

THE STUDY OF VISUAL EXAGGERATION IN FAST
FOOD PRINT ADVERTISEMENTS:
AN INSIGHT INTO McDONALD'S CURRENT PRACTICES
IN MALAYSIA

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**THE STUDY OF VISUAL EXAGGERATION IN FAST FOOD PRINT
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MALAYSIA**

By

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ABSTRACT

THE STUDY OF VISUAL EXAGGERATION IN FAST FOOD PRINT ADVERTISEMENTS: AN INSIGHT INTO McDONALD'S CURRENT PRACTICES IN MALAYSIA

ANG SIONG HUAT

Fast food has become an integral part of the daily diet for the Malaysian youth, among them, are students that are currently pursuing their tertiary education at institutions. This trend emerges mainly because of the convenience of acquiring fast food, the relatively low price, its delivery service and, the attractiveness of fast food print advertisements that is being circulated by fast food operators to capture an MYR44.12billion (Kwek, et al. 2011) fast food market, with an annual advertising expenditure of about MYR32 million. In this study, the researcher aims to find out if it is still effective to utilize visual exaggeration as an advertising method by looking into the element of visually exaggerated fast food print advertisements from McDonald's Malaysia, and its relationships in, increasing the attention of the fast food print advertisements. Its ability in creating a favourable judgment for its product, and finally, Does it motivate a possible purchase?

A quantitative survey is carried out among a purposive sample consisting of 357 students from Universiti Tunku Abdul Rahman, Faculty of Arts, and Social Sciences. Upon the completion of the research, it indicates that there are significant relationships between visually exaggerated fast food print advertisements in increasing attention, creating favourable judgment and possibly motivates a purchase among the respondents in Malaysia.

Keywords: visual exaggeration, fast food, print advertisements, increase attention, favorable judgment, motivate purchases

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APPROVAL SHEET

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Ang Siong Huat

DECLARATION

I hereby declare that the dissertation is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UTAR or other institutions.

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CHAPTER 1:

INTRODUCTION

1.1 Background of this study

Globalization has resulted in increased competition across all industries, and organizations. They do not only compete with firms operating in the domestic market, but at the same time, they struggle to survive the intense competition resulting from international markets as well. Thus, giving rise the usage of advertising tools (Barbu-Kleitsch, 2015) to bring the message across and attract the attention of its intended audiences.

Advertising acts as an important tool to ensure that people are aware of the existence of a range of products and services that are available in the market (Lovett & MacDonald, 2005), it also helps to create awareness and inform consumers about the new and existing products (Linton, n.d.). While manufacturers and retailers make efforts to inform as many consumers as possible, it is also imperative for them to make certain that these advertisements do not end up being melted into the background noise, or categorized as annoying or misleading messages, since the consumers may not have sufficient knowledge to decipher the message in advertising, the responsibility lies with the advertisers (Rosengren, Dahlen, and Okazaki, 2013).

Therefore, it is crucial for the advertiser to ensure that the messages sent out, is appropriate, and at the same time, attractive towards its audiences. However, it is estimated that on average, the consumer received over 30,000 advertising messages every year (Ogilvy 1985), and these advertising messages losses its effectiveness due to the abundance and regular appearance and reappearance in various form of media.

One method to overcome these clutter of advertisement is to employ more attractive visual in the advertisement in the form of visual exaggeration. As the name suggest, visual exaggeration is to take an existing product, and visually exaggerate, and enhance it to make it look more appealing in the advertisement (Barbu-Kleitsch, 2015) so it will have a better attraction value when viewed by its intended audiences.

Another important aspect of this research is the food and beverage industry. The food and beverage industry have become a massive market force all over the world. Its variation and types of products are constantly growing and expanding. Furthermore, it is estimated that the population in the United States of America, spends around 15% of its consumer income on food and beverage purchases, while according to the Malaysia Department of Statistic, Malaysian on average spends 30% of their consumer income on food and beverage purchases. On top of that, food and beverage purchases are also the most important repeat- purchase items among consumers. Thus, giving rise to a very high valued and profitable market segment, in particular for the fast food operators. This also attracts a huge pool of competing fast food operators, and the amount of choices available to the consumers has also increased (Lehmann &Reibstein, 2006). Therefore, fast food operators emphasize heavily on advertising (Tellis, 2009) to stand out and gain a better foothold against other competitors.

Malaysia's fast food industry is growing steadily, and therefore, restaurants focus on advertising their products to acquire larger market share. In advertising studies, some fundamental questions have defied clearly quantified answers (Tellis, 2009). How does advertising create value? Should advertising be considered as cost or investment? Or how could company marketing executives justify the increase of advertising budgets while some financial

indicators point to another direction, especially for recent years? These questions are particularly important for the fast food industry.

As such, the main purpose of this study is to find out the relationship between visual exaggeration in fast food print advertisements and the increase of attention for the fast food print advertisements. The study also aims to determine if visual exaggeration in fast food print advertisements is able to create favorable judgment and ultimately if it is able to motivate a possible purchase among the respondent.

This is in line with the need to reaffirm that spending on the visually exaggerated print advertisements is still beneficial to fast food operators, because in recent time, slower sales momentum, stressed labor market, and dips in capital spending, have all plagued the fast food industry. In 2011, the fast food industry suffered a sharp decrease due to less confidence in the market (Jackson and Feld, 2011). Fast food sales showed a three-year negative growth from 2008 to 2010 (Hensley and Stensson, 2011). Meanwhile, as a top 10 advertiser, fast food operators increased total advertising expenditure by 2.38% in 2010 and 4.82% in 2011, spending \$5.47 billion in 2009, \$5.6 billion in 2010, and \$5.87 billion in 2011 respectively. These increases were phenomenal given the slower momentum in sales (Kantar Media, 2011).

While in Malaysia, spending on advertising among the fast food industry has given rise to an RM44.12billion fast food industry (Kwek, et al. 2011). With the rapid expansion of the fast food industries, it is imperative that they can be more exposed, and visible to the consumer, and with sales recovering, and likely to continually grow, higher expenditure will be spent on advertising, this study would then be able to provide a guideline on how best such advertising to be spend and what method of attraction should be employed.

1.2 Problem Statement

Annually, a significant amount of expenditure is used in various advertising and promotional activities such as printed advertisements, television commercials, radio commercials, and even transit advertisement. Such efforts in creating advertisement are used to increase the exposure of the fast food operator's products, and services among the consumer, and also to increase the demands and consumption among its consumers.

However, according to Nath and Mahajan (2008), such efforts by the fast food operators often times are costly, and usually yield unsatisfactory results. These findings reflect the current notion of advertising and promotional activities among various fast food operators who have spent millions, but its effectiveness have not yet been documented, nor discussed in any academic paper. Adding on to this, as discussed above, the sales momentum in the fast food industry have weakened and suffered negative growth for three straight years from 2008-2010. Therefore, this raises doubt on the continuous spending in advertisement and its relevancy and effectiveness. This study will, however, provide insight on whether the continuous spending in advertising is justified by determining if there is any significant relationship between visual exaggerations in fast food print advertisements, and the increase of attention and its ability to create favorable judgment for the advertisement among its respondents, which could ultimately motivate a purchase.

Furthermore, according to Srinivasan and Hanssens, (2009), proper advertising tools, its usage and time of usage, need to be strategized and formulated to ensure the usage of advertisements are optimum and effective. They further elaborate that, there are limited answers available to quantify current advertising impact and most academic work performed are of conceptual in nature and have very little application values. However, one method that has been

used and proven in its effectiveness in optimizing the effect of advertising, specifically print advertisements, is the utilization of visual exaggeration. Visual exaggeration is described as being capable of portraying a product in a very glamorous and extraordinary way to create a sense of grandeur and awe to impress its target audiences (McNamara, 2002). Such a method is advocated by Toncar, and Fetscherin (2012), in their publication titled “*A Study of Visual Puffery in Fragrance Advertising: is the message sent stronger than the actual scent?*” where the researcher reviewed that visual exaggeration in print advertisements have created a favorable judgment even beyond that of the actual product. Thus, this study will be used to provide a guideline on the effective usage of visual exaggeration in printed advertisements for the fast food industry.

1.3 Research Objectives

Objectives of this study are:

1. To determine the relationship between visual exaggeration in fast food print advertisements and the increase in attention of the advertisements among students currently pursuing tertiary education in Malaysia.
2. To determine if visual exaggeration in fast food print advertisements creates favorable judgment among students currently pursuing tertiary education in Malaysia.
3. To determine if visual exaggeration in fast food print advertisements motivates a possible purchase among students currently pursuing tertiary education in Malaysia.

1.4 Hypothesis

This study is aimed at identifying if:

1. There is a significant relationship between visual exaggeration in fast food print advertisements and the increase in attention for the advertisements among students currently pursuing tertiary education in Malaysia.
2. There is a significant relationship between visual exaggerations in fast food print advertisements to create favourable judgment among students currently pursuing tertiary education in Malaysia.
3. There is a significant relationship between visual exaggerations in fast food print advertisements to motivate a possible purchase among students currently pursuing tertiary education in Malaysia.

1.5 Significance of this Study

This study will be highlighting the significance in regards to the relationship between visual exaggerations in fast food print advertisements in the aspect to,

1. Increase in attention for the advertisements
2. Create favourable judgement
3. Motivate a possible purchase

Among the students who are currently pursuing tertiary education in Malaysia.

Firstly, in the United States of America, fast food advertising expenditure stands at a whopping USD 3.5billion (Gallo,1990), with an annual fast food consumption valued at USD120billion, and a worldwide consumption valued at USD480billion(Hoovers, 2011). While back home in Malaysia, the advertising expenditure stands at MYR 32.1million (ACNielsen,

2011), giving rise to a MYR44.12billion fast food market. These figures are relatively huge and are expected to grow at a rate of 7% annually from 2011 onwards (Hoovers, 2011). Furthermore, as stated by Nath and Mahajan (2008), various costly advertisements often yield unsatisfactory results as it failed to motivate purchase. Therefore, there is a need to understand if this expenditure is justified in terms of increasing the attention of the audience to motivate a purchase ultimately.

This study will also reflect on the queries by Srinivasan and Hanssens, (2009) that appropriate advertizing tools, and its usage need to be properly strategized and formulated to ensure that the advertisements could achieve optimum and effective outcomes. Especially when the consumers are constantly being bombarded by countless amounts of advertising on a daily basis(Glowa, 2002), from the moment when they turn on the television, interacting with their phone, or even when they are walking on the street, they will be handed flyer and brochure advertising for various different consumer products. This will be done by exploring the effectiveness of visual exaggeration in fast food print advertisements by McDonald's Malaysia when targeted among student currently pursuing tertiary education.

A study was done by Toncar, and Fetschin (2012), *A study of visual puffery in fragrance advertising: is the message sent stronger than the actual scent*. This study was carried out in the United States of America among female aged 25 and below, and only used fragrance advertisements in their research. The study focused on finding out the expectation resulting from print advertisements towards its product evaluation. The result from the study suggested that evaluation and expectation of a product shows a more positive appeal with the presence of visual puffery (Lovett & MacDonald, 2005). And the finding also suggested that more abstract descriptor in advertisements resulted in significantly higher product evaluation while, more

concrete descriptors in advertisements resulted in significantly lower product evaluation. Concluding that visual exaggeration would and could yield favorable outcomes in the United States of America, as such the researcher would replicate the study and adapt it to the fast food industry in Malaysia

According to ACNielsen (2011), there are 59% of adults' population that eat at fast food restaurants at least once a week, and according to Association of Accredited Advertising Agency of Malaysia,(aaaa), fast food operators spend in excess of RM32.1million on adverting.

Therefore this study is utilized to determine the relationship between visual exaggeration in fast food print advertisements and the increase in attention for the advertisements among student currently pursuing tertiary education. This study will also determine if visual exaggeration in fast food print advertisements creates favorable judgment among student currently pursuing tertiary education. Finally to determine if visual exaggeration in fast food print advertisements is able to motivate a possible purchase among student currently pursuing tertiary education in Malaysia.

1.6 Structure of this Dissertation

This study replicated several elements from Toncar, and Fetschin's study such as the methodology used while applying it to the fast food sector and among the students currently pursuing tertiary education in Malaysia.

The study is based on five (5) chapters. Chapter one provides an introduction to the research topic and background related to the matter of study. Chapter one also set out the research objectives, research hypothesis and problem statement, and the significance of conducting the study. The research is undertaken to determine the relationship between visual

exaggeration in fast food print advertisements and the increase in attention for the advertisements, it is also used to determine if visual exaggeration in fast food print advertisements creates favorable judgment, and finally if visual exaggeration in fast food print advertisements motivates a possible purchase among the same target audience, which is student currently pursuing tertiary education.

Chapter two provides the review of the studied literature in understanding print advertisements, visual exaggeration in print media; it will also look at the current situation and environment of the fast food industry, especially McDonald's Malaysia. Chapter two also helps in understanding theory that could explain the mechanism for the displayed reaction and behavior.

Chapter three provides the methodology used by the researcher to collect information; it describes and elaborates the research method used for the collection of data. Furthermore, it also provides insight into how respondents have been selected to participate in this study.

Chapter four is the analysis of the collected data. The responses of the participants are analyzed to determine their views and perceptions regarding the use of visual exaggeration in fast food print advertisements for McDonald's Malaysia.

Chapter five is the discussion based on the data analysis and literature review to compare the results of this study with the previous studies. Chapter five concludes the entire dissertation and also provides recommendations and limitation implied in with this study and for future collaboration for the expansion of this research.

CHAPTER 2:

LITERATURE REVIEW

In chapter two, literature review, the research will focus on the discussion of fast food trends in Malaysia, and the visuals used in print advertisements from earlier studies. This is essential in understanding the various contexts in regards to this study. This chapter will look into the definition and context on visual exaggeration in fast food print advertisements in Malaysia and the relationship between visually exaggerated fast food print advertisements and the increase in attention, its ability to create favorable judgment, and ultimately motivate a possible purchase among students currently pursuing tertiary education in Malaysia. The researcher will also attempt to look into theories that could justify the mechanism to move this research.

2.1 The power of Advertising

Advertising is a major component of marketing, and it is defined as an activity an organization engages to facilitate an exchange between the organization and its clients/customers (McCall, 2003), and also to ensure that the targeted customer knows and likes a company's products (Glowa, 2002). The purpose of advertising is to promote products and services of a company to increase sales in the midst of increased and fierce competition, businesses use several advertising methods and techniques to be successful in attracting consumers' attention (Lehmann & Reibstein, 2006), and one such method would be visual exaggeration that will be looked into in this study.

Besides that, Advertising enhances the firm's intangible assets, for example, brand equity. By increasing consumer/investor awareness, it will influence the consumer's attitudes,

and possibly loyalty towards the branded products, thus creating a firm and beneficial relationship among the consumers. As a result, consumers are willing to pay a higher price for a branded product and perceive greater benefits provided by the branded product over generic products (Jagpal, 2008). This intangible value is often hard to measure. Some researchers used either Tobin's Q (Hsu and Jang, 2008) or a proxy value of market-specific factors, firm-specific factors, and brand equity (Simon and Sullivan, 1993).

Advertising's widespread popularity and near universal acceptance by consumer (Glowa, 2002) is also reflected in the increase in the advertising expenditure in Malaysia, which recorded an increase of 12% from RM9.6billion in 2010, to RM11billion in 2011(The Star, June 2012), this gives print advertisements a total market share of 41.9%. Clearly, indicates the importance and preferences over other media such as free to air TV (28%) pay TV (23%) and radio (4%).

In total, print advertisements in Malaysia, with a market share of 41.9%, is valued at roughly RM4.6billion, trailing behind are, free to air TV (28%), valued at RM3.08billion, and Pay-Tv (23%), valued at RM2.5billion. and according to The Star (18th June 2012), quoting in an interview with Omnicom Media Group managing director, *Andreas Vogiatzakis*, "Printed media would not go out of date, and there are still market segments that prefer advertisements in printed media" The Star further stressed that in 2012, they expect to see the advertising expenditure to increase 15% from RM11billion in 2012. Therefore, this study will be looking specifically at printed advertisements as it currently holds the largest share of the advertising expenditure in Malaysia. With the increasing spending on advertising expenditure (The Star, June 2012), there is a need to address if such spending is justified and relevant to the current market situation. From this information, this research will therefore, focus on the print advertisements. In addition, this research will also look at print advertisements ability to motivate a possible purchase.

