Chapter 1

ADVERTISING – A BEHAVIOURAL PERSPECTIVE
ADVERTISING – A BEHAVIOURAL PERSPECTIVE

“The man who stops advertising to save money is like the man who stops the clock to save time”

Thomas Jefferson, (1743 -1826 AD)

Imagine a world without advertisements. Then, first we have to think of a world without products. Neither can be imagined and as long as there will be products there will be advertisements as well. An advertisement of a small boy blowing bubbles for a product of bathing soap in a newspaper about 125 years ago started the advent of modern advertising and since then human life has become acquainted with advertisements of innumerable varieties in their daily life. Advertisements have become such an inevitable part of human life that it has become impossible for a human in a free moving world not to be accessible to even a single advertisement before ending a normal working day.

The growth of advertisements has been synonymous with the sophistication of media. Advertisements till confined to print media climbed another rung of popularity with the visual medium of television. When the first television advertisement of “Bulova watchmakers” with a tag line “America runs on Bulova time” was broadcasted in United States in 1941 it was the beginning of an advertisement revolution that never ceased to grow and at present staying as an inseparable part of the ever growing world of internet.

Advertising and promotion are an integral part of our social and economic systems. In our complex society, advertising has evolved into a vital communications system for both consumers and businesses. The ability of advertising and other promotional methods to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations. Companies ranging from large multinational corporations to small retailers increasingly rely on advertising and promotion to help them market products and services. In market-based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions.
Nearly everyone in the modern world is influenced to some degree by advertising and other forms of promotion. Organizations in both the private and public sectors have learned that the ability to communicate effectively and efficiently with their target audiences is critical to their success. Advertising and other types of promotional messages are used to sell products and services as well as to promote causes, market political candidates, and deal with societal problems such as alcohol and drug abuse. Consumers are finding it increasingly difficult to avoid the efforts of marketers, who are constantly searching for new ways to communicate with them.

Today, advertisements have become an inevitable part of human life. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Noncommercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement.

The American Marketing Association comes out with a definition of advertisement, which ran as follows: “Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor”. Advertising is defined as any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor. The paid aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought. An occasional exception to this is the public service announcement (PSA), whose advertising space or time is donated by the media.

The nonpersonal component means that advertising involves mass media (e.g., TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time. The nonpersonal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it.
Advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool, particularly for companies whose products and services are targeted at mass consumer markets.

Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes.

Another advantage of advertising is its ability to strike a responsive chord with consumers when differentiation across other elements of the marketing mix is difficult to achieve. Popular advertising campaigns attract consumers’ attention and can help generate sales. These popular campaigns can also sometimes be leveraged into successful integrated marketing communications programs.

Like any other process advertising also seeks some objectives. The first objective of advertising is to create awareness among customers regarding the products or services offered to them for the first time. The mass customers may not know about a new product or service launched by a company. An advertisement serves as an agent between the consumer and the manufacturer with the objective to inform them about the product.

When the advertiser gives advertisement second time or repeatedly its objective is not to create awareness but to remind regarding the first advertisement. In order to keep the interests of the existing customers on products or services already existing in the market a company should keep reminding their customers. The consumers should not forget the products or the offers of the advertisers. The customers should be kept updated in terms of knowledge of products available in the markets.

The advertiser is giving advertisements with the interest to remind them repeatedly so that it would become difficult for them to avoid advertisement. Sooner or later they have to pay attention and agree for the products of the company. The efforts are to make them agree for buying the products of the company. The objective is to persuade them for the desired action. The longer the time taken by the customer
to get persuaded the more costly would be for the advertiser due to repeated advertisements for longer period.

