



東海大學學生報告 ePaper

報告題名：

(99 學年度第二學期開始，必需具備~ 中文題名、英文題名)

Advertisement Preference of Public: Through the Perspective of Gender and Age

大眾對廣告之偏好：從性別及年齡層面來看

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中文摘要

此報告目的在於研究大眾對於電視廣告的喜好，及找出大眾印象最深刻的廣告類型。並且針對年齡及性別研究其對廣告的偏好以及是否因為廣告影響而作出消費或是深入了解的動作。研究開始希望找出影響大眾最深的廣告類別，分析出消費者的偏好，利於製作廣告時的參考，還有商品針對不同性別和年齡可做的廣告調整。因目的在於找出大眾偏好，研究工具即為問卷調查為主。本問卷分為三大部分，分別調查大眾平日看電視的習慣、對於廣告分類的認知(分為十二種廣告類別，每種類別五題)和喜好，最後則是基本資料，調查填問卷者的年齡和性別。最終研究結果，男性對幽默型的廣告較有印象，女性則傾向有特殊效果的廣告類型，但是無論性別或是年齡，大眾對於實證型或是比較型的廣告較印象深刻，也就說明多數人認為看的到商品的實用性相當重要，也較容易因此有消費的行為。

關鍵字：(請填寫與本報告相關的重要名詞 3 至 5 個)

性別 廣告 消費 年齡 廣告偏好

Abstract

(不限字數，99 學年度第二學期開始，上傳報告一定要具備此頁面內容)

The purpose of this research paper is to study the preference of the public and find out the most attractive advertisements. Also, the study will focus on the difference between gender and age, whether they will take the action of purchasing the items based on their preference of TV commercials. In order to know the affection on people, a questionnaire of 69 questions is designed for the research. They are separated into three sections, which are the habit of watching TV, the twelve types of commercials and study how they appeal the attention of the consumers and affect their purchase intention. Also, the last part of the questionnaire we want to know whether the same commercial will have different impact on different gender and ages. The final result is, most of the men are more appeal to commercials with humorous elements, and women are more likely to focus on commercials with special effects. However, for both gender and age, the public all tend to noticed commercials with experiments or comparisons. The result shows that for most of the people, it is very important to see how the product function or which part of this item is better than the other. And based on this kind of commercial, they are more willing to buy the products or wanted to know more about them.

Keyword :

Age, Commercials, Commercial preference, Gender, Purchase preference

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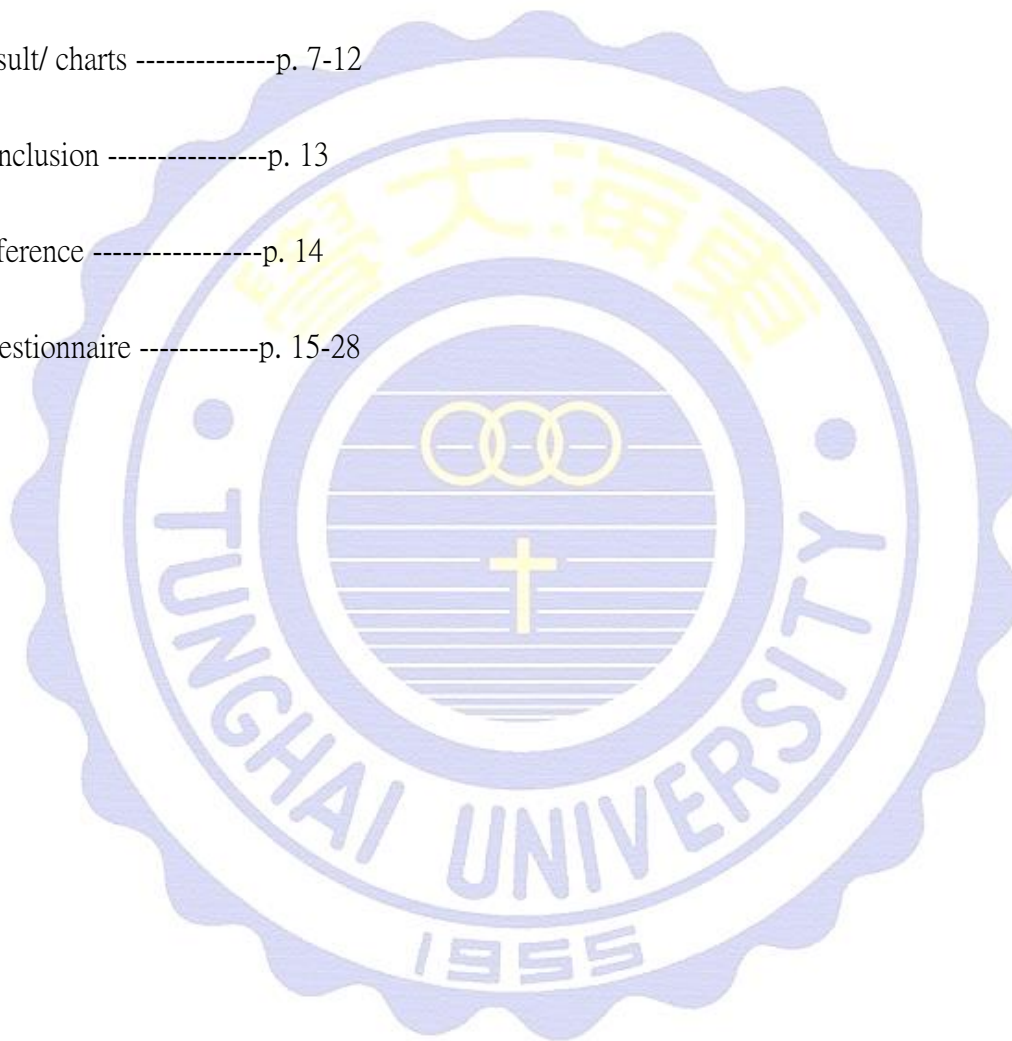
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(請放入報告本文內容)

Date: 2015.06.03

From: Group 1[周念依,游昕頤,洪庭筠,林家德]

**Advertisement Preference of Public:
Through the Perspective of Gender and Age**

Introduction:

Provide the thesis statement/ Background information

“The history of advertising could be traced back to the 1940s’. The first official, paid television advertisement was broadcast in the United States on July 1, 1941 over New York station WNBT (now WNBC) before a baseball game.” (Television advertisement. (n.d.). In Wikipedia. Retrieved November 24, 2013 ① It was a commercial of Bulova watch and it only last for 10 seconds with the company's slogan "America runs on Bulova time!". (TheBdscraps. (2012, March 03.) Bulova: world's first television advertisement ②. With classical slogan and image, TV advertisement began to mark its place in peoples’ daily lives. After many years of development, television commercials are believed to be a highly effective form of advertising (Questia, 2015) ③. For people nowadays, watching television is a common activity. Television commercials are surely closer to our lives. The purpose of advertising is aimed at motivating and affecting consumers' behavior in a way that is beneficial to the company or brand being advertised. (Questia, 2015). To attract the consumers, companies produce various commercials to the particular audience. For example, a cell phone company may put some touching family stories into the commercial in order to bring up the sympathy of people and to sell their products. However, the affection of television commercials could be different from women to men; teenagers to other age groups. The connection between a company object and commercial elements plays a big role in TV advertisement.