Furthermore, advertising's ability to overwhelm individual audience is also a cause of concern as there is a need to know if prolonged and continuous exposure would diminish its ability to attract and influence the audience. The study by Glowa (2002) ,countless advertising are bombarded to the same consumers each day, and Ogilvy (1985) suggests that the average family that have access to various form of media for over 6 hours a day, would cumulatively be exposed to about 30,000 advertisements annually. Therefore there is a need for marketers, and advertisers to stand out among the abundance of variety of advertisements, one such method would be the usage of visual exaggeration. Thus, reflecting the focus of this research, this is to determine the relationship between visual exaggeration in fast food print advertisements and the increase in attention for the advertisements.

To conclude, advertising is beneficial and usually used and serve as a best-informed opinion among consumers (Jagpal, 2008). Further, consumer perceptions of advertised products or service will not always be complete and accurate (Reilly and McGann, 1977) and often times, this advertising message are oversaturated (Glowa 2002). As such, there is a need to stand out and be prominent with a strong message to convince the consumer (Srinivasan and Hanssens, 2009), therefore, this research will aim to determine the relationship of visually exaggerated advertisements in increasing attention, creating favorable judgment, and ultimately, motivate a purchase among student currently pursuing tertiary education.

2.2 Fast Food Trends in Malaysia

Bender and Bender (2001) says, fast food is a general term used for a limited menu of food that lend themselves to production line technique and that are typically hamburgers, pizzas,

chickens, or sandwiches, and due to their convenient and relatively fast and easy method of acquisition, this industry is undoubtedly growing exponentially in Malaysia.

In the study by Kwek, Yeong, and Hiew (2011), *Exploring factors that influence customer loyalty among Generation Y for the fast food industry in Malaysia*. The study shows that Malaysia's Generation Y are spending exponentially on fast food, in 2010, they accumulatively spend MYR44.12 billion on fast food, and of all the fast food operators in Malaysia, the market is monopolized by Kentucky Fried Chicken (KFC) with 46% of the market share, while McDonald's with 30% of market share.

Being a developing country, Malaysia is constantly experiencing growth in all sectors, and this would require the people of Malaysia to be ever more productive to sustain the growth. This leads to the adaptation to acquiring relatively convenient food sources to self-sustain (Telbis, 2014), evidently contributing to the expansion and growth of fast food outlets (Kearney, 2010) in Malaysia.

Choices for fast food are abundant in Malaysia, such as McDonald's, Kentucky Fried Chicken, Subway, Pizza Hut, etc. Therefore, this study will primarily focus on McDonald's Malaysia due to its high volume of print advertisements being produced in comparison to other fast food retailers (Kwek, Yeong, and Hiew, 2011). In line with the objective of this study, the research will aim to determine the relationship between fast food print advertisements in increasing the attention for the advertisements; it will also enable the research to determine if visual exaggeration in print advertisements creates favorable judgment that will ultimately motivate a possible purchase among student currently pursuing tertiary education.

The abundance of choices in fast food options leads to stiffer competition, and one method to supersede other competitors would be attracting consumer with the visually

exaggerated fast food print advertisements as practiced by McDonald's. Over the years, in most of McDonald's advertising, they have constantly used visually exaggerated (Kwek, Yeong, and Hiew, 2011) fast food products such as burger, fries, and nugget to present it as very juicy, cheesy, and sumptuous to captivate the attention of its consumer to hopefully influence or motivate a possible purchase.

2.3 Fast food and Advertisements

According to *Shanthy.B, and et al.* (2003) fast food has become a prominent feature in the United States' diet, and increasingly, throughout the world, and according to Kwek, Yeong, and Hiew (2011), fast food operators in Malaysia have recorded sustainable growth in the past few years due to the high consumption of fast food among the Generation Y. While according to Simone, and Mary (2004) fast food marketers are interested in youth as consumers because of their spending power, their purchasing influence, and as future adult consumers.

With the rise of popularity of fast food (Simone, Mary. 2004), which leads to its adaptation as a routine nourishment choice among many young adults, and adults alike, it is unavoidable also to see an increase in investment being spent on the advertisements of such products.

Food advertising expenditure in the US stood at over USD 3.5 billion (Gallo, 1990). While in Malaysia, *Investment Analysis* (2011) stated that, the local fast food industry began in 1963 when A&W opened its first outlet at Kuala Lumpur Batu Road, currently known as Jalan Tunku Abdul Rahman. Subsequently, we see the establishment of other fast food restaurants such as KFC, and McDonald's. According to ACNielsen (2011), all this leads to today where it is reported that, all fast food operators accumulatively spend over RM32.0 million on advertising

to capture a market share that consist of 59% of adults population that eats at fast food restaurants at least once a week, mainly due to the convenience that fast food restaurants provide, and spending over RM44.12billion (Kwek, et al. 2011) in 2010 alone.

The heavy advertising directed towards youth is mainly driven by the need to develop and build attention to brand awareness, recognition with positive review, and loyalty in practicing repeated purchase. These factors are believed to be related to youth's positive experience with a brand, and parents liking the brand (McNeil, 1999). Furthermore, according to Schermbeck (2011), all nations are experiencing an increase in advertising expenditure on a year-to-year basis, regardless of actual consumption. This furthers the conviction for this study's objective, which is to determine the relationship between fast food print advertisements, in increasing the attention for the advertisements, , and to determine if visual exaggeration in fast food print advertisements creates favorable judgment, and ultimately motivate a possible purchase. By making sure that advertising expenditure is invested accordingly in creating an advertising strategy that can maximize its potential.

Of the many advertising strategies, this research will be looking into visual exaggeration in fast food print advertisements.

2.4 Visuals

2.4.1 Visuals in Advertising

In the words of Messaris (1997), some of the important aspects of advertising are visual display, typography, vocal quality, and other features such as the layout and method of delivery of the advertisements. Messaris (1997) feels that these signals/messages of advertising increasingly relies on visual attractiveness over the years as products and services are increasing

targeting consumer with more and more emphasis on feeling. Further, Hoffman, (2002) claims that “visual supers” in commercials are used extensively to underline the key parts of the spoken message” supporting the notion that visual with elevated value are becoming key parts in much of the advertising realm. This strengthens the objective of this study on focusing in visual exaggeration in fast food print advertisements. Hoffman (2002) further stresses that poor image quality was a reason why visual usage was not emphasized in the older generation of advertising. However, according to Hoffman, this reason is no longer defensible as printing quality, and broadcasting quality has reached new heights thus enabling the audience to experience visual exposure to the fullest extent of human sensory ability.

In television and print advertisements of today, and indeed the last few decades, the visual component has increasingly played a bigger role, and it is in fact often the primary carrier of the advertising message (Hoffman, 2002). In other words, the researcher argues that advertisers take existing characteristics and values from domains of human experience and attribute them to advertised products. Thus, in order to decode ads, the audience has to make the appropriate connections between the system of meaning exterior to the ad and the system created by ads. These domains are referred to as ‘referent systems’ (Lucian, 2004).

Advertising represents a point in which ideology and symbolic structures combine to form a system where a symbolic value or image is given to a commodity and results in a product going from representing an abstract quality or feeling to generating or being that feeling. Therefore it further adds values and weightage to the importance of visual exaggeration in steering how advertisements work.

However, Williamson (1978) view on advertisements is heavily influenced by the ideological opposition to market capitalism, which makes her view on advertisements as an

inherently hostile endeavor, a sort of attempt at mind control (Hetsroni,2005). This distracts her from exploring the mutually participatory nature of advertisements, and the ways in which the audience needs to linguistically and visually engage with advertisements in order to decode it into an effective message. While this shed lights on the negativity on advertisements, Williamson and Hestroni inadvertently concurred the ability of visual advertisements in influencing the audiences, and inducing them to take action.

Dietzmann, (2008) analysis of the language of advertising, which builds on Williamson's work, deals exclusively with print advertising. Like in Hetsroni's case, the premise underlying their work is that advertisements reflect the "current trends and value systems of society". In setting off to demonstrate how advertising message is communicated, Vestergaard and Schroder (1987) took an ideological stand and claimed that "advertising diverts the reader's attention away from the need for radical changes in the socioeconomically structure. Instead it provides us with blinkers which make us focus on the capital interest, and glorification of advertising: individualist consumption" (Bulmer, Oliver, 2006) Most print advertisements are composed of both verbal and visual elements. The photo or illustration amplifies the message. Wheeler, and et al, (2005) mention that illustrations- the non-verbal part of communication, greatly affect the way a receiver interprets a message. The visual element is said to be an important component of advertisements with authors such as Williamson (1978), and Wang,(2006) stressing that pictures in advertisements enhance recall and create a more positive attitude towards the advertisements. This further strengthens the current researcher's decision to focus the study on print advertisements.

Similarly, Unnava, Rao, Burnkrant, (1991) assert that service quality is better portrayed in the visual portion of an advertisement rather than copy. They found that advertisements for

services tend to use more people in their advertisements than advertisements for goods. Elaborating on the visual exaggeration, Toncar(2001) argued that the selection of pictorial image be included in an advertisement depends on the likely target audience. Till, and Busler, (2000) argues that many of the product and services attributes values are better identified from the visual, thus highlighting the importance of using visual in advertising to capture the attention and desire of the consumers. Dagman,Jessica,Karlsson,Mari,Anne,Wikström,(2010)also suggest the use of vividness and glorification as a strategy that makes the product or services easily understood while enhancing credibility for the product or services.

2.4.2 Visual Exaggerations

In *Changing trends of cultural values in advertising: an exploratory study*. The researcher Gupta and De (2007) indicate that visual advertising is used to provide values to a product; therefore, it can be perceived that exaggeration give additional and exaggerated value to a said product of an advertisement, thus increasing its advertising appeal.

Visual exaggeration is defined as an advertising method used that superficially praised (Schmitt, and et al. 1997) a product or service; it is also a subjective claim or superiority over others (Gupta, and De.2007) and according to Preston (1996), visually exaggerated advertisements trigger the emotional reaction of its audience over rational reaction. This mechanism is explained in the working of Elaboration Likelihood Model in visually exaggerated advertisements by method of peripheral route that triggers consumer emotional reaction when decision making is required.

Often times, visual exaggeration is also used to allow the advertiser to stand out among the crowded and over competitive market (Toncar, 2001). By utilizing visual exaggeration in

advertisements, the advertiser is able to have differentiation between its consumers. Furthermore, it allows the advertiser to highlight its quality and attribute further (Till, and Busler. 2000).

However, Gao, and Zhang (2011) reported that visual exaggeration does not require any extrinsic evidence, as such, the glorification claims are unlimited. However these “freedom” often times are misused to created literally false, and materially damaging advertisements, and thus resulting in the ban of visually exaggerated advertisements in countries such as China.

Furthermore, the reception for visual exaggeration in advertisements was constantly being criticized for its deceiving and misleading nature and should be prohibited (Preston, 1996). The usage of visual exaggeration also faces some difficulties in several countries, especially in China. According to Gao, and Zhang (2011), China’s law have very limited tolerance for visual exaggeration or puffery in advertising, therefore banning of any superlative, unsubstantial visual exaggeration and puffery claim in advertising is common and often. Taking this into consideration, it would be a great opportunity for the researcher to dwell into the perspective of consumers in Malaysia in regards to visual exaggeration and its implication. It could serve as a platform for all fast food advertisers to further their understanding on the relationship between visual exaggerations in fast food print advertisements in increasing attention among its consumers, which in this case, are Malaysian students currently pursuing tertiary education.

2.4.3 Puffery

Continuation from the usage of visual exaggeration, this method gives rise to the term Puffery. Puffery is legally defined similarly as visual exaggeration, whereby puffery is said to produce claim that praises an advertised item using subjective claims that fail to state any explicit facts so that the consumers has no basis to believe anything that would offset their

decision to purchase (Schmitt, and et al, 1997). As an expression of the seller's opinion, puffery generally says nothing specific because no reasonable person would believe it. Unaccompanied by facts, puffed claims such as lifestyle advertising have demonstrated that factual meanings are implied although no actual information about a product is ever directly communicated (Underhill, 2009). Thus making it a very efficient tool/method to affect, or influence the audience emotionally (Wang, 2006) As such, Puffery, and visual exaggeration is used interchangeably in this study while referring to the same issue, as shown in Toncar, and Fetschin (2012) writing. In their study, they focus on finding out the expectation resulting from a puffed print advertisements towards its product evaluation.

The result from the study suggests that evaluation and expectation of a product shows a more positive appeal with the present of visual exaggeration. Many would have claimed that puffery, and visual exaggeration is misleading, and fraudulent in nature. It also causes consumers to distrust an advertised product possibly derived from the application of puffery in its advertisements. Puffed ads could reduce ad believability and subsequently consumers' confidence in the product skepticism towards advertising. This is academically defined as a general tendency to disbelieve any advertising claims can result from consumers' evaluation of the literal truth of an advertisement but also from observation of the possible motive of the advertiser (Lindstrom, 2008).

Manipulative intent or attention-getting tactics by advertisers have been shown to create resistance to persuasion, an increase in counter arguing, and decreased confidence in a brand or advertiser (Lindstrom, 2005). Previous researches conducted on misleading advertising have paid careful attention to claims where consumers have made flawed judgments about products. These judgments could be the result of implied superiority claims, incomplete comparisons or subtle

inferences that consumers deem as a claim-fact discrepancy (Jackson, 2003). Pollay (1990) stated that false advertising claims had turned consumers into a “community of cynics” who hold doubts about media and advertisers (Hultén, and et al.2009). Antecedents and consequences of advertising skepticism have been explored concerning advertising belief by consumers. Prior research has been gathered and analyzed to determine information about rated ads based on their believability, likeability, and influence (Hoyer, and et al, 2009). And fortunately, according to Schmitt, and et al, (1997) the consumers have no basis to believe anything that would offset their decision to purchase, and that the element of visual exaggeration and puffery applied is more of an expression of the seller’s opinion. Puffery generally says nothing specific because no reasonable person would believe it beyond its cosmetic value, thus no longer considered as misleading nor fraudulent.

Therefore, it will also paramount for this research to determine if there is any relationship between visual exaggeration in fast food print advertisements in creating favorable judgment among Malaysia student currently pursuing tertiary education.

2.4.4 Visual Exaggeration in Print Advertisements

Businesses may deliver an entertaining message about their products, compare the product to other substitutes in the market, indicate facts about the product, or make vague claims about the product that cannot be approved or disproved. This advertising method is known as puffery or visual exaggeration.

Visual exaggeration in print advertisements show the product to be over-appraised relatively to its actual merits (Richards, 1990), it is also used to mislead intentionally, is usually vivid, and memorable (Hoffman, 2006). Hoffman continues that, visual exaggeration in print

advertisements almost always seeks to encourage consumption, making optimistic claims about goods unsupported by observed reality. Jing-Xu (2012) says visual exaggeration in print advertisements usually tries to appear important, but usually contain little useful or meaningful information. While it is defined by Cowley (2005) as, wildly exaggerated, fanciful or vague claims for a product or service, because they believe that nobody could possibly treat puffery(visual exaggeration) seriously or be misled by it.

According to diFrancesca (2009) visual exaggeration in print advertisements is a general claim of superiority over comparable products that are so vague that it can be understood as nothing more than a mere expression of opinion. It is also an exaggerated blustering, and boasting statement upon which no reasonable buyer would be justified in relying on it.

Visual Exaggeration in print advertisements can be helpful to make a product or service memorable. Through this advertising technique, businesses can identify a single element, which can be magnified to an extreme/exaggerated level (Tellis, 2009). For instance, McDonald's Malaysia can claim that it serves the best hamburger in the world. It will be difficult for people to prove that it is really the best, but no one can prove it is not. However, if McDonald's Malaysia advertises that their burger contains ingredients that will help to prevent cancer, then it can be proved or disproved by science. As consumers are able to identify that claims are obviously exaggerated, and through which companies can acquire consumers' attention. It is considered as an accepted advertising technique. Often advertisements are patched with false expressions, immoral eloquence and over emphasized statements. (Lehmann & Reibstein, 2006).