Another objective of advertising is to retain the existing customers. The company is interested to keep its existing customers regarding products attributes, new changes, improvements etc. They should continue with their products and should not change over to the products of their competitors. It is very easy to lose a customer but difficult to retain a customer. In markets, the companies are putting their sincere efforts in advertising with the objective to keep their customers well intact. It is clear that companies are facing stiff competition in most of the areas. It has become a matter of survival, growth, stabilize and excel of business. Every competitor is putting sincere efforts to taken the advantage. For fighting this situation the advertisers are giving advertisements with the objectives to keep them in the race in the market. So the objective is to neutralize competition effect. Regarding advertising the objectives of the companies may not be the same all the time and may vary from time to time.

The nature and purpose of advertising differ from one industry to another and/or across situations. The targets of an organization’s advertising efforts often vary, as do advertising’s role and function in the marketing program. One advertiser may seek to generate immediate response or action from the customer; another may want to develop awareness or a positive image for is product or service over a longer period. For example, one of the ads from the popular “milk mustache” campaign. The goal of this campaign, which began in 1995, has been to change the image of milk and help reverse the decline in per-capita milk consumption in the United States.

While examining the advertising, it 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. Advertising motivates people by arousing or stimulating their dormant needs that activates behaviour. Advertising can effectively arouse both biogenic and psychogenic needs. An intellectually planned ad can be the door opener in the decision making process in buying.

Here, researcher's concern was not to study Consumer Behaviour in a broad sense but only to measure the short run Purchase Behaviour pattern of consumers, in a
narrow sense. That too, Consumer Behaviour related to purchase consequent on advertising exposure was the relevant area of the study. In fact, the very goal of all advertising is to influence peoples' attitudes and Buying Behaviour. In that sense Consumer Behaviour is the directional force in advertising. The relation between consumer behaviour and advertisement are interrelated. Management scientists are always aware about this linkage very well. It is worthwhile to mention about Consumer Behaviour.

Consumer behavior is stated as the behavior that consumer display in searching for, purchasing, using, evaluating, and disposing of products, services and ideas that they expect will satisfy their needs. The study of consumer behavior is concerned not only with what consumers buy, but also with why they buy it, when and how they buy it, and how often they buy it. It is concerned with learning the specific meanings that products hold for consumers. Consumer research takes places at every phase of consumption process, before the purchase, during the purchase and after the purchase. According to Philip Kotler defined consumer behavior as “all psychological, social and physical behavior of potential customers as they become aware of evaluate, purchase, consume and tell other about products and services”. The scope of consumer behavior includes not only the actual buyer and his act of buying but also various roles played by different individuals and the influence they exert on the final purchase decision .Individual consumer behavior is influenced by economic, social, cultural, psychological, and personal factors.

Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer’s buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. The marketers therefore try to understand the needs of different consumers and having understood his different behaviours which require an in-depth study of their internal and external environment, they formulate their plans for marketing.
Management is the youngest of sciences and oldest of arts. Consumer behaviour in management is a very young discipline. Various scholars and academics concentrated on it at a much later stage. It was during the 1950s, that marketing concept developed, and thus the need to study the behaviour of consumers was recognized. Marketing starts with the needs of the customer and ends with his satisfaction. When everything revolves round the customer, then the study of consumer behaviour becomes a necessity. It starts with the buying of goods. Goods can be bought individually, or in groups. Goods can be bought under stress (to satisfy an immediate need), for comfort and luxury in small quantities or in bulk. For all this, exchange is required. This exchange is usually between the seller and the buyer. It can also be between consumers.

Consumer behaviour can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post purchase behaviour which is also very important, because it gives a clue to the marketers whether his product has been a success or not.

From a marketing point of view consumer behaviour is a decision process of which the act of purchasing is the culmination and one which decides the results of the marketing efforts. The puzzle of consumer behaviour can be solved only by understanding the events that precede and follow the purchase act. Consumer behaviour results from individual and environmental influences. Consumers often purchase the goods and services which they want others to accept, behaviour is therefore, determined by the individual’s psychological makeup and the influence of others. Thus, behaviour is the result of consumer’s personal influences as well as outside influences within an environment of interaction.
Marketers’ success in influencing purchase behavior depends in large part on how well they understand consumer behavior. Marketers need to know the specific needs customers are attempting to satisfy and how they translate into purchase criteria. They need to understand how consumers gather information regarding various alternatives and use this information to select among competing brands. They need to understand how customers make purchase decisions. Where do they prefer to buy a product? How are they influenced by marketing stimuli at the point of purchase? Marketers also need to understand how the consumer decision process and reasons for purchase vary among different types of customers.

