7 Implications of the Research

7.1 Academic Implications

1. Not many mixed method studies have been performed to gain a clear understanding of the functioning and effectiveness of archetypal ads. The current study fills this research gap.

2. What kind of ad appeals produces what kinds of effect is an important question for researchers. The current study adds to the study of archetypal appeals and presents the ad response framework for the archetypal ads and also compares and contrasts it with the non-archetypal functional ads.

3. The important role of emotions, which is a hot topic these days in the ad response model was established and revalidated. It would be important to note the direct effect of emotions not just in attitude formation but also on the Ad Credibility, which is a cognitive response. Emotions also have a direct effect on perceived brand trustworthiness for low exposure brands unlike in non-archetypal ads where the emotions act only indirectly.

4. Quantitative measurement of archetype is in its nascent stage and the current study effectively measures the archetype dominance of an individual with the help of the PMAI. Validation of the archetype scale in the Indian context would help open doors to further research in that area.

5. The qualitative study would help researchers gain more depth in the understanding of the functioning of archetypes and help understand what goes on in the minds of the consumer when viewing an archetypal ad, which would help them in further research.

7.2 Implications for Practitioners

The current research throws an important light through some key findings.

1. Advertising appeals congruent with viewers' self-concept are superior to incongruent appeals in terms of enhancing advertising effectiveness. Since archetypes are universally recognized, when they come in contact, they work through achieving self–image congruence.

2. Archetypes are activated in an individual through experiences they have had in the past. These experiences could be of varied nature and are difficult to capture. The archetype
dominance helps reflect this range of experience in a quick, reliable and easy way that can be used by marketers to gain better understanding of the yearnings of the target group.

3. The higher one scores for a particular archetype, the more strongly they find congruity between self-image and product-user image. Hence, understanding the target groups dominant archetypes would help marketers design ads using archetypes which would resonate more strongly with the target group.

4. Strong emotional connect is defined as a key to create strong brands. Archetypal ads generate strong emotional response, which play a strong role not just directly affecting the attitude formation but also having an impact on the cognitive processing. Emotions also directly impact perceived brand trustworthiness in low exposure scenario. Hence for a new brand to enter the market, archetypal ads form a quick and effective way to resonate with the consumers.

5. Cognitive responses to Archetypal ads are independent of the product involvement of the viewers. This is contrary to previous research, which shows a direct relationship of product involvement on the cognitive response. This kind of ad would work for people across product involvement levels unlike non-archetypal ads whose cognitive response depends highly on the viewer’s product involvement.

6. The qualitative research also threw light on how viewers recollect similar past experiences of their own or others while watching the archetypal ad. They remembered their past emotions elicited and those emotions were transferred onto the current ad viewing experience. Hence archetypes also work at an unconscious level and manage to garner a response, which is as strong in proportion to the response to the original story. Hence it is a quick way to really connect with the consumers and add to their experience database to form a long-lasting bond.

7. The youth is a difficult but important market to target and it seems that they are mature enough to gather the archetypal cues at a conscious and unconscious level. The study aims to help marketers understand how to reach out effectively to the youth.

8. It is important to note that none of the ads shown had celebrities. Hence, the amount of money was spent on the endorsers would be significantly lower than that of celebs. This shows that with the correct execution of archetypes as an advertising tool, archetypes
would be an inexpensive way to generate the desired results. This could also be further explored.

9. The qualitative research also brought to surface the importance of congruity of all the elements of an ad projecting the same archetype. Hence the music, edit, narrative, visual, protagonist, voiceover, pace, all should individually and together represent the archetype to achieve stronger positive response.

10. An important point of product category and archetype fit was brought forward in the qualitative study. It is important to understand the consumers and their latent needs from a particular product category before deciding on which archetype to use as a marketing tool.

7.3 Limitations and Scope for Future Research

The current study focuses on brands that are unknown to the viewers. This was done to control the effect of prior brand cognitions or beliefs. Future research could look at the effect of archetypal ads for brands whose prior brand beliefs exist. Are archetypes effective to change or intensify prior brand cognition is also an important question which should be answered.

It must be emphasized that contemporary archetypal theory and supportive instruments of measurement are still on an explorative level. The PMAI is the only fully developed and empirically tested archetypal measuring instrument that the researcher is aware of. Although few studies have so far been conducted to support the reliability and validity of PMAI, it must be pointed out that notably no empirical study has so far been conducted in India to measure archetypes and their effect on ad effectiveness. The PMAI is a relatively new instrument and is constantly being revised by Pearson and her colleagues.

The current study focuses only on the warrior archetype. Though frequently used, there are other archetypes that are also predominantly used in advertising. The results are not generalizable to all the archetypes but restricted to the warrior archetype. Future study could look into the effect of other archetypes as well.

Since archetypes are said to be effective to market both high and low involvement products, similar studies across product categories could be carried out to revalidate the results.
Meyers-Levy & Tybout (1989) find that congruity of product with the product category schema leads to varying affect that contributes to product evaluations. Thus schema (in) congruity can affect evaluations. This has not been studied in the current research and should be looked at in the future research.

The current study uses perceived brand trustworthiness as the final outcome of the archetypal ads. Future researchers could look into the actual purchase based on the archetypal ads.

Also, since brand trust is a result of consumers experience with the brand across various mediums and touch-points, with television being just one of them, using archetypes as a marketing tool across various mediums and touch points resulting in actual brand trust would be a study worth conducting.

The current study aims to motivate researchers to work in this area by providing a clear understanding of the effectiveness of the archetypes. Future researchers should try and uncover the archetypes of the consumers region-wise since the representation and understanding of archetypes vary according to the maturity of the culture. Also, differences in response across archetypes should also be studied.

It is important however, to keep in mind the ethical issues that come with use of any form of subliminal embeds which researchers should be wary of.