Understanding the various descriptions and characteristics would further enhance the researcher's ability to expose the study with appropriate material properly and thus, ensuring the quality of the research.

2.5 Influences

2.5.1 Influences of Product Type

The product type is an influential factor in determining the effectiveness of visually exaggerated print advertising (Messaris, 1997). For symbolic products, and utilitarian, fast moving consumers good (FMCG) and also, food related product, and services, visually exaggerated print advertisements enhances the attitude and behavioral intentions more than non-visually exaggerated print advertisements do (Hoffman, 2002).

Looking at this study, it shows that the according to Hoffman (2002), and Messaris (1997), McDonald's Malaysia usage of visual exaggeration is well strategized to capture the attention and interest of the consumers.

2.5.2 Influences of Need for Cognition

Although the Need for Cognition (NFC) has been identified as influential in metaphor advertising (Hetsroni, 2005), there is a lack of supporting empirical data from which to draw conclusions. Although pictures are often considered to be heuristic cues that lead to peripheral processing, pictorial metaphors deliver arguments visually related to the central message and can result in systematic processing (Dietzmann, 2008). Higher NFC implies more developed and differentiated knowledge schemata relative to ad processing. In turn, it may increase the possibility that the ad viewer will appreciate the meanings illustrated by the visual figures and experience the pleasure of information elaboration (Bulmer, & Oliver, 2006). NFC also moderates appreciation for rhetorical figures (Dietzmann, 2008). Therefore, low-NFC consumers are less likely to differentiate between the two types of metaphor, which will lead to minimal differences in the effects of ads using explicit versus implicit metaphors.

However, the products chosen for this study might have confounded the experiment's results because of the wide price range and relatively low price/ low price promotion factor that could also be a factor in attracting consumers beyond the effect of visual exaggeration (Lucian, 2004). Furthermore, according to Dietzmann (2008), the presence of low NFC consumers could result in voiding the effect of visual exaggeration in fast food print advertisements. From this, the research was able to take away additional factor that could be a limitation to this study, and it will be noted for further expansion of this research.

2.6 Consumer Attitude and Behaviors

According to Cowley (2005), research results have shown that the consumers are generally capable of identifying exaggerated claims, however these exaggerated claims do not carry any negative intonation, primarily because such exaggerated claim are subjective, “decorative” and merely cosmetic in purpose. Oftentimes, consumers see them as a form aesthetic enhancement. And subsequently, exaggerated claims are often rated more favorably against its factual counterpart. In a similar study by Kamins, and Marks (1987), in a series of studies that exposes respondents with 17 exaggerated advertisements claims, results indicated that almost 70% of the respondents rated favorably for the claims of the exaggerated advertisements. Cowley continued that, since exaggerated claims are difficult to dismiss and discredit, it will eventually lead the consumers to build better preferences for the brand, while not remembering the exaggeration specifically. In her journal, *Processing Exaggerated Advertising Claims*. Cowley also mentioned that exaggerated claims would also be processed as facts and eventually be used as inferences for future decision making.

As reported by Pollay (1990), better educated, or individuals with high educational qualification also developed a strong affinity towards advertising, and strongly believed that advertising is not misleading them into buying unwanted products, and disagree with the idea that advertising has the capability to influence or leads them into buying unwanted things.

In the research by Buijzen and Valkenburg (2003), finding shows that younger audiences of advertisements lack the cognitive skills to protect themselves against the different form of advertising messages, which also include the exaggeration element in it. Therefore, exaggeration in advertisements can serve as a motivator for the purchasing of a product. This is later supported by Choudhry (2007), which says that younger audiences are increasingly being targeted.

As far as consumers' behavior is concerned, such concept is defined as "the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units [over time]". Since the term "behavior" can be understood as "the totality of an individual's objective manifestations through which his psyche life is externalized", we understand that the buying decision is actually a reaction of the human psyche to advertising's elements, specifically to the ways in which a product is presented or associated with the individual's various experiences (Zakia, and et al, 1987). Perception means the "the act of using only one's own sense organs to gain knowledge about, interact with, and experience the environment". In the field of advertising, perception is an important factor in shaping the process of getting to know the brand. The way in which the consumers perceive a brand - its image, identity or its differentiating elements - leads, in fact, to the decision whether to buy the brand and the level of trust and confidence bestow upon the brand (Yi, 1990).

Consumer's ability to interpret various senses that are affecting them from various environmental sources is instrumental in linking consumers to an experience. According to Williamson (1978), taking for example, when a human touches a very hot kettle, his reflexes would pull him away, and for the brief moment of contact that has scalded his hand, the consumers will form an experience with the kettle and associate its condition and the danger it possesses. As such, when it comes in the form of advertising, how a consumer interprets the advertisements will undoubtedly affect the experience the consumer will have. And while there are many ways in providing a good experience to the consumers via free gifts, good product quality, etc, but in actual fact, a simple advertisement, design, created in ways that awe the consumers would also provide a similar outcome.

2.7 Sensory branding: Characteristics and implications

Sensory branding implies the establishment of an emotional connection between the consumers and the brand, by means of the five senses (sight, hearing, smell, taste and touch), in the context of the buying process. This phenomenon has been defined as "an emerging business discipline" that applies analytical techniques to amalgamate the use of sensory stimuli such as scent, sound, visual and texture in order to develop strong brands that are more memorable for customers than conventional visual branding techniques alone (Williamson,1978).

The necessity of the consumer's sensory experience is one of the fundamental ideas at the basis of the concept of "Marketing 3.0". It has been defined as the process characterized by "ongoing globalization, with harsh and increased competition among brands in nearly all consumer markets around the world" (Hagtvedt&Patrick, 2008). The existence of an increasing number of similar products in the market, as well as the tendency of oversaturation, makes it

harder for companies to be different from the competition. In this context, Bernd Schmitt and Alex Simonson state that, in order to achieve success, companies must take into consideration "the aesthetic, emotional and sensory needs" of the consumers (Hagtvedt, Patrick, 2008). This has paved a very favorable review on the usage of visually exaggerated advertisements as audiences, and consumers are making judgments on the basis of visual aesthetics in a given advertisement.

In this world of heavy communication flow through a large number of media vehicles, through interactive and sensory laden multimedia, product attributes and benefits, brand names and brand associations are no longer sufficient to catch attention, and to draw consumers. Businesses that engage consumers are those that afford them a memorable sensory experience that ties in with the positioning of the company, product, or service. For all these reasons, the effect of emotional branding becomes increasingly important (Edell, & Staelin, 1983) and visually exaggeration had triumphed (Toncar, and Fetschin 2001) in providing a strong platform for this purpose. The research will also be looking if visual exaggeration will be able to increase the attention for an advertisement, and also if it able to create favorable judgment among Malaysian students currently pursuing tertiary education.

Furthermore, Schmitt and Simonson show that consumers' experience is divided according to five aspects: "sense, feel, think, and act, relate"(DeRosia, 2008).This further strengthens the notion that the emotional aspect (in term of visual exaggeration in fast food print advertisements) could be easily engaged as it covers 3 of the aspects (sense, feel and think) mentioned. Moreover, the authors identify three strategic purposes that the visual exaggeration has in brands' promotion and selling. They are perceived as "differentiators", "stimulators" and "value creators". These functions allow a better positioning and differentiation in relation to rival

brands. By creating a strong brand identity that is based on experiences and interaction, the role of visual exaggeration in building and strengthening brands is clearly underlined by Hulten, Broweus and van Dijk, who claim that the difference between a normal experience and a visually exaggerated experience is given by "a brand's ability to penetrate the inner core of customers" (Childers,&Houston, 1984). What is more, a visually exaggerated experience represents the deconstruction of a simple experience, making it ever more appealing with immediate gratification values.

The process of understanding human senses is strongly related to the Ancient times, when, for the first time, the great Greek philosopher Aristotle made public the traditional classification of the five senses we know today: sight, hearing, smell, taste and touch. A few centuries later, in the second half of the eighteenth century, German philosopher Immanuel Kant proposed the theory according to which the individual's knowledge with regard to the outside world depends on the existence of perceptions (Scott, & Vargas, 2007). Senses have been used in advertising from the beginning. However, in those times, their utility was not considered to be an advertising strategy, as it is considered nowadays. When approaching more recent works and studies, we notice that special attention is given to the way in which the use of senses is associated with an individual's mental activity, such as memory or the emotional process. Danish author Martin Lindstrom says that "a total sensory experience would at least double, if not triple, the consumer's ability to memorize the brand" (Rossiter, & Percy, 1983).

In advertising, smell is usually used in generating various moods and in evoking memories. According to some previous studies, it has been proven that our state of mind improves by 40% when we are exposed to a pleasant fragrance, especially if that fragrance takes us back to certain moments in which we were happy (Richards, & Curran, 2002). Doctor Alan

Hirsch did an experiment that is extremely relevant for the role the olfactory sense plays in the branding process (Richards, Curran, 2002). Two identical pairs of Nike sports shoes were placed in two identical rooms. The only difference was that one of the rooms contained a slight floral fragrance, while the other one had no additional smell. After a few volunteers have examined the two rooms they filled a questionnaire which revealed that 84% of the participants in the experiment preferred the shoes from the room with the floral scent. They even thought that the pair of sports shoes was more expensive, by ten dollars, than the one in the scentless room.

The human being is able to distinguish over 10,000 scents; therefore we understand how important it is to explore this sense. What is more, the olfactory (smell) sense is "the most direct sense", due to the fact that there is no process of stimuli analysis conducted by the human brain, like in the case of the rest of the senses (Richards, Curran, 2002). Taste is strongly related to smell, which is also confirmed by studies that claim that "we often eat with our nose - if food passes the smell test, it will most likely pass the taste test". Although the sense of taste is not as versatile as the olfactory sense, from a psychological point of view, it plays a critical role in the food industry or the catering business. Moreover, when used in connection with other senses, its value in reaching marketing objectives increases. In addition to this, specialists claim that the sense of taste is primarily a "social sense". "We prefer to eat with others, and food facilitates social exchanges among people" (Rossiter, Percy, 1983). Let us take an example of a brand that counted on its tasting experience in advertising and was very successful. The American coffee chain Starbucks is globally known for the taste of its wide variety of coffee: "Starbucks aims to convey a taste experience and lifestyle that many individuals want to identify with, not only has the taste of coffee but the whole concept, with its focus on pleasure and well-being, contributed to the product and the image of Starbucks" (Miniard, and et al, 1991).

When used in marketing and advertising, the tactile sense links the consumers with the brands at a more personal level. This can also be an extremely intense experience when other senses cannot be present. For instance, in the dark, "the touch sense augments the visual sense and is essential for the perception of deep contours and three-dimensional objects" (Moriarty, 1987). Scandinavian furniture chain Ikea is known for the tactile experience it provides for its customers. In the summer of 2007, in Norway, clients were allowed to spend their night inside the store, in order to experience the attributes of the store's beds. People were able to choose whether to sleep in a classic bedroom, a family room or a marriage chamber. In the next morning, the Ikea employees served breakfast for free for their guests and clients were allowed to take "the bedclothes and a feeling of Ikea home" (Richards, Curran, 2002).

The auditory sense is frequently used in promoting brands. According to specialists, "Sound is fundamental to building the mood and creating the atmosphere of whatever celluloid story's being told. The sound is hard-wired into our emotional circuits (Rossiter, Percy, 1983). The muscles in the middle ear of a newborn infant reflexively tighten in preparation for the pitch of the human voice". Brands use sounds in order to "say what they are", just like people, who define their identity by means of sounds, as they express arguments, opinions and emotions.

Music plays an essential role in advertising, by building a brand's "packaging". For example, a study that was conducted on wine consumers in a vineyard showed that, when French music was played in the room, 77% of the participants chose French wines, while German music made them chose German wines (Scott,Vargas,2007,). What was more, although all the consumers heard the music in both cases, only 2% stated that this was a factor in their buying decision. "Sonic branding" contributes to the creation of a connection between the brand and the consumers, by using sound as "call-to-action". Companies like Intel, Nokia or McDonald's use

this technique in order to capture one's attention and, subsequently, to associate a certain sound or song with the brand itself, without searching for more connections. It has also been demonstrated that music and sonic stimuli make us react much faster than visual stimuli do.

As far as sight is concerned, one might claim that it is the most powerful and the most utilized sense among the five. What is more, two-thirds of the human sensory cells are located in the eye. "Through visualization as an experience trigger, can contribute to creating brand awareness and brand image". At the same time, a brand's image is primarily reflected by its visual elements, such as logo, design, colors, light etc. Colors and shapes are crucial, as they outline brands' main attributes and the associations of a brand (Childers, Houston, 1984). However, over-exposure to TV or outdoor commercials has generated a decrease in commercials' efficiency. People see so many visual representations of brands that they stop paying attention to them, after a while. For instance, in the fashion industry, only 19% of the global numbers of consumers think that the way clothing item looks is more important than the way they feel while wearing it. As a consequence, more than half of these consumers focus on "feel" instead of "appearance" (DeRosia, 2008).

In the last decades, we notice a tendency towards the study of consumer's behavior, which is emerging as one of the main aspects of creating marketing or branding strategies. Wayne Hoyer and Deborah MacInnis define consumer's behavior as "the study of the processes involved when consumers acquire, consume and dispose of goods, services, activities, ideas in order to satisfy their needs and desires". Researcher Jacob Jacoby claims that "consumers behavior reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units over time" (Edell,& Staelin,1983). Thus, by analyzing a

consumer's behavior we can understand which is the brands that he uses, why he makes certain choices and how does he integrate those brands in his lifestyle.

Author Noel Hayden (2009) identifies three categories of factors that impact consumer's behavior in its decision-making process: external influences, internal processes - which include the decision-making process - and post-decision processes. External influences come forward when the consumer acknowledges his needs and realize what products and services can help him satisfy those needs (Hagtvedt, Patrick, 2008). Consumer's culture is perceived as one of the most important external influences. Internal processes are represented by the "psychological factors inherent in each individual". Hayden refers to the importance of memory, which is seen as a "store for knowledge", and it helps the individual make connections between his need and the actions that lead to their fulfillment (Williamson, 1978). Post-decision processes emerge once the decision has been made, having the role of evaluating the level of consumers satisfaction. Consumers' behavior varies according to how happy or how unhappy he is with his decision. For instance, he might become a loyal user or he might promote a negative image of the brand because his expectations have not been fulfilled etc.

2.8 Theories

Several theories can be applied to explaining the mechanisms of visual exaggeration in print advertising and how it captures the attention and ultimately motivating a purchase, among them are:

2.8.1 Persuasion Theory

There are many styles of advertising, and the most common advertising appeals can be divided into two approaches namely the emotional and rational appeals. “An individual must have a reason for buying a product; that reason is either emotional or rational” (Stafford, 1993). With the inclusion of visual exaggeration in print advertisements, it injects and introduces a sense of grandeur, and superiority while portraying the product thus triggering emotions of desire and interest. As such, visual exaggeration in print advertisements can be therefore categorized as an emotional appeal, as it uses more abstract and intangible value to attract the consumers.

Furthermore, Wang (2006) indicates that with visual exaggeration, fast food print advertisements are able to increase the attention in advertisements successfully, and create a very positive outlook to the product. With visual exaggeration, consumers are also drawn in with fanciful images of a nourishing substance that could otherwise look bland and uninteresting.

Since the advent of the use of persuasive communications (e.g. visual exaggeration in print advertisements), advertisers have been trying to prevent or mitigate the impact of one problematic viewer behavior. The behavior is known as advertisement avoidance (Adavoid). Although the term refers specifically to advertisements, this behavior can occur for any type of persuasive communication (public service announcements, infomercials, etc.). Specifically, Adavoid will be operationally defined here as any viewer behavior that is initiated in order to prevent self-exposure to a persuasive communication. Bellman, Schweda, and Varan (2010) identify three categories of Adavoid behavior: physical, cognitive, and mechanical. Physical avoidance is when a viewer physically removes himself/herself entirely from the environment to prevent exposure to persuasive content as such flipping the pages containing any form of

advertisements. Cognitive avoidance occurs when a viewer diverts his/her attention away from the persuasive communication and focuses on some other object or task in the environment.

