Chapter – III

Conceptual Framework
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3.1 INTRODUCTION

Advertising has become an integral part of human life and society as the society is exposed to numerous advertisements every day. It is a vital marketing tool and effective medium of intended communication with the targeted audience. Advertisements are aimed at stimulating viewer’s interest and desire to purchase the product, thus the advertisements role in boosting sales can never be underestimated.

Advertising is synonymous to demassification of information about the product / service to the viewers. Consumers are exposed to multiple stimuli at the same time and the ability of the advertisement to draw the attention of the viewer proves its effectiveness. Attention is a major information filter. (S. L Gupta and Sumitrapal, 2007) The advertisements can be considered to be effective if it can reach the mass, create an impact and creates a positive feeling in the viewer’s mind. If the contents and constituents of advertisement meet / matches the viewer’s expectation, it creates a positive perception. Understanding the perception and attitude of consumers towards advertisements can throw light to the advertisers on the dimension which to be given attention.

3.2 DEFINITIONS OF ADVERTISEMENT

According to Kotler (2000) “Advertising is a paid form of non-personal representation and promotion of ideas, products or services”.

51
Advertising is defined as a set of communications or activities which deliver information to the public by capturing the target consumer’s attention. (Ducoffe, 1996).

Advertisement have the ability to inform, guide, educate and protect the buyers to enable them to buy intelligently. (Shelekar S.A and Krishnamoorthy R, 2010).

Longman (2000) says, “Advertising is an act of telling people publicly about a product or service in order to persuade them to buy it.

Alonge (2001) defined advertising as “any paid form of non-personal communication which is directed to the consumers or target audiences through various media in order to prevent and promote product, services and idea”.

Gillian (1982) defined advertising as “a means of drawing someone’s attention to something or notifying or informing somebody of something”.

Tuflinger (1996) says “Advertising is the non-personal communication of information usually paid for and usually persuasive in nature, about product, services or ideas by an identified sponsor through the various media.

3.3 DEFINITIONS OF PERCEPTION

Perception may be defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. (Schiffman, 2000).
According to the Webster’s Revised Unabridged Dictionary (1913) perception is the quality, state, or capability of being affected by something external; sensational; sensible.

In the words of Khan (2006) Perception is the most important psychological factor that affects human behavior. It is a process, consisting of several subprocesses.

Rajagopal (2007) states that Perception is built depending upon the role of an individual in conceiving and understanding communication.

Consumer’s perception on advertisement consists of their attitudes, beliefs and opinions (Singh and Vij, 2007).

Individuals act and react on the basis of their perceptions. Thus, perception assumes greater significance in any marketing sector. Perception is the way one sees the world. The concept, perception assumes more importance in advertising, as they serve as the basis for consumer reaction and purchase intention. The consumers’ perceptions are influenced through the exposure, such as seeing an advertisement; attention which means that the consumer recognizes the advertisement; awareness which is common if the advertisement involves some humor; and the retention that keeps or stays in the mind of the consumer (Chen and Lee 2005). It is the way an individual understands assumes, organizes and interpret his/her opinion into meaningful conclusion. Each individual possesses a different perception towards a same situation.
The fact how an individual perceives an external stimuli and the influence of such stimuli on his reaction is the common tool used in advertisement. Many authors and marketers proved that there are different reactions to the same stimuli, which can be changed according to time, situation or context. Perception is the process by which an individual selects, organizes and interprets information inputs to create a meaningful picture of the world. Perception depends not only on physical stimuli, but also on the stimuli’s relation to the surrounding fields and on conditions within the individual. The key word is individual. Individuals can have different perceptions of the same object because of three perceptual processes. (Kotler). They are:

- Selective attention: consumer screens out the majority of stimulants.
- Selective distortion: consumer adjusts his / her perception of his /her current mind-set.
- Selective retention: consumer does not remember everything. He remembers information which reinforces attitudes and beliefs.

3.4 DEFINITIONS OF ATTITUDES

Fishbein(1967, P.53), defined attitude as a “learned predisposition of human beings”.

Kotler(2000), defined attitude as “an individual personal evaluation, emotional feeling attached and action tendency toward some objects or ideas”.

54
Greyser (1968), defined attitude as “the audience behavior towards the advertising”.

Mackenzie and Lutz, (1989), “Attitude is favorable or unfavorable response towards a particular advertisement”.

