THE EFFECTS OF ADVERTISING ON CYPRIOT CONSUMER BEHAVIOR

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Abstract

There are many ways to look at advertising that are as a business, a creative communication process, a social phenomenon, and a fundamental ingredient of the organization system. Advertising has existed for decades, and as time goes by, more and more advertising mediums are discovered where companies can invest to promote their products and hopefully to influence the consumers to purchase their product. Consumers are exposed to thousands of advertising everyday and thousands of products, whether advertising achieves in persuading these consumers to purchase their product remains a great mystery. This study examines consumers' perception and attitude towards advertising through a questionnaire survey. Specifically, this study is concentrated in three hypothesis questions. First, consumers are asked if they ignore advertising in general such as billboard advertisements, radio advertisements, internet advertisements, and TV advertisements. It also examines which of these advertising mediums are the most popular. Second, this research examines whether or not other marketing tools except advertising lead to increase in sales. Particularly, this study examines the impact of special offers, packaging, and testing the product before purchase on Cypriot consumer behaviour. Third, this research examines whether or not advertising generates sales from the majority of the Cypriot consumers. Exclusively, for this hypothesis, this research examines in what degree advertising persuades, influence, and informs Cypriot consumers to buy products.

Key words: Consumer behaviour, marketing, advertising, perception, attitudes

Introduction to Advertising

From its earliest days advertising played an important role in the promotional mix strategy of an organization because of its ability to communicate factual information. Considering this, the decision-making of the consumers is assumed to be on the basis of rational thinking (Elliott & Speck, 1998). As a consequence, advertising works persuasively by delivering a clear message designed to change beliefs. However, if consumers do indeed think rationally, they should not be easily persuaded by advertisements that merely present a nice image and a humorous outlook on the product.

Research Review

Does the overall concept of advertising actually affects the choice of the consumers or do they just disregard it? Consumers are continuously bombarded by advertisements and one cannot help but wonder whether it actually makes a difference in their choices. Advertising on its own may not be enough. Different marketing tools and various promotions such as buy one get one free may be needed to reinforce purchase of a product or even to encourage consumers to buy a new product, or a new service. There is no doubt that with their repetition advertisements will be remembered, but will this be enough to make the consumers acquire the product? A large literature has been written on the effects of advertising, that is, and whether it actually persuades people to buy one type of brand of product over another. There is no doubt that advertising does work on some level, because if it did not it will not exist. As a result, what this study tries to discover is whether enough attention is paid to the huge amount of advertisements that exist,

whether it influences the sample size which has been used in this research, in order to buy the products that are constantly being advertised and whether other promotions such as special offers gain attention and convince people to buy the product.

Summary of Literature

The literature presents the different theories that are available to the different organizations, which help them to discover which advertising techniques will be more appropriate and successful for their products and services. The use of jingles, humor, celebrities, and the increase in repetition of the advertisements may result to greater recollection of the adverts that may lead to purchase. Even though these factors try to create likeability towards the adverts, it may be ineffective against those who are loyal towards a brand. Brand loyalty is powerful, hence making it difficult for other companies to sell their products to the consumers on the count of likeability. It is highly likely that, promotional tools can achieve a breaking of barriers between companies and brand loyalties. Lastly, some authors believe that the influence of advertising has decreased over the years, but even if this is true, advertising seems to have increased rather than disappeared over the years. This is something that is very difficult to measure and hopefully it is something that this study will try to clarify.

Previous Research

Previous studies focus their attentions on the psychology side of advertising and they indicate how to use people's emotions to get their attention and increase their recall of the advertisements, in the hope that this will lead to the purchase of that product in some point in time (Elliott & Speck, 1998). These studies show that brand loyalty is an important obstacle for new firms to gain ground in the market and hence, researchers present many theories that are used to describe the emotions of consumers towards a product or an advertisement.

Advertising and its History

Heath, Brandt and Nairn (2006) in their research reveal that advertising associations attempt to accomplish three things: attention, brand awareness and persuasion. Much of the literature found in relation to advertising, is concerned with experiments on the memory of the consumer, to discover what characteristics of advertisements are most likely to increase the remembrance of them. Characteristics of advertisements can be described as humorous, or those that have songs or jingles integrated in to them. This is an important factor when considering the affects of advertising since, most mental functioning operates unconsciously and the consciousness is of very little importance in the mental life of the consumers. It is important to mention that mass television and a bombardment of TV advertising occurred after the Second World War, which had only been reinforced in the 1980s and 1990s which was seen as the decades of an obsession with advertising, especially television and it has not diminished since then but rather it has increased due to new mediums, such as the internet, in which companies advertise their products and brands, reaching a much larger proportion of consumers (Gordon, 2006). As a result, advertisements are created not only to persuade people to use a particular product or service but also to remember them, which is one of the reasons consumers are continuously exposed to the same advertisements.

Advertising Theories

The different research studies regarding advertising have been built on the literature of communication and psychology, and specifically, they have been conducted on the changes in the attitudes of consumers. A research study by Mortimer (2002) indicates that consumers pass through different stages before making a final decision to purchase a product. He also shows that the different stages consumers pass through are the cognitive stage, the affective stage, and the cognitive stage. However, previous studies have identified a connection between the cognitive process and involvement and this new theory is developed into the ELM (Elaboration Likelihood Model of Attitude Change) model (Petty, & Cacioppo, 1986). They indicate that this model consist two routes, the central route, and the peripheral route. The former route discovers that consumers who are highly involved, that is those who are more able to process information, take on more cognitive processing. As a result, advertising can be more persuasive if it is exposed in a logical and strong argument. The latter route is when less effort is needed from the consumers to analyze the arguments and hence, advertising which includes celebrities or music for example, seem to be more effective in persuading consumers (Mortimer, 2002).

Another theory is the FCB grid, which is an expansion of the ELM model, it categorizes the products according to high or low involvement and thinks, or feel influences, hence creating an outcome of four categories of goods, and services, each one having different effects, and advertising approaches. Additionally, the Rossiter-Percy grid is a further extension of this FCB grid which states that brand awareness can be divided into two parts recognition and recall (Rossiter & Percy, 1987). These researchers continue by suggesting that there are both positive and negative emotions from the consumers, substituting the ‘think’ and ‘feel’ points from the FCB grid with informational and transformational motivations (Mortimer, 2002). There are other theories that are involved with emotions and their relationship in marketing, as they are developed through the use of psychology. The first theory for emotions is the PAD (pleasure/displeasure, arousal/non-arousal and dominance / submissiveness) model of affect. The model includes all the emotional states a consumer will have and any other feeling concepts, furthermore it states that its dimensions are bipolar, that is, if one point exists the other can not. This model is helpful in scrutinizing the emotions of people during consumption. However, its outcome is controversial because some researchers believe that this model provides positive evidence and some other researchers believe that the model provides negative evidence (Huang, 2001).

Edell and Burke (1987) advertising feeling dimension can be seen as more useful as it deals with the feelings of consumers towards an advertisement. It describes the consumers’ emotions in reaction to advertisements, in line with upbeat, negative, and warm feelings. Moreover, these feelings are the result of being exposed to advertisements and lastly, that positive and negative feelings are independent and can co-exist. A research by Aaker, Fournier and Brasel (2004) regarding advertising feeling clutters which is described by Huang (2001), identifies a full range of feeling generated through advertisements. They state that there are 31 feeling clusters, which are separated as 16 positive and 15 negative feelings. Their research specifies the less intense emotions and it maximizes the differences between the clusters. Huang (2001) also states that affective responses to advertising categories set out the responses in categories which help to outline the advertisements. His research finds twelve affective responses which can be described by moods, emotions, and drives. Additionally emotions can be categorized in the dimensions of pleasure, arousal, and domination (Huang 2001).

