



## Informative Advertising and Attitudes Towards Advertising

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### ABSTRACT

An Infotainment advertisement is a type of TV advertisement which begins with providing knowledge to the audience and the sponsor's name is shown only at the end of the advertisement. One question is that whether Infotainment advertisements are effective compared with advertisements focusing on own product information. Self-referencing is a reason that infotainments may have more positive attitudes toward the advertisement and thus the product. We operated 2x2x2 experiments, 2 products (facial masks vs card debt consolidation loans) 2 media (TV vs print) and 2 types of advertisements (i.e. Infotainment ad vs self-product-focused ad). The results suggest that the Infotainment TV ads do have positive effects on the audience's attitudes toward the advertisement and product as well as purchase intention. However, the effects are not significant for print ads. The results may provide managerial implication on creating advertisements

## **INTRODUCTION**

TV is a dominant medium in most countries. For example, it was estimated that the penetration of TV in U.S. household would be 95.9% in 2019 (Nielsen, 2018). Most advertisers prefer to deploy TV as the major medium in their promotion activities. Providing information is one basic function of advertising. However, the high advertising cost and clutter environment in TV greatly reduced its effectiveness. Audience typically do not pay efforts on the product information provided by advertisements. In order to break through the audience's low efforts of attention, creativity is important for advertising. In view of this, an advertisement providing a piece of information with the sponsor's name appearing at the end of the advertisement is one method to attract the audience's attention. Let us call this type of advertisement to be "infotainment advertisement". When the target audience pay low efforts to an advertisement, self-referencing is one common message on changing attitude more positively towards the product. If the audience consider the information related to their experience or may be useful for their own usage, they will pay higher attention to the information and thus the advertisement.

The objective of the current study is to compare the differences between infotainment advertisements and self-product-focused advertisements on attitudes toward advertisements and products as well as purchase intention. Moreover, we aim at providing managerial implications for advertisers in using Infotainment advertisements.

## **LITERATURE REVIEW**

### **Informative Advertising**

Advertising has long been appreciated for providing information to the customers. For example, Nelson (1974) provided a model on informative advertising in which the sellers are interested in using advertising to increase sales. Advertising has a function on providing information mainly because the customers need more information to make decisions. A seller's revenue is affected positively by advertising through the messages acquired by the customers. Nelson (1974) separated products into "search goods" and "experienced goods". The "search goods" refer to shopping, specialty or unsought products while "experienced goods" refer to "convenience products". The model predicts that the messages on search goods have more positive effects on revenues compared with experienced goods.

There are various perspectives on advertising information. One perspective is that advertising reduces uncertainty (Hunt, 1976). Another perspective is that information reflects the facts (Resnik and Stern, 1977). Abernethy and Franke (1996) reviewed researches on advertising information covering over 91,000 advertisements and found that 84% of advertisements includes at least one type of information cues. Advertisements in magazines and television focused most on performance; those in newspapers focused most on availability. Print ads provided most information while TV ads provide least information.

In recent years, there have been experiments on various aspects of information or advertising. Unnava et al. (1996) found that high imaginary information increased recalls on audio messages but reduced recalls of print messages. Foos et al. (2016) studied sleeper effects and confirmed from experiments that negative message on the advertiser will have delay effects on the audience's attitudes over time. Huerrl & Gierl (2012) used different artworks on artificial print ads on six products to find out whether audience attitudes may be affected or not. The study found the attitudes may be affected by different conditions. Peter and Ponzi (2018) found that the consumers might have negative evaluation on a brand if the advertisement only deliver information of either warmth or competence. Wang et al. (2007) used attitudes toward ad, attitudes towards the brand and purchase intention to measure effectiveness of advertising. Wang et al. used advertising of group package tours to test the effectiveness of advertising and found that advertisements with texts, graphics and videos were among the most effective.

Advertising through different media have been studied. Jones et al. (2005) compared memory on advertising between print and screen media and found that the respondents had better memory on print ad compared with the same information through screen. Manickam (2014) compared the effects of advertisements of different media on the awareness of female customers in Middle East and found that outdoor ads were the most effective.