Mehta (2000), consumer attitude towards advertising is one of the influential indicators of advertising effectiveness”.

The beliefs about and preferences for advertising to the consumers form the base for attitude towards advertising. Attitudes towards advertising entirely depend upon the perceptions. The attitudinal components, namely a cognitive attitude assume a dominant role in marketing strategy (Henry Assael, 1998). Positive attitude towards the advertisements and enhance the positive attitude towards the advertised brand as well. (Henry Assael, 1998) Consumer attitudes towards advertisement determine the acceptance of a message and ability to recall it. It is important to understand consumer attitudes because they have an impact on consumer’s exposure, attention and reaction to marketing messages through a series of cognitive and affective processes (Schlosser et al, 1999). Attitudes of consumers’ towards advertising are one of the main factors which affect the perception towards brands which in turn affect the purchasing decision of consumers (Singh and Vij, 2007).

3.4.1 Product Information

Advertisements are aimed to create awareness among various sections of the society regarding the existence of a product/service. Consumers tend to believe the advertisements hence the advertisements should be in a way such that the needed
info’s regarding the product can be well conveyed to the consumers. There is a strong and positive relationship between information and consumers’ attitude towards advertising. (Ramaprasad and Thurwanger (1998); Haghirian and Madlberger (2005); and Ducoffe (1996).

3.4.2 Relevant Information

The ability of advertising to inform consumers of products to ensure purchases yield greater satisfaction. (Ducoffe 1996, Waldt et al 2009). The purpose of advertisement is to transmit the product information to the targeted audience. Relevancy of information can play a role in the formation of consumer attitude. Consumers are interested in getting messages that are relevant for them (Milne And Gordon, 1993)

3.4.3 Pleasure

Perceived entertainability of the advertisements tend to exercise a positive influence on consumer attitude. Pleasure is the ability of the advertisements to provide aesthetic enjoyment, fun and pleasure to the audience. They have the ability to attract consumer’s attention towards advertising. Audio and Audio Visual advertisements are usually a treat to the eyes and ears. Advertisements with creative concepts, eye catching visuals, usage of kids, attract the viewers more and play a crucial role in attitude formation. People’s feeling of enjoyment associated with advertisement play the greatest role in accounting for their overall attitudes toward them. (Shavitt et al, 1998). Entertainment is essential that the message is concise and funny, and thus, immediately captures consumers’ attention (Katterbach, 2002)
3.4.4 Memorable

Advertisements’, creative concept, attractive visuals and jingles, not only capture the attention of the viewers, but also sound make them to recollect the advertisement when needed. Thus, inclusion of fun elements and other elements can stay in consumer’s mind for a long time. This also helps them to recollect / compare the product while shopping.

3.4.5 Economy Goodness

Aaker and Norris (1982) stated that advertisement with rational appeal works better than emotional appeal. An effective advertisement can trigger the consumer to possess the product, thereby flow of the fund is enabled. Belch and Belch (2008) suggest that the concept of ‘good for economy’ reflects advertising speeds up the adoption of new goods and technologies by consumers’, fosters full employment, reduces the average costs of production, elevates producers about healthy competition, and increases the standard of living on average. The economic benefit of advertising is the ability of the advertisers to provide accurate and reliable information about their products to the audience (Petrovici et al, 2007). Munusamy and Wong (2007), Tan and Chia (2007), Wang et al. (2009) stated that ‘good for economy’ is positively related to consumers’ attitude towards advertising.

3.4.6 Advertisement avoidance

Timing, frequency and contents of the advertisement need to consciously design. The natural tendency of people is to skip commercial breaks. The number of times, the advertisement being repeated and negative contents of the advertisement
can irritate the consumer and make them to skip the commercial. Consumers’ avoidance of television commercials has been described as Zipping, zapping, Flipping, Flicking and Grazing (Abernethy 1991; Bellamy and Walker 1996; Cronin and Menelly 1992; Eastman, Neal-Lundsford, and Riggs 1995; Kaplan 1985; Kneale 1988; Yorke and Kitchen 1985; Zufryden, Pedrick and Sankaralingam 1993). Advertising avoidance includes “all actions by media users that differently reduce their exposure to advertisement content” (Speck and Elliott 1997: 61).

