

Advertisement for Communication Effecting Consumer Behavior

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Abstract

This study is an attempt to measure the impact of differences in the degree or intensity levels of Advertising Creativity on Communication-Effect and consequent consumer Purchase Behaviour. Here in this study the core idea developed is to resolve a query regarding the active role of Creativity element in Advertising. In fact, this was to relate the influence of Advertising Creativity on Communication Effect and Purchase Behaviour of consumers. As an aid to the reader, the research problem and reviews have the used various methods used in the study. It is an accepted fact that all ads do not work and are not equally effective. But the reasons or factors responsible for success or failure of the ads are not clearly known to the interested groups. This opens up a series of questions to be answered academically. In the present study, some questions were raised relating to Advertising Creativity and its interplay on Advertising Effectiveness.

Keywords: Advertising, effectiveness, communication, purchase behaviour, consumers

Introduction

Introduction of the triple mantra, Liberalisation, Privatisation and Globalisation (LPG) in Indian Economy towards the beginning of 1990's attracted many Multi-National Companies to Indian consumer market. This new entry of MNCs coupled with the struggle of traditional Indian corporate to survive in the market resulted in increased volume of advertisements and now the media are flooded with the advertisements of competing brands. In fact, Indian advertising industry witnessed a real 'Advertisement Boom' in post economic liberalisation era. In addition, popularisation of electronic media with multiple channels and increased usage of internet due to information technology explosion by the end of 1990's created a situation of rising clutter of ads by Singh, U.S., & Bradosti H. (2015).. These factors contributed a lot towards the decision-making problems of advertising agencies with regard to the selection of appropriate creative strategies and tactics in ads. In effect, this has become advertising industry's real challenge now. This situation was the special professional condition at the time of commencement of this study by Surarchith, N.K. and Singh, U. S. (2013).

The special societal condition at the time of study is the problem connected with the misdirection of advertising resources. Consumers got confused regarding purchase decision-making due to over and forced exposure to ads by Singh, U.S. (2015). This even created doubts in the minds of consumers about the genuineness and reliability of manufacturers and products. Sometimes they felt exploited by the advertisers. The net effect was that a substantial portion of society's resources were misdirected towards unproductive channels by way of a sort of involuntary purchase by consumers and that of committing advertising wastage by advertisers, as Singh, U.S. (2011) rightly observed: "The Times of India earns ad revenue of Rs.501-lakh every single day, but how many ads do you remember? None, that's a waste of money" Advertising is an important marketing communication strategy, in marketing mix. It is an external stimulus that arouses dormant needs. It results in 'inner tension' among prospective buyers. Ultimately, it leads to different stages of decision-making process namely identification of alternatives, Evaluation of alternatives, Purchase decision and post purchase behaviour. Generally speaking, advertising fills 'consumer information gap'. But the specific meanings attributed to advertising should be viewed from different angles. According to David Ogilvy, who popularised the concept of 'Brand Image' in 1953 and promoted world-renowned advertising agency O & M (Ogilvy & Mather), every ad should be thought of as a contribution to the brand image (Ogilvy, 1995). In fact, he is considered as the 'Father of Advertising' among both advertising practitioners and academicians. In this sense, advertising is basically a brand building exercise by Singh, U.S. (2011). From the viewpoint of sending and receiving message, advertising is a fraction of the incoming messages that the individual receives. Advertising messages seek to attract our attention and to convert our allegiance to products, services and institutions, in competition both with messages that have nothing to do with them, and with messages about them from other non advertising sources, frequently more credible than advertising (Weilbacher, 1984).

When compared to other communication mixes, advertising is a much cheaper way to reach target consumers since it uses mass media. Advertising can use complex visual and emotional devices to increase the persuasiveness of the message Singh, U.S. & Bradosti, H. (2015). The relevance of advertising is that it is the most effective way for reaching mass audiences, creating awareness and building preferences. In general, advertising has two objectives namely, Behavioural or action objective and Sales objective. From the behavioural point of view, it is an important tool that influences the buyer behaviour of consumers. It is an accepted fact that all behaviour starts with motivation. Ad motivates people by arousing or stimulating their dormant needs that activates behaviour Singh, U. S., Mishra, U.S., & Mishra, B.B. (2014). Ad can effectively

arouse both biogenic and psychogenic needs. An intellectually planned ad can be the door opener in the decision making process in buying. An article titled 'To succeed in advertising, believe the hype' highlights the impact of advertising. It reads "advertising can create awareness. Brand awareness alone works in 3 important ways: 1) It creates the possibility of purchase 2) It helps people see a brand in the store 3) It biases people in favour of the known brand. Advertising can create a model people wish to identify with and imitate. Advertising can communicate new information. Advertising can suggest, and humans are suggestible beings" Singh, U. S., & Yadav, A.K. (2013).

