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Consumer's Presupposition on Explicit and Implicit Information in Malaysian Milk Formula Television Advertisement

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Abstract

Milk formula brands in Malaysia have increased their advertising on television advertisements over the years, with a growing demand on milk formula for children above 2 years old. However, not many consumers are aware of the implicit and explicit information that the brand includes in the television advertisement. With this, it is important for consumers to know and understand the importance of the information that is implicitly or explicitly in cooperated in the milk formula television advertisement. The study uses qualitative method, focusing on Fairclough's (1995) critical discourse analysis, the second dimension which is discourse practice analysis under the sub category of intertextuality which is presupposition. A total of 20 Mother/ or Father with children drinking milk formula will be exposed to 5 different brands of Milk formula television advertisement and will be interviewed on their presupposition of the explicit and implicit information contained in the milk formula advertisement. The finding shows that parents are only aware of the explicit information in the television advertisement as it is directly mentioned, as opposed to the implicit information as the parents don't have much time to make their own inference on the implicit information. It is hoped that further studies will be done on the importance of explicit and implicit information in television advertisements.

Keywords: Critical Discourse Analysis, Presupposition, Television Advertisement, Milk Formula

Introduction

A study by Saumendra (2018) stressed on the advertising effectiveness towards the cognitive recall mechanism. The study had identified that television is a medium that has influenced

the viewers on many occasions that ultimately increase the viewer's cognitive recall on the television advertisement. Although many viewers tend to forget the advertisements in between the television programs that viewers are watching, with enough repetition of the same television advertisement, it can increase the viewer's brand recall on the advertisement that they saw on television and can help influence the viewer's purchasing intention towards the brand. Saumendra (2018) study showed that brand recognition varies depending on the television program that the viewer is watching. The more popular the program the viewer is watching, the higher degree perception of the viewer's towards the advertisement they see between the advertisements. This shows that advertising on television is still relevant as it has a high influence towards the viewer's purchasing intention, be it depending on the program that they are watching or the amount of times the television advertisement is exposed towards the viewers to have a higher brand recall that will help on the brands viewer's on their purchasing intention (Roslan et al., 2020). Bamfo et al (2019) had studies on the effects of television advertisement towards the children's purchasing decision. The study had showed that the quality of television advertisement content, intrusiveness of the information as well as interesting television advertisement had a big positive impact towards the children's purchasing behaviour. This shows that, not only do the parents make the final purchasing decision, but children also have a significant impact on influencing the parents purchasing decision. As the study had stated that the quality of the content had influenced the children, this means that the content of television advertisement plays a big role in influencing the children. However, Udo & Stella (2015) had a difference in opinion where their study had stated that children's purchasing decision are often influenced by the celebrities that endorse the brand they see on the television advertisement as the children see the celebrities as models that they can learn from.

Advertising on television is still relevant, even though with the increase of online media that is available to everybody, this is because television advertisement is seen as the most prominent modal of transmitting messages through video content (Kotler, 2013). Batra & Keller (2016) mentioned that advertising on television still remains as relevant and important platform for brands to communicate with their audiences. With this, milk formula brands have increased their advertising on television advertisement in order to communicate closely with their consumers. A study by Suleimen (2001) found that the Malaysian mother's that were being interviewed, 72% felt that they were influenced by the milk formula advertisements shown on television, as opposed to other platforms. Another study by Ngoc (2015) showed that in Vietnam, milk formula television advertisement has a positive influence towards consumers and that in order to increase the consumers purchase intention towards the brand, television advertisements should create a meaningful advertising message. Although the effects to television advertisements are influenced by the ad spend or gross rating points, but the message of the television advertisement also plays a big role in influencing audience to watch the television advertisement which can vary from brand related messages of visual cues such as the brand logo or attributes which are incorporated in the television advertisement be it explicitly or implicitly (Bruch, Becker & Reinartz, 2020). Explicit and implicit information is important in television advertisement but has different effects towards the message in the television advertisement. Implicit information is used in delay or divided attention, while explicit information is affected by the implicit conditions (Shapiro & Krishnan, 2001), making both explicit and implicit information important in

television advertisement. However, the problem statement is that not many consumers are aware of the explicit and implicit information brands include in their television advertisement.

