

Creative Advertising Impact on Customer Acceptance of Fast Food Restaurant

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ABSTRACT

An advertisement is generally a notice or announcement in a public medium whose purpose is to promote a service, product, or event and of course creative advertising play a vital part in influencing customer acceptance towards fast food . The advertising industry today is showing a change in the traditional media to include the digital media in order to reach audience more effectively. The fast food industry is on in an upward trend. The demand for fast food product is now growing as it is convenience which suits the lifestyle of customers. With the changing lifestyle of Malaysian consumers, more educated people and affluent, people tend to eating-out especially in fast food restaurants. Along with the heavily promote through media and information technology exposure, customers has variety choice of fast food pattern and restaurants. Therefore, the aim of this study is to investigate creative advertising influence towards customer acceptance and to investigate the most important factors of creative advertising towards customer acceptance. This study was conducted in a mall in Penang, on selected fast food restaurant. In this study convenience sampling was used as the sampling techniques. Method of data collection used in this research was survey questionnaire. Data collected was analysed using decriptive and statistical methods. The analysis such as descriptive analysis used to determine the gender, age group, race and fast food choices. Results are obtained from the frequency. Simple Linear regression used to determine the influnce between independent and dependent variable namely, creative advertising and customer acceptance.

Keywords: Creative advertising, customer acceptance, fast food restaurant, fast food industry

INTRODUCTION

A creative advertisement is one that is artistic, professionally done and has original ideas. In a conceptual article, Smith and Yang (2004) suggest that creative advertising helps to attract more attention from consumers because divergence creates a contrast with less-creative ads. Creativity is highly prized for its ability to gain attention and to impart information in an entertaining or challenging way. Furthermore, creative advertising has been consistently perceived as more favorable (Ang and Low 2000), more likable (Stone, Besser, and Lewis 2000), and able to bestow value to brands (Till and Back 2005). It is said by practitioners that creativity is the only thing that distinguishes advertising from a salesperson's crude and often ineffective pitch. Brassel, (2010) noted that watching TV can offers the greatest possibility for creative advertising. Ideally, both creative and the intended audience need to view an advertisement as creative. At this point, an important difference must be emphasized. Creative work and creative understanding take place within an industry context; it is not done in isolation (Koslow, Sasser, and Riordan 2006; Sasser, Koslow, and Riordan 2007).

Emerging of fast food restaurant or quick service restaurant (QSR) in Malaysia indicates that the demands of fast food are increased. In Malaysia, the American franchises have been dominating the fast-food industry. It includes Kentucky Fried Chicken (KFC), McDonalds, A & W, Burger King, Subway, Pizza Hut, and Domino Pizza. Among the 6000 (approximately) franchise outlets in Malaysia, foods and beverages dominate the franchising sector (fast-food retail was about 32%), whereas, the local fast-food or Quick Service Restaurant (QSR) market was valued at \$493 million (RM 1.8 billion). At present, the largest foreign franchise operator in Malaysia is KFC. It has entered the Malaysian market in 1973, and since then KFC dominates the market with 447 outlets and 46% market share in the fast-food or QSR market. The top performers in fast-food retailing stores are KFC (46%), followed by McDonald's (25%), and Pizza Hut (14%) (Malaysian Franchise Association, 2012).

Fast foods are final products which are ready to serve directly to people. This kind of foods is very famous especially among young people. From all types of restaurants, researchers agreed that fast food is the most sought restaurants in the world. Kaynak et al. (2006), Atkins and Bowler (2001), Habib et al. (2011), Farhana and Islam (2011) explained that fast food sector is increases as the demand from consumers are increasing and it also a quick meal solutions for people who busy and popular among who lives in urban areas. Atkins and Bowler (2001) stated that fast food is a quick meal solution for the busier consumer lifestyle and also for dual-working families with children. The demand of fast food supply is on the increasing trend especially in a society where consumers are busy working.

Subsequently advertising has core competencies to become more effective because effective marketing communications have become an essential part of a firm's success in introducing and promoting products and services. Effective advertising depends on criteria that have been used by advertisers such as entertainments and likeability advertisings (Zhang *et al.* 2002). The advertising message must be carefully targeted to impact the target customer audience. Retailers in the same industry generally use similar marketing methods to reach customers. Now is the time to get creative and use unconventional marketing methods to distinguish the business from the competition.

