Chapter II

Advertisement and Buying Behaviour - A Conceptual Framework
CHAPTER-II
ADVERTISEMENT AND BUYING BEHAVIOR – A CONCEPTUAL FRAMEWORK

2.1 Introduction

The following chapter deals with the conceptual framework where the researcher has discussed about the different theories of advertising, advertising media and appeals of advertising in detail. Various advertising models given by earlier researchers along with different kind of marketing strategies adopted by marketers are also highlighted. Lastly, some important dimensions of consumer buying behavior and their relationship with advertisements are also focused in this chapter.

“We find that advertising works the way the grass grows. You can never see it, but every week you have to mow the lawn”.

-Andy Tarshis of A.C. Nielsen

Advertisement is a prominent component of promotion mix which is used to persuade the target audience to take some actions regarding the product or service that are offered by the marketers (Bryant et al, 1944). Advertisement is a major and a crucial element for the economic growth of market and its stakeholders (Ryans, 1996). Advertisement is a paid form of publicity and a mass communication stunt by sponsors who use different traditional media such as commercial radio, television advertisements, newspaper, outdoor advertising and modern media such as blogs, websites and text messages to influence the buying behavior of consumers. Furthermore, the impact of advertisements has become more persuasive with the advent of innovation, creativity and technological enhancement (Leiss et al., 1986).

2.2 Evolution of Advertisement

Advertisements are not new to the world. Egyptians in medieval times introduced outdoor advertisements where they used papyrus as a means of wall posters and billboards to inform the people about the rewards for returning of runaway slaves (Chandran (1998). Printed advertisements which are also termed as “the ancient mode of
mass communication” made no big impact on people until the invention of the printing press in 1445 by Johannes Gutenberg (Anon. 1992). The scope of advertisements in its early times was limited as the production was limited and the market was captured by a few market leaders only. Later on, with the development or establishment of new companies in 19th and early 20th centuries, new modes of advertisement evolved for targeting the customers (Kotler & Armstrong, 2008). The success of print advertisements gave birth to broadcasting media such as radio and television advertisements. United States served as the pioneer in broadcasting the first official paid television advertisement on July 1, 1941 which proved as a successful stunt by marketers for reaching the larger audience at once. Online advertisements came into existence with the arrival of internet in 21st century, and now by the use of social media, blogs and websites etc. marketers started targeting consumers to buy the products or services offered by them. Thus, advertisements demonstrated its impact and importance to both, the marketers and on the buying behavior of consumers. The use of advertisements also diversified as they were not only used for selling the products or services but also for the awareness of consumers regarding their role in the society, eco-friendly environment, style and developing taste for delicious foods and improvement in dressing style. (Bell, 1976; Marchand, 1985).

2.3 Definitions of Advertisement

Researchers from all over the world have different views about advertisements. Some were of the view that advertisement acts as a powerful tool for making a positive impact on the buying behavior of consumers while, some considered that the impact of advertisement on every consumers is different for some its impact is positive while for others it is negative. Anthony (2007) in his article defined Advertisement as “one of the many marketing tools that is used to attract the attention of prospective customers towards the business or its products or services. The more effective an advertising campaign is, the more customers it draws and with greater frequency. Advertising is a part of the overall marketing communication strategy of a business, which includes public relations, promotional programs, signets, incentives, newsletters, and word of mouth.”

Following are some of the definitions of advertisement given by different authors-
Chapter II - Advertisement and Buying Behavior - A Conceptual Framework

In the words of Kaufman (1980), “Advertisement is not chemistry, with rules and laws that, if followed with reasonable precision, will lead to predictable results every time. Advertisement is not a panacea that can restore a poor product or rejuvenate a declining market; it is not a substitute for sound business judgment nor is advertisement merely the words and pictures that appear in newspapers and magazines, on billboards and on television screens. These are the means or the media that advertisement uses to communicate its information about products or services, and ideas to people: information designed to persuade them make buying or action decisions. Advertising is the art and business of persuasive communication”.

Nwaizugbo (2004) viewed advertisement as “a process of presenting a product or idea to a person or a group of persons, some openly sponsored message (oral or visual) about a product or seller. The message which is being presented is known as advertisement”.

In other words, the British Code of Advertising Practice (as adapted from Dogude, Aug. 2009 APCON Seminar), defined advertisements as “a paid form for communication addressed to the public or a section of it, the purpose of which is to influence the opinions or behavior of those to whom it is addressed”.

Arens (1996) coined advertisements as “the personal communication of information usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsors through various media”.

According to Wheeler (1998), “Advertisement is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducting people to buy.”

