APPENDICES

Appendix A: Normality Test for Research Variables

Appendix B: Regression Assumption Test for Research Variables

Appendix C: Print Advertisements (Advert A and Advert B)

Appendix D: Questionnaire Survey

Appendix A: Normality Test for Research Variables

Table 4.1 (a)

Normality Test: Skewness and Kurtosis for Research Variables (Advert A)

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
totalattA	250	-.345	.154	-.407	.307
totalexecA	250	-.089	.154	.058	.307
totalbrandA	250	-.521	.154	-.069	.307
totalintentA	250	-.242	.154	-.212	.307

Normality Test: Skewness and Kurtosis for Research Variables (Advert B)

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
totalattB	250	-.182	.154	-.335	.307
totalexecB	250	.095	.154	-.187	.307
totalbrandB	250	-.364	.154	.004	.307
totalintentB	250	-.186	.154	-.810	.307

Table 4.1 (b)

Normality Test: M-Estimators for Research Variables

M-Estimators

|	Huber's M-Estimator(a)	Tukey's Biweight(b)	Hampel's M-Estimator(c)	Andrews' Wave(d)
totalattA	35.0408	35.0761	34.9938	35.0764
totalexecA	82.1633	82.2499	82.0017	82.2603
totalbrandA	25.0956	25.1224	25.0275	25.1203
totalintentA	16.6750	16.7205	16.6910	16.7193
totalattB	35.9214	35.9296	35.8321	35.9303
totalexecB	86.7354	86.2804	86.8926	86.2754
totalbrandB	25.1873	25.3287	25.2368	25.3379
totalintentB	18.0463	18.5635	18.0883	18.6687

a The weighting constant is 1.339.

b The weighting constant is 4.685.

c The weighting constants are 1.700, 3.400, and 8.500

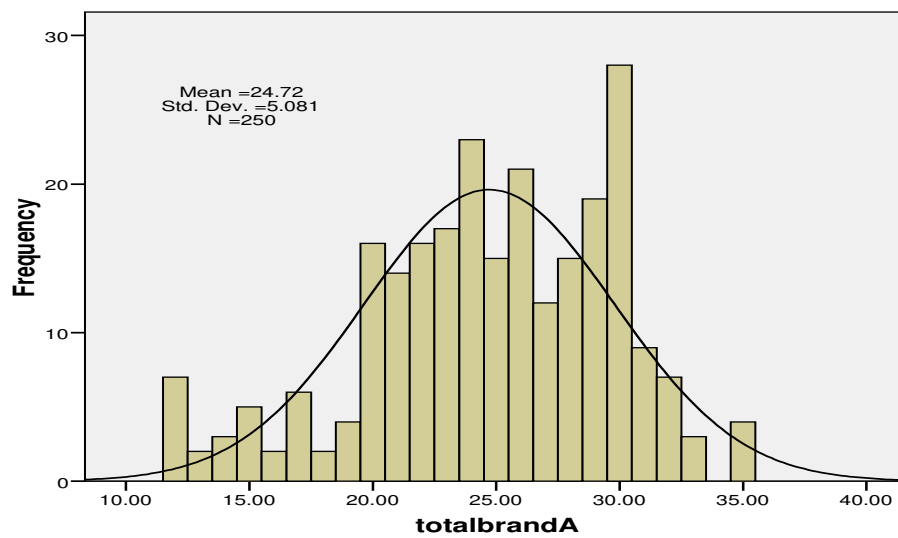d The weighting constant is 1.340*pi.

Descriptives
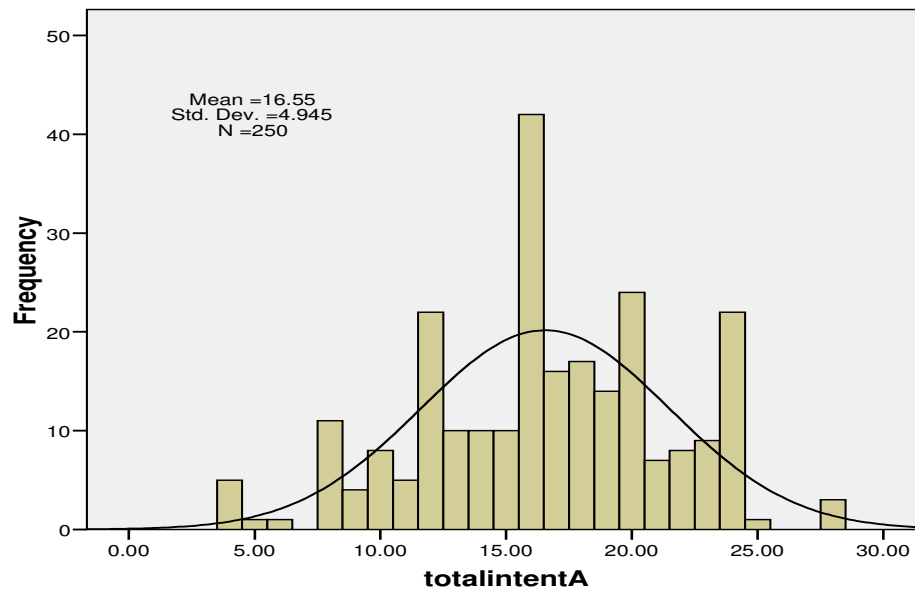
		Statistic
totalattA	Mean	34.7280
	5% Trimmed Mean	34.9156
	Median	35.0000
totalexecA	Mean	81.6880
	5% Trimmed Mean	81.7089
	Median	83.0000
totalbrandA	Mean	24.7200
	5% Trimmed Mean	24.9133
	Median	25.0000
totalintentA	Mean	16.5480
	5% Trimmed Mean	16.6622
	Median	16.0000
totalattB	Mean	35.7120
	5% Trimmed Mean	35.7556
	Median	36.0000
totalexecB	Mean	87.3280
	5% Trimmed Mean	87.2844
	Median	86.0000
totalbrandB	Mean	24.9720
	5% Trimmed Mean	25.0911
	Median	25.0000
totalintentB	Mean	17.8880
	5% Trimmed Mean	17.9156
	Median	18.0000

Figure 4.1 (c)

