



The Impact of Creativity on the Effectiveness of Television Advertisement Towards Public Organization

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Article Info

ISSN (Online): 2582-7138

Impact Factor (RSIF): 7.98

Volume: 06

Issue: 05

September - October 2025

Received: 09-08-2025

Accepted: 12-09-2025

Published: 10-10-2025

Page No: 940-946

Abstract

Creativity is seen as an important component of advertising. This study will investigate the impact of creativity on the effectiveness of television advertisement under the shelter of selected public organizations of Pakistan. Previous studies found out the effectiveness of creative advertisement for low involvement products only. This research includes both low and high involvement products. The impact of creativity in Ads on Attitude toward Advertisement, Unaided Recall and Purchase intention will be measured. This study will involve 94 university students in a field research. Questionnaire will be used to gather data from the field for Analysis; Multiple Regression employed to test the four hypotheses formulated.

Results show that there is a positive relation between these variables, hence H1 is accepted. There is a major difference between Attitude toward Ad for Creative Ads and Control TV Ads The value .49 shows that there is a positive relation between these two variables, hence H2 is accepted. There is a major difference between Purchase intention in response to Creative Ads and Control TV Ads The value .35 shows that there is a positive relation between these two variables, hence H3 is accepted. Brand advertisement is positively associated with anti-brand actions. The value .08 shows that there is negative relation between these two variables, hence H4 is rejected.

DOI: <https://doi.org/10.54660/IJMRGE.2025.6.5.940-946>

Keywords: Creativity, Advertising Effectiveness, Attitude Towards Ad, Purchase Intention, Aided Recall, Un-Aided Recall, Product Involvement and Public Organizations

Introduction

According to one article in Pakistan Today, advertising history dates back to 79 AD, when advertising messages were found in the ruins of the lost city of Pompeii. Due to the rise of transcontinental capitalism, advertising has become a huge business. Nowadays there are a number of advertising channels to choose from. These channels consist of outdoor, television, radio, online, print and mobile media. In Pakistan, television still remains the biggest media channel used by companies, with the spending of approximately Rs.30 billion (Ahmad, W., 2010) ^[1]. Outdoor media channel comes at the second, with the spending of approximately Rs. 9 billion. Companies are using traditional techniques; extensive reach and frequency, to target mass audience. The point is not to only reach your audience, but also to gain their attention to watch the ad. Creativity in advertisement comes in for this purpose.

Many variables, such as ad recall (Pieters, Warlop & Wedel, 2002) ^[22], recognition (Singh, Rothschild & Churchill, 1988) ^[24], attitude toward ad (MacKenzie & Lutz, 1989) ^[17], and attitude toward the brand (Mitchell, 1986) ^[19], measure the effectiveness of publicity. According to Goldenberg (1999) ^[12], creativity should be used in advertisement to achieve superior results. For both marketers and researchers, ad creativity has become an important component of advertising strategy.

Previous studies revolved around low involvement products to check the effectiveness of creative advertising. Study should be done to check the advertisement effectiveness of creative television advertisements for both high and low involvement products. This research paper fills this knowledge gap. In this paper, the effect of creativity on unaided recall, attitude towards ad, and purchase intention is measured. It will help to answer following questions:

1. What is the effect of advertising creativity on the attitude towards Advertisement under the shelter of Public Organizations?
2. What is the effect of advertising creativity on the Advertisement Recall?
3. What is the effect of advertising creativity on the Purchase intention?

Level of effort exerted by consumers for buying products varies across every product. The effort level is directly linked to consumer involvement in that product (Laurent & Kapferer, 1985) ^[15]. Higher involvement needs higher effort and lower involvement needs lower effort. Daily used products like grocery items, crisps, sodas, and bakery are purchased without much research or long decision-making process. But durable products like television, refrigerators, and car is important and requires longer decision-making process, hence; involves greater effort.