The consumer’s purchase decision process is generally viewed as consisting of stages through which the buyer passes in purchasing a product or service. This model shows that decision making involves a number of internal psychological processes. Motivation, perception, attitude formation, integration, and learning are important to promotional planners, since they influence the general decision-making process of the consumer. We will examine each stage of the purchase decision model and promotional planners can influence this process.

The first stage in the consumer decision-making process is problem recognition, which occurs when the consumer perceives a need and becomes motivated to solve the problem. The problem recognition stage initiates the subsequent decision processes. Problem recognition is caused by a difference between the consumer’s ideal state and actual state. A discrepancy exists between what the consumer wants the situation to be like and what the situation is really like. (Note that problem does not always imply a negative state. A goal exists for the consumer, and this goal may be the attainment of a more positive situation.)

Sources of Problem Recognition The causes of problem recognition may be very simple or very complex and may result from changes in the consumer’s current and/or desired state. These causes may be influenced by both internal and external factors. They may be dissatisfaction with the current state of affairs and/or the product or service being used, Changes in consumers’ lives, new needs and wants, related products/purchases, marketer-induced problem recognition, new products etc. Thus
advertising used to help consumers recognize when they have a problem and/or need to make a purchase.

The second stage in the consumer decision-making process is information search. Once consumers perceive a problem or need that can be satisfied by the purchase of a product or service, they begin to search for information needed to make a purchase decision. The initial search effort often consists of an attempt to scan information stored in memory to recall past experiences and/or knowledge regarding various purchase alternatives. This information retrieval is referred to as internal search. For many routine, repetitive purchases, previously acquired information that is stored in memory (such as past performance or outcomes from using a brand) is sufficient for comparing alternatives and making a choice.

If the internal search does not yield enough information, the consumer will seek additional information by engaging in external search. External sources of information include personal sources, such as friends, relatives, or co-workers, marketer-controlled (commercial) sources, such as information from advertising, salespeople, or point-of-purchase displays and the Internet, public sources, including articles in magazines or newspapers and reports on TV, personal experience, such as actually handling, examining, or testing the product etc.

Determining how much and which sources of external information to use involves several factors, including the importance of the purchase decision, the effort needed to acquire information, the amount of past experience relevant, the degree of perceived risk associated with the purchase, and the time available. For example, the selection of a movie to see on a Friday night might entail simply talking to a friend or checking the movie guide in the daily newspaper. A more complex purchase such as a new car might use a number of information sources - perhaps a review of Road & Track, Motor trend, or Consumer Reports; discussion with family members and friends; and test-driving of cars. At this point in the purchase decision, the information-providing aspects of advertising are extremely important.

After acquiring information during the information search stage of the decision process, the consumer moves to alternative evaluation. In this stage, the consumer compares the various brands or products and services, he or she has
identified as being capable of solving the consumption problem and satisfying the needs or motives that initiated the decision process. The various brands identified as purchase options to be considered during the alternative evaluation process are referred to as the consumer’s `evoked set`.

The Evoked Set The evoked set is generally only a subset of all the brands of which the consumer is aware. The consumer reduces the number of brands to be reviewed during the alternative evaluation stage to a manageable level. The exact size of the evoked set varies from one consumer to another and depends on such factors as the importance of the purchase and the amount of time and energy the consumer wants to spend comparing alternatives.