Whereas William J. Stanton, stated that “Advertisements consist all of the activities that involve in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor.”

According to Laver (2004) “Advertisement is a device which first arrest the attention of the passer-by and then induces him to accept a mutually advantageous exchange.”
Richard (1980) defined that “Advertisement is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.”

In the words of Sonkusare, Geeta (2013) “Advertisement is a form of communication intended to persuade audience (viewers, readers, listeners) to purchase or take some action upon product/services.”

Katke (2007) said that “Advertisement is an effective source to influence the mind of viewers and gives viewers exposure towards a particular product or service.”

Wright, Winter & Zeigler (1983) were of the view that “advertisement is a powerful communication force and a vital marketing tool, helping to sell goods, services, images and ideas (or ideals) through channels of information and persuasion.”

American Marketing Association (AMA) recommends this definition: “Advertisement is any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor.”

From the above discussion it can be concluded that Advertisement can be defined as a paid form of non-personal presentation of ideas, products, services, responsibilities etc. which is used by the marketers for conveying their message to the target customers by using different media. It acts as a mean to make an impact on the cognition of consumers by providing them the necessary information regarding the products or service. Thus, it can be said that advertisements do not sell the products or services but they help in creating the awareness among customers about the same, which in turn encourages them to buy.

The terms that are used in the various definitions of advertisements are as follows:

- **Paid Form:** Advertisement is a paid form of communication because the advertisers or marketers purchase the time and space for conveying the necessary information that is to be communicated to the target audience. The advantage of paid communication includes that the advertiser can expose the company’s name at a large platform and can get access to reach maximum audience.
Chapter II – Advertisement and Buying Behavior - A Conceptual Framework

- **Non-personal**: Personal selling is a face to face encounter between the buyer and the seller. Whereas in non-personal selling, buyer does not meet the advertisers rather, the information about the product or service is conveyed impersonally through intermediaries or by using different media.

- **Ideas, Goods and Services**: Advertisement is not only about the promotion of physical or tangible goods. It also consist the promotion of intangible items such as ideas and services. Ideas such as- consumer awareness, green environment, save electricity etc. and services such as Airlines, Insurance companies, banks etc.

- **An Identified Sponsor**: This phrase states that advertising must disclose or identify the source of opinions and ideas it presents.

2.4 Advertising Theories

The review of literature has witnessed not one but four distinct alternative advertisement theories, implying how advertisements affect the buying behavior of consumers differently. These four distinct theories summarized by Weilbacher (1984) are the pressure-response theory, the active learning theory, the low-involvement theory and the dissonance reduction theory;

2.4.1. **Pressure - Response Theory**: This theory of advertisement presumes that ‘advertisement effect’ (AE) is the result of dollar spent upon the advertisement or the message that is delivered to the consumers. This theory does not give much importance to message content of an advertisement but it believes that advertisements will produce effect as long as they are broadcasted repeatedly. Thus, the marketers should advertise their products or services repeatedly.

2.4.2. **Active Learning Theory**: According to this theory, advertisers should focus on changing the attitude of consumers through advertisements that consist meaningful information about the products or services. The theory believes that positive or favorable attitude of consumers will result into more purchases of the brand which eventually will affect the sales of the products or services. Nord and Peter (1980) made an attempt to study that how a consumer process the
information and forms an attitude towards the brand. This theory has found relevance in advertising practice as well as in social studies.

2.4.3. **Low Involvement Theory**: This theory of advertisement incorporates the same factors as active learning theory which is learning, attitude change and behavior change, but in this theory the hierarchy of factors is different than that of the active learning theory. Low involvement theory tends to believe that a consumer’s learning is a base of his behavior and attitude change. Thus, an effective advertisement should emphasize on enhancing the learning of the consumers first towards the product or service and the rest will follow simultaneously.

2.4.4. **Dissonance Reduction Theory**: It focuses on the perception of the consumers by providing the cognitive consonance. The theory postulates that cognitive dissonance occurs when a consumer experiences or perceives a deformation of his own perception about what is ‘real’ or ‘normal’. Weilbacher (1984). Festinger (1962) further expanded this theory and explained that “reality draws a certain degree of pressure on the individual, thereby bringing in line with reality the individual’s personal thoughts and cognitive elements.”