According to Champeny, Hou, Diop and Gueye (2019), promoting breast milk substitute (BMS) or in other words formula milk and by inappropriately promoting commercially produced complementary foods (CPCF) through various platforms especially television advertisements can lead to negative influence of the infant and the child's feeding, therefore strict rules are provided to follow by brands when it comes to promote formula milk. Their study had focused in Phnom Penh and Dakar and further showed that television advertisements that less than half of milk formula television advertisement explicitly state the age to use the product, which is important information needed in a television advertisement. This study is similar to Yong & Cheong (2019) study on the genre and multimodal analysis on milk formula advertisements where it highlights that milk formula advertisements are created for a specific purpose of conveying a certain message which is normally examined first before the advertisement is developed and advertised. Their study had shown that 95% of the purpose of milk formula advertisement messages is to persuade the audience. In order to do so, the information or message in the advertisement needs to be written clearly. With the study above, it shows the importance of the message in the milk formula television advertisement, in order for consumers to know the importance of implicit and explicit information in the television advertisement before making their purchase or how the advertisement can influence the consumers purchase intention.

Another study by Harris & Pomeranz (2020) on milk formula found that in the United States, that marketing on infant formula has given a significant negative impact towards breastfeeding, especially for the marketing on formula milk for children aged 12 – 36 months. Although the United States had relied on self-regulation in regards to marketing for formula milk, but the research still showed how the marketing which includes television advertisement plays a major role in influencing the audience. Hastings, Angus, Eadie & Hunt (2020) supports Harris and Pomeranz (2020) study, where Hastings, Angus, Eadie & Hunt (2020) had further examined how powerful marketing on milk formula can get. The study elaborates that although the world health assembly has set guideline and codes to follow when it comes to marketing milk formula, but brands have their own way to appeal towards the audience by using emotion, so that they build the relationship with the audience/ parents closer, especially when most brands use a human face (an actual child) to market the formula milk. Not only emotional appeal, brands have managed to create advertising campaigns to market infant formula as “the friend and supporter” for parents to help parents on their daily activity which most of the audience are attracted to. With this, it shows that Hastings, Angus, Eadie & Hunt (2020) and Harris & Pomeranz (2020) study highlights how advertising formula milk needs quality content to influence the audience.

When it comes to television advertisements, the content is important where it is the main channel to deliver the brands messaging towards the audience (Roslan, et. al., 2020). Content in television advertisement is delivered through two ways, which is explicit information and implicit information (Roslan, 2020). A study by Chang, Schulz, Schirato & Hall (2018) had focused on the implicit messages regarding unhealthy food in Chinese television advertisement and how it has increased the risk of obesity. The study had highlighted how most television spots which had advertised the food products had poor nutritional benefits,

in which the advertisement had implicitly used in the food television advertisement which had misled the audience and started the audience to concern on the actual foods nutritional benefits. The television advertisements that had successfully influence consumers purchasing intentions often use repetition and offered a premium appeal of the food towards the consumers. The results showed that often the products attributes the brand used in the television advertisements through culture as well as the implicit messages used to market the claims which ultimately had increased the risk of obesity. Chang et al (2018) shows that implicit messages tend to lead to negative impacts towards the consumers, however for the brand as long as the television advertisement influences consumers purchasing intention, then the brand will just implicitly include the negative impact the food will have towards the consumers. This is to avoid from directly mentioning the food that does not bring any nutritional value, therefore food brands can opt to include the non-healthy information about the food through implicit message instead. On the other hand, a study by Weibel, Francesco, et al (2019) had highlighted how television advertisements had managed to capture more attention and have a stronger impact in implicit long term memory. The study had further shown that television advertisements that were already elicited exposed to viewers tend to have a stronger impact and memory as they are being exposed more than once. The study also mentioned that viewers tend to remember advertisements exposed on television as opposed on YouTube. This is because, on television, the same advertisement can be exposed more than once, depending on the spot the brand buys. But for YouTube, it depends on the target audience and how the media is set up to expose the advertisement. However, when viewers are using the YouTube platform, their attention is already on something else, therefore the viewers won't remember the advertisement as they are focused on what they were doing before the advertisement is on, as opposed to television advertisement when the viewers' attention is already on the television. Therefore, the study proposes that television advertisements have a stronger impact on implicit memories of the television advertisement towards the viewers.