Kempf et al. (2006) studied gender differences on advertising information together with trials and found that women tend to prefer more complete information. Gender difference was also the focus in Papyrina (2015) which found that female tended to have higher cognitive responses to print ads compared with males while there was no significant gender difference in TV ads.

Chakravarti & Xie (2006) used experiments to study the audience's response to comparative advertising on standards technology on and found that an advertisement with relative performance was more effective with standards war in terms of market share. Thompson and Hamilton (2006) compared imaginary processing and analytical processing of information and found that ad formats need to match imaginary processing in order to have positive effects on persuasion. Brown et al. (2020) studied students' suggested ideas on a new product and evaluated by professionals on the creativity and found that creativity is related to information provided.

As information is typically regarded as main function for rational advertisements, there have been studies on comparing the effectiveness of rational ads and emotional ads as well as the effects of mood of customers on responses on ads. Tang et al. (2011) studied customers' responses to rational ad and emotional ad on a telecom company and found that the respondents were more responsive to emotional ads. Koetz et al. (2017) studied the relationship between audience mood and advertising signaling on product information and confirmed that audience with positive mood tend to have higher trust on product quality of heavier spent advertising

### **Self-Referencing**

Self-referencing is a cognitive process in which a message receiver relates the message to his or her own experience or self-image (Debevec, et al., 1987; Burnkrant and Unnava 1995). Empirical tests have supported that self-referencing messages help recalling (e.g. Brown, Keenan, & Potts 1986; Bellezza 1984).

Self-referencing is a common method for delivering advertising message in order to increase positive attitudes and enhance persuasion (e.g., Burnkrant and Unnava, 1995; Meyers-Levy and Peracchio, 1996). An advertisement which is relevant to self-experience helps audience to recall a product (Markus, 1977).

Moreover, there are also huge studies on effects of self-reference on advertisements. For example, if the audience are more self-referenced to an advertisement, they will have more favorable attitudes and intentions (Debevec and Romeo, 1992); the audience increase memory in moderate self-referencing level but decrease in high self-referencing level (Myers-Levy and Peracchio, 1996); an advertisement including cues that the cultural models triggering knowledge related to self results in self-referencing cognitive process and then increases positive attitudes towards advertisements (Brumbaugh, 2002); a narrative self-referencing message increases favourable evaluations of an product (Escalas, 2007); self-referencing ads have positive effects on stopping speed motors and binge drinking (Marktin et al., 2013); female consumers are more positive to cropped female models and product self-referencing is also stronger (Berg, 2015); consumers with higher belief in corporate social responsibility have higher response to self-reference advertising on oil industry (Lee, 2017).

### **Hypotheses**

There are various presentation methods of informative advertising. An informative advertisement contains self-referencing contents should be able to get higher attention as well as higher positive attitudes from the target audience. A self-referencing message, which considers the extent to which consumers relate advertising content to personal memories and experiences, offers useful insights into how informative advertising influences consumers' attitudes. If an advertisement offers generic knowledge rather than focuses on the advertiser's own product knowledge, the audience may even enhancing the self-reference of the message. An infotainment advertisement contains useful information such as product knowledge or usage. Let us call such type of advertising "infotainment advertising".

"Infotainment" can be regarded as "factual material that is both informative and entertaining" (dictionary.com, 2021). An infotainment advertisement educates the audience knowledge related to a product. These kinds of information are perceived to be more self-relevant than the selling claims commonly used in advertising. Therefore, self-referencing was induced by providing audiences' knowledge in which they were to relate the information to aspects of themselves. Their attitudes toward the advertisements will be more positive. Furthermore, consumers will have an enhanced elaboration on the messages and attitudes toward the brand or product will also be improved. As mentioned in the Literature Review above, the self-reference information provided by an infotainment advertisement will have positive effects on the

product, advertisement, as well as purchase intention. Compared with another advertisement which focuses on the product information which the audience may not associate with themselves, the consumers should have more positive attitudes toward the product and advertisement and have higher purchase intention. Consumers exposed to infotainment advertisement are expected to have more positive attitude towards the product, more favorable attitude towards the advertisement and a higher purchase intention. Formally stated:

Hypothesis 1: Consumers will have more favorable attitudes toward the advertisement when they are exposed to an infotainment advertisement compared with a commercial focusing on own product information.

