



*The Faculty of Business & Accountancy  
Master of Business Administration*

## **A SURVEY ON CONSUMER RESPONSE TO PRINT ADVERTISING**

Dear Sir/Madam,

This survey is conducted as part of a research project, which shall be submitted in part of fulfillment of the requirements for a Master of Business Administration degree at the University of Malaya.

The general purpose of this research is to study your response to two print advertisement messages as per attached. We are therefore inviting you to participate in this survey by filling up the attached questionnaire.

All information will be treated with the utmost confidentiality and will be used for academic purpose only. Should you have any enquiries please do not hesitate to contact me through email: [lynn\\_azwin@yahoo.com](mailto:lynn_azwin@yahoo.com).

Thank you very much for participating in this survey.

Yours sincerely,

Noorlin Azwin Binti Izahar

Principal Researcher

CGA060007

Supervised by:

Dr. Yusniza Kamarulzaman

Faculty of Business & Accountancy

University of Malaya

**General Instruction: Please pay attention to the TWO print advertisements attached, ADVERTISEMENT A & B, then answer the questions accordingly.**

**PART A**

**ADVERTISEMENT A**



**SECTION A**

Before answering this section, you are required to observe the attached **ADVERTISEMENT A** above. What do you think about the advertisement A. Tick the closest number to your judgment.

	Variable	Rate					Variable
ATT-A1	Unappealing	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Appealing
ATT-A2	Inappropriate	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Appropriate
ATT-A3	Ineffective	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Effective
ATT-A4	Unethical	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Ethical
ATT-A5	Uninformative	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Informative
ATT-A6	Disinteresting	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Interesting
ATT-A7	Untruthful	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Truthful
ATT-A8	Unconvincing	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Convincing
ATT-A9	Offensive	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Not offensive
ATT-A10	In poor taste	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	In good taste
ATT-A11	Stale	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Fresh
ATT-A12	Washed out	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Sharp

Please rate the degree of fear used in this advertisement.

	Variable	Rate	Variable
L-A1	Not fear	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	Very Fear

## SECTION B

Please read the statement carefully and rate your level of agreement with the statement. All items are arranged with *1 being Strongly Disagree to 5 being Strongly Agree*.

		Level of agreement
BS-A1	It is important for the advertiser to use fear images in the advertisement	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
BS-A2	It is important for the advertiser to apply warning strategy in the advertisement	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
BS-A3	It is important for the advertiser to use threat tactic in the advertisement	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
BS-A4	It is important for the advertiser to employ blood/gore images in the advertisement	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
BS-A5	It is important for the advertiser to portray danger in the advertisement	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
BE-A1	Fear images in the advertisement is good	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
BE-A2	Warning strategy in the advertisement is good	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
BE-A3	Threat tactic in the advertisement is good	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
BE-A4	Blood/gore images in the advertisement is good	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
BE-A5	Danger portrayed in the advertisement is good	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
NB-A1	My family thinks that I should be concerned on the usage of fear images in the advertisement	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
NB-A2	My family thinks I should be concerned on the warning strategy employed in the advertisement	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
NB-A3	My family thinks I should be concerned about the threat featured in the advertisement	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
NB-A4	My family thinks I should be concerned on the blood/gore images adopted in the advertisement	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
NB-A5	My family thinks I should be concerned about the danger portrayed in the advertisement	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>

## SECTION C

The following statements describe your response to the **ADVERTISEMENT A** in regards to purchase intention. Rate your level of agreement with the statement. All items are arranged with *1 being Strongly Disagree to 5 being Strongly Agree*.

		Level of agreement
PI-A1	Absolutely certain that I would purchase the product advertised	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
PI-A2	I will buy the product of the exact brand advertised	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
PI-A3	Definitely I would recommend my friends to buy the product	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
PI-A4	I intend to buy the product advertised	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
PI-A5	Absolutely I will recommend my family to buy the product	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>

## ADVERTISEMENT B



### SECTION A

Before answering this section, you are required to observe the attached **ADVERTISEMENT B** above. What do you think about the advertisement B? Tick the closest number to your judgment.

	Variable	Rate					Variable
ATT-B1	Unappealing	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Appealing
ATT-B2	Inappropriate	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Appropriate
ATT-B3	Ineffective	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Effective
ATT-B4	Unethical	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Ethical
ATT-B5	Uninformative	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Informative
ATT-B6	Disinteresting	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Interesting
ATT-B7	Untruthful	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Truthful
ATT-B8	Unconvincing	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Convincing
ATT-B9	Offensive	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Not offensive
ATT-B10	In poor taste	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	In good taste
ATT-B11	Stale	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Fresh
ATT-B12	Washed out	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Sharp

Please rate the degree of sexiness used in this advertisement.

	Variable	Rate					Variable
L-B1	Not sexy	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	Very sexy

## SECTION B

Please read the statement carefully and rate your level of agreement with the statement. All items are arranged with *1 being Strongly Disagree* to *5 being Strongly Agree*.

		Level of agreement				
BS-B1	It is important for the advertiser to use sexually explicit image in the advertisement	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
BS-B2	It is important for the advertiser to employ sexy model in the advertisement	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
BS-B3	It is important for advertiser to use nudity in the advertisement	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
BS-B4	It is important for advertiser to adopt sexual persuasion in the advertisement	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
BS-B5	It is important for the advertiser to apply seductive pose in the advertisement	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
BE-B1	Sexually explicit image in the advertisement is good	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
BE-B2	Sexy model in the advertisement is good	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
BE-B3	Nudity image in the advertisement is good	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
BE-B4	Sexual persuasion in the advertisement is good	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
BE-B5	Seductive pose in the advertisement is good	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
NB-B1	My family thinks that I should be concerned on the usage of sexually explicit images in the advertisement	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
NB-B2	My family thinks I should be concerned on the sexy model exploited in the advertisement	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
NB-B3	My family thinks I should be concerned on the nudity featured in the advertisement	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
NB-B4	My family thinks I should be concerned on the sexual persuasion adopted in the advertisement	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
NB-B5	My family thinks I should be concerned on the seductive pose portrayed in the advertisement	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

## SECTION C

The following statements describe how you response to the **ADVERTISEMENT B** in regards to purchase intention. Rate your level of agreement with the statement. All items are arranged with *1 being Strongly Disagree* to *5 being Strongly Agree*.

