

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 and 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 and five hypotheses were formulated in order to test for the relationship between the independent variables (repetition, brand familiarity, humor, celebrity and popular music) and advertising recall, which is the dependent variable in the study.