging to both groups were handed over a common structured questionnaire.

Both groups were exposed to different advertisements containing brand name and slogans. Self-reporting mechanism of measuring attention was used however respondents were asked that from all the advertisements that were shown which advertisement did they pay attention and to which they did not pay attention. The responses were encoded as 'Did no pay attention' represented by value '0' and 'Paid attention' which was represented by value '1'.

The obtained results were of dichotomous nature. There are other factors like demographics, social, educational, familiarity with the brand and others that may also have an influence on the attention-grabbing capability of any advertisements. The effect of all these factors were needed to be minimized on the experiments. One way of doing this was to draw a sample from a homogenous population and therefore the sample for this study was selected from higher educational institute which ensured that all participants had similar characteristics. A sample of 100 respondents were selected for the experiments through

random sampling which ensured that every member of the population had a chance of being selected (Rayner, Rotello, Stewart, Keir, & Duffy, 2001) (Cooper & Schindler, 2007) (Obermiller & Sawyer, 2011).

Results and discussion

For the first experiment it was required to test a hypothesis which attempted to prove that there is an impact of brand elements if prominently displayed in televised commercials on viewers' attention. Since the first experiment produced data which was of ordinal nature therefore Wilcoxon test was employed. Both groups were shown three advertisements with and without the elements and their attention levels were measured on a rating scale which was combined and compared through the Wilcoxon rank test. The alternate hypothesis H1 argued that there is an impact of using brand elements in televised commercials on the level of attention paid by the viewers.

Table 1 presents the descriptive statistics of the first experiment, the data ranged between value 1 – 3. Mean rating value for attention for group that were not exposed to brand elements was 1.28 as compared to the mean rating value of 2.80 for group which were exposed to brand elements showing that people paid more attention when exposed to brand elements.

Table 1
Summary information about Experiment 1 of attention levels for both groups

Variables	Rang e	Mi n.	Ma x.	Mean/A vg.	Std. Deviation (σ)
Group 1 – without brand elements					
Attention					
Test (n) = 25	1-3	1	2	1.28	.458
Group 2 – with brand elements					
Attention					
Test (n) = 25	1-3	1	3	2.80	.500

Results obtained from the analysis are presented in table 2 and supports the alternate hypothesis, showing that there is a significant impact of brand elements when prominently used in televised commercials on attention. The resulted Z_{cal} is 4.363 for after comparing both the ranks along with P value of 0.010 thus supporting the alternate hypothesis and proving that brand

elements when displayed in televised commercials increases audiences' attention levels. Comparing the ranks of both groups resulted in 23 positive values, 2 were ties and there were no negative value thus proving a higher level of significance and support for the alternate hypothesis.

Table 2
Wilcoxon Analysis results on Attention Ratings

	Compared Ranks	N	Mean Rank	Z value	P-value
Attention level for advertisements with and without brand elements	Negative Ranks	0	.00	4.363	0.010
	Positive Ranks	23	12.00		
	Ties	2			
	Total	25			

The second experiment attempted to determine whether impact on attention levels differ when different brand elements were used. This study focuses on the use of brand name and slogan for testing purposes. Logit regression was used for analysis purposes which determined the likelihood change in attention by using different brand elements. The model's independent and dependent variables were measured through dichotomous variables thus justified the use of logit regression.

The logit regression analysis reveals that for both the brand elements the likelihood of being more attentive towards has increased. The results are presented in table 4 and supports the alternate hypothesis which states that different brand elements will have different impact on the attention levels for televised commercials.

Table 3 presented the descriptive statistics for the second experiment. Group consisting of 100 respondents viewed advertisements that did not contained brand name from which 79 paid attention whereas the rest did not. Furthermore, from the group of 100 respondents that were exposed to advertisements containing brand elements 86 paid attention. The procedure was repeated with a group of 100 respondents for slogan as well which resulted in 68 respondents paying attention to advertisements in which slogans were removed and the remaining did not pay attention to the advertisements. Exposures to advertisements containing slogan produced results in which 97 respondents paid attention to the advertisements and 3 did not pay attention at all.