Advertising Characteristics

Advertisements are not intended to create sales in the short-term, even though this can be seen as a triumph. However, they try to create long-lasting relationships with their consumers and try to persuade others to buy their product. For this kind of long-lasting relationship to occur the advertisements have to be recalled by the public, which in turn will create some interest towards the product which may lead to a purchase. For this recollection to arise advertisements use various strategies such as humor, jingles, and repetition of their advertising.

Jin (2003) in his survey, talks about the positive effect news exposure of adverts has on the interest and memory of the public, as it is seen in a non-advertising context, which may create more interest from the consumers and may have a different implication on them towards the product, than rather just seeing it in an advertisement. He hypothesized that ad interest will create ad attention which in turn will create a greater effect on memory. An experiment was conducted to see the ad attention and interest of university students towards the advertisements broadcasted during the Super Bowl game. They were separated into two groups, one which had received news coverage on the Super Bowl ads and the other had received information in general about ads, and the information had been given out on the Friday before the Sunday game. On the Monday after the game questionnaires were given to the same students, enquiring about the ads of the game. The overall results showed that the group that were exposed to the news story before the game had a greater recall of the ads, therefore repetition of ads helps in the remembrance of them. This theory of repetition causing an increase in the recollection of adverts is supported by Krugman (1965), who believes that continuous exposure to TV advertising causes a shift of information from the short-term to long-term memory. This will lead to a change in consumers' impression of a product.

The theory is also supported by many researchers and authors such as Jones (1995), Von Gonten and Donius (1997) and Ephron (1995), where they talk about the positive effectiveness a continuous airing of an advert has on sales. Ephron (1995) agrees that a continuous publicity of adverts to the public causes positive effects towards the product, and that the 'off-air weeks' stop any relationship of the brand with the consumer. In short it seems that memory plays a significant part in the choices consumers make. In contrast, even if repetition of advertisements does increase their recall, which may lead to a positive outcome of increasing sales, there is no guarantee that the public will take notice of them, and they may disregard them altogether.

Advertisements and their Likeability

Smit, Van Meurs, and Neijens (2006) in their research indicate that the likeability of an advertisement increases the possibility of the consumer to notice them and enhance the chances of the brand being bought. It is highly likely that likeability can be described as entertainment, relevance, clearness and pleasantness, in which relevance of a commercial with the product that is being advertised is seen as a significant factor in altering the belief of the viewer's. Furthermore, the recall of the commercials seems to have decreased along with the recommendation of that product amongst consumers and the general influence to use that product. This does not seem absurd due to the amount of media exposure and other ways in which a consumer is exposed to different advertisements and promotions of millions of types of products and brands (Smit et al., 2006). Other important factors which advertisers use in

advertisements to capture the attention of consumers are humor and music. The former factor being the most difficult to measure its effectiveness as it depends on how it is processed by the individual. The use of humor will create a liking towards the ad or the brand rather than purchase intention (Zhang & Zinkhan, 2006). In addition, Allan (2006) states that the use of popular music and sensitivity in advertisements is effective in gaining the attention of the consumer and in making them remember the advert.

The Purpose of the Study

This study examines consumers' perception and attitude towards advertising through a questionnaire survey. Specifically, this study is concentrated in three hypothesis questions which are described below.

Hypotheses / Aims and Objectives

The questionnaires allows to be seen the support of advertisements for influencing the purchasing decisions, from the sample of Cypriot participants which had been received, how big of a role it plays in their life and whether they do actually remember the advertisements they have seen over a period of a week, as many authors support the view that advertising is often recalled even if it is in someone's subconscious. Other factors that can be seen from the research are if any other marketing tools, such as promotions and packaging would increase their probability to purchase a product. As a consequence, the hypotheses for this survey are as follows:

Hypothesis 1: Advertising is ignored by the Cypriot consumers.
Hypothesis 2: Other marketing tools except advertising lead to increase in sales.
Hypothesis 3: Advertising does not generate sales from the majority of the Cypriot consumers.

Consequently, through the questionnaire this survey will investigate the role and importance of advertising in the lives of the Cypriot consumers. There has not been a substantial amount of research done on the effects of advertising on sales, that is, whether it does indeed create the need for the Cypriot consumers to go and purchase the product, and those that have been written have found a positive effect.

The objectives/questions on which conclusions can be made as to whether or not the first hypothesis is supported are as follows:

1. Cypriot consumers ignore the majority of advertisements that exist.
2. Not much attention is given to billboard advertisements.
3. Not much attention is given to radio advertisements.
4. Not much attention is given to internet advertisements.
5. Not much attention is given to TV advertisements.

All objectives/questions, which will be answered in agreement, will support the first hypothesis.

The second hypothesis will be judged by the following objectives/questions:

1. When testing a good/product it leads to purchasing it.

2. Special offers on products makes Cypriot consumers to purchase that product.
3. Packaging encourages Cypriot consumers to purchase a product

Agreement with the above objectives/questions will support the hypothesis on that marketing tools will lead to sales rather than advertising alone. Some statements intertwine and support other hypothesis.

The final hypothesis will depend on the following objectives/questions:

1. Advertising does not persuade Cypriot consumers to buy products.
2. Advertising influences Cypriot consumers' purchasing decision;
3. Advertising informs Cypriot consumers' what products exist in the market and does persuade them to buy the product.

Answers agreeing with the first objective/question and disagreeing with the second and third objective/question will support the third hypothesis.

Research Methodology

Qualitative research is concerned with the quality or nature of human experiences and what these phenomena mean to individuals. As a consequence, qualitative research tends to start with 'what', 'how and why' type questions rather than 'how much', or 'how many' questions that quantitative researchers use (Cope, 2005). It is also concerned with examining these questions in the context of everyday life and each individual's meanings and explanations. Qualitative research can thus be broadly described as interpretative and naturalistic, in that it seeks to understand and explain beliefs and behaviors within the context that they occur (Gartner & Birley, 2002). Some academics indicate that qualitative research is very difficult to define because the term encompasses many different research traditions, research strategies and methods for data collection and analysis (Prasad & Prasad, 2002).

A typical definition is that everything non-numerical is qualitative research. However, even this very simplistic definition soon breaks down, since research strategies which are typically considered to be qualitative, such as case studies, can combine numerical with non-numerical data. There is also no clear divide between qualitative and quantitative research in terms of research traditions, with much qualitative research in international business sharing the positivist assumptions of quantitative research (Prasad & Prasad, 2002). Beyond the above simplistic definition, however, it is important to point out that within the broad tradition of qualitative research there are a number of theoretical orientations. Many, but not all, these orientations derive from the social sciences, and in particular sociology and anthropology, but qualitative research methods are now being used in a wide range of fields and disciplines (Coviello & Jones, 2004). Particular theoretical frameworks or perspectives include ethnography, ethnomethodology, social constructionism, symbolic interactionism, structuralism, and critical realism.

Kumar (1999) and Schmidt and Hollensen (2006), indicate that exploratory research requires qualitative data collection methods. Qualitative methods are classified into three broad categories: observational methods, projective techniques, and interviews. Marketing researchers

use observational techniques to examine how consumers, for example, behave. Observational techniques include participant observation and ethnography. Projective techniques such as word association tests, sentence completion, and picture drawing help the researchers to examine the subconscious motives of the respondents towards advertising. In the interview method the marketing researchers ask specific questions to the respondents to examine some specific issues regarding for example, the effectiveness of the advertising. The most common qualitative research tools that researchers use to collect primary data are the in-depth interviews or personal interviews, projective techniques, and focus groups discussions. These qualitative research techniques help marketing researchers to analyze the different cultural trends in any region of the world (Cooper, 1996). For example, marketing researchers use focus groups to examine the consumer's motivations and perceptions towards the different advertisements. This technique helps marketing managers to identify new advertising ideas and therefore they design advertising plans to position and promote the new products to the market.