Literature Review

A large body of literature on Advertising Creativity, Advertising Communication Process and Consumer Purchase Behaviour provides a basis for the present study. The theoretical literature was reviewed mainly for providing a basis for empirical review. This was accomplished by reviewing the related theories and models and by developing a conceptual framework for the study based on the theories Singh, U. S., & Pratap, B.R. (2013). Several theories have been advanced to explain the impact of Creativity in Advertising on Communication-Effect and Purchase Behaviour. Weilbacher (1984) summarises these four theories, Pressure - Response Theories of advertising assume that advertising effects are a function of the advertising dollars spent or messages received. It also assumes that stable relations exist between advertising pressure and advertising effect Singh, U. S., & Padhi, S.K. (2013). This theory tends to ignore the quality of advertising creative work in causing advertising effects. Ehrenberg, even in 1974, tried to postulate Awareness-Trial- Reinforcement model of consumer response to advertising and according to him the main purpose of advertising for established brands is its defensive role in maintaining repeat buyers. In answer to how ad works, one model that applies to certain advertising categories is "Advertising offers a stimulus to a potential user of a product, which it is hoped will produce the response of an increased predisposition to buy the advertised brand" by Singh, U. S., & Mishra, U.S. (2015). Based on the relevant literature, the developing view about theories in advertising seems to be that no single theory will do for all cases of consumer-advertising interaction. In some situations, one theoretical approach may be appropriate, whereas in another situation, an alternative formulation may better fit reality. Advertising Communication Models the essential purpose of communication, that of attempting to influence the attitudes of individuals is achieved by changing the mental state or predispositions of the person at whom the communication is achieved. As such, the communication process involves four elements that are listed and described by Gilligan & Crowther (1983). Mohan (1996) names it as Linear Communication Model with the help of a Linear diagram by which Communicator is termed as 'Who', Message as 'What' Channel (Where) and Audience (To whom). In an advertising situation, the symbols by which the messages are encoded are pictures or written or spoken words and the communication channels are newspapers, magazines, posters, and radio, TV or even Internet. A mass communication tool, like advertising, is more suitable for geographically dispersed several thousands or millions of audience who are categorised as consumer buyers, based on the type of recipients. Further, the levels of awareness possessed by the recipients may differ by Singh, U. S., & Mishra, U.S. (2014).

The first model, devised by Strong, is known as AIDA model, the term being derived from the first letter of the four words in the process represented - Attention, Interest, Desire and Action. Strong postulated that before becoming a user of the product the recipient of a message moves from an Awareness of the product to an Interest in it. From this he develops a Desire for the product and this then results in Action in which he goes and purchases the product The second model, conceived by Lavidge and Steiner is the Hierarchy of Effects model that recognises two additional steps before the recipient becomes a purchaser and gives importance to cognitive stages. Chanda (1990), while reviewing the Advertising Creativity strategy, introduce the "Synectics approach" of creativity propagated by Barron in 1968. According to him, creativity is basically the generation of new and innovative idea or using old ideas in a new way from unsuspecting angles. He adds: "Synectics in operating depends heavily on two mechanisms: Making the strange familiar and making the familiar strange. The first of these is a search for similarity; when confronted with a new problem, we ask ourselves whether it is not an old problem. Seeing even partial resemblance may lead to the application of familiar strange by Singh, U. S., & Mishra, U.S. (2013). It is a way of shedding preconceptions and perceptual habits. Innocence of vision and ingenuousness characterize the creative individual. If these qualities can be cultivated the novelty of invention and problem solution can be increased. Chanda (1990), also review a way of approaching the creative thinking process called 'Lateral Thinking'.

According to Weilbacher (1984), the ability to jumble all of what one knows about a product or a company together with selected elements from one's life experience is the essence of Creativity in Advertising. Fletcher (1996) in his work 'Take care not to confuse Talent with Creativity' clearly distinguishes Talent from Creativity. In this work, he details that anyone who has worked in an advertising agency knows that creative people constantly bubble with new ideas by Singh, U. S. (2013). But most of the ideas are not good. Really great ideas are hard to come by. The paramount quality creative persons need is the ability to translate their ideas into sales communications. That is talent, rather than Creativity. According to Swamy (2001) Creativity is instinctive.

It is a gut feeling that comes after a certain amount of experience. She adds that Creativity comes from knowledge. It is from this wellspring of knowledge that one can pick up great ideas. Intuition is internal knowledge too, so knowledge is the base of all Creativity. Creativity and Innovation in marketing and advertising are not the same as the creativity of a poet or a novelist or a painter. The marketing or advertising people are creative to the extent it suits the overall marketing objectives and facilitates selling (Chunnawalla, 1995). There is pure Creativity, as in fine *art*, and there is Applied Creativity. The latter is creativity used in pursuit of another goal, such as in architecture and advertising (Hatfield, 1996). Thus Advertising Creativity is a sort of applied creativity. Advertising copy writing is a key creative activity. This creativity is not pure as in the work of a poet or novelist. It is not pure freedom of imagination. It is the disciplined creativity where self-expression is replaced by the attributes and features of the product. There cannot be enough applied Creativity in Advertising. The more crowded the market is, the more sophisticated the consumer is, and the more applied creativity is required. They are confusing pure creativity with applied creativity (Philips, 1996). Creativity in communication is a complex process whose outcome depends upon the forces within the individual and outside. Creativity is both convergent and divergent thinking (Chunnawalla, 1995). The genetic factor, a strong indicator of I.Q. is much weaker for the abilities that constitute Creativity, except for adaptive flexibility, the ability to shift the perspective. While analysing the role of creative thinking in advertising, it may be noted that inspiration is not a requirement for thinking up copy ideas. Further, imagination is of much less value than clear and orderly thinking. In fact, creative thinking in advertising copy must be disciplined and polished by the sale argument by Sherwani, K., & Singh, U.S. (2015). There is considerable disagreement about the psychological processes involved in creative thought, with one camp claiming that it represents a sudden, holistic view of relationships between previously unconnected elements and the other camp claiming that it is the result of considerable information gathering and extended problem solving (Durgee, 1986). According to Mohan (1996) different processes in creative thinking are Abstracting, Synthesising them, Hypothesising; Gestation, Coalescence and Performance. Creative Strategy, another factor that determines the degree of Creativity in Advertising, identifies a methodology or way to sell the product. It is always result oriented. According to Chunnawala (1995) creative strategy includes 1) Purchase Proposition 2) Unique Selling Proposition (USP) and 3) Advertising Positioning. Murphy and Maynard (1996) used multiple regression based judgment analysis to derive decision profiles for a group of advertising agency consultants and their clients and found that Creativity constitutes the important criteria or decision factor of good advertising campaign by Pattnaik, S., Mishra, U.S., & Singh, U.S. (2012).