A unique marketing campaign attracts more attention and lands more sales. It is very crucial for Malaysian's Advertising Agency's to look into creative perspective especially for fast food industry. This is due to a high competition's among the fast food player especially in Malaysia and we are far away if comparing with foreign countries. So it is important to include creative criteria in fast food advertising in Malaysia to attract and maintain the customer in the sometime compete with their competitor's as well. Therefore the aim of this research is:

1. To investigate the creative advertising influence towards customer acceptance .
2. To investigate the most important dimensions of creative advertising towards customer acceptance.

LITERATURE REVIEW

Customer Acceptance of Fast Food

Consumer choices are becoming ever more variable and unpredictable due to significant lifestyle and demographic changes and improved communication, all of which make the consumer a very important Actor in the food value chain (Imram, 1999; Capitanio et al., 2009; Fortuin & Omta, 2009; Kühne et al., 2010). Mattsson and Helmersson mentioned (2007) that high school students knew the good and bad attributes of fast food. They also inscribed the difference in acceptance between male and female students. Female students

considered the fast food from the broad food chain context and male considered fast eating and satiety. A report by the National Restaurant Association indicates that 3 out of 10 consumers report that meals from restaurants including fast food restaurants are essential to their “way of life” (Association NR. Restaurant Industry Pocket Fact book. National Restaurant Association: Washington, DC, 2008).

Specifically, fast food tends to be energy-dense, poor in micronutrients, low in fiber, high in glycerin load, and excessive in portion size, thus causing many to exceed daily energy requirements (Bowman, 2004, Ebbeling ,2002, Rosenheck 2008). The use of western style cooking, concepts of service, advanced equipment as well as fast service and efficient delivery of foods by the fast food restaurants indirectly augment the customers’ taste and appetite (Zahari et.al. 2006). According to AC Nielsen (2005), there is 59% of adult population that eats at take-away restaurants at least once a week. This is due to convenience concept of fast food restaurant match the busy lifestyles and ease of access to a wide variety of fast food restaurants in the markets. Besides that, fast food restaurants are particularly well liked by youngsters, who turned influences their parent’s decision of which restaurants to visit.

Creative Advertising

Creativity in advertising is a means to a concrete end. It is one of the ways for an advertising agency to affect persuasion, and ultimately, behavior (Till and Baack 2005). Specifically, what is considered creative advertising usually depends on the judgments of creative they (El-Murad and West 2003; Reid, King, and DeLorme 1998; Till and Baack 2005). Definitions of advertising and surveys of the public’s attitudes toward advertising have not focused on ideas about creativity (e.g., Dyer and Shimp 1980; Moore and Moschis 1987; Reid and Soley 1982). Consumers receive and deconstruct advertising according to their needs, and what they think is creative can well differ from the “hunches” of creative. People and advertisers have a long-term interest in understanding each other’s views of creativity, as this allows relationships between them to be maintained (Friestad and Wright 1994, 1999). Creative advertising positively affects advertising effectiveness (Rosenberg, Arnould, and Capetta 1991).

Ideally, both creative and the intended audience need to view an advertisement as creative. Debates in the advertising literature (Bell 1992; Taylor, Grubbs Hoy et al. 1996), focus is on provider-consumer relationships. Advertising seeks to create an image for the product and sell that image to potential consumers; invariably this means narrowing the focus and segmenting markets into particular demographic profiles that have different incomes and propensities to consume.

Humor

Research on the effectiveness of humor in advertising is almost as incongruous as the incongruity inherent in the humor itself. Yet, advertisers continue to employ humor in their campaigns, apparently with some success. For instance, campaigns for Alka-Seltzer, Blue Nun wine, Benson and Hedges, Volkswagen, Dr. Pepper and Xerox copiers are frequently cited as cases where humor proved effective (Dunn, 1982 and Ray, 1982). Still other campaigns, such as those for Quaker Oat, Betty Crocker Rice, Piels and Rheingole beer, and the Horn and Hardare restaurant chain are frequently cited as failure because of their use of their humor (Weingarten, 1967).

Many practitioners favor the use of humor in advertising. Most critics on humor in advertising concur that humor may tend to entertain more than sell and should therefore be avoided, (Weingarten, 1967). Humor may detract from the real selling information by

focusing attention to itself rather than the message it is designed to convey, (Weingarten, 1967). There is a chance where, humor may improve attention; it may decrease comprehension, and overall message reception, (Sternthal & Craig, 1973). Humor in advertising can increase likeability of customers to consume products or services. Humor is often used effectively in advertising because advertising executives have high regard for humor as a powerful sales tool. Poon (2002) also stated that “magazine, television and radio advertisements and found that humor used in advertisements has a positive effect on audience attention.

