

**The Determine of Advertising Effectiveness by
Portraying women and teenagers in the Advertisements**

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ABSTRACT

The objectives of this research are to determine the factors of Advertising Effectiveness which influence the actors in a society to act in a stereotypical way by watching the actors in the advertisement and then changing their perceptions after watching the advertisements. Special attention has been given to the actors such as women and teenagers. A descriptive research was conducted to address the research objective.

The research was undertaken among the Malaysian. The adopted sampling method was judgmental sampling and questionnaire. There were 180 unstable questionnaires analyzed by using Statistical Package for Social Science Software version 20. There are four hypotheses developed for this research and all hypotheses were tested using Simple Regression Analysis, Multiple Regression Analysis and Hierarchical Regression Analysis. The results of the study indicated that mindsets, awareness, culture & norms and medium have significant direct influence on advertising effectiveness.

The research gaps and research questions were fully addressed and justified based on the statistical analysis and support by literature review. The contributions to this research such as theoretical and managerial were also presented. Limitations and recommendations were highlighted at the end of the chapters.