Why is it important to make an impressive advertisement? Our brains accept thousands of information every day. The action of accepting the message could be separate into stages. First, the message that had been taken must be saving into our mind. Next, our brains will choose and figure out the meaning of the message. Finally, the information will be categorized into fields in order to adapt the future using possibilities. (74)④ Therefore, an impressive commercial should not only be attractive and delivers correct product message, but also be able to bring up the sympathy of its audience. It is easier to accept information that is similar to the audience's feeling, which probably rises up the chance for them to want more introductions of the products. According to the study from Dr. Yang, most consumers give very brief attention to the advertisement, some even will resist it because they know the purpose of commercial is to attract them to buy the products.(81)④ However, the study also showed that the more people understand the product, the more they're willing to buy it.

The categories of advertisement could be divided into many kinds of groups. Commonly purposes of the commercials people watch on TV are for selling products. Other types such as government commercials, advertisement for charities could also be seen on TV. If we limited the categories to the effects of TV commercials, they could be divided into three groups, which are moves, attitude and image advertisement. The purpose of move advertisement is to encourage the action of purchase. The attitude ads aim to make good impression of company products to the consumers. As for building up the image of a brand, one usually makes an image commercial. (20) ④ In order to know the affection on people, we've designed a questionnaire, with twelve types of commercials (⑤) and study how they appeal the attention of the consumers, and as well affect their purchase intention. Also, we want to know whether the same commercial will have different impact on different gender and ages. For example, a commercial that have more child elements may have more effect on women than man. The following charts will display the result of the questionnaires and the difference between gender and ages to the TV commercials.

Body

Analysis with results of questionnaires/ Figure

Method:

Questionnaire (69 questions)

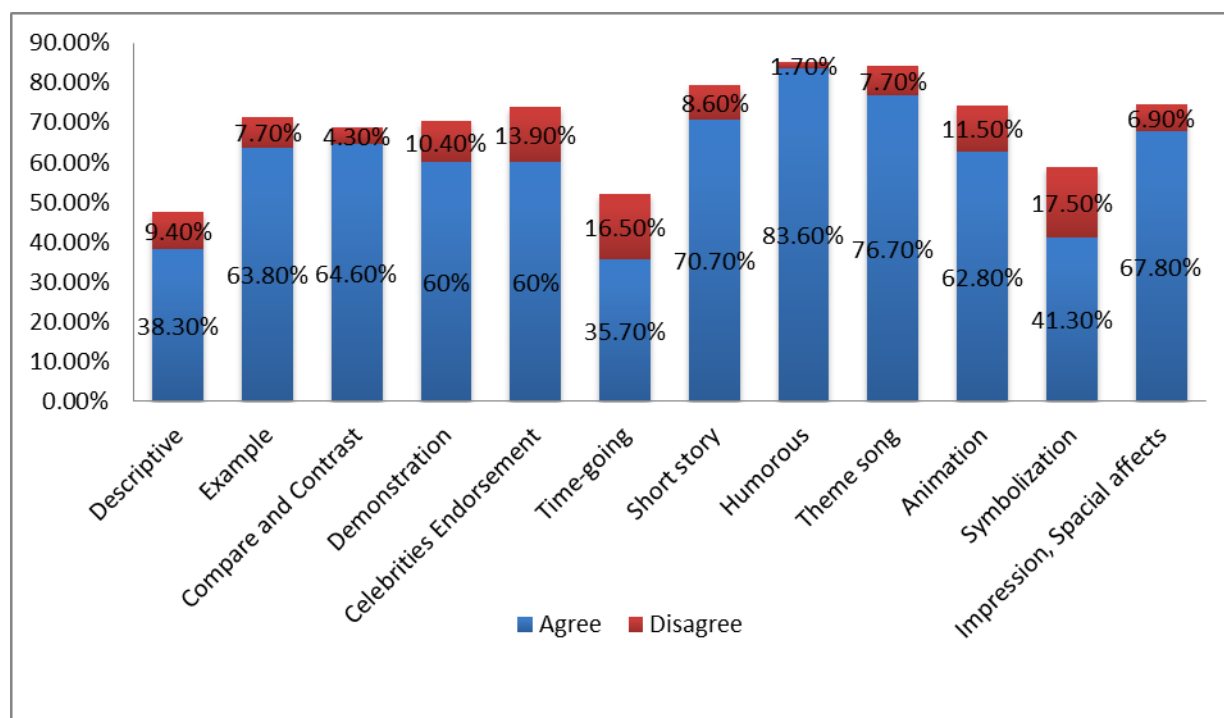
3 sections

(Habit of watching TV/ 12 categories questions/ basic information)

We've been doing a questionnaire "What kind of Advertisements attracts you more?" to find out, we received 116 results on Google forms, took out 3 non-complete ones, we came to some conclusions with the other 113 questionnaires.

In our questionnaire, we labeled television advertisements into 12 categories, including descriptive, example, compare and contrast, demonstration, celebrities' endorsement, time-going, short story, humorous, theme song, animation, symbolization and impression special effects. We have five questions in each category, which later on we'll talk about the results. Some other questions such as "Will you pay attention to the ads while watching TV," and "Did you ever consume any product because of TV ads?" are also included.

For the two questions we mention above, over 80 percent of people pay attention to the ads on TV, but only 56 percent of them actually bought products because of the ads. This shows that the firms made the commercials attractive but not so convincing.