Hypothesis 2: Consumers will have more favorable attitudes toward the product when they are exposed to an infotainment advertisement compared with a commercial focusing on own product information.

Hypothesis 3: Consumers will have a higher purchase intention when they are exposed to an infotainment advertisement compared with a commercial focusing on own product information.

## **METHODOLOGY**

### **Experimental Design**

The study is based on 2x2x2 experiments on Infotainment advertisements and own-product-focusing advertisements. Apart from the TV commercials, print ads are also adopted in the experiments. Two forms of print ads are chosen for comparison: one focuses on description of a knowledge with the product name only shown after the description of the knowledge. The other form of print ad focuses on the advantage of the product (let us say self-product-focused ad). The former form of print ad can be regarded as a printed version of Infotainment advertisement. The latter is printed version of self-product-focused ad. As Infotainment advertisement may have different effects on services or physical products, comparison between a service and physical product should provide more insights. One physical product, Neutrogena facial mask, and one service, Citifinancial card debt consolidation loans, were chosen for the comparison. There were altogether 8 experiments on 2 products, 2 media and 2 forms of advertisements.

In order to control the 2 forms of TV ads and 2 forms of print ads which have consistent contents except the presentation method, three experts in advertising were invited to evaluate the differences in terms creativity, information provided and production quality. All the three experts suggested that there was no significant difference on TV ads and print ads for either facial masks or card debt consolidation loans. The experts have consistent comments that the two forms of TV ads of both products are very close except infotainment elements. For the 2 forms of print ads, even though there are controversial on the presentation which the descriptions might be too long for the Infotainment advertisement of the facial masks, they agreed that the overall delivered materials and creativity were very similar for either facial masks or card debt consolidation loans. Thus the major difference between the TV ads and print are whether the ad focuses on a piece of more general information or own-product information.

The dependent measures are contained in a questionnaire. The questionnaire is divided into two parts. There are three major dependent variables in the first part: i) attitudes toward the advertised product; ii) attitudes toward the advertisement; and iii) purchase intention. Attitudes towards the advertised product were measured with six pairs of bipolar adjectives: 1) unfashionable-fashionable, 2) unappealing-appealing, 3) low quality-high quality, 4) unbelievable-believable, 5) inferior-superior, and 6) unsatisfactory-satisfactory. Attitudes towards the advertisement were measured with nine items: 1) uninteresting-interesting, 2) unappealing-appealing, 3) unbelievable-believable, 4) unattractive-attractive, 5) unimpressive-impressive, 6) uninformative-informative, 7) not eye-catching-eye-catching, 8) unclear-clear, and 9) unacceptable-acceptable. Purchase intention was measured with a pair of bipolar item (not very likely to buy-very likely to buy) to indicate the likelihood of buying the advertised product. Responses to all these items were made on a 7-point Likert scale that ranged from 1 to 7. The demographic factors of gender, age, monthly personal income were recorded in the second part.

Undergraduate students with knowledge of Principles of Marketing at City University of Hong Kong and Chu Hai College of Higher Education who have not been exposed to knowledge of Infotainment advertisements were chosen as subjects of the experiments. The students were divided into different groups randomly for exposing to the two series of TV commercials. Each student was assigned to only one of the eight experiments. Each student was given the same questionnaire for answering.

## **RESULT**

### *Experiment 1*

For the first experiment, skin care products, specifically mask, were selected as the product in this study as various brands have similar types in commercials: each adopted different celebrity in its commercials. Neutrogena mask was chosen as the target. The Infotainment advertisement sponsored by Neutrogena facial mask educated their consumers on how to perform daily skin-care tasks and changed their misperceptions regarding usage of skin-care products. A famous female star in Hong Kong was chosen as celebrity endorsement for the product. Neutrogena produced TV ads in both forms: Infotainment advertisements and own-product focused commercial. Both types of print ads were also produced respectively.

