

# The Effectiveness of Integrated Advertisement Message Strategy in Developing Audience-Based Brand Equity

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## Abstract

**Purpose:** The aim of this study is to examine the effectiveness of the integrated message strategy (the tactical implementation of Integrated Marketing Communication principles in advertisement contents) and to propose a model that empirically examines the impact of integrated advertisement message strategy in developing audience-based brand equity.

**Design/methodology/approach:** This study is a quantitative research. Data was collected from 408 university students with a survey questionnaire. The data was validated with an exploratory factor analysis. The proposed hypotheses were tested using Pearson correlation.

**Findings:** This study found that the integrated advertisement message strategy is significantly impactful in the development of effective brand awareness, positive brand image and stipulation of brand purchase intention. The persuasiveness of the integrated advertisement message strategy is also statistically revealed to be significant.

**Research Limitations:** This study is not without some limitations, inter alia the difficulties of acquiring data from real consumers.

**Originality/value:** This study is able to advance the method of examining the effectiveness of advertisement by proposing an integrative model which examines both the persuasiveness of advertisement together with advertisement role in developing brand equity. Thus this research corroborates the pool of evolving findings in determining the role of advertising in brand development.

**Keywords:** Integrated Advertisement Message Strategy; Brand Equity; Brand Purchase Intention; Persuasiveness; Advertisement Effectiveness.

**Paper Type:** Research Paper

## Introduction

Testing the effectiveness of advertisement is a crucial academic and industrial effort, and it is as well one of the longstanding unresolvable issues in the marketing communication domain (Kelley & Turley, 2004). According to Marshall (2006), one of the major reasons for the complexity of examining advertising effectiveness is connected to the very complex nature of the marketing process and the multifaceted success-determinants of products and service success.

These success-determinants, if not well managed could amount to brand development failure that can't be rescued in anyway by the act of advertising, such as pricing and product availability. Wright-Isak et al. (1997) clarified the obscurity in testing advertising effectiveness by presenting a more established definition to it. According to the source, exploring advertising effectiveness is by investigating the holistic contribution of advertising either on the corporate or brand development. In either ways, the investigation is to examine how far an advertisement as achieved the primary aims of advertising which is generally and often by influencing and stipulating consumers' behavior towards the advertised content (Schreiber & Appel, 1990).

Kelley and Turley (2004) revealed that there are different and several methodological and theoretical approaches to examine the effectiveness of advertisement. Some of the approaches are by testing the effect of advertisement on investment through sales stimulated by the advertisement content. According to Schreiber and Appel (1990), the result of such approaches could be debatable since there is no clear-cut nexus between advertisement and purchase, and considering the fact that it is not all advertisement that are designed to stimulate purchase many advertisement are designed just to reiterate brand image and awareness. Tsai and Tsai, (2006) echoed in their own wordings that there are two different types of advertisement effectiveness namely sales effectiveness and communication effectiveness. They elucidated that the total sales believed to be generated as the consequence of an advertisement is considered as gauge to measure such advertisement effectiveness. Meanwhile the audience reception, persuasion, understanding and attitudinal changes are referred as the measurement of communicative effectiveness of advertising.

On the other hand, other available approaches are for examining the relationship between the content of advertisement and consumer knowledge and belief (Schultz, 1990). Testing the relationship between advertisement content and audiences' beliefs are more realistic, logical and less controversial in literature. This is in line with definition given to the advertisement effectiveness by Marshall (2006) as a holistic evaluation of measurable communication objectives such as audience recall, attention, brand linkage, uniqueness and persuasion (persuasion is usually tested with purchase intent, attitude towards the ad, comprehension, involvement, relevance and etc.). Well et al. (2006) added that copy-testing analysis is a renowned analysis used in examining the aforementioned communication objectives and often used to reveal the communicative weaknesses and the strengths of advertisement content as well as to predict the audience responses.

In the views of Vakratsas and Ambler (1999) and Tellis (2004); advertisement effectiveness can be assessed in three different levels, which are the input level, the mental process level and the outcome level. The content of advertisement, advertisement appeals, and media type represent the input level of every advertisement and the effectiveness of those different elements of advertisement can be examined with different methodology. At the mental process level, effectiveness of advertisement is examined through cognitive, affective and conative changes in audience as a result of advertisement exposure. Lastly, at the outcome level effectiveness is measured through some latent variables that are not directly connected to the act of advertising such as profit, purchase, revenues and financial performance. The analysis of this study will be based only on the input level of advertisement, which is by examining the effectiveness of an integrative strategy of advertisement content, as conceptualized by (Nowak & Phelps, 1994).

