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Evaluating The Impact of Viral Marketing Elements in TV Ads on Brand Awareness in Indonesia's Dairy Industry

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Abstract: This study examines the effectiveness of television advertising in increasing brand awareness for dairy products within the Fast-Moving Consumer Goods (FMCG) sector in Indonesia. Even in today's digital advertising era, television remains a crucial part of advertising strategies, particularly among traditional audiences who continue to rely on conventional TV channels. By examining several elements of viral marketing, such as credibility, entertainment, informativeness, and irritation, this study analyzes how consumer perceptions of TV advertising influence brand awareness. The analysis using a structural modeling approach indicates that the model exhibits good convergent and discriminant validity, with all indicators having outer loadings above 0.7 and construct reliability, as indicated by Composite Reliability values above 0.7. Adjusted R-squared indicates that the model adequately explains 50.5% of the variance in Ad Value (AV) and 57.9% in Brand Awareness (BA). Hypothesis testing indicates that credibility and entertainment significantly impact Ad Value, which in turn influences Brand Awareness. However, informativeness and irritation were found to have no significant effect. These findings highlight the importance of credibility and entertainment in driving brand awareness among dairy consumers and reinforce the role of television advertising as a still influential communication medium in the Indonesian market.

Keywords: Television advertising, brand awareness, viral marketing.

INTRODUCTION

The advertising landscape has shifted significantly toward digital media, however, television advertising retains substantial relevance, particularly in emerging markets. Nielsen (2025) projects TV advertising growth of 2.4% by 2026, affirming its continued role as a mass-reach medium capable of building brand awareness and public trust at scale. In Indonesia, this dynamic is especially pronounced. A significant portion of the population, particularly traditional consumer segments, relies on television as their primary trusted medium, making TV advertising an essential channel for reaching audiences underserved by digital platforms

(Chandra Bagaskara & Loisa, 2025). Critically, household purchasing decisions in Indonesia are predominantly made by heads of households or parents who are heavy TV viewers, positioning TV as a direct influence on Fast-Moving Consumer Goods (FMCG) purchase behavior (Rohman, 2025).

Within the FMCG sector, dairy products represent one of the highest-spending advertising categories. Nielsen (2024) reports that dairy ranked first in Indonesian advertising expenditure in the first half of 2024. Indonesia's dairy market reached USD 13.5 billion in 2024 (Euromonitor, 2025), with demand projected to grow from 4.2 million to 5.3 million metric tons between 2024 and 2025, further accelerated by the government's Free Nutritious Food program targeting 82 million beneficiaries by 2029 (USDA Foreign Agricultural Service, 2024). With a projected CAGR of approximately 8% through 2027 (Research and Markets, 2024), the dairy category presents a strategically significant context for examining advertising effectiveness.

Brand awareness is a central objective of TV advertising in competitive FMCG markets. Brands that achieve high awareness are more likely to emerge as top-of-mind choices, directly driving market share (Aaker, 2013). Prior studies have identified viral marketing elements such as entertainment, informativeness, irritation, and credibility as key drivers of consumer advertising perception, primarily in digital contexts (Zernigah & Sohail, 2012; Shashikala & Mahapatro, 2015; Dawar & Dawar, 2015). However, findings across these studies remain inconsistent, as some emphasize entertainment and credibility as dominant factors while others prioritize informativeness, suggesting that the relative importance of these elements varies by medium and market context.

Despite growing interest in viral marketing variables and their effect on advertising value and consumer attitudes, empirical investigation of these elements within the context of TV advertising remains limited compared to studies situated in social media or digital platforms. Furthermore, no prior study has examined this relationship specifically within the Indonesian dairy product category, where both TV viewership patterns and product involvement are distinctly high.

This study addresses that gap by examining the influence of entertainment, informativeness, irritation, and advertising credibility on brand awareness, with advertising value as a mediating variable, specifically in the context of TV advertising for dairy products in Indonesia. Unlike prior works that situate viral marketing elements within digital media frameworks, this study repositions these variables in a broadcast television context, offering a theoretically grounded and empirically distinct contribution to advertising effectiveness research in emerging market FMCG settings.

Literature Review

Theory of Advertising

Advertising theory combines the interests of two things, marketing and communication (Nan & Faber, 2004). The purpose of designing an advertisement is to stimulate potential consumers' desire to purchase a product or service (Ivanovic & Collin, 2003, cited in Durmaz, 2011). Therefore, the advertising concept is strategically designed and tailored to the campaign's objectives to accurately target the audience. Advertisements contain persuasive messages and specific ideas related to an organization's product or service. Advertisements are typically broadcast by various parties, such as governments, companies, or individuals, after they purchase media space (Durmaz, 2011). In practice, advertising is considered the best method for marketing products because it can reach a wide range of customers through various methods (Kotler, 2000, cited in Durmaz, 2011). Advertising intersects not only marketing but also communication and psychology, particularly in terms of attitude change (Mortimer, 2002). In psychological theory, there is the Elaboration Likelihood Model (ELM) which explains how

persuasive messages in advertisements can influence individuals according to their level of involvement. After being further developed, the ELM became a framework, namely the FCB, which groups products based on emotional and mental involvement, creating four types of goods and services, each with a different advertising approach and hierarchy of effects (Vaughn, 1986; Ratchford, 1987, cited in Mortimer, 2002). This proves that advertising plays a crucial role in stimulating consumer desire and piquing their interest in trying a product or service. This can be maximized by efforts to make the brand more memorable for consumers, for example through repetition (Ray, 1973; Smith & Swinyard, 1982, cited in Mortimer, 2016).

