

Public Abstract

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Title:If you are feeling confident enough, do not hesitate to reveal who you really are: Extension of Baker, Honea, and Russell (2004)

Due to the competitive advertising environment, marketers have been employing different executional factors including humor and narrative feature within the advertising. Based on the Network of Model of Memory, Baker, Honea, and Russell (2004) examined whether the brand name placement influences on the way people perceive the advertising and brand information retention. As an extension of Baker et al.'s study, this study examines the role of narrative features within the advertising, prior attitude, and brand name placement. But the present findings are not consistent with Baker et al.'s study that early presentation of the brand name does not elicit better attitude toward the advertising, brand. Findings also show that there is no significant effect on memory retention.