When it comes to the purchasing decision, especially in regards to milk formula, children have a big influence towards their parents purchasing intention. So many milk formula television advertisements focus their attention in influencing the children. Lapierre, Fleming-Milici, et al (2017) had studied how advertising has effected children. Children have become a big factor in influencing parent's purchasing decision as well as spending themselves on their own purchases. Not only that, but children also have a strong lifetime of brand loyalty that they themselves impose towards their parents which their parents will listen to. Lapierre, Fleming-Milici, et al (2017) also elaborated that psychological development of a child influences how the child perceives an advertisement. Therefore, in order to keep a positive perspective of television advertisement to help shape and influence children, Lapierre, Fleming-Milici, et al (2017) highlights that marketing insights are able to help children. Through understanding what children's views are on television advertisement, it can further help brands to craft their contents to positively benefit the child as well as to influence the child's purchasing intentions. Beno & Dhandapani (2018) study supports Lapierre, Fleming-Milici, et al (2017) where in Beno & Dhandapani (2018) had also focused on the effectiveness of television advertisements. The distributed a questionnaire towards 120 subjects in regards to the impact of television advertisement and how they influence the subjects purchasing decision. The results from the study show that most of the subjects were strongly influenced by the

television advertisement which ultimately had given an impact on their purchasing decision towards the television advertisement brand.

The objective of this study is to identify and discuss the presupposition of consumers towards the importance implicit and explicit information in Malaysian milk formula television advertisement analysed through Fairclough's (1995) critical discourse analysis, second dimension which is discourse practice analysis under the sub category of intertextuality which is presupposition.

Methodology

This study uses qualitative method of critical discourse analysis, focusing on the discourse practice analysis. 20 Mother/ Father's with children drinking milk formula will be interviewed one by one. The interview consists of 5 open ended questions. The subjects (later referred as S1 for subject 1, S2 for subject 2 and so on until S20 for subject 20) are first shown 5 brands of Malaysian milk formula television advertisement and then will be interviewed on their presupposition in regards to the explicit and implicit information present in Malaysian milk formula television advertisement as well as the importance of the information in the television advertisement.

Formula Milk Advertisement Copy

Brand: AptaGro

URL Link: <https://www.youtube.com/watch?v=j7fPOYONbHk>

Copy:

The world we live in is constantly evolving. For my child to succeed it is important for her to be resilient. She needs to learn to do things on her own.

W: You can do it! Come on!

She needs to learn to take on new challenges and persevere until she succeeds. She needs to dare to overcome fear but to be exposed to the world first her body needs to be ready. AptaGro with activeduobio+ a combination of probiotics and prebiotics that helps support your child's body. So you can expose your child to the worlds and expose their resilience. AptaGro Raise Them Resilient.

Brand: Sustagen

URL Link: <https://www.youtube.com/watch?v=s5Y74ofSiWU>

Copy:

Nutrition Mission with Sustagen. One, two three and four let us start. Start to find, the nutrition mission, Sustagen Milk, full of goodness. Kid's its time for sustagen. Sustagen milk has 100% nutrition. Yay. Sustagen has a nutrient, the food pyramid.

Brand: Enfagrow A+

URL Link: <https://www.youtube.com/watch?v=dz4FIJW6HzI>

Copy:

Kids need eight signs of mental and emotional development for future success. Being good at problem-solving is not enough. Kids need emotional development too, like being helpful and caring.

N: Research shows MFGM and DHA help support the eight signs of mental and emotional development. Enfagrow A+ is the only brand with MFGM Complex and 40's higher DHA. Enfagrow A+

Brand: S26 Gold

URL Link: <https://www.youtube.com/watch?v=ALslzg2-TI8>

Copy:

Little Anna is a thinker, always overserving everything around her, with big wide eyes. Looks like she learned something new today. Ah just as she thought. Birds do fly, no matter how your child learns. S-26 gold process with alpha lipids and key nutrients helps you support their development to keep them a step ahead. S26 gold progress, nurturing tomorrow's exceptional mind, today.