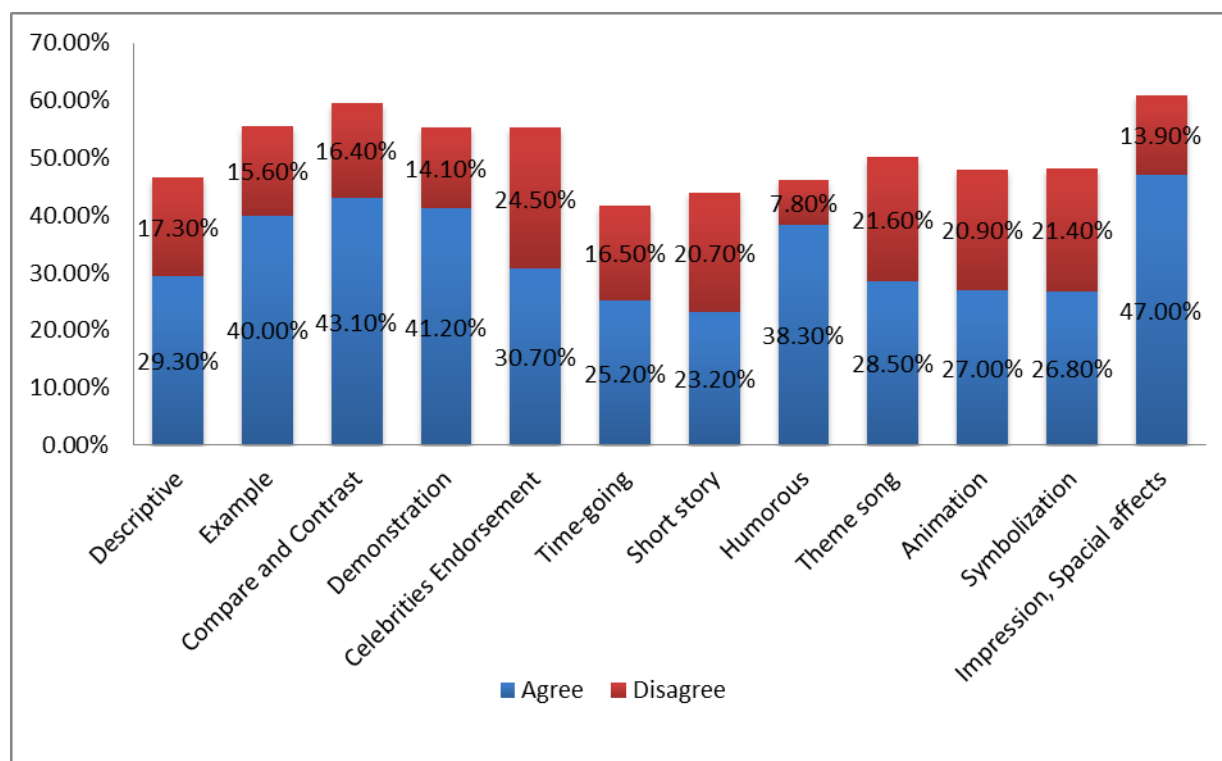


(Figure1) People’s opinion toward the impression of different advertisements

Most of the ads are no longer than one-minute, and how to make the greatest efficiency in the short time may be a serious issue to every group behind making the commercials. According to Figure one, humorous advertisements raise people’s attention most. It's not very surprising that funny things attract people. Also because theme songs are so brainwashing that makes them impressive for example “I’m lovin it” from Mcdonald.

On the country, Advertisements that are plainly describing the product or only expressing how the brand go through ages couldn’t successfully give deep impressions to the consumers.