The fact that companies allocate salient amount of resources in advertising is not commendable enough without a flow-up measure to determine the impact of their spending on their organization. The creativeness or strategies adopted by advertisers should also be empirically examined on how truly those strategies transformed to capture audience attention and engage their audience (De Ros, 2008). However, researchers have recorded several difficulties and inconsistencies in measuring the effectiveness of different types of advertisement strategies and creativities (Hall et, al. 2001).

Regardless of the type of message strategies adopted in any kind of advertisement, the basic communicative function of any advertisement message is to persuade by affecting both the emotional and rational motives of the audience towards the advertised brand (Arens, et al. 2011). In another words, according to O'Guinn et al (2009), message strategy is the creative method adopted by an advertisement designer to achieve the goal of a particular type of advertisement. Conventionally, the aims and goals of advertising will motivate the kind of creative strategy that would be adopted in the advertisement message design. For instance, direct response advertisement will adopt a contact-based strategy and brand advertisement that will functionally affect the emotions of the audience often with an artistic creativity such as; testimonials or humorous appeals.

Conceptually, advertisement and newsletters are the major tactical tools used in creating brand awareness. According to Gustafson and Chabot (2007), the iPhone brand awareness was a success in the USA because of an effective brand advertisement and newsletters. Furthermore, the source listed some crucial element pertinent to the success of any brand awareness, amongst which are elements of brand advertisement (such as, identification and defining target customers and creating company logos, slogans, and image) together with direct response advertisement elements (such as; adding value with packaging, location, service and special events). The commercial service of advertising and branding is continually becoming the backbone of every business ventures. Though for some uncontrollable reasons, consumers and customers are growing independently and

uneasy to persuade especially with a conventional style of advertising. Hence, currently an integrated advertisement message strategy is potentially the most judicious tactics of advertisement (Peltier et al. 1992).

## Literature Review

### *The Effectiveness of Integrated Advertisement Message Strategy*

Exploring the effectiveness of integrating brand and direct response advertisement is not academically eccentric. The study done by Robert and Smith (1995) on the supplemental effect of advertisement on the effect of Word of Mouth, found that advertisement and Word of Mouth positively supplement each other. The result of their study exemplifies the kind of presumed achievement of this study, as per the interest to examine the effect of integrating brand and direct response advertisement. Similarly, Maria (2007) explored the effectiveness in two different types of advertisement message strategy (figurative and literal) which can also be operationalized as image and direct response advertisement message strategy. The study explains the sensitivity of advertisement message strategy adopted in a particular business and market, such as they found figurative message strategy scores surpassed the literal strategy in B2B advertising. In other words, the type of message strategies adopted in advertisement design has a crucial role in determining the effectiveness of such advertisement (Martinez et al. 2009). Bower and Landreth, (2001) also adopted an experimental methodological techniques to examine the effectiveness of advertisement in regards to model development. The advertisement effectiveness scale used in their study is validated genuinely for future researches to adopt especially is a research considered using a similar methodological design.

An evolving shift has been recorded in the methodological convention of examining advertisement effectiveness, particularly in determining the connection of advertisement message strategy on audience attitude towards advertised brand and their brand purchase decision (Bahram et al. 2011). Most of the renowned models of advertisement effectiveness models that are linear have been adapted and reconstructed to multivariate model, hence progressively including factors that mediate or moderate the effectiveness of advertising messages on audience' attitudes and decision making behaviors (Kim, Hwang & Fesenmaier, 2005). For instance, Buil et al. (2013) studied the effect of advertisement with multivariate analytical technique, hence modeling the relationship between marketing communication efforts (advertisement and promotion) on brand equity. Their study analyzed the differences between promotions and advertisements spend in relation to brand equity dimensions from the data gathered from 302 consumer survey in the UK. Their analysis does not only find the connection between marketing communication efforts and brand equity variables but also reinforce the methodology of testing advertisement effectiveness and brand equity.