3.4.7 Advertisement Irritation

Irritation may lead to a general reduction of advertising effectiveness and the value perceived by audiences (Aaker and Bruzzone 1985; Luo 2002). “When advertisings employs techniques that annoy, offend, insult, or are overly manipulative, consumers are likely to perceive it as an unwanted and irritating influence” (Ducoffe 1995. P 3). The content and tactics of certain advertisements “offend” or “irritate” consumers (Bauer and Greyser 1968; Wells, Leavitt and MaConville 1971). Causes of advertisement irritation can be broadly classified into three categories: advertisement content, execution, and placement. Bauer and Greyser (1968) found that advertisements are perceived as annoying if their content is untruthful, exaggerated, confusing, or insults the viewer’s intelligence. And advertisements are deemed irritating to the degree that they are poorly executed. Poorly executed advertisements are judged to be irritating if they are too loud, too long, or too large and consumers are likely to get irritated when there are too many advertisements or when the same advertisement appears too frequently. (Aaker and
Bruzzone 1985; Bauer Greyser 1968). When consumers are irritated by advertisements, they are likely to avoid them.

### 3.4.8 Trustworthiness

It refers to the viewer’s confidence in the source of advertisement and they believe that the advertisement is genuine and consists objectivity and honesty to create good faith among the consumers. Advertisements that go beyond the tolerance level of the viewers will lose their trustworthiness. Unrealistic advertisement tends to create a negative attitude at most times. The presence of element “believability” is crucial for success of advertisements. Inflated claims in advertisements could lead to consumer’s unbelievability. Consistency in the statements made also increase its trustworthiness. Adler and Rodman (2000) define credibility as the believability of the aggressor and its perception in the listener’s mind. Mackenzie and Lutz (1989, p.51) define advertising credibility as ‘consumers’ perception of the truthfulness and believability of advertising in general. Credibility of an advertisement is influenced by different factors, especially by the company’s credibility and the bearer of the message (Goldsmith et al, 2000; Lafferty et al, 2002, Moore and Rodgers 2005).

### 3.4.9 Necessity

The Availability of multiple products in the market has fortified the need for advertisements. Advertisements are inevitable marketing tools for manufacturers and consumers as well through advertisements.
3.4.10 Manipulation

Manipulation is a basic element of advertising. If information is presented as it is, it may not attract the viewer’s attention and hence need to be added with additional effects to certain extend. But, too much manipulation will lead to the negative attitude formation among the respondents. Manipulation refers to changing the material information in the advertisements which could mislead the viewers.

3.4.11 Fashionable Lifestyle

The consumers are informed about the product availability in the market through advertisements. The exposure to advertisements create a desire in the minds of consumers to be in possession of such products. This drives them to consumption of such products and thereby update their life style. Through advertisements the consumers are informed about the latest arrivals in the market and it helps to lead a better quality life on par with the remaining society.

3.4.12 Harmful for Society

Advertisements carry threats equal to the benefits they offer. Exploitation of women as sex appeal is widely felt in almost all advertisements. Further, they mislead the viewer and certain advertisements are against the professional ethics. Telecasting / broadcasting abusive advertisements are sure to bear a negative impact on the people & society in the long run.

According to Bardburn (2001) people criticize advertising, arguing that it wastes lot of money, encourages people to buy things which do not really need
hence wasteful consumption, exploits people who are not capable of judging the truth, such as sexual objects and use of shock tactics in advertising in order to attract the attention of consumers towards their advertisements and products. Price (2002) argues that sex appeal has become one of the most popular and effective tactics in consumer advertising in most of the western countries such as the United States. However, the majority of consumers believe that there is too much sex in current advertising and this is not appropriate for general interest (Conna, 1994).

3.5 CONSUMER PREFERENCES ON ADVERTISEMENT

The term preference refers to the priority attached to a thing / an event. Consumer preferences, in the context of advertising refer to the qualities, features, attributes or elements that are expected by consumers from the advertisements viewed. A clear understanding of consumer preferences is inevitable, it would enable the advertisers to create advertisements that are appealing to and accepted by the viewers. The very purpose of advertisements is to create awareness, attract and induce the consumers towards the advertised product, hence if the advertisements fail to invite the attention of consumers, its purpose stands to be failed. Numerous studies have been conducted to identify the factors that are preferred by consumers.