The goal of most advertising and promotional strategies is to increase the likelihood that a brand will be included in the consumer’s evoked set and considered during alternative evaluation. Marketers use advertising to create `top-of-mind awareness` among consumers so that their brands are part of the evoked set of their target audiences. Popular brands with large advertising budgets use `reminder advertising` to maintain high awareness levels and increase the likelihood they will be considered by consumers in the market for the product. Marketers of new brands or those with a low market share need to gain awareness among consumers and break into their evoked sets.

Advertising is a valuable promotional tool for creating and maintaining brand awareness and making sure a brand is included in the evoked set. However, marketers also work to promote their brands in the actual environment where purchase decisions are made. Point-of purchase materials and promotional techniques such as in-store sampling, end-aisle displays, or shelf tags touting special prices encourage consumers to consider brands that may not have initially been in their evoked set.

At some point in the buying process, the consumer must stop searching for and evaluating information about alternative brands in the evoked set and make a `purchase decision`. As an outcome of the alternative evaluation stage, the consumer may develop a purchase intention or predisposition to buy a certain brand.

Purchase intentions are generally based on a matching of purchase motives with attributes or characteristics of brands under consideration. Their formation
involves many of the personal sub processes discussed in this chapter, including motivation, perception, attitude formation, and integration.

A purchase decision is not the same as an actual purchase. Once a consumer chooses which brand to buy, he or she must still implement the decision and make the actual purchase. Additional decisions may be needed, such as when to buy, where to buy, and how much money to spend. Often, there is a time delay between the formation of a purchase intention or decision and the actual purchase, particularly for highly involved and complex purchases such as automobiles, personal computers, and consumer durables.

For nondurable products, which include many low-involvement items such as consumer package goods, the time between the decision and the actual purchase may be short. Before leaving home, the consumer may make a shopping list that includes specific brand names because the consumer has developed brand loyalty - a preference for a particular brand that results in its repeated purchase. Marketers strive to develop and maintain brand loyalty among consumers. They use reminder advertising to keep their brand names in front of consumers, maintain prominent shelf positions and displays in stores, and run periodic promotions to deter consumers from switching brands.

Maintaining consumers’ brand loyalty is not easy. Competitors use many techniques to encourage consumers to try their brands, among them new product introductions and free samples. For many products fewer than 50 percent of consumers are loyal to one brand. Marketers must continually battle to maintain their loyal consumers while replacing those who switch brands. Purchase decisions for nondurable, convenience items sometimes take place in the store, almost simultaneous with the purchase. Marketers must ensure that consumers have top-of-mind awareness of their brands so that they are quickly recognized and considered. These types of decisions are influenced at the actual point of purchase. Packaging, shelf displays, point-of-purchase materials, and promotional tools such as on-package coupons or premium offers can influence decisions made through constructive processes at the time of purchase.
The consumer decision process does not end with the purchase. After using the product or service, the consumer compares the level of performance with expectations and is either satisfied or dissatisfied. *Satisfaction* occurs when the consumer’s expectations are either met or exceeded; *dissatisfaction* results when performance is below expectations.

The post purchase evaluation process is important because the feedback acquired from actual use of a product will influence the likelihood of future purchases. Positive performance means the brand is retained in the evoked set and increases the likelihood it will be purchased again. Unfavorable outcomes may lead the consumer to form negative attitudes toward the brand, lessening the likelihood it will be purchased again or even eliminating it from the consumer’s evoked set.

Another possible outcome of purchase is cognitive dissonance, a feeling of psychological tension or post purchase doubt that a consumer experiences after making a difficult purchase choice. Dissonance is more likely to occur in important decisions where the consumer must choose among close alternatives (especially if the unchosen alternative has unique or desirable features that the selected alternative does not have).

Consumers experiencing cognitive dissonance may use a number of strategies to attempt to reduce it. They may seek out reassurance and opinions from others to confirm the wisdom of their purchase decision, lower their attitudes or opinions of the unchosen alternative, deny or distort any information that does not support the choice they made, or look for information that does support their choice. An important source of supportive information is advertising; consumers tend to be more attentive to advertising for the brand they have chosen. Thus, it may be important for companies to advertise to reinforce consumer decisions to purchase their brands.