The notion of testing the effectiveness of advertisement by empirically examining the correlations between the long term and short term functionalities of advertising in relations to the development of brand equity is noticeable becoming the new trend in literature. Arora, et al. (2009) conceptualized the management of global brand equity by adopting the theoretical tenet of DAGMAR. Their model also subscribed to the recent pervasive understanding that ascertain advertising as an integral tool for managing and sustaining brand equity, it is therefore not futile to test the impact on advertising and marketing efforts on the dimensions of brand equity. In relation to the presumption of this present research, Joji (2012) empirically examined the impact of some selected elements marketing mix inclusive of advertisement on the development of brand equity of three different brands. Structural equation model was adopted for analysis although different rating was recorded for the impact of the selected elements of marketing mix in developing brand equity but advertisement was reiterated as one of the major marketing tool in developing brand equity.

Consistent with the examination of advertisement effectiveness through brand equity, advertisement researchers are found of employing "recall" and "recognition" as the two dimensions for measuring advertisement effectiveness. Mathaq and Nabsiah (2012) in their study corroborated the nation of examining advertisement effectiveness through brand recognition and advertisement recall in their quest for examining the impact of celebrity endorsement on advertisement effectiveness. Wisal and Zahid (2011) stated that it is not just appropriate investigating advertisement effectiveness with recognition and recall scales, it is more of an advertisement research costume and it is widely accepted. In a similar direction with the objectives this research, their study examine the difference between creative and conventional advertisement and resultantly revealed the astuteness of creative advertisement in stipulating brand recall and recognition and similarly influencing greater purchase intention. Ang et al. (2007) illuminated that the success of advertisement can be measured through the development of positive brand knowledge (in this case, awareness and image), thus the development of a

consumer-based brand equity, which will in turn stipulate an auspicious impact of their behavior and attitude (persuasion) and influence their intention to purchase the advertised brand.

## **Theoretical Perspective**

### ***Brand Equity***

In order to provide theoretical justifications and connections to the aforementioned model adapted in this study, it would also be necessary to review the brand equity's theoretical development and measurement especially in relation with advertisement message content and message design strategies. Keller (1993) stated that the approach towards the study and understanding of brand equity differs; it is either studied through customer perspective approach or through it organizational influence approach. Remarkably, in any of these approaches, the connotation of brand equity is analogously believed to be the reward of an effectively executed marketing and communication effort. Consistently, O'Guinn et al (2009) and Barnes (2001) contended that successfully integrated brand advertisement delivers successful brand equity. More recently, there has been no notable difference in the terminological usage of advertisement, branding, brand building and development, in fact brand equity and brand development are the main reasons why most organizations increase their advertisement budget and their advertising efforts (Shimp, 2003).

Theoretically, the term "Branding" is often used to refer to the totality of the terms, tools, designs, messages, and approaches used in creating knowledge and awareness about a product, service, or sellers of the product to their targeted audiences, purposefully for a unique differentiation and identification of the products among competitors (Kotler, 1991; Keller, 1993; Shimp, 2003; ). The fact that advertisement is functionally a communicative vehicle to create awareness and provide knowledge about the advertised product as illustrated by the hierarchy of advertisement effects model (Weilbacher, 2001) rationalizes the interchangeable usage of advertisement and branding in both literatures and practical explanations. Consistently with the graphical portrayal of the brand knowledge model developed by Keller (1993), regardless of the source of information or knowledge about a brand, as long as it is understandably encoded by consumers and audiences the effective threshold of such information is dual faceted and namely; brand awareness and brand image. More relevantly, Keller (1993) discussed the measurement of these facets of brand equity and revealed that both are directly or indirectly related to the influence, source and effect of information about the brand. Convincingly, advertisement has overly demonstrated to be an informative, creative and attractive form of branding, reportedly more effective in an integrated message strategy (O'Guinn et al 2009).