Normality Test: Histogram for Research Variables
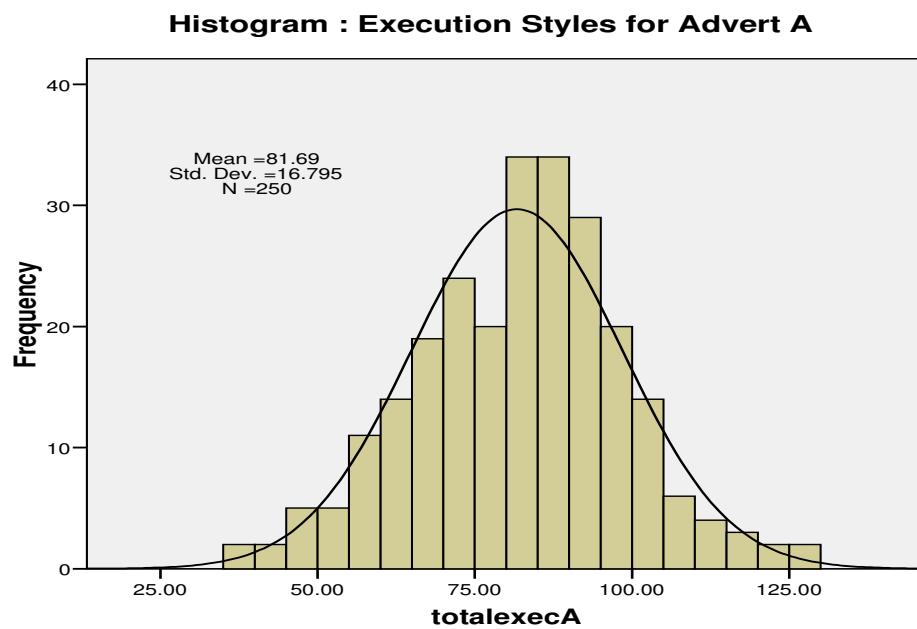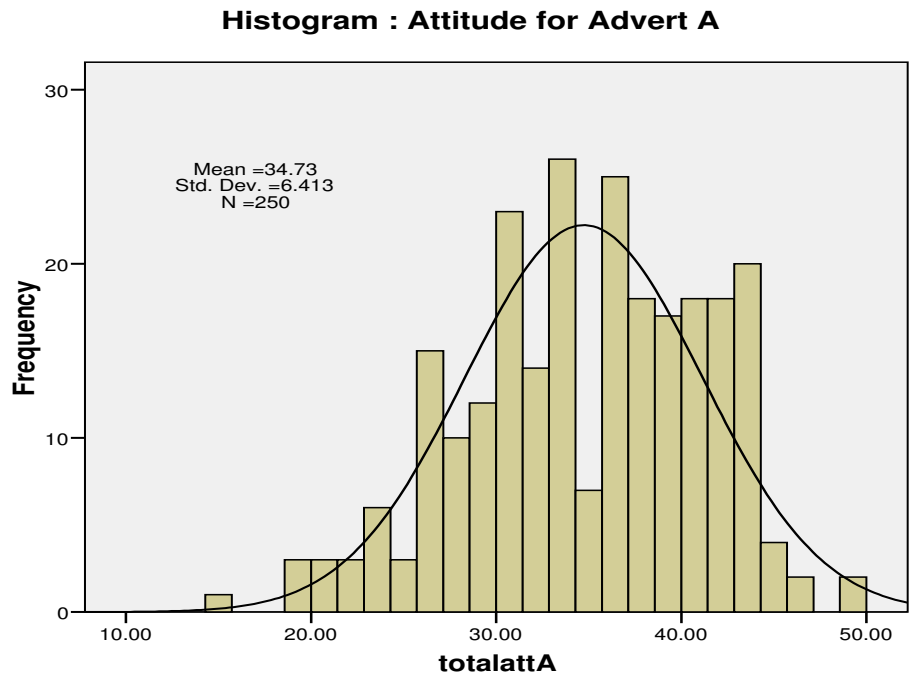
Histogram : Attitude for Advert A