		Level of agreement				
PI-B1	Absolutely certain that I would purchase the product advertised	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
PI-B2	I will buy the product of the exact brand advertised	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
PI-B3	Definitely I would recommend my friends to buy the product	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
PI-B4	I intend to buy the product advertised	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
PI-B5	Absolutely I will recommend my family to buy the product	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

**PART B**  
**General Questions**

**SECTION A**

Please read the statement carefully and rate your level of agreement with the statement. All items are arranged with *1 being Strongly Disagree* to *5 being Strongly Agree*.

		Level of agreement				
MTC-1	I always make my family happy	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
MTC-2	I want to do what my family thinks I should do	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
MTC-3	I always comply/ follow on what my family thinks best	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
MTC-4	I will do anything for my family	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
MTC-5	I never do things my family forbids me to do	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

**SECTION B**

Please tick the relevant box and explain where appropriate.

Normally, which media that you have been exposed to for advertisements? (Tick THREE the most exposed media)

Television	<input type="checkbox"/>
Radio	<input type="checkbox"/>
Magazine/newspaper	<input type="checkbox"/>

Internet	<input type="checkbox"/>
Catalogue/flyer	<input type="checkbox"/>
Others, please specify	<input type="checkbox"/>

In average, how many hours that you spend watching television per day?

<1 hours	<input type="checkbox"/>
1 hours - 2 hours	<input type="checkbox"/>
3 hours - 4 hours	<input type="checkbox"/>

5 hours - 6 hours	<input type="checkbox"/>
7 hours - 8 hours	<input type="checkbox"/>
More than 8 hours	<input type="checkbox"/>

Please rank what you look for when selecting a **Jean and Helmet**. All items are arranged with **1 being Very Unimportant** to **5 being Very Important**.

	JEANS					HELMET				
	Rate					Rate				
1. Price	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
2. Quality	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
3. Brand	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
4. Fit	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
5. Material	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
6. Color	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
7. Design/style	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
8. Others, please specify										

These questions are to assess your pre-awareness of the product

	JEANS		HELMET	
1. Are you familiar with the product?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
2. Have you ever consumed the product?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
3. Have you ever purchased the product?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>

**SECTION C**  
**Demographic Information**

Please tick the relevant box or explain where appropriate.

**Gender**

Male	
Female	

**Age (years)**

< 25	
26 – 35	
36 – 45	
46 – 55	
56 – 65	
> 65	

**Ethnicity**

Malay	
Chinese	
Indian	
Others, please specify	

**Nature of Occupation**

Not employed	
Self employed/Entrepreneur	
Top management /professional (e.g. CEO, scientist, doctor, engineer, professor etc)	
Middle level management/professional (e.g. regional manager, teacher, nurse, technician etc)	
First level management (e.g. department manager, supervisor, store manager etc)	
General officer/ clerical/secretarial	
Others, please specify	

**Monthly Income**

RM0 - RM 2,999	
RM 3,000 – RM 5,999	
RM 6,000 – RM 8,999	
RM 9,000 – RM 11,999	
RM 12,000 – RM 14,999	
RM 15,000 – RM 17,999	
RM 18,000 – RM 20,999	
RM 21,000 – RM 23,999	
> RM 24,000	

**Education**

PMR/LCE or below	
SPM/ HSC	
Diploma/Certificate	
Bachelor Degree/Professional qualification	
Master Degree	
PhD (Doctorate)	
Others, please specify	

**Religion**

Islam	
Buddhism/Taoism	
Hinduism	
Christianity	
Non-Believers	
Others, please specify	

**THANK YOU FOR YOUR KIND COOPERATION**

## APPENDIXES B: SPSS OUTPUT

### Descriptive Analysis

#### Statistics

	Gender	Age	Ethnicity	Occupation	Income	Education	Religion
N Valid	150	150	150	150	150	150	150
Missing	0	0	0	0	0	0	0
Mean	1.6800	1.5667	1.8867	2.2600	1.5267	3.9667	2.1267
Median	2.0000	2.0000	2.0000	1.0000	1.0000	4.0000	2.0000
Mode	2.00	1.00	1.00	1.00	1.00	4.00	1.00
Std. Deviation	.46804	.60664	.98674	1.58614	.74812	.78078	1.37717
Variance	.219	.368	.974	2.516	.560	.610	1.897
Range	1.00	2.00	3.00	5.00	5.00	3.00	4.00
Minimum	1.00	1.00	1.00	1.00	1.00	3.00	1.00
Maximum	2.00	3.00	4.00	6.00	6.00	6.00	5.00
Perce 25 ntiles	1.0000	1.0000	1.0000	1.0000	1.0000	3.0000	1.0000
50	2.0000	2.0000	2.0000	1.0000	1.0000	4.0000	2.0000
75	2.0000	2.0000	2.0000	4.0000	2.0000	4.0000	3.0000

#### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid M	48	32.0	32.0	32.0
F	102	68.0	68.0	100.0
Total	150	100.0	100.0	

#### Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bleow 26	74	49.3	49.3	49.3
26-35	67	44.7	44.7	94.0
36-45	9	6.0	6.0	100.0
Total	150	100.0	100.0	

#### Ethnicity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Malay	67	44.7	44.7	44.7
Chinese	48	32.0	32.0	76.7
Indian	20	13.3	13.3	90.0
Others	15	10.0	10.0	100.0
Total	150	100.0	100.0	



### Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Islam	73	48.7	48.7	48.7
	Buddhism/Taoism	30	20.0	20.0	68.7
	Hinduism	17	11.3	11.3	80.0
	Christianity	15	10.0	10.0	90.0
	Non-Belivers	15	10.0	10.0	100.0
	Total	150	100.0	100.0	

### Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 to 2,999	86	57.3	57.3	57.3
	3,000 to 5,999	54	36.0	36.0	93.3
	6,000 to 8,999	7	4.7	4.7	98.0
	9,000 to 11,999	2	1.3	1.3	99.3
	15,000 to 17,999	1	.7	.7	100.0
	Total	150	100.0	100.0	

### Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma/Certificate	42	28.0	28.0	28.0
	Bachelor degree/professional Qualification	77	51.3	51.3	79.3
	Master degree	25	16.7	16.7	96.0
	PhD	6	4.0	4.0	100.0
	Total	150	100.0	100.0	

### Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Employed	86	57.3	57.3	57.3
	Self employed	3	2.0	2.0	59.3
	Top management/Professional	17	11.3	11.3	70.7
	Middle Level management/Professional	27	18.0	18.0	88.7
	First level management	14	9.3	9.3	98.0
	General officer/clerical/secretarial	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Assesment A	150	100.0%	0	.0%	150	100.0%
BeliefStrengthA	150	100.0%	0	.0%	150	100.0%
BeliefEvalue1	150	100.0%	0	.0%	150	100.0%
NormativeBeliefA	150	100.0%	0	.0%	150	100.0%
PurchaseIntentionA	150	100.0%	0	.0%	150	100.0%
AssesmentB	150	100.0%	0	.0%	150	100.0%
BelieveStrengthB	150	100.0%	0	.0%	150	100.0%
BeliefEvaluB	150	100.0%	0	.0%	150	100.0%
NormativeBeliefB	150	100.0%	0	.0%	150	100.0%
PurchaseIntentionB	150	100.0%	0	.0%	150	100.0%
Motivation	150	100.0%	0	.0%	150	100.0%

**Descriptives**

		Statistic		Std. Error	
Assesment	Mean		39.1933	.65639	
	95% Confidence Interval for Mean	Lower Bound	37.8963		
		Upper Bound	40.4904		
	5% Trimmed Mean		39.4222		
	Median		40.0000		
	Variance		64.627		
	Std. Deviation		8.03908		
	Minimum		16.00		
	Maximum		60.00		
	Range		44.00		
	Interquartile Range		10.00		
	Skewness		-.517		.198
	Kurtosis		.892		.394
BeliefStrengthA	Mean		16.0200	.31310	
	95% Confidence Interval for Mean	Lower Bound	15.4013		
		Upper Bound	16.6387		
	5% Trimmed Mean		16.0926		
	Median		17.0000		
	Variance		14.704		
	Std. Deviation		3.83462		
	Minimum		5.00		
	Maximum		25.00		
	Range		20.00		
	Interquartile Range		6.00		
	Skewness		-.354		.198
	Kurtosis		-.329		.394

BeliefEvalue1	Mean		15.4933	.34078	
	95% Confidence Interval for Mean	Lower Bound	14.8200		
		Upper Bound	16.1667		
	5% Trimmed Mean		15.5481		
	Median		15.0000		
	Variance		17.419		
	Std. Deviation		4.17366		
	Minimum		5.00		
	Maximum		25.00		
	Range		20.00		
	Interquartile Range		5.25		
	Skewness		-.191		.198
	Kurtosis		-.521		.394
NormativeBeliefA	Mean		15.1000	.32533	
	95% Confidence Interval for Mean	Lower Bound	14.4571		
		Upper Bound	15.7429		
	5% Trimmed Mean		15.2481		
	Median		15.0000		
	Variance		15.876		
	Std. Deviation		3.98445		
	Minimum		5.00		
	Maximum		25.00		
	Range		20.00		
	Interquartile Range		5.25		
	Skewness		-.432		.198
	Kurtosis		-.078		.394
PurchaseIntentionA	Mean		13.9067	.34164	
	95% Confidence Interval for Mean	Lower Bound	13.2316		
		Upper Bound	14.5818		
	5% Trimmed Mean		13.9481		
	Median		15.0000		
	Variance		17.508		
	Std. Deviation		4.18426		
	Minimum		5.00		
	Maximum		23.00		
	Range		18.00		
	Interquartile Range		6.25		
	Skewness		-.134		.198
	Kurtosis		-.387		.394
AssesmentB	Mean		35.6000	.62513	
	95% Confidence Interval for Mean	Lower Bound	34.3647		
		Upper Bound	36.8353		
	5% Trimmed Mean		35.7667		
	Median		36.0000		
Variance		58.617			

	Std. Deviation		7.65620	
	Minimum		12.00	
	Maximum		52.00	
	Range		40.00	
	Interquartile Range		11.00	
	Skewness		-.342	.198
	Kurtosis		.260	.394
BelieveStrengthB	Mean		12.3867	.36451
	95% Confidence Interval for Mean	Lower Bound	11.6664	
		Upper Bound	13.1069	
	5% Trimmed Mean		12.2889	
	Median		12.0000	
	Variance		19.930	
	Std. Deviation		4.46431	
	Minimum		5.00	
	Maximum		24.00	
	Range		19.00	
	Interquartile Range		6.25	
	Skewness		.334	.198
	Kurtosis		-.563	.394
BeliefEvalub	Mean		12.1800	.37602
	95% Confidence Interval for Mean	Lower Bound	11.4370	
		Upper Bound	12.9230	
	5% Trimmed Mean		12.0704	
	Median		12.0000	
	Variance		21.209	
	Std. Deviation		4.60532	
	Minimum		5.00	
	Maximum		24.00	
	Range		19.00	
	Interquartile Range		5.50	
	Skewness		.231	.198
	Kurtosis		-.574	.394
NormativeBeliefB	Mean		12.8200	.42369
	95% Confidence Interval for Mean	Lower Bound	11.9828	
		Upper Bound	13.6572	
	5% Trimmed Mean		12.7037	
	Median		15.0000	
	Variance		26.927	
	Std. Deviation		5.18913	
	Minimum		5.00	
	Maximum		24.00	
	Range		19.00	
	Interquartile Range		5.50	
	Skewness		.091	.198
	Kurtosis		-.874	.394

PurchaseIntentionB	Mean		12.2400	.31597
	95% Confidence Interval for Mean	Lower Bound	11.6156	
		Upper Bound	12.8644	
	5% Trimmed Mean		12.2074	
	Median		12.0000	
	Variance		14.976	
	Std. Deviation		3.86983	
	Minimum		5.00	
	Maximum		23.00	
	Range		18.00	
	Interquartile Range		5.00	
	Skewness		.030	.198
	Kurtosis		-.250	.394
Motivation	Mean		17.3800	.31040
	95% Confidence Interval for Mean	Lower Bound	16.7667	
		Upper Bound	17.9933	
	5% Trimmed Mean		17.4556	
	Median		18.0000	
	Variance		14.452	
	Std. Deviation		3.80157	
	Minimum		7.00	
	Maximum		25.00	
	Range		18.00	
	Interquartile Range		5.00	
	Skewness		-.341	.198
	Kurtosis		.383	.394