### **Hypotheses**

*H<sub>1</sub>: Integrated advertisement message strategy influences effective persuasiveness*

*H<sub>2</sub>: Integrated advertisement message strategy influences brand awareness*

*H<sub>3</sub>: Integrated advertisement message strategy influences brand image*

*H<sub>4</sub>: Integrated advertisement message strategy influences brand purchase intention*

*H<sub>5</sub>: Persuasiveness of integrated ads message strategy influences brand awareness.*

*H<sub>6</sub>: Persuasiveness of integrated ads message strategy influences brand image.*

*H<sub>7</sub>: Persuasiveness of integrated ads message strategy influences brand purchase intention.*

## **Method**

### ***Instruments***

The survey questionnaire employed for data collection was developed by adopting items from past relevant studies and adapting them to suit the objectives of this study. It is a common practice amongst advertising researchers to employ questionnaire in other to test their hypotheses (e.g; Smith, et al., 2008). In this research, the developed questionnaire was used to collect data on participants' perception and reaction of a factiously designed copy of an "integrated advertisement message strategy". The items of the questionnaire were constructed to attract responses that are analyzable and represent the variables intended to be tested, particularly to probe the connection of advertising in developing brand equity as a proposed method of assessing the effectiveness of integrated advertising. Therefore, the responses of the questionnaire were structured in a close-ended manner, although spaces were provided for necessary explanation and observation of the respondents. The major variables are presented with five point Semantic Differential scale format for easy analyses and

uniform presentation. Because the participants of this study are university students and the lingual-franca in most Malaysian universities is English language, therefore questionnaire is also developed with understandable conversational English sentences. The items are validated using exploratory factor analysis and the collected data was analyzed using pearson correlation.

## Research Findings

### *Exploratory Factor Analysis*

Statistically, factor analysis is a technique employed to either structure the constructs that are involved in a particular study or to determine the genuine and consistent constructs. Therefore, this present study employed factor analysis to determine the number of items in the administered questionnaire which actually measured the intended variables. In other words, factor analysis is a way of validating the administered questionnaire and a way of affirming the consistency of the items in the questionnaire in regards to the variable they are representing (Pallant, 2009). Hence, the SPSS package version 16.0 was used to conduct the factor analysis. Data was loaded statistically on factors that are independent to the initial conceptual or theoretical presumptions and perspectives. According to the rules guiding the performance of factor analysis, the correlation results revealed that the inter-item correlation are all greater than .3 and the sample size is sufficient enough to proceed to conducting a factor analysis test (Hair et al., 2010).

The measure of Kaiser-Meyer-Olkin's (KMO) which is also known as the Measure of Sampling Adequacy theoretically vary from 0 to 1 (Pinsonneault & Kraemer, 1993). Therefore if the result of MSA value is closer to 0, it shows that there is a higher partial correlation between the variables, thus the performance of a factor analysis would be unnecessary. Meanwhile, when the value of the MSA result is closer to 1, it explain a perfect correlation between the variables, hence performing a factor analysis to such data is convincingly appropriate (Hair et al, 2010). Hair et al, (2010) further suggest that it is better and safer for the value of MSA to be closer to 0.50 and if otherwise, there could be a need for the researcher to include more variable or collect more data for a fit factor analysis result. Furthermore, Hair et al, (2010) succinctly categorize the strength of the measurement in accordance to the value of MSA obtained as follow: 0.80 and above is considered meritorious; 0.70 and above is considered middling; 0.60 and above is known as mediocre; 0.50 and above is believed to miserable; and value below 0.50 is unacceptable. Consistently, the MSA/KMO value for this present is 0.895 and according to the categorization of data by Hair et al. (2010), the data merited the meritorious category and thus proceeding with factor analysis is considered genuinely appropriate.

Another important approach to determine the factorability of this study's data is to conduct the Bartlett test of sphericity. The Bartlett test of sphericity is a measurement of determining correlation among variables (Pallant, 2003). In a quest to assure a fit factor analysis result, it is important to affirm a statistically significant relationship between variables of the study before proceeding with the factor analysis tests. Hence, before a data can obtain a significant result of factor analysis, a significant correlation whereby the obtained value must be less than 0.05 must be affirmed. The result of the Bartlett's test of sphericity revealed that: ( $X^2 = 6938.$ ;  $DF= 990$ ;  $sig. = .000$ ). Thus  $P < 0.005$ , consistently the result of the Bartlett's test empirically proved that there are sufficient relationships between the variables in the present studies (Integrated Advertisement Message Strategy, Brand Awareness, Brand Image, Persuasiveness and Brand Purchase Intention). Table 1 present the result of the KMO and the Bartlett test of sphericity.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.895
Bartlett's Test of Sphericity	Approx. Chi-Square	6938.
	df	990
	Sig.	.000

Subsequently, after all the prerequisite procedures before proceeding with the main factor analysis has been met, a Principal Component Analysis (PCA) with Varimax Rotation was conducted on the independent variables:

