

the negativity is grater with LS TVCs (-0.585) than FF TVCs (-0.472). According to the convergent validity is based on average variance extracted (AVE) and only one construct called “Attribute” is failed to establish as a good construct in the model. This results brake the common acceptation of marketers who pursue their marketing objectives via FF TVCs during the matches.

***Key Worlds: Brand Recall, TV commercial, Cricket, Fanaticism***