ABSTRACT
Communication has been part of everyday’s human activity as well as companies which should have regular communication program to socialize products. In today’s era of technology TV has become common medium of information which is very effective to deliver message or in a wider sense to make an effective marketing communication. One of the common medium for marketing communication is advertising. This paper is a conceptual-based paper which is intended to discuss impact of advertising to the dimension of brand equity as part of developing effective marketing communication. From this paper the writer also would like to facilitate other researchers to conduct comprehensive research in advertising and consumer behavior. The writer uses four models and several theories to discuss the problem formulation. The models used in this paper are Model-1: Image Analysis (Kotler, 1994), Model-2: Consumer Decision Model (Howard et al. 1998), Model-3: AIDA Model (Kotler, 1994), and Model-4: Attitude-Toward-The-Ad-Model (Schiffman & Kanuk, 1987).

Keywords: advertising, dimension of brand equity, marketing communication, consumer behavior

INTRODUCTION
Facts of television
Communication has been part of everyday’s human activity as well as companies which should have regular communication program to socialize products to their customer. Communication for the purposes to developing and even producing certain level of image or perception of certain product could be called marketing communication.

In today’s era of technology the presence of television should not be considered as luxury goods. Most households have television set at home. Television has become common medium of information which is very effective to deliver message or in a wider sense to make an effective marketing communication. As a “magic box” television has become part of daily lives. Additionally, it seems that life is nothing without television. Therefore, effective marketing communication could be attained by using effective medium to deliver persuasive messages. Facts about the growing number of television which is owned by most households in Indonesia have been caught by marketer as the opportunity to develop effective marketing communication through TV-based advertising program. Trend in the future is also shown by widely acclaimed opportunity of broadband connection which is potentially part of TV-based advertising medium. Five years from now there will be 83 million homes with broadband connections – nearly as many as the 88 million that now have cable and satellite hookups …… the number of wireless subscriptions in the U.S. will grow 20%, to 243 million, in the same period (Businessweek / March 7, 2005).

Kotler & Fox (1995) stated that television has some advantages and disadvantages related to the effectiveness of television as the medium to broadcast advertising messages. The advantages of TV-based advertising are that information could easily be viewed, listened, and pictured. Belch & Belch (2001) stated that television is considered as the most ideal medium to advertise as the advertisement exposure could perform the most attractive side from the product, though trend in the technology of remote control has side less favorable effect that may cause ineffectiveness in advertising. From specific aspect this fact of the motion picture could be interesting to keep an eye
on, high attention and wider coverage. The disadvantages lay on high cost, highly confusing, fast-moving level of exposure, and less selective audience.

Facts of the increasing number of television station in Indonesia have led the competitive atmosphere in television program as well as advertisement message. Most advertising agency use television as the medium to conduct marketing communication for their client. They are very creative in designing marketing communication through advertisement. Many various and creative advertisement form are created. They are very creative in managing audience’s emotion. Form for advertising is no longer the conventional one but tend to use technological touch. Most advertising messages use animation technology which can create great impact to customer’s awareness towards product.

Marketing Communication
Marketing activity is triggered by the essential things to use various marketing communication channel. TV-based broadcasted advertising could be one of the best alternative to make sound marketing communication. Marketing communication can create stimuli which at last triggering consumer to be highly arousing. “…..as a person gains familiarity with stimulus through repeated exposure ………… perceived risk tends to decline and positive affect tends to increase with repeated exposure” (Baker et al cited in Hoyer and Brown, 1990).

The need to employ effective marketing communication is unquestionable. The ideal marketing communication should at least develop brand awareness. The audience should be aware the presence of product in their mind. Product should be head-placed and able to experience positive impact to their audience. Creating eye-catching stimuli will be a hard effort to gain advertising effectiveness with the condition that there will be no better understanding in consumer learning process.