Finally, mechanical avoidance, which is more applicable to broadcasting media, is when a viewer uses certain television/radio controls to alter the content being displayed. These avoidances could potentially ruin and/or affect the sales and the fast food operator's ability to attract new and existing customer alike. As such it is believed that one method that could prevent adavoids, is the utilization of visual exaggeration in fast food print advertisements, This method is able to ensure the advertisements are attractive and able to keep the attention and increase the attention of its audience for the advertisements and at the same time, create a favorable judgment among student currently pursuing tertiary education in Malaysia.

2.8.2 Elaboration Likelihood Model

Another theory that could highlight the effectiveness of visual exaggeration was suggested by Petty and Cacioppo in 1986. This theory explains the different routes, or ways an audience would process added stimuli. It also helps to enlighten the reason why certain stimuli are being utilized, and subsequently how such stimuli would affect the outcome, or changes the attitude of the audience. This theory is known as, Elaboration Likelihood Modal (ELM), ELM has two persuasion routes; the central route and the peripheral route (Petty, and Cacioppo, 1986). The central route forms the high end of the continuum (Larson, 2009) and provides complete and straightforward information that leads to long-term attitude changes. When receivers are doing critical thinking he or she is an active participant in the process of persuasion.

While on the other hand, according to Larson (2009), the peripheral route usually relies on the environmental characteristic of the variables which include the credibility of the source,

the way it is presented, the attractiveness of the content and source or the slogan. This route attaches the emotional aspects on the consumers similar to the previously mentioned, persuasion theory. ELM could explain the positive appeal of visual exaggeration in fast food print advertisements. Um (2008), found that emotional appeals are effective when elaboration likelihood is low, and Niazi (2012) suggested that print advertisement's emotional appeal is effective in influencing consumer's perception. Thus providing an insight into the mechanism of the relationship between visual exaggeration in print advertisements and the increase in attention for advertisements among student currently pursuing tertiary education in Malaysia. ELM is also able to justify the relationship between fast food print advertisements and the creation of favorable judgment.

2.8.3 AIDA Model

Finally, based on *The Hierarchy of Effects – How Effective Communication Works* by Dana Heuvel, in the AIDA model, A represents Attention, I represents Interest, D represents Desire and A represents Action.

AIDA is used to describe the behavior or processes that may occur when a consumer engages with an advertisement. This model will also be used to gauge the response to this research. As indicated earlier, the research questions are derived from the AIDA model.

In this model, it explains the step by step process how an effective message moves on and influences the audiences gradually.

With the initial exposure of the visually exaggerated fast food print advertisements, the researcher believes that the most important elements would be to capture the attention and

interest of the audiences. By referring to this step, the researcher is able to derive the first research objective which is –

- To determine the relationship between visual exaggeration in fast food print advertisements and the increase of attention for the advertisements among students currently pursuing a tertiary education in Malaysia.

As soon as attention and interest is established, the next step involves creating a desire for the audience towards the product, as such, this give rise to the second research objective which is –

- To determine if of visual exaggeration in fast food print advertisements creates favorable judgment among students currently pursuing a tertiary education in Malaysia.

By evaluating if the audience/respondent responded favorably towards the visually exaggerated advertisements, we could gauge the desirability of the product due to the use of visual exaggeration.

And in the final step of AIDA model, there is a need to take action, and thus giving rise to the last research objective which is –

- To determine if visual exaggeration in fast food print advertisements motivates a possible purchase among students currently pursuing a tertiary education in Malaysia.

By understanding the action that would potentially be made, and in the case of this study, to motivate a possible purchase, it clearly shows the effectiveness of the usage of visual exaggeration in fast food print advertisements as it translates into sales.

In conclusion, various theories are used to gauge the various steps of this study, Persuasive Theory and ELM are used to explain how emotional appeal, in the form of visually exaggerated fast food print advertisements is interpreted by the audiences and how such methods of appeal are effective. While the AIDA model is used to show the various steps of the advertising process in influencing the audience and at the same time, helping the researcher derive all the objectives that are needed to complete this study.

CHAPTER 3: METHODOLOGY

3.1 Research Approach

In this chapter, the research shifted into explaining and showcasing the applied research procedure, the design and creation of the questionnaire, and the various measurements used to complete the study, among the objectives being considered in this chapter are:

1. To determine the relationship between visual exaggeration in fast food print advertisements and the increase of attention for the advertisements among students currently pursuing a tertiary education in Malaysia.
2. To determine if of visual exaggeration in fast food print advertisements creates favorable judgment among students currently pursuing a tertiary education in Malaysia.
3. To determine if visual exaggeration in fast food print advertisements motivates a possible purchase among students currently pursuing a tertiary education in Malaysia.

The research objectives are then converted into the research questionnaire that consists of 2 sections. The first section looks into the respondent, and participant demographic profile and information, and the next section looks into the three research objective listed above, focusing on

Attitude toward the advertised brand: The participants were asked what they thought of the advertised product on a 5-points Likert scale.

Purchase intentions: After having the response on each trait, the purchase intentions were assessed in the context of worthiness of the promoted item, and the likelihood of purchasing based on 5-points Likert scale.

For this research, a quantitative approach is being employed to look into the relationship between visual exaggerations in fast food print advertisements; in increasing the attention, ability to create favorable judgment, and motivates a possible purchase among student currently pursuing tertiary education in Malaysia using a structured questionnaire with a 5-points Likert scale. The scale ranges from “Strongly Disagree”, “Disagree”, “Neutral”, “Agree”, and “Strongly Agree” is used in this study, it’s a universal method for data collection, and it is easily understood. Results are easily quantifiable for computation and mathematical analysis. It also allows the respondent some degree of freedom in answering as it does not rely on a simple “YES” and “NO” option. Furthermore, the quantitative approach allows the results to be generalized and applied into the broader populations.

For this research, the researcher engages One sample t-test in determining the relationship between visual exaggerations in fast food print advertisements, to also determine if visual exaggeration in fast food print advertisements creates favorable judgement, and finally, to determine if visual exaggeration in fast food print advertisements motivate a possible purchase, among student currently pursuing tertiary education in Malaysia. One sample t-test is used when the data collected is from a particular sample (winter, 2013) within a well-defined population (Pandey, 2015).

The structure of this questionnaire is inspired and adapted from a previous study by Mark Toncar and, Marc Fetschin titled, “A study of visual puffery in fragrance advertising: is the

message sent stronger than the actual scent?” As such, this research is a reflection on the relationship between visual exaggerations in fast food print advertisements.

From this research and test (t-test), the following hypothesis is assumed –

1. There is a significant relationship between visual exaggeration in fast food print advertisements and the increase in attention for the advertisements among students currently pursuing tertiary education in Malaysia.
 - This hypothesis is synthesis from the understanding based on the studied literature such as Cowley (2005), Toncar&Fetschin (2012) and diFrancesca (2009) that visual exaggeration creates a sense of grandeur, superiority, and awe thus resulting in its ability to increase in attention specifically in printed advertisements.
2. There is a significant relationship between visual exaggerations in fast food print advertisements to create favourable judgment among students currently pursuing tertiary education in Malaysia.
 - Based on the main literature, Toncar and Fetschin (2012) stated that the messages sent via visually exaggerated print advertisements generated a very favourable perception even beyond that of the actual exposure to the product. From this understanding, it can surmise that the visually exaggerated fast food print advertisements will be able to showcase a similar relationship in creating favourable judgement among student currently pursuing tertiary education in Malaysia.
3. There is a significant relationship between visual exaggerations in fast food print advertisements to motivate a possible purchase among students currently pursuing tertiary education in Malaysia.

- The final hypothesis is compounded from the assumption based on the relationship between visual exaggeration in fast food print advertisements will increase the attention for the advertisements, building up interest and desire resulting from a favourable judgement. According to Moore (2005), the next logical step base on the marketing theory of AIDA model, would be action. When applied into this study, it will be translated into a possible purchase among the respondent.

3.2 Sample Size

The research sample consists of students age 19-22, because it is believed (Kwek, Yeong, and Hiew, 2011) that, the generation Y accumulatively spends the largest amount on fast food, amounting to MYR 44.12billion annually. Generation Y is defined as a segment of the population born between 1978 to 1994(Sheahan, 2005), the author further elaborate that Generation Y is creative, ambitious but at times, difficult to manage.

Furthermore, Non probability sampling is most suitable to be employed in this research as it will be more economical, and require no representativeness in accordance to the population. (Bobbie, 2007), and adding on to the discussion, Wimmer and Dominick (2011), says that this method is completed and carried out without the constraint of mathematical equation, or probability. To satisfy the requirement of this research, purposive sampling is utilized as according to Wimmer and Dominick (2011), "...a purposive sample is a sample chosen to represent a population which includes subjects selected for specific characteristic" and in the case of this research, it will be the need for students with tertiary education and majored in media studies, or media related studies. The sample group consisted of students from tertiary institution pursuing a degree in mass communication. This is to ensure the respondents have sufficient

knowledge and intelligence to deal with the daily reality, and also to ensure they are exposed to various form communication directed at them, such as, advertisements and promotion.

The sample consists of students from Universiti Tunku Abdul Rahman, Faculty of Arts and Social Sciences. This group of sample is chosen because students with tertiary education would be better equipped to understand the research; furthermore, the sample group would also have prior experience and exposure to various relevant advertisements materials. The sample group is also chosen because student from Universiti Tunku Abdul Rahman, Faculty of Arts and Social Sciences are more familiar and aware of media related topics, because media knowledge is critically, and extensively studied in Universiti Tunku Abdul Rahman, Faculty of Arts and Social Sciences.. Furthermore, it is determined that the sample size would suffice with the level of confidence of 95%, with a 5.0% margin of error. Based on the statistic from Universiti Tunku Abdul Rahman, Faculty of Arts and Social Sciences, Faculty General Office, there are currently just over 5,000 students in Faculty of Arts and Social Sciences. Based on the table below; the sample size needed is about 357. However, 400 sets of the questionnaires is distributed among the students from Universiti Tunku Abdul Rahman for the purpose of this study.

Table 1.0 Population

Size of Population	Sample size (n) for Precision (e) of :			
	±5.0%	±3.5%	±2.5%	±1.0%
2500	333	597	952	1984
3500	346	641	1066	2565
5000	357	678	1176	3288

7500	365	710	1275	4211
10000	370	727	1332	4899

3.3 Research Execution

3.3.1 Development of the literature traits

The trait being developed were inspired, and adapted from the main literature by Toncar, and Fetschin (2012). These traits are used to examine the following objectives.

1. To determine the relationship between visual exaggeration in fast food print advertisements and the increase in attention of the advertisements among students currently pursuing tertiary education in Malaysia.
2. To determine if visual exaggeration in fast food print advertisements creates favorable judgment among students currently pursuing tertiary education in Malaysia.
3. To determine if visual exaggeration in fast food print advertisements motivates a possible purchase among students currently pursuing tertiary education in Malaysia.

The literary traits were developed from the fast food print advertisements of McDonald's that were fetched both from online and printed form, for which, the following traits were developed:

- | | |
|--------------|-----------------|
| 1. Cheesy | 7. Greasy |
| 2. Crispy | 8. Juicy |
| 3. Crunchy | 9. Seasoned |
| 4. Dry | 10. Scrumptious |
| 5. Flavorful | 11. Sizzling |
| 6. Fresh | 12. Spicy |

13. Soft

16. tender

14. Tangy

17. zingy

15. tasteless

The development of these traits is adapted from Toncar, and Fetschin (2012) research paper. They used keywords derived and stated from/in the print advertisements that they are studying. These keywords are then asked to their respondents in the form of a survey to understand the relationship of these keywords and the corresponding print advertisements. As such, this study will replicate, and adapt from the method used in Toncar, and Fetschin (2012) study. The traits for this study were developed from the most frequently used keyword and phrases from the online and printed advertisements by McDonald's Malaysia to describe the product that is being advertised. These keywords and phrases are used extensively in all of McDonald's Malaysia advertisements alongside pictures/ visual of their products. Therefore, these keywords and phrases would provide insight on how far the consumers or respondent agree, or disagree about the described product.

The research also sees fit to add in several traits that are of opposite values from those that have been described in both the online and printed advertisements to ensure that there are some balance traits that could be chosen by the respondents as they see fit.

3.3.2 Questionnaires

Questionnaires were based on the studied literature by Toncar, and Fetschin (2012), having taken into account various keywords and phrases that were prevalent in all of the studied online, and printed advertisements from McDonald's Malaysia. The questionnaire was designed in order to better understand the reaction of the consumers towards the visually exaggerated fast

food print advertisements, and the aim of the questionnaires was to identify the reaction or responses of the respondent in regards to the characteristic of the product that was visually exaggerated. The questionnaire is divided into the following:

Respondent's information

In the distributed questionnaire, various geo-demographic information are collected to ensure that the respondent fits the desirable profile needed for this research,

Among the geo demographical information gathered is –

1. Gender of the participants
2. Age of the participants
3. Current academic qualification

Attitude toward the advertised brand

The participants were asked what they thought of the advertised brand on a 5-points Likert scale for all the elements/traits that were developed

Purchase intentions

After having the response on each trait, the purchase intentions were assessed into the context of worthiness of the promoted item, and the likelihood of purchasing based on 5-points Likert scale.

3.3.3 Data collection

Data was collected by means of distributing the questionnaire to potential consumers. The questionnaire collected data on the attitude of the consumers towards the pre-identified traits and how much they think the product really displayed the characteristic as shown in the McDonald's Print advertisements. The questions needed the participants to mark the extent to

which they envisioned the taste by identifying the expectations using the adjective pairs on a 5-points Likert scale. The process was repeated with both the ads. The presentation order of both the advertisements was randomly chosen to prevent any ordering effects

3.4 Data Analysis

Average of the responses of the participants deriving from showing both the advertisements was taken. The primary data was analyzed according to the responses of the surveys. Once the responses were received, they were coded and then analyzed with the help of statistical software Statistical package for the social science (SPSS). Once the survey data was collected from the response, the next step was to analysis, interpret data and make recommendations in relation to the research objectives. The steps in data analysis involved:

1. Editing and coding the survey data
2. Inputting data in computer
3. Conducting data analysis

Data gathered was electronically coded and the information was analyzed separately and thoroughly for better results. For statistical analysis, (Dixon, and Massey jr. 1957), frequencies and t-test analysis was used. In statistics, the t-test is an index that measures the linear relationship between two random quantitative variables. Unlike the covariance, regression is independent of the measuring scale of the variables. After collecting the necessary information from the questionnaire's respondents, the data were carefully analyzed one by one, and statistically interpreted by different kind of graphs as a whole. Therefore tables and charts were displayed for each aspect of the evaluation.

3.5 Reliability and Validity

Reliability (Sechrest, 1986) depends on observation procedures to describe in detail what is happening in a given context, taking into account for that time, place and context of investigation or assessment, to judgments and exchange with other observers. Hence, the reliability represents the degree of similarity of responses observed between the context of the researcher or evaluator. The reliability of the instrument was tested by test-retest method on a small convenience sample of ten (10) participants that were excluded from the main sample of the current study. They were sent a copy of the instrument to complete along with details on the purpose of the study. No incentive was included. The results of their responses to the instrument were then used to determine the reliability by mean of component factor analysis of all the elements. The reliability was achieved conducting a pilot test for the questionnaire for the 10 item that examines the attitude towards the traits of the product with a Cronbach Alpha value exceeding 0.60, suggesting these element shows good reliability coefficient Bruin (2006).

Table 2.0 Cronbach alpha for the descriptive trait of products

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Item	N of Items
.826	.830	10

Next, reliability test was also carried out on item examining the purchase intention. And based on the following table (Table 3.0) the items also shows good reliability coefficient, with a Cronbach alpha value of 0.708.