### *Attitudes Towards the Products*

Table 1. Regression of Attitudes and Purchase Intention of Neutrogena Masks

Dependent variable		TV ads			Print ads						
		Attitudes towards Neutrogena advertisement	Attitudes toward Neutrogena masks		Purchase intention	Attitudes towards Neutrogena advertisement	Attitudes toward Neutrogena masks		Purchase intention		
Independent variables [Coefficients (std error)]	Constant	5.047 (0.098 <sup>***</sup> )	2.083 (0.378 <sup>***</sup> )	4.941 (0.092 <sup>***</sup> )	-1.761 (0.682 <sup>**</sup> )	4.508 (0.165 <sup>***</sup> )	4.242 (0.109 <sup>***</sup> )	2.059 (0.222 <sup>***</sup> )	4.561 (0.090 <sup>***</sup> )	0.431 (0.678)	3.853 (0.167 <sup>***</sup> )
	Infotainment ad vs Non-infotainment ad	-1.047 (0.139 <sup>***</sup> )	0.203 (0.134)	-0.390 (0.135 <sup>***</sup> )	0.033 (0.217)	-0.746 (0.235 <sup>***</sup> )	-0.016 (0.152)	0.066 (0.089)	0.056 (0.126)	-0.289 (0.214)	-0.247 (0.234)
	Attitudes toward the advertisement		0.566 (0.073 <sup>***</sup> )		0.437 (0.145 <sup>***</sup> )			0.590 (0.050 <sup>***</sup> )			
	Attitudes toward masks				0.822 (0.149 <sup>***</sup> )					0.750 (0.145 <sup>***</sup> )	
	R <sup>2</sup>	0.529	0.386	0.067	0.485	0.081	0.000	0.506	0.001	0.172	0.008
	Adjusted R <sup>2</sup>	0.523	0.375	0.059	0.471	0.073	0.007	0.499	-0.006	0.160	0.001

Notes: The figure within parentheses of a coefficient is standard error

- \* 10% significance level
- \*\* 5% significance level
- \*\*\* 1% significance level

From Table 1, it is shown that the attitudes toward the advertisements of Neutrogena facial masks are significantly (at 1% significance level) affected by whether the ad was Infotainment advertisement or not, no matter the other factors such as whether the respondents have used, have bought or the gender of the respondents, are included or not. The dummy of Infotainment advertisement represents “0” as Infotainment advertisement TV ad and “1” as non-infotainment ad. The negative value means that Infotainment advertisement TV ad has significantly positive effect on attitudes toward facial masks (following the Likert scale that 1 being the most negative while 7 the most positive). Thus the hypothesis of Infotainment advertisement elements would have positive effects on attitudes toward the advertisement (H1) was not rejected. As a note, when gender, whether the respondents have bought facial masks and whether the respondents have used facial masks are put together, the coefficients of all the three variables are not significant (at 10% level). The correlations for gender and having bought masks or not, gender and having used masks or not, and having bought masks and having used masks or not are 0.753, 0.580 and 0.717 respectively. All are 1% significant by Pearson tests.

Similarly, Table 1 shows that the attitudes toward Neutrogena facial masks are significantly (at 1% significance level) affected by whether the TV ad was Infotainment advertisement or not, no matter the other factors such as whether the respondents have used, have bought or the gender of the respondents, are included or not. It shows that Infotainment advertisement has indirect effects on (positive) attitudes toward the product through the attitudes toward the ad. Thus H2 that the audience have more positive attitudes toward the product for Infotainment advertisement is also not rejected.

Regarding the effect of Infotainment advertisement TV ad on purchase intention of facial masks, the coefficient of the dummy of Infotainment advertisement was 1% negatively significant. Thus Infotainment advertisement TV ad had positive effect on the purchase intention. H3, the hypothesis that Infotainment advertisement would have positive effects on purchase intention was not rejected. Figure 1(a) summarizes the differences of means between

Infotainment advertisement TV ad and non-infotainment TV ad on Neutrogena masks.

Regarding print ads, no matters what variables are included, the print Infotainment advertisement dummy does not have significant effects on any of the dependent variable. Thus all the three hypotheses are not supported for print ads.