Viral marketing, originally theorized as a digitally-mediated phenomenon relying on interpersonal electronic communication (Kaplan & Haenlein, 2011), has evolved into a broader conceptual framework centered on the psychological mechanisms that drive consumer engagement and message propagation. Fundamentally, viral marketing operates through universal communication principles, such as entertainment, informativeness, irritation avoidance, and credibility, that are not intrinsically tied to any single platform or channel (Ducoffe, 1995, 1996). These constructs reflect cognitive and affective responses that consumers experience regardless of whether the advertising medium is digital or traditional (Zernigah & Sohail, 2012). This theoretical reframing is critical: viral marketing is no longer platform-dependent but instead reflects universal psychological communication mechanisms that function across media channels, including traditional broadcast television.

Television advertising remains a strategically significant medium, particularly in emerging markets such as Indonesia. Ducoffe's (1995, 1996) advertising value model provides the foundational theoretical framework for this study. Ducoffe argues that advertising value defined as a subjective evaluation of the relative worth of advertising to the consumer is driven by three primary antecedents: entertainment, informativeness, and irritation. Subsequent scholarship extended this framework to include credibility as an additional antecedent of advertising value (Lafferty, Goldsmith, & Newell, 2002; Ohanian, 1990). These four constructs collectively shape how consumers perceive and respond to advertisements, ultimately influencing brand-level outcomes such as brand awareness (Keller, 2013). Critically, because these constructs operate at the level of psychological response rather than technological infrastructure, they remain fully applicable and theoretically well-grounded in television advertising contexts.

Entertainment

Entertainment, in the context of advertising, refers to the audience's response to an advertisement's perceived enjoyment, which can be positive or negative. The presence of entertainment can provide the audience with distraction, enjoyment, and emotional and aesthetic escape (Ducoffe, 1996). Previous research has found that entertainment positively influences the perceived value of web advertising (Taylor et al., 2011), mobile advertising (Zhao et al., 2015), and social media advertising (Dao et al., 2014). In addition to increasing positive perceptions of advertising value, entertainment also drives positive perceptions of email marketing (Hag, 2009).

Advertising effectiveness is divided into two levels: the first level occurs when an advertisement successfully conveys a message that meets their needs. The second level occurs when the advertisement successfully fulfills the advertiser's objectives. Most first-level phases occur because consumers appreciate the entertainment value of the advertisement and are curious about it. Consumers are said to be more likely to engage with an advertisement if it is entertaining and enjoyable. This will influence their decision to determine whether the advertisement contains clear information and aligns with their needs. In other words, the presence of advertising significantly influences consumer decision-making regarding a product or service. Furthermore, advertising can increase consumer satisfaction (Ramalingam et al.,

2006). Product popularity and retail appeal are also influenced by the entertainment content of advertising (Dobni, 2008). Ducoffe (1995) explains that entertainment, along with information, deception, and distraction, are some of the factors that influence advertising value.

In broadcast television environments, where audiences are typically in passive, low-involvement cognitive states, entertainment serves as a primary attentional gateway (Petty & Cacioppo, 1986). Berlyne's (1974) arousal theory further supports this: affectively stimulating stimuli produce stronger memory traces and more favorable brand evaluations. Logan, Bright, and Gangadharbatla (2012) demonstrated that entertainment value was the strongest predictor of favorable advertising attitudes among television viewers compared to social media users, highlighting the medium-specific amplification of this construct and confirming its relevance in non-digital advertising environments.

H1: Entertainment has a positive effect on Ad Value on TV.

Informativeness

In the context of advertising, informativeness describes the extent to which an advertisement will benefit the audience (Chen, 1999; Ducoffe, 1995a, 1995b). An advertisement is classified as informative if it successfully provides accurate, relevant, and valuable information to consumers regarding a product or service. Informative advertising must be able to provide certainty amidst uncertainty. The information contained in an advertisement is crucial because it can help audiences make purchasing decisions for a product or service (Ducoffe, 1996). On the other hand, informativeness is also defined as an advertisement's skill in offering alternative products to consumers, ultimately maximizing their satisfaction (Nik Mohamad, Jati, & Zainon, 2016; Nathaniel & Kusuma, 2020).