Table 3.0 Cronbach alpha for purchase Intention

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Item	N of Items
.708	.706	2

Furthermore, this pilot test allowed having the suitability of the wordings of the questionnaire and the instruction clarity to complete the survey. On completion of the pilot study, the researcher made changes to the questionnaire to improve readability and validity. The validity (Sechrest, 1986) is how accurately the findings can be reproduced effectively in terms of empirical reality (Singh, 2007). The concept of triangulation is that the research could be more confident with the outcomes of various methods lead to the same result. On this research, a pilot test was employed in the form of survey interview questions in order to analyze the results. The idea is that one can be confident of the outcome if various methods lead to the same outcome (Sekaran, 2003).

3.6 Ethical considerations

Ethical considerations are the most sensitive aspect of the research methods that the researcher needs to be focused on in order to enhance the authenticity and generalizes of the research findings. It is essential to note that the ethical considerations are even more sensitive in case of including primary data due to the fact that it promotes the direct involvement of the information of the participants. Therefore, it is essential to ensure the confidentiality of the personal information of the research participants in case of conducting primary research. In this

study that researcher will ask for consent from the participants of the study in order to enhance the understanding of the purpose of the study as well as to highlight the confidentiality of the personal information of the research participants. The instruction and confidentiality statement is provided on the first page to the research participants prior to the research in order to make them aware of the purpose of the study as well as ensure their willingness to participate in the study.

CHAPTER 4:

DATA ANALYSIS

The research was conducted using the print advertisements of McDonalds' to -

1. To determine the relationship between visual exaggeration in fast food print advertisements and the increase of attention for the advertisements among students currently pursuing a tertiary education in Malaysia.
2. To determine if visual exaggeration in fast food print advertisements creates favourable judgment among students currently pursuing a tertiary education in Malaysia.
3. To determine if visual exaggeration in fast food print advertisements motivates a possible purchase among students currently pursuing a tertiary education in Malaysia.

The researcher used two print advertisements of McDonald's and survey was carried out with the students from Universiti Tunku Abdul Rahman, Faculty of Arts and Social Sciences by using a set of questionnaire. The questionnaire comprised of 15 questions that were asked to these students for each of the print advertisements.

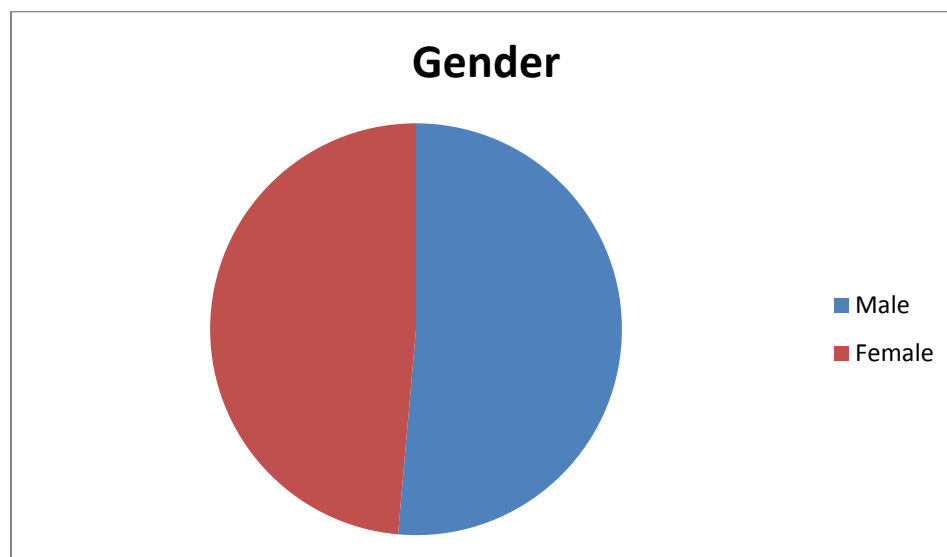
The results of the collected data were analyzed using T-test. Various descriptive were used to describe the images of burgers that were shown to the participants, and then their responses were analyzed to determine if these advertisements attract their attentions. As there are various sources of print advertisements; therefore the advertisements used for this research were the ones that have been published both online and offline by McDonald's Malaysia. Social Media Marketing is more widely used by companies for advertisements and marketing of their products and services as the use of SMM has become common amongst internet users. Particularly for the target market of fast food, which is also a regular user of social media it is

considered as an essential source for attracting customers. Using t-statistics and frequency tables, the researcher determined the effectiveness of visual exaggeration in increasing attention, creates favorable judgment, and ultimately, motivates a purchase.

4.1 Demographic Profile Of Respondent

In total, 357 responses and feedback were collected from the participants from Universiti Tunku Abdul Rahman, Faculty of Arts and Social Sciences. Of the 357 respondents, 183 were male, and 174 were female, that translates to having 51% of all respondent being male respondents, and 49% female. Furthermore, the majority of the respondents (226) are aged between 20 – 23years old, or 63.3% of the total respondents, while other age groups are 16-19 years old, with 89 respondents, or 24.9%, 24-27years old, with 42 respondents, or 11.8%. While the age group of 28-31years old yielded no respondents. Finally, all respondents (357) were currently pursuing an undergraduate degree.

Figure 1.0 Gender Distribution



4.2 Testing The Positive Relationship Of The Hypothesis

Table 4.0. Summary of Descriptive Statistics

	Mean Difference	Std deviation	t-value	Sig. (two- tailed)
fresh/ soft	2.86835	1.42096	3.814	0.0439
crispy/ crunchy	3.03361	1.44719	3.9607	0.248
flavorful/ cheesy	2.98599	1.46008	3.8641	0.014
tasteless/ greasy	2.9916	1.48113	3.8163	0.387
tender	3.06723	1.36816	4.2359	0.029
tangy/ spicy	3.14566	1.40267	4.2373	0.0373
dry	3.11204	1.43347	4.102	0.0243
cheesy/ seasoned	2.9888	1.4002	4.0331	0.000
juicy/ zingy	3.12885	1.4123	4.1859	0.000
scrumptious/ sizzling	3.0084	1.46971	3.8676	0.000

Upon the collection of data, and testing the research hypothesis, the results are compiled and looked into from the perspective of the 3 Hypothesis that was formed earlier, which are; (1) the relationship between visual exaggeration in fast food print advertisements and the increase of attention for the advertisements among students currently pursuing a tertiary education in Malaysia. ; (2) if visual exaggeration in fast food print advertisements creates favorable judgment among students currently pursuing a tertiary education in Malaysia, and (3), to

determine if visual exaggeration in fast food print advertisements motivates a possible purchase among students currently pursuing a tertiary education in Malaysia.

4.2.1 H1: To determine the relationship between visual exaggeration in fast food print advertisements and the increase of attention for the advertisements among students currently pursuing a tertiary education in Malaysia.

There is indeed a positive and significant relationship between visual exaggeration in fast food print advertisements, and the increase of attention for the advertisements among students currently pursuing a tertiary education in Malaysia. Based on the table above (Table 3.0) results were tabulated, and summarized from the 12 items asked in the questionnaire. The results clearly indicated that most of the favorable attributes asked in regards to their exposure to the advertisements have significant and positive relationship.

4.2.2 H2: To determine if visual exaggeration in fast food print advertisements creates favorable judgment among students currently pursuing a tertiary education in Malaysia.

Once again, the researcher received a positive and significant response from the participants/respondents based on the above table (Table 3.0). From the results taken, it show that the sig 2-tailed value for most of the tested variable are below the 0.05level,which indicate a positive and significant relationship, fresh/soft (0.0439), flavorful/ cheesy (0.014), tender (0.029), tangy/ spicy (0.0373), dry (0.0243), cheesy/ seasoned (0.000), juicy/ zingy (0.000), scrumptious/ sizzling (0.000). These show that respondents were able to be attracted and rate the product favorably by the fast food print advertisements. Further, when asked if the product looks,

and feels tasteless/greasy, respondent returned with a sig 2-tailed level of 0.387 which is higher than 0.05 indicating the result is not significant.

Furthermore, based on table 4.0, when asked about the expectation of the product based on available fast food print advertisements, a sig 2-tailed level of 0.000 was obtained reinforcing the notion that the fast food print advertisements have had built a favorable expectation equal to that of the actual brand

Table 5.0 Product Expectation

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The product met my expectations that were built through advertisement?	39.012	356	.000	2.95518	2.8062	3.1042

4.2.3 H3: To determine if visual exaggeration in fast food print advertisements motivates a possible purchase among students currently pursuing a tertiary education in Malaysia.

In this hypothesis, table 5.0 highlighted the sig 2-tailed level of .000 showing a positive relationship for the fast food print advertisements to motivate a purchase, and the respondents that are exposed to fast food print advertisements in the questionnaire are tempted to purchase the products.

Table 6.0 Purchase Intention

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The advertisement tempts me to purchase the deal	41.907	356	.000	3.07843	2.9340	3.2229

The results of the questionnaire highlighted that respondents were likely to be tempted to buy a meal at McDonald’s Malaysia. This clearly indicates the working of the marketing theory of the AIDA model, which explains that with increased Attention, Interest, and Desire derived from the understanding of the relationship between visual exaggerations in fast food print advertisements in increasing attention for advertisements, and creating favorable judgment. It will eventually lead to Action, and when applied to this study, action will come in the form of a possible purchase of the products as indicated in the above table showing a significant relationship (sig 2-tailed - .000). Thus indicating that the visually exaggerated print advertisements from McDonald’s Malaysia are able to tempt the respondents to take action in purchasing the advertised product.

Therefore, it is imperative for fast food restaurants to effectively develop their advertisements through which they can communicate the quality taste that they offer with the

help of visual exaggeration in advertisements so that a desirable Action will be taken by its audiences, or consumers.

To summarize this chapter, results indicate significant and positive relationship for the hypothesis which is that, there is a significant relationship between visual exaggeration in fast food print advertisements and the increase in attention for the advertisements among students currently pursuing tertiary education in Malaysia. Furthermore, respondents also provide an insight into determining that there is a significant relationship between visual exaggerations in fast food print advertisements to create favorable judgment among students currently pursuing tertiary education in Malaysia.

And finally, in fulfillment of the marketing theory, significant relationship is obtained between visual exaggerations in fast food print advertisements to motivate a possible purchase among students currently pursuing tertiary education in Malaysia.

By examining today's print advertisements, it clearly shows that the usage of visual exaggeration in print advertisements has greatly increased. While creating an advertising campaign for products, advertisers are likely to consider several factors. One of the most important factors they consider is the intended audience's attitude towards the advertisements.

However, it is important to understand how visual exaggeration in print advertisements affects consumers as opposed to persuasive text. While advertisers employ visual exaggeration or understatement more commonly in advertising, literature does not provide insight into the use of this tool as vital for persuading consumers. Therefore, this should be considered for future study.

CHAPTER 5:

DISCUSSION, CONCLUSION AND LIMITATION

5.1 Discussion

As a result of increased and intense competition, the role of advertising has steadily become ever more crucial to the success of most businesses. It is crucial for businesses to adapt and adopt appropriate advertising tools and methods to survive in the current environment which has bombarded and saturated the customers with an abundance of choices and options. While advertising helps businesses to create awareness about their brand and products, this objective is increasingly harder to achieve as mentioned by Glowa (2002), because countless advertising messages are constantly being shoved up to the same consumers/audience on a daily basis, with a conservative estimation of about 30,000 unique advertising messages according to Ogilvy (1985)

Furthermore, with a market share of fast food currently standing at MYR44.12 billion, with an annual advertising expenditure of about MYR 32.1million, the researcher also aims to determine if it was still effective to utilize visual exaggeration in fast food print advertisements. As such, there is a need to understand which of the advertising methods works best and are able to attract more audiences and ultimately motivates a potential purchase.

In this study, the researcher looks at the ability of visual exaggeration and how effective it can perform when applied into the context of a fast food print advertisements. And the various elements being looked into for the purpose of this study is

1. To determine the relationship between visual exaggeration in fast food print advertisements and the increase of attention for the print advertisements among students currently pursuing a tertiary education in Malaysia.

2. To determine if visual exaggeration in fast food print advertisements creates favourable judgment among students currently pursuing a tertiary education in Malaysia.
3. To determine if visual exaggeration in fast food print advertisements motivates a possible purchase among students currently pursuing a tertiary education in Malaysia.

5.1.1 There is significant relationship between visual exaggeration in fast food print advertisements and the increase in attention for advertisements among student currently pursuing tertiary education in Malaysia.

From the results gathered, most of the tested elements show a sig 2-tailed value of <0.05 indicating a positive and significant values, what this mean is that visual exaggeration indeed is able to increase the attention for a given advertisement. Once again, according to Glowa (2002), consumers are constantly bombarded by countless advertisements on a daily routine, and some of the advertisements will be lost in translation or shunned due to the over exposure of it all. But with the utilization of visual exaggeration in print advertisements, it empowers the advertisements furthers and enables it to gain some edge over other countless advertisements in attracting the attention on the intended consumers/ audiences.

With the results acquired, it will also assist advertisers to determine the best type of advertising method to use in their future undertakings. This is ever more important as besides facing the dreaded bombardment of countless advertising, advertisers are increasingly facing pressure to sustain the print advertisements industry as online/internet advertising has increasingly gained popularity and has the possibilities in dethroning print advertisements as a dominant source for advertisements. Therefore, with good implementation of effective methods

such as visual exaggeration, it will extend and increase the capability of print advertisements in attracting the attention of its intended consumers/ audiences.

5.1.2 There is significant relationship between visual exaggerations in fast food print advertisements to create favorable judgment among students currently pursuing tertiary education in Malaysia.

It is of utmost importance that all form of advertising is capable of creating a favorable judgment among its intended audiences. According to the Elaboration Likelihood Model (ELM), one method of persuasion is through the peripheral route that relies on the attractiveness of the product to affect, and influence the audiences. The model is clearly demonstrated in this study as according to the results, respondents had evaluated, and judged that the visually exaggerated print advertisements from McDonald's very favorably.

The attractiveness of how the product is shown and present induces the audience to process the matter via the peripheral routes, as such by passing the central route that requires facts, and figure to determine a more logical and rational decision . By only relying on the peripheral method in interpreting the attractiveness of the products, the audience would then tend to judge the product more favorably and potentially be persuaded to take action such as being motivated to commit to a purchase in the near future, concurring to Um (2008) findings that indicate emotional appeals such as glorification, and exaggeration of advertisements are effective in influencing the audiences.

5.1.3 There is significant relationship between visual exaggerations in fast food print advertisements to motivate a possible purchase among students currently pursuing tertiary education in Malaysia.

Based on the results discovered, the audiences overwhelmingly agree that the print advertisements from McDonald's are capable of motivating a possible purchase when the respondents were asked if the shown advertisements would tempt them to purchase a meal from McDonald's. The results yielded a value of 0.000 for the sig 2-tailed level indicating a positive relationship.

As such, this final step reflects the success of a print advertisement that employed the method of visual exaggeration, as all advertising's ultimate goal is to generate sales.

5.2 Conclusion

With the audiences agreeing that the fast food print advertisements were able to tempt them and motivate them to purchase the product, it shows clearly how visual exaggeration in print advertisements works and function according to the AIDA model.

The AIDA model pointed out that for a communication of message to work and be successful; it will be required to go through 4 steps;

5.2.1 Attention and Interest

This step was achieved by the visually exaggerated fast food print advertisements that showed its ability in attracting and generating favorable judgments among the respondents. McDonald's were able to achieve this by means of making the advertised product more attractive

in various factor such as making the bun look soft and fresh, making the overall product looking more juicy, cheesy, scrumptious and tangy.

5.2.2 Desire and Action

Once the audience has devoted their attention to the various visually exaggerated advertisements that aroused their attention and interests, McDonald's visually exaggerated print advertisements was able to encourage an action in the form of generating a motivating factor to its audience to tempt them to purchase the products.

Finally, the results of this study reflect that McDonald's had been able to deliver the message of serving tasty and flavorful burgers to its customers through the effective use of a visually exaggerated print advertisements. The restaurant had been successful in attracting even more customers as evident in their growing sales figures (Kwek, Yeong, and Hiew, 2011) and their ballooning advertising expenditure budgets.