Mean =34.73
Std. Dev. =6.413
N =250

Histogram : Execution Styles for Advert A

Mean =81.69
Std. Dev. =16.795
N =250

Histogram : Brand Familiarity for Advert A

Mean =24.72
Std. Dev. =5.081
N =250

Frequency

totalbrandA

Histogram : Purchase Intention for Advert A

Mean =16.55
Std. Dev. =4.945
N =250

Frequency

totalintentA

Histogram : Attitude for Advert B

Mean =35.71
Std. Dev. =6.301
N =250

Histogram : Execution Styles for Advert B

Mean =87.33
Std. Dev. =16.737
N =250

Histogram : Brand Familiarity for Advert B

Mean =24.97
Std. Dev. =4.747
N =250

totalbrandB

Histogram : Purchase Intention for Advert B

Mean =17.89
Std. Dev. =4.523
N =250
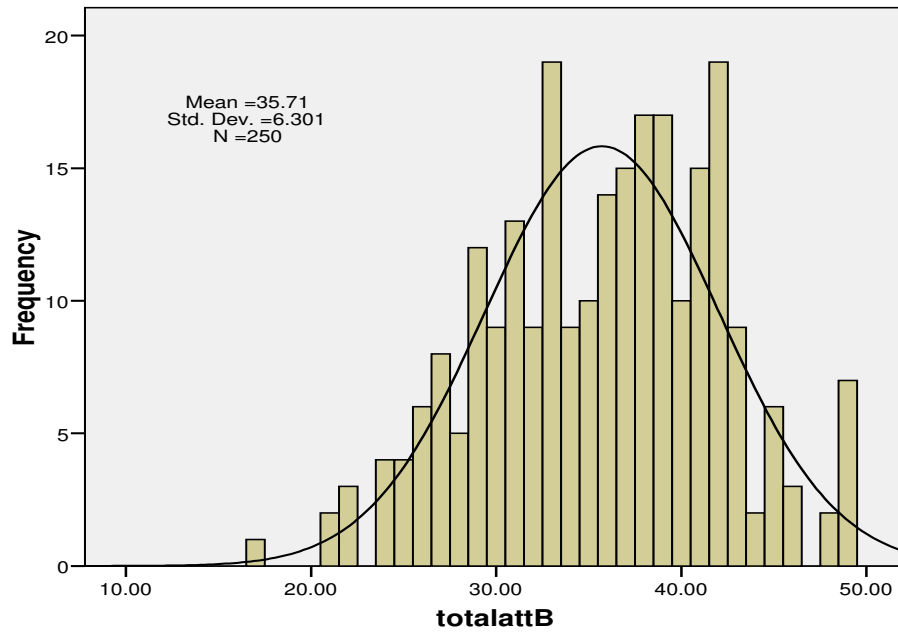
totalintentB
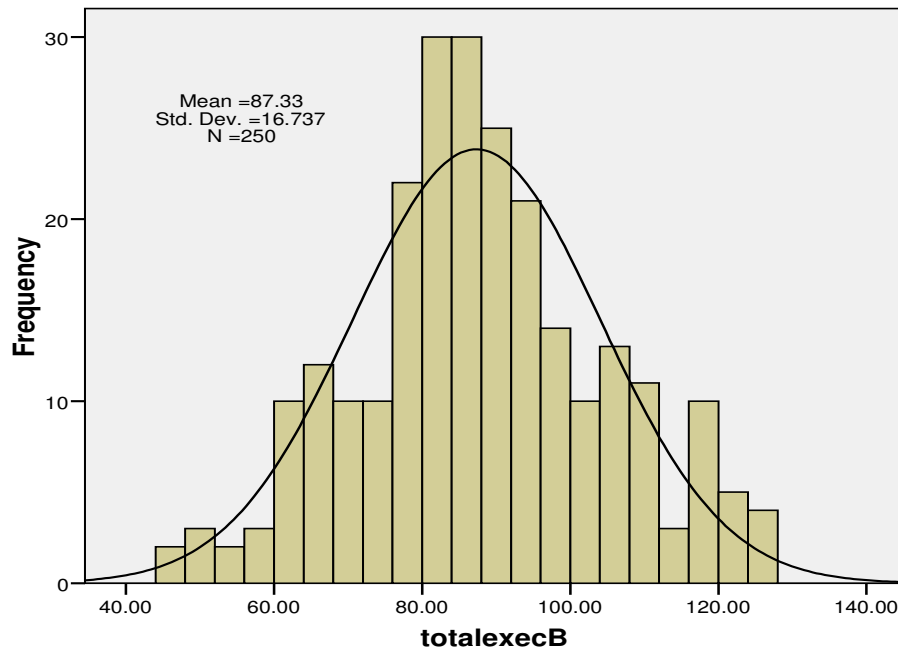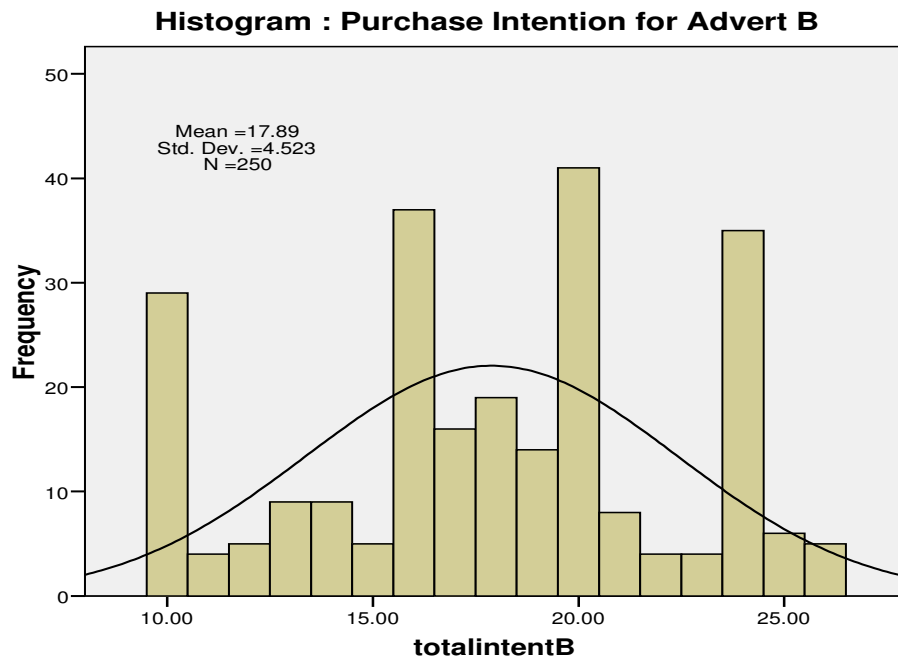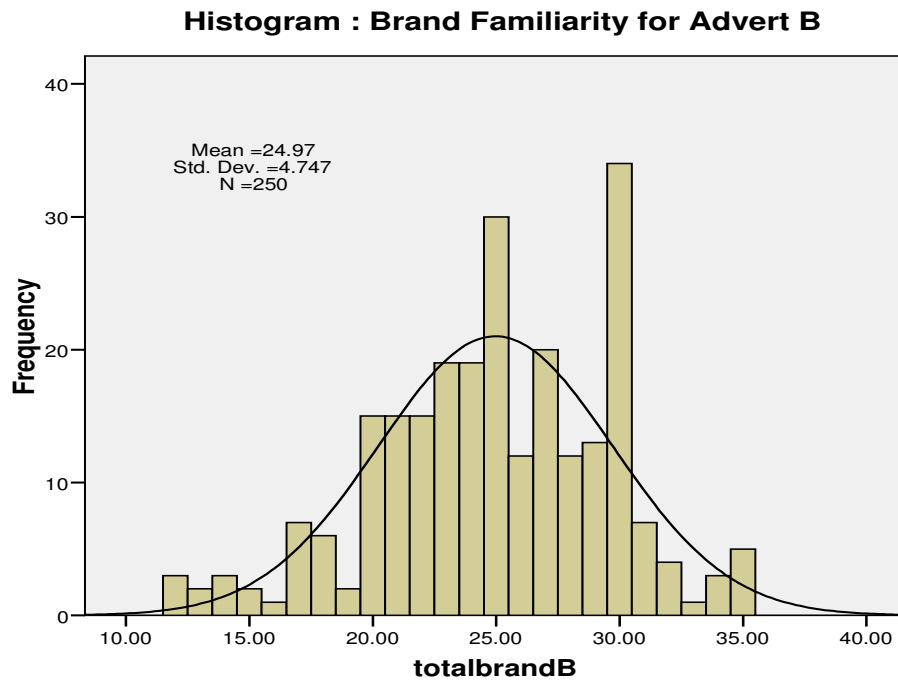
Figure 4.1 (d)