However, international qualitative research involves researchers belonging to one culture such as the North American culture or studying the lifestyles, attitudes, values and beliefs of consumers in another culture such as the European region. There are many differences between these two cultures regarding advertising perception and hence there is a high possibility that the American researcher will misinterpret the words and actions of the European consumers. As a consequence, researchers need to understand the different sources of biases and how to avoid them. The major source of bias in international qualitative research is communication. When researcher conduct qualitative surveys which is a non-numeric research and it deals with words, pictures and focus groups discussions, they need to consider the fact that the whole survey depends on translations. They need to translate the research instrument to the different European languages so that the participants may understand it.

Moreover, when qualitative researchers conduct surveys with different cultural groups in the European market, it is important to develop culturally and linguistically suitable tools to measure different qualitative research concepts. Regularly, details of instrument or tool development are very limited from presentation of survey results. When researcher do not adapt properly the instrument can have serious implications for study conclusions. Consequently, researchers need to find alternatives for research translation specifically with European consumers which will help them to collect valid qualitative data.

The quantitative research tool that researchers use to collect primary numeric data is the questionnaire surveys. This quantitative research tool helps market researchers to collect valuable data regarding the perception and the attitudes of the consumers towards advertising, using a large sample size. Gilbert and Brown (2004) and Gilbert (2001) indicate that questionnaire surveys is conducted among a large number of individuals, and the interview relies more on directed questions than on group discussion to generate ideas. For example, market researchers use questionnaire surveys to examine the perception of the consumers towards advertisements. This technique helps marketing managers to identify new advertising ideas and hence they design advertising plans to position and promote the new product to the market. At this point it is very important to mention that the questionnaire is adapted to the specific national and cultural environment and that it is not biased in terms of any one country or culture. As a

consequence, bias can result from the way in which the questionnaire is administered or from the scoring procedures used.

In addition, the researcher needs to ensure that the translation of the questionnaire in several languages will impact the same meaning to the respondents to ensure comparability of the data (Kumar, 1999). One of the most important factors that marketing researchers need to consider when they design questionnaires is the use of scales such as nominal, ordinal, interval and ratio scale to obtain information on attitudes and behaviors of the respondents. Another important consideration in the development of a questionnaire is the overall use of sampling. Sampling allows marketing researchers to draw conclusions about a whole by examining a part. It enables them to estimate characteristics of a population by directly observing a portion of the entire population. As a result, marketing researchers need to follow the three fundamental steps in order to develop an effective sampling design that is as follows:

1. The survey population
2. The sample size
3. The sampling method

The survey population is the population marketing researchers can observe and the target population is the population they want to observe. The goal of this process for the researchers is to have the survey population as close as possible to the target population and hence, international marketing researchers need to consider the size of their sample and the sampling method that they will use such as nonprobability and probability sampling method. It is important to mention that the sampling design is a problematic issue for the marketing researchers. Kumar (1999) indicates that in the international context, getting a list of populations for the sampling frame can present a problem. Marketing research data collection is the point at which researchers use questionnaire to gather primary information from the sample segments.

There are a variety of data collection methodologies to consider which are as follows:

1. Telephone Interviewing
2. Internet survey or online surveys
3. Mail survey
4. Mall intercepts
5. Internet panel
6. Mail panel
7. In-home panel

Like all research methods, the questionnaire surveys have their own advantages and disadvantages. The first advantage of the questionnaire is that are very cost effective when the surveys involves large sample sizes and large geographic areas such as the European Union (EU) countries and also are more cost effective when compared to focus groups discussions as the number of questions increases. The second advantage of the questionnaires is that are easy to analyze because market researchers use many statistical software packages such as SPSS. The third advantage of the questionnaires is that are very familiar to many respondents and hence, this quantitative research tool do not make the sample group anxious. The fourth advantage of

the questionnaires is that they reduce bias because there are no verbal or visual clues to influence the respondent to answer questions in a certain manner (Schmidt and Hollensen, 2006). In contrast, the first disadvantage of the questionnaires is the risk of low response rates, which is the curse of statistical analysis. The second disadvantage of this method is the fact that it allows little flexibility to the respondent with respect to response format. Inherently, it often loses the "flavor of the response" (i.e., respondents often want to qualify their answers). The third disadvantage is associated with mail questionnaires. In this case the researchers assume that the respondent is the same person he sent the questionnaire to. This may not actually be the case because anyone from his/her household can complete the questionnaire and send it back to the researcher. The fourth disadvantage is due to the fact that questionnaires are simply not suited for some group of people. For example, a questionnaire to a group of poorly educated people in some EU countries may not work because of reading skill problems.

Triangulation

Triangulation is research method that uses different researches and combines them. Triangulation can be used both on quantitative and on qualitative research, as well as on a combination of them. One more very important phase about research is the source of the information. There are three data obtaining: primary, secondary and tertiary. Primary data is developed or gathered by a researcher in its original form. This can be a questionnaire, but also a dataset and a poem. Secondary data is data which interpreter, analyzes or describes the primary data. Secondary data can be biased or have omissions, therefore it should be put in the right perspective. Tertiary data is a reference towards primary or secondary data. This can be an index, the reference list in a paper or the abstract on internet. To continue, the triangulation method enables researchers to use in-depth interviews, focus groups discussions, and questionnaires in their research. Researchers use this method to develop hypothesis questions, to test hypothesis questions and also to design questionnaires as well.

Simple Random Sampling

A probability sampling method is any method of sampling that utilizes some form of random selection. (Schmidt & Hollensen, 2006). A simple random sample is a statistical analysis where chose individuals from a large random population. Each individual is chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process, and each subset of k individuals has the same probability of being chosen for the sample as any other subset of k individuals. Additionally, this process and technique should guarantee that the different units in population have equal probabilities of chosen. Simple random method is easiest way to explain and realize. This method is a fair to select a sample to generalize the results from the sample back to the population. Simple random method is a statistical well-organized method of sampling which presents subgroups in a population. An advantage of simple random method relies on the fact that it is easy to implement and easy in explanation to non-technical audience. Another advantage is the fact that this method requires minimum information about the population and the data collection can be able perform on random distribute item. And disadvantage of this method that it’s involve a sample list to select from. The researcher uses a random simple sampling and the sample size of this study is 96 respondents. The study was performed during the first week of February, 2010 in the city of Larnaca, Cyprus. He also informed the participants about the nature of the research, and he confirms that their identity will remain anonymous.

Statistical Analysis

All data preparation for analysis will be performed using the Statistical Package for Social Science (SPSS) software, version 14 for Windows. The researcher uses the Chi-square test to analyze the primary data, which gives a comparison of questions and analysis of gender and age difference in answers and is an appropriate test for when the Likert scale is used. A three-point scale will be used in the questionnaire, as was mentioned above, and can be seen from the questionnaire in the appendix, making it easier to analyse and present the values, as the sample size will not be extremely large. For this analysis the researcher looks at the asymptotic significance result which is known as the "p" value found in the last column in the first row of the chi-square test table. From this the researcher is able to distinguish whether the questions being compared have any correlation between them. Any p value which is less than 0.05 is seen as statistically significant, that is there is a correlation between the variables. There remains a portion of the sample population that might be undecided in many questions which can be included on either side of the argument making it difficult to see the true difference between answers of those who agree and those who disagree. As a result, in this research those people are not included in the analysis of the comparison between questions. Having this in mind it is possible to prove or disprove the hypotheses.

Data Analysis

Around 200 individuals were asked to participate in this study, and 96 accepted for an acceptance rate of 48%. Each was asked to fill a questionnaire (Appendix 1). Table 1 below represents the number of females and males who participated and the age group in which they belong to.