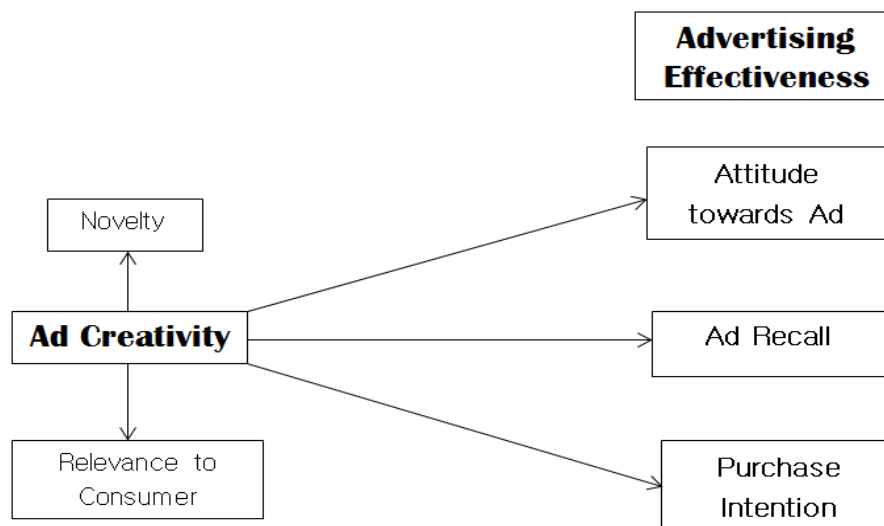
Ad Creativity

According to Koveret *al.* (1995) ^[14]; El-Murad & West (2004) ^[11]; Till & Baack (2005) ^[28], creative ads are divergent and contain elements of novelty, aesthetic representation, newness and differences. The purpose of creative ads is to draw and hold attention of the consumers. There are two major components of creativity; Novelty and Relevance to Consumers.

Novelty is described as being unique, different or original (Belch and Belch, 2004) ^[3]. Ad relevance is described as appropriateness (Jackson and Messick, 1965) ^[13]; whether the solution is appropriate to solve the problem of the customer (Besemer and O'Quinn, 1986) ^[4]. So, a creative ad needs to be both unique and useful to the consumer.

Advertising Effectiveness

Advertising effectiveness is the ability of an ad to give desired results (Corvi & Bonera, 2010) ^[9]. There are many objectives that marketers may want to achieve (Colley, 1961) ^[8]. Most common objective is sales; to generate revenue (Lavidge & Steiner, 1961) ^[16]. Another is to increase product awareness in the case of newly launched product. No matter what the objective is, any advertisement that achieves its objective is considered effective. In this study, advertisement effectiveness is measured by ad recall, attitude towards ad and purchase intention (MacKenzie, Lutz & Belch, 1986) ^[18].



Literature Review

Therefore, creativity is often defined as useful novelty or not for its own sake, but as novelty which can be applied and add value (Oldham and Cumming 1996) ^[20]. Leo Burnett defined advertising creativity as unrelated things in a manner that is relevant, believable and in good fate" (Blasko and Mokwa 1986) ^[5]. Advertising creativity is the artistic way to combine new and meaningful relationship between unrelated thing in a manner that is relevant, believable, and prevent the product in fresh way (Burnel 1968 and West 2004) ^[29].

In the literature, ad creativity has been defined in two different ways. Most researchers contend that at the core of creativity is divergence (e.g., Belch and Belch 2004; Till and Baack 2005) ^[3, 28], which refers to the extent to which an ad contains elements that are novel, different, or unusual in some way (Smith and Yang 2004) ^[25]. Smith *et al.* (2007) ^[26] identify five different ways by which divergence could be achieved in an advertisement: originality (containing rare or

surprising elements), flexibility (switching ideas from one perspective to another), elaboration (featuring unexpected details), synthesis (integrating remotely related ideas), and artistic value (containing appealing artistic verbal or visual elements).

While most researchers say that divergence is central to creativity, many argue that relevance also plays an important role (e.g., Anget *al.* 2007; Besemer and Treffinger 1981; Jackson and Messick 1965; Smith and Yang 2004; Thorson and Zhao 1997; West, Kover, and Caruana 2008) ^[2, 4, 13, 25, 27, 14, 29]. Relevance reflects the extent to which ad elements are meaningful, useful, or worthwhile for the consumer.

Previous research results show that creativity has a positive influence on advertising-related outcomes. Southgate *et al.* (2010) through his research found that creativity impacts positively on the likelihood of forwarding and sharing online viral videos. Yang and Smith (2009) ^[30] highlighted role of creative advertisement in building desire in individuals to

view the ad again, providing additional opportunities of exposure ad message. Thus, creativity positively impacts attention as well as motivation and depth of processing (Smithet *al.* 2007; Yang & Smith 2009) ^[30]. Brand and advertisement evaluations are also affected by creativity. Creative ads wield positive influence on brand awareness, attitudes and memorability (Smithet *al.* 2007) ^[26], as well as affect (Yang & Smith 2009) ^[30].

Attitude-toward-Ad Model shows that ad exposure to the consumer causes him/her to think (cognition) about the content of that Ad. Those thoughts cause a specific feeling (affect). This Cognition and Affect together produces an Attitude toward Ad, which finally causes an Attitude toward the brand. Cognition and Affect also leads to readiness to perform an action. That readiness or willingness may be considered as purchase intention. Purchase intention not always results in buying behavior, but mostly leads towards it.