Marketers must recognize the importance of the post purchase evaluation stage. Dissatisfied consumers who experience dissonance not only are unlikely to repurchase the marketer’s product but may also spread negative word-of-mouth information that deters others from purchasing the product or service. The best guarantee of favorable post purchase evaluations is to provide consumers with a quality product or service that always meets their expectations. Marketers must be
sure their advertising and other forms of promotion do not create unreasonable expectations their products cannot meet.

Marketers have come to realize that post purchase communication is also important. Some companies send follow-up letters and brochures to reassure buyers and reinforce the wisdom of their decision. Many companies have set up toll-free numbers or e-mail addresses for consumers to call if they need information or have a question or complaint regarding a product. Marketers also offer liberalized return and refund policies and extended warranties and guarantees to ensure customer satisfaction. Some have used customers’ post purchase dissatisfaction as an opportunity for gaining new business.

The preceding discussion describes a general model of consumer decision making and how an advertiser uses these stages for making advertisements. But consumers do not always engage in all five steps of the purchase decision process or proceed in the sequence presented. They may minimize or even skip one or more stages if they have previous experience in purchasing the product or service or if the decision is of low personal, social, or economic significance. To develop effective promotional strategies and programs, marketers need some understanding of the problem-solving processes their target consumers use to make purchase decisions.

Many of the purchase decisions we make as consumers are based on a habitual or routine choice process. For many low-priced, frequently purchased products, the decision process consists of little more than recognizing the problem, engaging in a quick internal search, and making the purchase. The consumer spends little or no effort engaging in external search or alternative evaluation.

Marketers of products characterized by a routine response purchase process need to get and/or keep their brands in the consumer’s evoked set and avoid anything that may result in their removal from consideration. Established brands that have strong market share position are likely to be in the evoked set of most consumers. Marketers of these brands want consumers to follow a routine choice process and continue to purchase their products. This means maintaining high levels of brand awareness through reminder advertising, periodic promotions, and prominent shelf positions in retail stores.
Marketers of new brands or those with a low market share face a different challenge. They must find ways to disrupt consumers’ routine choice process and get them to consider different alternatives. High levels of advertising may be used to encourage trial or brand switching, along with sales promotion efforts in the form of free samples, special price offers, high-value coupons, and the like.

A more complicated decision-making process may occur when consumers have limited experience in purchasing a particular product or service and little or no knowledge of the brands available and / or the criteria to use in making a purchase decision. They may have to learn what attributes or criteria should be used in making a purchase decision and how the various alternatives perform on these dimensions.

For products or services characterized by problem solving, whether limited or extensive, marketers should make information available that will help consumers decide. Advertising that provides consumers with detailed information about a brand and how it can satisfy their purchase motives and goals is important. Marketers may also want to give consumers information at the point of purchase, through either displays or brochures.

From the above discussion we can see that customer or consumer is the brain of a marketing system. Without customers neither the products nor its marketing counter parts have any value. For a product to sell, with or without advertising, it must appeal to and satisfy the needs, fully or partially, of the consumers competing against similar items of different entities. The behaviour of the consumers ultimately decides the life cycle of a product in a particular marketing environment. Either a manufacturer has to prompt the consumers to purchase a product offered, by identifying their needs or he should offer the product wanted by them, either way passing the ultimate hurdle, which is to satisfy the needs of the product users. So the ultimate aim of a manufacturer is to influence the buying motive of a consumer which in turn may depend on a combination of human feelings of fear, desire for money, vanity, pride, fashion, romance, idolism, affection or comfort of different permutations and combinations or it can even be a single emotional factor among the mentioned. Idolism is an example where a single quality of an advertisement can be crowd puller for a particular product.
For example, the manufacturers of Lux, a well known brand in India have laid claims of their popularity been doubled since having Aishwaraya Rai as the brand ambassador of their product.

