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# THE INFLUENCE OF ADVERTISING CREATIVITY, GENDER, AND PRODUCT CATEGORY TOWARD CONSUMER ATTITUDES ON ADVERTISING, CONSUMER ATTITUDES ON BRAND TO THE PURCHASE INTENTION

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## ABSTRACT

*Advertising became one of the important part for businesses in the marketing activities of products and services. Ads may provide one method of effective expenditure to communicate with a broad audience So that the appeal could be created, need creativity in making high ad Creativity also can attract consumer involvement in the process of purchasing decisions on products and services on offer through advertisements. With the design of conceptual of (1) message (creative and noncreative), (2) gender (men and women) and (3) product category (durable and consumer good) as an independent variable will be influenced to attitude towards the ad, attitude towards the brand and purchase intentions. The hypothesis proven, that it does not look different responses attitude toward the ads, attitude toward the brand and the desire to buy the product offerings delivered through ad creative or not creative for the durable product (high involvement) ( $p > 0.05$ , two-tailed). This shows to the male consumer durable product marketing messages delivered through ads creative or non-creative ads in the same effect. And these results show that variable Attitude and Attitude toward brands, give more positive response to the attitude toward the ads, attitude toward the brand and purchase intention if the message conveyed through creative advertising for consumer products (low involvement). ( $P < 0.05$ , two-tailed). This study shows that gender is a very significant effect in response to the message conveyed by the publicity and advertising. Female consumers to significantly will respond more positively the product offerings delivered through creative advertising. In response to the creative advertising messages also seen significant differences between men and women. Women respond more positively the product offerings delivered through creative advertising both for products and consumer durable than men*

## KEYWORDS

creativity advertising, gender, durable goods, consumer goods, purchase intention.

## 1. INTRODUCTION

The marketing activities more difficult because of the changing consumer behavior is increasingly fragmented impacting increasingly difficult of delivering marketing messages with so much media available (Alif, 2006). Market competition as a result of so many products and brands in a category created competition is very hard (hyper competition). The changes that occur in the market makes marketers must implement an appropriate strategy to survive and follow the market changes, and even appeared as a market leader (Alif, 2006; Alif 2009/2010)

Advertising became one of the important part for businesses in the product marketing activities. Ads may provide one method of effective expenditure to communicate with a wide audience. For example, prime-time television an average of 30 seconds, during the 1999-2000 television network reaching nearly 10 million viewers households (Belch and Belch, 2009).

Ads can also be used to create and express the brand image and brand value of the company as a very important asset for the company in selling products or services in a variety of functional and emotional attributes. Another advantage ads can be integrated into the power within the consumer when the differences are accepted by the other elements of the marketing mix is difficult to accomplish. That's why the popular advertising campaign will reach consumers' attention and driving sales of generic (Belch and Belch 2009; Alif, 2008/2009).

For the continuity of the company, advertising communication popping up with various forms of persuasion. Rent a brand alternated periodically with the information that is continually added and expanded. The amount of advertising and product information circulating in the fragmented consumer market makes sense began divided into several sub-segments due to the number of products in the market more and more.

Therefore, any form of advertising presentation should receive attention. Not as delivering messages, but should have a good appeal that is informative, rational or emotional nature. So that the appeal could be created, need creativity in making high ads. Creativity also can attract consumer involvement in the process of purchasing decisions on products and services on offer through advertisements. A number of creative ads that show managed to attract the attention of consumers (Belch and Belch 2009; Alif, 2006; Alif, 2009/2010 and Alif, 2008/2009)

In the field of advertising, creativity used to attract attention, which makes advertising always remember, and enhance the persuasive comparison that will eventually drive the behavior of future consumption (Belch and Belch, 2007). Surely creativity in advertising will not give the same results, it depends on how consumer engagement and gender in the advertising trust, within the meaning of the success of an ad depends on how consumers respond these ads, and how consumers consider in buying a product.

However, in its development, advertising becomes clutter, over exposed and often evoke irritation that led to the effectiveness of advertising began to decline and become increasingly expensive (Cappo, 2002, Alif, 2009b). Ries and Ries (2002) has seen that kind of reality in advertising practices in the United States to describe the ad is no longer sufficiently effective in instilling brand name into the minds of consumers. In fact, the brand cannot be built without winning the battle in the minds of consumers (Ries and Ries, 2002). Because of the power of a brand lies in what consumers learn, feel, see and hear about the brand that is the consumer experience from time to time. In other words, the power of a brand lies in what is in the minds of consumers (Hoeffer and Keller, 2002; 79).