Humor continues to be used in advertising. It continues to be used to take advantage of the following theorized effects of humor:

- i. Humor attracts attention and holds audience (Rays, 1982, Sternthal & Craig 1973, Philips, 1968, Cantor & Venue, 1980).
- ii. Humor creates a relaxed, positive mood which will improve liking for the product being advertised (Sternthal & Craig, 1973, Ray, 1982 and Zeigler, 1981)
- iii. Because the advertiser is seen as willing to la* about the product, the advertisement-is perceived as m re honest (Ray, 191).
- iv. Because humor makes a message more memorable, it will be acted upon for a longer period of time (Gruner, 1976).
- v. Because humor acts as a distracter, counterargument-is inhibited, resulting in increased persuasion (Sternthal & Craig, 1973)

Color

In designing an advertisement managers must make decisions as to which color to use. In a marketplace typically characterized by a cultured media environment and ad often undifferentiated product market, an important goal of an advertiser would be to select color that maximized attention, provide a more realistic and appealing portrayal of the product or service, and arouse appropriate feelings (Wells, Burnett and Moriarty 1992).

There are three independent properties of color which is hue, chroma and value (Thompson, Palacios and Varela, 1992). Hue is the pigment of the color, what we normally understand as blue, red, yellow, etc. Chroma refers to saturation; highly saturated colors have a greater proportion of the pigment in them. Low chroma colors are dull and high chroma colors are rich and deep. Value is the degree of darkness or lightness of the color relative to a neutral scale that extends from pure black to pure white. Low value colors have a “blackish” quality to them, as if the color black was mixed into the pigment.

High value colors have a “whitish” quality to them, as if the color white was mixed into them making high value colors pastel-like appearance. Red is an effective color to use in restaurants because it leads people to eat more; red also makes people lose track of time, making it a good color for use in casinos (Argue, 1991). They suggest that colors can be used to generate good feelings and increase the persuasiveness of advertising (e.g. Tucker, 1987). Consumer response to advertising suggest that feelings elicited by an advertisement (Batra and Ray 1986).

Distinctive

Distinctive is a quality or characteristic of an advertising that is unique to the customers. For distinctive customers, similarity between a consumer’s ethnicity and that of a character in an advertisement resulted in the character being seen as more trustworthy, which led to more positive brand attitudes. Other research supports these findings by demonstrating that distinctive consumers are more likely to create favorable links with themselves to interpret

advertisements targeted theory distinctive trait (Grier and Brumbaugh, Forthcoming) and also more favorably (Aaker et.al, 1998).

Numeric distinctiveness of a consumer results in heightened awareness of targeting efforts, increased identification with and perceived trustworthiness of a similar source, and more positive attitudes towards the advertisement and brand (Aaker et al. 1998; Deshpande and Stayman 1994; Grier and Brumbaugh, Forthcoming).

In a consumer context, distinctiveness affects how consumers respond to marketing stimuli targeting numerically rare groups (Forehand & Deshpande, 1999; Wooten, 1995). For example, Deshpande and Stayman (1994) found that numeric ethnic composition in a population influenced the salience of a person's ethnicity and, subsequently, the effectiveness of targeted advertisements. Advertisements targeting numeric minorities are relatively rare in mainstream media (Ringhold, 1995), such advertisements should be particularly salient to non-distinctive individuals outside that group, inducing stronger perceptions of dissimilarity between themselves and the source.

Interactivity

It is an online or offline interactive media to communicate with consumers and to promote products, brands, services, and public service announcements, corporate or political groups. As Heeter (2000) points out, interactivity is an "overused and under defined concept." Everything a human does to or with objects or entities in an environment can be called an interaction, and a medium that affords any such opportunities can be said to be interactive. Interactivity sometimes is used to refer to specific possible user behaviors, such as mouse movements and mouse clicks in a computer program.

Designers often use the term "as a synonym for navigation and sometimes just generally to refer to good web site design" (Heeter, 2000). In the advertising industry interactive advertising often means simply advertising on the Internet (or "online" advertising) (Kaye & Medoff, 2001). In the context of advertising, Bezjian Avery and Calder (1998) explain that, "Whereas in traditional advertising, the presentation is linear and the consumer is passively exposed to product information, for interactive advertising, the consumer instead actively traverses the information.