Normality Test: Box-Plot Analysis for Research Variables

Box Plot: Attitude for Advert A

Box Plot: Execution Styles for Advert A

Box Plot: Brand Familiarity for Advert A

totalbrandA

Box Plot: Purchase Intention for Advert A

totalintentA
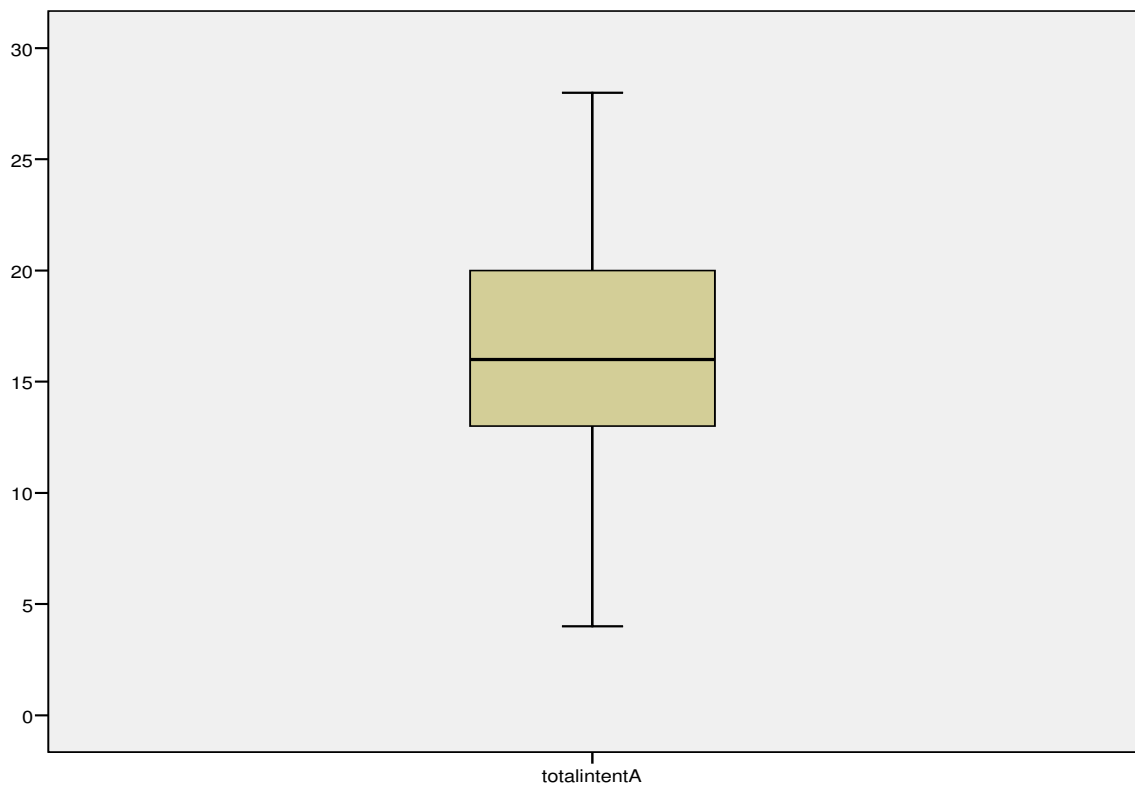
Box plot: Attitude for Advert B
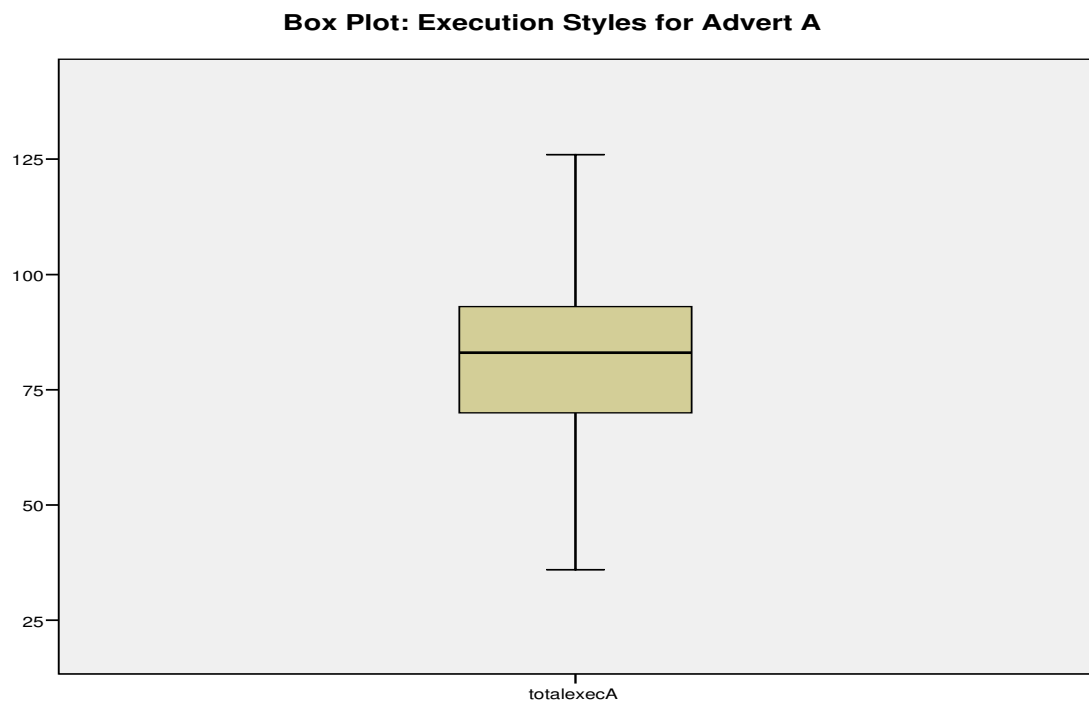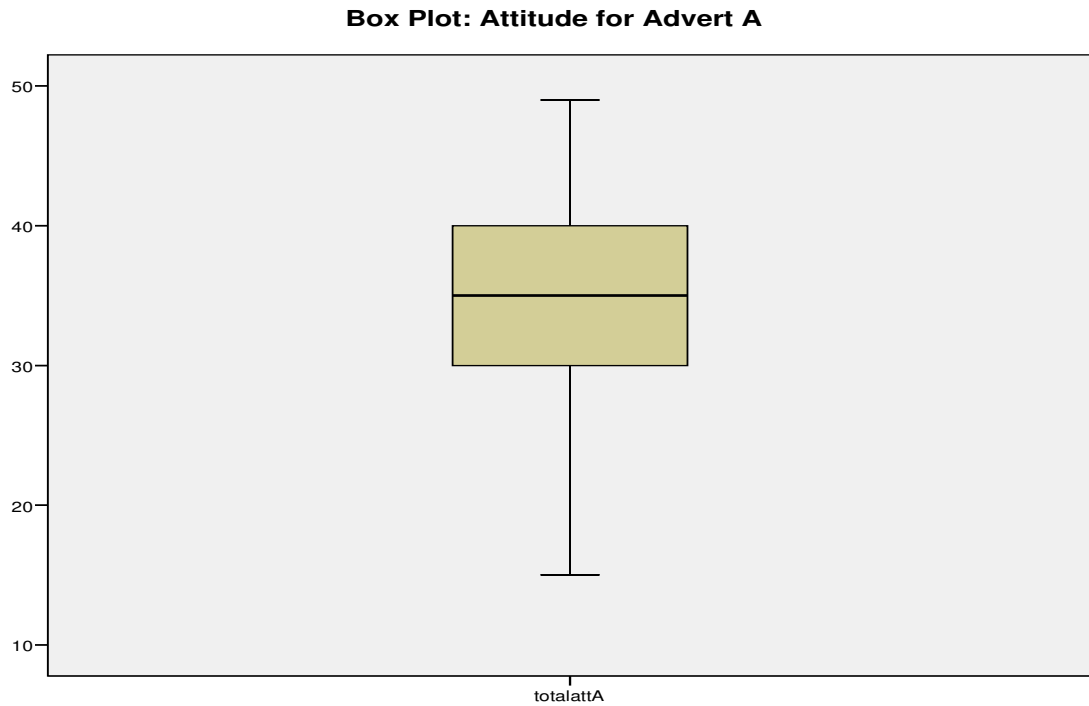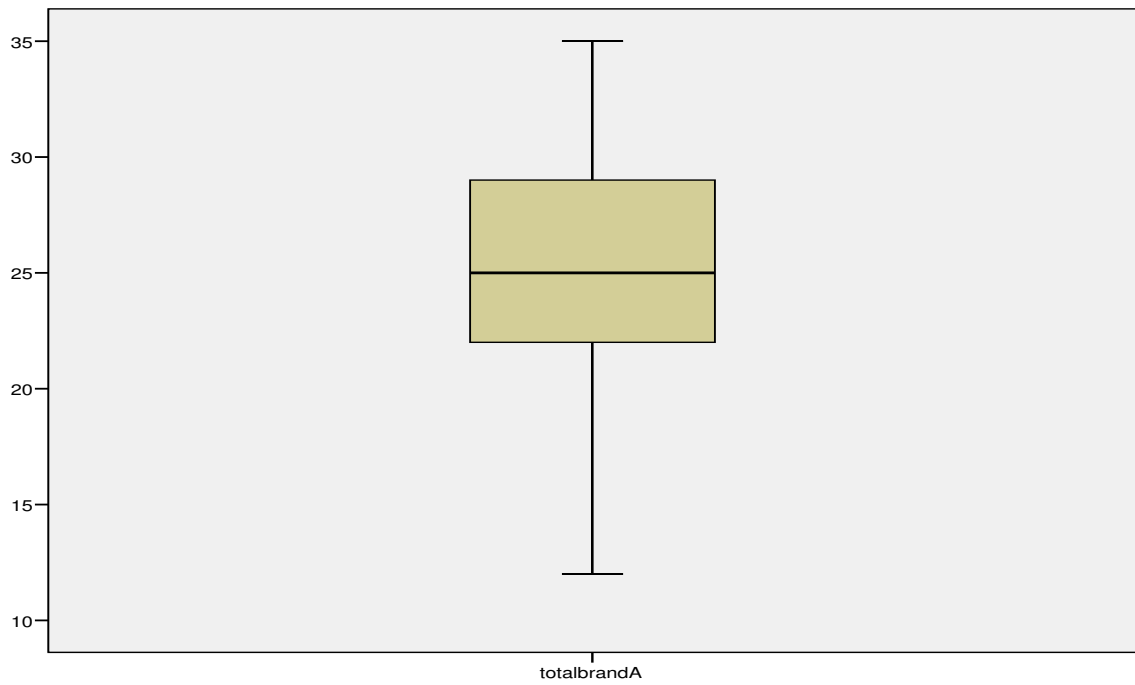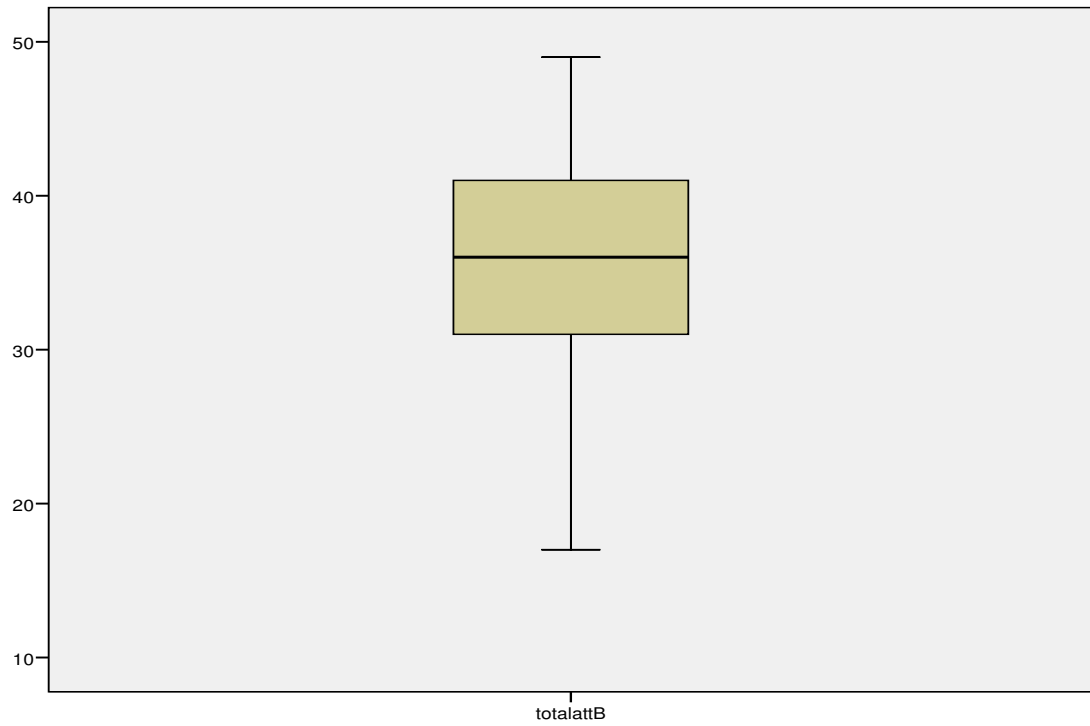