An advertisement will be said to be successful if consumers remember and is expected to consider the advertising message. Advertisers use many tactics and techniques to increase consumer interest in advertising their advertising, including the use of creative packaging and display, as a strategy to achieve a profit (O'Connor, Willemain, and MacLachlan, 1996).

The composition of the creativity dimensions in the form of divergence, resolution, elaboration and synthesis (O'Quin and Besemer 1989) applied to advertising design, composition with regard to the authenticity of the ad (for example, an advertising stimulus and advertising design unique or different from other ad). The resolution is the logical aspects of advertising (for example, going to the advertised product solves the practical needs of the target audience or consumer). And elaboration and synthesis is the level of construction and craft of advertising (for example, a message that is well constructed and clearly). Then, creativity in advertising is very important in building a successful communication strategy.

The challenges faced by advertisers is to choose the appropriate type as a creative stimulus to put into advertising to generate profitable output, for instance using the spokesperson cartoon as a creative stimulus, or use a popular topic of conversation among professionals (White and Smith 2001).

Some papers have also been researching on the significance of creativity on ads include: Measuring Trust in Advertising (Soh, Reid & King, 2009), Creativity Via Cartoon Spokespeople in Print Add (Heiser & Sierra, 2008), Finding The Keys to Creativity in Ad Agencies (Verbeke, Franses & Blanc, 2008). Broadly speaking journals besar above mentions that the rational model of Perceptive seen as an effective model in an effort corporation producer of goods and services to build public trust over the ads served by the corporation concerned.

Furthermore, it is explained that the cultural aspect also plays an important role in the effort to build public trust on advertising due to cultural factors may shape perceptions and attitudes of consumers towards a particular brand. One of the sub-culture that had a role in shaping perceptions and attitudes toward certain

brands is mainly psychological aspects of sex. Creative ad also plays an important role in shaping public confidence in advertising. In this context, the ad is considered creative and effective in shaping public trust in advertising is advertising that takes into account the cultural community in which the ad is served.

Considering the above conditions and refer to the journals previously above, this study will try to re-examine the role of advertising creativity as an important marketing communication tools for companies in marketing their products by taking into account a number of variables that may affect it.

Gender is a variable that needs to be considered in the delivery of advertising messages. Some research shows men and women often differ in how they process the message delivered to them (Meyers-Levy, 1989).

The admission process is relatively short messages and through shortcuts (heuristics) occur in men, but women often use a more detailed elaboration of the content of the message (Krugman 1996). Furthermore, women sometimes encountered greater sensitivity to receive the relevant facts of the information it receives than men (Lenney 1977; Meyers-Levy and Sternthal 1991).

Women and men also empirically found to differ in how they receive and process messages (Meyers-Levy 1989). Compared to men, women are often involved in more detail in elaborating the specific message. Men and women process messages differently depending on the wealth of messages and information accessibility. This is due to the men and women use different strategies message processing. So research in this study will include a gender effect in receipt of advertising messages either advertising creative and advertising are not creative, so it can be understood how it might impact their decision on acceptance of the products offered.

Areas of low involvement and high engagement products will affect consumers in elaborating marketing messages received. Petty and Cacciopo (1986) described the concept of elaboration likelihood model (ELM). Drivers will be more elaborate message if they feel more involved, because the message is considered important to offer products that they use a central service in processing the message. Conversely, if a product is considered not too important, and consumers do not feel involved, they will tend to use the periphery (peripheral route) and only cares about the instructions that are considered attractive from a message (Petty, Cacciopo and Schuman 1983).

Products with high involvement usually considered unusual, relevant, and bring the risk of purchase, so it is necessary consideration more closely in the buying process. While products with low involvement, is the product of a common, easy to use and has a small risk in the buying process so that only a low to stimulate thinking. It explains that the product category will influence the consumer considerations in elaborating marketing messages through ads.

Related to the above background, this paper will discuss the influence of advertising creativity, gender, and product category toward consumer attitudes on advertising, brand, and consumer buying interest.