#### Tests of Normality

	Kolmogorov-Smirnov(a)			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Assesment A	.094	150	.002	.968	150	.001
Belief StrengthA	.111	150	.000	.978	150	.017
Belief Evaluation A	.113	150	.000	.981	150	.037
Normative Belief A	.150	150	.000	.961	150	.000
PurchaseIntentionA	.136	150	.000	.976	150	.010
Assesment B	.061	150	.200(*)	.984	150	.080
Believe StrengthB	.095	150	.002	.969	150	.002
Belief EvaluationB	.076	150	.032	.965	150	.001
NormativeBeliefB	.169	150	.000	.937	150	.000
PurchaseIntentionB	.099	150	.001	.969	150	.002
Motivation	.119	150	.000	.966	150	.001

\* This is a lower bound of the true significance.

a Lilliefors Significance Correction

## Validity Test

### Advertisement A

#### KMO and Bartlett's Test

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

#### Communalities

	Initial	Extraction
BSA1	1.000	.727
BSA2	1.000	.716
BSA3	1.000	.677
BSA4	1.000	.837
BSA5	1.000	.696
BEA1	1.000	.779
BEA2	1.000	.817
BEA3	1.000	.864
BEA4	1.000	.817
BEA5	1.000	.734
NBA1	1.000	.663
NBA2	1.000	.843
NBA3	1.000	.786
NBA4	1.000	.803
NBA5	1.000	.799
MTC1	1.000	.678
MTC2	1.000	.802
MTC3	1.000	.803
MTC4	1.000	.621
MTC5	1.000	.626

Extraction Method: Principal Component Analysis.

#### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.121	35.603	35.603	7.121	35.603	35.603	3.907	19.535	19.535
2	3.413	17.066	52.669	3.413	17.066	52.669	3.307	16.535	36.070
3	1.883	9.414	62.082	1.883	9.414	62.082	3.162	15.810	51.880
4	1.370	6.851	68.934	1.370	6.851	68.934	2.395	11.977	63.857
5	1.302	6.508	75.442	1.302	6.508	75.442	2.317	11.585	75.442
6	.800	4.002	79.444						

7	.676	3.382	82.826					
8	.530	2.652	85.479					
9	.428	2.139	87.618					
10	.398	1.991	89.608					
11	.321	1.606	91.214					
12	.310	1.550	92.765					
13	.259	1.293	94.057					
14	.246	1.231	95.288					
15	.211	1.054	96.342					
16	.186	.932	97.275					
17	.170	.852	98.127					
18	.142	.708	98.834					
19	.122	.610	99.444					
20	.111	.556	100.000					

Extraction Method: Principal Component Analysis.

**Component Matrix(a)**

	Component				
	1	2	3	4	5
BEA1	.782				.325
BSA4	.766		.464		
BEA3	.734		.390	.342	
BSA1	.718				.398
NBA1	.708			-.351	
NBA5	.706		-.447		
BEA5	.701				.386
NBA4	.693			-.423	
BEA4	.682		.460		
NBA2	.674	.337	-.412		
NBA3	.653			-.318	-.376
BEA2	.649			.575	
BSA2	.632			.428	
BSA3	.619		.406		
BSA5	.586		-.449		
MTC3		.882			
MTC2		.819		.310	
MTC1		.716			.354
MTC5		.675	.408		
MTC4		.673			.378

Extraction Method: Principal Component Analysis.

a 5 components extracted.

**Rotated Component Matrix(a)**

	Component				
	1	2	3	4	5
BEA4	.869				
BSA4	.865				
BEA1	.725			.435	
BSA1	.685			.456	
NBA3		.853			

NBA2		.819			
NBA5		.728		.464	
NBA1	.409	.687			
NBA4	.540	.681			
MTC3			.861		
MTC2			.841		
MTC1			.769		
MTC4			.720		
MTC5			.656	-.408	
BSA5				.741	
BEA5	.406			.695	
BEA2				.422	.765
BSA2		.314		.352	.695
BEA3	.585				.691
BSA3	.551				.574

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

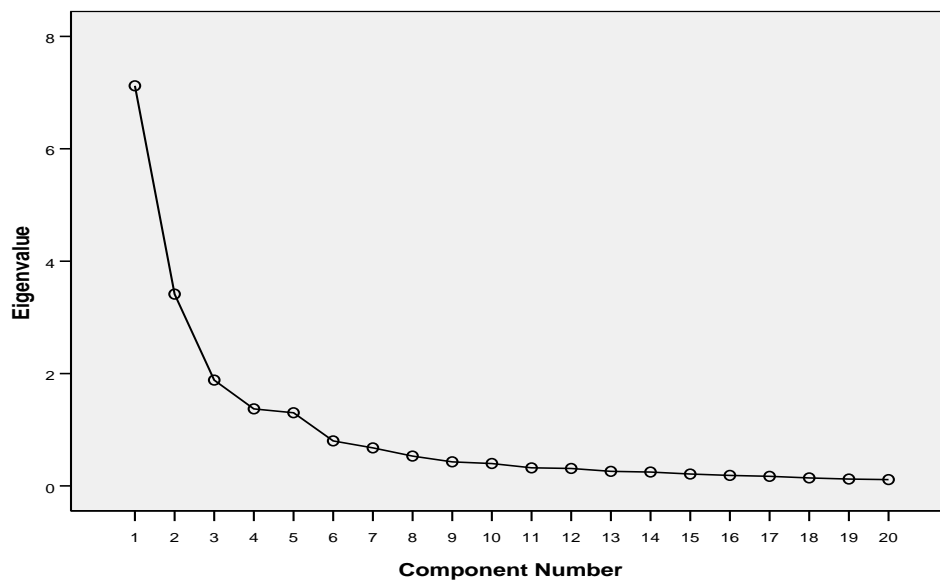
#### Component Transformation Matrix

Component	1	2	3	4	5
1	.626	.550	.015	.371	.409
2	-.164	.261	.936	-.168	.017
3	.673	-.372	.108	-.629	.036
4	-.167	-.539	.144	.210	.785
5	.316	-.447	.301	.628	-.463