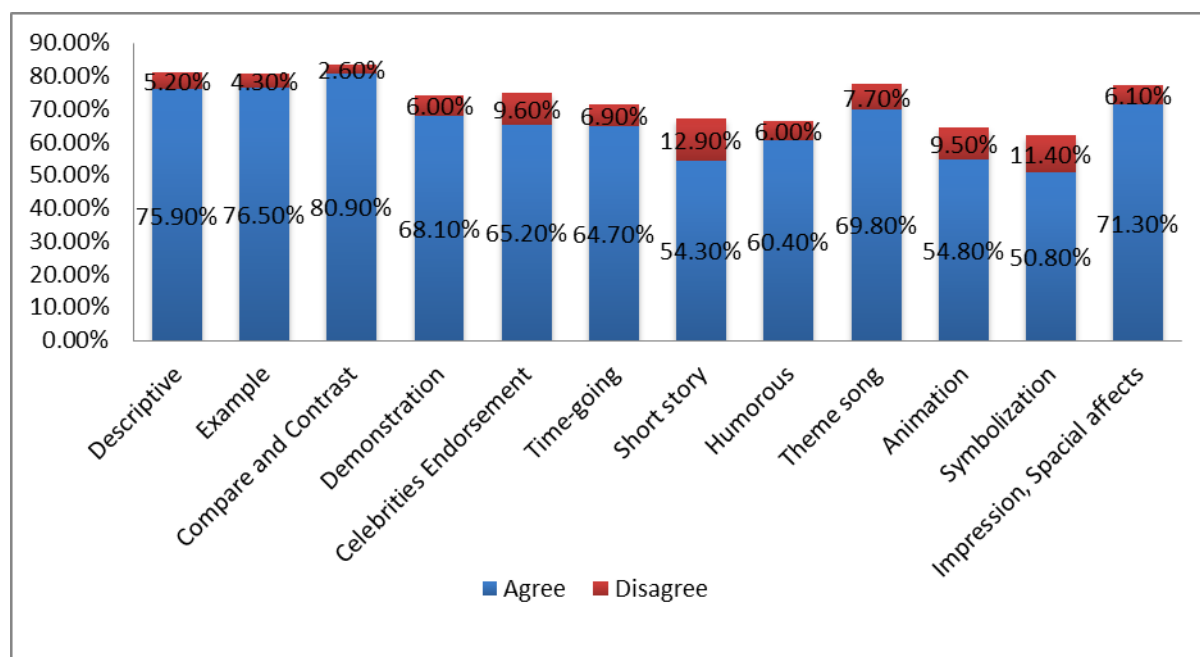
Advertisement



(Figure2) How well do people understand different advertisements

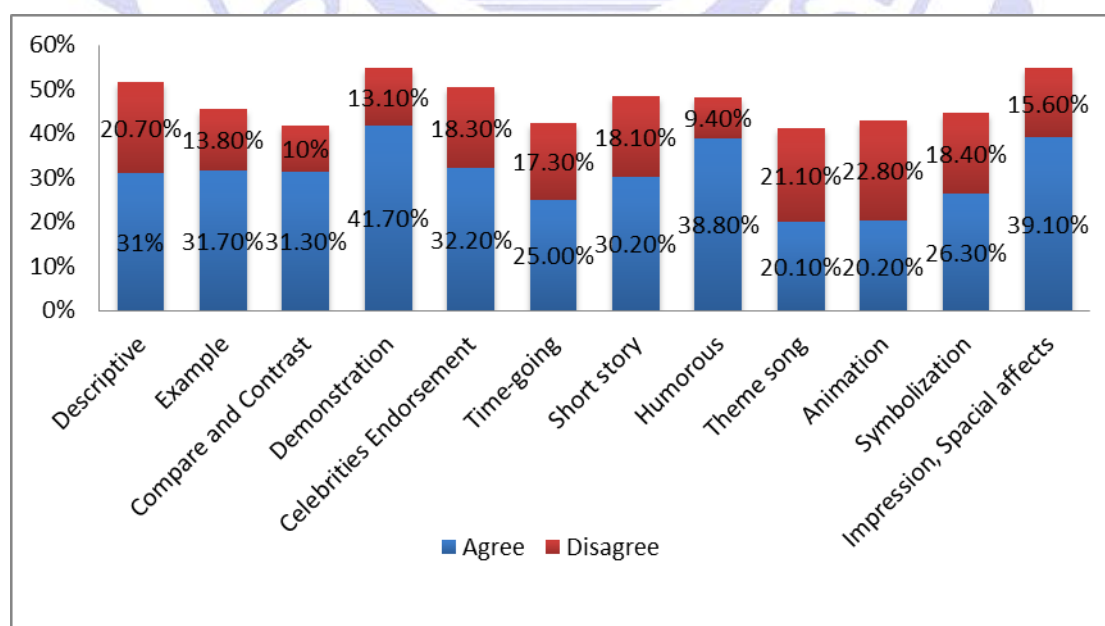
For the understanding of commercials, in Figure2 we can see that in Example advertisements, Compare and contrast advertisement and Demonstration advertisements are more easy to understand because actually preform the products for the audiences. One unexpected result is the Impression, special affect advertisements, which we thought are not so easy to catch up, but it seems people adore this kind of commercial quite a lot.

In the other hand, Celebrities endorsement advertisements focus more on the celebrity that filmed the commercial rather that the product itself. The same in theme songs, people may know the song and the brand but not so clear of what "product" it's selling.

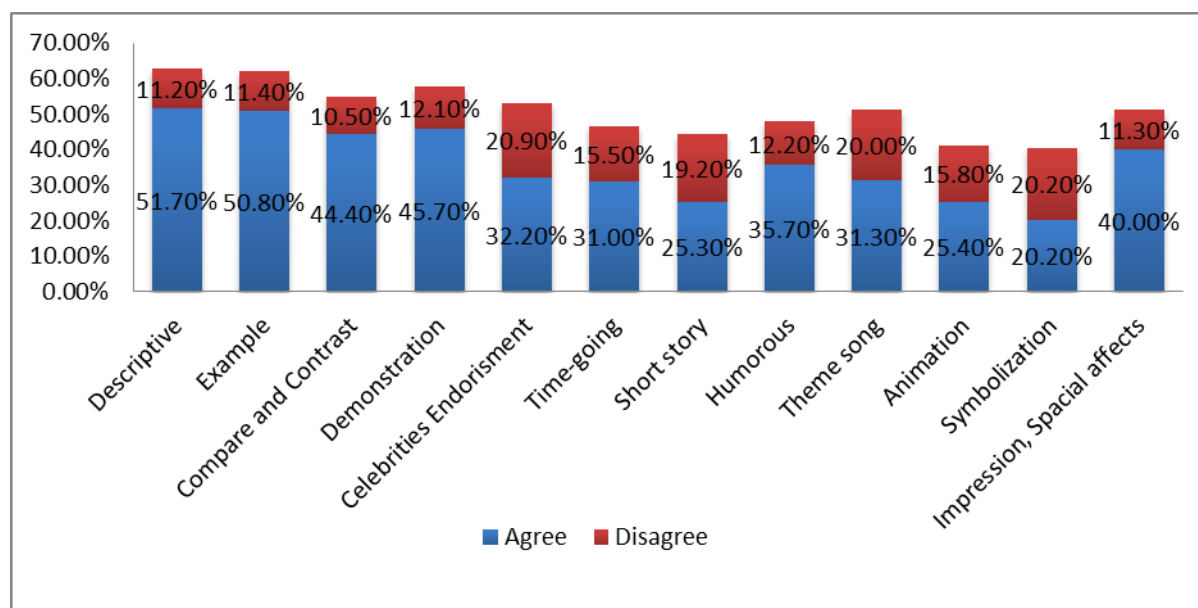


(Figure3) How advertisements affect people's buying

In Figure3 we can see the achievement in advertisements actually work no matter what category over 50% of people think they affect the consuming. Still those commercials that perform their products are more efficient, people believe in what they saw rather than symbolizing objects with other things. When people buy products they buy the things that they are certain to be useful, so it's not hard for us to understand why the first four categories impact more on the buying.



(Figure4) While buying products, how different advertisements affect consumers' choice