Brand: Pediasure

URL Link: <https://www.youtube.com/watch?v=VVgtkB0zsS8>

Copy:

Picky eaters don't get enough nutrients for growing. That's why I recommend pediasure with 25 key nutrients that promotes development of strong bones and build muscle tissue. Pediasure scientifically formulated to supported height and weight. Pediasure, see improvement in growth.

Interview Questions

The subjects are interview with 5 open ended questions in regards to implicit and explicit information towards the chosen milk formula television advertisement. After the interview, the subjects will be explained on the meaning of explicit and implicit information with examples from the milk formula television advertisements. Below are the 5 open ended questions:

1. Are you aware of explicit and implicit information in milk formula television advertisements and can you define what it means?
2. What is your opinion in regards to explicit information in milk formula television advertisements and can you give examples from the shown television advertisement?
3. What is your opinion in regards to implicit information in milk formula television advertisements and can you give examples from the shown television advertisement?
4. What major influence does the explicit and implicit information have in the milk formula television advertisement towards you?
5. If parents is not aware of explicit or implicit information in milk formula television advertisement, how will it effect on the parent's understanding towards the content of the television advertisement?

Results and Discussion

Consumers are aware of explicit information in milk formula television advertisements

It is found that for explicit information, consumers are more aware as the information is directly stated in the television advertisement. S1 revealed that he is more exposed to explicit information as the information is directly stated in the milk formula television advertisement. S1 further elaborated that the explicit information is really important especially when it

comes to food that her child will be consuming. She expressed that “it is important for milk formula brands to include the milk formula’s content in the television advertisement, so that I am aware what I am feeding my child”. S1 also informed that television advertisements like Aptagro doesn’t explicitly inform much on their product’s ingredients, only one part of the television advertisement explicitly informs the product which is “activeduobio+ a combination of probiotics and prebiotics that helps support your child’s body”, from there S1 only knows that Aptagro has prebiotics and probiotic, but does not know what else the milk formula has as it is not stated in the television advertisement. With this, it can be seen that S1 admits that explicit information is important in milk formula television advertisement because the contents of the milk formula is very important as it is something that she is feeding her child, hence she presupposes that the Aptagro brand only contains prebiotics and probiotic and not anything else as it is not explicitly stated in the television advertisement. S1 further compared Aptagro television advertisement with Pediasure television advertisement here she explained that “as you can see in the Pediasure television advertisement, I know my child will get a lot of good nutrients as it says directly that it has 25 key nutrients”. From S1’s statement, she presupposes that because the television advertisement explicitly states there are 24 key nutrients that it has better benefits as compared to Aptagro as it only explicitly states that it has prebiotics and probiotics. So from S1’s statement, she presupposes that Pediasure has better nutrients as compared to Aptagro based on the explicit information in the television advertisement. Other than that, S2 had a similar presupposition when it comes to the explicit information in milk formula television advertisements. She expressed that milk formula is a serious matter to her as it is milk that her child is drinking to grow up healthy with the right ingredients, therefore the ingredients needs to be stated clearly in the television advertisement. She further stated that “if the ingredients are not mentioned clearly in the television advertisement, then I won’t buy the brand”. From S2 statement, it can be seen that the explicit information present in the milk formula television advertisement influences her purchasing decision towards a brand. S2 presupposes that if a brand does not explicitly state the ingredients in the television advertisement, then it means the brand does not have sufficient ingredients; hence she prefers brands that explicitly state their ingredients in the television advertisement.