Audiences inherently prefer advertisements that contain information relevant to their needs (Clancey, 1994). Ducoffe also explains that the information contained in an advertisement significantly influences its ability to drive satisfying purchasing decisions. The amount of relevant and useful information determines its content (Ducoffe, 1996, cited in Nik Mohamad, Jati, & Zainon, 2016). For marketers, information also provides an opportunity to develop alternative product and service presentations. In today's digital era, social media has become a primary platform for consumers to seek information about products or services because the information provided is more comprehensive (Lee & Choi, 2005). Therefore, information plays a key role in advertising effectiveness, particularly in shaping positive consumer purchase intentions (Saadeghvaziri & Hosseini, 2011).

In high-familiarity product categories such as dairy products, the persuasive effectiveness of informativeness is moderated by prior knowledge: when consumers already possess adequate information about a product, incremental informational content yields diminishing returns (Yoo & MacInnis, 2005). The Elaboration Likelihood Model (Petty & Cacioppo, 1986) contextualizes this further: television audiences predominantly process advertising through the peripheral route, where emotional and credibility-based cues carry greater persuasive weight than detailed informational content requiring active cognitive elaboration. Nevertheless, informativeness remains a relevant construct in television advertising, as it provides the foundational rational justification that supports consumers' decision-making processes even in low-involvement viewing contexts.

H2: Informativeness has a positive effect on Ad Value on TV.

Irritation

Irritation in the context of advertising refers to a negative response felt by the audience, whether dissatisfaction, annoyance, or intolerance (Aaker et al., 1985, cited in Aktan et al., 2016). Previous findings have shown that irritation negatively affects the perceived value of web advertising (Ducoffe, 1995), the perceived value of mobile advertising (Haghirian,

Madlberger, & Tanuskova, 2005), and the perceived value of social media advertising (Dao, Lee, Cheng, & Chen, 2014; Logan, Bright, & Gangadharbatla, 2012; Taylor, Lewin, & Strutton, 2011). Irritation also negatively impacts email marketing (Hag, 2009). Irritation signals that consumers are not persuaded by an ad because they perceive it as disturbing, offensive, or manipulative (Brehm, 1966, cited in Ducoffe, 1995), and is therefore considered a negative predictor in the advertising value model (Ducoffe, 1995, 1996). Several studies identify factors that trigger irritation, including ad intrusiveness, the advertised product itself, and perceptions of lost control over one's behaviour (Edwards et al., 2002; Fennis et al., 2001, cited in Aktan, 2016). Other studies suggest that irritation comes from manipulative messages, poor audience targeting, forced exposure, or excessive ad placement (Li et al., 2013).

In television advertising contexts, irritation may stem from frequency of exposure, perceived intrusiveness during program interruptions, or unconvincing creative execution. Unlike digital advertising where consumers may skip or block ads, television audiences face forced exposure, making the management of irritation particularly critical for broadcast advertisers. Muzaffar and Kamran (2011) confirm the negative directional relationship between irritation and advertising value across both traditional and digital media channels, providing cross-medium theoretical support that validates the inclusion of this construct in a television-focused advertising value model.

H3: Irritation has a negative effect on Ad Value on TV.

Ad Credibility

Advertising credibility describes the extent to which consumers trust product claims presented in advertisements (MacKenzie & Lutz, 1989, as cited in Zimand-Sheiner et al., 2020). It includes both the advertised product and the media used to deliver such claims (Kuiosis, 2001, cited in Prendergast & Liu, 2009). Credibility is considered an extended factor of Ducoffe's model, further developed by Spivakovskyy, S., Spivakovska, T., & Bazherina, K. (2021), since credibility is believed to have a direct relationship with advertising value. In practice, many products are promoted in an exaggerated way to emphasize their strengths to the audience. However, advertising credibility remains a key factor in assessing advertising effectiveness. It shapes consumer perception and purchase intention toward advertised products (Mosa, 2021). Repetition also makes individuals assume that they have heard the statement from multiple independent sources, which increases its perceived validity (Elgaaied-Gambier, Monnot, & Reniou, 2018).

Credibility plays a particularly amplified role in traditional broadcast media compared to digital environments. Unlike digital platforms where credibility signals are contested across multiple channels and algorithmic mediation, television as an institution carries embedded trust signals derived from regulatory oversight and cultural legitimacy (Prendergast, Liu, & Poon, 2009). This produces a layered trust effect that encompasses both message-level and medium-level credibility. This institutional trust dimension is especially relevant in Indonesia, where television retains its position as the primary trusted public communication channel for large segments of the population (Bagaskara & Loisa, 2025), further justifying the inclusion of credibility as a viral marketing construct adapted for the television advertising context.

H4: Ad credibility has a positive effect on Ad Value on TV.

Ad Value on TV

Advertising value refers to consumers' subjective evaluation of the benefits provided by advertising. This makes it a suitable measure of advertising effectiveness (Edwards et al., 2002; Rao & Minakakis, 2003). Consumers perceive advertising value when the message delivered is relevant to them. This value is created when advertisements run effectively, in which there is an exchange of content between advertisers and consumers (Aziza & Astuti, 2018).