The effectiveness of marketing communication activities relies on managing strong message the marketing communicator could deliver. Fiske and Hartley as cited by Kotler (1994:599) have outlined factors that moderate the effect of a communication:
1. The greater the monopoly of the communication source over the recipient, the greater the change or effect in favor of the source over the recipient.
2. Communication effects are greatest where the message is in line with the existing opinions, beliefs, and dispositions of the receiver.
3. Communication can produce the most effective shifts on unfamiliar, lightly felt, peripheral issues, which do not lie at the center of the recipient’s value system.
4. Communication is more likely to be effective where the source is believed to have expertise, high status, objectivity, or likability, but particularly where the source has power and can be identified with.
5. The social context, group, or reference group will mediate the communication and influence whether or not it is accepted.

Advertising
In today’s highly competitive market many companies make hard effort to place their brand in consumer’s mind. Persuasive messages are delivered through the various medium. One of the common medium for marketing communication is advertising. According to Kotler (1994) advertising is part of marketing communication mix (also called the promotion mix). Advertising is any paid form of non personal presentation and promotion ideas, goods, or services by an identified sponsor. Today, advertising has been common medium to develop positive image. Advertising is a symbol of product existence. Once the marketer forget to advertise the product the audience will also potentially forget it.

There is still questionable that advertising may not be considered as an effective tool to influence buying behavior if there is no other source of external influence (Maldonado et al, 2003).
Advertising is typically thought of as one of many external influences on buyer behavior. Some may argue that it does not always have as much impact on behavior as other external influences such as salespeople, culture, family, reference groups, and social and situational influences. Additionally, as consumers become bombarded with more and more advertisements, many claim that ads have little or no influence on their judgments or actions. In spite of these criticisms, advertising is considered an efficient way of reaching many consumers. Therefore, marketers continue to seek ways to increase the influence of advertising on their audience.

PROBLEM FORMULATION

How do we rationalize that TV-based advertising program has potential impact to dimension of brand equity and buying behavior within the conceptual meaning of marketing communication effectiveness?

METHODOLOGY

This paper is a conceptual-based paper which is intended to facilitate or motivate other researchers to conduct future comprehensive research in advertising and consumer behavior. Initial research was conducted to support the discussion. Respondents for the initial research were students at the University of “X” in Surabaya. Answers of the questionnaire for the initial research were then analyzed by SPSS ver.12. The writer uses four models and several theories to discuss the problem formulation. The models used in this paper are Model-1: Image Analysis (Kotler, 1994), Model-2: Consumer Decision Model (Howard et al. 1998), Model-3: AIDA Model (Kotler, 1994), and Model-4: Attitude-Toward-The-Ad-Model (Schiffman & Kanuk, 1987). Those models are combined and developed as a conceptual framework to assist the discussion for the problem formulation. Discussion will start with the advertising program and communication effect as part of marketing communication activity, television as medium to deliver messages in advertising program. Conclusion of this paper is not the exact answer for problem formulation but more to introducing some variables that may potentially influence purchasing behavior within the conceptual meaning of advertising effectiveness. The writer hopes that those variables could be analyzed by those who have interest in marketing research to develop research question and make hypothesis.