From the review of aforementioned advertising theories, it can be stated that no concurrence has been found about how a consumer reacts towards the different approaches of advertisements. Where, on the one hand, pressure response theory is emphasizing on the repetition of advertisements and completely neglecting the quality phenomena, there, on the other hand active learning and low involvement theories totally focus on the content and the information of an advertisement. The sequence of active learning theory goes from learning \( \rightarrow \) attitude change \( \rightarrow \) behavior change. On the contrary, hierarchy of low involvement theory goes from learning \( \rightarrow \) behavior change \( \rightarrow \) attitude change. Finally, Dissonance Reduction Theories emphasize on the perception of consumers and focus on the understanding of reality that results into behavioral change which eventually leads to wards attitudinal change and learning of the consumers.
2.5 Message Strategies in Advertisement

Advertisement involves a detailed planning which covers every facet that the advertiser plans to represent about the brand. Thus, it can be said that an effective advertisement is not merely a combination of a great product and a unique slogan. Each advertisement requires several crucial elements that are to be assembled or incorporated in order to make it more persuasive in nature (Arens et al., 2011). Marketers or advertisers employ creative message strategies in order to make advertisement more effective. Effective advertisement requires a detailed planning related to advertisement appeal and executional framework so that it can hit the cognition of the target audience and ultimately attracts them towards the brand (Ouwersloot et al, 2008).

Advertisement also contains some verbal and visual effects; verbal effect refers to the text or copy whereas visual effect implies the strategical illustration of the message in an advertisement. Rossiter (2008) was of the view that, to persuade consumers for taking action, the mass communication or advertisement should employ a key benefit claim (or unique selling proposition). It can be said that for making an effective advertisement, the marketers have to take many important decisions like, the choice of media through which the message is to be communicated, choosing the type of advertising appeal, selection of models or celebrities etc. Koekemoer (2004) was of the view that, for attaining the objectives of generating the product differentiation and creating consumer interest for their product line, the organizations have to advertise the product or service with creativity, innovation and original ideas.

Following are some of the important message strategies that are adopted by advertisers to attract the attention of the consumers:

2.5.1. The Message Strategies

The message strategy constitutes that, how an idea or the message is going to be communicated through advertisement (Belch & Belch, 2007; Wells et al., 2006). It is a plan for convincing or influencing the target audience regarding the purchase of the brand. O’Guinn et al, (2009) said that, marketers achieve the advertising goals, on the basis of message strategies where they combine both emotional as well as rational appeals to affect the cognition of the recipients or target audience, since these appeals...
Chapter II – Advertisement and Buying Behavior - A Conceptual Framework

affect the buying behavior of individuals. The three message strategies used by marketers are as follow;

2.5.1.1. Cognitive Strategies tend to demonstrate the attributes or benefits of the products in such a way that it pushes the customer towards making a purchase. These strategies mostly employ or use the rational arguments through the communication which in turn encourage the cognitive processing of the recipients. The main objective of cognitive strategies is, to make an impact on the knowledge of consumers by designing the communication in such a way that it describes the benefits of the product to the audience. This can be attained by highlighting the main and important features of the products for e.g. in case of food products features like healthy, low calories can be highlighted, in case of automobiles features like mileage, warranty etc. can be highlighted.

There are five types of cognitive message strategies that are adopted by the marketers;

(i) Generic Messages are mostly used by brand leaders who enjoy the superiority over other brands. In this type of message strategy, the attributes of the product are promoted or advertised without comparing them with the other substitute products that are available in the market. The main goal of this strategy is, to remind the consumers about the products or the services. The advertisers do not focus much on the other elements of the communication or advertisement due to the superiority of the product. The generic strategy is mostly found in business-to-business advertisements.

(ii) Preemptive Messages are employed to show the superiority of one brand or product over the others. These messages are also called as authoritative advertisements. These types of strategies assume that there is a specific type of attribute in their product which is rare or absent in others, for example Colgate toothpaste runs their advertising campaign on one attribute which says “Kya Apke Toothpaste Main Namak Hai”, assuming that no other brand uses the same ingredient. The advantage of this kind of strategy is that, now no other brand can run their campaign based on that one similar attribute.

(iii) Unique Selling Proposition (USP) claims a uniqueness or par superiority in their products over others for example Reebok claims that their brand is the only
Chapter II - Advertisement and Buying Behavior - A Conceptual Framework

one who uses the DMX technology. Reebok uses this kind of USP because they possess a patent on DMX technology. Similarly, Sony always uses its ‘color feature’ as its USP since the company believes that they provide the best color feature in TVs.

(iv) Hyperbole message strategy postulates illusionist claims or statements about the product, which other products can never render for example Red Bull energy drink’s ad campaign promises that the usage of their product will give consumers ‘The wings to fly above his lethargy’. In this type of message strategy, the advertisers attempt to create a positive cognition in the mind of consumers based on the exaggeration of ideas.