Significance of the Study

The educational trends related to the research problem, as revealed by the review of past works and other literature necessitated a further study in this area. A perusal of above cited empirical studies indicated many areas of agreement and disagreement with regard to the role of Creativity in Advertising, many contradictory views as to the use of Communication-Effect approach for measuring Advertising Effectiveness and as to the relevance of measuring Consumer Purchase Behaviour. In the literature, there are no more persistent conclusions on the use of Advertising Creativity. Academicians and practitioners alike are still divided on the advisability of using highly creative tactics in advertising. The literature has really offered diametrically opposing views. In effect, these contradictions in the results and approaches were the main motivation to probe into this area. The researcher could observe that still there were some areas where unresolved issues and gaps in existing knowledge existed by Pattnaik, S., Mishra, U.S., & Singh, U.S. (2012). The researcher bothered to study this problem because of the possible contributions it could make to the advertising field in the following ways: The study could change some of the prevailing beliefs regarding the working of Some types of ads, The study could facilitate the extension of existing knowledge in the advertising Scenario, The study could suggest some relationships between phenomena like Advertising, Creativity, Communication-Effect and Consumer Purchase Behaviour, The study could provide greater depth of knowledge about the attributes of, Creativity in Advertising, a previously studies phenomena, The study could popularise storyboard as a television advertising research instrument.

Research Problem and Objectives

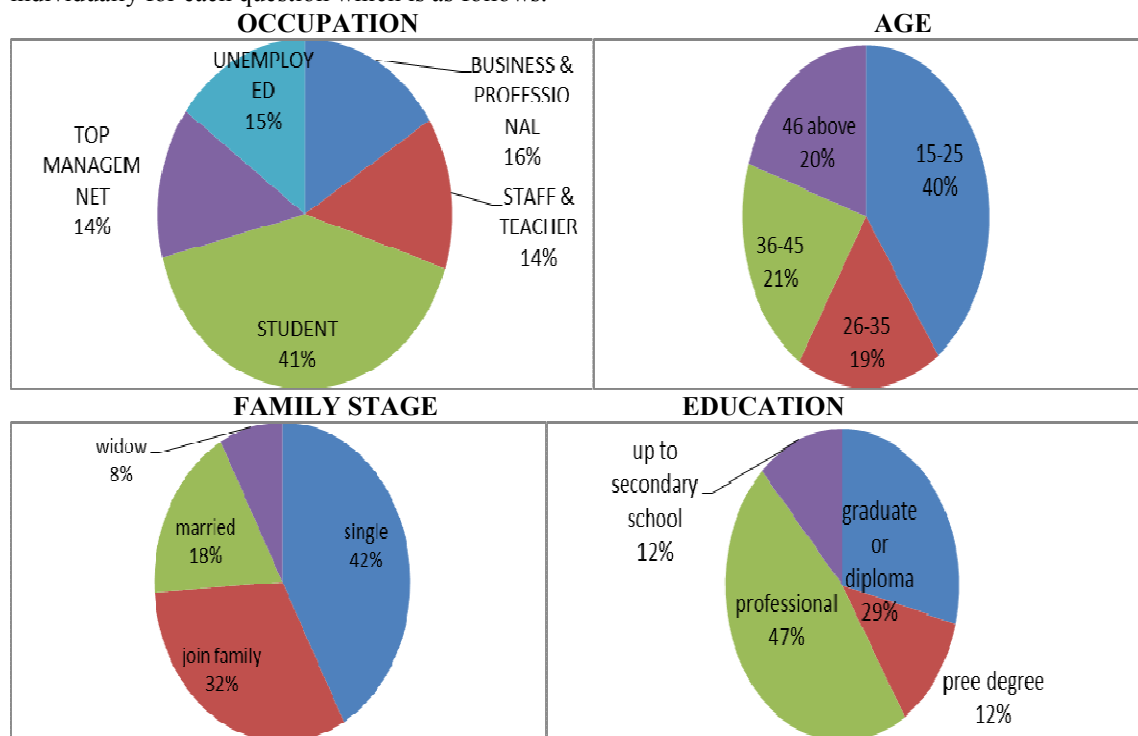
A serious query among advertising practitioners regarding the active role of Creativity element in Advertising is to be resolved academically. It is an accepted fact that all ads do not work and are not equally effective. But the reasons or factors responsible for success or failure of the ads are not clearly known to the interested groups. This opens up a series of questions to be answered academically. In the present study, some questions were raised relating to Advertising Creativity and its interplay on Advertising Effectiveness. So on the basis of research problem, objectives formulated are: to study the communication effect of advertisement, and to study the consumer purchasing behaviour by advertisement by Bradosti H., & Singh, U.S. (2015).