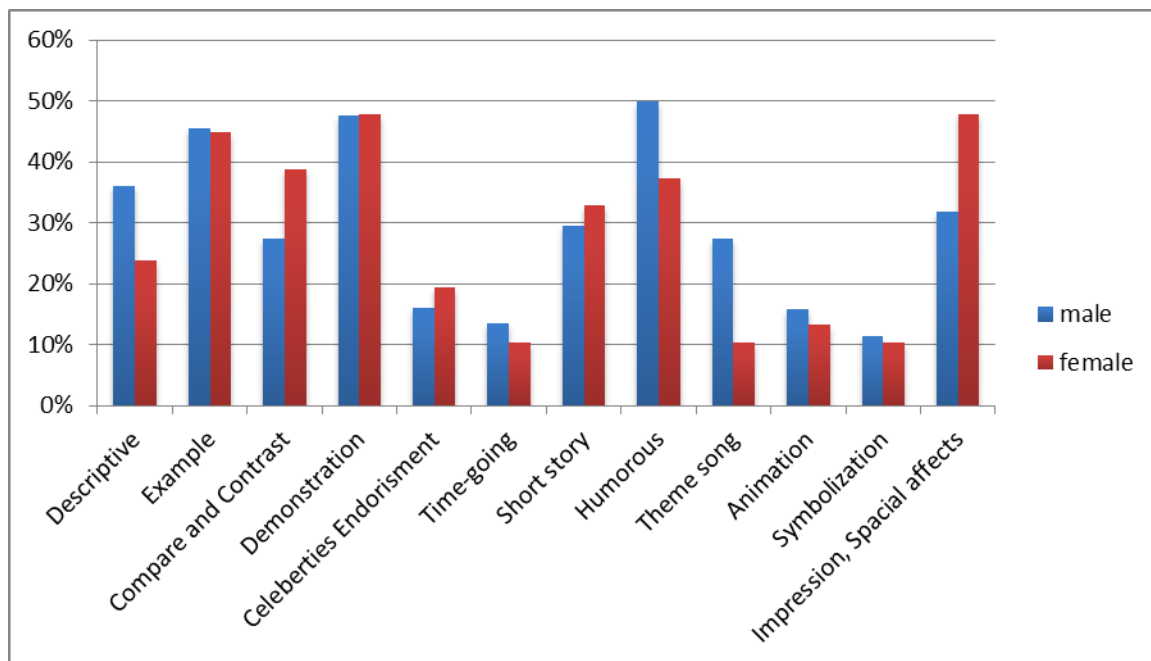
(Figure5) According to the advertisement, the willingness to know more about the product

Demonstration advertisements are those that show the before and after comparison pictures with the use of their product, just like we mentioned in Figure3, people tend to believe in what they see. Figure4 makes it more obvious those demonstration advertisements give great help to the consumers.

On the contrary, theme songs and animation advertisements didn't give much help. The reason may be they focus more on the making the brand know to public rather than selling products. And we can also see in Figure5 that when the commercials didn't help in making people buy the product, it also didn't help in making people interested in the product.

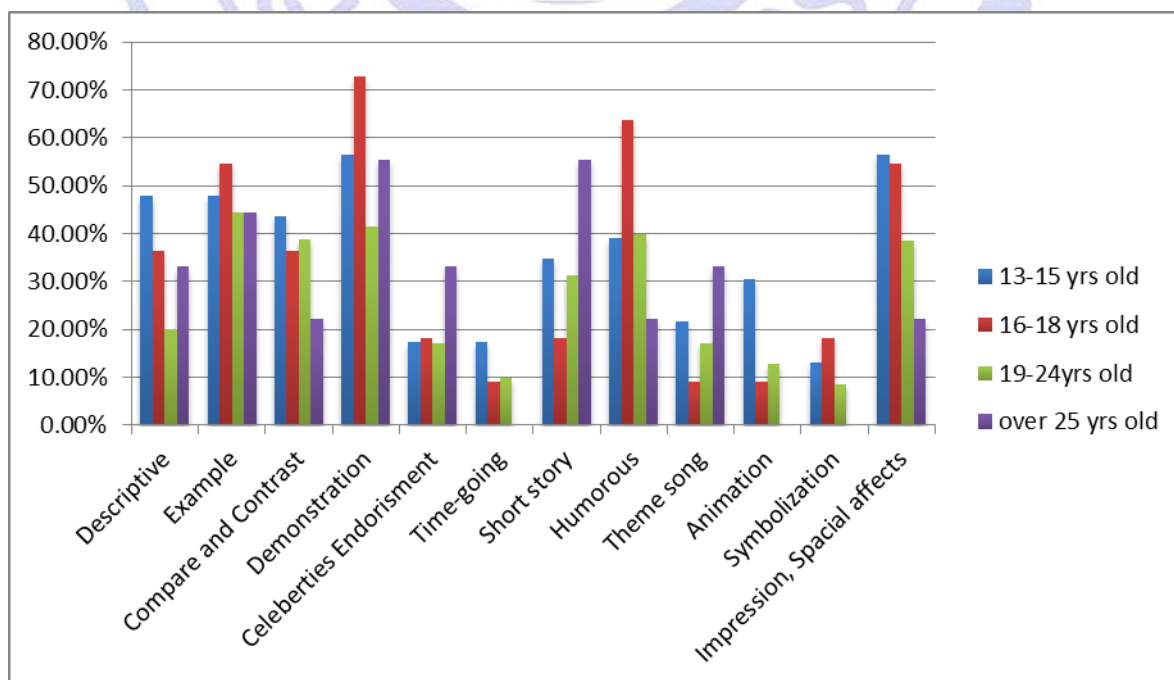
With the five questions we can easily see the preference of commercials among audiences, there humorous advertisements that may make one's day but not so efficient on selling products and those where people see the results immediately. Also, some commercials that doesn't work so well, either it's focusing in a different direction or it simply don't attract people.