## 2. LITERATURE REVIEW

### 2.1 MARKETING CONCEPTS

A good marketing concept should have real concept, as described by that which the core concepts of marketing consists of the needs, desires and demands; product, value, satisfaction, quality, exchange, transactions and relationships and market (Philip Kotler and Gary Armstrong, 1997).

The most basic concept underlying marketing is a human need. Humans have complex needs, eat, drink, clothing and others. Needs arising from the taste will be formed desire is a form of human needs generated by culture and individual personality. Humans have the desire to eat when they are hungry, the desire to drink when they are thirsty and like it so. From the creation of this great desire, it will create a demand, demand is the human desire backed by purchasing power.

The product is a tool to satisfy the human desire for the product can be consumed, products may be either physical or services. The product has value and can give satisfaction to its customers if it has a good quality. If the product has a good quality and able to give satisfaction to the consumer, the next stage is the creation of exchanges, transactions and relationships between providers / sellers with buyers. Forming the market that will bring together between demand and supply.

The marketing mix is one of the main concepts in modern marketing. Kotler and Armstrong (1996) defines a tactical marketing mix that can be controlled, which are incorporated by the company to produce the desired response in the target. While the definition of the marketing mix according Darliple and Parson (1995: 11) is as follows:

"Marketing mix is the specific collection of actions and associated instruments employed by an organization to stimulate acceptance of its ideas, products, or services."

From these definitions can be interpreted that the marketing mix / marketing mix is a set of specific activities and other related instruments are used by organizations to encourage acceptance of an idea, product, or service.

The marketing mix consists of everything you can do to influence the demand for its products. The marketing mix can be grouped become four (4) components important for the company, known as the "four P" (Kotler and Armstrong, 2003).

In fact, 4P reflect the views of the seller about the marketing tools that can be used to influence buyers. From the buyer's standpoint, each marketing tool should be designed to provide benefits to customers. From the standpoint of marketing fused accepted as a buyer needs and wants, cost, convenience and communication, known as 4C.

Marketers see himself was selling products, while consumers view themselves middle purchase value or the solution to the problems. Actually consumers are interested not only in price, but they take into account all costs to acquire, use and dispose of products. Consumers want to get their products and services easy and pleasant as possible. And finally they want communication as comfortable as possible.

### 2.2 INTEGRATED MARKETING COMMUNICATION (IMC)

A number of fundamental changes that occur in human life has also affected their lifestyle. Consumers now splintered into small molecules that have the preference and lifestyle of each. One thing that was followed by the development of a variety of media that serves the information needs of the consumer groups. These conditions make fundamental changes in the world of marketing communications (Alif, 2010, Alif, 2008,2009).

Many companies are reviewing their marketing communications efforts, recognizing the cost to communicate with consumers increasingly bloated because of the changing habits of media (media habits) consumers. This led to an integrated approach in the form of integrated marketing communications (IMC) IMC becomes important through coordination of the various elements of promotion and marketing activities to be able to communicate with customers the company can be done more effectively and efficiently.

American Association of Advertising Agencies defines that integrated marketing communications as a marketing communication planning concepts realized an added value of a comprehensive planning and to evaluate the strategic role of a wide variety of communication. For example, in general advertising, direct response, sales promotion and public relations can be combined with a variety of disciplines to achieve purity, consistency, impact communication maximum (Schultz, 1993) Schultz notes integrated marketing describes as an approach to "big-picture" for planning of marketing and promotional programs that can be coordinated with a variety of communication functions.

Nowadays, the awareness of the company developed into a total marketing communications strategy that is starting to realize how all aspects of a company's marketing activity, are no longer just communication with the customer or sale. This led many companies now embraced IMC perspective.

Tom Duncan and Sandra Moriarty (1998) stated IMC is a "new generation" of a marketing approach that will be used many companies to focus more on the results obtained, maintain and build good relationships with customers and stakeholders (stakeholders) others. They built a base model that emphasizes the importance of marketing communications management of the entire company or brand communication as their collective, maintenance or weakness customers and good relationships with stakeholders (stakeholders) that can be driven into the value - the value of a brand.