5.3 Limitations and further research

The research is carried out within the confines of Universiti Tunku Abdul Rahman, Faculty of Arts and Social Sciences, which presented multiple challenges such as the limited amount of participants, the uneven distribution of racial build up as the area has a population screwed biasly towards a Chinese majority. Such issues and challenges should be addressed and remedies for a more comprehensive review for a better perspective within Malaysia in future research.

The researcher also acknowledged that textual analysis is not performed in this study, and thus resulting in a setback to the treasure trove of information that could have been potentially

acquired. As such, it will be paramount that in future, this study should be carried out with textual analysis as a core element for better and thorough understanding. Equally in importance, is the exclusion of semiotic theory in this research paper. The depth and extensiveness of semiotic theory would be relevant to this paper and should be look into for future continuation of the dissertation.

Furthermore, according to Lucian (2004), the result provided might also be confounded mainly because prices of the product play an arbitrary role too when it comes to the influence of purchase intention. And lastly, the advent of internet and internet advertising should also be looked into for further research possibilities due to the availability of online ordering, special online voucher, and customization of meal that could alter the perception and attention of the consumers.

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APPENDIXES

Appendix 1 – Cover letter and Questionnaire



**THE STUDY OF VISUAL EXAGGERATION IN FAST FOOD PRINT
ADVERTISEMENTS: AN INSIGHT INTO McDONALD'S CURRENT PRACTICES IN
MALAYSIA**

Greetings,

I am Ang Siong Huat (Mr), in my attempt to complete my Master in Communication dissertation research titled –

**The Studies of Visual Exaggeration in Fast Food Print Advertisements: An Insight into
McDonald's Current Practices in Malaysia.**

I would like to appeal to your generosity and honesty to assist me in completing the following survey that is enclosed here. It is estimated to take no longer than 10 minutes to complete this survey, and all responses should be a reflection of your truthful opinion and view of the subject matter.

Rest assured that all information collected in this survey will be used only for this research paper, and it shall remain confidential between the researcher and respondents.

Your time and effort in assisting is very much valued and appreciated.

Demographic Data

Please provide the most relevant option for each of the following subjects.

1. Which of the following gender do you affiliate most?

Male

Female

2. What would your age be by 31st December this year?

16 - 19

20 - 23

24 - 27

28 – 31

3. Current level of academic qualification?

Primary and secondary school

Diploma and Polytechnic

Undergraduate

Postgraduate

Attitude towards the Advertised Brand

Respondents are reminded to rate the following item based on the McDonald's Malaysia Print

Advertisements as provided on a scale of 1 – 5

(1. Strongly Disagree. 2. Disagree. 3. Neutral. 4. Agree. 5. Strongly Agree.)

Please indicate by circling your response with the following statement.

No.	Description	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
01.	Do think that the bun is fresh/ soft?	1	2	3	4	4
02.	Do think that the meat is crispy/ crunchy	1	2	3	4	4
03.	Do you think that the burger is flavorful/ cheesy	1	2	3	4	4
04.	Does the burger in the ad look tasteless/ greasy?	1	2	3	4	4
05.	Do you think the meat is tender?	1	2	3	4	4
06.	Do you think that the sauce of the burger is tangy/ spicy?	1	2	3	4	4
07.	Does the bun look dry?	1	2	3	4	4
08.	Do you think the burger is cheesy/	1	2	3	4	4

	seasoned?					
09.	Does the burger look juicy/ zingy?	1	2	3	4	4
10.	Do you think the burger is scrumptious/ sizzling?	1	2	3	4	4

Purchase Intention

Respondents are reminded to rate the following item based on the McDonald's Malaysia Print Advertisements as provided on a scale of 1 – 5

(1. Strongly Disagree. 2. Disagree. 3. Neutral. 4. Agree. 5. Strongly Agree.)

Please indicate by circling your response with the following statement.

No.	Description	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
01.	The advertisement tempts me to purchase the deal?	1	2	3	4	4
02.	The product met my expectations that were built through advertisement?	1	2	3	4	4

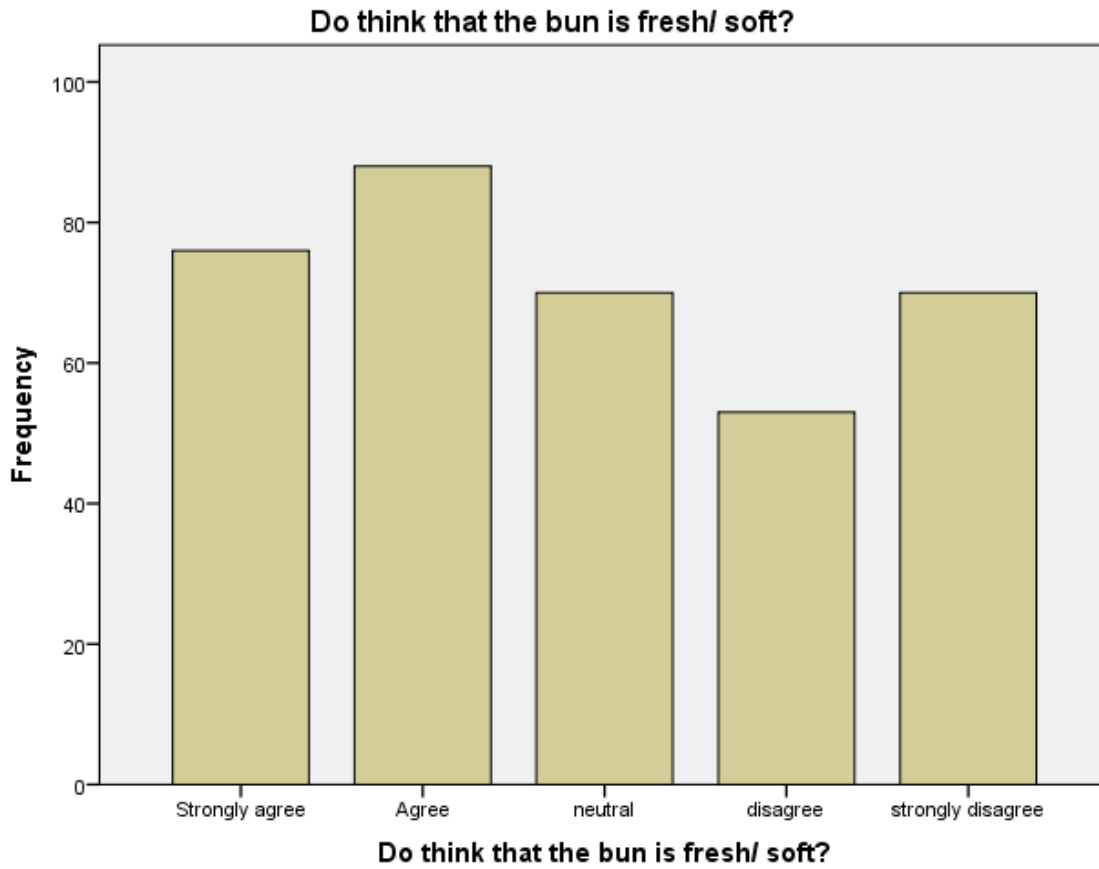
You have reached the end the survey, thank you.

Appendix 2 – raw data

Question 4. Do think that the bun is fresh/ soft?

4.1 Do think that the bun is fresh/ soft?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	70	19.6	19.6	19.6
Disagree	53	14.8	14.8	34.4
Neutral	70	19.6	19.6	54.0
Agree	88	24.6	24.6	78.6
strongly agree	76	21.3	21.3	100.0
Total	357	100.0	100.0	



4.2

4.3 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do think that the bun is fresh/ soft?	357	1.00	5.00	2.8683	1.42096
Valid N (listwise)	357				

4.4 One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Do think that the bun is fresh/ soft?	357	2.8683	1.42096	.07521

4.5 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Do think that the bun is fresh/ soft?	38.140	356	0.0439	2.86835	2.7204	3.0162

Question 5. Do think that the meat is crispy/ crunchy?

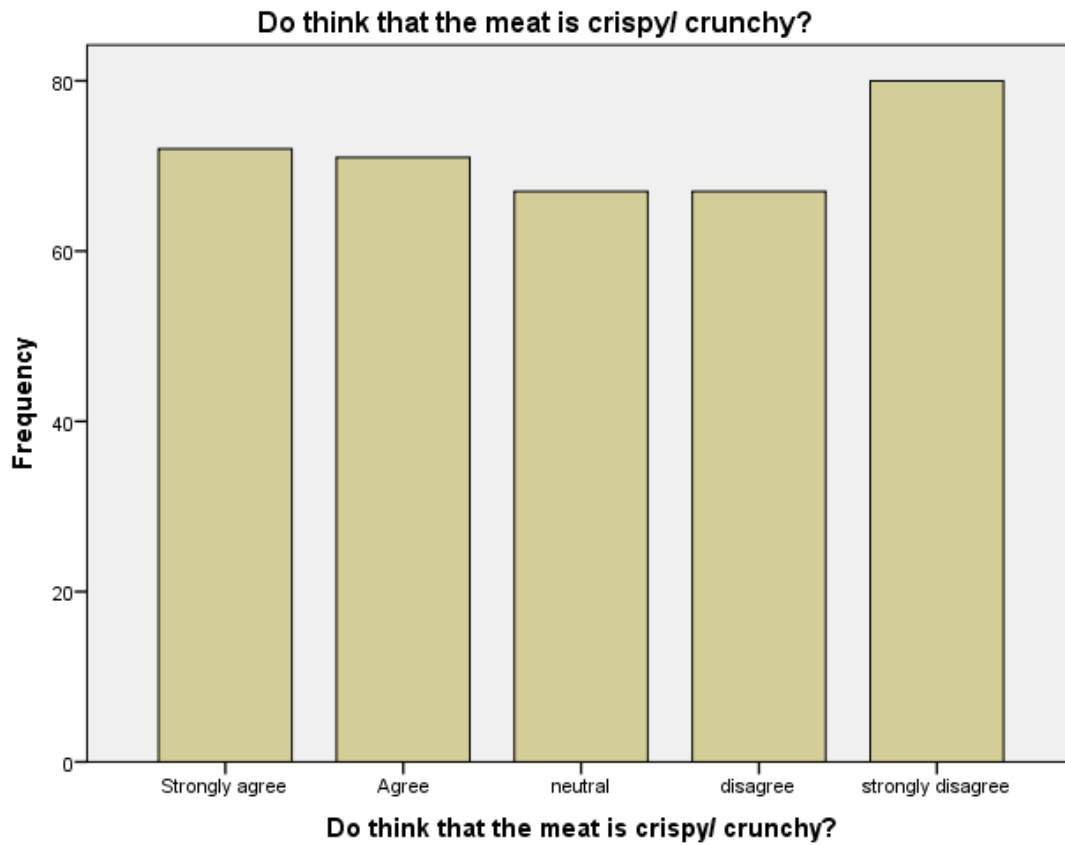
5.1 Statistics

Do think that the meat is
crispy/ crunchy?

N	Valid	357
	Missing	0

5.2 Do think that the meat is crispy/ crunchy?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	80	22.4	22.4	22.4
Disagree	67	18.8	18.8	41.2
Valid neutral	67	18.8	18.8	60.0
d Agree	71	19.9	19.9	79.9
strongly agree	72	20.2	20.2	100.0
Total	357	100.0	100.0	



5.3

5.4 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do think that the meat is crispy/ crunchy?	357	1.00	5.00	3.0336	1.44719
Valid N (listwise)	357				

5.5 One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Do think that the meat is crispy/ crunchy?	357	3.0336	1.44719	.07659

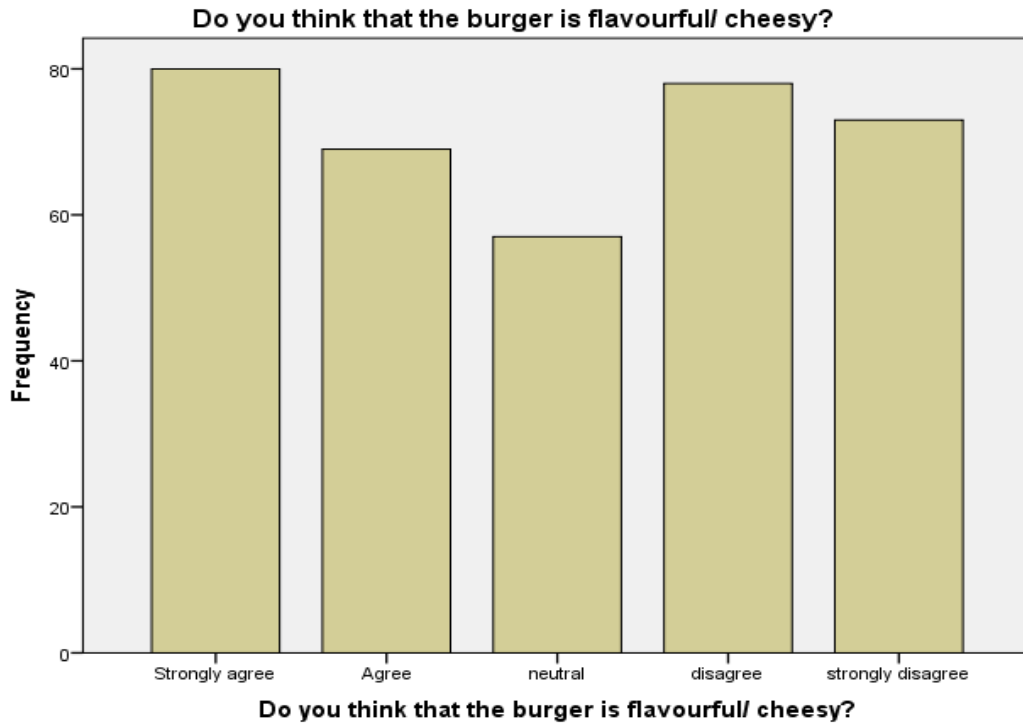
5.6 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2- tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Do think that the meat is crispy/ crunchy?	39.607	356	0.248	3.03361	2.8830	3.1842

Question 6. Do you think that the burger is flavorful/ cheesy?

6.1 Do you think that the burger is flavourful/ cheesy?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	73	20.4	20.4	20.4
Disagree	18	21.8	21.8	42.2
Valid neutral	57	16.0	16.0	58.2
d Agree	69	19.3	19.3	77.5
strongly agree	80	22.4	22.4	100.0
Total	357	100.0	100.0	



6.2

6.3 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you think that the burger is flavorful/ cheesy?	357	1.00	5.00	2.9860	1.46008
Valid N (listwise)	357				

6.4 One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Do you think that the burger is flavorful/cheesy?	357	2.9860	1.46008	.07728

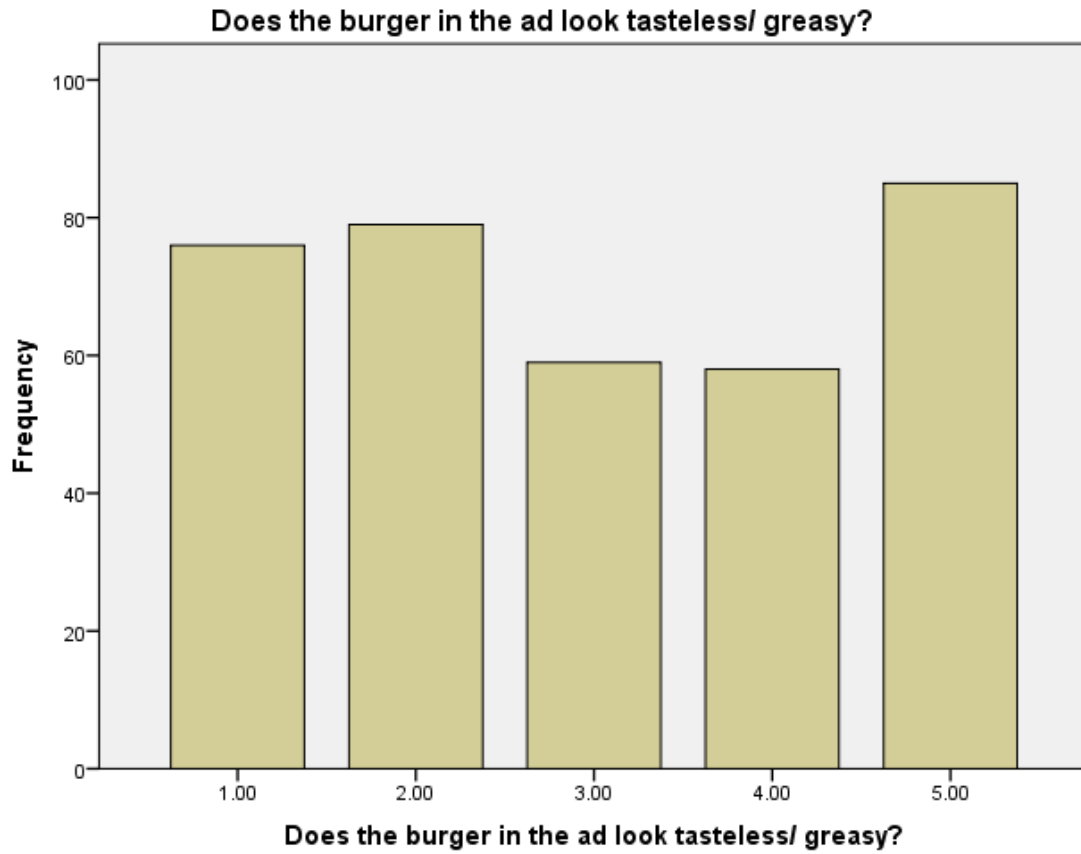
6.5 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Do you think that the burger is flavourful/cheesy?	3.8641	356	0.014	2.98599	2.8340	3.1380

Question 7. Does the burger in the ad look tasteless/ greasy?