Advertisement



(Figure6) Advertisement preference differ from Gender

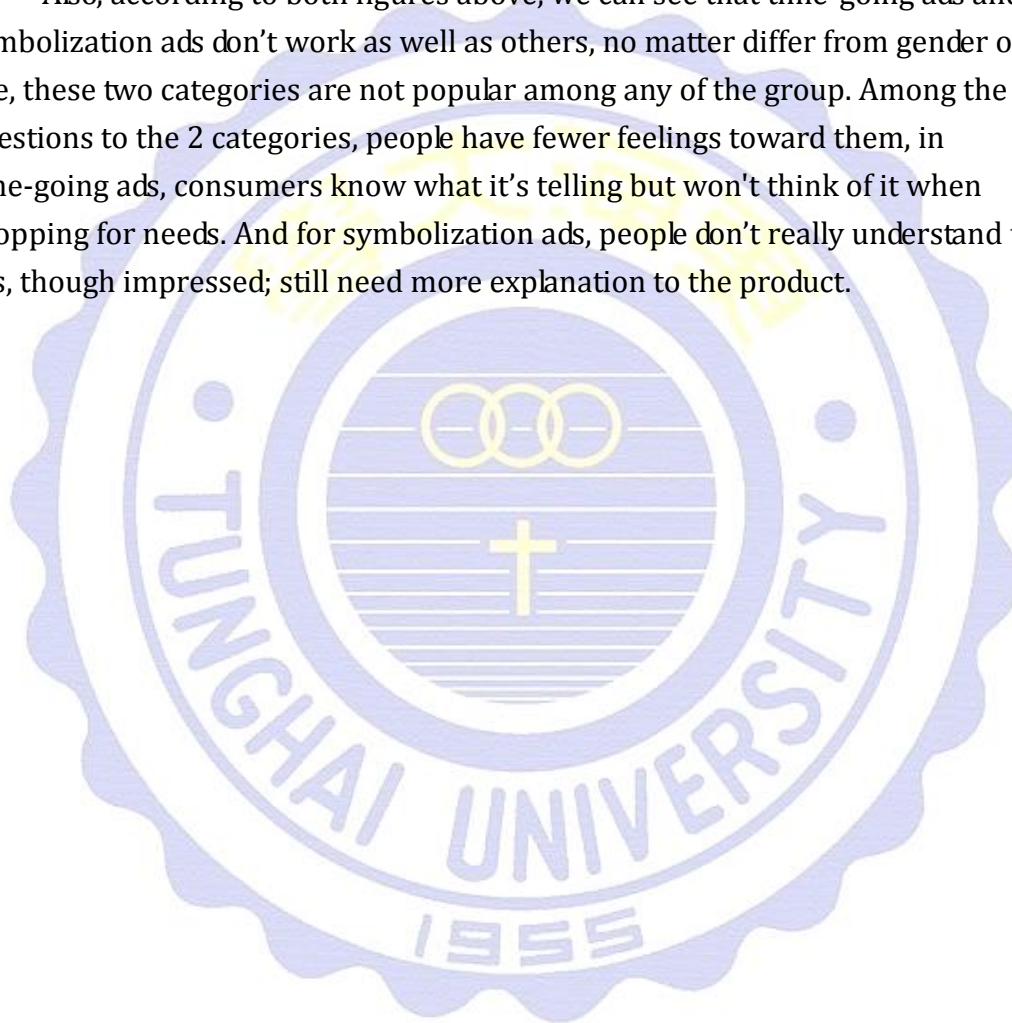
In our result, we have 44 male participants and 69 female participants. According to Figure6, we can see that all people prefer Example ads and Demonstration ads, seeing the effect of products immediately can make great impressions on consumers. Also, we found out Humorous ads attracts male more, and Impression Special affects ads attracts female more. Male focus more on the joy or funny elements while female consumers look more at the impression the ad gives them.



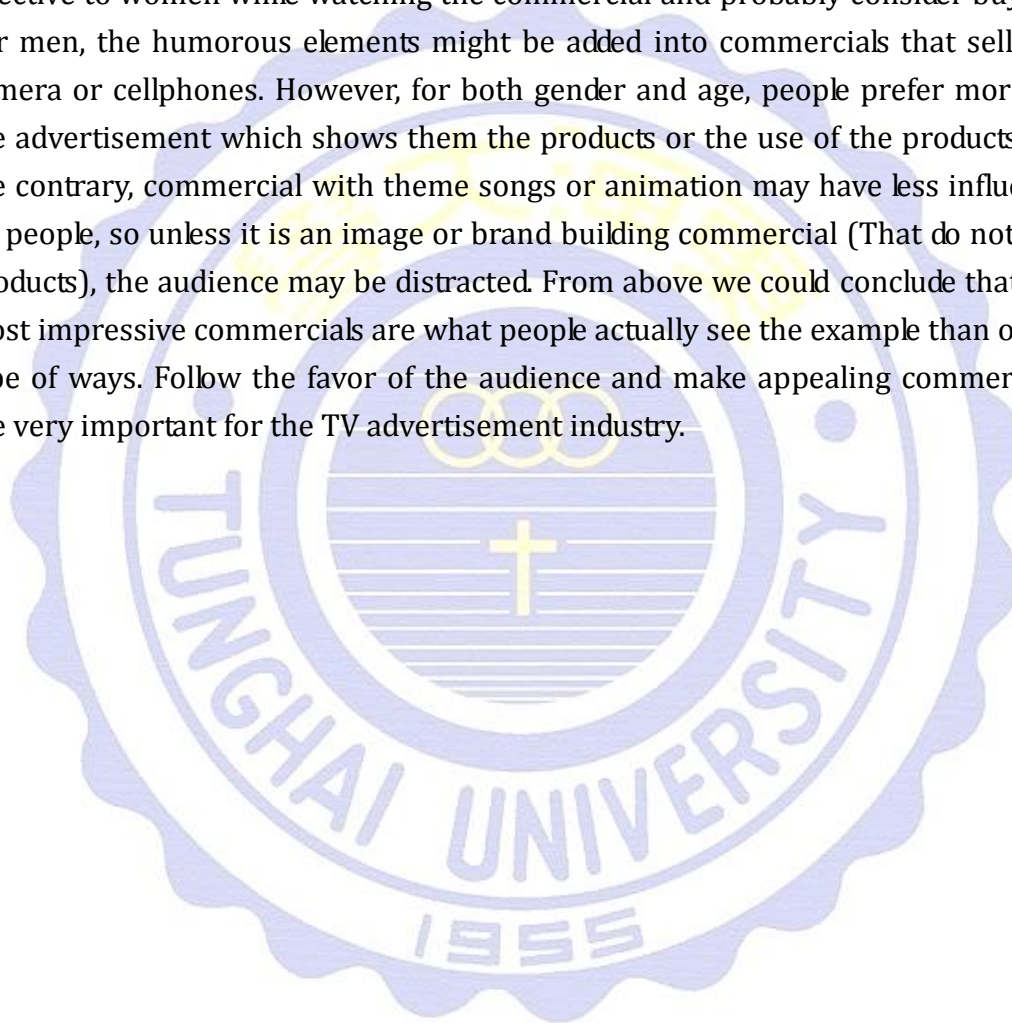
(Figure7) Advertisement preference differ from Ages

We have 23 participants from 13 to 15 years old, 11 participants from 16 to 18 years old, 70 participants from 19 to 24 years old and 9 participants over 25 years old. According to Figure7, young teenagers (about junior high school students) prefer animation ads more comparing to people of older ages. On the other hand, Short Story ads attracts people over 25 years old, with more life experiences, short stories may be some how related to their life and it evokes many consumers.

Also, according to both figures above, we can see that time-going ads and symbolization ads don't work as well as others, no matter differ from gender or age, these two categories are not popular among any of the group. Among the 5 questions to the 2 categories, people have fewer feelings toward them, in time-going ads, consumers know what it's telling but won't think of it when shopping for needs. And for symbolization ads, people don't really understand the ads, though impressed; still need more explanation to the product.