S4 and S7 on the other hand had a difference in opinion. S4 had mentioned that when it comes to watching milk formula television advertisements, she is more attracted to the emotional appeal that brands portray in the television advertisement. S4 elaborated that “I watch most milk formula television advertisements with my child. So ingredients don’t really matter to me. If it is emotionally connected with me then it can influence me”. S7 also had a similar opinion to S4, where S7 stated that “most milk formula use emotional appeal to influence parents as the main person who would buy the formula milk, so if I find the television advertisement attracting enough then I will buy it. This shows that S4 and S7 are more influenced with emotional appeal which is explicitly present in milk formula television advertisements such as Aptagro, Enfagrow and S26 Gold. Although they do include the brands ingredients, but the brands lean more towards emotional appeal towards the audience, for instance Aptagro television advertisement highlights raising children to be resilient, Enfagrow focusing on the 8 signs of mental and emotional development while S26 gold is on learning new things, which all is explicitly shown through the television advertisement. Other than that, S4 also mentioned that explicit information like the Aptagro television advertisement where it mentions “She needs to learn to take on new challenges

and persevere until she succeeds. She needs to dare to overcome fear but to be exposed to the world first her body needs to be ready” it gives reassurance towards parents that the child can be prepared for the future with the milk formula, so it’s not all about the ingredients that entices the parents, but also how brands position their milk formula that relates emotionally towards the audience. S7 similarly mentioned that milk formula television advertisements that highlights a child’s development is more relatable for parents and she proceeded to give an example in Enfagrow’s television advertisement copy “Kids need eight signs of mental and emotional development for future success. Being good at problem-solving is not enough. Kids need emotional development too, like being helpful and caring”. From Enfagrow’s copy, S7 mentioned that it highlights how kids need the 8 signs of mental and emotional development, so most parents might know about that information, but like S7, it is the first time that she heard it. So for S7, the explicit information is really important in order to emotionally appeal the parents. With this, it shows that S4 and S7 presupposes that although ingredients of milk formula are important, but the emotional appeal to attract the users are also important. Apart from the benefits of the milk formula ingredients, parents also want to know how their children will progress in life and how the milk formula can help their children. So with explicit information on “raising children resilient” as well as how kids need “8 signs of mental and emotion development” it helps parents to be more aware of the child’s development through the milk formula television advertisement. This also shows that for explicit information in milk formula television advertisement, it can be focused on the milk formula’s ingredients or on the emotional appeal the brands focuses on.

Other than that, a mixture of explicit information in milk formula television advertisement is also important. S11, S15 and S18 presuppose that blended information in milk formula television advertisement also works when it comes to convincing parents to try the milk formula brand. S11 elaborated that for him both ingredients and emotional appeal is important for him and plays a major role in influencing his purchasing decision on the brand’s formula milk. Television advertisements like Sustagen that highlights how the brands has 100% nutrition but also manages to be emotionally appealing towards the children which makes him purchase the brand . He expressed that “my child likes the television advertisement because the content is playful, and I like the brand because it explicitly informs users of the 100% nutrients in the television advertisement”. S15 stated during the interview that only recently she had noticed the increase of milk formula brands advertising on television advertisement and knowing that she always watches television with her children, ultimately if the milk formula television advertisement only focuses on the product benefits, it will bore the children although it is good information for parents to know. So what makes her interested in buying formula milks is how well the television advertisement can influence the parents on the products benefits as well as influence the children on the emotional side of the television advertisement. She further added that “S26 gold is a perfect example how they have managed to influence the children with emotional appeal by mentioning about birds and incorporated the product benefits to influence the parents, both being explicitly present in the television advertisement”. From S14 elaboration, she presupposes that milk formula television advertisement that can influence both the child and the parents help to influence a parents purchasing decision. S18 presupposes similarly with S14, where S18 had mentioned that when she had viewed all the milk formula television advertisement, both the emotional appeal and product benefits are important information to be explicitly present in the television advertisement. Not only does explicit information such as the product benefits

needs to be mentioned in the television advertisement to give assurance towards parents on what the ingredient the milk formula has, but also the emotional appeal on how the milk formula can benefit their children and the influence the television advertisement has when her children see the television advertisement. She had mentioned how the PediaSure television advertisement had attracted her most and further explained that “my son is a very picky eat, so when the milk formula television advertisement uses emotional appeal of “picky eaters” it really caught my attention, and what made me more confident in wanting to purchase the milk formula is that the product benefit is also explicitly mention. So I don’t have to worry that although my child is a picky eater, he will still get all the products benefits from PediaSure’. From S18 statement, the presupposes milk formula television advertisement that focuses on both emotional appeal and product benefits have a great impact in influencing a parents purchasing decision towards the milk formula.

