**CHAPTER NO. 6  AUDIT ON BEHAVIOURAL APPROACH OF ADVERTISING.**

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6.1 BEHAVIOURAL PROCESS: BASIC CONCEPT

Behaviour is basically goal-oriented. In other words, our behaviour is generally motivated by a desire to attain some goals. The specific goal is not always consciously known by the individual and consequently a question arises in our mind that—why did we do this? The basic unit of behaviour is an activity. In fact, all behaviour is a series of activities. In daily life we are doing something say, walking, talking, eating, sleeping, working and the like. Generally, there must be a motto for performing any of the above function or functions. To predict behaviour, managers must known which motto or needs of people evoke a certain action at a particular time.

From the view point of audit, the behavioural approach of advertising, attention is given on the stimulus—response pattern of advertisement. To what extent, the advertisement can influence the general population is the matter of appraisal. To appraise this, the effects of advertisement on the people is considered. The effect may be positive or negative. Some of the people may be reluctant to the matter and mode
of advertisement. How the general mass in the society is encouraged to buy the widely advertised goods and/or services and what are their impressions on the nature of advertisement, should be considered. Generally, it is seen that all people are not motivated in the same manner towards purchasing a wide advertised product. The difference is experienced because of the access to the information conveyed in the advertisement and perception of the people. This may also be due to the personality development and individual differences. The social customs, adherence to a particular prejudices, religious, belief, cultural heritage etc. may affect the acceptance/rejection of advertised goods and/or services.

The behaviour of buyer is a process that includes the actions—internal and external—involved in identifying needs, and in locating, buying, using, and evaluating products and services. The buyer behaviour process can shown with the help of the following diagram¹.

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It appears from the above diagram that the behaviour process of buyer starts well before the actual purchase is made and initially they are motivated regarding problem recognition and a search for solutions. Advertisers can attempt to shorten these phases of the process by calling buyers' attention to problems, thereby increasing the relevance of the problem and the urgency to resolve it. Post
purchase evaluation is an important step in this process, it may be positive or negative. If the product satisfies the buyers' expectations, they will likely recall the satisfactory experience at the time of repurchase and the result in a repeat purchase, it is known as positive effect on post purchase evaluation. On the other hand, if the product fails to reach the buyers' satisfaction level at that time buyers may feel uneasy about their purchase and they may select another brand during the next repurchase cycle, it is known as negative effect on post purchase evaluation.

6.2 BEHAVIOUR OF BUYERS' : AFFECTING FACTORS

Now, we are considering the external factors and internal factors which effect the buyers' behaviour. External factors consist of four sub-heads, these are socio-cultural factors, group factors, individual factors, and other factors. These sub-heads should also consist of some other sub-heads. Internal factors consist of motivation, perception, learning, personality, life-style, attitudes. The above factors may be shown with the help of the following diagram.
Advertising is a force which not only creates each of the pre-purchase mental states but also ensures capacity of moving sections of the community from one state to another in order to make purchase possible.

6.3 BEHAVIOUR OF BUYERS': REACTION ON ADVERTISEMENT

Colley\(^1\) devised one widely-used basis for the setting of advertising objectives and the measurement of advertising effectiveness. According to Colley, conceptualised consumers' response may have five stages viz., awareness, unawareness, comprehension, conviction and action. Colley highlights very clearly the underlying connection between consumer behaviour and the psychological stages. He states that advertising does not physically impel the consumer towards the purchase of goods: its purpose is to create a state of mind conductive to purchase. Therefore, advertising is one of several communication forces which, acting singly or in combination, more the consumer through successive levels of the communication spectrum.

Lavidge and Steiner\(^2\) in their model explain how

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consumers react to advertising and their approach to the measurement of advertising effectiveness. The sequence depicted by Lavidge and Steiner in their model comprises:

1. awareness knowledge: Cognitive responses measured by aided recall, brand awareness survey etc.

2. liking preference: Effective responses measured by projective tests, rating scales, attitude tests etc.

3. conviction purchase: Convative responses measured by purchase intentions, sales audits, etc.

It appears from the discussion that advertising is a means to an end, encouraging the trial of brands and serving to remind the brand users of its benefits. Advertising is portrayed as a force which must move people up a series of steps. The key functions of advertising research are:

1. The identification of critical pre-purchase steps for particular consumer groups.

2. The calculation of the proportion of each segment who are at each level.
3. The identification of the most significant individuals and groups at each level so that advertising goals and plans may be drawn up in such a way as to guarantee accessibility to them.

In the view of advertising as a strong force, capable of changing consumer's minds and, thereby, their behaviours provide an accurate description of commercial and consumer behaviours upon which sound policy may rest, it should be a relatively straightforward matter to demonstrate empirically two broad patterns of commerce choice.

