
Brand Purchased Related Experiences of Youth and Analysis of the Effectiveness of Advertisement

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Abstract: Advertising is the key for building, creating and sustaining brands. Advertisements play a major role in persuading, informing and reminding both potential and existing customers towards making a brand decision. It plays a vital role in shaping dreams and aspirations and helps customer take conscious product and brand decisions. Advertisements with endorsements create easy remembrance for the customers for the advertised brand or product as the customers associate the brand with the celebrity and can easily register the brand. Some products or brands will hold a stronger position in the mind of the customers compared to others from the same category. Position of a brand in the mind of the customer is always relative. When a brand's name is recalled before others it is called top of the mind positioning of that brand. Advertising also helps in creating Top of the Mind Awareness of a brand and aims at facilitating brand recall. The focus of this paper is to understand if Advertisements have an impact of youth purchase decisions.

Keywords: Advertisement, Brand, awareness, marketing

Introduction: Advertising effectiveness can be defined as the extent to which advertising generates a certain desired effect. Measuring the effects of advertising is very important, given the amount of investments needed for advertising. While it is not possible to obtain a global measure of the advertising effectiveness, we should seek to develop and apply methods and measures for a partial verification of results. Regarding the difficulty of measuring the overall effectiveness, we believe that it is due essentially to the following considerations:

- Advertising interacts with other business variables (behavior, marketing policies, financial decisions etc.) and environmental variables (competition, economic conjuncture etc.), hardly isolable;
- the effects of advertising are varied and not always translatable into quantitative terms;
- Advertising causes long-term effects, not always, therefore, the results occur in the same period in which are the costs.

The dichotomous model is applied mainly in product and brand advertising, tending to isolate and evaluate separately the following:

- sales effect;
- Communication effect.

Advertisement: An advertisement is a written piece of information which published in the newspaper or magazines, advertised on the TV. or radio to attract the attention of the public. It is a kind of public announcement asking for or offering services or buying and selling property, goods etc., or giving information about missing persons, pets and so on.

Types of Advertisement:

Classified Advertisements

Display Advertisements

	Category	Visuals	Language Formal And Concise	Language In Complete Sentence	Contact Address
Classified	✓	X	✓	X	✓
Display		✓	X	✓	✓

The effect of communication refers to the ability to reach, with appropriate messages, a more significant share of public. Such effect is examined in literature with different approaches:

- sociological;
- semiotic;
- psychological;
- Socio-psychological.

Research objectives

- To provide insights on whether repetitive advertising is effective
- To help identify those consumer segments most responsive to repetitive advertising
- To determine how ad response functions differ between established brands and market newcomers.

Literature Review: Sociological analysis focuses on the community, considered as a system governed by rules and social norms, and on the social behavior (Moingeon, 1993). In order to adapt messages to a wider audience, introduces new, poorly differentiated, symbolic values (Friedman, 1979). Authors assess the effectiveness of advertising in reference either to the language of the message (Barthes, 1964; Durand, 1964) or the graphic image of the message (Eco, 1979; Mick, 1986; Scott, 1994). This is an important limitation to the semiotic approach in terms of marketing. Communication in general and advertising in particular, were treated by psychologists starting from the motivations of recipients, which occupy a central position in the analysis. This is because of their

influence on the perception of the recipient (Mittelstaedt, 1990). They believe that the motivations drive consumer behavior. The socio-psychological approach aims to study the effectiveness of advertising in terms of persuasiveness (Ray, 1982), observing the effects on the formation process of attention, memory, attitude and behavior (Kapferer, 1990). This research methodology considers the environment of the communication process and its actual interactions. The three-dimensional models (i.e. AIDA model and model Dagmar) are used both in planning advertising campaigns and evaluating their effectiveness. They propose a hierarchy of communication effects, cognitive affective and behavioral (Brasini et al. 1993; Marbach and Fabi 2000). Since as stated by Watzlawich the message is what we understand, not what it was intended to understand, it becomes important to examine not so much and not only what the firms wanted to communicate, but what was actually communicated.

The attitude that is formed towards the ad help in influencing consumer's attitudes and perception toward the brand until their purchase intent (Goldsmith & Lafferty, 2002) Shiffman and Kanuk (2004) explain the meaning of "consumer behavior" as the behavior that consumer behave in the form of acquiring, buying, using, evaluating, or consuming product, service and idea to fulfill own need, and be the study of the decision making of consumer in spending resources, both money ,time and power for consuming products and services.