Table 1. Demographic Characteristics

Age	Male	Female	Total
18-29	36	33	69
30-39	7	6	13
40-49	1	5	6
50-59	4	0	4
60+	2	2	4
TOTAL	50	46	96

Table 1 and the below figure 1 shows that 52.08% of the respondents are male and 47.92% are females. Table 1 and figure 2 also show that the majority of the respondents are between the ages 18-29 with 71.88%. The age of 30-39 represent the 13.54%, the age of 40-49 represents the 6.25%, the age of 5-59 the 4.17% and the age of 60 and above once again the 4.17% of the

respondents. These figures indicate that the majority of the respondents are between the ages of 18- 39, which represents the 85.42 of the sample population.

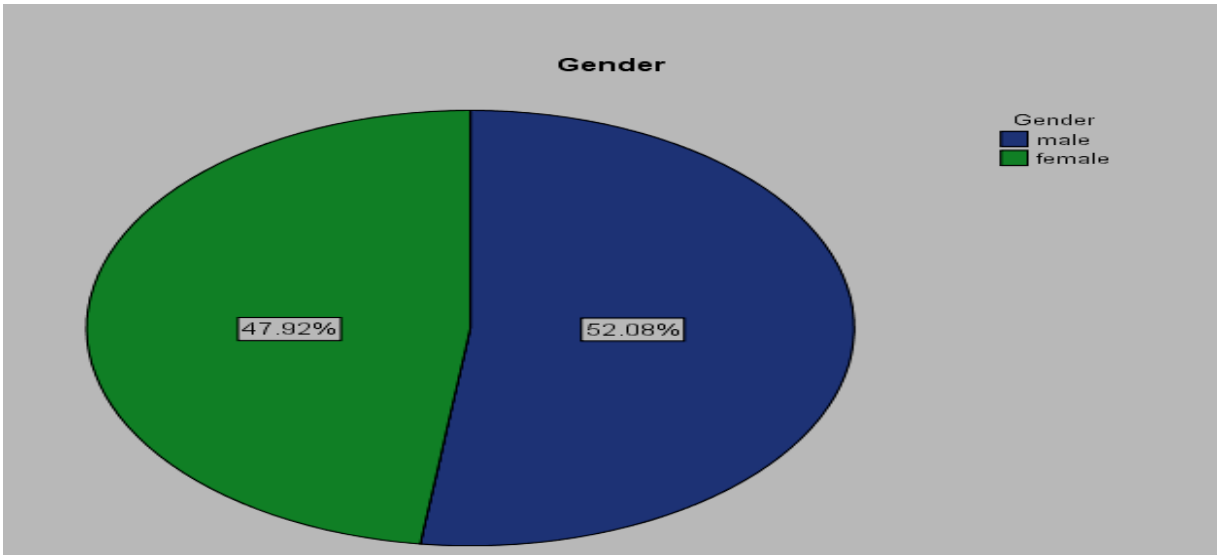

Figure 1. Gender

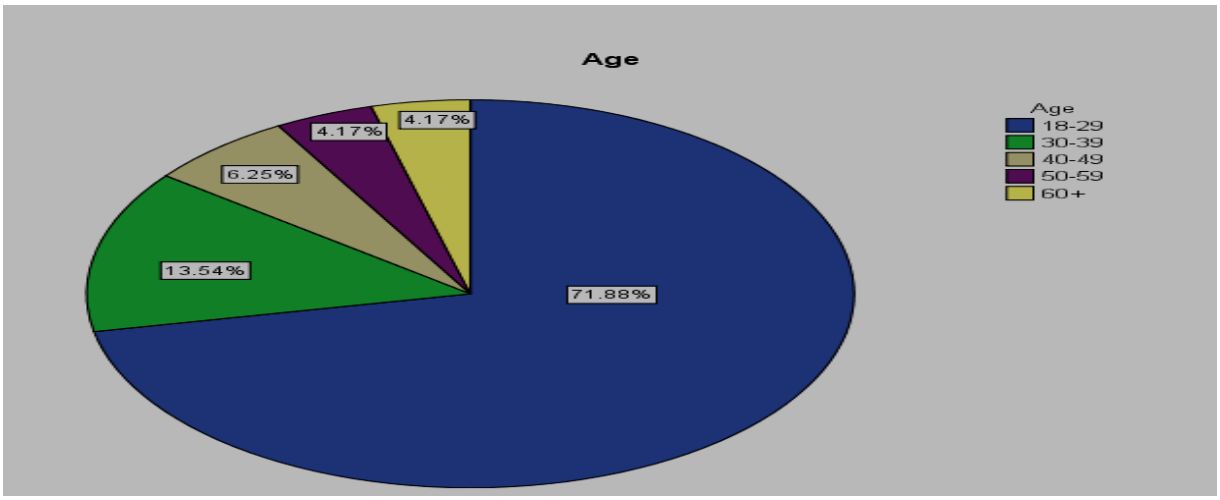

Figure 2. Age

Analysis of the Hypothesis 1

Hypothesis question 1 states that advertising is ignored by the Cypriot consumers. Question 4 in the questionnaire directly asks whether the participants ignore advertising, against question thirteen through sixteen, respectively, which asks more specifically which advertising medium they ignore the most. From the 96 participants that took part in the research the majority, more specifically 55, had agreed that they ignored the majority of advertising (Table 4, 5, 6, 7). The analysis will be based on this number of people as they represent the bulk of the sample. Specifically, 55 percent of the sample population agree that they ignore the majority of the

advertisements, out of those 29 percent do not pay attention to billboards, and 14 percent do pay attention and the remaining 12 percent were undecided (Table 4). In this case with p=0.012 there is a significant relationship between ignoring general advertising and billboards. This shows that those people who ignore general advertisements do not give attention to billboard advertisements and hence, these two variables are dependent on each other.

For radio advertisements 31 percent of the sample who ignore advertisements in general, do not listen to radio advertisements (Table 5). For radio attention p=0.296, there is no statistically significant. There is no correlation between the two variables that is those who ignore advertisements in general do not necessarily ignore radio advertisements as well, and therefore the two variables are independent. Internet advertisements have p=0.076, and hence it can be seen that the Internet has an insignificant relationship with the general ignorance of advertisement (Table 6). The majority of the sample population, 37percent out of the 55 who ignore advertisements, do not pay attention to Internet advertisements. Consequently, disregarding Internet advertisements are independent to ignoring advertisements in general. However, the 'p' value here is closer to being significant, than that for radio advertisements. So this close significance can be seen to be due to the fact that Internet advertisements are something new and visual unlike radio. The analysis shows in the next comparison, with television, whether visual advertisements play a role in attracting the attention of consumers or not.

Television advertisements have a value of p=0.020, hence it has a significant relationship (Table 7). Those who do or do not ignore advertisements, they do or do not pay attention to television advertisements, respectively. As a result these two variables, in this case, are dependent on each other and it seems that advertisements that have more of a visual content are more correlated. Only 18 percent of the 55 that ignore advertising do not pay attention to television advertisements, whereas 26 percent of the 29 who do not ignore advertisements watch television advertisements, this is a significant number. Overall this analysis indicates that all mediums of advertising, except for television, show that the majority of participants do not pay attention to them, with 29 percent, 31 percent and 37 percent for billboards, radio and the Internet respectively, and in general 55 percent of the participants ignore advertising. As a consequence, the first hypothesis can be seen to be true. When television advertising is taken into consideration however, the null hypothesis is rejected, as it is not completely true.

Gender Differences

When looking at the gender differences for each questions of the first hypothesis one would think that there would be some correlation, but when looking at the results, no correlation is found in either of the questions with values of p= 0.851 (Table 8), p= 0.897 (Table 9), p= 0.899, (Table 10), p= 0.667 (Table 11), and p= 0.467 (Table 12) for questions four and thirteen through sixteen respectively.