DISCUSSION

Interaction with television and advertisement

Discussion of this paper will start with the primary question as whether the highly interaction with television means the same with advertisement. The following one-sample test is intended to know as whether interaction with television in a day is relatively high. The writer uses Likert-scaling which has 5 (five) criteria for watching television in a day namely as follows: 1 (never), 2 (seldom), 3 (fair), 4 (always), and 5 (very frequently). The findings show that interaction with television in a day has criteria of 3.8 which is the same with 4 (always watching television in a day). This reveals that interaction with television in a day is relatively high. The hypothesis that can be derived is H0 i.e. null hypothesis when interaction with television has criteria of 4, and Ha i.e. alternative hypothesis when interaction with television has criteria less than 4. The critical area is H0 will be rejected if t-value is greater than t-table or if the significance is less than 0.05. From one-sample test the hypothesis that means of 3.8 equals to 4 is accepted as t-value (1.234) is less than t-table (1.69), and the significance (0.226) is greater than 0.05. It means that the interaction with television in a day is relatively high. Most of the respondent have high interaction with television everyday. Interaction with television does not mean interaction with advertisement. From Mann-Whitney test the significance 0.00 is less than 0.05. The null hypothesis (H0) which states that interaction with television means interaction with advertisement is not accepted. High interaction with television does not mean high interaction with
advertisement. In addition, from paired-samples t test reveals that the significance 0.000 is less than 0.05. Interaction with television does not mean interaction with advertisement. This finding implies a warning that the advertiser should be creative to make eye-catching advertisement. Results (five criteria Likert-scaling calculation) taken from the initial research could be presented as follows: interaction with television in a day (3.8), interaction with advertisement program (4.5), advertisement exposure to build attention (3.7), advertisement exposure to build desire (2.0), advertisement to build confidence (3.0), the importance of advertisement (3.8), attitude toward advertisement (3.4, 3.1 and 3.1), advertisement to build interest (3.0). The low interaction with advertisement could be a matter of low attention from the audience.

For some reason advertising program needs several times of exposure in order to get attention from the audience. Advertising program which is exposed for several times can be called repeated advertising program. Repeated advertising refers to product familiarization. It has a main objective to give chance to consumer to get involved in learning process that may improve knowledge, attitude and consumer behavior (Kardes, 2001). Repeated advertising should not be contra-productive that will produce negative perception which is brought to the phenomena of advertising wearout (Schiffman and Kanuk, 2000). Repeated advertising with no difference in “packaging” the message could potentially damage the image and “produce” the argumentative consumer. Argumentative consumer is a type of consumer who is very critical towards certain product. Argumentative means that the consumer always has his own subjective argument prior to purchase or consume a product. Impact to the marketer is that the advertising message should be accurate and well-defined. The models used by the writer to discuss problem formulation can be presented as follow:

1) Model-1: ADVERTISEMENT AND IMAGE ANALYSIS – developed by the writer

![Image Analysis Diagram](Figure-1)

Image analysis is a major part of audience analysis to assess the audience’s current image of the company, its products, and its competitors (Kotler, 1994:599). People’s attitudes and actions towards an object are highly conditioned by their beliefs about the object. Image is the set of beliefs, ideas, and impressions that a person holds of an object. The image analysis will start with measuring the target audience’s knowledge using Familiarity Scale. And then, respondents who are familiar with the product can be asked how they feel towards it using Favorability Scale. Image analysis explains how could the product place itself in consumer’s mind and how could consumer be aware of the brand (brand awareness). This model explains how to know whether familiarity and favorability could influence consumer’s brand awareness which will then drive to actual purchase. The writer places new variable i.e. brand awareness which is influenced by familiarity and favorability. The rationale is that familiarity and favorability towards certain advertisement leads to the situation in which the audience will develop brand awareness.

For certain products advertisement has no significant impact to develop brand awareness. Research conducted by Setiawan & Afiff (2007) has found that advertisement has no significant impact to develop brand awareness specially for consumer-convenience products.
From the above rationale the writer proposes a model for advertisement effectiveness within the context of TV-based advertising as follows:

Advertisement messages should be clear, specific and directly inform the product. The ineffective advertisement messages will cause awareness of different objects. This happens in humorous advertisements where the audience focuses on the actor who performs the humor. The object awareness will be the actor as stated by Zhang and Zinkhan (2006) in Wibowo (2007). The advertised product is strongly influenced by forceful humor. Furthermore, the ads advertise the actor who performs the humor rather than the "real" product.