Box Plot: Execution Styles for Advert B
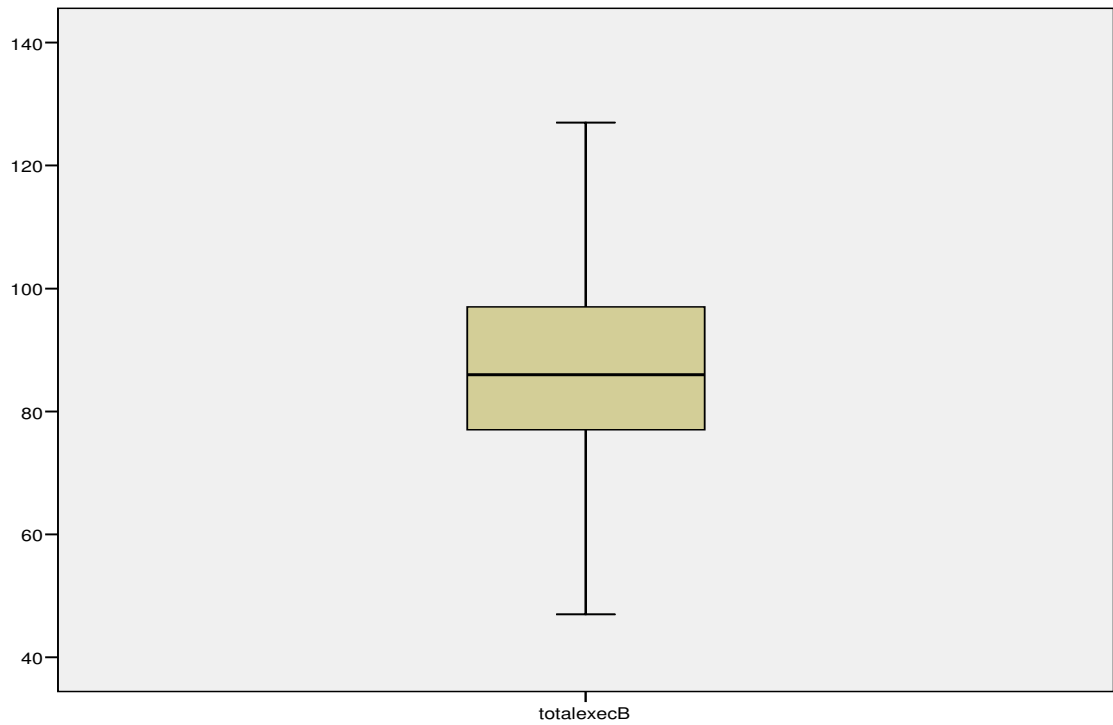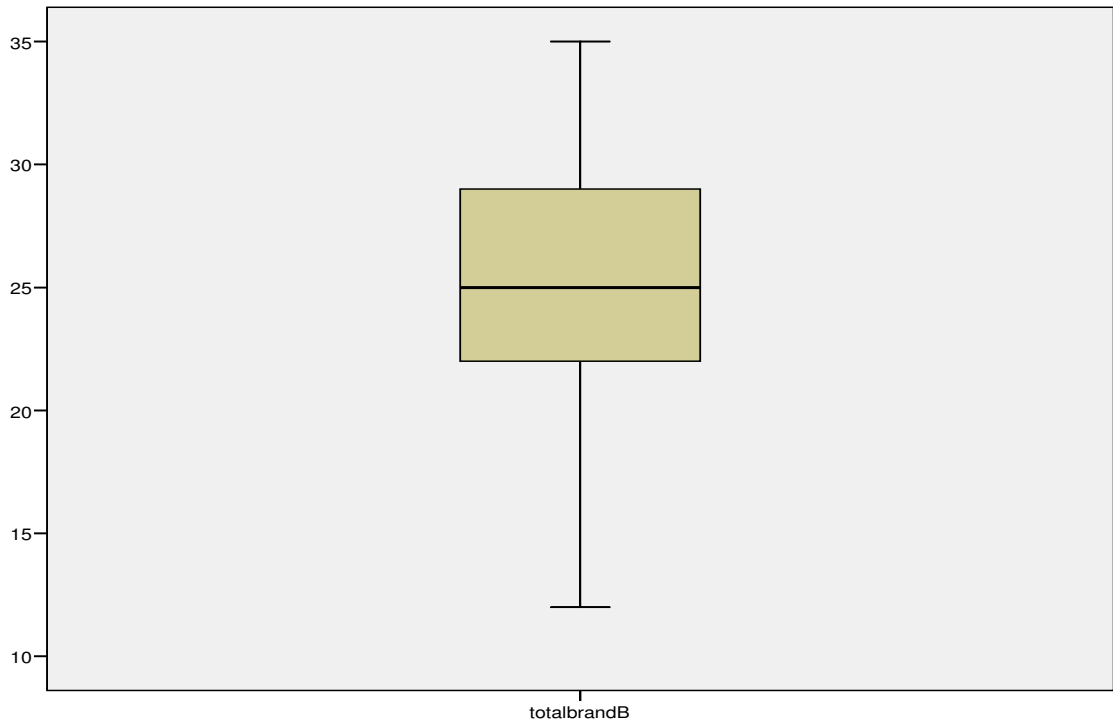
Box Plot: Brand Familiarity for Advert B
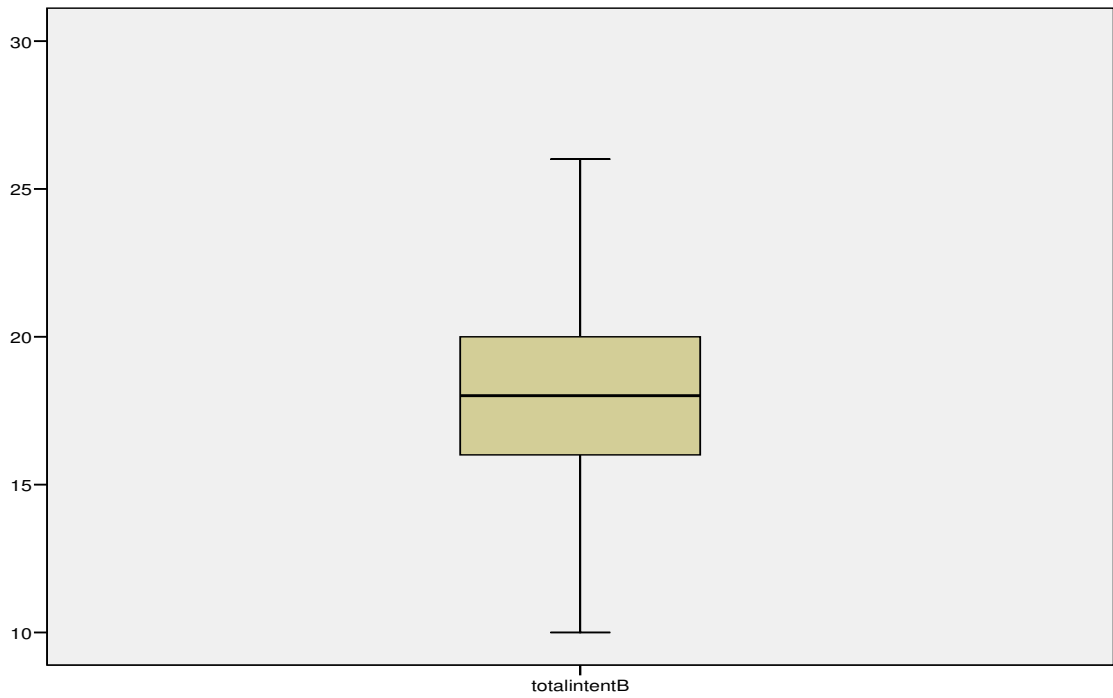