*Experiment 2*

For the second experiment, card debt consolidation loans, specifically debt consolidation, were chosen as it is not easy to get positive attitudes from the audience. The public have no positive view on these types of products and thus, in order to develop positive attitudes toward the company, advertisements should be acceptable to the general people. Citifinancial is chosen as the company offered both Infotainment advertisements and own-product focused infotainments for both TV and print ads. In both versions of the advertisements, unknown young women were the main actresses and thus the Infotainment advertisement and own-product focused commercial were comparable to each other.

*Attitudes toward the Products*

Table 2. Regression of Attitudes and Purchase Intention of Citifinancial Card Debt Consolidation Loan

Dependent variable		TV ads					Print ads			
		Attitudes toward Citifinancial Ad	Attitudes toward Citifinancial card debt consolidation loan		Purchase intention		Attitudes toward Citifinancial Ad	Attitudes toward card debt consolidation loan	Purchase intention	
Independent variables [Coefficients (std error)]	Constant	4.616 (0.114 <sup>***</sup> )	1.502 (0.476 <sup>***</sup> )	5.318 (0.345 <sup>***</sup> )	0.010 (1.072)	3.864 (0.181 <sup>***</sup> )	4.130 (0.097 <sup>***</sup> )	0.799 (0.380 <sup>**</sup> )	4.089 (0.113 <sup>***</sup> )	0.615 (0.490)
	Infotainment ad vs Non-infotainment ad	-0.495 (0.161 <sup>***</sup> )	-0.060 (0.122)	-0.461 (0.160 <sup>**</sup> )	-0.087 (0.260)	-0.500 (0.255 <sup>*</sup> )	-0.126 (0.153)	-0.171 (0.121)	-0.300 (0.178 <sup>*</sup> )	0.001 (0.004)
	Gender		-0.211 (0.134)	-0.462 (0.183 <sup>**</sup> )	0.181 (0.288)			-0.291 (0.123 <sup>**</sup> )		
	Whether having bought card debt consolidation loan before or not		-0.912 (0.321 <sup>***</sup> )	-1.437 (0.449 <sup>***</sup> )	0.194 (0.718)			0.521 (0.245 <sup>**</sup> )		
	Whether having used card debt consolidation loan before or not		0.861 (0.331 <sup>**</sup> )	1.205 (0.466 <sup>**</sup> )	-0.192 (0.735)			-0.202 (0.252)		
	Attitudes toward the Citifinancial ad			0.724 (0.078 <sup>***</sup> )		0.280 (0.238)		0.890 (0.072 <sup>***</sup> )		
	Attitudes toward Citifinancial card debt consolidation loan					0.497 (0.237 <sup>**</sup> )				0.756 (0.115 <sup>***</sup> )
	R <sup>2</sup>	0.100	0.607	0.198	0.234	0.043	0.006	0.613	0.024	0.277
	Adjusted R <sup>2</sup>	0.090	0.582	0.160	0.175	0.032	-0.003	0.595	0.015	0.264

Notes: The figure within parentheses of a coefficient is standard error

\* 10% significance level

\*\* 5% significance level

\*\*\* 1% significance level

In Table 2, the dummy of Infotainment advertisement represents “0” as Infotainment advertisement TV ad and “1” as own-product focused TV ad. It shows that the coefficients of attitudes toward card debt consolidation loans ads were significantly (at 1% significance level) affected by whether the TV ad was Infotainment advertisement or not. H1 is not rejected. For the attitudes toward the product, if attitudes towards advertisement was included as an independent variable, the coefficient of Infotainment advertisement or not was significant at 10% level. Regarding attitudes towards the Citifinancial product, it could be

shown that the dummy variable of “Infotainment advertisement” was negatively correlated with “attitudes toward the advertisement” at 10% significance level. Thus including both variables may have a mild problem of multicollinearity problem. The negative value means that Infotainment advertisement TV ad has significantly positive effect on attitudes toward card debt consolidation loans. Thus the hypothesis of Infotainment advertisement would have positive effects on attitudes toward the product (H2) was marginally not rejected at 10% level.

