

Abstract

The World Wide Web has become more and more important as it expands to the advertising environment. The experiment examined the effect of repetition and awareness of unfamiliar brand name on the repetition, advertisement attitude and brand name attitude. The brand name recognition, advertisement and brand name attitudes were determined by three questionnaires. The result demonstrated that repetition could improve recognition of unfamiliar brand names. However, the brand awareness did not have significant effect on brand name recognition. In addition, there was no significant difference due to repetition and brand awareness on attitude toward the advertisement and toward the brand name. The result indicated that there was no interaction between repetition and awareness on brand name recognition, advertisement attitude and brand name attitude.