Variables	Rang e	Min.	Max .	Did Not Pay Attention	Paid Attention
Group 1 – exposure to brand name					
Attention without brand name	0-1	0	1	21	79
Attention with brand name	0-1	0	1	14	86
Test (<i>n</i>) = 100					
Group 2 – exposure to slogan					
Attention without slogan	0-1	0	1	32	68
Attention with slogan	0-1	0	1	3	97
Test (<i>n</i>) = 100					

Table 4 presents the results for Logit regression. Analysis for brand name revealed an Exp(B) value of 2.163 which means that viewers are twice likely to pay attention to advertisement that displays brand name than to those in which brand

name is not shown. Similarly, the Exp(B) for slogan is 3.861 meaning that it is more likely that consumers will pay attention to advertisements in which slogans are displayed.

Variables	Constant	β beta	S.E.	Sig.	Exp(B)	Chi-Square	Sig.
Brand Name	2.345	.771	.366	0.035	2.163	4.196	0.041
Slogan	2.125	1.351	.615	0.028	3.861	6.730	0.009

The results also revealed π^2_{cal} value of 4.196 and 6.730 for brand name and slogan respectively. The respective *p* value is 0.041 and 0.009 for both the elements. Taking collectively the results from both experiments reveals that using brand elements in advertisement does impact on viewers' attention furthermore the impact differs due to different elements. Specifically, this study has shown that using brand name and slogan produces different impact on viewers' attention.

Conclusions

This study shows after analysis of results from both experiments that first of all it is better to show brand elements in televised commercials prominently from the start of the advertisement rather than waiting until the end to reveal the brand name and other elements. Withholding the brand elements to be displayed at the end of the advertisements is not supported by the literature and the empirical evidence presented in this study. All instances where brand elements were not displayed in televised advertisements resulted in a lesser level of attention by the viewers. Displaying the brand elements at the very end is a riskier proposition and has its limitations. Marketers using this tactic needs to have sound strategic reasoning (Baker, Honea, & Russel, 2004).

It is shown through literature and supported through empirical evidence presented in this study that brand elements have a strong impact on attention levels of the viewers. Evidence supports the prominent display of brand elements from the start of advertisements in order to capture attention of the viewers. Furthermore, this study also investigates the individual impact of brand elements more specifically brand name and slogan on attention. It is empirically concluded that the impact intensity on viewers attention towards televised advertisements differs by using different elements. Since brand elements consist of brand name, slogan, logo, character, jingles and others each of which may or may not have a place in consumers' memory and the association that consumers have with these elements may differ, therefore the element with which the viewers have the strongest association results in a higher impact on attention (Wänke, Andreas, & Dorothea, 2007).

Limitations

There are other factors that also influence on viewers attention that needed to be addressed. Variation in advertisements length and execution style could have an impact on attention and may also influence the impact of brand elements on attention (Baker, Honea, & Russel, 2004).

Size of the element shown to the audiences may result in influencing the impact of brand elements on consumers' attention. Higher sized display of brand elements may result in higher attention levels and therefore a study is required to determine the ideal display size of the brand elements (Pieters & Michel, 2004).

Moreover, consumers intention, behavior and action are influenced by different types of motivation. The role of these motivations may differ based on the product category and consumers' involvement with respect to it. Higher levels of motivation may result in positive action by the viewers or consumers towards the brand and its related marketing communication, the effect of which needs to be investigated (Khan & Hameed, 2019).

Creativity in advertising design and production increases viewers likeability and emotion towards the advertisement which in turn influences audiences' attention furthermore repeated exposures to advertisements may also influence attention and generate brand recall at the time of purchase (Tulin, et al., 1999) (Kastenholz & Young, 2003). Furthermore, the advertisement timing meaning when it is shown also influence viewers' attention (Mehta & Purvis, 2006).