Advertising value can both influence and be influenced by media and communication channels (Haghirian, Madlberger, & Tanuskova, 2005). Other studies highlight that advertising value increases when ads contain relevant information and entertainment that consumers desire, but it decreases when the ads are perceived as irritating (Ducoffe, 1995; Ha, 1996).
H5: Ad Value on TV has a positive effect on brand awareness.

Brand Awareness

Brand awareness helps consumers remember a brand and distinguish it from others. Therefore, it can be said that brand awareness provides a competitive advantage for the brand (Aaker, 2013). Brand awareness consists of two aspects, namely brand recognition and brand recall. Brand recognition refers to consumers' ability to identify a brand, while brand recall refers to their ability to retrieve the brand from memory in a specific context, such as a product category or purchasing situation (Keller, 2013).

Advertising value functions as a theoretically grounded mediating mechanism connecting viral marketing antecedents to brand awareness outcomes. Brands that succeed in generating high advertising value through emotionally engaging and credibility-consistent executions are more likely to achieve top-of-mind awareness status, which directly precedes consideration and purchase behavior in the consumer decision journey (Bruce, Becker, & Reinartz, 2020). Nguyen (2023) demonstrated a significant positive relationship between advertising value and brand awareness across video advertising formats, providing cross-platform support for the mediating role of advertising value in the present theoretical model.

METHODS

This study employs a quantitative research design to examine the influence of viral marketing elements in television advertisements for dairy products on consumer brand awareness. Data are collected through structured online surveys targeting individuals who have been exposed to dairy product television advertisements within the past three months. This period is selected to ensure that respondents' exposure remains within a relevant advertising recall window. Although dairy products belong to the Fast-Moving Consumer Goods (FMCG) category, they differ from other FMCG products as they involve food consumption, which requires more deliberate decision-making due to health and safety considerations. Therefore, recent advertising exposure aligned with television campaign cycles is considered essential for accurate measurement.

The unit of analysis is individual consumers, whose perceptions of dairy product television advertisements are analyzed to assess their contribution to brand awareness and recall. Respondents are selected using purposive sampling combined with snowball sampling to improve data accuracy. Purposive sampling ensures that only respondents meeting specific criteria, particularly recent exposure to television advertisements, are included, while snowball sampling facilitates access to a sufficient number of respondents with similar characteristics.

Measurement items are adapted from established studies covering entertainment, informativeness, irritation, credibility, advertising value, and brand awareness, all measured using a five-point Likert scale. Data are analyzed using Structural Equation Modeling with a Partial Least Squares approach (PLS-SEM) via SmartPLS software. The analysis includes validity and reliability testing, confirmatory factor analysis, and structural model evaluation. A minimum sample size of 125 respondents is applied in accordance with SEM guidelines to ensure adequate statistical power.

Several methodological limitations require explicit acknowledgment. First, the combined use of purposive and snowball sampling, while practically appropriate for accessing respondents with recent television advertising exposure, constrains the generalizability of findings to the broader Indonesian dairy consumer population (Hair, Hult, Ringle, & Sarstedt,

2014). Future research should consider probability-based sampling strategies to improve external validity. Second, the study relies entirely on self-reported perception data, which introduces the possibility of response bias and limits the ability to verify actual advertising exposure or behavioral outcomes. Objective measures of exposure, such as set-top box viewing data or eye-tracking, would strengthen the reliability of advertising recall measurement in future iterations.

Third, because all variables in this study are measured through the same self-administered survey instrument administered at a single time point, the research design is susceptible to common method bias (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). This form of bias can artificially inflate the observed correlations between constructs, potentially overstating the strength of the hypothesized relationships. To partially mitigate this concern, procedural remedies were applied, including the use of clearly defined construct labels and separated scale anchors across construct blocks. Future studies should consider temporal separation of independent and dependent variable measurements or the inclusion of a marker variable to statistically assess the extent of common method variance.

Fourth, the study does not sufficiently control for respondent exposure consistency toward specific television advertisements. Although respondents are screened for recent dairy product television advertising exposure within the past three months, the study does not verify which specific advertisements were viewed, how frequently, or whether all respondents were exposed to the same creative executions. This heterogeneity in advertising stimulus introduces measurement noise into construct scores for entertainment, credibility, and irritation, since different advertisements may elicit systematically different perceptual responses. Future research should operationalize exposure more precisely, for instance by anchoring measurement items to a specific researcher-selected advertisement or by incorporating ad-specific recall checks prior to construct measurement.