2) Model-2 Consumer Decision Model (Howard et al. 1998)

In Consumer Decision Model (Howard et al. 1998) the purchasing behavior is determined by the variety of advertisement exposure. Impact of the advertisement exposure is not directly intended to purchasing behavior but it will pass through several stages. First, the advertisement will directly develop brand awareness. In the context of TV-based advertisement repeated advertisement program could potentially develop positive perception though it should be noted that the audience could also be bored and have negative perception. Second, brand awareness that has been created will form confidence and attitude. Confidence means "strong belief" that the brand is really feasible and suitable. Whereas attitude refers to the "readiness" to act positively, or in general as a learned predisposition to behave in a consistently favorable and unfavorable way with respect to given object (Schiffman & Kanuk, 2000). Third, confidence and attitude will influence intention that will then influence purchasing behavior.

For some cases this model could not satisfy explaining the effectiveness of advertisement. In other words, for certain products this model can not be used satisfactorily to explain the effectiveness of advertisement. Research conducted by Lukia Zuraida and Uswatun (2001) who use this model to explain the advertisement effectiveness of detergent-related branded products namely Rinso, Attack and Soklin has the following findings:
1. Advertisement significantly influence brand awareness.
2. Advertisement significantly influence confidence.
3. Advertisement significantly influence attitude.
4. Brand awareness significantly influence confidence.
5. Brand awareness significantly influence attitude.
6. Confidence significantly influence intention.
7. Attitude significantly influence intention.
8. Advertisement directly and significantly influence intention without confidence.
9. Advertisement directly and significantly influence intention without attitude.
10. Brand awareness strengthens the relationship between advertisement message and confidence.
11. Brand awareness strengthens the relationship between advertisement message and attitude.

3) Model-3 AIDA (Attention-Interest-Desire-Action) Model (Kotler, 1994)

Successful advertising program should successfully pass the stages (of ad processing) that end with action to buy. The stages are Attention, Interest, Desire, and Action. From the stages, attention is the first task the advertisement program should perform. Message in the advertisement should produce attention that will be noticed by audience. The attention will then hopefully drive interest. Once there is an interest which means positive perception towards the brand the desire could be triggered that potentially motivate the audience into action or to act buying. The writer develops AIDA Model by inserting Stimulus Generalization (SG) and Stimulus Discrimination (SD) performed by advertisement as variables which influence attention.

From the perspective of AIDA Model the effectiveness of advertising should be measured by how the advertising could produce stimulus. Stimulus can be classified by two. They are stimulus generalization and stimulus discrimination.

Stimulus Generalization (SG) in the consumer learning process is the ability to generalize, that is, making the same response to slightly different stimuli (Schiffman & Kanuk, 1997:199). Impact of stimulus generalization is used when there are several brands that intend to be introduced in market, and that coming to the final stage when consumers have sufficient knowledge for each brands. For specific reason stimulus generalization is applied to imitate certain brands specifically brand leaders. Stimulus generalization explains why imitative “me too” products succeed in the marketplace: consumers confuse them with the original product they have seen advertised. It also explains why manufacturers of private label brands try to make their packaging resemble the national brand leaders.

Stimulus Discrimination (SD) is the opposite of stimulus generalization and results in the selection of a specific stimulus from among similar stimuli (Schiffman & Kanuk, 1997:203). The consumer’s ability to discriminate among similar stimuli is the basis of positioning strategy, which seeks to establish a unique image for a brand in the consumer’s mind. Imitators want consumers to generalize their perceptions, but market leaders want to retain the top spot by convincing consumers to discriminate. Major marketers are constantly vigilant concerning store brand look-alikes, and they quickly file suit against retailers that they believe are cannibalizing their sales.

Research conducted by Indriyanti & Ihalauw (2002) focused on the effect of repeated advertisement on toothpaste “Pepsodent”. The research used AIDA Model to measure the effect of
repeated advertisement. Findings of the research is described as follows: advertisement message broadcasted repeatedly could have significant influence to catch attention, stimulate interest, create want and drive consumer to act buying. Level of attention, interest, want and act to buy is constant though the advertisement is rarely or never broadcasted. The advertisement could not produce stimuli successfully as the consumer is confused to differentiate each product. The consumers always use the brand without considering whether it is old brand or the new one. Also, the stimuli could not successfully create stimulus discrimination as the company never give any information related to the old brand. The consumer could not clearly differentiate between the old brand and the new one.