7.1 Does the burger in the ad look tasteless/ greasy?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	85	23.8	23.8	23.8
Disagree	58	16.2	16.2	40.0
Valid neutral	59	16.5	16.5	56.5
Agree	79	22.1	22.1	78.6
strongly agree	76	21.3	21.3	100.0
Total	357	100.0	100.0	



7.2

7.3 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Does the burger in the ad look tasteless/ greasy?	357	1.00	5.00	2.9916	1.48113
Valid N (listwise)	357				

7.4 One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Does the burger in the ad look tasteless/greasy?	357	2.9916	1.48113	.07839

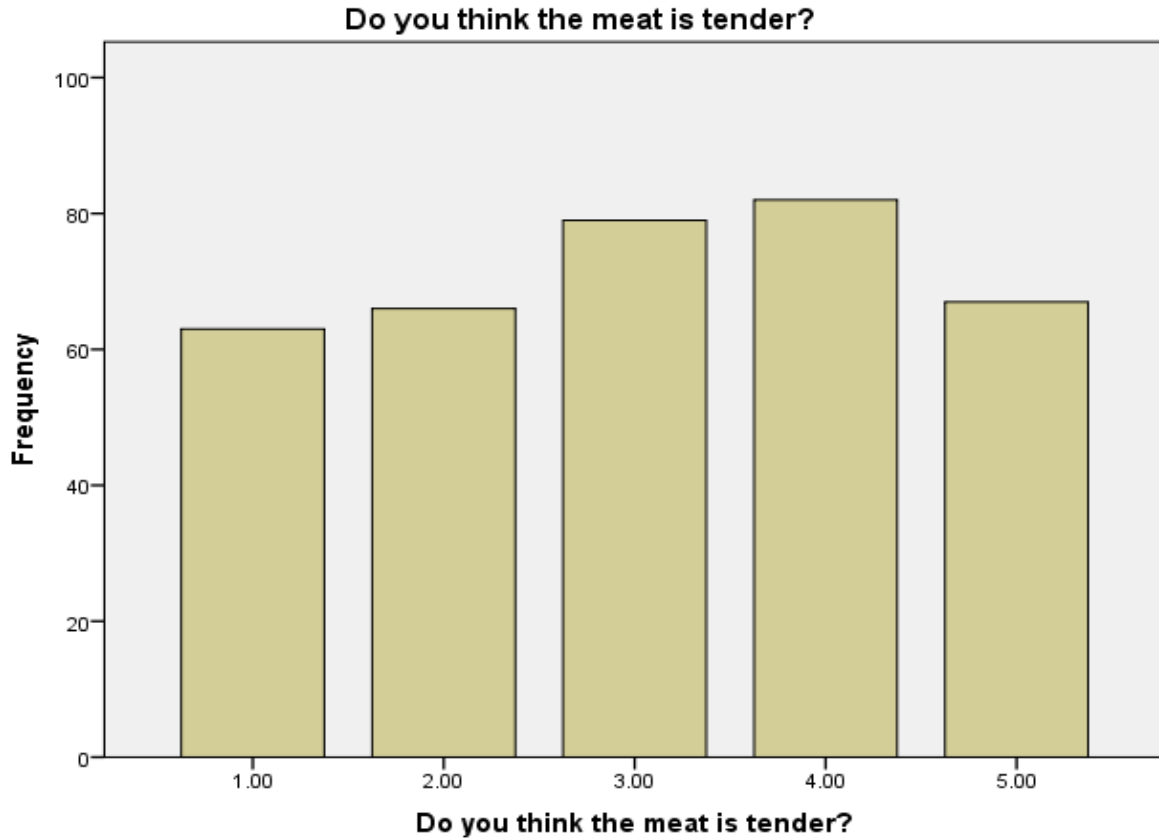
7.5 One-Sample Test

	Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference		
					Lower	Upper	
Does the burger in the ad look tasteless/greasy?	3.8163	356	0.387	2.99160	2.8374	3.1458	

Question 8. Do you think the meat is tender?

8.1 Do you think the meat is tender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	67	18.8	18.8	18.8
Disagree	82	23.0	23.0	41.8
neutral	79	22.1	22.1	63.9
Agree	66	18.5	18.5	82.4
strongly agree	63	17.6	17.6	100.0
Total	357	100.0	100.0	



8.2

8.3 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you think the meat is tender?	357	1.00	5.00	3.0672	1.36816
Valid N (listwise)	357				

8.4 One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Do you think the meat is tender?	357	3.0672	1.36816	.07241

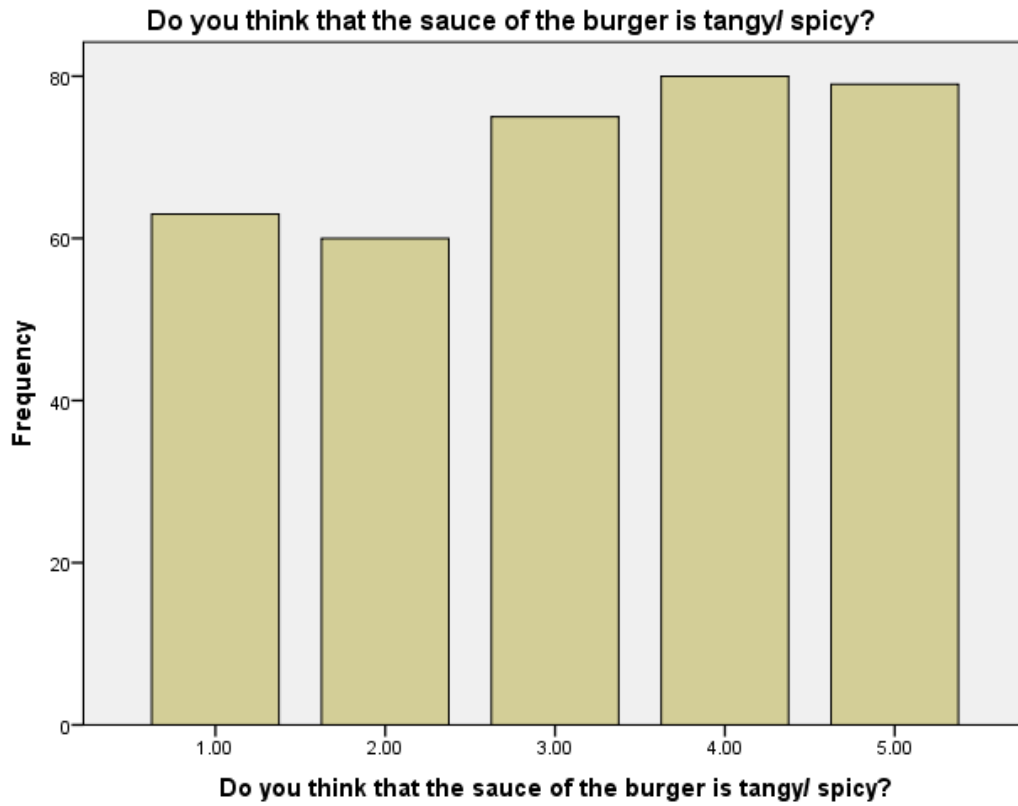
8.5 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Do you think the meat is tender?	4.2359	356	0.029	3.06723	2.9248	3.2096

Question 9. Do you think that the sauce of the burger is tangy/ spicy?

9.1 Do you think that the sauce of the burger is tangy/ spicy?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	79	22.1	22.1	22.1
Disagree	80	22.4	22.4	44.5
neutral	75	21.0	21.0	65.5
Agree	60	16.8	16.8	82.3
strongly agree	63	17.6	17.6	100.0
Total	357	100.0	100.0	



9.2

9.3 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you think that the sauce of the burger is tangy/ spicy?	357	1.00	5.00	3.1457	1.40267
Valid N (listwise)	357				

9.4 One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Do you think that the sauce of the burger is tangy/ spicy?	357	3.1457	1.40267	.07424

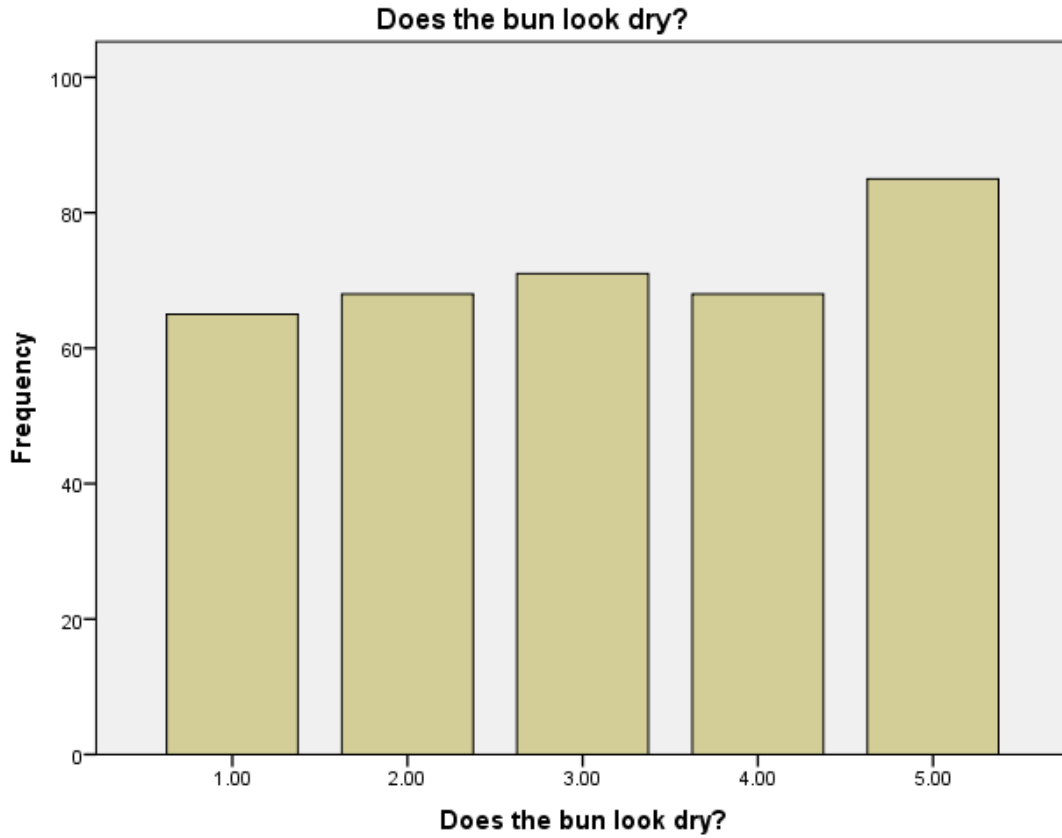
9.6 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Do you think that the sauce of the burger is tangy/ spicy?	4.2373	356	0.0373	3.14566	2.9997	3.2917

Question 10. Does the bun look dry?

10.1 Does the bun look dry?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	85	23.8	23.8	23.8
Disagree	68	19.0	19.0	42.8
neutral	71	19.9	19.9	62.7
Agree	68	19.0	19.0	81.7
strongly agree	65	18.2	18.2	100.0
Total	357	100.0	100.0	



10.2

10.3 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Does the bun look dry?	357	1.00	5.00	3.1120	1.43347
Valid N (listwise)	357				

10.4 One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Does the bun look dry?	357	3.1120	1.43347	.07587

10.5 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Does the bun look dry?	4.1020	356	0.0243	3.11204	2.9628	3.2612

Question11. Do you think the burger is cheesy/ seasoned?

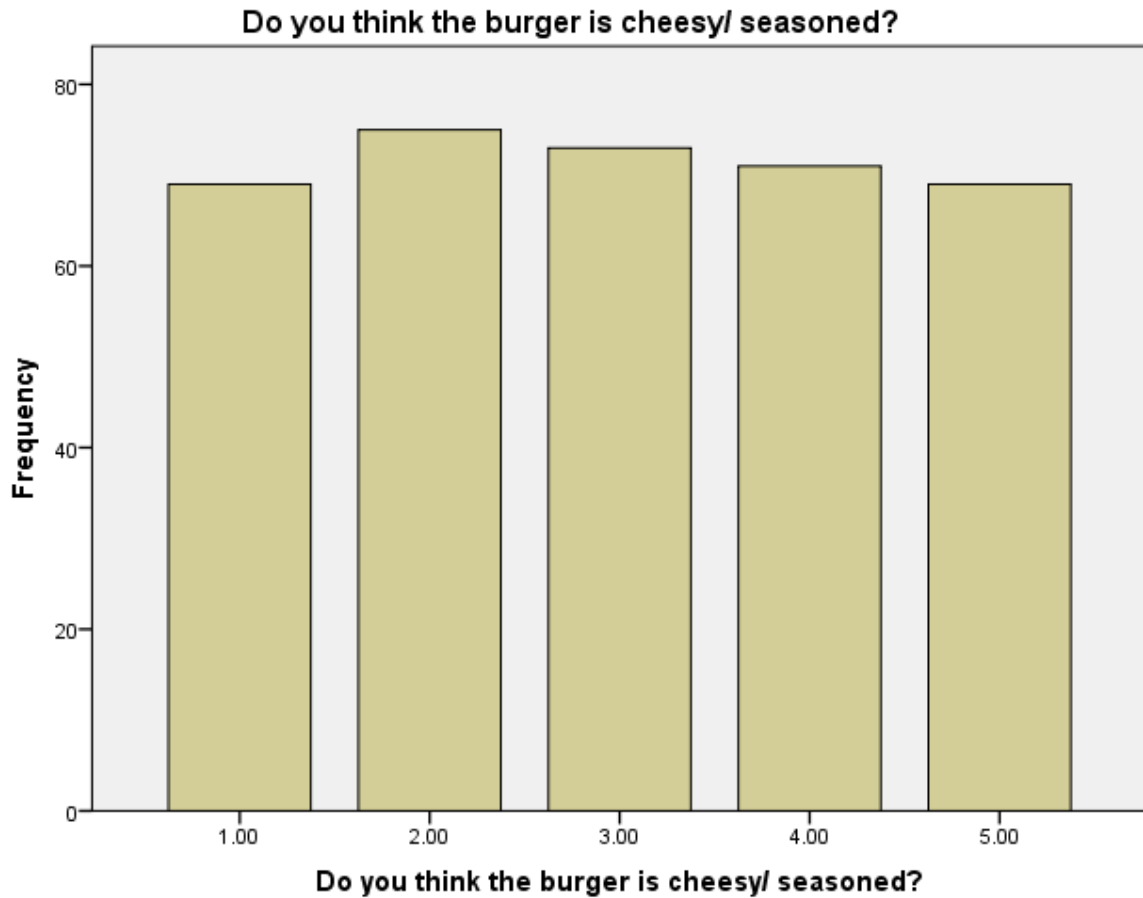
11.1 Statistics

Do you think the burger is
cheesy/ seasoned?