According to Pieters et.al (2002) ^[22] Ad originality grabs attention and records brand in memory. Positive relationship was found between Ad likeability and Recall. Advertising creativity increases consumer attention and processing of the ad (Smithet *al.* 2007; Yang & Smith 2009) ^[30] and ultimately enhances recognition and recall (Till & Baack 2005; Baack *al.* 2008; Sheininet *al.* 2011) ^[28, 23]. Pickett *al.* (1991) ^[21] found highly creative slogans to be easily recalled and recognized. Similarly, Anget *al.* (2007) ^[2] demonstrated that creative ads produce higher recall than control advertisements. On the basis of this, following could be assumed.

H0: There is no major difference between Ad recall of Creative Ads and Control TV Ads

H1: There is a major difference between Ad recall of Creative Ads and Control TV Ads

Till & Baack's (2005) ^[28] research shows a creative Ad results in favorable attitude towards that advertisement. And in return, favorable attitude towards Ad causes positive attitude towards the brand. This shows that a creative Ad leaves a lasting imprint on the audience. Creativity only encourages ad behaviors when there are good emotions in the ad.

H0: There is no major difference between Attitude toward Ad for Creative Ads and Control TV Ads

H2: There is a major difference between Attitude toward Ad for Creative Ads and Control TV Ads

According to Yang and Smith (2009) ^[30] novel Ads causes purchase intention.

H0: There is no major difference between Purchase intention in response to Creative Ads and Control TV Ads

H3: There is a major difference between Purchase intention in response to Creative Ads and Control TV Ads

H4: Brand advertisement is positively associated with anti-brand actions.

Methods and Data Collection

Data was collected through quantitative survey research method. 200 questionnaires were distributed, 2 June 2025. Questionnaires were filled and collected on the spot. Both males and females took part in the survey. Data was obtained from age group of 18-40 years.

Population

The population of this study was students living in

Faisalabad.

Sample Size

Data was collected from 200 students of University of Central Punjab.

Sample

A total of 200 university students will participate in this research. We will collect sample from University of Central Punjab, Faisalabad, Pakistan and questions are included towards public organizations such as health sector and telecom sector PTCL as it is under Govt control.

Our sample will be very homogeneous in terms of type of customer. All the customers will be the product user with the age of 18 to 40 years. The reason behind this homogeneous sample of students is that the empirical researchers have neglected this type of sample in Effectiveness of Creative Television Advertisements study.

Procedure

The fieldwork will include interviewing 200 students in the form of written questionnaire. The aim of the interview/questionnaire distribution will be to understand the specific nature and trend of the customers.

Data will be collected with the help of single questionnaire, as our study will be cross-sectional. For this cross-sectional study we will collect data within office hours from June 2 to June 6, 2025.

Measures

Advertisement Creativity

Advertisement creativity will be measured with 5 items adopted from Smithet *al.* (2007) ^[26], Burke & Edell (1986) ^[7], Geuens & Pelsmacker (1998) ^[10] and Till and Baack (2005) ^[28]. The scale for measuring advertisement creativity will be anchored with "1-strongly agree to 5-strongly disagree".

Attitude Towards Ad

Attitude towards Ad will be measured with 5 items adopted from Smithet *al.* (2007) ^[26], Burke & Edell (1986) ^[7], Geuens & Pelsmacker (1998) ^[10] and Till and Baack (2005) ^[28]. The scale for measuring Attitude towards Ad will be anchored with "1-strongly agree to 5-strongly disagree".

Ad Recall

Ad recall will be measured with 5 items adopted from Smithet *al.* (2007) ^[26], Burke & Edell (1986) ^[7], Geuens & Pelsmacker (1998) ^[10] and Till and Baack (2005) ^[28]. The scale for measuring Ad recall will be anchored with "1-strongly agree to 5-strongly disagree".

Purchase Intentions

Purchase intention will be measured with 5 items adopted from Smithet *al.* (2007) ^[26], Burke & Edell (1986) ^[7], Geuens & Pelsmacker (1998) ^[10] and Till and Baack (2005) ^[28]. The scale for measuring Purchase intention will be anchored with "1-strongly agree to 5-strongly disagree".

Testing the Data

A structural equation modeling (SEM) approach was used to test the research hypotheses in this study. Structural Equation Modeling (SEM) is quantitative research technique that can also incorporate qualitative methods.

SEM serves to demonstrate the causal relationships between

variables.

Explanatory Factor Analysis (EFA) is a mathematical approach to assessing the association in a dataset between the variables.