A study by Sharma (2007) finds that nowadays consumer is not easily swayed by a celebrity in an ad but he needs full fledge information about the product also, followed by brand name, overall appeal, and music/ jingle. According to Liebeck (1998) teenagers are now more knowledgeable. They are truly the internet generation, and get their news and information primarily from television. As a wide range of products and services are consumed or used by children, many companies tend to target them (Chandok, 2005). According to traditional hierarchy-of-effects models, advertising affect of advertising exposure leads to brand cognition and cognition about the ad, which then leads to the attitude towards the ad and the brand until their purchase intent (Mendelson& Bolls, 2002). Advertisers target teenagers because of their high disposable income, their influence on parental purchases, their early establishment of loyalty to certain brands, and a conventional wisdom that they buy products on impulse (Fox 1996). Saksena (1990) found that teenagers are influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television. Previous studies also focus their attentions on the psychology side of advertising and they indicate how to use people's emotions to get their attention and increase their recall of the advertisements, in the hope that this will lead to the purchase of that product in some point in time (Elliott & Speck, 1998). Heath, Brandt and Nairn (2006) in their research reveal that advertising associations attempt to accomplish three things: attention, brand awareness and persuasion.

Research Methodology: The aim of conducting the research is to explore the general and specific issues that influencing on purchase intention through internet and web based advertisement (E- Advertisement); hence making this research is a causal one. Although much information is available worldwide in this field of study, it is worth exploring to gain a better understanding about the leverages of internet and web based advertisement on customer purchase intention case. A total of 150 sample sizes are found to be adequate for this study. About 100 questionnaires were received. Each of the responses received was screened for errors, incomplete and missing responses. Efforts were also taken to contact the affected respondents through e-mail for clarification and corrections, especially on the missing or blank responses. Responses that had more than 20% of the questions in the survey questionnaire unanswered or incorrectly answered were not considered for data analysis. The responses had a few blank answers (less than 20% of the questions) and which involve simple percentage analysis. This represents a success rate of 90%, which is considered to be good in view of time and cost constraints.

Hypothesis of the Study: A hypothesis is a logically conjectured relationship between two or more variables expressed in a form of a testable statement. The aim of this study is to figure out the influence of internet and E-advertisement effectiveness toward customer purchase intention. The research hypothesis has adapted based on the literature hence the variables have returned as follow.

H1A: There is significant relationship between **Residential Area** and **Family Income**.

H1B: There is significant relationship between **Number of Family members & Working couple**

H1C: There is significant relationship between information quality and website quality **H2:** There is significant relationship between Website design and customer perception toward advertisement.

H3: There is significant relationship between **watch Television & advertisement on television**

H4: There is significant relationship between information and **awareness about brands and latest fashion through advertisement**

H5: There is significant relationship between **creating awareness about product range and creating interest in the brand**.

H6: There is significant relationship between **brand conscious regarding lifestyle products** with **visual depiction of our social roles and lifestyle imagery**.

H7: There is positive relationship between **repeated advertisements** with **impulsive buying of product**

H8A: Demographic factor has got significant influence on customer perception toward - advertisement.

H8B: Demographic factor has got significant influence on effectiveness of E-advertisement. **H9A:** There is significant relationship between Content and effectiveness of advertisement. **H9B:** There is significant relationship between picture and effectiveness of advertisement.

H10: There is significant relationship between social media and effectiveness of E advertisement.

H11: There is significant relationship between effectiveness of E-advertisement and customer purchase intention.

Percentage analysis:

Table 1: General survey

S.No	Occupation	Number of Respondents
1.	Business Men	31
2.	Govt. Employee	15
3.	Agriculturalist	12
4.	Professional	5
5.	Others	50
	TOTAL	100

From the above table it shows that 31% of the respondents are Business Men, and the professionals represent only 5%.

Table 2: Family Wise Classification

Type of Family	Number Of Respondents	Percentage (%)
Nuclear	70	62.50
Joint	40	37.50
Total	100	100

From the above table it depicts that majority of them are in nuclear category, followed by joint type of family in 37.50%.

Table 3: Watching advertisement on television

Sex	Number of Respondents	Percentage (%)
Male	42	43.33
Female	58	56.67
Total	100	100

From the above table it depicts that majority of them are in female category, followed by male with 56.67%.

Table 4: Total hours a day do you watch Television

Time	Number of Respondents	Percentage (%)
Less Than An Hour	25	22.50
1 Hour	44	44.17
2 Hours	24	20.00
More Than 2 Hours	07	13.33
Total	100	100

As indicated in Table 4 majority questionnaires were received from 1 hour time category who watch the television most, followed by 22.50 % watches less than one hour.