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

#### Scree Plot





**Advertisement B**

**KMO and Bartlett's Test**

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

**Communalities**

	Initial	Extraction
BSB1	.755	.632
BSB2	.725	.629
BSB3	.836	.669
BSB4	.810	.698
BSB5	.718	.475
BEB1	.840	.790
BEB2	.798	.636
BEB3	.805	.651
BEB4	.840	.830
BEB5	.700	.547
NBB1	.877	.827
NBB2	.891	.895
NBB3	.841	.798
NBB4	.932	.925
NBB5	.907	.872
MTC1	.481	.424
MTC2	.679	.684
MTC3	.744	.827
MTC4	.522	.403
MTC5	.505	.368

Extraction Method: Principal Axis Factoring.

**Total Variance Explained**

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.072	40.360	40.360	7.794	38.972	38.972	6.457	32.285	32.285
2	3.871	19.354	59.714	3.593	17.965	56.937	4.384	21.921	54.206
3	2.523	12.615	72.329	2.193	10.964	67.901	2.739	13.695	67.901
4	.999	4.995	77.325						
5	.840	4.198	81.523						
6	.617	3.084	84.607						
7	.464	2.320	86.927						
8	.435	2.176	89.103						
9	.374	1.871	90.974						
10	.322	1.608	92.582						

11	.293	1.466	94.047					
12	.251	1.254	95.301					
13	.222	1.111	96.412					
14	.163	.814	97.226					
15	.136	.681	97.907					
16	.132	.662	98.570					
17	.104	.521	99.091					
18	.079	.395	99.485					
19	.062	.310	99.796					
20	.041	.204	100.000					

Extraction Method: Principal Axis Factoring.

**Factor Matrix(a)**

	Factor		
	1	2	3
BEB4	.850		
BEB1	.829		
BEB2	.777		
BSB4	.759	-.345	
BSB3	.752	-.306	
BEB3	.728	-.321	
BSB2	.701	-.368	
NBB1	.687	.557	
NBB2	.674	.576	-.331
BEB5	.662	-.328	
NBB5	.657	.538	-.389
NBB4	.656	.581	-.396
BSB1	.641	-.452	
BSB5	.631		
NBB3	.609	.564	-.331
MTC2		.575	.553
MTC5		.442	.377
MTC3		.490	.707
MTC4			.570
MTC1		.359	.503

Extraction Method: Principal Axis Factoring.

a 3 factors extracted. 8 iterations required.

**Rotated Factor Matrix(a)**

	Factor		
	1	2	3
BEB4	.884		
BEB1	.866		
BSB4	.823		
BSB3	.804		
BEB3	.797		
BSB1	.794		
BSB2	.771		
BEB2	.743		
BEB5	.723		

BSB5	.679		
NBB4		.942	
NBB2		.914	
NBB5		.910	
NBB3		.872	
NBB1		.846	
MTC3			.897
MTC2			.799
MTC1			.643
MTC4			.629
MTC5			.575

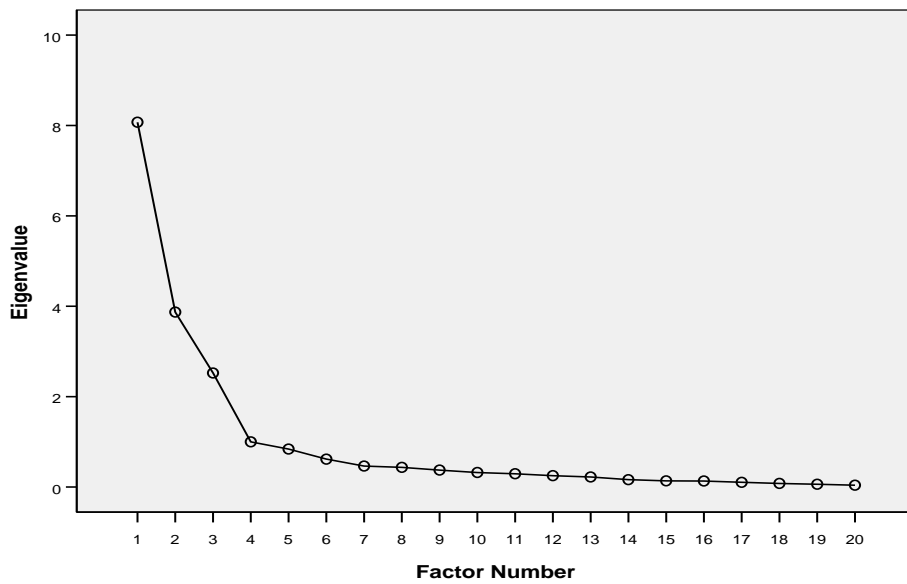
Extraction Method: Principal Axis Factoring.  
 Rotation Method: Varimax with Kaiser Normalization.  
 a. Rotation converged in 5 iterations.

**Factor Transformation Matrix**

Factor	1	2	3
1	.831	.529	.174
2	-.534	.668	.518
3	.157	-.523	.837

Extraction Method: Principal Axis Factoring.  
 Rotation Method: Varimax with Kaiser Normalization.