Age Differences

However, when comparing age differences there seems to be some correlation for a couple of questions. Billboard advertisements have a strong correlation, p= 0.034 (Table 14), as well as television advertisements with p= 0.26 (Table 17). Internet advertisements although do not show

any correlation, p= 0.083 (Table 16), and have a closer value towards correlation than radio, p= 0.546 (Table 15), or advertising in general, p= 0.489 (Table 13).

Analysis of the Hypothesis 2

To test hypothesis question 2, a comparison between question 6 which indicates that advertising does not persuade Cypriot consumers to buy products, against questions seven to nine, which give different options of marketing tools which can lead to purchasing a product. The analysis shows that only 24 participants agreed with question six and 53 disagreed, leaving 19 undecided, which can be seen to support either side (Table 19). However it is clear that advertising does play some sort of role in persuading Cypriot consumers to buy products. The analysis examines also how much other marketing tools play a role in leading to sales. In question seven, participants were asked whether testing a product before purchase would convince them to buy it (Table 19). From the 24 who agreed that advertising does not lead to purchasing a product, 12 of them believe that testing it first it will lead to buying it. Again, 8 of them were undecided and if they were labeled with the rest that disagreed there would be a uniform outcome, therefore not giving us a clear conclusion. The value of p=0.648, for testing a product, shows that there is no correlation between the two factors, and that whether advertising does or does not persuade people to buy a product it is thus independent from whether they would buy the product or not if they tested it first.

With question eight (Table 20), which asks whether special offers cause a purchase, there seems to be an increase in the proportion of participants, 18, who agreed in both question. Here p= 0.338, again there is no correlation between advertising and special offers of products. An interesting result can be seen with the comparison of question nine (Table 21), which asks whether packing has a positive effect on consumers. The value for packaging is p=0.006, thus it can be clearly seen that there is a strong correlation between the two variables. That is, packaging persuades people who are persuaded by advertisements, 40 out of the 53 participants have shown this. The 24 participants who were not persuaded by advertisements are broken down in to 10 agreeing that packaging persuades them and 10 disagreeing, therefore, a relationship cannot be clearly seen between them. Eventually, from the sample population asked, 40 agreed that testing leads to purchase, 50 agreed that packaging creates a positive effect and 62 believe that special offers lead to purchase. For this reason, the analysis shows that the hypothesis 2 is true and hence we can accept it.

Gender Differences

The analysis of the second hypothesis examines whether for question six, seven, eight, and nine, there is a difference in gender using the chi-square test.

For all questions there is no significant relationship with gender and hence the results are, p=0.353 (Table 22), p=0.16 (Table 23), p=0.379 (Table 24), and p=0.959 (Table 25) respectively. As a consequence, advertising, special offers and packaging is independent from gender.

Age Differences

The chi-square test was used once again to see the difference between the age groups in answering the same three questions, six, seven, eight, and nine.

In question six it seems that there is some correlation with age and advertising in persuading people to buy the product, with a value of p=0.051 (Table 26). The analysis also reveals that the age group that is most affected are those that are between the ages of 18-29. For question eight it does not seem to be any correlation as the value is p=0.076 (Table 28), but it is close to having some sort of correlation when compared to question nine and seven which has no correlation with p=0.302 (Table 29), and p=0.525 (Table 27) respectively.

Analysis of the Hypothesis 3

The best way to discover whether hypothesis question 3 is true or not was to compare question six with question twelve, which stated that advertising informs Cypriot consumers' what products exist in the market and does persuade them to buy the product. The value of p=0.002 (Table 31), shows a significant relationship and therefore the two questions are dependent on each other. The participants who answered positively in question six answered negatively in question twelve as was expected. As mentioned before, 24 participants answered positively with question six from those 17 disagreed with question twelve. As the majority of the sample, 38, excluding those who were undecided, answered negatively on question six it shows that the hypothesis is not supported.

Furthermore, a test was run between question three and six that stated the same point but was worded differently. Question three gave a positive statement whereas question six a negative, which was done to see whether the sample would answer differently. The value of p=0.000 (Table 32), shows very high significance and hence, both questions are completely dependent on each other. However, the analysis also reveals that 64 participants agreed with question three and only 53 disagreed with question six. Consequently, the respondents may have misread the questions or answered the questionnaire without paying attention to the statements.

The Importance of Advertising

The importance of advertising to the sample population does not seem that significant as the majority, 43 participants, when not considering those that were undecided, agreed with question twenty on how advertising is not important to them. When testing the gender and age difference against the importance of advertising there is no correlation with gender having value of p= 0.615 (Table 34) and age p= 0.494 (Table 35).

Recalling Advertisements

With the final question on the questionnaire the participants were asked whether they could recall the majority of advertisements they had seen within that week. The analysis indicates that 60 of the total sample of 96 could not recall any and only 25 could recall advertisements. After further analyzing the gender and age difference, it was found that gender was dependent on remembering advertisements, p= 0.040 (Table 37), where females were more able to recall them than males. On the other hand age seems to have no correlation with p= 0.226 (Table 38).

Summary of the Results

Overall the results show that advertising is ignored since television is shown to be the most popular medium to gain the sample's attention, even though all other mediums are not. Hence, the first hypothesis cannot be supported. What was expected from the first test and was proven was that there is a strong relationship between television and the age group 18-29. On the other

hand, the second hypothesis is supported as the sample used in this research see promotional tools as a way of persuading them to buy the products that are on promotion. However, the analysis of the third hypothesis indicates that advertising does create sales, as it does seem to influence the buying decision of this sample population (Refer to Table 2 – 38).

Discussion and Conclusions

This study draws on textbook discussions, journal articles, and questionnaires, in order to discover whether advertising creates the positive results required by companies to catch the attention of the Cypriot consumers. There are many mediums that can be used for advertising hence, billboards, Internet, radio, and television mediums were used to examine the effectiveness of advertising on Cypriot consumers. The research shows that even though the greater portion of the sample population ignored advertisements, they do not ignore television advertising. Consequently, the results can be seen as controversial and unable to coexist. However, Huang (2001) indicates that the feelings of consumers towards advertisements are independent therefore negative and positive emotions can coexist. As was discussed in the literature review, advertisements are designed so as to make them more memorable to the public, but when this was put to the test, the majority of respondents could not recall ads they had seen or heard within that week. This does not necessarily mean that advertisements are not memorable, as there have been many ads which have been creative and humorous and are still memorable such as the Budweiser beer adverts with the three frogs each one repeating 'bud,' 'weis' and 'er,' as pointed out by Till and Baack (2005). They also present through their experiment that creativity in advertisements has a greater effect on brand recall.

But in line with the results from this research, it cannot be said that by using different methods and tools in advertisements to increase recollection, the outcome will always be positive. Even though previous researchers experimented by repeating the advertisements for their participants, this questionnaire asked in general if they could recall most of the ads they had seen, taking for granted that most ads that the public is exposed to are repeated on a consistent basis within a week. Therefore, this research gave a more realistic rather than controlled environment to the participants. This negative result that was found supports Smit, Van Meurs and Neijens (2006) view on how recall of commercials has seemed to decrease over the years. However it does not support their view that there has been a decrease in the general influence to use that product. Even though it is difficult to judge whether sales do indeed increase with advertising without analyzing the records of a company, it can be assumed that if advertising does persuade people to buy products then evidently this will lead to an increase in sales, either in the short or long run. As a consequence, the results presented in this research cannot support Smit et al. (2006) and Krugman's (1965) view, which claim the opposite.