Interactivity can yield increased control of the content appearing in the ad and offer the opportunity to communicate with the advertiser and/or other consumers, it is likely to affect an individual's sense of involvement, not necessarily with the product category (enduring), but mostly with the ad directly (Zaichkowsky, 1994). Interactivity and vividness as characteristics of communication settings that can, either directly or indirectly through social presence and involvement, affect arousal that in turn affects attitudes.

Content

Advertisement affective tone is defined as the affective valence of the content of the advertisement (Kamins, Marks, & Skinner, 1991). The success of keyword targeted marketing has motivated information gatekeepers to offer their advertisement services in different contents. By investing in their ad systems, information gate-keepers are investing in the maintenance of their credibility and in the reinforcement of a positive user attitude towards the advertisers and their advertisement (C. Wang, P. Zhang, R. Choi, and M. Daeredita, 2002).

Further, that can translate into higher click through rates that lead to an increase in revenues for information gatekeepers and advertisers, with gains to all parts (H. K. Bhargava and J. Feng, 2002). Present research proposed that incentives for a firm to provide directly

informative advertising, by which mean advertising involving credible information about the product (price, quality, availability, characteristics and etc). In marketing literature, “content analysis” has spawned a large number of papers comparing content across cultures (e.g. Madden, Cabarelo and Matsukubo, 1986), overtime (e.g Bruce L. Stern and Alan Resnik, 1991), across media (e.g., Avery M. Abernethy and George R. Franke, 1996), and across different regulatory regimes (e.g., Abernethy and Franke, 1998).

HYPOTHESIS

In order to examine creative advertising impact on customer acceptance of fast food industry, the hypothesis of this study will be as follow:

H0: Creative advertising has no significant influence towards customer acceptance.

H1: Creative advertising has significant influence towards customer acceptance.

METHODOLOGY

Scope of Study

The scope of research was focused on consumer who consumes fast food at 5 selected fast food restaurants in a mall Penang, Malaysia.

Sampling

For this study, according to Uma Sekaran by using rule of thumb for determine sample size He proposed that samples size larger than 30 and less than 500 are appropriate for most research. Based on that, 250 sample sizes have been chosen for this study. 50 respondents were selected conveniently from 5 fast food restaurants located in a mall at Penang, Malaysia.

Measurement

The survey questionnaire is divided into 2 parts which are section A; respondents were asked about the creative advertising and customer acceptance. Section B were requested about respondents demographic profile. Nominal scale used as the scale for demographic questions. According to Uma Sekaran, a nominal scale is one that allows the researcher to assign subjects to certain categories of group. For example, with respect to the variable of gender and nominal scale also used for questions on race, gender, age and choice of fast food restaurant in section B. Moreover, likert scale is used for other questions in the questionnaire in section A. The questions have 5 responses categories ranging from strongly disagree to strongly agree and rank from 1 to 5. Respondent must tick the scale on the questions.

Data collection

Questionnaire was directly distributed to the respondent in a selected mall in Penang, Mall A. Means, in person as ‘street mall intercept’ interviews. The advantage is less burdensome to the respondent who does not have to write out responses; higher response rate; opportunity to observe respondents; good if response to visual materials required, or if questions are consequential as interviewer controls sequence.

RESULTS AND DISCUSSION

Table 1 shows the demographic profile of the respondents. It shows as well the gender frequency for each respondent who consume fast food in Penang. From the total number of respondents the frequency for male who consume fast food is 97 and the female is 155.

Table 1. Profile of Respondents: Gender

	<i>Frequency</i>	<i>Percent</i>
Male	97	38.5
Female	155	61.5
Total	252	100

Table 2 shows the age frequency of the respondents. Whereby the frequency for respondents who are below age of 19 is 42, follow by respondent's age group of 20 to 29 is 138 which is highest frequency. The frequency for respondents who are age between 30-39 is 58. There are few respondent for the age group of 40 to 49 and above 49. The frequencies are 12 and 2 respectively.

Table 2. Profile of Respondents: Age

	<i>Frequency</i>	<i>Percent</i>
Below 19	42	16.7
20-29	138	54.8
30-39	58	23
40-49	12	4.8
Above 49	2	0.8
Total	252	100

Table 3 shows the frequency for race which consist of Malay, Chinese, and Indians. For Malay respondents the frequency is 51 and Indian 87. The highest frequency of respondent who consume fast food is Chinese with 114 frequencies.