4) Attitude-Toward-The-Ad-Model (Schiffman & Kanuk, 1987)

This model focus on the impact of advertising to develop attitude. The impact of advertising does not go straight on purchasing behavior but end with attitude. Judgment about the Ad (cognition) refers to the evaluation process which is internally experienced by the audience. Evaluation process or judgment is always affected by past experience related to the advertisement such as consistent or inconsistent of the advertisement to represent real product. Judgment about the Ad could directly influence attitude, and form beliefs about brand. Beliefs will be such a source of information or reference that the audience could operate when the evaluation process happen. Beliefs are rather permanent and difficult to change or revise. Repeated exposure of advertisement could be one of the effective way to emphasize beliefs and develop positive image with respect to positive attitude.

In today’s trend of smart or critical consumer the advertising program should anticipate the possibility of unsuccessful advertising message. This may happen as there are many cases of dishonest or untrue advertising messages which are very disappointing. In Indonesia critical consumers seems to “automatically” happen as most of them have bad experience related to any product they have consumed. This tragic condition is permanently haunted most of them and “naturally” force them to be smart of critical consumer. Research conducted by Yusuf and Affif (2007) using this model revealed that attitude toward advertisement is still influenced by the strong value of eastern culture.

Unsuccessful advertising message may happen for the 3 reasons: The first is selective attention in that they will not notice all of the stimuli. The second is selective distortion in that they will twist the message to hear what they want to hear. The third is selective recall in that they will retain in permanent memory only a small fraction of messages that reach them (Kotler, 1994:598). Selective attention explains why ads with bold headlines promising something, such as “How to Make a Million,” along with an arresting illustration and little copy, have a high likelihood of grabbing attention. For very little effort, the receiver might gain a great reward. This type of selective attention audience will focus only on the advertising message which is very attractive. The audience is very critical as they may know which parts of the message considered as the most
important ones. As for selective distortion, receivers have set attitudes, which lead to expectations about what they will hear or see. They will hear what fits into their belief system. As a result, receivers often add things to the message that are not there (amplification) and do not notice other things that are there (leveling). The communicator’s task is to strive for message simplicity, clarity, interest, and repetition to get the main points across to the audience. As for selective recall, the communicator aims to get the message into the receiver’s long-term memory. Long-term memory holds all the information one has ever processed. In entering the receiver’s long-term memory, the message can modify the receiver’s beliefs and attitudes. But first the message has to enter the receiver’s short-term memory, which is a limited-capacity store that processes incoming information. Whether the message passes from the receiver’s short-term memory to his or her long-term memory depends on the amount and type of message rehearsal by the receiver. Rehearsal is not simply message repetition; rather, the receiver elaborates on the meaning on the information in a way that brings related thoughts from the receiver’s long-term memory into his or her short-term memory (Kotler, 1994:598).

Meanings of Brand and Advertising Efforts

According to American Marketing Association (AMA) brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or groups of sellers and to differentiate them from those of competition. Brand is a symbol used to label product and has the function to differentiate product from competitor. While Keller (2003) has brought the meaning of brand as in term of having actually created a certain amount of awareness, reputation, prominence, and so on in marketplace. From this point of view brand is also used to promote product into reputation and prominence that will then trigger brand awareness. Brand from the customer’s perspective is stated by Hedlund (2003). The same idea comes from Dolak (2001) that brand is an identifiable entity. This means that brand should be easily identified by customer. Lagergren (1998) stated that brand from the customer’s perspective means an assurance towards quality. This all mean that the definition of brand may be different from the mind of each customer. The customer’s perspective of brand might be the important factor the marketer should consider as each customer has his own definition or perception of certain brand. Therefore, the majority of customers should be put in the first priority when considering brand from the customer’s perspective.