In the perspective of IMC, the company utilizes all communication tools to create a quality brand contact with the target audience. Integrated marketing communication tools include personal selling, advertising, trade promotion, direct sales, public relations, sponsorship, exhibitions, packaging, point-of-sale (POS), Internet, word of mouth, and corporate identity (Smith, 1998). In this context, companies can use the marketing communications mix are appropriate and effective to

achieve its business objectives. For example, Nike received the negative publicity of the allegations (allegation) submitted a number of non-governmental organizations regarding working conditions in some factories in South East Asia that undermines its image in many young customers. The company then uses public relations efforts in an attempt to address these allegations and establish a corporate image back to its customers (Belch and Belch, 2009).

Similarly, the use philanthropies strategy by helping earthquake victims in West Sumatra accounted for Rp. 1 billion by PT Japfa Comfeed Indonesia to enhance the brand and providing clean water in Nusa Tenggara Timur by Aqua Danone Indonesia they convey through advertising as corporate social responsibility of the companies (Alif, 2008, 2009).

It explains the correlation and coherence between the disciplines of public relations and discipline of marketing communications, including advertising, which could free realm (domain) knowledge of each discipline to coordinate, collaborate and complement each other to achieve a certain goal that evoke the brand's reputation and the company, which will have an impact on the generation of profits or profits.

### 2.3 ADVERTISING

Advertising is defined as the delivery of non-personal communication about the organization, product, service or idea that space or time is paid as well as its sponsor can be defined (Belch and Belch, 2009). Aspects of this payment as a reflection of the time and space used for advertising messages are generic to be purchased through the media where the ads are placed.

Non-personal component of the ads includes the media (television, radio, magazines, and newspapers) to transform messages to individuals of a strong group within the same time. Advertising is an important part of many marketers in the promotion mix (promotion mix) due to ads can provide an effective method of expenditure to communicate with a wide audience. For example, prime-time television an average of 30 seconds, during the 1999-2000 television network reaching nearly 10 million viewers households (Belch and Belch, 2009).

Moreover, ads can also be used to create and express the brand image and brand value of the company as a very important asset for the company in selling products or services in a variety of functional and emotional attributes. Another advantage ads can be integrated into the power within the consumer when the differences are accepted by the other elements of the marketing mix is difficult to accomplish. That's why the popular advertising campaign will reach consumers' attention and driving sales of generic (Belch and Belch, 2009).

However, advertising becomes clutter, over exposed and often evoke irritation that led to the effectiveness of advertising began to decline and become increasingly expensive (Cappo, 2002, Alif, 2009b). Ries and Ries (2002) has seen that kind of reality in advertising practices in the United States to describe the ad is no longer sufficiently effective in instilling brand name into the minds of consumers. In fact, the brand cannot be built without winning the battle in the minds of consumers (Ries and Ries, 2002).

Because of the power of a brand lies in what consumers learn, feel, see and hear about the brand that is the consumer experience from time to time. In other words, the power of a brand lies in what is in the minds of consumers (Hoeffer and Keller, 2002).

### 2.4 CREATIVE ADVERTISING

Given the magnitude of advertising expenditure incurred marketers, the advertising campaign created would have to really be able to create awareness, interest, desire and action plan (AIDA) in market target. (Belch & Belch, 2009).

One of the most important ways to the creation of AIDA is through the delivery of creative advertising (Belch & Belch 2009; Alif, 1, 2,3). Therefore, creativity is an important factor to consider in creating an ads. When the message of the ads, and consumers increasingly busy clutter (multi-tasking), then the creativity of advertising messages a thing that can break through and grab the attention of consumers. Therefore, creativity being very important.

Most of the advertising practitioner assess creativity in advertising is not something that appears suddenly, rather it is a process. To get the creative advertising and success is to do a number of measures and approaches (approach) are well organized. This does not mean there is a definite right way to follow in order to produce creative ads. Creative advertising is the responsibility of the team in changing the entire information about the product such as the attributes or benefits of the product to the destination specified communication into a form of creative concepts capable of conveying a marketing message to the audience and be able to increase the volume of product sales (Morissan, 2010)

Creative advertising is also advertising that comes from original ideas, artistic value and aesthetic as well as capable of winning the award. Besides that, there is another view that is a creative advertising is advertising that draws attention and is able to give effect to the audience.