References

- Aaker, D. A. (1991). Measuring Brand Equity Across Products and Markets. *California Management Review*, 38(Spring), 102-120.
- Aitchison, J. (2008). *Cutting Edge Advertising, How to create the world's best print for brands in the 21st century*. Prentice Hall.
- Baker, W. E., Honea, H., & Russel, C. A. (2004). Do not wait to reveal the brand name: the effect of brand-name placement on television advertising effectiveness. *Journal of Advertising*, 33(3), 77-85.
- Childers, T., Heckler, S., & Houston, M. (1986). Memory of the visual and verbal components of print advertisements. *Psychology & Marketing*, 3(3), 137-149.
- Cooper, D. R., & Schindler, P. S. (2007). *Business Research Methods* (International Edition ed.). Irwin: McGraw-Hill.
- Erdem, T., Swait, J., Bronizrczyk, S., Chakravarti, D., Kapferer, J.-N., Keane, M., . . . Zettelmeyer, F. (1999). Brand Equity, Consumer Learning and Choice. *Marketing Letters*, 10(3), 301-318.
- Gaillard, S. E., & Romaniuk, J. (2006). Measuring brand distinctive elements in an in-store packaged goods consumer context. *European Marketing Academy Conference (EMAC)*. Athens.
- Hoek, J., Gendall, P., Hedderley, D., & Lynch, N. (2000). Likeability: A Behavioral Analysis. *ANZMAC Conference*. Gold Coast: Griffith University.
- Kapferer, N. (1992). *Strategic Brand Management* (2 ed.). New York: The Free Press.
- Kastenholz, J. J., & Young, C. E. (2003). Why Day After Recall Misses the Emotion in Advertising That Builds Brand. *49th Annual Convention and Research Infoplex*. New York: Advertising Research Foundation.
- Keegan, W., Moriarty, S., & Duncan, T. (1995). *Marketing*. Englewood Cliffs: Prentice Hall.
- Keller, K. L. (1993). Conceptualizing, measuring and managing consumer-based brand equity. *Journal of Marketing*, 57, 1-22.
- Keller, K. L. (1998). *Brand Equity* (Richard Dorf ed.). CRC Press Inc.
- Keller, L. C. (2003). *Strategic Brand Management*. New Jersey: Prentice Hall Inc.
- Khan, K., & Hameed, I. (2019, June). Determinants of sustainable consumption in high and low involvement product categories. *Amazonia Invetiga*, 8(20), 503-515.
- Kohli, C., Katrin, H. R., & Lance, L. (2005). Creating Brand Identity: A Study of Evaluation of New Brand Names. *Journal of Business Research*, 58(11), 1506-15.
- Kotler, P. (2002). *Marketing Management* (11 ed.). New Jersey: Prentice Hall Inc.
- Mehta, A., & Purvis, S. C. (1994). Evaluating Advertising Effectiveness Through Advertising Response Modeling (ARM). *Advertising and Consumer Psychology Conference*. Minneapolis.
- Mehta, A., & Purvis, S. C. (2006, March). Reconsidering Recall and Emotion in Advertising. *Journal of Advertising Research*, 49-56.
- Moriarty, S. (1986). *Creative Advertising: Theory and Practice*. NJ: Prentice Hall.
- Obermiller, C., & Sawyer, A. G. (2011, June). Advertisement Likeability and Brand Choice?: The Effects of the Need and Opportunity for Information Serach. *Marketing Letters*, 22(2), 101-113.
- Palmer, S. E. (1999). *Vision Science: Photons to Phenomenology*. Cambridge MA: A Bradford Book.
- Pieters, R., & Michel, W. (2004, April). Attention Capture and Transfer Advertising: Brand Pictorial and Text-Size Effect. *Journal of Marketins*, 68, 36-50.
- Rayner, K., Rotello, C. M., Stewart, A. J., Keir, J., & Duffy, S. A. (2001). Integrating Text and Pictorial Information: Eye Movements When Looking at Print Advertisements. *Journal of*

- Experimental Psychology: Applied*, 7(3), 219-226.
- Riaz, K., & Ahmed, R. (2016, December). Gauging Audiences' Message Recall Through Brand Element Placement in Televised Commercials. *Journal of Business Studies*, 12(2).
- Rossiter, J. R., & Bellman, S. (2005). *Marketing Communications: Theory and Applications*. Frenchs Forest: Pearson Education.
- Sacharin, K. (2001). *Attention! How to Interrupt, Yell, Whisper and Touch Consumers*. New York: John Wiley & Sons.
- Singh, J., Goodhardt, G., & Ehrenberg, A. (2004). Loyalty to SKU-based product variants. *Journal of Customer Behavior*, 3(2), 123-132.
- Smith, C. S. (1973). *How to Get Big Results from a Small Advertising Budget*. New York: Hawthorn Books.
- Tulin, E., Swait, J., Broniarczyk, S., Chakravarti, D., Kapferer, J.-N., Keane, M., . . . Zettelmeyer, F. (1999). Brand Equity, Consumer Learning and Choice. *Marketing Letters*, 10(3), 301-318.
- Wänke, M., Andreas, H., & Dorothea, S. (2007). Brand Name Influence on Brand Perception. *Psychology & Marketing*, 24(1), 1-24.
- Wedel, M., & Pieters, R. (2000). Eye Fixation on Advertisements and Memory for Brands: A Model and Findings. *Marketing Science*, 19(4), 297-312.