From the meanings of brand the attributes could be identified as follows:
1. Brand to identify and differentiate product (identification and differentiation).
2. Brand to promote reputation and trigger awareness (reputation and awareness).
3. Brand to be personally defined by customer (personal definition)

The identified attribute of brand could contribute the effective advertising efforts. It means that advertising efforts can gain much from the identified attribute of brand. Attributes of identification and differentiation in contributing effective advertising efforts can be in the meaning of that advertisement messages should be specific, clear and have value.

Meanings of Brand Equity

Three different meanings of brand equity (Hedlund, 2003) are brand value, brand strength and brand description. Brand value is total value of a brand which is considered as separate asset when it is sold to market or put into balance sheet. In this meaning brand is meant as an asset which has certain standard to measure the value. Also, it is common to measure brand value based on financial performance. While brand strength is defined by customer’s perception which is different from certain customer to other customer (brand loyalty). Finally, brand description refers to a description of an association and assurance (of a brand) perceived by customer (brand image). The relationship between the above meanings of brand equity could be explained as follow: Brand description which refers to an image developed by customer will accumulate strengths (brand strength). The stronger a brand is the more value the brand could have.
According to Aaker (1996) brand equity is a set of assets (and liabilities) linked to a brand’s name and symbol that adds to (or subtract from) the value provided by a product or service to a firm and/or that firm’s customer. From this opinion it is clearly stated that brand can promote positive image (when it is well managed), and negative image (when it is badly managed).

Other definition of brand equity (Keller, 2003:43) could be explored as follow:
1. Marketing Science Institute. Brand equity is the set of associations and behaviors on the part of the brand’s customers, channel members, and parent corporation that permits the brand to earn greater volume for greater margins than it could without the brand name and that gives the brand a strong, sustainable, and differentiated advantage over competitors.
2. Peter Farquhar (1989). Managing Brand Equity, Marketing Research. Brand equity is the added value to the firm, the trade, or the customer with which a given brand endows a product.
3. David A. Aaker (1991). Managing Brand Equity, Free Press. Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract form the value provided by a product or service to a firm and/or to that firm’s customers.
5. Rajendra Srivastava and Allan D. Schocker (1991). Brand Equity: A Perspective on Its Meaning and Measurement, MSI report. Brand equity subsumes brand strength and brand value. Brand strength is the set of associations and behaviors on the part of a brand’s customers, channel member, and parent corporation that permit the brand to enjoy sustainable and differentiated competitive advantages. Brand value is the financial outcome of management’s ability to leverage brand strength via tactical and strategic actions in providing superior current and future profits and lowered risks.
7. Market Facts. Brand equity is the willingness for someone to continue to purchase the brand or not. Thus, the measure of brand equity is strongly related to loyalty and measures segments on a continuum from entrenched users of the brand to convertible users.
8. Brand Equity Board. Brand with equity provide “an ownable, trustworthy, relevant, distinctive promise to consumers”.

Impact of advertisement to dimension of brand equity and implication to marketing communication effectiveness

Aaker (1991) stated that the major dimensions of brand equity are perceived quality, brand loyalty, brand awareness, brand association and other proprietary brand asset. While Keller (2003) introduced the term of brand knowledge which is related to brand awareness and brand image. Yoo, Donthu and Lee (2000) summarized dimensions of brand equity into four dimensions, namely perceived quality, brand loyalty, brand awareness and brand association. From Aaker (1991), Keller (2003) and Yoo et all (2000) the writer uses four dimensions of brand equity namely perceived quality, brand loyalty, brand awareness, and brand association.

Perceived quality is certain type of the association (positive association) linked to brand which can be caused by reputation and prominence of the product. Reputation can be from profitability record (sound financial performance) made by the brand (Aaker, 2000). From the customer’s side perceived quality means any advantages that can be found in the product. This is a matter of subjective evaluation by the customer (Zeithaml in Yoo et al, 2000). From this point of view the effectiveness of advertisement messages should be directed to certain object in which the customer could develop positive association towards the product. This will be the challenge for advertiser to create message that will show all positive things about the product. Reputation,
prominence and performance (positive record) are those that could become part of the advertisement messages to form perceived quality.