Firstly, there should be a definite logical sequence of events through which the potential buyers move rationally and predictably.

Secondly, there should be high correlation consistency between purchase behaviour and psychological factors which are assumed to be its precursors, over a variety of situations and contexts.

6.4 BEHAVIOURAL ATTITUDES AND SOCIAL CHANGES : INTERRELATIONSHIP.

Social changes plays an important role for setting up
the advertising objectives and the social changes should be possible through¹:

1. Informing and educating: Objective information.

2. Persuasion and propaganda: dramatic statements of the benefits and conclusions drawn.

3. Social controls: group identification and norms, values and pressures.

4. Delivery system: minimise the accessibility problems.

5. Economic incentives: reduce cost and also provide other tangible incentives.

6. Clinical counselling and behaviour modification: involving the core group and the society for the change of the others.

7. Mandatory rules and regulations: legal restrictions on behaviour on the basis of process and planned change and strategies involved.

Social issues arise for the changing social conditions and environment. We may classify the social issues into ten specified heads. Each of these heads are very necessary for the purpose of social advertising and these are:

1. **ENVIRONMENTAL AWARENESS**:
   - (i) Anti-pollution.
   - (ii) Keep India beautiful.
   - (iii) Plant more trees.
   - (iv) Clean The Ganga.

2. **SOCIAL ATTITUDES/BELIEFS**:
   - (i) Equality of sex.
   - (ii) Anti-dowry.
   - (iii) Adopt-child.
   - (iv) Non-discrimination of Harijans.
   - (v) Press Freedom.

3. **FAMILY PLANNING**
   - (1) Introduce Nirodh & Maya.

4. **HEALTH CARE**:
   - (1) Health care during pregnancy and child delivery.
   - (ii) Prevent dehydration.
   - (iii) Vaccination.
   - (iv) Wash your hand before eating, cover your drinking pots.
5. MEDICAL AWARENESS:

(i) Curability of cancer.
(ii) Donate blood.
(iii) Donate eye.
(iv) Drug addiction.
(v) Anti-AIDS.
(vi) Anti-Leprosy.
(vii) Anti-Smoking.
(viii) Anti-drinking.

6. TECHNOLOGY MISSION:

(i) Don't waste water.
(ii) Save water.
(iii) Immunisation.
(iv) Save energy.
(v) Save power.
(vi) Save oil.
(vii) Adult Literacy.
(viii) Adult education.

7. PATRIOTISM:

(i) Spread the light of freedom.
(ii) Mera Bharat Mahan.
(iii) Communal harmony.
8. **SAFETY :**

(i) Obey traffic rules, safety helmet.

(ii) Look out for bombs on buses.

(iii) Advertisement prior to Deepawali and Holi.

(iv) Anti-drunken driving.

(v) Police department.

9. **GOVERNMENT ADVERTISEMENT ON SAVING :**

(i) Donate to Relief funds.

(ii) Save money.

(iii) Insurance.

10. **LEGAL :**

(i) Legal marriage of boys and girls.

(ii) Registration of birth and death.

(iii) Payment.

The above social issues change the behaviour of advertising because it depends upon the status of the society. At the early stage after independence and at the present time, the behaviour of advertising has been changed by a big chank and it has been done due to these social issues. Advertising behaviour has been evaluated by means of measuring the effects which it alone has upon the consumers - its capacity to create awareness, inform, establish liking for specific brands, and so on.
The determination of appropriate advertising is the result of discovery, mistakes occur and lessons are learnt and a consolidated view of advertising practice emerges and evolves. In competitive situation, the facts of consumer behaviour, market circumstances, characteristics of the competitors and their advertising limit should be taken into consideration for determining the appropriate advertising strategy. In case of current campaign, management will probably adopt the least risk strategy which in most cases, involves only marginal changes. But, in case of major changes, say change of copy, media, total expenditure, agency etc. available alternative courses of actions should be considered. And in case of uncertainty, the allocation of the resources to advertising will always be susceptible to challenge against the claims of more certain expenditures.

In a highly competitive and structured market, appropriate advertising is necessary:

1. to inform the consumers about the product and/or service.
2. to increase sales,
3. to increase profitability;
4. to maintain sales,
5. to retain one's share of a restricted market and
6. to introduce substitutes.

But in modern times, advertising inform the consumers by a way of window dressing about their product. The credibility level of consumer advertisement, on the whole, is not very high, especially advertisement for foods, toiletries and cosmetic items. At the same time, the advertisement for drugs, cloth and electrical appliances were slightly more believed in by the consumers. It will be clear if we follow the advertisement of 'TINGLER' drink, 'VICCO-TURMERIC' and 'FAIR AND LOVELY' fairness creams, 'O.K' soap, 'VICCO-VAJRADANTI' tooth paste, 'THUMS-UP', 'CAMPA-COLA', 'COCO-COLA', soft drinks, 'HMT', 'TITAN' watches, 'MYSORE-LAMPS', 'NUTRAMUL' and 'TONES-7' tonic etc.