Dimensions of the creative includes two (2) dimensions:

#### a. Informative or Rational Fascination

The appeal of informative or rational emphasis on meeting the needs of consumers on the practical aspects, functional and usability of a product. And also emphasizes the attributes of a product or benefit or reason to have or use a brand (brand) specific products. Advertising messages with informative or rational appeal emphasizes the point, learning, and the sense conveyed by an advertisement.

#### b. Emotional Attractiveness

Emotional appeal is the appeal associated or connected with social and psychological needs of consumers in the purchase of a product. Not a little motif consumer purchases are emotional because they feel about a brand may be more important than the knowledge they have of the brand.

### 2.5 GENDER DIFFERENCES AGAINST ACCEPTANCE MESSAGE

Kind of testing the gender issue to be attractive for several reasons. First, the emergence of gender differences become attractive in the rights we have as the type of ad that has a target for one or both consumer groups and investigations and research on gender has a long history (such as Curry and Menasco; Davis 1970; Ferber and Lee, 1974; Schmitt, Leclerc and Dube Rioux, 1988). Second, recognition and repetition of gender will be interesting facts caused two sizes commonly used as an indicator in the ads to make it as effective ads (Singh and Churchill, 1986). Third, the two measures could be helpful in distinguishing differences in consumption. Distinguishing between these two mechanisms to be difficult but it is an important issue.

Some papers show men and women often differ in how they process the message delivered to them (Meyers-Levy, 1989). The digestion process relatively short messages and through shortcuts (heuristics) occur in men, but women often use a more detailed elaboration of the content of the message (Giligan 1982; Krugman 1966). Furthermore, women sometimes encountered greater sensitivity to receive the relevant facts of the information it receives than men (Farina 1982; Lenney 1977; Meyers-Levy and Sternthal 1991).

Gender differences in information processing is also explored by Darley and Smith (1995). They confirmed that women will respond to the message instructions substantial, while men tend to use shortcuts (heuristics) and consider substantial attention to the instructions.

From a number of studies on gender and women's information processing seem more sequentially in problem-solving strategies and make fewer mistakes when performing tasks that require working memory. Women are usually more comprehensive, low limit elaboration, doing a good job and low context incompatibility. Women are sensitive to relevant information because it is easier to encourage people to engage messages elaborated on the message is not low inappropriateness. Women more likely to be changed by the message subtly product. Greater use of macro and micro information when shopping.

Conversely men are more impulsive receive global strategy, more likely adopt strategies and the hypotheses, are likely to be involved in the selection mode processing of multiple cues and high elaboration threshold. Less likely to be changed by the message subtly product. Men are not motivated to get involved in the elaboration of the detailed messages unless driven by situational factors seem high impropriety message.

This research looks women and men process the message differently depending on the fact the message and the accessibility of information. Women tend to use the central route, while men tend to use peripheral route in processing the message (Belch & Belch, 2009). This fact becomes important in understanding how gender influences in response to messages delivered through more detailed publicity, compared with messages advertising more outline.

### 2.6 PRODUCT CATEGORIES AND CONSUMER ENGAGEMENT

At the time of taking the decision to purchase a product or service consumers make a number of considerations before making a purchase. Therefore, it is important to know a number of things that influence consumer decision-making process, one of which is obtained through the messages it receives, both through advertising and publicity coverage.