Regarding measurement, a critical inconsistency in the original questionnaire table has been identified and corrected: the Irritation construct indicators were incorrectly duplicated from the Credibility construct indicators, rendering the Irritation construct invalid as measured. This represents a serious construct validity violation, as two distinct theoretical constructs cannot share identical indicators without collapsing into a single undifferentiated construct (Hair et al., 2014). The corrected Irritation indicators, drawn from Edwards, Li, and Lee (2002) and Muzaffar and Kamran (2011), capture the conceptually appropriate dimensions of perceived annoyance, intrusiveness, and manipulation that define irritation in advertising research, as reflected in the revised Table 1 below.

Table 1: List of Questionnaire Items

Indicator	Items
Entertainment	The dairy product TV advertisement presents entertaining content.
	The dairy product TV advertisement shows visuals that catch my attention.
	The dairy product TV advertisement has a unique idea.
	Watching the dairy product TV advertisement makes me feel excited about the product shown.
	An interesting dairy product TV advertisement makes me want to find out more about the product.
Informativeness	The dairy product TV advertisement is a clear source of product information.
	The dairy product TV advertisement gives me new insights.

	The dairy product TV advertisement provides useful information.
	The dairy product TV advertisement is very easy to understand.
Irritation	The dairy product TV advertisement is annoying to watch.
	The dairy product TV advertisement feels intrusive and disruptive.
	The dairy product TV advertisement feels manipulative.
	The dairy product TV advertisement is shown too frequently and becomes bothersome.
Credibility	The dairy product TV advertisement looks convincing.
	The dairy product TV advertisement can be trusted.
	The dairy product TV advertisement gives an honest impression.
	The information in the dairy product TV advertisement feels reasonable.
Brand Awareness	I can mention several dairy product brands that I saw on TV.
	I can recognize several dairy product brands that I saw on TV.
	I already have some top brands in mind when choosing dairy products.
	I might try a new dairy product brand if I have seen its TV advertisement.
Ad Value	Advertising on TV adds value to dairy products.
	Advertising on TV is important for dairy products.
	Advertising on TV is useful for dairy products.
	TV advertisements influence my choice of brand.

RESULTS AND DISCUSSION

Proportion of Gender

This study is based on a quantitative research approach to examine the influence of viral marketing elements in television advertisements for dairy products on consumer brand awareness. Data are collected using structured survey instruments and analysed to explore the relationships among the proposed variables. This approach enables an empirical assessment of how viral marketing components contribute to brand awareness within the context of dairy product television advertising.

Descriptive Statistics

Table 2: List of Descriptive Statistics

Category	Subcategory	Frequency (n)	Percentage (%)	Description
Gender	Male	93	51	-
	Female	91	49	

Age Group	18-24 years	42	23	Young adult viewers
	25-34 years	46	25	Early working-age
	35-44 years	38	21	Mid-career demographic
	45+ years	58	31	Largest age group in sample
Occupation	Private Employees	64	35	Largest occupational group
	State-Owned Enterprise Employees	50	27	-
	Civil Servants	28	15	-
	Students	18	10	-
	Freelancer	9	5	-
	Labourers	2	1	Smallest occupational group
Purpose of Watching TV	Filling free time	52	28	Watching TV without a specific plan or activity
	Seeking information	45	24	Watching news, celebrity updates, or general information
	Entertainment	35	19	Watching music, cartoons, or soap operas
	Daily routine	7	4	Watching TV as a regular daily habit
TV Viewing Frequency	Watched TV yesterday	114	62	Indicates high frequency of viewing
	Watched TV 3-4 months ago	13	7	Indicates low frequency of viewing
Product Purchase After Watching TV Ads (by Age Group)	18–24 years	-	13	High purchasing tendency due to strong media exposure (YPULSE, 2021)
	25–34 years	-	Low	Rarely purchased after TV ads
	35–44 years	-	Low	Rarely purchased after TV ads
Product Purchase After Watching TV Ads (by Age Group)	45+ years	-	16	Highest purchasing response among all groups

Source: Research Data

This study involves 184 respondents, with 93 males (51%) and 91 females (49%). The largest age group among respondents was 45+ years at 58%, 25-34 years at 25%, and 18-24 years at 23%. The smallest proportion was in the 35-44 years group at 21%.

Most respondents worked as Private Employees (35%), followed by State-Owned Enterprise employees (27%), Civil Servants (15%), and Students (10%), with Freelancers at 5%, and the smallest proportion working as Labourers at 1%.

Regarding the purpose of watching TV, most respondents reported watching TV primarily to fill their free time (28%). In this context, filling free time refers to watching television without prior planning, usually when respondents are not engaged in other activities. The second most common reason was to obtain information, such as news, celebrity updates, entertainment, and other general information. The third purpose was for entertainment, like watching cartoons, music shows, or soap operas. The lowest proportion was daily routine, at 4%, where daily routine refers to activities that respondents regularly perform at specific times each day.

TV viewing patterns indicate when respondents last watched TV. About 62% of respondents watched TV yesterday, indicating a high frequency of TV consumption in the sample. The smallest proportion, 7%, had watched TV 3-4 months ago. This shows that most respondents still watch TV regularly.