Integrated Advertisement Message Strategy and Persuasiveness and the dependent variables: Brand Awareness, Brand Image and Brand Purchase Intention. According to the elucidation of Hair et al (2010), only factors that are responsible for the variance of at least one variable are retained. The entire 45 items representing all the factors that are involved in this study were loaded for factor analysis with an unspecified eigenvalue, which resulted to the extraction of five factors with eigenvalue greater than 1 and that are explaining 43% of the entire variance extracted. The extraction factors conform to the total number of the constructs that are being studied in this study. Conventionally, the first factor always explained the bigger percentage of the entire variances that are recorded in this study, for example, the first factor explained 24% of the whole variances in the entire data. Table 2 depicts the result of the eigenvalue extracted together with the percentage of the variances explained.

Table 2: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.867	24.148	24.148	10.867	24.148	24.148
2	2.906	6.458	30.606	2.906	6.458	30.606
3	2.060	4.577	35.184	2.060	4.577	35.184
4	1.683	3.740	38.924	1.683	3.740	38.924
5	1.623	3.606	42.530	1.623	3.606	42.530

Extraction Method: Principal Component Analysis.

Another justification that corroborates the appropriateness of the extracted factors is through visual inspection done on the screen plot. Through the screen plot it was confirmed that maximum number of five factors is appropriate for this study. Subsequently, the result was rotated using the Varimax method. During the inspection on the result obtained, the cross-loaded items and the items that are less than 0.40 which is the acceptable criteria for this kind of study are excluded from the analysis (Pallant, 2009). Subsequently, all the five construct representing the independent variables and the dependent variables were further analyzed using the multivariate techniques in the SPSS 16.0. Table 3; 4; 5; 6; 7 and 8 present the list of items that are included in the following analysis and the acceptable cronbach's Alpha of the constructs after the cross loaded items and the items that loaded below 0.40 have been deleted.

Table 4: Factor Analysis and Cronbach's Alpha for Integrated Ads Message Strategy

Items	Loading	Cronbach $\alpha$
I paid close attention to the ad.	0.530	0.778
The ad attracted my attention.	0.687	
The wordings of the ad are creative.	0.570	
The ad gives necessary information about the advertised brand.	0.561	
Pictures and images make the ad interesting.	0.699	
The ad is easy to understand.	0.414	
The ad stimulated my imagination.	0.451	
The ad portrayed a positive image of the advertised brand.	0.552	
I like the colour combinations in the ad.	0.584	
I will visit the Facebook page of the advertised brand	0.710	
I will sought for more information on the brand's website	0.678	

Table 5: Factor Analysis and Cronbach's Alpha for Brand Awareness

Items	Loading	Cronbach $\alpha$
The ad makes me recognize the features of the advertised brand.	0.492	0.887

I am aware of the brand after seeing the ad.	0.443	
I can recall the advertised brand after seeing the ad.	0.714	
I remember a lot about the advertised brand.	0.728	
After seeing this brand I will prefer the advertised brand over other brands.	0.569	

Table 6: Factor Analysis and Cronbach's Alpha for Brand Image

Items	Loading	Cronbach $\alpha$
The ad presented a positive image of the advertised brand.	0.572	0.723
The ad presented consistent information about the image of the advertised brand.	0.491	
From the ad, I understand what the advertised brand stands for.	0.554	
After seeing this ad, I can easily recognize the logo of the advertised brand.	0.587	
After seeing this brand, I can recall the symbol of the advertised brand.	0.574	

Table 7: Factor Analysis and Cronbach's Alpha for Persuasiveness

Items	Loading	Cronbach $\alpha$
The ad changes my mind about the advertised brand.	0.519	0.657
I was able to accept the claims made in the ad.	0.486	
The ad influences my intention to buy the advertised brand.	0.703	
After seeing the ad, I am well informed about the advertised brand	0.571	

Table 8: Factor Analysis and Cronbach's Alpha for Brand Purchase Intention

Items	Loading	Cronbach $\alpha$
After seeing the ad, it is likely that I would purchase the brand.	0.710	0.888
After seeing the ad, I am convinced to purchase the brand.	0.749	
After seeing the ad, I could recommend the brand to friends.	0.738	
I will definitely buy the advertised brand because of the wordings in the ad.	0.770	
The claims made in the ad will convince me to buy the brand in the future.	0.726	