Overall, from the study, it can be found that the subjects are aware of explicit information in milk formula television ads as it is directly stated in the television advertisement and that some of the subjects presuppose of highlighting the product benefits is really important in the milk formula television advertisement because when the product benefits are clearly mentioned in the television advertisement, parents are reassured and know what is the contents of the milk formula and ultimately will influence the parents purchasing decision towards the milk formula brand. Other than that, some subjects had a difference in opinion where they presuppose that emotional appeal is more important than product benefits as it has a bigger influence towards the child to drink the brands milk formula as well as how it relates to their children’s wellbeing portrayed in the milk formula television advertisement. Lastly, other subjects presupposes that both the emotional appeal and product benefits are important to be present in milk formula television advertisement where the product benefits are information for parents to know what they are giving their children and the emotional appeal to attract the children towards the milk formula’s television advertisement. Altogether, it shoes that most of the subjects presupposes that the explicit information in milk formula television advertisement is indeed important for both the parents and the children be it to highlight the product benefits or to be emotionally appeal towards the audience.

Consumers need to be more aware of implicit information in milk formula television advertisement

When it comes to developing any television advertisement, the content needs to have both explicit and implicit information. Although explicit information is the information that is clearly mentioned in a television advertisement which makes the consumers more aware of explicit information, but implicit information is the tricky one. Implicit information is not mentioned directly in the television advertisement, but it has information that leads to the implicit information which needs the consumers or audience to infer them, which makes it more difficult to identify. This is supported by S3 where he had stated that when it comes to implicit information, not many people are aware of it as it is information that is not stated. He then elaborated that “implicit information requires extra works for audience, because we have to think ourselves so I am not always aware of the implicit information in the milk formula television advertisement”. From his statement, he presupposes that implicit information is difficult to understand as it requires the audience to think or infer themselves. S3 had also highlighted that when it comes to milk formula, parents are more tedious as it is formula they are feeding their children. Therefore, it gives parents better assurance when it

is explicitly mentioned rather than implicitly present. Other than that, S3 also mentioned that he is not aware of the implicit information present in the milk formula television advertisement as he only remember and understands what is being stated explicitly in the milk formula television advertisement. S9 had a similar presupposition towards implicit information in milk formula television advertisement. S9 presupposes that many viewers will not be aware of implicit information in the television advertisement because advertisement always ranges from 10 to 30 seconds, in order to keep it short and catchy. Therefore, in order to viewers to understand or be aware of implicit information, they need to be exposed and understand clearly an advertisement which will take more than 30 seconds. S9 also added that “implicit information is hard to understand and hard to identify. When I see the AptaGro television advertisement, based on the explicit information I know the brand is talking about raising children resilient and how they have both prebiotics and probiotic. But after I am aware what implicit information is, then I would have inferred the AptaGro television advertisement is that the brands wants parents to raise their children resilient in order for them to be ready to face their own challenges. Without knowing what implicit information is, I won’t know what the brand wants to really mean in the television advertisement”. With this, it shows that S3 and S9 presupposes that many viewers are not aware of implicit information in the milk formula television advertisement as it is not mentioned directly in the television advertisement and they many viewers won’t have enough time to process that it is an implicit information.

S11 and S15 also had a similar opinion when it comes to implicit information in the milk formula television advertisement. It was found that only after the interview which had explained what implicit means and examples in the milk formula television advertisement, were they aware of the implicit information and how much their perception towards the information had changed their thoughts. S11 originally presupposed that implicit information is the information that is directly mentioned in the milk formula television advertisement. She further mentioned that “I thought implicit is the implied message in the television advertisement, like how AptaGro had implied of raising children resilient”. From S11 statement, it can be seen that she is not aware of what implicit means and what form of implicit information is. S15 had a similar opinion where she had presupposed that all television advertisement had implicit information, but what she didn’t know is that implicit information is for viewers to infer on the information from the existing explicit information in the milk formula television advertisement. A15 had presupposed that implicit information is the detailed information of the milk formula within the contents of the television advertisement. From S15 statement, she had presupposed that her knowledge on implicit information is the important information of the milk formula. It shows that S11 and S15 lacks knowledge on the understanding of what implicit information is. They are only aware once it has been explained during the interview, to which they had also presupposed that many parents won’t know about the implicit information in the milk formula television advertisements as it can be confusing and lead to misunderstandings as many parents or viewers who watch the milk formula television advertisement only absorbs information that is being directly mentioned in the television advertisement and that viewers won’t even think on inferring information to understand the implicit information in the television advertisements.