**Scree Plot**



## Reliability Test

### Advertisement A

#### Assessment

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.901	.900	12

#### Inter-Item Correlation Matrix

	ATT A1	ATT A2	ATT A3	ATT A4	ATT A5	ATT A6	ATT A7	ATT A8	ATT A9	ATTA 10	ATTA 11	ATTA 12
ATTA 1	1.000	.633	.547	.267	.340	.491	.421	.442	.164	.489	.484	.447
ATTA 2	.633	1.000	.552	.244	.377	.457	.586	.376	.343	.490	.361	.301
ATTA 3	.547	.552	1.000	.268	.519	.582	.601	.648	.247	.548	.523	.582
ATTA 4	.267	.244	.268	1.000	.345	.362	.303	.125	.527	.419	.367	.242
ATTA 5	.340	.377	.519	.345	1.000	.494	.334	.449	.321	.426	.298	.383
ATTA 6	.491	.457	.582	.362	.494	1.000	.400	.435	.296	.616	.545	.559
ATTA 7	.421	.586	.601	.303	.334	.400	1.000	.465	.257	.409	.467	.324
ATTA 8	.442	.376	.648	.125	.449	.435	.465	1.000	.251	.531	.518	.600
ATTA 9	.164	.343	.247	.527	.321	.296	.257	.251	1.000	.491	.367	.298
ATTA 10	.489	.490	.548	.419	.426	.616	.409	.531	.491	1.000	.661	.518
ATTA 11	.484	.361	.523	.367	.298	.545	.467	.518	.367	.661	1.000	.638
ATTA 12	.447	.301	.582	.242	.383	.559	.324	.600	.298	.518	.638	1.000

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ATTA1	36.1333	54.210	.621	.545	.893
ATTA2	35.8267	55.446	.618	.607	.893
ATTA3	35.9400	52.822	.751	.653	.886
ATTA4	35.7067	57.444	.438	.416	.902
ATTA5	35.7400	56.033	.560	.398	.896
ATTA6	36.0267	52.227	.693	.545	.889
ATTA7	35.6200	55.660	.596	.521	.894
ATTA8	36.0600	53.882	.637	.570	.892
ATTA9	35.8133	57.925	.453	.444	.901
ATTA10	36.2600	53.442	.744	.627	.887
ATTA11	35.9533	54.394	.694	.614	.890

ATTA12	36.0467	54.031	.648	.579	.892
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**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
39.1933	64.627	8.03908	12

**Belief Strength**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.768	.766	5

**Inter-Item Correlation Matrix**

	BSA1	BSA2	BSA3	BSA4	BSA5
BSA1	1.000	.343	.382	.611	.465
BSA2	.343	1.000	.381	.284	.398
BSA3	.382	.381	1.000	.559	.263
BSA4	.611	.284	.559	1.000	.276
BSA5	.465	.398	.263	.276	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BSA1	12.7733	8.942	.633	.474	.689
BSA2	12.3400	11.461	.462	.250	.752
BSA3	13.0333	9.683	.538	.367	.726
BSA4	13.3667	9.066	.616	.500	.696
BSA5	12.5667	10.636	.455	.283	.752

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.0200	14.704	3.83462	5

**Belief Evaluation**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.836	.836	5

**Inter-Item Correlation Matrix**

	BEA1	BEA2	BEA3	BEA4	BEA5
BEA1	1.000	.473	.530	.634	.590
BEA2	.473	1.000	.559	.227	.515
BEA3	.530	.559	1.000	.570	.419
BEA4	.634	.227	.570	1.000	.523
BEA5	.590	.515	.419	.523	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BEA1	12.4267	10.917	.719	.545	.780
BEA2	11.9600	12.643	.547	.499	.827
BEA3	12.5867	11.305	.657	.528	.798
BEA4	12.8200	11.612	.622	.572	.808
BEA5	12.1800	11.545	.646	.478	.801

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
15.4933	17.419	4.17366	5

**Normative Belief**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.883	.885	5

**Inter-Item Correlation Matrix**

	NBA1	NBA2	NBA3	NBA4	NBA5
NBA1	1.000	.537	.561	.646	.511
NBA2	.537	1.000	.728	.563	.755
NBA3	.561	.728	1.000	.573	.664
NBA4	.646	.563	.573	1.000	.531

NBA5	.511	.755	.664	.531	1.000
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**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NBA1	12.1067	10.673	.663	.482	.871
NBA2	11.9000	10.332	.778	.672	.845
NBA3	12.1267	10.809	.757	.599	.851
NBA4	12.3200	10.380	.682	.502	.867
NBA5	11.9467	10.091	.731	.608	.856

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
15.1000	15.876	3.98445	5

**Purchase Intention**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.889	.889	5

**Inter-Item Correlation Matrix**

	PIA1	PIA2	PIA3	PIA4	PIA5
PIA1	1.000	.632	.542	.616	.562
PIA2	.632	1.000	.523	.679	.537
PIA3	.542	.523	1.000	.601	.698
PIA4	.616	.679	.601	1.000	.766
PIA5	.562	.537	.698	.766	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PIA1	11.0867	12.268	.689	.494	.874
PIA2	11.2533	11.761	.696	.544	.872
PIA3	11.1267	12.313	.698	.530	.872
PIA4	11.0400	10.576	.809	.694	.845
PIA5	11.1200	10.670	.768	.679	.856

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
13.9067	17.508	4.18426	5

**Advertisement B**

**Assessment**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.892	.891	12

**Inter-Item Correlation Matrix**

	ATT B1	ATT B2	ATT B3	ATT B4	ATT B5	ATT B6	ATT B7	ATT B8	ATT B9	ATTB 10	ATTB 11	ATTB 12
ATTB 1	1.000	.411	.571	.225	.165	.586	.314	.423	.362	.585	.379	.455
ATTB 2	.411	1.000	.464	.534	.309	.301	.356	.368	.392	.523	.395	.367
ATTB 3	.571	.464	1.000	.365	.302	.617	.345	.574	.230	.537	.361	.480
ATTB 4	.225	.534	.365	1.000	.302	.237	.319	.269	.388	.527	.355	.351
ATTB 5	.165	.309	.302	.302	1.000	.270	.499	.374	.260	.380	.439	.329
ATTB 6	.586	.301	.617	.237	.270	1.000	.372	.519	.311	.602	.399	.514
ATTB 7	.314	.356	.345	.319	.499	.372	1.000	.510	.457	.415	.392	.271
ATTB 8	.423	.368	.574	.269	.374	.519	.510	1.000	.329	.445	.280	.460
ATTB 9	.362	.392	.230	.388	.260	.311	.457	.329	1.000	.467	.299	.268
ATTB 10	.585	.523	.537	.527	.380	.602	.415	.445	.467	1.000	.664	.601
ATTB 11	.379	.395	.361	.355	.439	.399	.392	.280	.299	.664	1.000	.589
ATTB 12	.455	.367	.480	.351	.329	.514	.271	.460	.268	.601	.589	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ATTB1	32.3333	49.257	.605	.516	.883
ATTB2	32.7267	49.864	.590	.442	.884
ATTB3	32.5867	48.754	.659	.571	.880
ATTB4	32.9867	51.315	.512	.430	.888
ATTB5	32.9400	51.372	.477	.356	.890
ATTB6	32.3400	48.736	.642	.561	.881
ATTB7	32.7800	50.656	.566	.468	.885
ATTB8	32.6867	49.492	.611	.506	.883
ATTB9	32.7600	51.794	.497	.362	.889
ATTB10	32.7000	46.560	.790	.702	.872
ATTB11	32.4000	49.342	.612	.560	.883
ATTB12	32.3600	49.708	.636	.514	.882