Research Methodology

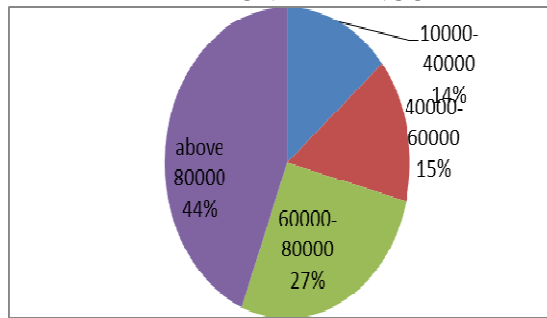
In studying research problem along with the logic behind them it is necessary for the researcher to know the research methods, techniques. She/he must also clearly understand the producer would apply to the problem given to him. All this means that it is necessary for the researcher to design methodology from problem to problem. A complete enumeration of the items in the population is known as census enquiry. It can be presumed that in such as enquiry when all items are covered, no elements of change are left and highest accuracy is obtained. For carrying out any research or study on any subject it is very difficult to cover even 10% of the total population. Therefore the sample size has to be decided for a meaningful conclusion. The study conducted is a conclusive descriptive statistical study; the research comes to the decision which is precise and rational. The Design Of our research is statistical as it concerns the items are to be observed and how the information and data gathered are to be analysed. Data is collected by the help of questionnaire. It was collected in all the hours of the day. And for the analysis the data percentage method has been used. For designing the sample size it was thought proper to cover a very small percentage of population in various age groups. The method used for sample technique was non probability convenience sampling method. This method is used because it is known previously as to whether a particular person will be asked to fill the questionnaire. Convenient sampling is used because only those people will be asked to fill the questionnaires that were easily accessible and available to the researcher. Considering the constraints, it was decided to conduct the study based on sample size of 100 consumers. Questionnaire had been prepared to get the response of the people by Kothari C R. To provide the best end results without any kind of biasness, which can give a brief idea about sampling and would be beneficial for making inferences for tabulations and calculations with research instruments? I made a survey through questionnaire as prepared by me. The primary source of collecting data for research is: Questionnaire filed by the consumer/person. In this study the survey method is used as a research technique. In this study the secondary data is collected from the following sources: Discussion with different person, Books on Marketing and Research Methodology, Authorized Retailer, Magazine, Internet, Pamphlets, etc.

Data Analysis

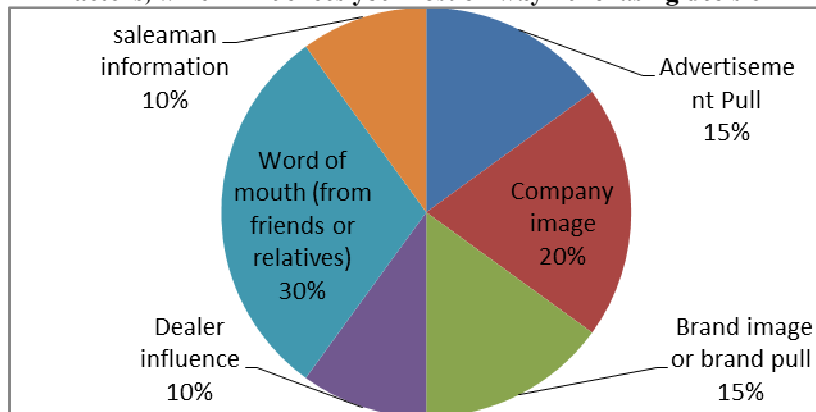
Data analysis is done by evaluating the questionnaire and the evaluation was done with the help of Microsoft Excel. The interpretation was done by calculating percentages and with the help of pie and bar charts. As stated earlier, this study is based on a survey conducted by 100 consumers/responded. The interpretation was done individually for each question which is as follows.