### Correlation Analysis

Subsequent to meeting most of all the statistical prerequisite assumptions, the study proceeds to examining the relationship between variables as the onset of all other inferential statistics that are employed to answer the research question in this study. Table 9 presents the result of the correlation between the independent variables (integrated advertisement message strategy and persuasiveness) and the dependent variables (brand awareness, brand image and brand purchase intention). It is therefore found that Pearson correlation ( $r$ ) integrated advertisement message strategy (IAMS) and brand awareness was statistically significant;  $r(406) = 0.605$ ,  $p < 0.01$ . The correlation between IAMS and brand image is also revealed statistically significant;  $r(406) = 0.491$ ,  $p < 0.01$ . The correlation between IAMS and persuasiveness is presented to be statistically significant;  $r(406) = 0.539$ ,  $p < 0.01$ . The correlation between IAMS and brand purchase intention is also found to be statistically significant;  $r(406) = 0.450$ ,  $p < 0.01$ . However, the correlation between persuasiveness and brand awareness is also found significant statistically;  $r(406) = 0.604$ ,  $p < 0.01$ . the correlation statistic between persuasiveness and brand image is revealed significant;  $r(406) = 0.571$ ,  $p < 0.01$ . And lastly, the correlation between persuasiveness and brand purchase intention is also found statistically significant;  $r(406) = 0.652$ ,  $p < 0.01$ .

Table 9: Result of Correlation between Variables

		IAMS	Brand Awareness	Brand Image	Persuasiveness
Brand Awareness	Pearson Correlation	.605**			
	Sig. (2-tailed)	.000			
	N	408			
Brand Image	Pearson Correlation	.491**	.596**		
	Sig. (2-tailed)	.000	.000		
	N	408	408		
Persuasiveness	Pearson Correlation	.539**	.604**	.571**	
	Sig. (2-tailed)	.000	.000	.000	
	N	408	408	408	
Brand Purchase Intention	Pearson Correlation	.450**	.488**	.407**	.652**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	408	408	408	408

### Hypotheses Testing

From the assessment of both structural and measurement model of the proposed model in this study, it is revealed that the research questions two and three have been answered. This study found statistical justification that all the hypotheses drawn from the proposed model are accepted at ( $P < 0.01$ ) and therefore, provide the basis for answering research question two, which is the determination of the effectiveness of the integrated advertisement message strategy. The analysis above, shows that integrated advertisement message strategy create a statistically significant level of persuasiveness. With regards to the relationship between the developments of audience based brand equity (brand awareness, brand image and brand purchase intention), this study also found a statistical justification to elucidate the effectiveness of the integrated advertisement message strategy in developing audience-based brand equity, such as brand awareness, brand image and brand purchase intention. The summary of the hypotheses in this study are presented in Table 10.

Table 10: The Summary of Tested Hypotheses

S/N	Hypotheses	Remark
H <sub>1</sub>	Integrated advertisement message strategy influences effective persuasiveness	Accepted
H <sub>2</sub>	Integrated advertisement message strategy influences brand awareness	Accepted
H <sub>3</sub>	Integrated advertisement message strategy influences brand image	Accepted
H <sub>4</sub>	Integrated advertisement message strategy influences brand purchase intention	Accepted
H <sub>5</sub>	Persuasiveness of integrated ads message strategy influences brand awareness.	Accepted
H <sub>6</sub>	Persuasiveness of integrated ads message strategy influences brand image.	Accepted
H <sub>7</sub>	Persuasiveness of integrated ads message strategy influences brand purchase intention.	Accepted

### Discussion

The established relationship between the integrated advertisement message strategy and persuasiveness justifiably measures the communicative effectiveness of the integrated advertisement message strategy. As according to the classification of advertisement effectiveness measurement by Tsai and Tsai (2006), measuring the persuasiveness and audience reception of an advertisement content, as it has been done in this present research is considered an acceptable way of measuring advertisement effectiveness. The statistical relationship established between integrated advertisement and persuasiveness is consistent with the postulation of Na et al. (1999) that the measurement of the effectiveness of an advertisement must be able to emphasize the persuasive function of the advertisement as a marketing communication effort.