(v) Comparative Advertisement strategy focuses on comparing the product with other substitutes that are available in the market. This type of strategy does not state the name of the rival brand they compare their product with, but gives the consumers a clear idea about what they are trying to convey. The major advantage of this strategy is that it captures consumer’s mind immediately and increases brand awareness.

All of these five cognitive strategies focus on representing a rational argument or logic. Marketers intend to give rational information to consumers so that they can develop a positive attitude towards the brand.

2.5.1.2. Affective Strategies are used by marketers to create a favorable and positive attitude of consumers towards their brands. This type of approach is often used to develop a strong brand name. The affective strategy focuses on creating liking, preference and positive attitude of consumers towards the product by showing that the people or consumers who are already using the brand are very positive and happy in their life. This approach assumes that the recipients will make a move when they will encounter harmony from the product or service (Altstiel et al, 2006). Affective strategy approach believes on the attitude formation sequence of affective → conative → cognitive. Coke and Pepsi are the perfect examples of affective strategies; they base their ad campaign with the same objectives.

2.5.1.3. Conative Strategies are action- oriented approaches which are used to influence the immediate response from the consumers. These strategies are designed to
support other promotional offers such as “buy one get one free”, “coupon redemption programs” etc. This message strategy postulates that communication regarding discounts and coupons will lure the consumers into buying the products or services. Conative message strategy is made with two other message strategies i.e. Action-inducing Conative advertisements and Promotional supported Conative advertisements.

(i) **Promotional and Action-inducing Conative Advertisements** are based on making sales by supporting other promotional incentives that are offered by the brand on a product. This type of advertisement believes that cognitive knowledge about the product can be gained post the usage of the product. These advertisements lead to impulse buying because they encourage the consumers by giving handsome offers on products. The strategy follows the conative →cognitive →affective approach of hierarchy.

The message strategies employ several other elements that are listed in a document called a creative brief.

### 2.6 A Creative Brief

A Creative Brief is a blueprint of the objectives and the executional plan of the communication or advertisement. This is also called as copy platform or message strategy brief. The document consists each and smallest information regarding the communication or message (Belch & Belch, 2007; Wells et al., 2006). The objectives that the document renders begin from what the organisation is looking for, from the communication or advertisement and who it is basically targeting on. It starts from identifying the target audience and analysing their psychological needs, which helps advertisers to generate a method of communication that affects their cognition (O’Guinn et al., 2009). Belch and Belch (2007) recommended that the advertisers should identify the unique selling proposition (USP) of a product first and then they should base their message in such a way that it differentiates their products or services from all of the other substitutes that are available in market, thus, helps in creating the brand image as well. This approach is also useful in product positioning (Ouwersloot & Duncan, 2008). A creative brief gives information about the advertising message, advertising appeal and the executional framework of that appeal which is going to be presented to the audience.
2.7 Advertising Appeals

Advertising appeals are the source to lure the attention of the consumers towards purchasing of the brand. There are two main advertising appeals i.e. emotional appeals and rational appeals. It is believed by the researchers and scholars that consumers consider both facets before making any purchase of some specific products (Belch and Belch 2007). Koekemoer (2004) was of the view that the aim of emotional appeal is, to invoke the feelings of the consumers which motivate them towards the action, while on the other hand rational appeals provide them with the facts or attributes about the products or services.

2.7.1 Rational Appeals

Informational or Rational appeals pay attention on consumer’s functional needs. These types of messages contain those rational factors, which can influence the consumer’s psychological needs such as economy, convenience, health and hygiene (Arens et al., 2011). Rational appeal strictly focuses on the product’s attributes to stimulate the action from consumers. The products that fall into rational appeal’s category are mostly the high involvement products wherein their attributes are considered as a point of purchase. Some examples of rational appeal are as follow;

(i) The authoritative appeal in rational approaches represents scientific or technical evidence about the brand in an advertisement (Koekemoer, 2004). For example, authoritative experts such as dermatologists or dentists may be employed in such advertisements where they describe the benefits of that particular product as a proven fact.

(ii) Popularity Appeal focuses primarily on brand awareness and brand recall by placing the logos everywhere and by sponsoring the events under their brand’s name. In this type of appeal, statistics are used in advertisements in order to show that how widely their brand is used everywhere (Blakeman, 2007). Oral B is the apt example of popularity appeal where the advertisers use statistics as well as professional approach to show the consumers that the brand is credible and trustworthy and also the most recommended by professionals.
Chapter II - Advertisement and Buying Behavior - A Conceptual Framework

(iii) **Price Appeal** highlights the economical aspect of the products or services where the advertisers postulate the product to be the best in given price. Fair and Lovely uses this strategy by clearly stating that their brand is providing the same quality as other brands but in minimum prices.