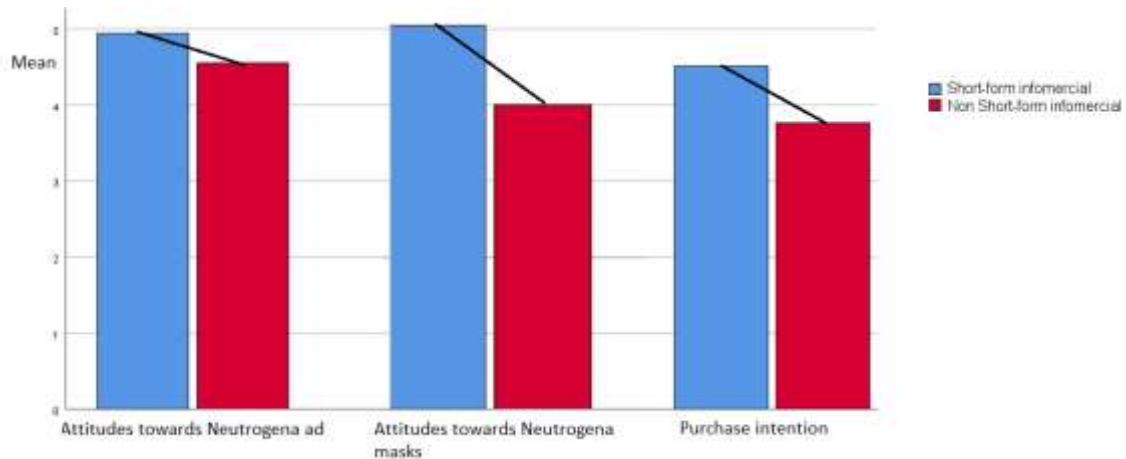


Figure 1. Comparison of Infotainment Ad and Non-Infotainment TV Ads  
(a) Neutrogena Facial Masks  
(b) Citifinancial Card Debt Consolidation Loans

Regarding the effect of Infotainment advertisement TV ad on purchase intention of card debt consolidation loans, the coefficient of the dummy of Infotainment advertisement was 10% negatively significant. Thus Infotainment advertisement TV ad had positive effect on the purchase intention. H3, the hypothesis that Infotainment advertisement would have positive effects on purchase intention was at least not rejected at 10% level. Figure 1(b) summarizes the differences of means between Infotainment advertisement Citifinancial TV ad and non-infotainment Citifinancial TV ad.

However, considering the print ads on card debt consolidation loans, the coefficients of Infotainment advertisement were not significant for both attitudes toward the card debt consolidation loans and purchase intention. Both Hypotheses H1 and H3 were not supported for print ad while H2 is marginally not rejected.

**DISCUSSION**

*Self-Referencing*

Table 3. Regression of Self Reference on the Infotainment Advertisement or Non-Infotainment Ads

Dependent variable	Self-referencing <sup>#</sup>				
		TV ad, Neutrogena	Print ad, Neutrogena	TV ad, Citifinancial	Print ad, Citifinancial
Independent variables	Constant	3.995 (0.147 <sup>***</sup> )	4.085 (0.125 <sup>***</sup> )	3.411 (0.127 <sup>***</sup> )	3.360 (0.124 <sup>***</sup> )
[Coefficients (std error)]	Infotainment ad vs Non-infotainment ad	-0.902 (0.126 <sup>***</sup> )	-0.323 (0.120 <sup>***</sup> )	-0.322 (0.178 <sup>*</sup> )	0.154 (0.182)
	Whether having bought the product before or not	-0.553 (0.169 <sup>***</sup> )	0.491 (0.212 <sup>**</sup> )	-0.417 (0.592)	0.461 (0.379)
	Whether having used the product before or not.	0.269 (0.197)	-0.383 (0.243)	0.356 (0.663)	-0.441 (0.391)
	R <sup>2</sup>	0.429	0.091	0.044	0.021
	Adjusted R <sup>2</sup>	0.414	0.070	0.010	-0.004

Notes:

# Self reference is average of 6 items: during the commercial I thought how the product might be useful for me; I felt as though I was right there in the commercial experiencing the same thing; the commercial was meaningful to me; the ad did have anything to do with me or my needs (the statement is reversed from the original statement for making the statement positive for consistent comparing with other 5 statements); the commercial gave me a good idea; as I watched I thought of reasons why I would buy or not buy the product.