totalbrandB

Box Plot: Purchase Intent for Advert B

totalintentB

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Table 4.3 (e)

Factor Loading for Factor Analysis (Advert A)

Component Matrix for Advert A

	Component							
	1	2	3	4	5	6	7	8
transexec21A	.816							
intent1A	.808							
intent2A	.780					-.367		
intent3A	.765					-.370		
transexec10A	.738							
transexec9A	.736							
intent4A	.728					-.302		
transexec8A	.725							
brand5A	.724							
transexec6A	.720							
brand4A	.707		-.525					
transexec16A	.676							
transexec20A	.672							
transexec15A	.635							
infoexec17A	.622							
brand2A	.618		-.557					
att3A	.611			-.487				
brand3A	.608		-.499					
infoexec13A	.554							.375
att1A	.541			-.531				
att4A	.506			-.436				
infoexec1A	.442	-.332	.363					.332
att7A		.696			.425			
transexec2A		.686						
att6A		.672			.519			
infoexec19A		.580			-.303			
att5A		.575			.462			
infoexec7A		.566	.336					
infoexec5A		.541						.351
infoexec3A	.346	.534						
transexec12A	.479	.502						
transexec14A		.360			-.333			
brand1A			-.564			.340		
att2A	.543			-.580				
transexec11A	.328	.379		.439				-.329
transexec4A	.504						.570	
transexec18A		.365		.310			.374	

Extraction Method: Principal Component Analysis.

a. 8 components extracted.

Factor Loading for Factor Analysis (Advert A)

Component Matrix for Advert B[a]

	Component						
	1	2	3	4	5	6	7
intent1B	.755						
transexec8B	.741						.354
intent3B	.737				-.320		
brand5B	.736						
transexec9B	.736						.323
transexec16B	.734						
transexec15B	.732						
transexec10B	.724						
transexec6B	.724						
transexec21B	.724						
brand4B	.722		-.456				
intent4B	.716				-.309		
intent2B	.714						
brand3B	.704		-.406				
infoexec17B	.697						
brand2B	.697		-.486				
att2B	.656			-.461	-.359		
transexec20B	.639						
att3B	.625			-.437	-.394		
att1B	.598			-.469	-.437		
transexec4B	.593						.345
att4B	.563			-.497			
infoexec13B	.532					.331	
transexec12B	.531	.486				-.306	
transexec18B	.429	.412					
infoexec1B	.416	-.386					-.333
att6B		.717					
att7B		.682					
transexec2B	.362	.612					
infoexec19B		.606					
att5B		.600				.459	
infoexec3B	.457	.543					
infoexec5B	.326	.533					
infoexec7B		.512	.341				
transexec14B		.463		.341	-.372		
transexec11B	.364	.437					.420
brand1B	.382		-.566	-.309			

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

Appendix B: Regression Assumption Test for Research Variables

Figure 4.4 (e)