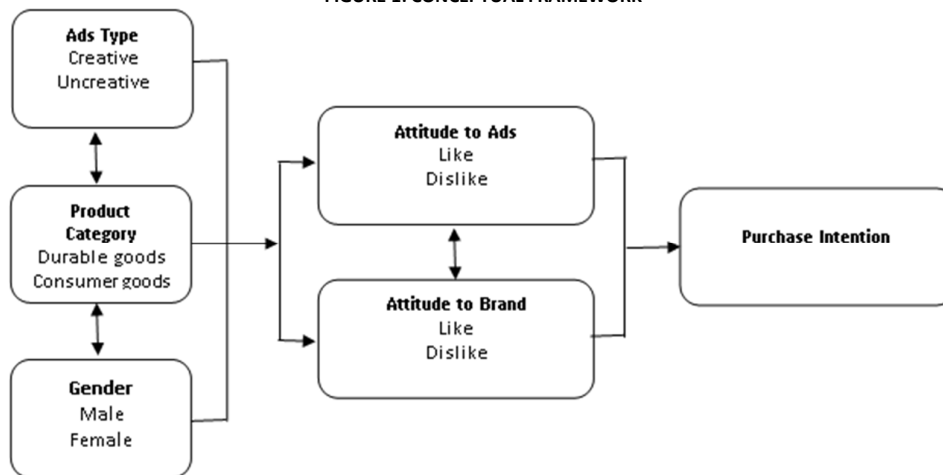
There are five stages in the customer decision making process. The first stage when consumers are aware of the needs that must be fulfilled (problem recognition). The second is the stage of information (information search). Later stages to compare a product with other products (alternative evaluation). Next is the decision to make a purchase (purchase decision), and the last is when consumers make an evaluation after making a purchase (post purchase decision) (Belch and Belch, 2009). Because it is said to be choosing a product is not a single decision, but a series of decisions. Some of the options can sometimes be quickly and easily retrieved, but also many options that require time, attention and effort in concluding and verifying information, consider options, test and evaluate the results and persuade others. It is called "friction decision". The decision process is slowed by each congestion (bottlenecks) time consuming and friction points. When you can identify and minimize multiple jam decision for the customer, then the decision time can be reduced by more than half. It is, thus, to double its sales and market share of a product or service (Silverman, 2001).

## 2.7 CONCEPTUAL FRAMEWORK

Response cognitive approach to advertising, has been widely used in various studies, both academic research and advertising practitioner. This approach focuses on the assertion type of consumer response to advertising messages are presented and how their responses related to attitudes toward the ad (Aad), toward the brand (Ab) and an interest in buying/purchase intense (Belch & Belch, 2009).

Specifically, this study intends to see how the consumer response represented by each gender, both men and women, in receiving messages conveyed through advertising (advertising) that is creative or not creative, the product category is not quickly consumed / durable (durable products) with high involvement and rapid product consumed (fast moving consumers goods) with low involvement.

FIGURE 1: CONCEPTUAL FRAMEWORK



This type of advertising, gender and product categories is the independent variable in this study, while attitudes toward the ads, attitude toward the brand and the desire to buy is described as affected variable.

## 3. HYPOTHESIS

Based on the previous part above, there are some hypotheses as follows:

H1. Especially for the male consumer

- It does not look different responses attitude toward the ads, attitude toward the brand and the desire to buy the product offerings delivered through creative ads for durable products (high involvement)
- It will provide a more positive response to the attitude toward the ads, attitude toward the brand and purchase intention if the message conveyed through creative advertising for consumer products (low involvement).

H2. Especially for women consumers will behave toward the ads, attitude toward the brand and the desire to buy more positive if the advertising message is creatively made for:

- Durable products (high involvement product)
- Consumer products (low involvement product)

H3. Especially for the advertising messages are not creatively made in a product offering:

- Durable products (high involvement product)
- Consumer products (low involvement product)

## 4. METHODOLOGY

This study is hypothesis testing in accordance with the objective being to examine and explain the response of each gender to the messages conveyed by the level of creativity of advertising that drive the decision to buy a durable product and consumer goods. This hypothesis will be tested by an experimental method, which is a causal research that explains the causal connection, so it can better explain the effect of advertising creativity and influence product category (durable and consumer goods) among each gender.

By describing the factorial design, it is possible to show a combination of independent variables with one another that affect the response variable (Solso, Johnson & Beal, 1999). In this study will be examined consumers' responses of each gender on ads creativity type with respect to:

- Type of advertising messages delivered through two levels, the advertising message based on its creativity, to a product offered to consumers.
- The categories of consumers through two levels according to gender (male or female)
- The product category through two levels, the product durable and consumer goods.

Thus the experimental design of this study will be: 2 types of advertising messages (creative, non-creative) x 2 gender (male, female) x 2 categories of products (durables, consumer) are mutually influencing one another among the factors in this design.