Each individual has a different behaviour and the behaviour he/she projects is directed by inner motives specific to that person. In the earlier periods the medium of marketing was focused on mass appeal and not on individual customers. The challenge of the new age marketing is to appeal individual customers on a mass scale. The marketer or the advertiser must identify all the motives the customers can possibly project on an individual scale before embarking on an advertising project. It helps in enhancing the effectiveness an advertising programme. Data analysis on consumer behaviour helps an advertiser or the advertising agency to make options on the media of advertisement, the target segment and the type of advertisement.

Advertising is not a magic capable of causing people to things which they do not need or want. But it can create magic in terms of product awareness may be within a few seconds or minutes on a global scale provided the attractiveness of the advertisement. But the advertisement can only create product awareness and the sale of a product depends fully on the quality of that product and the way it can satisfy the needs of consumers. Sometimes attractive advertisements can create a short term market insurrection but the long term sustainability of that product will ultimately depend on its use:

For example Kellogg’s when introduced in India was able to create a short term phenomenon in the market by their wide advertisement campaigns. The idea of cornflakes as breakfast was relatively new to the cultural background of India but the advertisement campaigns created a buzz among many people to try out something new. But ultimately the product failed because the manufacturers with their innovative but confusing flavours and relatively high price were unable to give the consumers what they expected for.

An advertisement simply helps people to rationalize purchases of products they want, but not in the strict economic sense. Thus, advertising simply transforms the want to the motive that motivates the buyer to purchase a product offered by a particular company. If wants or needs are stronger, the chance for its sale exists. If the
product is capable of satisfying only the comparatively weak and less basic needs or wants, there is not so much advertising opportunity. The duty of the advertisement is to bring a customer to a particular product and not to make him/her buy that product. So the extent of advertising opportunity depends on the capability of a product on a scale ranging from strong to weak in satisfying the need or wants of a consumer. For example, diamond is a dream for all dams but the price is always a nightmare:

Jewellery Brand of Tata, Tanishque has launched an affordable range of diamonds ranging between Rs 10000 and Rs 25000 with advertisements highlighting the price. Since the brand was able to provide consumers with good quality diamonds for affordable price as shown in the advertisements the brand become a success among all categories of consumers.

Consumer behaviour is eclectic in nature and imbibes all the social and cultural elements to project different kinds of attitude at different periods of time.

Advertising without considering consumer behaviour is like making a movie without a story or screenplay. Probability or possibility means a lot in advertising. Before preparing an advertising plan, an advertiser must be aware of the possible behavioural patterns of the consumers. The success of the programme depends greatly on the behavioural data analysis of the consumers. The study of consumer behaviour determines the media of advertising or media mix to cover the market where it can influence the consumer behaviour and induce the consumers to take a decision to purchase the product. There have been instances where advertisements have over shadowed the product itself without affecting the success of the product. For example the advertisement of Amul with the brand logo of a small girl holding the product butter in her hands uttering the words “Utterly butterly delicious Amul” struck a cord with the masses of India and the product maintained the effect of the advertisement through its quality and became a big success. Advertisement of Amul Butter is one of the most successful ever in the advertisement history of India and the advertisement had such a long lasting impact that the word Amul first evokes the image of small girl saying that tag line in the minds of the consumers, rather than the product itself.
The idea of scientific advertising has been developed by the study of consumer behaviour. Scientific advertising means properly planned advertising based on serious deliberations or overall factors that have a bearing upon its success. It implies the development and use of a fact finding approach to the formation and execution of an advertising programme. It avoids pure ‘emotional methods’ that had dominated the earlier advertisements. Consumer behaviour study has shaped the advertisements in a scientific manner. The message or appeal, contained in a scientific copy of advertisement can only be made influential if it touches the inner soul of the consumer or if it is timely responding to what the consumer wants to purchase or desires to purchase at a particular juncture. The appeals may be changed with the changing behaviour of the people. So, change in the attitude due to change in habits or fashion may lead to a change in advertising appeal. Handbag manufacturers Lavie have launched advertisement campaigns in India for their handbag range with a theme of ‘a hand bag for every mood swings even for changes in seconds’, claiming a collection of over 200 uniquely designed bags for every season.