Furthermore, the results on deception are oppose to those found by Darke and Ritchie (2007) who claim that when deceived by an advertisement they held a negative position against any other advertisement. The results of this research show that the majority would not distrust any other adverts including those from which they were deceived. However when asked if they would repurchase a product from that company the greater number agreed they would not. As a result, it can be said that Cypriot consumers do hold some negative views against a company that deceives them, but they will not distrust any other advertisement from other companies. As it was mentioned in the literature review, the different strategies which are used in advertisements

such as jingles, celebrity endorsements create a greater liking towards the advertisements. However when the Cypriot consumers were asked if the use of celebrity endorsements were more persuasive, the majority rejected it. The difference between those that rejected it and those that did not was not immense. As a consequence, the results of this research shows that a more central route will be appropriate for this sample rather than a peripheral route, which was discussed earlier on in the paper. In addition, this research also reveals that the use of celebrity endorsements do not persuade the Cypriot consumers to buy the product. However, the results also shows that the celebrity endorsements may increase their attention towards that ad

Findings of the Hypotheses

The results of this research shows that all hypotheses except for the second are not supported. There is strong evidence that even though advertising is not ignored by the Cypriot consumers, other marketing tools play just as much of an important role in generating sales as does advertising. In the first hypothesis it can be seen that television is the most commonly seen medium of advertising. However, there was some controversy as the bulk of people had claimed that they ignored most of the advertising that exists but when asked specifically regarding TV advertising, this medium was not ignored. Billboards and television were found to have a correlation with the age group and surprisingly Internet had not correlation, which is seen as a new technology for the younger generation. Additionally, Internet was seen to have received the higher negative answers from all mediums of advertising. It is highly likely that companies do not use properly the Internet medium to promote their products.

Contrary to the results found here, Elliot and Speck (1998), found that TV had the highest ad avoidance. They also claimed that radio was rated lower for ad avoidance when compared to TV. However, it is important to mention that the participants in their study were made up of older, more female respondents. In contrast, the participants of this research were made up of more younger and male participants. Therefore, the results depend on the sample population. The research shows that the findings for billboard attention are opposite to those of Bhargava and Donthu (1999) who indicate in their study regarding outdoor advertising, that this type of advertising is effective in creating an increase in awareness and to some degree it will cause sales. In contrast, internet, which had the highest percentage of being ignored in this research, is supported by Cho and Hongsik (2004) who found through their experiment, that internet ad avoidance was due to perceived goal impediment, perceived ad clutter and prior negative experience, which when combined together totaled to 55.8% of their ad avoidance.

In the second hypothesis it can be clearly seen that all three marketing tools, which were given as an option for the Cypriot consumers, gained a high proportion of support from the sample size. Even though question eight on special offers showed no correlation with the age group, it was closer to correlation when compared to question seven and nine. This may be due to the sample population which most of them are young Cypriot consumers and hence, are more likely to buy products that are on special offer. To go even further, Ndubisi and Moi (2006) found in their research a significant relationship between promotional tools and product trial. In their research they indicated that coupons were not significant and this result was due to their sample population which was made up of Malaysian high income earners who did not use coupons. Evidence suggests that whether promotional tools will be successful depends on the income and lifestyle of the participants.

In the third hypothesis, question six directly asks Cypriot consumers whether advertising persuades them to buy a product or not. The results show that there is a correlation in age group, and more specifically for those between the ages 18-29, who again represents the younger generation of this research. As advertising is mostly aimed at this age group it seems that it has successfully achieved its objective. The greater number of the sample agreed that advertising does persuade and influence them to buy the product, even though they claim that they ignore the majority of the advertisements. Therefore, advertisements do infiltrate the minds of the Cypriot consumers whether or not they pay attention to them. This majority of people may be described as those who are more interested in advertising and hence they are aware of the new products that continuously come into the market. This majority of people are also concerned with obtaining the latest product which is available.

Even though this research was based on products in general it is interesting to see whether when separated in to durables and non-durables, if advertising will still create the same conclusion as this research. Such an experiment was provided by Zhou, Zhou and Ouyang (2003) who in their results found that advertising had long-term effects on sales for consumer durables but not on consumer non-durables, as non-durables are bought frequently. Their study revealed that in order to encourage repeated purchases on non-durables, marketers need to take short-term action which includes different methods of promotions, such as price promotions or repetitive advertising. Consequently, their study supports the second hypothesis of this research. In contrast, Till and Baack (2005) along with their previous results which were mentioned earlier, found that creativity in advertisements do not lead to purchase of the product.

Overall Findings

The overall results of this research study reveals that the greater number of the sample claims that advertising is not important to them and it does not bother them. On the other hand, even though advertising is not important to the participants the results show that advertising does persuade them and influence their decision to buy the products. Consequently, to some extent advertising does build brand equity, which according to Miller and Berry (1998, p. 77) "advertising is the most cost effective way in doing this." Hence, it is difficult to measure whether advertising is effective because the results show that there are many contradictions in this survey. Nevertheless, one point that is certain is the fact that there is some level of effectiveness in advertisements because they encourage the consumers to repeat purchase or switch brands.

Limitations

The sample size was greatly concentrated in the age group of 18-29, which could consequently result in some biased results as in the example of special offers, which may be seen as more intriguing for them. The questionnaire used in this survey was based on a general view of products rather than a specific product, and hence the answers could be different if the questionnaire was concentrated on specific products. Eventually, the questionnaire did not state all of the advertising channels that existed or other promotional tools, such as coupons, but instead had used the most popular so as to gain a general idea of the participants' perception.

Further Research

Although this research provides interesting results when analyzing how important each medium is to consumers, further research can be done with different advertising mediums such as magazines, and it would be interesting to research the effectiveness of these mediums to a wider range of age groups and to children, who may be more easily persuaded by advertising. Also the promotional tool of packaging may be an important factor for children, as packaging may appeal to them more than adults. It may be interesting to analyze the long-term and short-term effects of the different advertising mediums and promotional tool, as authors have different views on which method is most significant in the short or long run of sales. Additionally, researching more intensely into recollection of advertising within a period of time, to see whether the sample population purchased any products they recalled from advertising, would be interesting and valuable information.

Final Conclusions

The purpose of this research was to develop and empirically test a model to understand whether Cypriot consumers give attention to advertising and whether promotional tools and advertising are effective in convincing consumers to obtain the products. To address these issues a random sample of the population was made up of 96 participants who were mostly young people. They were asked to fill in a questionnaire, based on a number of advertising mediums and promotional tools.

Although most of the literature dealt with the psychology of consumers, this research directly asks people how effective advertising and promotional tools are on themselves.
The literature discussed the most efficient way of causing recollection of advertisements, where it was found that repetition increases recollection. However, the results in this study find that the sample cannot recall any advertisements they have observed within that week of research. As was mentioned before, Cypriot consumers were not in a controlled environment where repetition of specific advertisements could be shown to them. As a result, recollection in practice is not as high as the literature assumes. The results show that even though advertising and most of the advertising mediums are ignored, television advertising still remains the most popular medium.

This survey also reveals that the promotional tools, which were given as a choice to the participants, gained high support in determining their buying decision.
Furthermore the results clearly show that even though advertising may be ignored it still has the power in influencing the sample population in buying the products.
The results of this research confirm the fact that advertising is effective and that television advertising is still the most important medium available. It also confirms that promotional tools are just as important as advertising in creating sales. Therefore advertising has and will continue to be part of consumers' lifestyle.

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Results

Hypothesis 1

Results for Crosstab and Chi-Square Tests

Table 1
Question 4 versus 13

Crosstab

		Q13			
		disagree	undecided	agree	Total
Q4	disagree	19	3	7	29
	undecided	5	2	5	12
	agree	14	12	29	55
Total		38	17	41	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.772(a)	4	.012
Likelihood Ratio	12.828	4	.012
Linear-by-Linear Association	10.729	1	.001
N of Valid Cases	96		

a 2 cells (22.2%) have expected count less than 5. The minimum expected count is 2.13.