(iv) **Educational or News Appeals** tend to introduce new products in line and sometimes also educate customers about their product’s improved features (Belch & Belch, 2007; Koekemoer, 2004).

Rational appeals strictly consider or focus on product’s features and attributes. These appeals are created on the basis of logic, objectives, facts and reasoning. These appeals are proved to be more authentic and help in creating a sense of authority to the brand.

2.7.2 Emotional Appeals

Emotional appeals elicit to evoke feelings or sentimental responses from the target audience by creating a link between the brand and the consumer’s emotional needs. These appeals use variation of feelings in their messages strategies; some advertisements evoke positive feelings while others evoke negative feelings (Ouwers loot & Duncan, 2008). Appeals that proliferates favourable emotions such as happiness, joy, success and motivation are called “feel good” or positive emotional appeal, whereas those approaches in a message strategy which develop a sense of fear, anger, failure and disappointment are called negative emotional appeal. The emotional appeals are as follow;

(i) **Humour Appeal** in an advertisement focuses on the joy related to the brand. Such advertisements are considered to be a little bit risky because if the humour is not taken the right way, then it can lead towards the negative feelings for the brand. For the Humour appeal to be effective in an advertisement, the Advertisers must know their audience and their psychological or emotional needs (Ouwersloot & Duncan, 2008).

(ii) **Fear Appeal** in a message strategy triggers a strong emotional response of fear from the consumers (Blakeman, 2007). Fear appeal reminds the consumers about the importance of the brand in their life. For instance, Max Life Insurance Company’s ad campaign shows a man who dies due to heart attack and his family
remains deprived from any financial security. Fear appeals produces guilt into the consumer’s mind which compels him take an action.

(iii) Sex appeal message strategy uses a sexually attractive model to draw the attention of the consumers towards the brand. Many advertisers use this appeal to proliferate a positive emotional response from consumers, but using too much nudity in an advertisement may lead to a controversy. Therefore, while adopting such appeals advertisers must be aware about the limits of the society in which they are launching their ad campaign (Arens et al., 2011). Condoms and Perfumes ads are the example of sex appeal.

(iv) Celebrity Endorsements employ a well-known celebrity who is credible and can be related to the brand. The advantage of using celebrities for ad campaigns is, that celebrities enjoy certain type of trust amongst public thus, they can help in enhancing the brand equity. Celebrity endorsements are considered most effective in younger consumers, however, older consumers are not deemed to be that much influenced by them. Overall it can be said that use of celebrities to endorse a brand is very effective.

Emotional appeals are chosen when differentiation among brands on the basis of rational approach becomes difficult for consumers to understand or when different brands showcase similar attributes in the advertisements. These kind of appeals focus on creating a bond with the consumers, which also creates brand loyalty.

2.8 Message Execution

The executional framework refers to the message approach or method that the advertisers are going to use in an advertisement. It also decides upon which advertisement appeal a message is going to be accompanied with, in order to communicate with the target audience (Belch and Belch (2007)).

Following are some executional styles;

(i) Straightforward or Infomercial Execution

The straight-forward execution in an advertisement completely neglects evoking of any feelings or emotions. This execution is based on rational logic which only represents the
attributes or the benefits of the products or services (Wells et al., 2006). This type of execution is commonly used in the advertisements of high involvement products where attributes weigh more than feelings e.g. computers and automobiles.

(ii) **Testimonials**

The testimonial execution style focuses on giving positive information about the products. In such type of advertisement, generally a person (consumer) is appointed who shares his/her experience about the product (Blakeman, 2007). In testimonial execution two types of endorsers can be used i.e. a common person or a celebrity. Common endorsers are non-celebrities or professionals who are considered to be credible because they have the prior experience of the product and therefore they can easily relate with the audience, on the other hand celebrities enjoy the luxury of being trustworthy, since they are well-known. Colgate toothpaste is the prime example of it, as in one of the ads of Colgate toothpaste, mothers tend to share their experiences about the product for their children (Shimp, 2010).

(iii) **Demonstrations**

The demonstration framework employs a person using the product in an actual scenario. The advantage of such executional framework is, that here the advertisers can show all of the attributes and the effectiveness of the product simultaneously (Koekemoer, 2004a:166). Late night shows of kitchen appliances are the best example of demonstration. Those commercials not only show that how the product works but also give tips about how to handle them safely.