In the modern era advertising is perceived as a socio- psychological art. The creators of advertisements have to see themselves in the shoes of the consumers to effectively create an advertisement programme. Harlow Gate, one of the most innovative thinkers in the world of advertisements perceives advertising as a new field for psychological work. Consumer psychologists are interested in the behaviour of group consumers rather than the behavioural patterns of single individuals. There are four principal areas of interest: a) Decision making in the marketing place b) Change in attitudes and behaviour of consumers c) Influence of time and uncertainty, and d) Studies of group belongings

The consumer is believed to be sovereign. The advertiser ‘must adopt to the basic disposition of the consumer and behaviour changes results when the basic dispositions are either favourable or at least neutral with respect to the suggested change’. Hence consumer reacts to the offerings of the market in the ways he believes to be in his best interest.
Consumers also behave in a manner, consistent with their self concepts, that is:

a) The kind of person that one believes he or she is

b) The kind of person that one believes that others think he or she is

Consumers develop life styles (behaviour patterns) that are in accordance with their self concepts. They purchase and use goods and services congruent with their self concepts. The objective of markets trend to follow this theory is to earmark the self concepts embraced by target consumers and provide a marketing mix which are compatible with their self concepts. An individual’s self image is a good motivating force. People buy certain product only to express how they feel about themselves. Persons for instance who see themselves as elite in the society go for products for high end users even if products moderately prized could satisfy their needs. For example the number of niche communities of rich people is growing in every parts of the world and one of the major preferences is the Rolls-Royce vehicles. The Rolls-Royce production has been in conformance with the growing number of such communities. So a person who is joining such an elite community believes only a Rolls-Royce could represent such a group and the possession of one is important to project himself as a member of that community.

Marketers also believe that the insights into the personalities of target consumers are useful in understanding and predicting consumer behaviours: The term personality refers to that combination of enduring psychological traits that characterize the individual and distinguish him from others in the way he/she perceives, acts upon and interacts with the environment. Personality traits include degree of aggressiveness, dominance, degree of adventure, hostility, flexibility, responsibility, sociability, obstinacy and patience. It is a laborious task for the manufacturers to individually decode the personality traits of each consumer as each individual has a different combination of traits which make his personality different from others. Further, these traits are consistent and enduring rather than continually changing and permanent. The essence of personality assumption is that an individual’s personality makes him respond consistently to similar stimuli. Logic suggests that personality should be closely associated with consumer behaviour. It
would see, for instance, that persons having similar personalities would tend to purchase and consume similar products and services. Research to date has not substantiated this view and the manufacturers have been reluctant to experiment with this concept.

Consumer is the nerve centre of modern marketing system. Understanding his behaviour is quite essential for efficient and effective marketing management. Customers state their wants and needs but act otherwise. They may not be in touch with their deeper motivation. They may response to influences that change their minds at the last minute. Nevertheless, the marketers must know their target about consumer’s wants, perception and behaviour. Marketer must recognize the reaction of consumer to his product. Advertising is extensively influenced by consumer behaviour and in turn advertising use the behaviour of consumers in promoting the sales of goods and services. Consumer’s behaviour, in return, is also influenced by advertising. The relationship between consumer behaviour and advertising is like a give and take policy where one influences the other in a big way. Thus advertising shapes the attitudes of the society and the individual and inevitably influences consumer behaviour. In the next chapter the researcher has sought to draw an overview of the advertising industry and consumer durables industry.
Chapter 2

ADVERTISING AND CONSUMER DURABLES
INDUSTRY – AN OVERVIEW