The implication of measuring the effectiveness of the integrated advertisement message strategy by determining the persuasiveness of the creative appeals and strategy adopted in designing and developing the integrated advertisement contents is considered primarily important. Hence, the statistically significant persuasiveness of the integrated advertisement message strategy reported in this study can be corroborated with the findings of De



Ros (2008) and Arens and Schaefer (2007) which stated that the effectiveness of advertising can not only be determined by the numbers of sales generated but primarily by the persuasiveness of the creativity adopted in the development of the advertisement content.

This finding of this research on the relationship between integrated advertisement message strategy and brand awareness as a measure for the effectiveness of the integrated advertisement can be justified by the theoretical model propounded by Kelly (1991). The interpretation is that integrated advertisement message strategy can be used to develop and achieve reasonable effective brand awareness. This finding is also consistent with the findings of Macdonald and Sharp (1996). Thus one of the reasonable measures of determining the effectiveness of advertisement as one of the important methods of marketing communication is the establishment of the connection of the message strategy and brand awareness. The implication of the relationship between advertisement message strategy and brand awareness is that the concept of brand awareness created by the integrated advertisement message strategy certainly indicate the knowledge of the audience about the advertised brand. The brand value and the brand quality which would subsequently influence the decision of the audience on purchasing the brand were also imbued by the influence of the message strategy adopted in the integrated advertisement message strategy. The relationship between the integrated advertisement message strategy and brand awareness will also reinforces the essence of the advertisement message as an effective effort in developing solid brand equity in the audience memory. This interpretation is similar to the finding reported by Peltier et al, (1992) that the essence of an effective advertisement message is to generate a salience awareness of the advertised brand in the audience memory.

The result of this research findings revealed that there is a statistically significant relationship between the integrated advertisement message strategy and brand image. The analysis of this research data revealed that the level in which integrated advertisement message strategy influence the advertised brand image is convincingly and statistically medium. This interpretatively implies that the integrated advertisement message strategy effectively impact a positive image of the advertised brand. Integrated advertisement message strategy, like other types advertisement message strategy, is regarded as a communication effort that is capable of creating effective positive brand image. This finding also clarifies the blurry role of advertisement as a communication effort in effecting brand purchase. This research empirically provides explanation on the ability of integrated advertisement message strategy, being a newly conceptualized form of advertisement message strategy is significantly effective in influencing consumers' intention to purchase advertised brand.

### **Conclusion**

The findings reported in this study revealed that the proposed hypotheses of the study are significant. The effect size of the relationships hypothesized revealed that the integrated advertisement message strategy and brand awareness has a medium effect. Integrated advertisement message strategy and brand image has a medium effect size and integrated advertisement message strategy and brand purchase intention exhibit a large effect size. The relationship between integrated advertisement message strategy and persuasiveness revealed a small effect size. The relationship between persuasiveness and brand awareness, brand image and brand purchase intention all exhibit a small effect size. The relationships between the integrated advertisement message strategy, persuasiveness, brand awareness, brand image and brand purchase intention are used to measure the effectiveness of integrated advertisement message strategy.

### **Implications**

An important theoretical contribution of this research is the adoption of Keller (2009) theoretical explanation of brand equity. Brand awareness and brand image are the two major adopted measurements of brand equity as according to Keller (2009). This research established an empirical relationship between brand awareness and brand image and introduces brand purchase intention as one of the measurement of brand equity that can be influenced through the appeals of integrated advertisement message strategy.

Amongst the practical significance of this study is the statistically established relationship between the integrated advertisement message strategy and brand equity. Examining the influence of advertisement on the elements of brand equity measurements such as brand awareness, brand image and brand purchase intention offers a constructive advancement to the theoretical convention of testing advertisement effectiveness. Branding equity is an important focus and the central point of attention to all marketing and promotional practitioners. Meanwhile, advertisement still remains an important tool for marketing and promotion, it is thus important to delve on the role of advertisement message appeals and strategies in the development of brand equity. The significant influence of integrated advertisement message strategy on brand equity latent variables justifies the dauntless and the importance of advertising efforts in the modern focus of corporate promotional and marketing objectives.

**Recommendation**

It is important that the examination of the integrated advertisement message strategy is replicated by future researchers focusing on different population. The findings of this study can be generalized only on students in Malaysia; hence future researchers should endeavor to examine the effectiveness of integrated advertisement message strategy with an entirely different set of consumers. Future researchers should also consider validating the proposed framework using a multivariate analytical technique such as SEM.

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