(iv) **Slice-of-life execution**

Slice of life execution is a problem-solution approach. The advertisement based on this approach shows a person complaining about the problems that he/she faces in his/her daily life and the other person solves it by using the advertiser’s brand which always results into a positive solution (Belch & Belch, 2007). The Slice-of Life execution can use both emotional and rational appeal while focusing on the attributes or on the key benefits of the product. Arens et al. (2011) advised, that in such kind of ads, executions should be kept simple and should represent the real scenario, so that the consumers can
relate themselves with those situations. Detergent powders and fairness creams are the perfect examples of slice of life execution.

(v) **Dramatizations**

Dramatization executional framework refers to a short story or film where the product solves the problem of the consumer. It is a theatrical version of slice of life, where a problem and a solution remain in suspense. Dramatization reveals the cause of problem in the end of the story. Detergent powder ‘Ariel’ is the apt example of dramatization which highlights the social responsibilities of men in the end, where a father realizes that men should also help women in household chores and goes for laundry himself.

(vi) **Fantasy execution**

In fantasy executional approach, the main user of the product enjoys a dream which turns into reality during the usage the product (Blakeman, 2007). This execution lets the advertiser put the product in a fun and an escapade manner. A beverage drink ‘Slice’ featuring Katrina Kaif, is an example of fantasy execution where the actress goes into a dream that she is eating a mango while actually drinking the mango beverage.

(vii) **Animation execution**

Animation execution incorporates several animated characters such as cartoons, illustrations or fictional creation and puppets, to make the advertisement different and creative (Arens et al., 2011). The approach was primarily used in those advertisements which mainly focused on children but nowadays this approach is a way of being innovative (Altstiel & Grow, 2006). Vodafone’s Zoo Zoo are the suitable example of animation execution where some animated puppets are goofing around while using the product.

(viii) **Comparison execution** See Comparative Advertisements in cognitive strategies above.

Koekemoer (2004) was of the view that message executional styles can also be divided into rational and emotional appeals. He considered that despite of being two different approaches, message executional styles and advertising appeals share some similarities.
Blakeman (2007) considered that rational appeals focus broadly on comparison while emotional appeals are more theatrical approach. He stated that all of the advertising appeals along with the message execution can be sorted down under the two main heads i.e. emotional and rational appeal. [Refer to tables 2.1 (A) and 2.1 (B)].

**Table 2.1 (A) Rational and Emotional Advertising Appeals**

<table>
<thead>
<tr>
<th>Rational Appeals</th>
<th>Emotional Appeals</th>
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<tbody>
<tr>
<td>Koekemoer (2004)</td>
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<tr>
<td>Straight-sell or factual message</td>
<td>Fear</td>
</tr>
<tr>
<td>Demonstration</td>
<td>Humor</td>
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<tr>
<td>News</td>
<td>Sex appeal</td>
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<tr>
<td>Testimonials</td>
<td>Animation</td>
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<tr>
<td>Scientific or technical approach</td>
<td>Fantasy</td>
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<td>Product popularity</td>
<td>Slice of life</td>
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**Table 2.1 (B) Rational and Emotional Advertising Appeals**

<table>
<thead>
<tr>
<th>Rational Appeals</th>
<th>Emotional appeals</th>
</tr>
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<tbody>
<tr>
<td>Comparison</td>
<td>Dramatization</td>
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<tr>
<td>Blakeman (2007)</td>
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<tr>
<td>Factual or straight-sell</td>
<td>Fear</td>
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<tr>
<td>Demonstration</td>
<td>Humor</td>
</tr>
<tr>
<td>News event or educational</td>
<td>Sex appeal</td>
</tr>
<tr>
<td>Authority</td>
<td>Animation</td>
</tr>
<tr>
<td>Instructional</td>
<td>Fantasy</td>
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<tr>
<td>Product features</td>
<td>Slice of life</td>
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<tr>
<td>Reminder</td>
<td>Music</td>
</tr>
<tr>
<td>Teaser</td>
<td>Scarcity</td>
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<tr>
<td>Inherent drama</td>
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</table>
Chapter II - Advertisement and Buying Behavior - A Conceptual Framework

| Talking head |  
| Dialog |  
| Narrative |  


2.9 Creating Advertisements

Creation of an advertisement commence post choosing the creative strategy, advertising appeal and executional framework of message. The advertisers then enlist all the necessary elements or aspects which are to be incorporated for a successful ad campaign (Arens et al., 2011).

**Message Design** brings the advertisement into life by incorporating visuals, text or copy and sound that are further going to be combined in making the advertisement layout (Ouwersloot & Duncan, 2008). Various factors such as the size, color, visuals, models, and text or copy etc. are taken into consideration in order to make the advertisement successful enough to draw the attention of the consumers.