Table 3. Profile of Respondents: Race

	<i>Frequency</i>	<i>Percent</i>
Malay	51	20.2
Chinese	114	45.2
Indian	87	34.5
Total	252	100

Reliability Analysis

Reliability is testing on consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set. Cronbach's Alpha is a reliability coefficient that indicates how well the items are set positively correlated to one and another. The closer Cronbach's Alpha is to 1.0, the higher the internal consistency reliability (Sekaran 2000). Reliability analysis for this study shows that Cronbach's alpha is .911.

Descriptive Analysis

This section focuses on the descriptive analysis of all the variables in this study. As illustrated in this research framework independent variable is creative advertising. The dimensions under creative advertising will be humor, color, content, distinctive and interactivity. Dependent variable for this study is customer acceptance. All the observed variables were measured by a 5-point scale ranging from 1 (strongly disagree) to 5 (strongly agree). The average score for each of the construct were presented in Table 4. The highest mean score was color (3.68), which was slightly above interactivity (3.58) and humor (3.54), the lowest construct were content (3.48) and distinctive was (3.45).

Table 4. Results of Descriptive Analysis

	<i>Mean</i>	<i>Standard Deviation</i>
Content	3.48	.680
Interactivity	3.58	.540
Distinctive	3.45	.774
Humor	3.54	.515
Color	3.68	.525
Customer Acceptance	3.45	.489

Multiple Regression Analysis

Multiple regression analysis was conducted to examine the relationship between creative advertising and customer acceptance. It includes many techniques for modeling and analyzing several variables but the main focus is on the relationship between a dependent variable and independent variable. If the significance of <0.05 and a correlation >0.4 then the item is said to be valid questions which means it has construct validity (Uma Sekeran, 2000). Based on the result produced by the test, the hypothesis is accepted with the value of .000 meaning to say that if the significant level is below than 0.05 is acceptable. The conclusion for this finding the most important dimension of creative advertising towards customer acceptance will be color (Beta=.264), humor (Beta=.238) and interactivity (Beta=.237) with significance level of below than 0.05. Refer Table 5.

Table 5. Results of Multiple Regression Analysis

	<i>Beta</i>	<i>T</i>	<i>Sig.</i>	<i>Results</i>
(Constant)	-	3.458	.001	Overall Hypothesis Accepted
Content	.111	1.586	.114	Rejected
Interactivity	.237	3.786	.000	Accepted
Distinctive	.028	.520	.603	Rejected
Color	.264	4.496	.000	Accepted
Humor	.238	3.107	.002	Accepted

CONCLUSION

The finding of this study will contribute for better understanding of customer acceptance towards fast food restaurant. With shift of current lifestyle in Malaysia, hence the selection criteria of a restaurant in Malaysia is important where it might benefits to both parties- consumers and practitioners but at the same time creative advertising plays an important role. In today's business every business is having advertisement but how creative they are and how good the advertisement reach the audience is still crucial issues. At the end of this study, a better understanding on whether creative advertising influence customer acceptance and which is the most important dimensions of creative advertising towards customer acceptance is answered.

Moreover, the research also can render information on how the industry can create a good advertisement with the useful dimensions. For consumers, the benefits that might be received are the satisfactory value of dining out, variety of foods that meet the expectations and also going through a dandy experience from each visiting. From the results obtained, can be concluding that creative advertising have an influence towards customer acceptance of fast food industry which supported by overall significant value 0.01. It is clearly shown that overall this study is showing creative advertising has influenced towards customer acceptance. However content and distinctive showing insignificance towards customer acceptance. The highest beta value of color indicated the most important dimension to be taken into consideration. Fast food industry should give more important to this dimension when they are preparing an advertisement for their company. Meaning to say that an advertisement should have the entire dimension mentioned above but importance should be given to color because it plays an important role in an advertisement. At the same time distinctive and content should give least importance when preparing an advertisement as it still elements of an advertisement.

LIMITATION OF STUDY

This study implies some limitation and scarcity, logic such as that the future study should use probability sampling method such as stratified sampling or cluster sampling which are more generalize able to conduct a nationwide study. In term of measurement issue, future research may use multiple items to strength their reliability of customer acceptance, for example in future research they may measure what are other variable which can influence customer acceptance such as price, service quality, environment and satisfaction level. For the data collection method, the scope of study may extend to other industries.

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