Brand loyalty is a strong commitment held by customer to consistently buy and consume certain product. Customer who is loyal to certain brand will make repeated buying and negatively response to other different brand (Yoo et al, 2000). The loyalty towards certain brand will develop such a substantial entry barrier for competitor that need high cost to defeat (Aaker, 1996). Brand loyalty can determine level of brand equity which means that even a small number of loyal customer can significantly contribute level of brand equity (Aaker and Joachimsthaler, 2000).

Brand awareness could be characterized by the depth and the wide-ranging of meaning. The depth meaning of brand awareness is the capability of certain brand to be kept in mind or recalled by customer. Whereas the wide-ranging of meaning related to certain brand refers to the variety of buying situation and consumption when certain brand is recalled (Keller, 2003).

Brand association is an impact of brand awareness. Certain brand which is completely aware by its customer will be linked to certain association (the availability linked to certain association). Brand association could support customers to find the best choice in the case that there are several choice of brands to buy as they have “specific clues” Aaker (1991) defines brand association as everything related to a memory to certain brand or brand image. Brand association has close relationship with the capacity or knowledge of certain brand owned by customer. The capacity or knowledge is formed by any idea, episode, example and facts exposed by product.

From the perspective of perceived quality, brand loyalty, brand awareness, and brand association the writer illustrates impact of advertisement to dimension of brand equity as follows:

![Figure-5 Conceptual Model Impact of Advertisement to Dimension of Brand Equity](developed by the writer)
Advertisement within the frame of effective marketing communication should produce familiarity-favorability (Model-1), attention-interest-desire (Model-3), and cognition-affection-beliefs-attitude (Model-4) that will then influence the dimension of brand equity. Therefore, there are 9 (nine) attributes that can be derived from the above model are familiarity, favorability, attention, interest, desire, cognition, affection, beliefs, and attitude. The effectiveness of marketing communication will be in the matter of how could advertisement gain familiarity and favorability from audience. It should be attractive (attention), interesting (interest), and lead to producing desire (desire). The effective advertisement should be easily recognized (cognition), could develop affection, create beliefs and form positive attitude. The effective advertisement will produce positive association (perceived quality), build strong commitment (brand loyalty), make unforgettable moment (brand awareness), and the availability linked to certain association (brand association).

**Conceptual Model: Advertisement and Buying/Purchasing Behavior (Combination Model-1, Model-2, Model-3 and Model-4)**

Based on the above discussion the writer proposes conceptual model which combines the four models (see Figure-6). Combination of the four models could clearly explain the impact of advertisement and consumer behavior. From this conceptual thought (combination Model-1, Model-2, Model-3 and Model-4) the writer would like to proposes direct impact of advertisement. Advertisement has direct effect to familiarity and favorability (Model-1) which means that familiarity and favorability should be developed by advertisement. Effective advertisement means influential advertisement which should be creatively developed. Production of attention by advertisement could not be effective if there are no stimulus generalization and stimulus discrimination generated by familiarity and favorability (combination Model-2 and Model-3). Familiarity and favorability triggered by advertisement could influence dimension of brand equity (combination Model-1 and Model-2). For the reason that brand awareness is part of dimension of brand equity so it could be stated that advertisement influences dimension of brand equity as shown by combination Model-1 and Model-2. Judgments about the advertisement means the influential effect of advertisement has captured the area of cognition (Model-4) that will form beliefs about the brand. Beliefs that well placed in the mind of audience will then develop attitude towards the advertisement. This will continue to influence dimension of brand equity (combination Model-4 and Model-1). This combination of models could give lesson to the effectiveness of advertisement.