As marketers and advertisers develop a marketing plan or advertisement, they must invoke sounds, smells, tastes, and visual images that are relaxing or bring pleasant feelings and memories to mind. (Solomon, 2002).
3.5.1 Attractive Preference

The success of an advertisement lies in its ability to attract the attention of the viewers. Use of jingles, music and humor attracts the viewer’s attention and make them glued to the advertisement. Hence, these attributes are better called as attractive preference. After receiving the stimulus from the advertisement, the individual will feel attraction or repulsion for a specific brand. According to Belch and Belch (1998) advertising appeal is applied to attract consumers’ attention. The Advertising appeal aims at influencing consumers attitude and emotions about a related product or service. It is classified into rational and emotional appeals (Chu, 1996; Belch and Belch, 1998). Schiffman and Kanuk (2007) indicated that advertising appeal may change consumer attitude. Consumers get information from the advertisement through the attractiveness, it holds, the attention it creates and the awareness it gives. (Arens, 2006).

3.5.2 Physical Attributes

Physical attributes containing message/information alone cannot grab / capture the attention, but the storyline, picture and music, etc. make the viewers look into the advertisements and draw information from it. Then the physical elements occupy a dominant role in viewers’s perception. Whitelock and Chung (1989) compared advertisements for the same brand in two different countries by using a scoring model that employs the picture, size, color, general layout, caption and explanatory text as criteria.
3.5.3 Transparency

An advertisement is expected to be very clear in conveying the information, manipulation or exaggeration may lead to consumer avoidance in the long run. Hence the advertisements are expected to be very transparent. Though advertisements with hidden message can attract the viewer, transparency element needed for their effectiveness.

3.5.4 Transitive Qualities

The purpose of advertisements is to create awareness, helping the viewer to comprehend the message conveyed and respond to it. Rightly conveyed message results in affirmative response by the viewer. The ability of advertisements to transform the desire into action is called transitive quality of advertisement. Buying action arises when the consumer are satisfied/convinced with the information provided by the advertisement. A good advertisement is expected to kindle the desire in viewer’s and to create brand awareness among them. The existence of transitive qualities in advertisement becomes visible when the viewer turns out to a consumer.

The platform used to introduce marketing messages, to the three key movers, identified by Gladwell (2000) must be well thought out. Television, radio and even Internet advertising all have the ability to reach large numbers of people in a short amount of time, but this type of advertising is too general to target connectors, and salespeople.
3.6 MEDIA ADVERTISING

Ever since media became mass media, companies have increasingly used this means of communications to let a large number of people know about their products. It allows innovative ideas and concepts to be shared with others. However, as the years have progressed, the sophistication of advertising methods and techniques has advanced, enticing and shaping and even creating consumerism and needs where there has been none before, or turning luxuries into necessities. Given the dependency media companies can have on advertising, advertisers can often have exert undue influences (knowingly or tacitly).

The importance of advertising is constantly growing in today’s world. The media have its great impact all around, similarly advertising which uses media as its tools, is a persuasive and powerful force that is shaping behavior and attitude in society. Almost every person takes interest in advertisements these days. Consumers are exposed to hundreds of advertisements every day.

3.7 PROFILE OF MEDIA AND ADVERTISING INDUSTRY IN INDIA

The economic reforms and changes, active participation of the public, the impact that an advertisement creates in the mind of consumers have all transformed the Indian advertising industry from small scale business to large scale full fledged industry. The Indian advertisement industry has carved a niche and well placed itself on the global map.
Indian economy is booming and the markets are on a continuous trail of expansion. Advertising is a lucrative tool for the manufacturers and consumers as well as they induce the buyer to purchase, thereby benefit the manufacture as well.

The Indian media industry shows fast growth and a major boom in near future. The industry has undergone changes in leaps and bounds. The industry handles both national and international projects and contributes significantly to the Indian economy and advertising occupies a notable place in that. The FICCI – KPMG denotes that 161 million households possess TV, 2000 multiplexes and out of 214 million internet users, 130 million access internet through their mobile phones. The suggestive developments in the media indicate the growth in advertising industry also, thus enabling them to be more aggressive and competitive to acquire the social media domain.

The growing population of literature and rational thinkers, the advertising industry in India has prospects and problems as well. The television industry in India is projected to grow by 16.2% in 2013 – 18. The Indian advertising industry is the 14 the biggest advertising market globally. (Gunn report, KPMG Report). In the near future, it is expected to reach a growth rate of 27.7% in 2018. Growth in the industrial sector has lead to a consecutive boom in advertising industry.

The advertisement through the mass media, such as television, internet, and radio are among the fastest way for a marketer to introduce the product to a wide range of consumers.