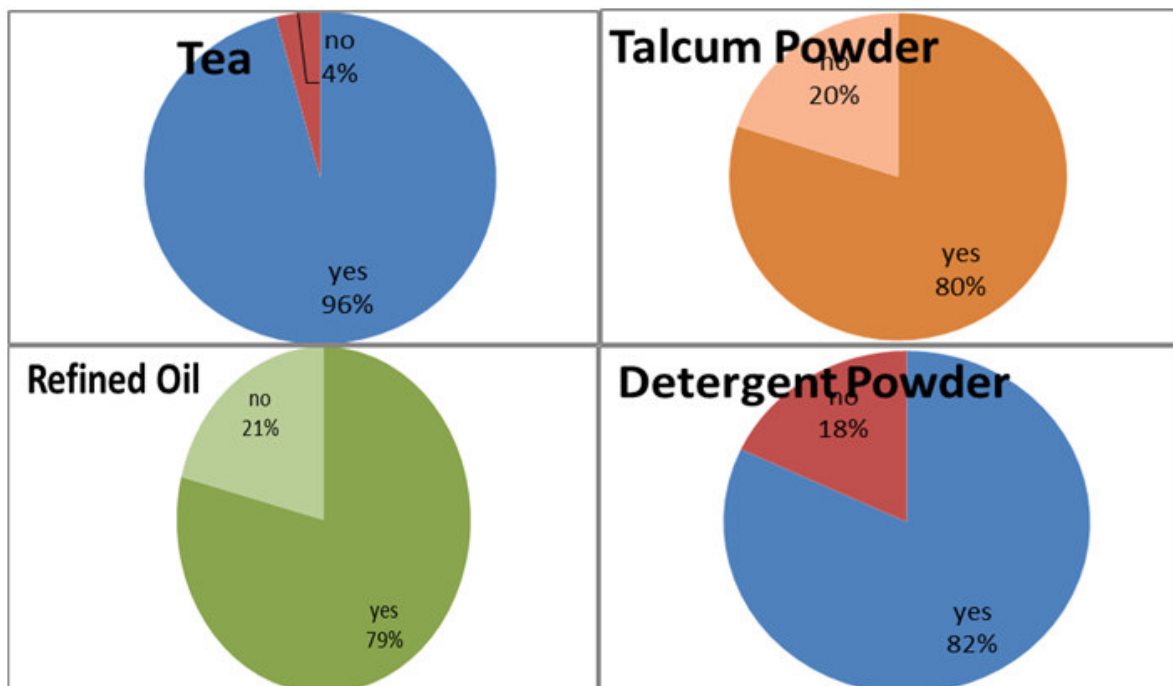
FAMILY MONTHLY INCOME



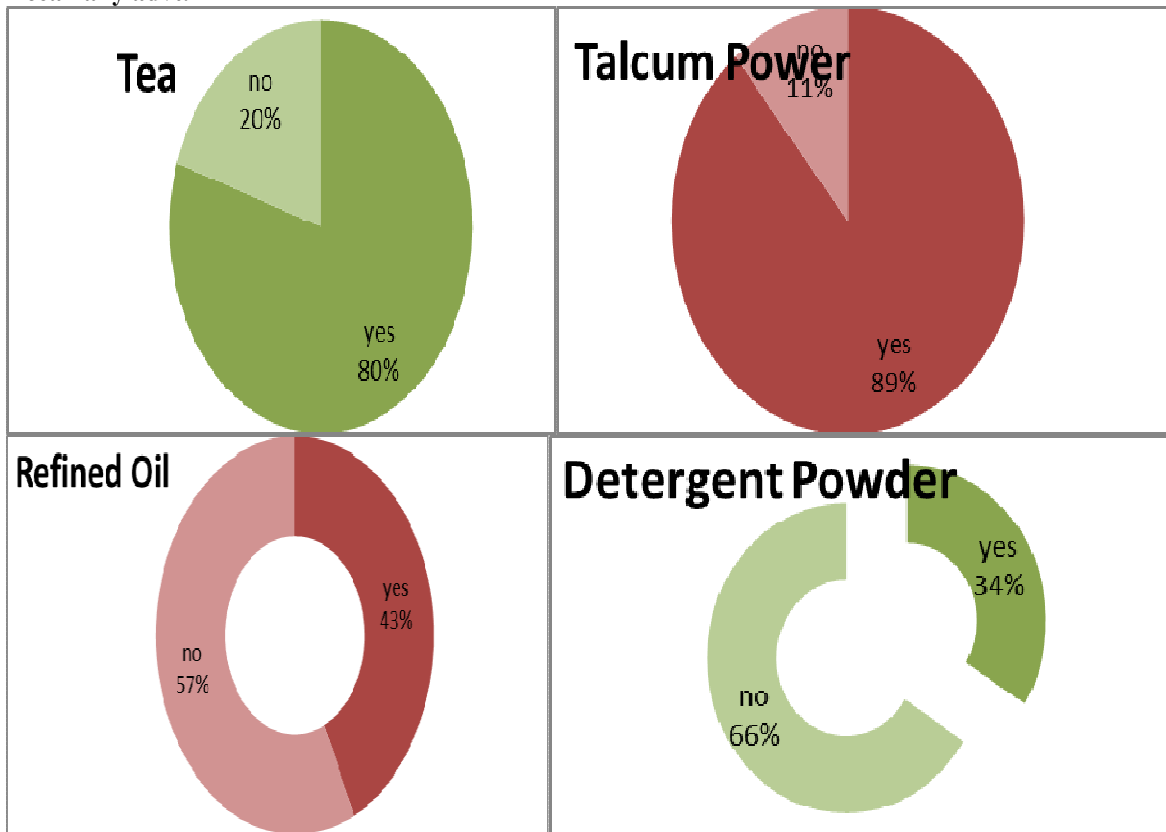
Factors, which influences you most on way Purchasing decision



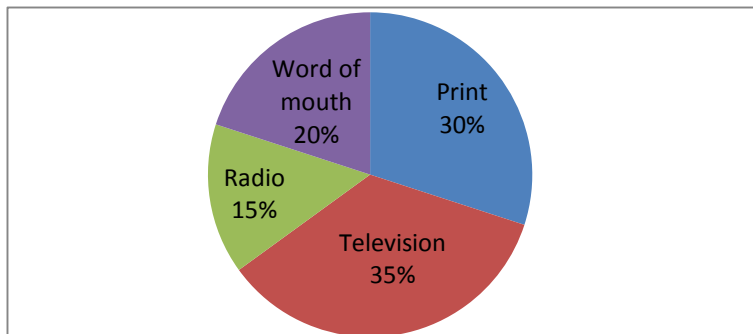
Advertisement For these products during last 5 years



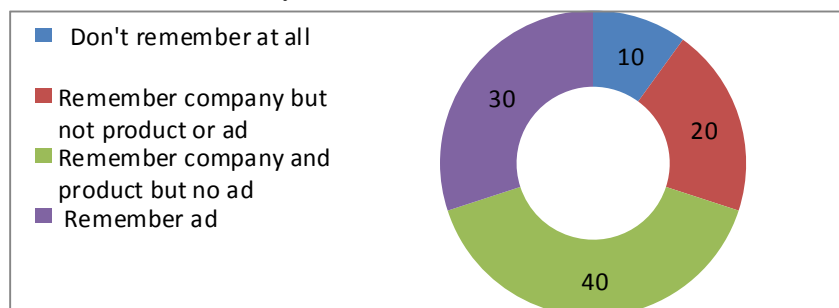
Recall any advt.