The figure within parentheses of a coefficient is standard error:

\* 10% significance level

\*\* 5% significance level

\*\*\* 1% significance level

The self-referencing perspective, which considers the extent to which consumers relate ad content to personal memories and experiences, offers useful insights into how Infotainment advertisement influences consumers' attitudes. Infotainment advertisement contains useful information such as product knowledge or usage. They do not only focus on the brand message, but also the generic knowledge in regard to a particular product category. For example, the Infotainment advertisement sponsored by Neutrogena facial mask educated their consumers on how to perform daily skin-care tasks and changed their misperceptions regarding usage of skin-care products. These kinds of information are perceived to be more self-relevant than the selling claims commonly used in advertising. Therefore, self-referencing was induced by providing audiences' knowledge in which they were to relate the information to aspects of themselves. As a result, consumers will have an enhanced elaboration on the messages and the brand recall will also be improved. Paradoxically, consumers exposed to a Infotainment advertisement are expected to have a higher brand recall, a more favorable attitude towards the brand and a higher purchase intention.

Self relevance is a proxy of the average of the six statements for representing to the extent the respondent get similar experience from the ad. Table 7 shows the regressions of Self Reference on the dummy variable of whether the ad is Infotainment advertisement or not. As a respondent's previous purchase or usage of similar products may also form self-relevance, the related variables are also included in the regressions for controlling the effects of infotainment or not. It shows that self reference is positively affected by Infotainment advertisement for Neutrogena masks at 1% significance level no matter whether purchasing before or using before are included in the models or not. The negative value for infotainment dummy shows that infotainment ad does increase self reference. For Citifinancial card debt consolidation loans, the infotainment TV ad is only 10% significant no matter purchasing before or using before; infotainment print ad is even insignificant. Thus the effects of infotainments on self reference are mixed while the effects are greater for physical products. One possible explanation is that card debt consolidation loans are relevant to only a few students.

#### *Attitudes toward Infotainment ads and Products*

The results show that Infotainment advertisement TV ads on both physical product (facial masks) and intangible product (card debt consolidation loans) did have significant positive effects on the attitudes toward the products. On the other hand, the results were not favourable for print ads. On the whole, the Infotainment advertisement TV ads were more effective than the print ads. One possible reason is that Infotainment advertisement is by nature in video type. The audience recall their self experience mainly through the visual information. For print ads, the effectiveness of more information provided is reduced as the audience may notice the company logo from the very first beginning rather than at the end of the message. All the messages are exposed to the audience in one page, for example, and then the role of information provider rather than an advertiser is not clear in print ads.

Among all items surveyed in the 8 experiments, the only item which was significantly positive for Infotainment advertisement ads (at 5% significance level) was the advertisement providing more information (refer to Table 1, c1 and c2). The result confirms that one of the basic functions of Infotainment advertisement is fulfilled: it aims to be more informative. Though the results of print ads were not very favourable, at least the results were not negative. Thus the results suggest that Infotainment advertisement should be a better choice for both TV ads and print ads.

## CONCLUSION AND RECOMMENDATION

As the advertisers have problems to break through the low-effort attention, it is interesting to study whether the Infotainment ads have more positive effects on the attitudes toward a product compared with the self-product-focused ads. Self-referencing is a reason that infotainment advertisements may have more positive attitudes toward the advertisement and thus the product. We operated 2x2x2 experiments, 2 products (a physical product, facial masks, vs a tangible product, card debt consolidation loans) 2 media (TV vs print) and 2 types of advertisements (i.e. Infotainment ad vs self-product-focused ad). The results suggested that the Infotainment TV ads do have positive effects on the audience's attitudes toward the advertisement and product. However, the effects are not significant for print ads.

The print ad results may not be surprised as infotainment ads were designed for TV. The infotainment print ad is not very effective as the audience can see the advertiser's name or logos from the print ad immediately, not like a TV Infotainment ad which shows the advertiser's name or logo at the end of the ad. Thus the negative feelings of audience toward advertisements may be reduced for TV ads.

The results of the experiments show that Infotainment advertisements do have positive effects even though the time needed is the same as other advertisements. It is a good news for the advertisers on choosing their creative strategies on advertising.

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