

## Effect of advertisement on individual

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### Abstract

**Purpose:** the purpose of study is measure the effect of advertisement on individual by discusses the variables such as technology, brand endorsement toward advisement, social attitude toward advisement, revenue and efficiency.

**Design/methodology/approach:** Being descriptive study, survey method was adopted for data collection to find out the factors. A sample of 126 individuals of Bahawalpur was selected for the survey. Data was analyzed by using Cronbach's Alpha, correlation and regression in SPSS software.

**Originality/value** – The paper reveals there exist relationship between effect of advertisement on individual and factors affecting the individuals.

**Keywords:** brand endorsement, social attitudes, technology, revenue and efficiency.

### 1. Introduction

Advertising media is expected that advertising change the opinions and attitudes of consumer. The interactive capabilities of advertising media approximating the level reached by face to face (ftf) interactions. Most interactive communication attempts historically have failed in the marketplace (Neuman, 1991) and most of the ads that contain optical elements and many ads provide the product a little in tribute information. The latest ads show either be designed tiger an emotional reaction or visually represent a typical user of the brand. Current models of persuasion, however usually assume that attitude formation and change and ultimately, behavior. Which is based on the acquisition and retrieval of verbal product training cognitive response approach.(Greenwald 1968; Wright 1974).

When material is redistributed by individual request, the original advertisements can be replaced with new ads that are more closely targeted to the viewer. The ads increase value to both distributor and viewer. The new ad based on the viewers interests and preferences.( Michele Covell et. al, 2006).the advertisement auction system from a dynamic perspective.( Christian Borgs,etal.2007). Advertisers have used to reach specific target markets. Each advertisers created messages that through audio, color, video.( David R. Fortina, Ruby Roy Dholakia,2005). Consumer endorsement is used the advertising strategies, that Include celebrity, spokesperson, experts, and consumer (Fireworker &Friedman 1977; Friden 1984; Friedman & Friedman 1979).

states or emotional reactions are each designed to countries subjects, not objects properties, when combined with semantic provisions scales(evaluation, activity, and affection) in the regression analysis, feelings(optimistic, negative, warm) have been found to contribute only aged, and beliefs about brand attributes.( Edell &Burke 1987) . Advertising and brand-oriented It is believed that the cognitive variables that have less impact on this More naturally in the context of the emotional reactions that lead -By advertising is not supposed to be overridden By careful processing of the Declaration Features Situations that may occur in the pre-test(Lutz 1985). Therefore, the ads an integral part of the program (context) and described as Neutral, unknown, and not too long (12 minutes). The Interviews were conducted with the participants (ie consumers) for the first time at home Get previous brand attitudes, social and demographic pro-Files.the individual part in the 50 -Laboratory minute session that saw the program Interviews were conducted with three after seeing ads Rather than after each ad, this procedure reduces The behavior of the reaction.( Ekman 1972, Ekman and Friesen 1975).

People in our community are aware of this from their situation and prefer to use branded products to show their status symbol. The brands implicit device through which the company can achieve attract people and can enjoy a competitive advantage. In the development of our communities, and is also considered as a valuable asset for any company, because you can change the buying behavior of people. It can play a vital role in any business expansion. (Ehsan.m, Ghafoor.m.m, 2013 et al.) Advertising has become a global practice, in order to influence the purchase decision Consumers in a highly competitive environment. The ultimate goal of each ad is Incitement to actual behavior of the target audience, if the actual purchase or intended Consumption. If it fails advertising strategy as well as the millions of dollars spent is not Worthwhile. Kerala is primarily a consumption state without a strong industrial or manufacturing Basically, there was only relevant consumer advertising for this market.( Saunders, M.2009

Advertiser media to reach specific target markets. With the advent of each new mode, advertisers create messages capacity utilization of physical media, such as color, sound and moving images (video). Entry computing environments (CME) stimulated advertisers to create commercial Web sites, but there are unanswered questions about the effective use of these new medium. The first sites are mostly text-based, but technological advances now allow for a variety of features that can enhance the richness of the interface .advertisers have the opportunity to combine the advantages of and print media and the electronic and allow control of the pace and exposure to personal information and more forms of live contact (motion, sound and video files, etc. . ) As a new channel for advertising, projectiles raise the question of how to use the capabilities of advertisers and new ways to achieve the goals of their communications. To the answer to this question, we need to understand how the new the media are similar and / or different from traditional media and how it can affect these differences advertising effectiveness (Fortin.R.D, Dholaki.R.R, 2005).