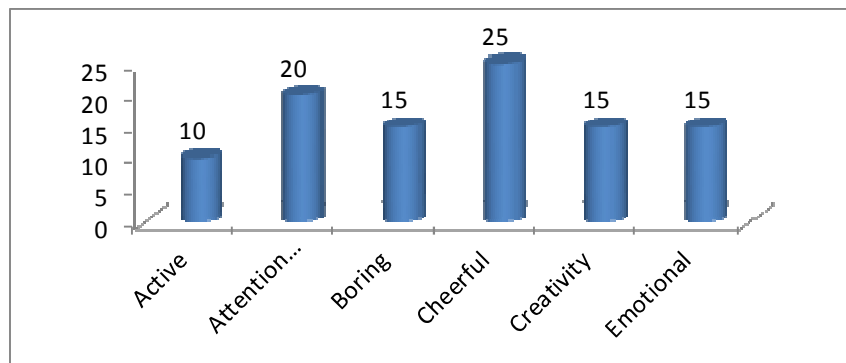
Media gets more intension



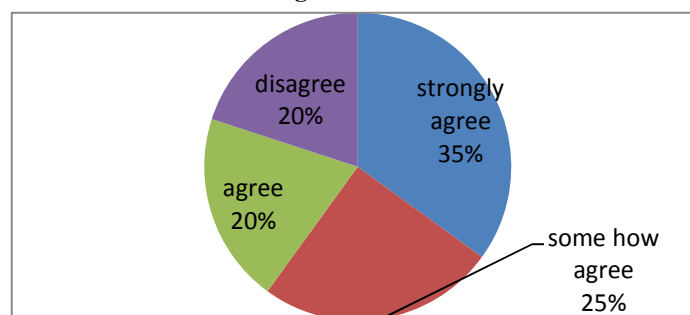
Well do you remember the advertisement?