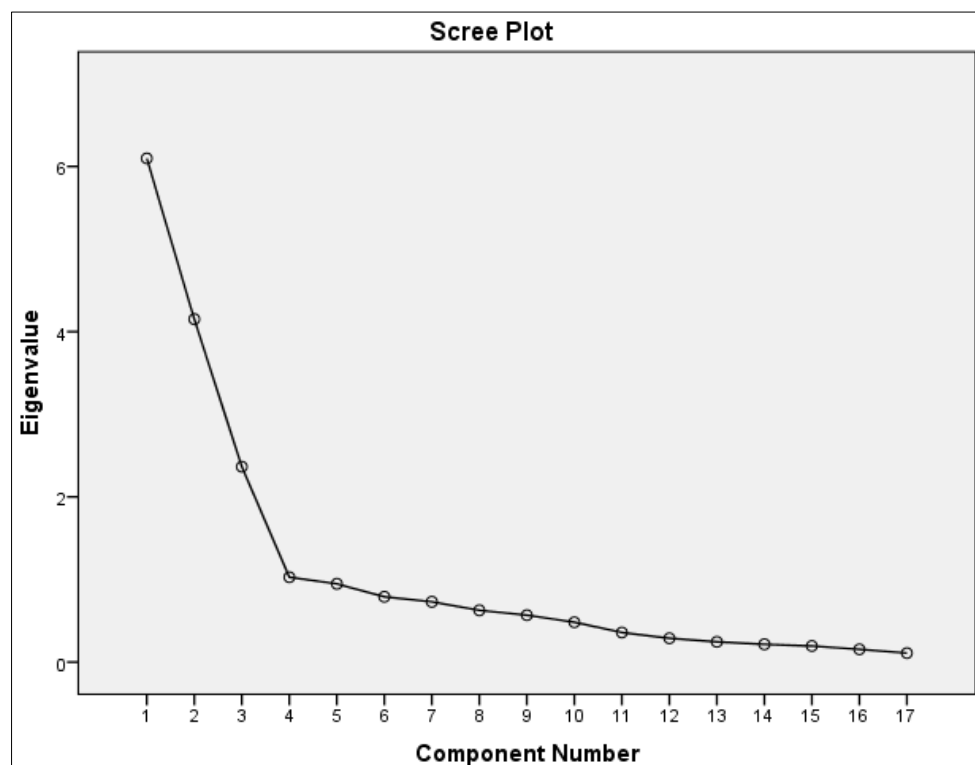
Confirmatory Factor Analysis (CFA) is a special form of factor analysis, which test whether the data fit a hypothesized measurement model.

Results

EFA Table

Communalities				
	Raw		Rescaled	
	Initial	Extraction	Initial	Extraction
Creativity brings flexibility	1.174	.688	1.000	.586
Advertising creativity is the ability to generate fresh, unique, and appropriate ideas that can be used as solutions to communication problems.	.924	.548	1.000	.593
Use of creativity differ by category.	.930	.644	1.000	.693
The dimensions have varying levels of influence on sales	1.015	.565	1.000	.557
Attitude toward the ad is "recipients' affective reactions to the ad."	1.132	.494	1.000	.437
Attitude towards the ad in general as thought predisposition of reaction (positive or negative) based on the shown advertisements.	1.035	.640	1.000	.619
It affects the brand choice	1.283	.947	1.000	.738
It provides consumer with essential information.	1.308	.727	1.000	.555
A brand-lift study is required for the most accurate measurement of ad recall.	1.516	1.153	1.000	.761
As estimated ad recall lift (people) improves over time and varies by audience	1.078	.642	1.000	.596
Ad Recall Is Where Brand Awareness Lives or Dies	1.179	.631	1.000	.535
Purchase intentions are not used to measure consumer demand for new products using concept and product tests.	1.397	1.018	1.000	.729
Consumers' product knowledge has a positive effect on perceived benefit and perceived benefit has a positive effect on purchase intention.	.938	.456	1.000	.486
I will damage the image of Multi National brands	1.301	1.130	1.000	.869
Anti-branding covers different aspects of negativity.	1.073	.892	1.000	.832
Smart management team can convert symbolic haters into brand lovers.	.979	.713	1.000	.728
Anti-brand will spread negative word of mouth	1.091	.726	1.000	.666
Extraction Method: Principal Component Analysis.				

EFA value less than .5 is not acceptable and more than .5 is acceptable. The value shows the correlation between variables.