N	Valid	357
	Missing	0

11.2 Do you think the burger is cheesy/ seasoned?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	69	19.3	19.3	19.3
Disagree	71	19.9	19.9	39.2
neutral	73	20.4	20.4	59.6
Agree	75	21.0	21.0	80.6
strongly agree	69	19.3	19.3	100.0
Total	357	100.0	100.0	



11.3

11.4 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you think the burger is cheesy/ seasoned?	357	1.00	5.00	2.9888	1.40020
Valid N (listwise)	357				

11.5 One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Do you think the burger is cheesy/ seasoned?	357	2.9888	1.40020	.07411

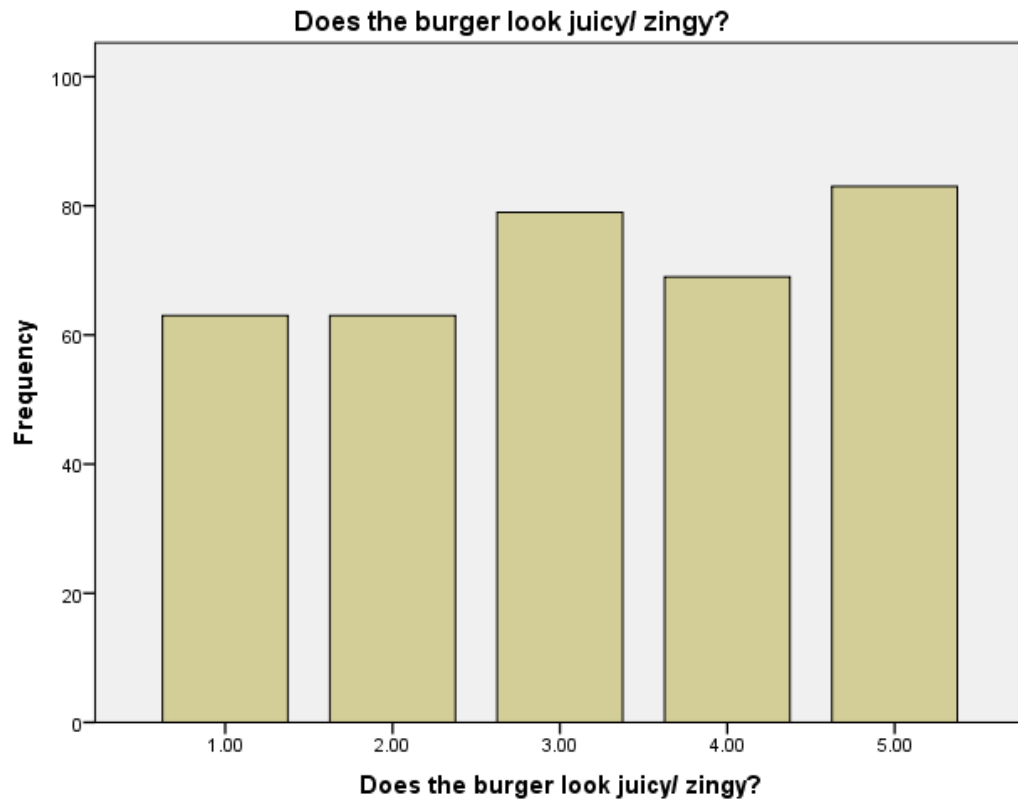
11.6 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Do you think the burger is cheesy/ seasoned?	4.0331	356	.000	2.98880	2.8431	3.1345

Question 12. Does the burger look juicy/ zingy?

12.1 Does the burger look juicy/ zingy?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	83	23.2	23.2	23.2
Disagree	69	19.3	19.3	42.5
neutral	79	22.1	22.1	64.6
Valid Agree	63	17.6	17.6	82.2
strongly agree	63	17.6	17.6	100.0
Total	357	100.0	100.0	



12.2

12.3 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Does the burger look juicy/ zingy?	357	1.00	5.00	3.1289	1.41230
Valid N (listwise)	357				

12.4 One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Does the burger look juicy/ zingy?	357	3.1289	1.41230	.07475

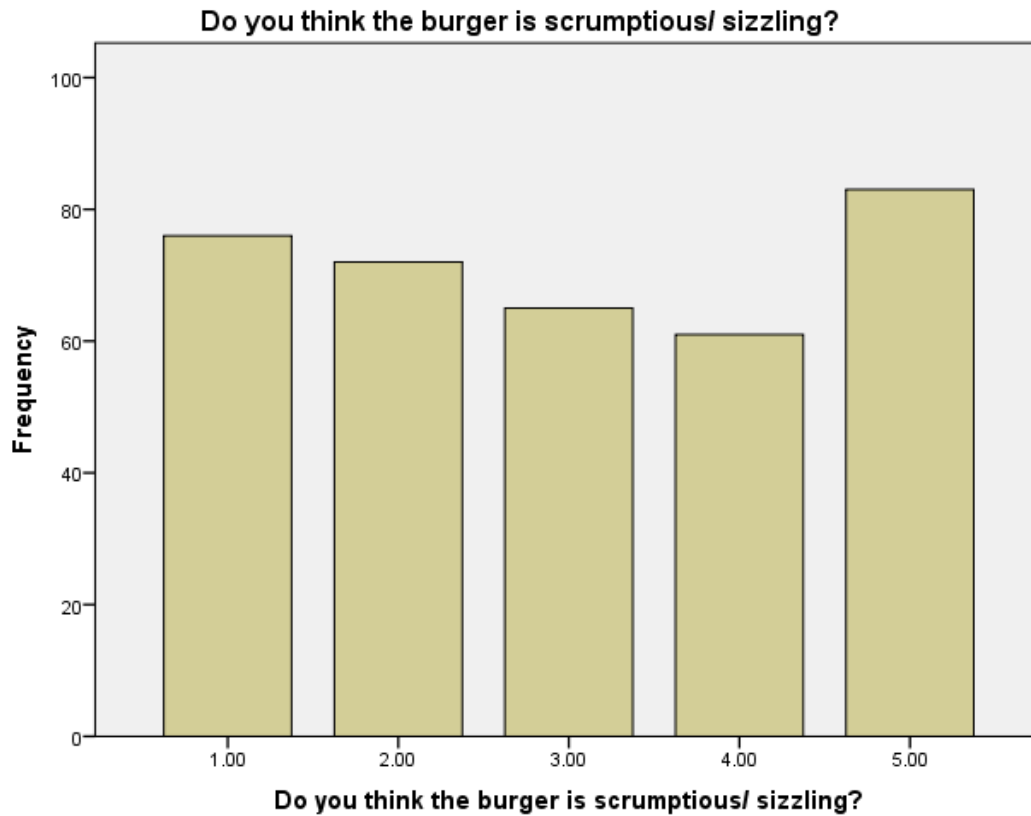
12.5 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Does the burger look juicy/ zingy?	4.1859	356	.000	3.12885	2.9819	3.2759

Question 13. Do you think the burger is scrumptious/ sizzling?

13.1 Do you think the burger is scrumptious/ sizzling?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	83	23.2	23.2	23.2
Disagree	61	17.1	17.1	40.3
neutral	65	18.2	18.2	58.5
Valid Agree	72	20.2	20.2	78.8
strongly agree	76	21.3	21.3	100.0
Total	357	100.0	100.0	



10.2

13.3 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you think the burger is scrumptious/ sizzling?	357	1.00	5.00	3.0084	1.46971
Valid N (listwise)	357				

13.4 One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Do you think the burger is scrumptious/sizzling?	357	3.0084	1.46971	.07779

13.5 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Do you think the burger is scrumptious/sizzling?	3.8676	356	.000	3.00840	2.8554	3.1614

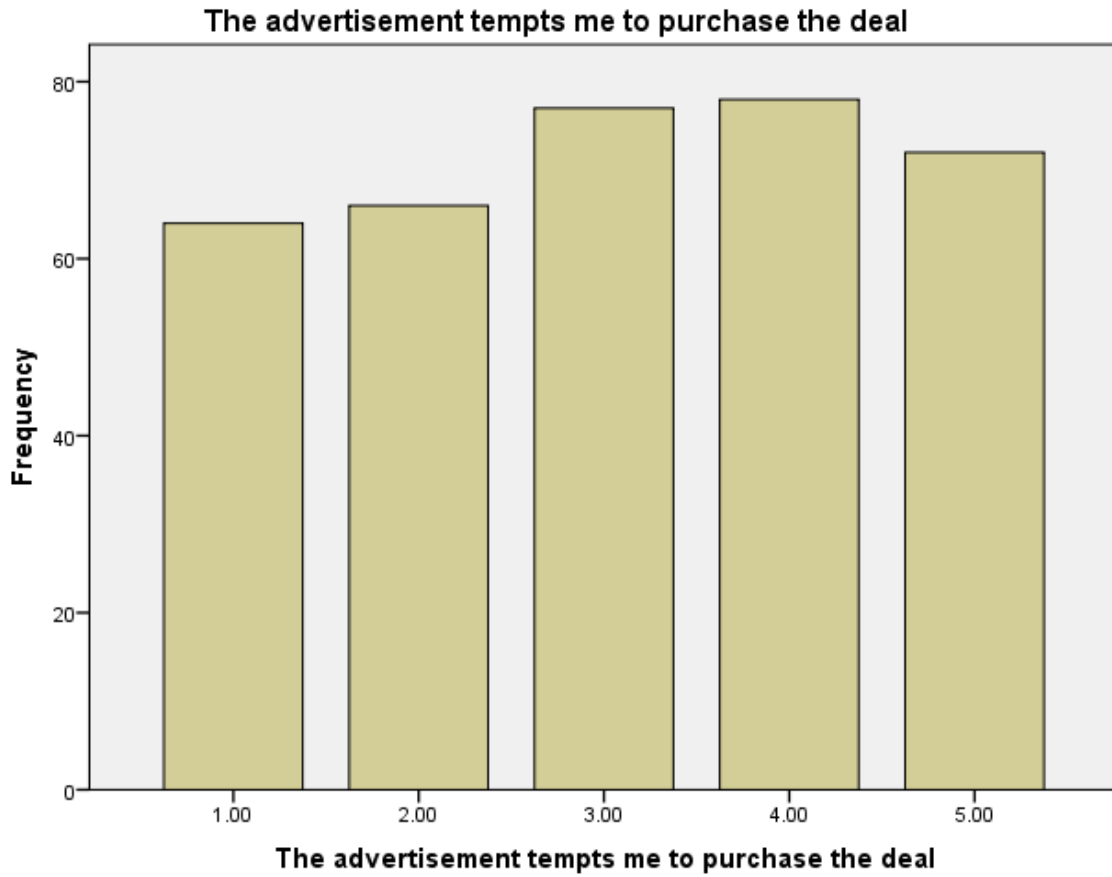
FG1. Summary of Descriptive Statistics

	Mean Difference	Std deviation	t-value	Sig. (two- tailed)
fresh/ soft	2.86835	1.42096	3.814	0.189
crispy/ crunchy	3.03361	1.44719	3.9607	0.248
flavourful/ cheesy	2.98599	1.46008	3.8641	0.314
tasteless/ greasy	2.9916	1.48113	3.8163	0.000
tender	3.06723	1.36816	4.2359	0.079
tangy/ spicy	3.14566	1.40267	4.2373	0.173
dry	3.11204	1.43347	4.102	0.000
cheesy/ seasoned	2.9888	1.4002	4.0331	0.243
juicy/ zingy	3.12885	1.4123	4.1859	0.000
scrumptious/ sizzling	3.0084	1.46971	3.8676	0.000

Question 14. The advertisements tempts me to purchase the deal?

14.1 The advertisements tempts me to purchase the deal

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	72	20.2	20.2	20.2
Disagree	78	21.8	21.8	42.0
neutral	77	21.6	21.6	63.6
Valid Agree	66	18.5	18.5	82.1
strongly agree	64	17.9	17.9	100.0
Total	357	100.0	100.0	



14.2

14.3 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The advertisement tempts me to purchase the deal	357	1.00	5.00	3.0784	1.38795
Valid N (listwise)	357				

14.4 One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The advertisement tempts me to purchase the deal	357	3.0784	1.38795	.07346

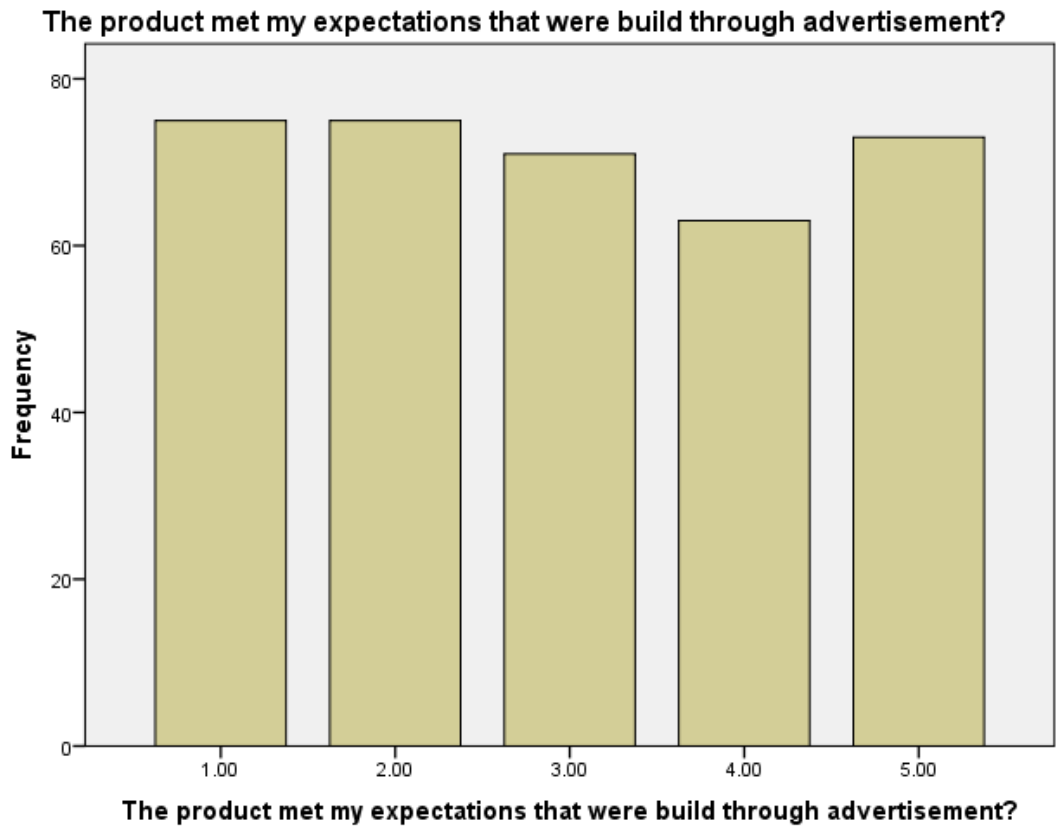
14.5 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The advertisement tempts me to purchase the deal	41.907	356	.000	3.07843	2.9340	3.2229

Question 15. The product met my expectations that were built through advertisements?

15.1 The product met my expectations that were built through advertisements?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	73	20.4	20.4	20.4
Disagree	63	17.6	17.6	38.0
neutral	71	19.9	19.9	57.9
Valid Agree	75	21.0	21.0	78.9
strongly agree	75	21.0	21.0	100.0
Total	357	100.0	100.0	



15.2

15.3 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The product met my expectations that were built through advertisement?	357	1.00	5.00	2.9552	1.43127
Valid N (listwise)	357				

15.4 One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The product met my expectations that were built through advertisement?	357	2.9552	1.43127	.07575

15.5 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The product met my expectations that were built through advertisement?	39.012	356	.000	2.95518	2.8062	3.1042