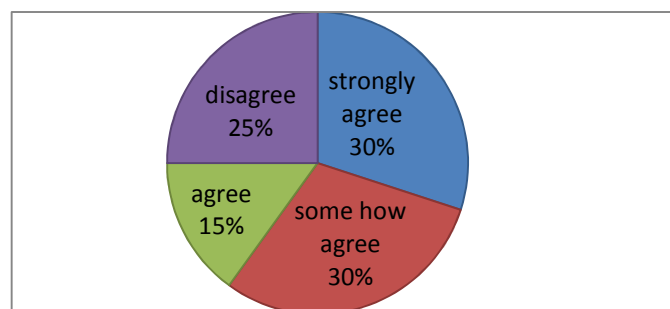
Think About Advertisement



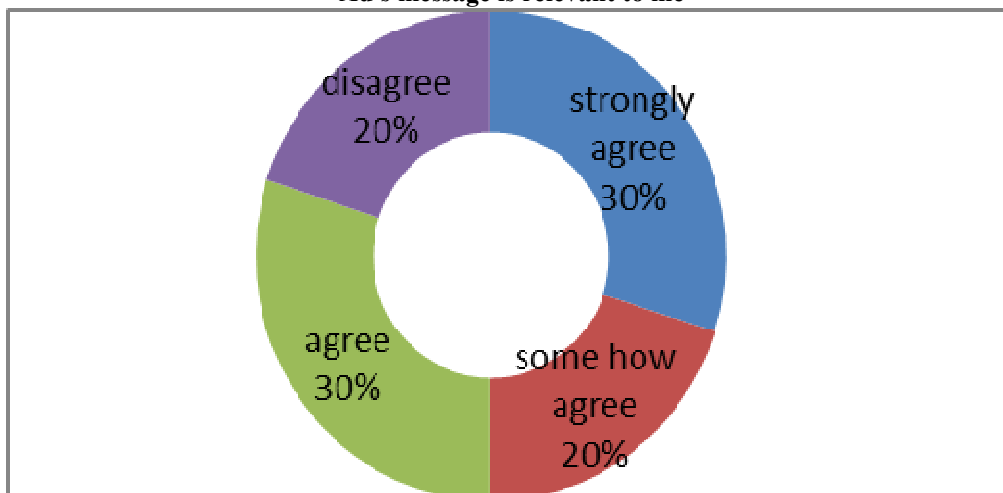
Ad message is understandable



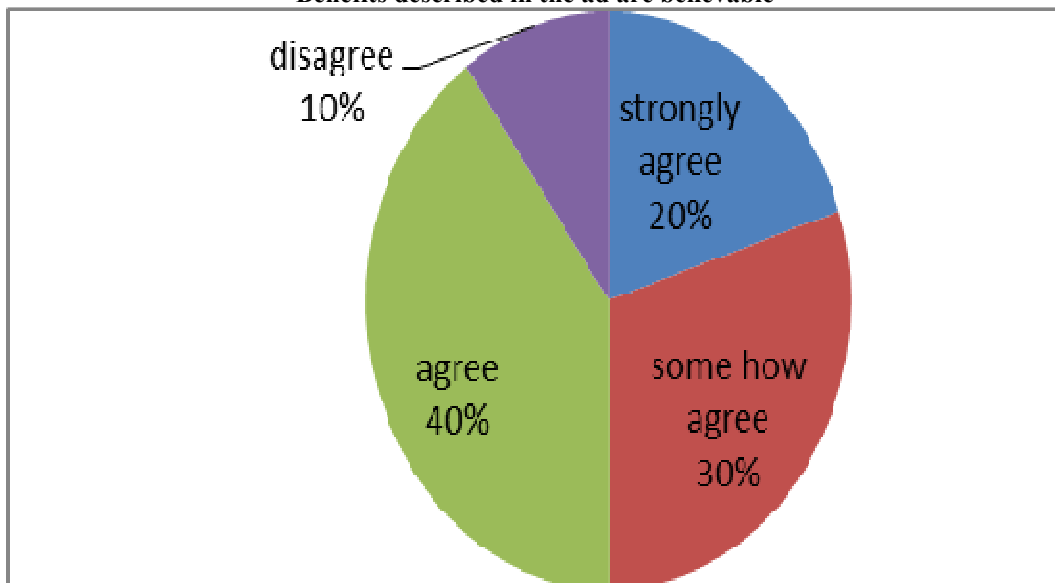
Advertisement is believable



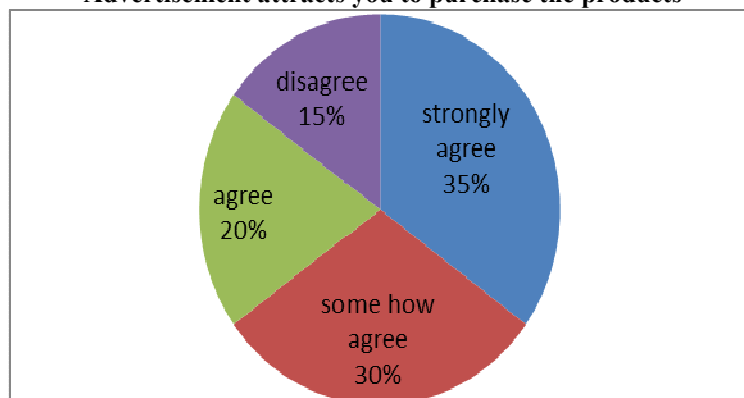
Ad's message is relevant to me



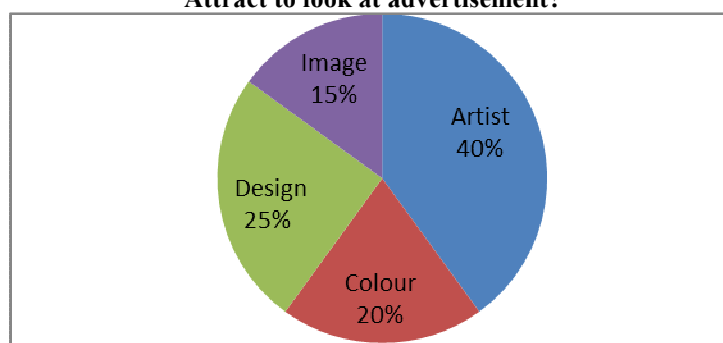
Benefits described in the ad are believable



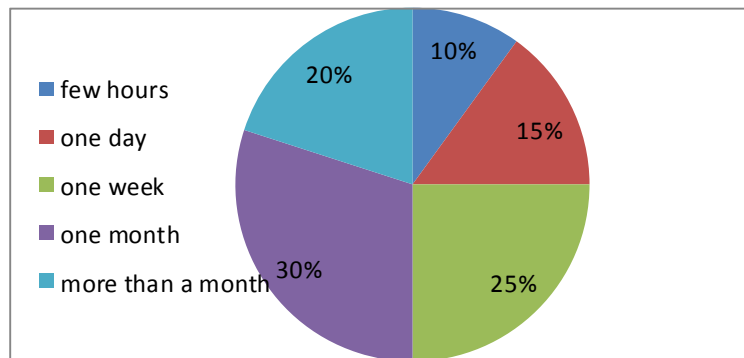
Advertisement attracts you to purchase the products



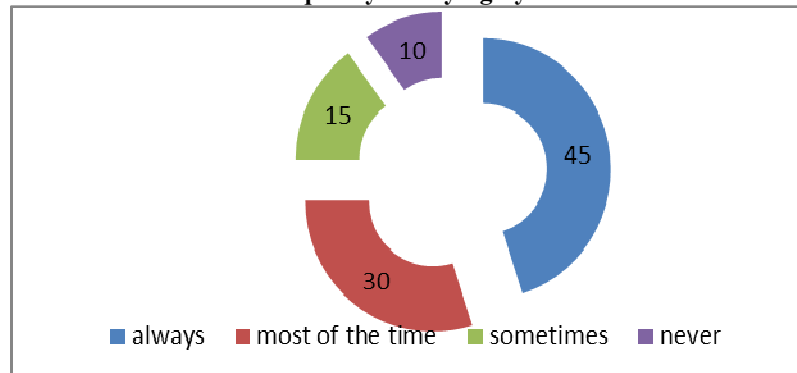
Attract to look at advertisement?