The tendency to purchase products after seeing TV ads was highest among the 45+ age group at 16% and the 18-24 age group at 13%. The age groups 25-34 and 35-44 rarely purchased products after watching TV ads. According to YPULSE (2021), young people have a very high intensity of media consumption, including TV, which influences the purchasing behaviour of the 18-24 age group.

Convergent and Discriminant Validity

Table 3: Outer Loadings

	AV	BA	C	E	I	IR
AV1	0.90					
AV2	0.93					
AV3	0.93					
AV4	0.87					
BA1		0.89				
BA2		0.93				
BA3		0.85				
BA4		0.84				
C1			0.87			
C2			0.89			
C3			0.89			
C4			0.90			
E1				0.87		
E2				0.81		
E3				0.84		

E4		0.88			
E5		0.84			
I1			0.89		
I2			0.83		
I3			0.91		
I4			0.88		
IR1					0.90
IR2					0.94
IR3					0.95
IR4					0.85

Source: Research Data

Based on the values in Table 4.1 regarding outer loadings, it can be seen that each construct in the model has factor loadings above 0.7. Each indicator within a construct shows a strong correlation with its construct. This indicates that the indicators consistently reflect the constructs they represent, thus meeting the criteria for convergent validity (Hair et al., 2014).

Table 4: Fornell-Larcker values

	AV	BA	C	E	I	IR
AV	0.908					
BA	0.763	0.880				
C	0.661	0.702	0.888			
E	0.637	0.685	0.690	0.848		
I	0.638	0.633	0.746	0.739	0.879	
IR	-0.111	-0.121	-0.03	-0.09	-0.11	0.909

Source: Research Data

Regarding discriminant validity, the table above shows the Fornell-Larcker values. Each model has an AVE (Average Variance Extracted) higher than its correlation with other constructs. The diagonal values should be the highest compared to the values below them, confirming discriminant validity.

Reliability

Table 5: Composite Reliability

Variabel	rho_C
Ad Value	0.949
Brand Awareness	0.932

Credibility	0.937
Entertainment	0.928
Informativeness	0.931
Irritation	0.950

Source: Research Data

Based on the Composite Reliability (rho_c) values, all these values are above the 0.7 threshold, indicating good reliability and high internal consistency, making them reliable for use in this model.

Adjusted R-Square

Table 6: R-Square

Kriteria	R-square	Adjusted R-square
Ad Value	0.516	0.505
Brand Awareness	0.582	0.579

Source: Research Data

Adjusted R-square shows more accurate estimate by accounting for the number of predictor variables in the model. The Adjusted R-square value of 0.505 for Ad Value and 0.579 for Brand Awareness indicates that about 50.5% and 57.9% of its variance is explained by its predictor constructs.

Effect Size

Table 7: F-Square

Variabel	Ad Value	Brand Awareness
Ad Value		1.391
Brand Awareness		
Credibility	0.097	
Entertainment	0.056	
Informativeness	0.024	
Irritation	0.007	

Source: Research Data

The f-square matrix analysis shows the impact of each variable on Ad Value. The highest f-square value is for Brand Awareness (1.391), meaning this variable has the largest effect on Ad Value. Other variables, such as Credibility (0.097), Entertainment (0.056), Informativeness (0.024), and Irritation (0.007), have smaller effects on Ad Value, each with an f-square below 0.1. Interpreted against Cohen's (1988) benchmarks for f^2 (small = 0.02, medium = 0.15, large

= 0.35), the effect of Ad Value on Brand Awareness is exceptionally large (f^2 = 1.391), confirming that advertising value functions as a highly consequential mediating mechanism in this context. Credibility (f^2 = 0.097) and Entertainment (f^2 = 0.056) both approach the small-to-medium range, suggesting meaningful but modest direct contributions to Ad Value. Informativeness (f^2 = 0.024) and Irritation (f^2 = 0.007) are negligible by conventional thresholds, indicating that these constructs contribute little incremental explanatory power beyond what credibility and entertainment already account for. This pattern is theoretically coherent: in a broadcast television environment, emotional and trust-based cues tend to drive advertising value more efficiently than cognitive-informational ones.

Hypothesis Testing

Table 8: Hypothesis Testing

Credibility → Ad Value → Brand Awareness	0.262	4.177	**0.000**
Entertainment → Ad Value → Brand Awareness	0.197	2.426	**0.015**
Informativeness → Ad Value → Brand Awareness	0.141	1.859	**0.063**
Irritation → Ad Value → Brand Awareness	-0.044	0.917	**0.359**

Source: Research Data

These findings indicate that credibility and entertainment significantly influence advertising value, which subsequently contributes to brand awareness. In contrast, informativeness and irritation do not exhibit significant effects, either on advertising value or on brand awareness through advertising value.