Table 2
Question 4 versus 14

Crosstab

		Q14			
		disagree	undecided	agree	Total
Q4	disagree	15	3	11	29
	undecided	3	2	7	12
	agree	16	8	31	55
Total		34	13	49	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.920(a)	4	.296
Likelihood Ratio	4.823	4	.306
Linear-by-Linear Association	3.415	1	.065
N of Valid Cases	96		

a 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.63.

Table 3
Question 4 versus 15

Crosstab

		Q15			
		disagree	undecided	agree	Total
Q4	disagree	11	3	15	29
	undecided	4	4	4	12
	agree	13	5	37	55
Total		28	12	56	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.454(a)	4	.076
Likelihood Ratio	7.376	4	.117
Linear-by-Linear Association	2.510	1	.113
N of Valid Cases	96		

a 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.50.

Table 4
Question 4 versus 16

Crosstab

		Q16			
		disagree	undecided	agree	Total
Q4	disagree	26	2	1	29
	undecided	7	2	3	12
	agree	30	7	18	55
Total		63	11	22	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.695(a)	4	.020
Likelihood Ratio	13.981	4	.007
Linear-by-Linear Association	10.627	1	.001
N of Valid Cases	96		

a 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.38.

Table 5
Gender versus Question 4

Crosstab

		Q4			
		disagree	undecided	agree	Total
Gender	male	14	6	30	50
	female	15	6	25	46
Total		29	12	55	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.323(a)	2	.851
Likelihood Ratio	.323	2	.851
Linear-by-Linear Association	.311	1	.577
N of Valid Cases	96		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.75.

Table 6
Gender versus Question 13

Crosstab

		Q13			
		disagree	undecided	agree	Total
Gender	male	20	8	22	50
	female	18	9	19	46
Total		38	17	41	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.217(a)	2	.897
Likelihood Ratio	.217	2	.897
Linear-by-Linear Association	.010	1	.922
N of Valid Cases	96		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.15.

Table 7
Gender versus Question 14

Crosstab

		Q14			
		disagree	undecided	agree	Total
Gender	male	18	6	26	50
	female	16	7	23	46
Total		34	13	49	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.212(a)	2	.899
Likelihood Ratio	.212	2	.900
Linear-by-Linear Association	.002	1	.967
N of Valid Cases	96		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.23.

Table 8
Gender versus Question 15

Crosstab

		Q15			
		disagree	undecided	agree	Total
Gender	male	16	5	29	50
	female	12	7	27	46
Total		28	12	56	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.811(a)	2	.667
Likelihood Ratio	.813	2	.666
Linear-by-Linear Association	.131	1	.717
N of Valid Cases	96		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.75.

Table 9
Gender versus Question 16

Crosstab

		Q16			
		disagree	undecided	agree	Total
Gender	male	33	4	13	50
	female	30	7	9	46
Total		63	11	22	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.524(a)	2	.467
Likelihood Ratio	1.536	2	.464
Linear-by-Linear Association	.108	1	.743
N of Valid Cases	96		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.27.

Table 10
Age versus Question 4

Crosstab

		Q4			
		disagree	undecided	agree	Total
Age	18-29	23	9	37	69
	30-39	2	3	8	13
	40-49	2	0	4	6
	50-59	2	0	2	4
	60+	0	0	4	4
Total		29	12	55	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.451(a)	8	.489
Likelihood Ratio	10.055	8	.261
Linear-by-Linear Association	1.579	1	.209
N of Valid Cases	96		

a 11 cells (73.3%) have expected count less than 5. The minimum expected count is .50.

Table 11
Age versus Question 13

Crosstab

		Q13			
		disagree	undecided	agree	Total
Age	18-29	31	12	26	69
	30-39	2	1	10	13
	40-49	2	3	1	6
	50-59	3	0	1	4
	60+	0	1	3	4
Total		38	17	41	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.628(a)	8	.034
Likelihood Ratio	17.717	8	.023
Linear-by-Linear Association	1.349	1	.245
N of Valid Cases	96		

a 10 cells (66.7%) have expected count less than 5. The minimum expected count is .71.

Table 12
Age versus Question 14

Crosstab

		Q14			
		disagree	undecided	agree	Total
Age	18-29	24	10	35	69
	30-39	5	2	6	13
	40-49	2	1	3	6
	50-59	3	0	1	4
	60+	0	0	4	4
Total		34	13	49	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.914(a)	8	.546
Likelihood Ratio	8.685	8	.370
Linear-by-Linear Association	.208	1	.648
N of Valid Cases	96		

a 11 cells (73.3%) have expected count less than 5. The minimum expected count is .54.

Table 13
Age versus Question 15

Crosstab

		Q15			
		disagree	undecided	agree	Total
Age	18-29	25	6	38	69
	30-39	2	4	7	13
	40-49	0	2	4	6
	50-59	1	0	3	4
	60+	0	0	4	4
Total		28	12	56	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.944(a)	8	.083
Likelihood Ratio	16.149	8	.040
Linear-by-Linear Association	4.450	1	.035
N of Valid Cases	96		

a 11 cells (73.3%) have expected count less than 5. The minimum expected count is .50.

Table 14
Age versus Question 16

Crosstab

		Q16			
		disagree	undecided	agree	Total
Age	18-29	50	8	11	69
	30-39	7	2	4	13
	40-49	3	1	2	6
	50-59	3	0	1	4
	60+	0	0	4	4
Total		63	11	22	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.380(a)	8	.026
Likelihood Ratio	16.262	8	.039
Linear-by-Linear Association	9.927	1	.002
N of Valid Cases	96		

a 11 cells (73.3%) have expected count less than 5. The minimum expected count is .46.

Hypothesis 2

Table 15
Question 6 versus 7

Crosstab

		Q7			
		disagree	undecided	agree	Total
Q6	disagree	15	10	28	53
	undecided	5	4	10	19
	agree	4	8	12	24
Total		24	22	50	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.482(a)	4	.648
Likelihood Ratio	2.446	4	.654
Linear-by-Linear Association	.169	1	.681
N of Valid Cases	96		

a 2 cells (22.2%) have expected count less than 5. The minimum expected count is 4.35.

Table 16
Question 6 versus 8

Crosstab

		Q8			
		disagree	undecided	agree	Total
Q6	disagree	7	2	44	53
	undecided	5	2	12	19
	agree	3	3	18	24
Total		15	7	74	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.537(a)	4	.338
Likelihood Ratio	4.348	4	.361
Linear-by-Linear Association	.461	1	.497
N of Valid Cases	96		

a 5 cells (55.6%) have expected count less than 5. The minimum expected count is 1.39.

Table 17
Question 6 versus 9

Crosstab

		Q9			
		disagree	undecided	agree	Total
Q6	disagree	6	7	40	53
	undecided	8	4	7	19
	agree	10	4	10	24
Total		24	15	57	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.636(a)	4	.006
Likelihood Ratio	15.025	4	.005
Linear-by-Linear Association	11.542	1	.001
N of Valid Cases	96		

a 3 cells (33.3%) have expected count less than 5. The minimum expected count is 2.97.

Table 18
Gender versus Question 6

Crosstab

		Q6			
		disagree	undecided	agree	Total
Gender	male	31	9	10	50
	female	22	10	14	46
Total		53	19	24	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.085(a)	2	.353
Likelihood Ratio	2.091	2	.351
Linear-by-Linear Association	2.020	1	.155
N of Valid Cases	96		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.10.

Table 19
Gender versus Question 7

Crosstab

		Q7			
		disagree	undecided	agree	Total
Gender	male	12	6	32	50
	female	12	16	18	46
Total		24	22	50	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.313(a)	2	.016
Likelihood Ratio	8.523	2	.014
Linear-by-Linear Association	2.470	1	.116
N of Valid Cases	96		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.54.

