Advertisement number 1:

Please tell us what you think about this advertisement

	Strongly disagree	Disagree	Natural	Agree	Strongly agree
CRT1: This advertisement is innovative.					
CRT2: This is a creative advertisement.					
CRT3: I see creative ideas in this advertisement.					
ENT1: This advertisement is entertaining.					
ENT2: Watching this advertisement is enjoyable.					
ENT3: This advertisement gives me a pleasant feeling.					
CLR1: The content in the advertisement is clear.					
CLR2: This advertisement is easy to understand.					
CLR3: I can get the idea that the advertisement intends to convey easily.					
EFF1: This advertisement is interesting to me.					
EFF2: I love this advertisement.					
EFF3: This advertisement really grabs my attention.					

Advertisement number 2:

Please tell us what you think about this advertisement

	Strongly disagree	Disagree	Natural	Agree	Strongly agree
CRT1: This advertisement is innovative.					
CRT2: This is a creative advertisement.					
CRT3: I see creative ideas in this advertisement.					
ENT1: This advertisement is entertaining.					
ENT2: Watching this advertisement is enjoyable.					
ENT3: This advertisement gives me a pleasant feeling.					
CLR1: The content in the advertisement is clear.					
CLR2: This advertisement is easy to understand.					
CLR3: I can get the idea that the advertisement intends to convey easily.					
EFF1: This advertisement is interesting to me.					
EFF2: I love this advertisement.					
EFF3: This advertisement really grabs my attention.					

Please tell us about your information

Gender	[ ] Male **(1)** [ ] Female **(0)**
Age	Years
Educational level	[ ] Below Bachelor's Degree **(1)** [ ] Bachelor's Degree **(2)** [ ] Master's Degree or higher **(3)**
TV watching per day	[ ] Less than 30 mins **(1)** [ ] 30 mins - 1 hour **(2)** [ ] 1 hour - 1.30 hours **(3)** [ ] 1.30 hour - 2 hours **(4)** [ ] 2 hour - 2.30 hours **(5)** [ ] 2.30 hours - 3 hours **(6)** [ ] More than 3 hours **(7)**
Employment status	[ ] Non-employment/Students **(0)** [ ] Full-time/Part-time employment **(1)**