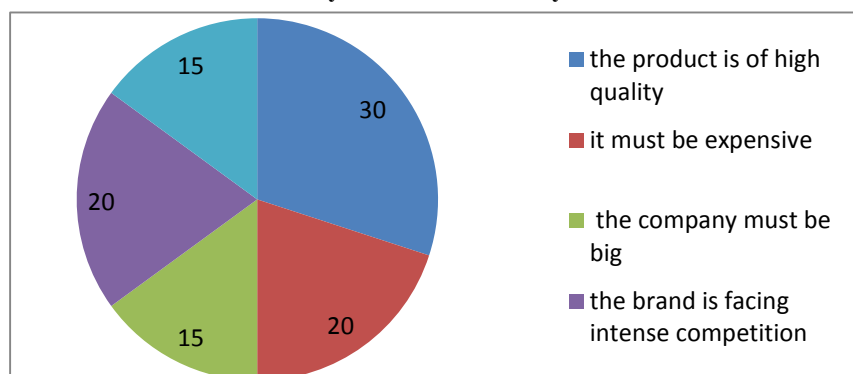
Impact of an advertisement



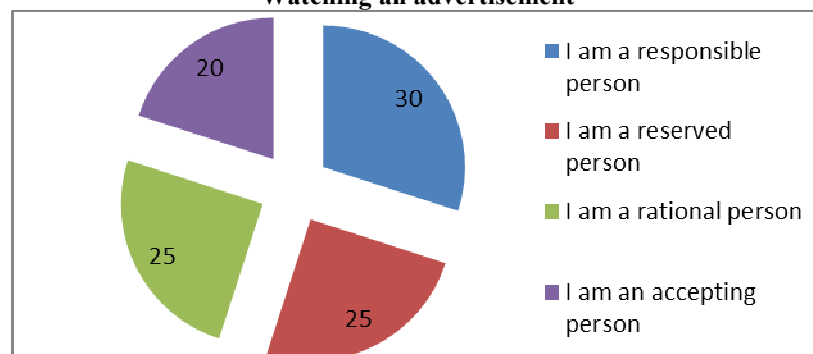
Frequency of buying by ad

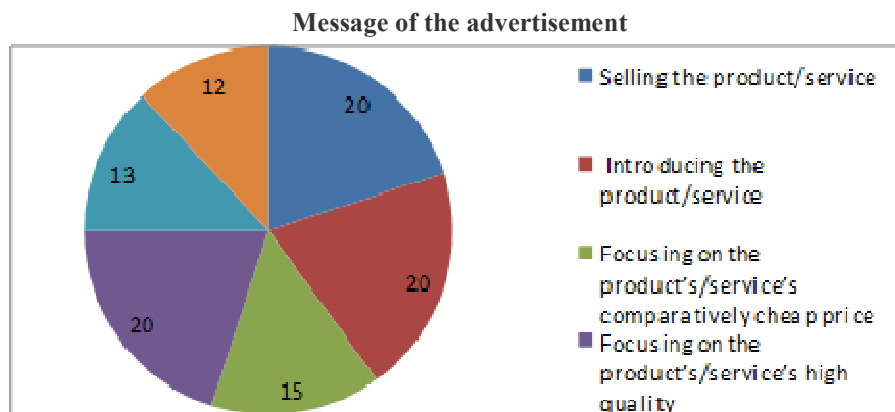


Personality in the tv ad make you think



Watching an advertisement





Findings of the Study

Highly Creative advertising has more Communication Effect in terms of Advertising Effectiveness when compared to Conventional advertising. Firstly, Highly Creative group gets higher level of Recall measured by both Brand and Ad Recall, in all cases of aided recall. Consumer Purchase Behaviour is significantly more favourable towards advertised brands coming under Highly Creative advertising group. This significant difference is evident in all behavioural measures like Brand Loyalty, Brand Trial and Level of Confidence in Product Claims Among the various factors influencing the purchase decision, Ad Pull has only fourth place in the minds of consumers; whereas word of mouth and Company Image get first and second rank. Advertisement effect is good impact on consumer that among the 100 responded all are aware with the advertisement. We survey for the picture of a famous personality in the tv ad make the responded think the product is of high quality, it must be expensive, the company must be big, the brand is facing intense competition, it does not affect you, its result is 30% are said that the product is of high quality, 20% are it must be expensive, 15% are the company must be big, 20% are the brand is facing intense competition, 15% are is does not affect you. According to the survey 10% responded think about advertisement active, 20% attention getting, 15% boring, 25% cheerful, 15% creativity and rest of 15% emotional. Advertisement should relevant to the consumer/customer so from the above study we found that 20% responded are strongly agree, 30% are somehow agree, 30% are agree and 20% are disagree. From the above study it mention that 30% are somehow agree, 35% are strongly agree, 20% agree and 15% are disagree with the advertisement attract the customer to purchase the products.

CONCLUSION

In conclusion the empirical results show that intensity of Advertising Creativity is a contributing factor in the effectiveness of an ad. These results also confirm strong, positive relationships among Creativity in Advertising, Communication Effect and Purchase Behaviour. It is quite evident that Highly Creative advertising has more Communication Effect both in terms of Advertising Effectiveness and Communication Objectives; and it leads to higher advertising response in terms of Consumer Purchase Behaviour.

In short, the central findings of this study provide a factual basis for the concern that higher Advertising Creativity leads to greater effectiveness. However, taking into account the limitations of the study, there is a suggestion that, at a minimum, this will occur in the similar cases. The researcher does not expect that this study will put an end to the controversy concerning Advertising Creativity. Nevertheless, the results of this study covering many respondents, ads, brands and product categories, certainly provide a substitute for the dangerous broad based assumptions regarding effectiveness or lack of Highly Creative tactics and offer objective evidence that Creativity is a valid probabilistic tool for gauging Advertising Effectiveness.

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