**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
35.6000	58.617	7.65620	12

**Belief Strength**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.892	.892	5

**Inter-Item Correlation Matrix**

	BSB1	BSB2	BSB3	BSB4	BSB5
BSB1	1.000	.728	.652	.709	.427
BSB2	.728	1.000	.637	.732	.488
BSB3	.652	.637	1.000	.777	.475
BSB4	.709	.732	.777	1.000	.593
BSB5	.427	.488	.475	.593	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BSB1	9.9533	13.266	.744	.610	.866
BSB2	9.8800	13.140	.769	.629	.861
BSB3	10.0200	12.731	.755	.626	.863
BSB4	9.9667	12.113	.856	.743	.839
BSB5	9.7267	14.254	.563	.359	.905

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.3867	19.930	4.46431	5

**Belief Evaluation**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.918	.918	5

**Inter-Item Correlation Matrix**

	BEB1	BEB2	BEB3	BEB4	BEB5
BEB1	1.000	.793	.695	.815	.639
BEB2	.793	1.000	.641	.737	.594
BEB3	.695	.641	1.000	.730	.542
BEB4	.815	.737	.730	1.000	.719
BEB5	.639	.594	.542	.719	1.000

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BEB1	9.7867	13.323	.852	.754	.886
BEB2	9.5867	13.922	.790	.661	.899
BEB3	9.9333	14.157	.736	.569	.910
BEB4	9.8133	13.254	.873	.770	.882
BEB5	9.6000	14.604	.697	.529	.917

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.1800	21.209	4.60532	5

**Normative Belief**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.967	.968	5

**Inter-Item Correlation Matrix**

	NBB1	NBB2	NBB3	NBB4	NBB5
NBB1	1.000	.873	.860	.826	.804
NBB2	.873	1.000	.841	.900	.873
NBB3	.860	.841	1.000	.846	.809
NBB4	.826	.900	.846	1.000	.939
NBB5	.804	.873	.809	.939	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NBB1	10.2133	17.659	.886	.817	.962
NBB2	10.2733	17.945	.926	.867	.956

NBB3	10.2133	16.813	.884	.800	.963
NBB4	10.3133	17.264	.934	.915	.954
NBB5	10.2667	17.204	.905	.886	.959

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.8200	26.927	5.18913	5

**Purchase Intention**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.898	.902	5

**Inter-Item Correlation Matrix**

	PIB1	PIB2	PIB3	PIB4	PIB5
PIB1	1.000	.771	.705	.624	.590
PIB2	.771	1.000	.689	.703	.645
PIB3	.705	.689	1.000	.585	.558
PIB4	.624	.703	.585	1.000	.618
PIB5	.590	.645	.558	.618	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PIB1	9.8067	10.170	.787	.660	.869
PIB2	9.8267	9.903	.830	.707	.860
PIB3	9.7200	9.612	.731	.564	.880
PIB4	9.7667	9.831	.732	.553	.879
PIB5	9.8400	9.625	.691	.487	.891

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.2400	14.976	3.86983	5

**Motivation to Comply**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.837	5

**Inter-Item Correlation Matrix**

	MTC1	MTC2	MTC3	MTC4	MTC5
MTC1	1.000	.527	.566	.475	.320
MTC2	.527	1.000	.740	.451	.568
MTC3	.566	.740	1.000	.555	.545
MTC4	.475	.451	.555	1.000	.324
MTC5	.320	.568	.545	.324	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MTC1	13.7000	9.809	.583	.380	.814
MTC2	13.8800	9.637	.739	.603	.774
MTC3	14.0600	8.916	.784	.644	.756
MTC4	13.5800	9.963	.556	.347	.822
MTC5	14.3000	9.849	.534	.359	.829

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
17.3800	14.452	3.80157	5

**T-Test Analysis – Paired Sample**

**Paired Samples Statistics**

Pair 1	Mean	N	Std. Deviation	Std. Error Mean
Assesment	39.1933	150	8.03908	.65639
AssesmentB	35.6000	150	7.65620	.62513

**Paired Samples Correlations**

	N	Correlation	Sig.
Pair 1 Assesment & AssesmentB	150	.168	.040

### Paired Samples Test

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

## Bivariate Analysis

### Advertisement A – Fear Appeal Advertising

#### Correlations

		BeliefStrengthA	PurchaseIntentionA
BeliefStrengthA	Pearson Correlation	1	.272(**)
	Sig. (1-tailed)		.000
	N	150	150
PurchaseIntentionA	Pearson Correlation	.272(**)	1
	Sig. (1-tailed)	.000	
	N	150	150

\*\* Correlation is significant at the 0.01 level (1-tailed).

#### Correlations

		BeliefEvalue1	PurchaseIntentionA
BeliefEvalue1	Pearson Correlation	1	.292(**)
	Sig. (1-tailed)		.000
	N	150	150
PurchaseIntentionA	Pearson Correlation	.292(**)	1
	Sig. (1-tailed)	.000	
	N	150	150

\*\* Correlation is significant at the 0.01 level (1-tailed).

#### Correlations

		NormativeBeliefA	PurchaseIntentionA
NormativeBeliefA	Pearson Correlation	1	.273(**)
	Sig. (1-tailed)		.000
	N	150	150
PurchaseIntentionA	Pearson Correlation	.273(**)	1

Sig. (1-tailed)	.000	
N	150	150

\*\* Correlation is significant at the 0.01 level (1-tailed).