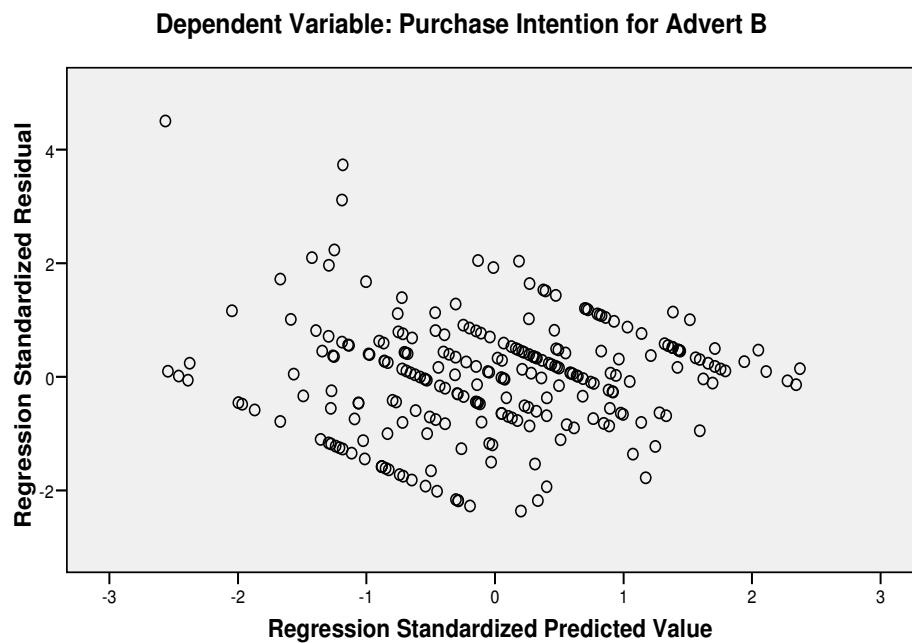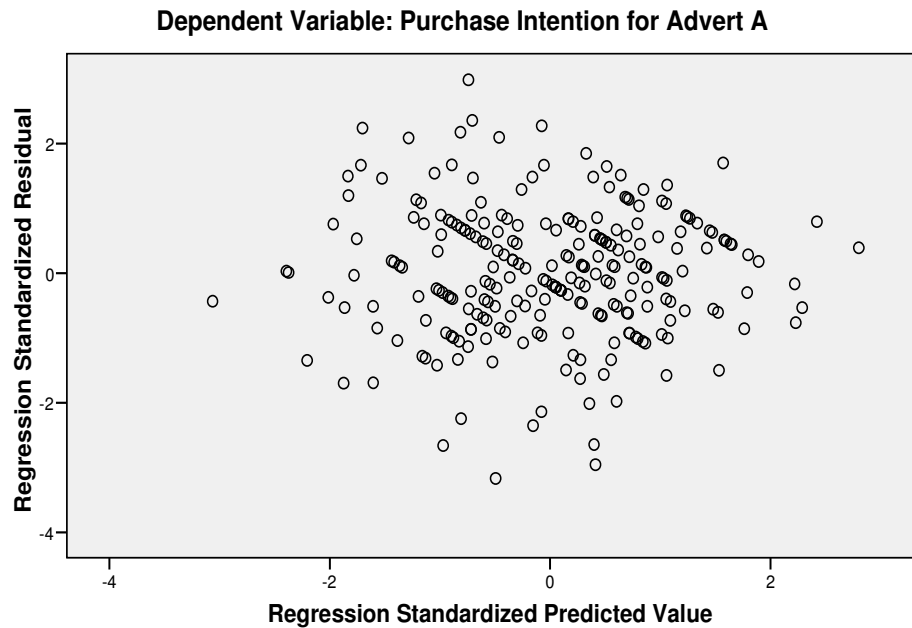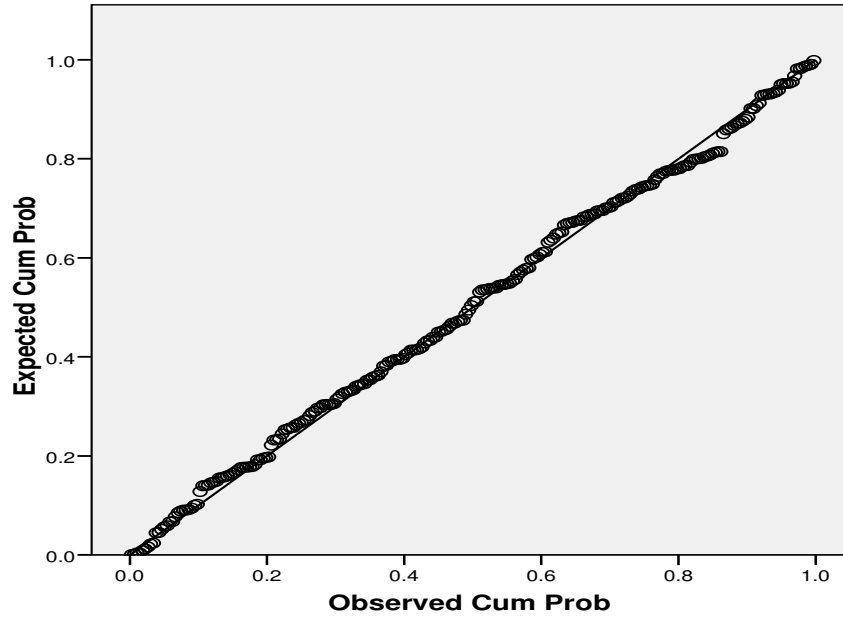*Residual Scatterplot between Independent Variables and Dependent Variables*
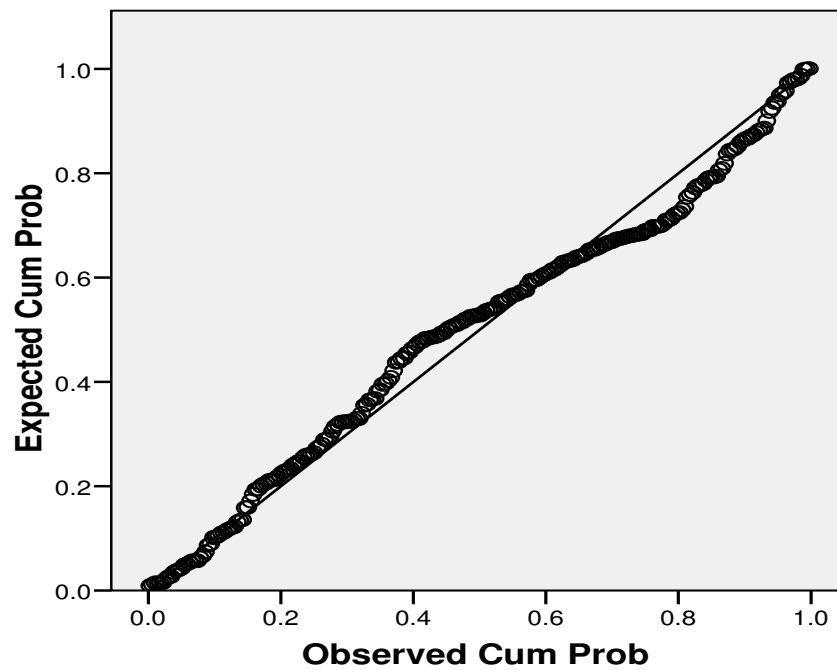
Dependent Variable: Purchase Intention for Advert A

Dependent Variable: Purchase Intention for Advert B

Figure 4.4 (f)

Residual Normal P-P Plot between Independent Variables and Dependent

Variables **Dependent Variable: Purchase Intention for Advert A**

Dependent Variable: Purchase Intention for Advert B

Appendix C: Print Advertisements

Advertisement A

Source:
http://www.google.com.my/imglanding?q=burger%20king%20+%20images&imgurl=http://www
.smashingapps.com/wp-content/uploads/2008/06/burger-king-ramadan-
kareem.jpg&imgrefurl=http://www.smashingapps.com/2008/06/27/42-extremely-creative-
advertisements-i-have-ever-seen.html&usg=__np5-
DiGeH5H2prfWm3G6h_fljLg=&h=498&w=500&sz=37&hl=en&um=1&itbs=1&tbnid=69SfOoI
WMMDHOM:&tbnh=129&tbnw=130&prev=/images%3Fq%3Dburger%2Bking%2B%252B%2
Bimages%26start%3D20%26um%3D1%26hl%3Den%26client%3Dfirefox-
a%26sa%3DN%26rls%3Dorg.mozilla:en-
US:official%26ndsp%3D20%26tbs%3Disch:1&start=35&um=1&client=firefox-
a&sa=N&rls=org.mozilla:en-
US:official&ndsp=20&tbs=isch:1#tbnid=69SfOoIWMMDHOM&start=39

Advertisement B

Source:

UNIVERSITI MALAYA
FACULTY OF BUSINESS & ACCOUNTANCY
MASTER OF BUSINESS ADMINISTRATION

Dear Sir/Madam/Miss,

I am conducting a study on Malaysian attitude towards standardisation versus adaptation in print advertisements. The questionnaire asks you about your opinion of standardised advertisements, adapted advertisements, execution styles, brand familiarity and purchase intention in print advertisements. There is no right or wrong answer to these questions.