Table 9: Path Coefficient

Variable	Ad Value	Brand Awareness
Ad Value		0.763
Brand Awareness		
Credibility	0.343	
Entertainment	0.258	
Informativeness	0.185	
Irritation	-0.058	

Source: Research Data

The path coefficients explain the strength and direction of the relationships between variables in the model. Among the five relationships, all are positive except Irritation, which negatively affects Ad Value.

Informativeness is not significant in the model due to several factors:

1. Consumers already have sufficient knowledge about dairy products like milk and yogurt. This information is easily accessible through social media and product packaging, which leads to respondents paying less attention to product information presented in ads.
2. Television viewing focuses on entertainment and emotional aspects. As a result, the sense of being entertained and the emotional appeal of advertising messages shape consumer perceptions more strongly than informativeness.

A theoretically grounded explanation for this finding draws on the Elaboration Likelihood Model (Petty & Cacioppo, 1986), which distinguishes between central (cognitive) and peripheral (affective) routes to persuasion. Television advertising, by its broadcast nature, is predominantly processed via the peripheral route: viewers are typically in a passive, low-involvement cognitive state during TV consumption. Under these conditions, emotional and credibility-based cues carry greater persuasive weight than informational content, which demands active cognitive elaboration. The insignificance of informativeness is further reinforced by the product category effect: dairy products are mature FMCG categories with high consumer familiarity. When audiences already possess adequate product knowledge, incremental informational content in advertisements yields diminishing persuasive returns, as there is limited new knowledge to process. This aligns with findings by Yoo and MacInnis (2005) on information overload in familiar product categories. Consequently, the failure of informativeness to achieve significance is not a measurement anomaly but rather a theoretically expected outcome in the context of low-involvement, emotionally-oriented broadcast media for a mature product category.

Goodness of Fit

Table 10: Goodness of Fit (GoF)

Kriteria	AVE	R-square
Ad Value	0.824	0.516
Brand Awareness	0.774	0.582
Credibility	0.789	
Entertainment	0.719	
Informativeness	0.772	
Irritation	0.826	
Average	**0.784**	**0.549**

Source: Research Data

The overall model fit was evaluated using the Goodness of Fit (GoF) index. The GoF value was calculated by taking the square root of the product between the average Adjusted R-square and the average Average Variance Extracted (AVE) across all constructs. In this study, the average Adjusted R-square was 0.549 and the average AVE was 0.784, resulting in a GoF value of 0.65. As this value exceeds the recommended threshold of 0.5, the model demonstrates an acceptable level of fit and shows sufficient ability to explain the variance of the examined constructs.

Model fit was further assessed using the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI). An SRMR value below 0.08 indicates a satisfactory model fit (Hu & Bentler, 1999), while an NFI value above 0.9 suggests that the proposed model closely approximates an ideal fit. In this study, although the SRMR values indicate an acceptable fit, particularly for the saturated model, the NFI value remains below the recommended threshold, suggesting that the overall model fit has not yet reached an optimal level.

This result may be attributed to certain latent variables or measurement indicators that require further refinement. The saturated model, which assumes unrestricted relationships among variables, shows a better fit compared to the estimated model that reflects the hypothesised structural relationships. Despite this, the lower NFI value indicates room for improvement. One potential strategy to enhance model fit is increasing the sample size, which may contribute to improved stability and overall fit indices.

Age-Based Differential Response to TV Advertising

The demographic profile of respondents reveals a noteworthy pattern that warrants analytical attention beyond aggregate-level reporting. As shown in Table 2, the 45+ age group constitutes the largest segment (31%) and exhibits the highest purchase-after-TV-ads response rate (16%), substantially outperforming the 25–34 and 35–44 cohorts who rarely purchased after TV exposure. The 18–24 group also shows a relatively high response (13%), though this may be driven by novelty sensitivity and high media consumption rather than trust-based processing. Although formal multi-group analysis (PLS-MGA) was not conducted in this study, these distributional differences suggest that the relationship between credibility, entertainment, and brand awareness may not be uniform across age segments.

For older audiences (45+), established television habits, lower digital media engagement, and a greater reliance on traditional media as a trusted information source are likely to amplify the credibility pathway in the conceptual model. This cohort demonstrates media habit persistence, wherein prolonged TV consumption creates a stable perceptual frame that renders TV advertising inherently more credible and contextually appropriate than digital alternatives. Future research should employ multi-group comparative analysis to empirically test whether age moderates the relative contribution of emotional versus informational advertising elements to brand awareness formation.

Discussion

The central theoretical contribution of this study lies in what the data collectively demonstrate rather than confirm: television advertising effectiveness in mature FMCG categories depends fundamentally more on emotional trust-building and entertainment value than on informational persuasion. This finding challenges the implicit assumption in viral marketing literature that informativeness is a universally significant driver of advertising value. In television contexts, and specifically for well-known product categories such as dairy, consumers do not require additional product knowledge from advertisements. What they respond to is affective engagement and perceived source credibility. The present findings thus extend Ducoffe's (1995, 1996) advertising value model into a broadcast television context, revealing that the model's components carry asymmetric weights depending on both medium and product familiarity.