Table 20
Gender versus Question 8

Crosstab

		Q8			
		disagree	undecided	agree	Total
Gender	male	9	2	39	50
	female	6	5	35	46
Total		15	7	74	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.939(a)	2	.379
Likelihood Ratio	1.982	2	.371
Linear-by-Linear Association	.040	1	.842
N of Valid Cases	96		

a 2 cells (33.3%) have expected count less than 5. The minimum expected count is 3.35.

Table 21
Gender versus Question 9

Crosstab

		Q9			
		disagree	undecided	agree	Total
Gender	male	13	8	29	50
	female	11	7	28	46
Total		24	15	57	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.084(a)	2	.959
Likelihood Ratio	.084	2	.959
Linear-by-Linear Association	.080	1	.777
N of Valid Cases	96		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.19.

Table 22
Age versus Question 6

Crosstab

		Q6			
		disagree	undecided	agree	Total
Age	18-29	39	15	15	69
	30-39	5	2	6	13
	40-49	5	1	0	6
	50-59	4	0	0	4
	60+	0	1	3	4
Total		53	19	24	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.460(a)	8	.051
Likelihood Ratio	18.777	8	.016
Linear-by-Linear Association	.657	1	.418
N of Valid Cases	96		

a 11 cells (73.3%) have expected count less than 5. The minimum expected count is .79.

Table 23
Age versus Question 7

Crosstab

		Q7			
		disagree	undecided	agree	Total
Age	18-29	17	19	33	69
	30-39	2	3	8	13
	40-49	3	0	3	6
	50-59	1	0	3	4
	60+	1	0	3	4
Total		24	22	50	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.110(a)	8	.525
Likelihood Ratio	9.912	8	.271
Linear-by-Linear Association	.438	1	.508
N of Valid Cases	96		

a 11 cells (73.3%) have expected count less than 5. The minimum expected count is .92.

Table 24
Age versus Question 8

Crosstab

		Q8			
		disagree	undecided	agree	Total
Age	18-29	11	5	53	69
	30-39	1	1	11	13
	40-49	0	1	5	6
	50-59	3	0	1	4
	60+	0	0	4	4
Total		15	7	74	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.232(a)	8	.076
Likelihood Ratio	12.421	8	.133
Linear-by-Linear Association	.090	1	.764
N of Valid Cases	96		

a 11 cells (73.3%) have expected count less than 5. The minimum expected count is .29.

Table 25
Age versus Question 9

Crosstab

		Q9			
		disagree	undecided	agree	Total
Age	18-29	15	11	43	69
	30-39	3	3	7	13
	40-49	2	0	4	6
	50-59	1	0	3	4
	60+	3	1	0	4
Total		24	15	57	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.494(a)	8	.302
Likelihood Ratio	11.913	8	.155
Linear-by-Linear Association	3.213	1	.073
N of Valid Cases	96		

a 11 cells (73.3%) have expected count less than 5. The minimum expected count is .63.

Hypothesis 3

Table 26

Question 6 versus 12

Crosstab

		Q12			
		disagree	undecided	agree	Total
Q6	disagree	14	15	24	53
	undecided	7	8	4	19
	agree	17	3	4	24
Total		38	26	32	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.906(a)	4	.002
Likelihood Ratio	16.681	4	.002
Linear-by-Linear Association	12.310	1	.000
N of Valid Cases	96		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.15.

Table 27
Question 3 versus 6

Crosstab

		Q6			
		disagree	undecided	agree	Total
Q3	disagree	4	1	11	16
	undecided	6	4	6	16
	agree	43	14	7	64
Total		53	19	24	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.372(a)	4	.000
Likelihood Ratio	23.822	4	.000
Linear-by-Linear Association	20.192	1	.000
N of Valid Cases	96		

a 4 cells (44.4%) have expected count less than 5. The minimum expected count is 3.17.

Importance of Advertising

Table 28
Gender versus Question 20

Crosstab

	Q20	Total

		disagree	undecided	agree	
Gender	male	22	8	20	50
	female	17	6	23	46
Total		39	14	43	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.971(a)	2	.615
Likelihood Ratio	.972	2	.615
Linear-by-Linear Association	.808	1	.369
N of Valid Cases	96		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.71.

Table 29
Age versus Question 20

Crosstab

		Q20			
		disagree	undecided	agree	Total
Age	18-29	29	10	30	69
	30-39	5	2	6	13
	40-49	0	2	4	6
	50-59	3	0	1	4
	60+	2	0	2	4
Total		39	14	43	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.402(a)	8	.494
Likelihood Ratio	10.358	8	.241
Linear-by-Linear Association	.013	1	.910
N of Valid Cases	96		

a 10 cells (66.7%) have expected count less than 5. The minimum expected count is .58.

Recalling Advertisements

Table 30
Gender versus Question 21

Crosstab

		Q21			
		disagree	undecided	agree	Total
Gender	male	37	5	8	50
	female	23	6	17	46
Total		60	11	25	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.442(a)	2	.040
Likelihood Ratio	6.535	2	.038
Linear-by-Linear Association	6.368	1	.012
N of Valid Cases	96		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.27.

Table 31
Age versus Question 21

Crosstab

		Q21			
		disagree	undecided	agree	Total
Age	18-29	46	7	16	69
	30-39	7	1	5	13
	40-49	1	2	3	6
	50-59	4	0	0	4
	60+	2	1	1	4
Total		60	11	25	96

Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.585(a)	8	.226
Likelihood Ratio	11.424	8	.179
Linear-by-Linear Association	.421	1	.517
N of Valid Cases	96		

a 11 cells (73.3%) have expected count less than 5. The minimum expected count is .46.

Appendix 1
Questionnaire

Q.1. Gender: M ☐ F ☐

Q.2. Age: 18-29 ☐ 30-39 ☐ 40-49 ☐ 50-59 ☐ 60+ ☐

	Disagree	Undecided	Agree
	1☐	2☐	3☐

Q.3. Advertising influences your purchasing decision: 1☐ 2☐ 3☐

Q.4. You ignore the majority of advertisements that exist: 1☐ 2☐ 3☐

Q.5. Advertisements which include celebrities are more persuasive: 1☐ 2☐ 3☐

Q.6. Advertising does not persuade you to buy products: 1☐ 2☐ 3☐

Q.7. When testing a good it leads to purchasing it: 1☐ 2☐ 3☐

Q.8. Special offers on products makes you purchase that product: 1☐ 2☐ 3☐

Q.9. Packaging encourages you to purchase a product: 1☐ 2☐ 3☐

Q.10. Advertising is not needed to tell you what to buy: 1☐ 2☐ 3☐

Q.11. Advertising informs you what there exists but does not persuade you to buy the good:

1☐ 2☐ 3☐

Q.12. Advertising informs you what there exists and does persuade you to buy the good:

1☐ 2☐ 3☐

Q.13. Not much attention is given to billboard advertisements: 1☐ 2☐ 3☐

Q.14. Not much attention is given to radio advertisements: 1☐ 2☐ 3☐

Q.15. Not much attention is given to internet advertisements: 1☐ 2☐ 3☐

Q.16. Not much attention is given to TV advertisements: 1☐ 2☐ 3☐

Q.17. If you were deceived (e.g. a cleaning product that claims to get rid of the toughest stains but does not in reality) by an advertisement you would never purchase a product from that company again:

1☐ 2☐ 3☐

Q.18. If you were deceived by an advert you would distrust all other adverts including the ones that deceived you:

1☐ 2☐ 3☐

Q.19. The amount of adverts that exist is tiresome: 1☐ 2☐ 3☐

Q.20. Overall advertising is not important to me and I am not bothered about it:

1☐ 2☐ 3☐

Q.21. It is possible for me to recall most of the ads I have seen in this week:

1☐ 2☐ 3☐

<u>This is the end of the questionnaire thank for your cooperation and time.</u>