I would appreciate it very much if you could spend a few minutes of your time to answer the questions inthe following pages. All information will be used in aggregate form only and will be treated in strict and confidential manner.

Your kind cooperation and participation in this study is valued and highly appreciated.

Best Regards,
Keng Siew Li (Linda)
012-6681218
lindakeng_um@yahoo.com

Do you read magazines?	☐ Yes	☐ No	

| Which magazines do you read? **(mark all if applicable)** | ☐ Cleo
☐ Female
☐ Her World
☐ Marie Claire | ☐ Bazaar
☐ Vogue
☐ Glamour
☐ Travel & Leisure | ☐ Wall Street Journal
☐ National Geographic
☐ Forbes
Others: _____ |

Frequency of reading magazines?	☐ 1-2 times per month	☐ 3-5 times per month	☐ > 5 times per month

When was the last time you read magazines?	☐ 1 weeks ago or lesser ☐ more than 3 months ago	☐ 2-3 weeks ago ☐ more than 6 months ago	☐ 1-3 months ago

| What are you looking for when reading them? **(mark all if applicable)** | ☐ Fashions & Trends
☐ Travel
☐ Advertisements
☐ Current News | ☐ Sport
☐ Science
☐ Business
☐ Finance | ☐ Leisure
☐ Health
☐ Current Events
Others: _____ |

MAIN INSTRUCTION: Kindly answer all the questions in this Section based on the given ADVERTISEMENT A.

Please mark "X" on the specified box that you think is the best described your level of agreement.

	Strongly Disagree	Disagree	Slightly Disagree	Neither	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
Advertisements Feeling							
The ad is beautiful							
The ad attracts attention							
The ad is remarkable							
The ad is original							
Advertisements Understanding							
It is **not immediately** clear which brand is advertised							
You have to watch the advertisement frequently to know what it is exactly about							
The ad is confusing							
Informational versus Transformational Ad Content							
I learned something from this ad that I **did not** know before about (this brand)							
The ad **did not** seem to be speaking directly to me							
There is **nothing** special about (this brand) that makes it different from the others							
While I looked at this ad, I thought of how this brand might be useful to me							
The ad **did not** teach me what to look for when buying (this brand)							
This ad was meaningful to me							
This ad was very **uninformative**							
(This brand) fits my lifestyle very well							
I could really relate to this ad							
Using (this brand) makes me feel good about myself							
It's hard to give a specific reason, but somehow (this brand) is **not** really for me							
This ad **did not** really hold my attention							
This ad reminded me of some important facts about (this brand) which I already knew							

MAIN INSTRUCTION: Kindly answer all the questions in this Section based on the given ADVERTISEMENT A.

Please mark "X" on the specified box that you think is the best described your level of agreement.

	Strongly Disagree	Disagree	Slightly Disagree	Neither	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
If I could change my lifestyle, I would make it **less like** the people who use (this brand)							
When I think of (this brand), I think of this ad							
I felt as though I were right there in the ad, experiencing the same thing							
I can now accurately compare (this brand) with other competing brands on matters that are important to me							
This ad **did not** remind me of any experiences or feeling I have had in my own life							
I would have **less confidence** in using (this brand) now than before I saw this ad							
It is the kind of ad that keeps running through your head after you have seen it							
It's hard to put into words, but this ad leaves me with a good feeling about using (this brand)							
Advertisement's Brand							
Is the brand well known?							
I have a positive attitude towards this brand							
This brand looks attractive							
I would recommend this brand to others							
This brand is really something for me							
Purchase Intention							
Next time that I need such a product, I will choose the brand in the ad							
It is very likely that I will buy the advertised brand							
If I saw this brand in a shop, I would buy it							
It is a good decision to buy the advertised brand							

MAIN INSTRUCTION: Kindly answer all the questions in this Section based on the given **ADVERTISEMENT B.**

Please mark "X" on the specified box that you think is the best described your level of agreement.

	Strongly Disagree	Disagree	Slightly Disagree	Neither	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
Advertisements Feeling							
The ad is beautiful							
The ad attracts attention							
The ad is remarkable							
The ad is original							
Advertisements Understanding							
It is **not immediately** clear which brand is advertised							
You have to watch the advertisement frequently to know what it is exactly about							
The ad is confusing							
Informational versus Transformational Ad Content							
I learned something from this ad that I **did not** know before about (this brand)							
The ad **did not** seem to be speaking directly to me							
There is **nothing** special about (this brand) that makes it different from the others							
While I looked at this ad, I thought of how this brand might be useful to me							
The ad **did not** teach me what to look for when buying (this brand)							
This ad was meaningful to me							
This ad was very **un**informative							
(This brand) fits my lifestyle very well							
I could really relate to this ad							
Using (this brand) makes me feel good about myself							
It's hard to give a specific reason, but somehow (this brand) is **not** really for me							
This ad **did not** really hold my attention							
This ad reminded me of some important facts about (this brand) which I already knew							
If I could change my lifestyle, I would make it **less like** the people who use (this brand)							
When I think of (this brand), I think of this ad							
I felt as though I were right there in the ad, experiencing the same thing							
I can now accurately compare (this brand) with other competing brands on matters that are important to me							
This ad **did not** remind me of any experiences or feeling I have had in my own life							
I would have **less confidence** in using (this brand) now than before I saw this ad							
It is the kind of ad that keeps running through your head after you have seen it							
It's hard to put into words, but this ad leaves me with a good feeling about using (this brand)							
Advertisement's Brand							
Is the brand well known?							
I have a positive attitude towards this brand							
This brand looks attractive							
I would recommend this brand to others							
This brand is really something for me							

MAIN INSTRUCTION: Kindly answer all the questions in this Section based on the given **ADVERTISEMENT B.**

Please mark "X" on the specified box that you think is the best described your level of agreement.

	Strongly Disagree	Disagree	Slightly Disagree	Neither	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
Purchase Intention							
Next time that I need such a product, I will choose the brand in the ad							
It is very likely that I will buy the advertised brand							
If I saw this brand in a shop, I would buy it							
It is a good decision to buy the advertised brand							

Instruction: Please mark "X" on the specified box you think is appropriate to you.

Gender   ☐ Male   ☐ Female

Age
☐ 0 - 20 years old   ☐ 31 - 40 years old
☐ 21 - 30 years old   ☐ 41 years old and above

Ethnicity
☐ Malay   ☐ Chinese
☐ Indian   Others: _____

Education
☐ PMR/LCE or below   ☐ Certificate/Diploma
☐ SPM/MCE   ☐ Bachelor Degree/Professional Qualification
☐ STPM/HSC   ☐ Postgraduate Degree   Others: _____

Occupation
☐ Unemployed (Student,Housewife,etc)   ☐ Non-Management (Admin,HR,Accounts,etc)
☐ Top Management (CEO,MD,GM)   ☐ Skilled Professional (Lawyer,Doctor,Consultant,etc)
☐ Middle Management (Manager)   ☐ Technical Personel   Others: _____

Income
☐ ≤ RM1,500   ☐ RM3,001 - RM5,000   ☐ RM7,001 - RM9,000
☐ RM1,501 - RM3,000   ☐ RM5,001 - RM7,000   ☐ ≥ RM9,001

Marital Status   ☐ Single   ☐ Married   ☐ Divorced

******* **THANK YOU** *******