Advertisements hold the purpose of attracting people, and the preference of the audience is of course very important. The commercial nowadays may produce advertisements that attract certain age groups or gender. From the research we find out that people are more likely to trust or to be affected by commercials with demonstrations or comparisons. And through gender women are more likely to believe commercials with comparisons than men. For example, the tampon commercial may compare its products with other company, which will be more affective to women while watching the commercial and probably consider buying. For men, the humorous elements might be added into commercials that sell car, camera or cellphones. However, for both gender and age, people prefer more on the advertisement which shows them the products or the use of the products. On the contrary, commercial with theme songs or animation may have less influence on people, so unless it is an image or brand building commercial (That do not sell products), the audience may be distracted. From above we could conclude that the most impressive commercials are what people actually see the example than other type of ways. Follow the favor of the audience and make appealing commercials are very important for the TV advertisement industry.



References

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- ③ Questia, 2015 retrieved from <https://www.questia.com/library/communication/advertising-and-public-relations/advertising-research/advertising-effectiveness>
- ④ 楊中芳. (1994. December 1st), Principles of Advertising Psychology,遠流
- ⑤ 現代電視廣告媒體類型之分析 (2012)



Questionnaire

What kind of Advertisements attracts you most?

1. Do you have the habit of watching TV?

Yes

No

2. What's the average time you spend on watching TV everyday?

0-1 hour

1-2 hours

2-3 hours

3-4 hours

4-5 hours

more than 5 hours

3. Will you pay attention to the ads while watching TV?

Yes

No

4. Did you ever consume any product because of TV ads?

Yes

No

Descriptive Advertisements

5. Are they impressive?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

6. Do you understand what the advertisement want to express?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

7. Will it affect your buying?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

8. If you want to buy a product, will this advertisement help?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

9. According to the advertisement, will you want to know more about the product?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Example Advertisements

10. Are they impressive?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

11. Do you understand what the advertisement want to express?

Strongly agree

Agree

Neutral

Disagree



Strongly disagree

12. Will it affect your buying?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

13. If you want to buy a product, will this advertisement help?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

14. According to the advertisement, will you want to know more about the product?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Compare and Contrast Advertisements

15. Are they impressive?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

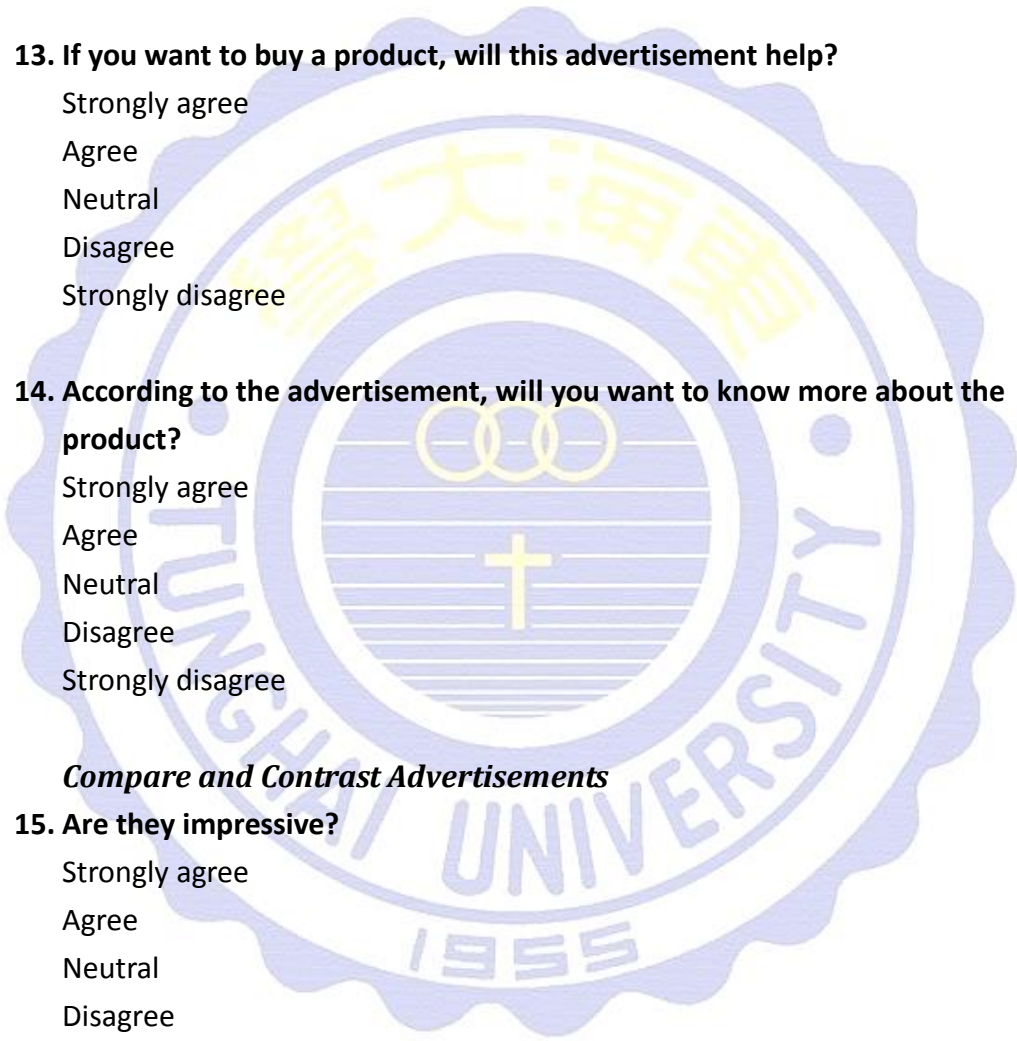
16. Do you understand what the advertisement want to express?