Not only this, the most frequently identified advertising campaigns that unnecessarily exploited
women. The advertisement of 'REGENT KINGS', FOUR-
SQUARE', and 'WILLS' cigarettes, 'HERO' cycle, 'CAMPA-COLA', 'THUMS-UP' soft drinks, 'ATLAS' cycle etc. highlights that women are a powerful weapon of advertising.

In our society the sexy advertising is very clear-cut, sometimes it creates several problems. In most cases, the teenagers are misleading by this type of advertisement. We consider the advertisement of 'MAYA', 'KOHINOOR' and 'TODAY' contraceptive as examples of this type of advertisement. Consequently, it can be said that to stop the daily increasing population, development of sex consciousness in our society through the advertisement of different contraceptives is of immense importance.

Almost all the human beings believed that advertising was a powerful medium of communication, influencing and effecting the life style and value system of the masses. Most believed that it helps to upgrade the standard of living and quality of life of the masses along with people needed advertisement to learn about products and product development and that advertisement indirectly improved product
quality. On the other hand, advertising creates false desires and demands for non-utility products through emotional appeals. Lastly, we added that if advertising is authentic, truthful and informative these above limitations of advertising can be eliminated.

6.6 BEHAVIOURAL PATTERN OF ADVERTISEMENT: EVALUATION

Evaluation of advertising behaviour is too much important because it plays a vital role - by stimulating exploratory purchase and this may result in temporary or permanent brand switching but hardly by such forceful means as inducing pre-purchase modification of attitudes. Repeat purchase behaviour is primarily a function of the outcome of previous behaviour with the item.

Market research, and sociological research is also important area to conduct an audit on behavioural approaches of advertising. A discussion on the importance of marketing research and sociological research may be made for classification of the concept.

Market research is used by the advertisers to test
and discover consumer behaviour and attitudes. The advertiser is involved, through an agency, in researching the effects or likely effectiveness of a campaign. The advertisement agent usually provides a market research service for clients as well as designing and producing advertisement, and buying space or time or both in the media. After getting the idea from the advertiser, the agency at first conduct a survey of the market to find out something about the possible customers, what they need and want from a particular product, if they buy what will eventually go on sale, and what are the best ways of influencing them through an advertisement campaign. Market research might even be conducted for hypothetical products so that a producer or manufacturer can design an actual product with the benefit of this research.

Marketing Research is a part of social research and has acquired academic status during modern times. It is the collection and interpretation of fact that help marketing management to put product more efficiently into the hands of the customers. It is the systematic objective and exhaustive search for, and the study of facts relevant to any problem in the field of marketing. Marketing research
concentrates on the study of product planning and development, pricing policies, effectiveness of personal selling, advertising and sales promotion, distribution structure, marketing strategies, market competition, buyer's behaviour and attitudes in the market place. Marketing research is the use of scientific method in the solution of marketing and distribution problems for the purpose of increasing sales, decreasing marketing and distributors costs and maximising the profits.

Marketing research is scientific in its nature. It is a science, a systematic application of Principles of research. Generally, marketing research is done to fulfil the following objectives:

1. To provide basis for proper planning and policies,

2. To reduce marketing costs, viz., selling, advertising, promotion, and distribution costs,

3. To find out new markets for the product,

4. To determine proper price policy,

5. To study in detail likes and dislikes of the customers,
6. To know the nature of market competition.

7. To study the external forces and their impact;

8. To promote sales of the right product through right channels to right customers at right places and at right prices by evolving right plans, policies and programmes with the help of right personnel.

9. To enable manufacturers to make goods acceptable and saleable more easily, quickly, cheaply and profitably without sacrificing consumer interest.

Sociological research envisages that advertising influences people of different age group of different sexes in different ways. The audience which are grouped according to age, sex, economic status, taste, habit and so on are greatly influenced by the media message for the short time and advertising brings changes in the attitudes, values, limitations, learning and erosions of the society in general and the customers in particular. Advertising is a flow or pattern of culture that have potential influence on different audience members belonging to different social and class groups. Social
researchers have found that the media messages are accepted by the audience according to their personal perceptions and experiences and people respond differently to different advertisements according to the language, imagination, and mental make-up and modes of address. So, advertisement has varied nature of impact on the society. Besides, cultural climate of the society and anthropological sense of the society are conducive elements for the positive impact of advertising. Advertising is a powerful media for the average individual of the society. The effects of advertising to the people or society is sometimes promoted by fantasy and dreaming.