Prior research experiments conducted, first performed Pilot Study 1 involving 40 subjects who represent a group that will be involved in the experiment. The first pilot study was conducted transform and determine the extent to which respondents were aware of product categories (and consumer durables) relevant as research objects. Because the study will be conducted with the involvement of the subject employees of a company in South Jakarta, the product (both durable and consumer goods) in question leads to products that are closer to life in the employee's own environment. For example, such as buying a house, a car, the determination of banks to investment products, insurance, laptop computers, mobile phones, motorcycles, for products that represent durable product. Medium for consumer goods are products such as candy, soap, shampoo, and fast food.

Having found the product categories that represent consumer goods and durable product, then do the initial test (pretest) to 40 respondents to know of some consumer goods and durable product that was selected as the object of the experiment was going to do. To the 40 respondents will be given some similar products

in the category of consumer goods and durable product, that found the brand and corporate brand that will be used in experiments as well as the reason the subject of buying a product that will be used in research.

II pilot study involves 40 subjects of employees to see if they understand the message conveyed in the advertising message is delivered in a creative or not creative and understand the difference between the two. In addition, they also asked for his opinion on whether the level of creativity of advertising used to understand the purpose preaching, and the extent of the ad creative to attract their attention.

The second pilot study aims to ensure that the instrument is used as the object actually understood by the subjects as an instrument that is decent and the public based on the ads creativity. It is expected the internal validity of the study can be controlled better and not affected by factors beyond the others (Solso, Johnson & Beal, 1999).

Once the rest of the instrument can be received and understood by the subjects in pilot studies that have been done, then conducted a major study in the form of experimental studies. The number of respondents who will be subjects in this experimental study as many as 200-240 people employees / employee in South Jakarta to the employees / employee is willing to participate in the study. Each subject randomly is inserted into one of the cells (treatments) research. Thus, each subject has the same opportunity to go into every cell research (Solso, Johnson & Beal, 1999).

Subjects, then, will receive treatment based on the manipulation of messages in each cell research. Subjects then filling out a questionnaire on attitudes toward the ad (Aad), attitudes toward the brand (Aab) and the desire to buy.

## 5. RESULTS AND DISCUSSIONS

Having regard to the application of One-Way ANOVA procedure that will be tested Hypothesis 1a and 1b as follows:

### Hypothesis Testing 1a

$H_0 = \mu_{111} \neq \mu_{211}$

$H_1 = \mu_{111} = \mu_{211}$ ;

TABLE 1

Measurement	Contrast	Value	Std. Error	t	df	Sign (2-tailed)
Attitude (Aad)	$\mu_{111} - \mu_{211}$	0,0506	0,16465	0,307	253	0,759
Attitude toward brands (Aab)	$\mu_{111} - \mu_{211}$	-0,2750	0,15105	-1,820	253	0,070
Purchase Intention	$\mu_{111} - \mu_{211}$	-0,1760	0,20373	-0,864	253	0,388

These results show that the hypothesis 1a proven, that it does not look different responses attitude toward the ads, attitude toward the brand and the desire to buy the product offerings delivered through ad creative or not creative for the durable product (high involvement) ( $p > 0.05$ , two-tailed). This shows to the male consumer durable product marketing messages delivered through ads creative or non-creative ads in the same effect.

### Hypothesis Testing 1b

$H_0 = \mu_{212} \neq \mu_{112}$

$H_1 = \mu_{212} = \mu_{112}$ ;

TABLE 2

Measurement	Contrast	Value	Std. Error	T	df	Sign (2-tailed)
Attitude (Aad)	$\mu_{212} - \mu_{112}$	0,4969	0,16584	2,996	253	0,003
Attitude toward brands (Aab)	$\mu_{212} - \mu_{112}$	0,5239	0,15213	3,444	253	0,001
Purchase Intention	$\mu_{212} - \mu_{112}$	0,3490	0,20519	1,701	253	0,090

ANOVA results showed that the hypothesis 1b is only partially supported (partially supported), specifically for variable Attitude and Attitude toward brands, give more positive response to the attitude toward the ads, attitude toward the brand and purchase intention if the message conveyed through creative advertising for consumer products (low involvement). ( $P < 0.05$ , two-tailed).

