

# Abstract

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## **MEASURING THE FACTORS AFFECTING THE RECALL OF TV ADVERTISEMENTS IN EGYPT: A CUSTOMER-? BASED PERSPECTIVE**

The main purpose of this study is to provide better understanding of advertising recall in Egypt &#97;&#110;&#100; identify what factors are involved in making people remember advertisements. The study tackles five main factors that were the most occurring in previous studies. A model was formulated from six different sources in literature &#97;&#110;&#100; five hypotheses were formulated in order to test for the relationship between the independent variables (repetition, brand familiarity, humor, celebrity &#97;&#110;&#100; popular music) &#97;&#110;&#100; advertising recall, which is the dependent variable in the study.