Possible variables taken from the combination of those models that might be used for other relevant research on the dimension of advertisement effectiveness are familiarity, favorability, attention, interest, desire, attitude, intention, confidence, brand awareness, cognition, affect, beliefs.

Rationale that may link between those variables and advertisement effectiveness are as follows:

1. Familiarity is a matter of repeated advertisement. It means that familiarity could be developed by repeatedly and consistently broadcasted advertisement (through TV).
2. Interest and desire/intention could be grouped into one meaning of favorability. They are triggered by attention and reliability. Reliable means assurance to totally give what the customer wants. It also means the capacity and capability that the product can perform.
3. Attitude, confidence and desire mean that advertisement should develop positive attitude to create confidence and desire.
4. Brand awareness will be placed inside the mind of consumer when the confidence and desire are created. Brand awareness could also be influenced by beliefs that the consumer may have. Cognition, affect and beliefs may be interrelated each other, and have sequential relationship.

Advertising effectiveness could be attained by developing characteristic found in type of consumer behavior. (Becket et all 2000). In repeat-passive type of behavior consumers possess low levels of involvement and limited perception of uncertainty. These consumers are categorized as
“passive” in the sense that they will make repeated interactions without actively searching for alternatives.

**Figure-6**

**CONCEPTUAL FRAMEWORK**

**ADVERTISEMENT AND BUYING/PURCHASING BEHAVIOR**

(Combination Model-1, Model-2, Model-3 and Model-4)

(developed by the writer)
The characteristic found in this type of consumer behavior are low levels of involvement, limited perception of uncertainty, and passively searching for alternatives. The design of advertisement message should be oriented to keep this type of consumer consciousness with product. Advertisement will be a must to keep their eye on focusing the product, but it should be made variously and attractively. Beliefs have been well settled in the mind of consumers. Today’s technology revolution could contribute much on the form of TV-based advertising. Technology can be used to make creativity.

While in rational-active type of behavior consumer displays high levels of involvement in terms of the process dimensions of control, participation, and contact with the service providers, and high levels of confidence in terms of product complexity and certainty outcome. The study by Brucks (1985) suggests that consumer knowledge facilitates the learning of new information and that knowledge allows more efficient searching. The more knowledge the consumer has, the more efficient the information search. Rational-active consumers will therefore, search for relevant information as efficiently as possible when comparing one product with others in order to choose the products that provide the highest benefits. The design of advertisement should be informative and communicative not just like a cosmetic which is considered as over-reacted advertisement messages.

In relational-dependent type of behavior, consumers are highly involved, but are not in control due to the complexity of the product and uncertainty of eventual outcome and this reduce consumer confidence. Consumers face a high level of uncertainty and the products they have to choose from are very complex. They take into account suggestions from their opinion leaders, reference groups, friends and relatives. The design of advertisement for this type of consumer should be very attractive and motivated.

**Conclusion**

Study on advertisement effectiveness specially TV-based advertising within the frame of the effectiveness of marketing communication is based on the facts of highly interaction with television, as television is not considered as luxury goods, and highly interaction with television does not mean highly interaction with advertisement. There is a fact that television audience have been very selective and have ability to differentiate between commercial-based television program from non commercial-based one. This fact shows a demand to make innovation for marketer (or advertiser) that is to make more communicative advertisement messages.

Technology revolution has promoted the various medium of information and communication. Marketing communication can gain opportunity to make communicative relation with customer through technology revolution. Indicators for marketing communication effectiveness are when brand equity is constructed. In relation to technology revolution, advertisement effectiveness should be measured by marketing communication effectiveness in brand equity construction. The relationship between advertisement and consumer behavior is when advertisement could construct brand equity that influence consumer behavior.

Marketing communication effectiveness is determined by advertisement effectiveness. By using combination Model-1, Model-2, Model-3 and Model-4 it could be found that attributes of advertisement effectiveness are familiarity, favorability, attention, interest, desire, cognition, affection, beliefs, and attitude.

**Reference**