Standardized Total Effects (Group number 1 – Default model) SEM

	Advertisement_creativity	Antibrand_action	Purchase_intention	Ad_recall	Attitude_towards ad
Antibrand_actions		-.077	.000	.000	.000
Purchase_intention	.349	.000	.000	.000	.000
Ad_recall	.492	.000	.000	.000	.000
Attitude_towards ad	.792	.000	.000	.000	.000
Q17	-.055	.711	.000	.000	.000
Q16	-.059	.760	.000	.000	.000
Q15	-.071	.919	.000	.000	.000
Q14	-.072	.934	.000	.000	.000
Q13	.283	.000	.810	.000	.000
Q12	.231	.000	.662	.000	.000
Q11	.306	.000	.000	.623	.000
Q10	.395	.000	.000	.803	.000
Q9	.394	.000	.000	.800	.000
Q8	.553	.000	.000	.000	.698
Q7	.675	.000	.000	.000	.852
Q6	.602	.000	.000	.000	.760
Q5	.473	.000	.000	.000	.598
Q1	.822	.000	.000	.000	.000
Q2	.832	.000	.000	.000	.000
Q3	.762	.000	.000	.000	.000
Q4	.699	.000	.000	.000	.000

Regression Weights: (Group number 1 - Default model) CFA

			Estimate	S.E.	C.R.	P	Label
Q8	<---	Attitude_towards ad	1.000				
Q7	<---	Attitude_towards ad	1.164	.096	12.148	***	
Q6	<---	Attitude_towards ad	.972	.083	11.722	***	
Q5	<---	Attitude_towards ad	.767	.084	9.124	***	
Q11	<---	Ad_recall	.534				
Q10	<---	Ad_recall	.580				
Q9	<---	Ad_recall	.750				
Q13	<---	Purchase_intention	.688				
Q12	<---	Purchase_intention	.999				
Q17	<---	Antibrand_actions	1.000				
Q16	<---	Antibrand_actions	1.010	.079	12.751	***	
Q15	<---	Antibrand_actions	1.279	.083	15.330	***	
Q14	<---	Antibrand_actions	1.430	.092	15.477	***	

CFA values can range between 0 and 1 (values greater than 0.90, conservatively 0.95 indicate good fit).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825 ^a	.673	.585	.71652

Predictors: (Constant), Advertisement effectiveness, Ad recall, Attitude towards ads, Purchase intention, Anti brand. Our model summary shows the relationship between independent and dependent variable. If the independent variable has the capacity to explain dependent variable so do it have because it is high then 0.50 which is significant.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.893	.887	17

Reliability statistics is related to the questionnaire reliability from this method we get .893 which positively significant and comes under good range.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.425	.153		2.779	.006
Advertisement effectiveness	.857				
Ad recall		.069	.662	12.425	.045
Attitude towards ads	.765				
Purchase intention	.676	.056	.567	10.21	.056
Anti-brand action	.787	.044	.456	9.32	.033
	-.062	.060	.634	11.67	.008
		.011	-.051	-5.45	.107

a. Dependent Variable: Ad creativity

This Table shows dependent variable which is Ad creativity and independent variables showing positive and negative variations

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.884
2Bartlett's Test of Sphericity	Approx. Chi-Square	2670.322
	Df	216
	Sig.	.000

KMO and Bartlett's test is significant

Conclusion

Results revealed that there is a major difference between Ad recall of Creative Ads and Control TV Ads the value .79 shows that there is a positive relation between these two variables, hence H1 is accepted. There is a major difference between Attitude toward Ad for Creative Ads and Control TV Ads The value .49 shows that there is a positive relation between these two variables, hence H2 is accepted. There is a major difference between Purchase intention in response to Creative Ads and Control TV Ads The value .35 shows that there is a positive relation between these two variables, hence H3 is accepted. Brand advertisement is positively associated with anti-brand actions. The value .08 shows that there is negative relation between these two variables, hence H4 is rejected.

Research Limitations

- **Impact Limitation:** This study was conducted in Faisalabad, that's why the results are not generalizable to other areas.
- The results are industry specific.
- There was control no extraneous variables, which can affect the impact independent variable on dependent variable.
- **Data Limitation:** the sample size taken for the study was less.

Directions for Future Research

- Future studies should test this conceptual framework in a more controlled environment, such as experimental studies.
- Additionally, a qualitative approach would be useful in understanding the reasons for why consumers with a high level of attachment anxiety and avoidance are more demanding.
- Sample should be representative of whole population.
- This research should be done in other industries.
- Longitudinal study should be done, which should be both quantitative and qualitative in nature.

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How to Cite This Article

Khurram S. The impact of creativity on the effectiveness of television advertisement towards public organization. *Int J Multidiscip Res Growth Eval.* 2025;6(5):940–946. doi:10.54660/IJMRGE.2025.6.5.940-946

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