Hawkins & Mothersbaugh, (2010) believed that the longer the duration and repetition an advertisement possess the maximum the likelihood it enjoys, to be captured by the consumers. Altstiel & Grow, (2006) were of the view that images, colors, sound and visuals also occupy a great importance in an advertisement that is why most advertisements use attractive models (mostly women) and great visuals to retain consumer’s interest into the brand and also to achieve brand recall. Text or copy in printed advertisement is also a vital factor to be considered. The design, size, color and space of the copy play a great role in luring the heed of the customers.

Music or sounds that are used in advertisements are also deemed to be very crucial, music such as jingles tend to be chosen after a detailed study about the target audience because music directly affects the mood and cognition of the consumers. The selection of music or sound also involves a great risk because wrong selection of music can lead the consumers towards the negative attitude about the product (Ouwersloot & Duncan, 2008). While combining all of these elements of advertisement, the advertisers should also focus on the presentation of advertisement. For example, the advertisement should
neither be too much infomercial nor emotional. A correct balance of execution should be employed while designing the layout of an advertisement.

Finally, the last decision in the advertising layout is the selection of media upon which the advertisement is going to run. Different Media of advertisement target different audiences and each target audience possess different characteristics. Therefore, an appropriate selection of media is necessary in order to push the customers to take an action. The different Media are as follow;

2.10 Types of Advertising Media

At this stage the advertisers have to decide that which media they are going to choose for running their advertisement, so that they can target the maximum number of audience. Advertising media bridges the gap between the advertiser’s products and its target recipients. It is a source on which advertisements are displayed. The different medias of advertisement are mentioned below (Refer to Figure 2.2)

The different types of advertising media are:

2.10.1 Print Media

Print media is also called Press media. It is a very popular form of advertising for commercial use. Print media conveys its message through slogans, words, statements, pictures, figures, drawings, charts and comparative statements. Advertisers can target a wide range of consumers by advertising the product in a very artful and a colorful manner through Print media. It transfers information through tangible objects such as newspapers, books, journals, magazines, pamphlets etc.

(i) Newspaper is used for mass communication purposes it is the easiest medium to provide the information to the target audience. Newspapers are exposed to a large number of audiences on daily basis. It is a fastest and most economical medium for advertisers to announce any new information regarding the product. It also gives advertisers the advantage of monitoring consumer’s responses easily.

(ii) Magazines are another form of print media. They also hold similar qualities like newspapers but periodically. Magazines are published periodically i.e.
annually, quarterly, monthly or weekly and can appeal a specific group of consumers such as youngsters, children, professional etc. Magazines are considered more credible because they can provide colorful visuals such as catalogues, receipts, pictures etc.

(iii) Other Print media – The other sources of print media incorporate pamphlets, notebook, reports, tickets etc. for commercial use. Promotional advertisements where discounts are announced and popularity appeal where a product is recalled by the consumers are the most suitable approaches for print media.

2.10.2 Outdoor Media

Outdoor media is also called as out of home advertising. Such kind of advertising is done for winning consumer’s mind altogether. Advertisers focus on placing their product’s claims everywhere through billboards, banners, sign boards, handbills etc. so that the consumers cannot forget about the existence of the product or service. This kind of advertising approach is mostly followed by restaurants, hotels, academic institutions, banks etc. some of the outdoor medias are as follows:
(i) **Billboard** is a kind of advertising which is commonly used by many national as well as international brands. It is a board on which every special or new detail about the product is displayed. This board is placed on a big stand at a place where it can get the maximum exposure.

(ii) **Handbills** are mostly used by local manufacturers. Handbills contain a small paper, printed with the related information about the product or service. Handbills help the manufacturer in disclosing the relevant information to its target audience. They are commonly distributed hand to hand or along with the newspapers by a middle man.

(iii) **Banners** are used to display the advertisement at popular places like cricket matches, tournaments, stage shows, fairs, talent shows, and annual functions of school, colleges and universities, seminars and conferences, or public meetings.”

(iv) **Vehicle Advertisements** include vehicles like bus, taxi, auto etc. That roam around with the product’s details written or stuck on it. They are also called mobile billboard advertising. The advantage of such promotional strategy is, that these vehicle moves around everywhere frequently which helps the recipients to remember the brand name.

(v) **Other media**- special signboard, sky writing, kiosk, wall painting, trade fair are some other examples of outdoor media.