Strongly agree

Agree

Neutral

Disagree



Strongly disagree

17. Will it affect your buying?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

18. If you want to buy a product, will this advertisement help?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

19. According to the advertisement, will you want to know more about the product?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Demonstration Advertisements

20. Are they impressive?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

21. Do you understand what the advertisement want to express?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

22. Will it affect your buying?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

23. If you want to buy a product, will this advertisement help?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

24. According to the advertisement, will you want to know more about the product?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Celebrities' Endorsement Advertisements

25. Are they impressive?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

26. Do you understand what the advertisement want to express?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

27. Will it affect your buying?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

28. If you want to buy a product, will this advertisement help?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

29. According to the advertisement, will you want to know more about the product?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Time-going Advertisements

30. Are they impressive?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

31. Do you understand what the advertisement want to express?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

32. Will it affect your buying?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

33. If you want to buy a product, will this advertisement help?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

34. According to the advertisement, will you want to know more about the product?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Short Story Advertisements

35. Are they impressive?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

36. Do you understand what the advertisement want to express?

Strongly agree

Agree

Neutral

Disagree



Strongly disagree

37. Will it affect your buying?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

38. If you want to buy a product, will this advertisement help?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

39. According to the advertisement, will you want to know more about the product?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Humorous Advertisements

40. Are they impressive?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

41. Do you understand what the advertisement want to express?

Strongly agree

Agree

Neutral

Disagree



Strongly disagree

42. Will it affect your buying?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

43. If you want to buy a product, will this advertisement help?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

44. According to the advertisement, will you want to know more about the product?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Theme Song Advertisements

45. Are they impressive?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

46. Do you understand what the advertisement want to express?

Strongly agree

Agree

Neutral

Disagree



Strongly disagree

47. Will it affect your buying?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

48. If you want to buy a product, will this advertisement help?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

49. According to the advertisement, will you want to know more about the product?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Animation Advertisements

50. Are they impressive?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

51. Do you understand what the advertisement want to express?

Strongly agree

Agree

Neutral

Disagree



Strongly disagree

52. Will it affect your buying?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

53. If you want to buy a product, will this advertisement help?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

54. According to the advertisement, will you want to know more about the product?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Symbolization Advertisements

55. Are they impressive?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

56. Do you understand what the advertisement want to express?

Strongly agree

Agree

Neutral

Disagree



Strongly disagree

57. Will it affect your buying?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

58. If you want to buy a product, will this advertisement help?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

59. According to the advertisement, will you want to know more about the product?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Impression Special Effects Advertisements

60. Are they impressive?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

61. Do you understand what the advertisement want to express?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

62. Will it affect your buying?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

63. If you want to buy a product, will this advertisement help?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

64. According to the advertisement, will you want to know more about the product?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

65. If you want to buy a product, what kinds of advertisements may attract you most? (Multiple choices accepted)

Descriptive

Example

Compare and Contrast

Demonstration

Celebrities' Endorsement

Time-going

Short Story

Humorous

Theme Song

Animation

Symbolization

Impression Special Effects

66. What gender are you?

Male

Female

67. What is your educational background?

Junior high school

Senior high school

College

Master

In employment

68. What age range do you fall into?

13-15 years old

15-18 years old

19-24 years old

over 25 years old

69. Which area of Taiwan do you come from?

Northern part

Center part

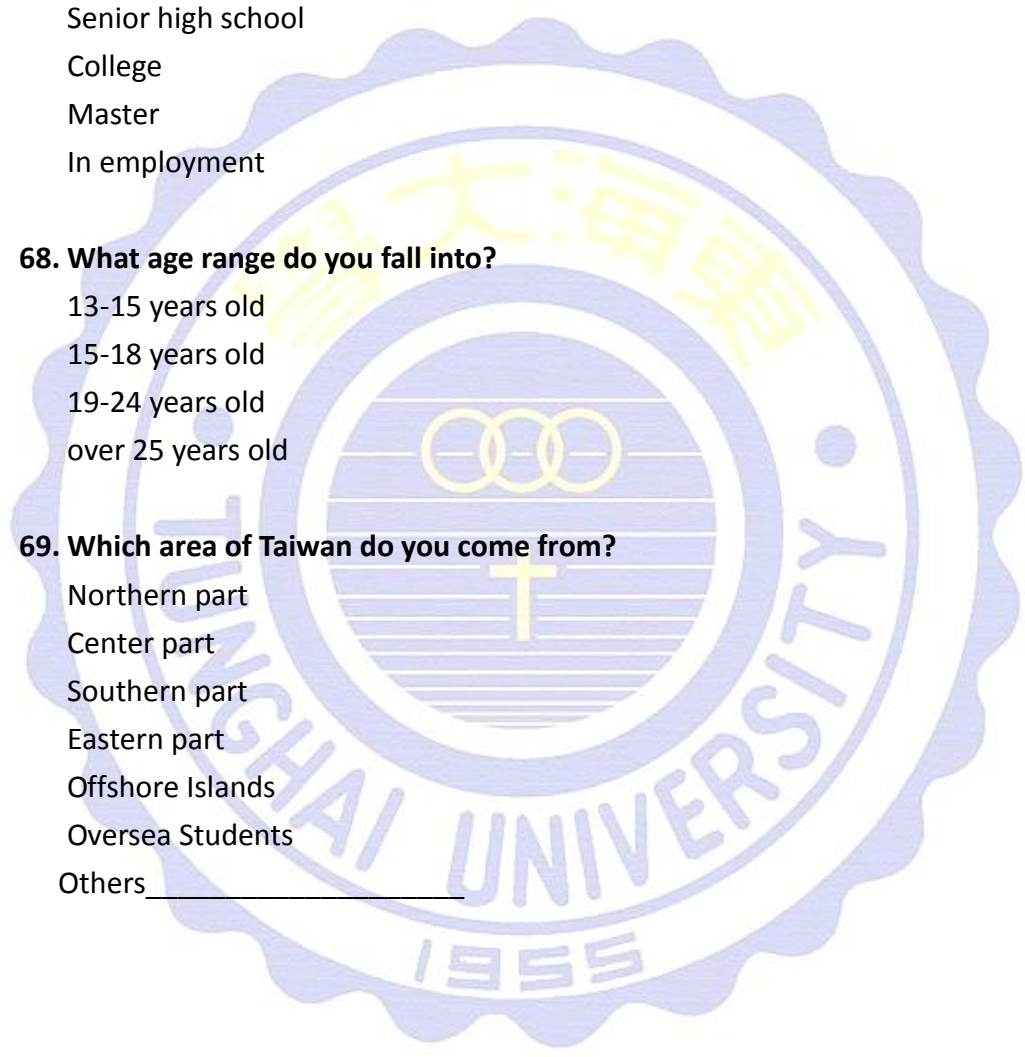
Southern part

Eastern part

Offshore Islands

Oversea Students

Others _____



參考文獻

(請列出本報告的參考資料，建議可依 APA 或 MLA 格式來排列)

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