### Correlations

		Motivation	PurchaseIntentionA
Motivation	Pearson Correlation	1	.188(*)
	Sig. (1-tailed)		.011
	N	150	150
PurchaseIntentionA	Pearson Correlation	.188(*)	1
	Sig. (1-tailed)	.011	
	N	150	150

\* Correlation is significant at the 0.05 level (1-tailed).

### Correlations

		AttitudeA	PurchaseIntentionA
AttitudeA	Pearson Correlation	1	.304(**)
	Sig. (1-tailed)		.000
	N	150	150
PurchaseIntentionA	Pearson Correlation	.304(**)	1
	Sig. (1-tailed)	.000	
	N	150	150

\*\* Correlation is significant at the 0.01 level (1-tailed).

### Correlations

		PurchaseIntentionA	SubjectiveNormA
PurchaseIntentionA	Pearson Correlation	1	.264(**)
	Sig. (1-tailed)		.001
	N	150	150
SubjectiveNormA	Pearson Correlation	.264(**)	1
	Sig. (1-tailed)	.001	
	N	150	150

\*\* Correlation is significant at the 0.01 level (1-tailed).

### Advertisement B – Sex Appeal Advertising

### Correlations

		BelieveStrengthB	PurchaseIntentionB
BelieveStrengthB	Pearson Correlation	1	.483(**)
	Sig. (1-tailed)		.000
	N	150	150
PurchaseIntentionB	Pearson Correlation	.483(**)	1
	Sig. (1-tailed)	.000	
	N	150	150

\*\* Correlation is significant at the 0.01 level (1-tailed).

**Correlations**

		BeliefEvaluB	PurchaseIntentio nB
BeliefEvaluB	Pearson Correlation	1	.447(**)
	Sig. (1-tailed)		.000
	N	150	150
PurchaseIntentionB	Pearson Correlation	.447(**)	1
	Sig. (1-tailed)	.000	
	N	150	150

\*\* Correlation is significant at the 0.01 level (1-tailed).

**Correlations**

		NormativeBelief B	PurchaseIntentio nB
NormativeBeliefB	Pearson Correlation	1	.407(**)
	Sig. (1-tailed)		.000
	N	150	150
PurchaseIntentionB	Pearson Correlation	.407(**)	1
	Sig. (1-tailed)	.000	
	N	150	150

\*\* Correlation is significant at the 0.01 level (1-tailed).

**Correlations**

		Motivation	PurchaseIntentio nB
Motivation	Pearson Correlation	1	.196(**)
	Sig. (1-tailed)		.008
	N	150	150
PurchaseIntentionB	Pearson Correlation	.196(**)	1
	Sig. (1-tailed)	.008	
	N	150	150

\*\* Correlation is significant at the 0.01 level (1-tailed).

**Correlations**

		AttitudeB	PurchaseIntentio nB
AttitudeB	Pearson Correlation	1	.481(**)
	Sig. (1-tailed)		.000
	N	150	150
PurchaseIntentionB	Pearson Correlation	.481(**)	1
	Sig. (1-tailed)	.000	
	N	150	150

\*\* Correlation is significant at the 0.01 level (1-tailed).

**Correlations**

		SubjectiveNorm B	PurchaseIntentio nB
SubjectiveNormB	Pearson Correlation	1	.399(**)

	Sig. (1-tailed)		.000
	N	150	150
PurchaseIntentionB	Pearson Correlation	.399(**)	1
	Sig. (1-tailed)	.000	
	N	150	150

\*\* Correlation is significant at the 0.01 level (1-tailed).

**Gender – Ad A**

**Correlations**

Gender			AttitudeA	PurchaseIntentionA
M	AttitudeA	Pearson Correlation	1	.537(**)
		Sig. (1-tailed)		.000
		N	48	48
	PurchaseIntentionA	Pearson Correlation	.537(**)	1
		Sig. (1-tailed)	.000	
		N	48	48
F	AttitudeA	Pearson Correlation	1	.137
		Sig. (1-tailed)		.085
		N	102	102
	PurchaseIntentionA	Pearson Correlation	.137	1
		Sig. (1-tailed)	.085	
		N	102	102

\*\* Correlation is significant at the 0.01 level (1-tailed).

**Correlations**

Gender			SubjectiveNormA	PurchaseIntentionA
M	SubjectiveNormA	Pearson Correlation	1	.010
		Sig. (1-tailed)		.472
		N	48	48
	PurchaseIntentionA	Pearson Correlation	.010	1
		Sig. (1-tailed)	.472	
		N	48	48
F	SubjectiveNormA	Pearson Correlation	1	.418(**)
		Sig. (1-tailed)		.000
		N	102	102
	PurchaseIntentionA	Pearson Correlation	.418(**)	1
		Sig. (1-tailed)	.000	
		N	102	102

\*\* Correlation is significant at the 0.01 level (1-tailed).

**Gender- Ad B**

**Correlations**

Gender			AttitudeB	PurchaseIntentionB
M	AttitudeB	Pearson Correlation	1	.577(**)



		Sig. (1-tailed)		.000
		N	48	48
	PurchaseIntentionB	Pearson Correlation	.577(**)	1
		Sig. (1-tailed)	.000	
		N	48	48
F	AttitudeB	Pearson Correlation	1	.436(**)
		Sig. (1-tailed)		.000
		N	102	102
	PurchaseIntentionB	Pearson Correlation	.436(**)	1
		Sig. (1-tailed)	.000	
		N	102	102

\*\* Correlation is significant at the 0.01 level (1-tailed).

### Correlations

Gender			SubjectiveNorm B	PurchaseIntention nB
M	SubjectiveNormB	Pearson Correlation	1	.239
		Sig. (1-tailed)		.051
		N	48	48
	PurchaseIntentionB	Pearson Correlation	.239	1
		Sig. (1-tailed)	.051	
		N	48	48
F	SubjectiveNormB	Pearson Correlation	1	.477(**)
		Sig. (1-tailed)		.000
		N	102	102
	PurchaseIntentionB	Pearson Correlation	.477(**)	1
		Sig. (1-tailed)	.000	
		N	102	102

\*\* Correlation is significant at the 0.01 level (1-tailed).