## **2.Literature Review**

Advertising messages refer to the exchange of communications Between advertisers and consumers (Ducoffe 1996).Advertisement was to create a pilot The case that the theory of directed verbally Can be compared to the formation and change position against alternative theories that assume that the formation of the position The change can happen through other mechanisms (Fishbein & Ajzen 1975).Which states that Formation of belief (change) must be preceded by the formation of attitudes (Change) was chosen, as directed verbally Theory. Within this theory, a number of concepts Associated with the position of the target (Fish-bein & Ajzen 1975) . Centers to develop advertising strategies to achieve these goals on two critical factors: (1) understanding the channels of communication to reach the public, and (2) understanding the behavior of these channels using the media by the public (Dholakia and Dholakia 2004; Fortunato and Dunnam 2004; Heller 2006)

### **2.1: Brand endorsement toward advertisement:-**

Director, has been associated with classic brand with simple structures with a small number of signs extensions, and sub-brands and trademarks supported and partly because he or she is faced a work environment easy and relatively simple strategies. Today the situation is very different. Brand managers now market segmentation and face, and the dynamics of the channel, and the reality of global business and environments that dramatically changed their mission. In addition, there is pressure to take advantage of brand assets partly because of the high cost of establishment new brands (Aaker.A.D, Joachimsthaler.A, 2000). The brand is the most valuable assets any promotion of companies and products through the brand ambassador can improve our rand or property rights, which in turn can be advantage through brand extension. Brand also feeds the personal brands to win market share, which at a special price and isolates from discount brands (Singh.A, 2010).

The ratification of the brands of products through a well-known figure has become very important these days, and solve the problem of surplus contact immediately recognition and transfer readiness for brand (Singh.A, 2010).

### **2.2: Social attitudes toward advertisement:-**

Interaction is one of the main features of the new the media, which is expected to transform not only the way design and implementation of the Declaration, but also affect in any way the views and attitudes of consumers. With the development of technology, and perhaps we will see increase the interactive capabilities of the approach and new media level reached (FTF) and face-to-face interactions. Since more the interactive communication attempts historically failed in the market. (Neuman, 1991) Consumers are well aware that advertising contributes to the cost of the products purchased, and we believe that the best relationship is presented Quality products that have not been announced. (Shavitt,Lowrey,&Haefner 1998). More power, realize that the products cannot be to perform as well as advertising and most of the ads are more than manipulative information (Mehta 2000).

Based on these consumer attitudes toward advertising, avoidance is a possible outcome. Ad avoid can be defined as "all actions of users and the media reduce your exposure to differential advertising content" "(Speck & Elliott 1997, p. 61), Consumers are aware of their attitudes or opinions, but do not wish to share with the researchers do not know. This is the case the questions are heavily loaded, where the answers can be embarrassing or when people feel compelled to produce socially acceptable answer usually. (Kihlstrom, 2004) Although the research focused on consumer behavior impact of marketing to the target market, much less attention has focused on the impact of target marketing those not in the target market and non-target market. In theory, the study of attitudes the effects of non-target market can lead to a greater understanding of the full range of responses to calls that convince (Friestad & Wright, 1994)

### **2.3: Revenue and efficiency toward advertisement:-**

Advertisement auction system as a whole from the perspective of dynamics. We make a simple heuristic natural supply and limited specific advertisers based on the equation "ROI" through keywords budget. Then, we note

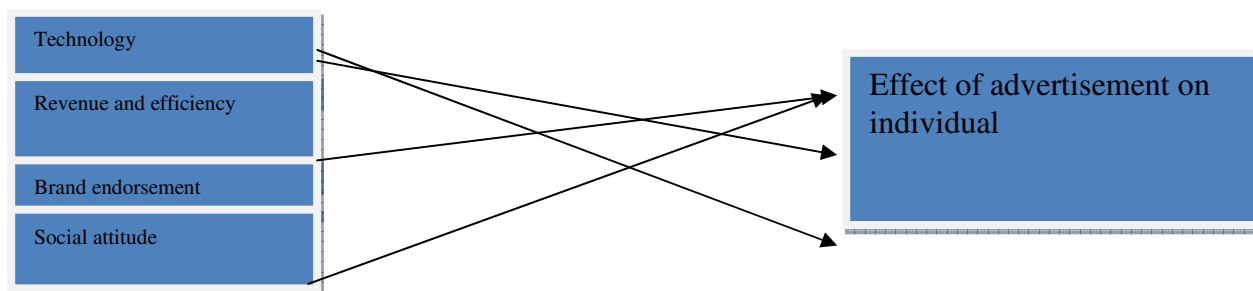
that, when used by a group of advertisers, multiple copies of this heuristic can cause behavior and cycling in the system. We propose to avoid this unwanted effect by introducing random perturbations, and we believe that this system converges to the average balance in the market. And therefore may be interpreted rather than our results provide a sense of the process of convergence to equilibrium by the market in which the price adjustment on the side of the buyers and sellers do not.(borgs.c,et.al,2007)

Advertisers or their agents, meanwhile, have the ability to control their budgets. Budget advertiser can determine the number of impressions your ads, even when they made an attempt on the highest query term. One may wonder why they are willing to do so. There are many possible causes, including: protection against click fraud, a company advertising budget more of everything, and the desire to control the allocation of the budget between the various media and campaigns. Whatever the reason, the search engine must determine which advertisers to show this query, due to these restrictions (Abrams.z,et.al,2007). Auction efficiency of our protagonist for two reasons. First, the optimal auctions typically set a minimum price on the basis of previous information on the distribution of tender evaluations. This information is not always available, and even when it is, the collection and processing, which involves non-trivial effort. Effective sales do not require this information before and easier to implement. Second, the auction optimal sense only in proprietary environments. This assumption does not hold, for example, in the search market.(roughgardor.t,sundarajan.m,2007)