Table 5: Watching television advertisement very seriously

Watching Television	Number of Respondents	Percentage (%)
Strongly Agree	34	28.33
Agree	32	30.00
Neutral	28	28.33
Disagree	4	6.67
Strongly Disagree	2	6.67
Total	100	100

As indicated in Table 5 majority of the respondents opined that they watch TV advertisements very seriously followed by 22.50 % watches less than one hour.

Table 6: Television ads help in making consumer more brands conscious regarding lifestyle products.

Brand Conscious Regarding Lifestyle Products.	Number of Respondents	Percentage (%)
Strongly Agree	24	20.00
Agree	37	30.83
Neutral	43	35.83
Disagree	8	6.67
Strongly Disagree	8	6.67
Total	100	100

As indicated in above Table 6 majority of respondents agree that they feel that Television ads help in making consumer more brands conscious regarding lifestyle products.

Table 7: Television ads encourage materialism and affects social values.

Preferences	Number Of Respondents	Percentage (%)
Strongly Agree	30	25.00
Agree	39	32.50
Neutral	29	24.17
Disagree	10	13.33
Strongly Disagree	6	5.00
Total	100	100

As indicated in Table 7 majority of the consumers agreed that Television ads encourage materialism and affects social values.

Table 8: Watching advertisement on television

Preferences	Number of Respondents	Percentage (%)
Yes	90	84.17
No	10	15.83
Total	100	100

As found from the above Table 8 majority of the consumers were in yes category by gaining 84.17% and also the no category gains 15.83%. It proves that majority of consumers watch the advertisement televisions.

Findings

Tests of the hypotheses indicate that, within the limitations dictated by the research design:

- Advertising exposure seems to reinforce preferences more than motivate brand choices
- The effect of advertising appears non-linear, with an optimum between two and three exposures per week.
- This response is significantly mediated by consumer brand familiarity. Ads for familiar brands are more effective than those for unfamiliar brands. Ads for unused brands require much higher levels of exposure to affect response.
- Overall, the effect of advertising, relative to other influences measured in the study, is small. Brand choice is most strongly influenced by brand loyalty (brand preference), followed by coupons, features, displays, and price. In this study, advertising has no effect on brand choice.
- Controls for the households' television viewing, inventory level, and exposure to various ad-flights did not invalidate the basic results.

Interpretation and Implications: The importance of loyalty as a significant moderator of the effects of ad-exposure was re-emphasized by this research: Buyers respond more strongly and quickly to brands to which they are loyal. More interestingly, the difference in results across stages of the analysis is unexpected and appears counter-intuitive: Advertising seems to affect the quantity purchased more than the brand chosen. Additionally, the findings in the present study may not be inconsistent with theory: If advertising affects loyal buyers more than non-loyal buyers, then it should be expected to affect the quantity purchased of the preferred brand rather than which brand is chosen. Overall, advertising is not the strongest determinant of purchase behavior. The strong effect of loyalty indicates that the bulk of purchase behavior is characterized by inertia or predetermined preferences. Advertising is effective in increasing the volume purchased by loyal buyers, but not effective in winning new buyers. Given the high effectiveness of the other marketing variables, especially in brand choice, a reasonable strategy would be to promote trial with displays, features, and coupons, and then motivate heavier purchases with advertising.

Conclusion: Advertising creativity is widely recognized, both among academicians and practitioners. Furthermore, advertising agencies consider the winning of creativity awards as their pride and a source of motivation. Studies have indicated some relationship between creative advertising and advertising effectiveness, differences in the findings of these studies did not lead to a common conclusion regarding the effectiveness of creative advertising. This study was therefore, carried out to fill this gap and empirically examine the relationship between creative advertising and advertising effectiveness. Review of the relevant literature found that consumers' familiarity with the brands used in experimental advertisements affect their subsequent evaluation of the advertisements as well as the respective brands. Therefore, this study manipulated the familiarity of brands appeared in the experimental advertisements. Similarly, literature also revealed that consumers' assessment of the experimental advertisements steadily increases from first exposure which reaches peak response on third exposure. This study, therefore, investigated the effectiveness of creative advertising in both single and three advertising exposures so that the relation between creative advertising and advertising effectiveness could be better understood.

Based on the findings of this study in a single and three advertising exposures, it can be concluded that by its nature, creativity in advertising is an important and crucial element of advertising effectiveness. The findings of this study in three exposures, therefore, present a clearer and reliable view of the relationship between creative advertising and advertising effectiveness as compared to the effectiveness of creative advertising in a single exposure.

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