Altogether, the study shows that most of the parents interviewed are not aware of implicit information in the milk formula television advertisements, as they presuppose that implicit information is the information that is stated clearly in the milk formula television advertisement. However, after being explained on what implicit information is together with examples in the milk formula television advertisements shown, the parents are more aware on what to look for when it comes to implicit information. But, after the subjects are made aware of implicit information in the milk formula television advertisements, the presuppose that most parents who look at the milk formula television advertisement won't pay attention or won't bother to understand or infer the implicit information the brands wants to deliver in the television advertisement, because television advertisements are short and parents will only have time to understand the explicit information in the television advertisement as it does not require the parents to infer the messaging.

Conclusion

Based on the findings and discussion for this study, it shows that through Fairclough's (1995) critical discourse analysis, presupposition is that consumers have a strong presupposition towards explicit information being very important in milk formula television advertisement; however more exposer is needed on implicit information. It is found that the consumer's presupposition towards explicit information in milk formula television advertisements is clear. This is because; explicit information is information that is stated within the milk formula television advertisement. The subject's presupposition towards explicit information is that they are aware and know about the information stated in the milk formula television advertisement because it is clearly stated; therefore they will remember it and will lead the consumers to have either positive or negative reaction on the explicit information in the milk formula television advertisement. For implicit information on the other hand, consumers are not aware of implicit information in the milk formula television advertisements. This is because, implicit information is not directly stated in the milk formula television advertisement, instead it gives gestures of clues to direct the consumers to make their own inference towards the message that the milks formula intends to deliver towards the consumers. The findings show that the subjects are confused about implicit information as it is not directly stated in the milk formula television advertisement. The subjects need to give more effort in order to understand or aware of the implicit information in the milk formula television advertisement, therefore it leads the messaging harder to understand for the subjects. The subjects also highlighted that before they are exposed to the implicit information as explained during the interview, that if consumers are not aware or do not know how to infer the implicit information, it can lead to misunderstanding between the milk formula television advertisement messaging towards the consumers.

With this, it shows that television advertisement is still the main medium for brands to advertise their products which the milk formula industry has relied on and increased their advertising on the platform. When it comes to television advertisements, the content is important in order to deliver a message towards the viewers, especially for milk formula target audience where the audience pays attention in the content as it is what they are feeding their children. Therefore, content of both implicit and explicit information needs to be well present in milk formula television advertisement in order to influence both the child and the parent on their purchasing intention towards the brand. That is why many milk formula brands have gone through research and insights in order to understand the milk

formula target audience so that the television advertisements can highlight the product benefits as well as be emotionally connected with the audience. It is hoped that future studies are done on the importance of understanding implicit and explicit information in television advertisements as well as milk formula advertisement based studies to understand more on the impact and influence it can bring towards the brand and the target audience.

The findings of this study suggests that not many consumers are aware of explicit and implicit information in the contents that involve in television advertisement, therefore, this study is significant for consumers to widen their knowledge about discourse in television advertisement for them to understand the content that they are watching better, and that misunderstanding will not happen when they are exposed to explicit and implicit information in television advertisements. Additionally, when consumers are exposed about the explicit and implicit information in television advertisement, they are able to evaluate the content more appropriately and at the same time also help to educate the copywriters that write the content of the television advertisements to develop contents that are appropriate against the consumers so no problems will arise. This study helps to expand the consumer and copywriter's knowledge towards explicit and implicit features, based on the presupposition the consumers themselves have towards the television advertisement.

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