### Hypothesis Testing 2

$H_0 = \mu_{212} \neq \mu_{112}$

$H_1 = \mu_{212} = \mu_{112}$ ;

TABLE 3

Measurement	Contrast	Value	Std. Error	T	df	Sign (2-tailed)
Attitude (Aad)	$\mu_{212} - \mu_{112}$	0,4969	0,16584	2,996	253	0,003
Attitude toward brands (Aab)	$\mu_{212} - \mu_{112}$	0,5239	0,15213	3,444	253	0,001
Purchase Intention	$\mu_{212} - \mu_{112}$	0,3490	0,20519	1,701	253	0,090

ANOVA results showed that the hypothesis 2 particularly for women consumers will behave toward the ads, attitude toward the brand and the desire to buy more positive if the advertising message is creatively good for:

- Durable products (high involvement product)
- Consumer products (low involvement product)

### Hypothesis Testing 3

a)  $H_0 = \mu_{121} \leq \mu_{111}$     b)  $H_0 = \mu_{122} \leq \mu_{112}$

a)  $H_1 = \mu_{121} > \mu_{111}$     b)  $H_1 = \mu_{122} > \mu_{112}$



TABLE 4

Measurement	Contrast	Value	Std. Error	t	df	Sign (2-tailed)
Attitude (Aad)	$\mu_{121} - \mu_{111}$	0,3333	0,16081	2,073	253	0,039
	$\mu_{122} - \mu_{112}$	0,5991	0,16584	3,612	253	0,000
Attitude toward brands (Aab)	$\mu_{121} - \mu_{111}$	0,4000	0,14752	2,712	253	0,007
	$\mu_{122} - \mu_{112}$	0,5175	0,15213	3,402	253	0,001
Purchase Intention	$\mu_{121} - \mu_{111}$	0,3382	0,19897	1,700	253	0,090
	$\mu_{122} - \mu_{112}$	0,6554	0,20519	3,194	253	0,002

ANOVA test results showed that the results are in accordance with the direction of the hypothesis and to say hypotheses 3a and 3b proven ( $p < 0,05$ , 2 tailed). Consumer's women will be on the ads, attitude toward the brand and the desire to buy a more negative compared to male consumers. It's back to support what has been tested by Meyers-Levy and Maheswaran (1989), which explains that the female consumer would be likely to use the central route in processing the message, and a more thorough and detailed process the messages as compared to male consumers, who tend to use peripheral route or shortcuts (heuristics) in processing the message.

Convention in the public relations practice confirms that the message superior publicity than advertising because of the credibility factor is raised from the support of a third party, or third party endorsement. Nevertheless, a number of previous studies still have not been able to prove that a message publicity is better in generating a positive response of consumers (Hallahan, 1999a, 1999b Hallahan, Michaelson & Stacks, 2007).

The research found that the gender factor is an important factor that can affect the processing of the message. As has been tested by Meyers-Levy and Maheswaran (1989), men and women have different ways of processing the marketing messages. Moreover, in the context of the Elaboration Likelihood Model (ELM) in the processing of the message, men tend to process the message by following the peripheral route, in the sense that only tend to take shortcuts (heuristics) in processing the message. Thus men will tend to only utilize a number of instructions in the message to conclude, without considering in more detail than the messages being delivered.

Unlike women, in the context of ELM in the processing of the message, women tend to process the message to follow the route of the center. This means that women are more careful and listen to messages in more detail before giving a response to the message sent to them. This is what seems to cause that creative advertising message further enrich their knowledge of the products offered and also make them respond more positively the products offered through creative advertising.

Although it is not too strong, the product turns factors also influence consumer response delivered through creative advertising. Especially for the male consumer, they will tend to be more like an advertising message if offered consumer products. Average for durables, consumer shows that they increase attention to the message sent through publicity, although not until there is a significant difference with the message conveyed through advertising.

## 5. CONCLUSION

This study shows that gender is a very significant effect in response to the message conveyed by the publicity and advertising. Female consumers to significantly will respond more positively the product offerings delivered through creative advertising. In response to the creative advertising messages also seen significant differences between men and women. Women respond more positively the product offerings delivered through creative advertising both for products and consumer durable than men. It is clear that women are more active consumers and careful in listening and considering a number of instructions outline. Conversely male consumers who tend to process messages through heuristic in which more interested in the messages conveyed through advertising, especially for consumer products. There was a slight increase in the attention to a more detailed message through creative ads when the product offered is a durable product, though not seen a significant difference between the message creative and non-creative ads for consumer goods.

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