#### **2.4: Technology toward advertisement:-**

The technology has the potential both to reduce search and evaluation of alternatives and add value quality of decision. (Haubl & Trifts, 2000).The advent of Internet and the proliferation of online stores and because of the large number of studies that looks at consumer's intention to buy online. There is some evidence that consumer not only in Internet Aegis value of using this technology, but also more immersive, fun and value (Childers et al, 2001). Instead of representing the debate on these exclusive and deterministic structures equal, discusses how to build a prevailing ideologies meaning techniques in different situations. In fact, when the technology used to achieve specific objectives, for some people, in a particular place, you can use to edit or delete. This is the reason we are studies of how literacy skills are used and in classrooms, workplaces, or homes and reveal more about these issues that make analysis of the technologies or social relations alone(Bowker, Star, Turner, & Gasser, 1997).

### **Theoretical Framework**



### **3.Hypothesis**

H1: there is positive relationship between job brand endorsement and effect of advertisement on individual.

H2: there is positive relationship between social attitudes and effect of advertisement on individual.

H3: there is positive relationship between technology and effect of advertisement on individual.

H4: there is positive relationship between revenue and efficiency and effect of advertisement on individual.

### **4.Research Methodology**

#### **4.1: Data collection**

The respondents of the study are the customers' (individual) in Bahawalpur district (Pakistan).

#### **4.2: Sample size determination**

According to krejcie,Robert V. Morgan, Daryle W (1970) table our Population is 190 out of select sample size is 126. Simple random sampling was used to collect the data. Out of which 135 questionnaire, 126questionnaires were received and are finally used for data analysis.

### 4.3: Research instrument

Data was collected by using questionnaire adopted. The questionnaire consists of 24 questions related to our variables. The respondent of this study were asked to rate on five point Liker scale 1 being strongly agree and 5 being strongly disagree

### 4.4: Data analysis

Data was entered, edited and analyze by using software SPSS version 16 and Microsoft excel by applying the following techniques; Cron bach's alpha, correlation and Regression.

### 4.5:Cronbach's Alpha

To check the internal reliability of the instrument, Cronbach's alpha was run. The value of Cronbach's Alpha comes to 0.840 which is above the standard value 0.837 this shows that our instrument is reliable and we can confidently apply different statistical tests and interpret the results with confidence

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.840	.837	24

### 4.6:Correlation Analysis

		Effect of advertisement	BRAND ENDORSEMENT	SOCIAL ATTITUDES	TECHNOLOGY	REVENUE AND EFFICIENCY
effect of advertisement	Pearson Correlation	1	.557**	.478**	.410**	.186*
	Sig. (2-tailed)		.000	.000	.000	.004
	N	126	126	126	123	126

Pearson correlation was run to check the relationship of variables with each other and whether any observed variable has perfect covariance with any other variables, which are observed in the study. The correlation value of brand endorsement is .557 which shows that brand endorsement has large impact on advertisement. There is strong relationship between social attitudes and advertisement with the correlation value 0.478. Then come technology having the correlation value 0.410 which shows that relationship exist between technology and advertisement. Revenue and efficiency has correlation value 0.186 which shows that there is less influence of revenue and efficiency on advertisement.

### 4.7:Regression analysis

#### Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.671 <sup>a</sup>	.550	.432	.34273

a. Predictors: (Constant), REVENUE AND EFFIECNY, SOCIAL ATTITUDES, BRAND ENDORSEMENT, TECHNOLOGY

The model summary of in which the value of R is .671 which shows that there is strong correlation between independent and dependent variable. The value of R square is 0.550 which shows that model is good fit.

ANOVA<sup>b</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11.363	4	2.841	24.185	.000 <sup>a</sup>
	Residual	13.861	118	.117		
	Total	25.224	122			

a. Predictors: (Constant), REVENUE AND EFFIECNY, SOCIAL ATTITUDES, BRAND ENDORSEMENT, TECHNOLOGY

b. Dependent Variable: effect of advertisement

The table shows that F significance is 0.000 which is less than 0.05 which shows all independent variables do a good job in explaining the dependent variable

**5.Findings**

The findings of this study indicate that there are various different factors that affect the advertisement'. Here the advertisement effects increase the sale of any product. So the first aspect of advertisement affects on social attitudes. A substantial proportion of respondents believed that the primary role of brand ambassadors is to inform customers about the new offerings of the company improve brand awareness, helps to define its personality and generates interest.(Singh.A, 2010)

1.

**6.Conclusion**

This study helps in understanding that how the brand endorsement, social attitudes, technology, and revenue and efficiency effect the advertisement. The focus of the study was to examine the effect of advertisement on social attitudes, revenue and efficiency, brand endorsement, technology, and revenue and efficiency. The data was collected by individual costumers of Bahawalpur by adopted the questionnaire.

Three tests were applied Cronbach"s Alpha, correlation and regression. Cronbach"s Alpha shows that questionnaire is reliable. From the regression analysis it indicates that model is a good fit. By applying correlation technique all relationships were found significant.

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