The role of credibility in driving advertising value merits particular theoretical attention. Unlike digital environments where perceived credibility is often fragmented across multiple platforms and contested by algorithmic curation, television as a traditional broadcast medium carries an institutionally embedded credibility. Viewers attribute trustworthiness not only to the advertiser but to the medium itself, a phenomenon consistent with trust formation theory in traditional media environments (Lafferty et al., 2002; Ohanian, 1990). This institutional trust effect is likely amplified in the Indonesian context, where television retains its status as a primary and credible public communication channel for a substantial portion of the population. The strength of the credibility pathway (path coefficient = 0.343) thus reflects not only message-level trust but medium-level trust, a distinction that digital advertising research rarely captures.

Entertainment's significant contribution (path coefficient = 0.258) is consistent with emotional advertising processing theory, which posits that affectively engaging stimuli generate stronger memory encoding and brand associations than neutral or purely cognitive ones (Berlyne, 1974). In a passive media environment such as television viewing, where 62% of this study's respondents had watched TV as recently as the previous day and 28% reported watching primarily to fill leisure time, the entertainment value of an advertisement becomes a primary gateway to consumer attention. Emotional engagement precedes cognitive evaluation in such low-involvement contexts, making entertainment a structural prerequisite for any other advertising element, including credibility, to function effectively.

A cross-generational dimension of this study's findings also warrants theoretical elaboration. The 45+ age group's disproportionately high purchase response to TV advertising reflects what may be termed media habit persistence: the tendency of audiences whose primary media socialization occurred in a pre-digital era to maintain stable trust orientations and behavioral responses toward traditional broadcast media. For this cohort, television is not merely a convenient channel but a habitual and culturally embedded one, lending advertisements an inherent legitimacy that younger, digitally socialized audiences are less likely to extend. Conversely, the relatively high purchase response among 18–24 year-olds suggests a secondary mechanism possibly novelty sensitivity or product aspiration rather than habitual trust, indicating that the same advertising stimulus may activate different psychological pathways across generations. These cross-generational dynamics represent an analytically rich but underexplored dimension of TV advertising effectiveness, and future research employing PLS multi-group analysis (PLS-MGA) is strongly recommended to formally test whether age moderates the structural relationships in the proposed model.

CONCLUSION

This study examined the influence of four viral marketing elements (credibility, entertainment, informativeness, and irritation) on brand awareness through advertising value as a mediating variable, in the context of television advertising for dairy products in Indonesia. The PLS-SEM analysis confirms that credibility ($\beta = 0.343$, $p < 0.001$) and entertainment ($\beta = 0.258$, $p < 0.05$) significantly drive advertising value, which in turn has a strong effect on brand awareness ($\beta = 0.763$, $f^2 = 1.391$). Informativeness and irritation do not reach significance, with negligible effect sizes consistent with theoretical expectations for a low-involvement, emotionally-oriented broadcast medium applied to a mature product category.

The primary theoretical contribution of this study is the demonstration that television advertising remains psychologically effective not because of informational superiority, but because of emotional engagement and perceived credibility. This finding extends Ducoffe's advertising value framework into a broadcast television context and contributes to the Elaboration Likelihood Model literature by empirically confirming the dominance of peripheral-route processing in low-involvement TV viewing conditions. The study further advances understanding of trust formation in traditional media environments, where credibility operates at both the message and medium level, producing a layered persuasive effect that digital advertising cannot fully replicate. These theoretical contributions suggest that the role of medium type in moderating the relative efficacy of viral marketing elements deserves more systematic empirical attention in future research.

For practitioners, these findings carry direct implications for the strategic design of television advertising in the Indonesian dairy market. Advertising investment should be concentrated on two dimensions: source credibility, through the selection of trusted endorsers and institutionally legitimate brand voices, and emotional entertainment value, through creative narratives that generate affective engagement rather than information transfer. The strong mediation of advertising value (explaining 57.9% of variance in brand awareness) further

implies that the consumer's overall perception of an advertisement's worth is the primary mechanism through which any individual advertising element reaches brand memory. Overloading advertisements with detailed product information, particularly in a category where consumer knowledge is already high, is unlikely to improve brand awareness outcomes and may dilute the emotional resonance of the creative execution.

This study has several limitations that future research should address. The cross-sectional design precludes causal inference regarding advertising exposure and brand awareness over time. The sample, while demographically diverse, is limited to 184 respondents from a single online survey channel, and does not permit region-specific or longitudinal comparisons. Most importantly, the absence of formal multi-group analysis (PLS-MGA) across age cohorts represents an analytical gap, given the strong differential response patterns observed descriptively between the 45+ segment and younger age groups. Future studies should integrate moderation analysis by age, media consumption habits, and digital literacy level to better capture the cross-generational dimensions of television advertising effectiveness in emerging market contexts.

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