### 2.10.3 Broadcasting or Audio/Visual Media

Broadcasting media is the most popular medium of advertising, which transmits the information to a large number of people and that too in minimum time. The advertisers or marketers are sternly using this media in order to vindicate superiority over the competitors. The broadcasting media is quite expensive medium of advertising. It is not limited to any product or service and is being used for almost every product in this era. Television, product placement, internet, radio etc. are some examples of broadcasting media.

(i) **Television Advertisements** are the most effective and powerful medium of advertising. TV advertisements not only deliver information about the product but also create audio/visual effect, i.e. they work through eyes and ears of the
consumers. That is why advertisers pay much attention to visuals as well as audios while designing the message strategy for television advertisements. The advantage of such advertising is that it allows the advertisers to demonstrate the product’s attributes efficiently and easily.

(ii) **Radio Advertisements** are also very effective and persuasive medium of advertising. In Radio ads, the advertisers have to make the advertisement musically interesting so that they can attract the target audience. Radio advertisements are not only useful for commercial goods but for government policies as well.

(ii) **Product Placement** is a strategy in which celebrities are shown using a particular product in a film, dramas and reality shows. This promotional strategy works as most persuasive because the models that are chosen to advertise the brand are considered as trust worthy by the audience. This strategy also works as a medium for creating brand awareness and brand equity.

(iii) **Internet Advertisement** is a most widely used approach of modern times, which has also been proved to be very influential in affecting the buying behaviour of consumers. Many advertisers use online advertisements to get into the mind of consumers. Internet advertisements include videos as well as pictures wherein the consumers tend to be a click away from purchasing the product.

(iv) **Other media**- moving slides, short films, slides are the other examples of audio/visual media.

### 2.10.4 Direct or Mail Advertising

Direct advertising is a form of advertising where the marketers give special treatment to their potential customers. These kinds of advertisements are broadly designed for a specific group of consumers only, where the marketers inform the customers personally by sending mails, calls and messages. Some marketers also attempt to keep their customers satisfied by developing a sense of personal touch such as by sending good morning wishes, or a greeting on their birthdays or anniversaries. E-mails, fax, greetings, catalogues are some examples of direct mail.
Chapter II - Advertisement and Buying Behavior - A Conceptual Framework

(i) **E-mail** is a very famous mode of sending messages. Marketers send emails to their customers in order to inform them about new arrivals or discounts. E-mail is also used to send post purchase information such as invoice.

(ii) Sending **Greetings** is a way of keeping a personal touch with their potential customers. Marketers tend to possess the database of their customers which keeps them updated about the customer’s personal events such as birthdays, anniversaries etc.

(iii) Marketers send **Catalogues, Booklets, folders and Brochures** to their customers via email or through physical objects, which hold a necessary information.

(iv) Marketers also offer **Calendars and Diaries** to their customers occasionally or post purchase with their brand name or logo on them in the anticipation of retaining them.

(v) Samples, gifts, Story books, Fax and sales letters are some other examples of direct advertising.

### 2.10.5 Advertising Specialties

Advertising specialties is a kind of promotional strategy where some items are given as complementary gift to consumers along with the purchase of the product. These items carry the Brand name or logo stamped or engraved on them. The purpose of this strategy is, to make the consumer feel connected with the brand. It also leads to brand recognition and brand equity, since the consumer will remember the name of the brand each time (s)he will use the product.

### 2.10.6 Other Media

Apart from the above mentioned media of advertising there are some other types of Advertising Media like-

- Window Display
- Product Package
- Counter Display
- Special Display and Shows
Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that follow these activities. CBB is preceded by some concepts such as selling concept, product concept, production concept and marketing concept where each concept tells about the areas in which marketers need to focus.

Selling concept is the oldest trend used in the era of 1940s and 50s, where all manufacturers emphasized only on the selling of the products and no importance was given to consumers. The reasons for not giving any importance were less competitive environment and enjoying the state of monopoly. Consumer behavior emerged as a distinct sub-discipline during 1940s and 50s when other marketers also started their operations in the existing market. Marketing concept came into existence after industrial revolution, this concept emphasized on satisfying the needs and wants of the consumers. It was the first concept that laid the foundation to achieve ‘competitive advantage’ by providing better quality products, attaining low cost-leadership and communicating customer value. Kahle, et al. (2011) were of the view that marketers must try to know the desired and perceived value of the consumers and should provide customer value in order to sustain in today’s challenging and dynamic marketplace. They also suggested that marketers should recognize all of those influencing factors which make an impact on the purchase decisions of consumers.

Consumer buying behaviour investigates social, psychological, personal and cultural factors of consumers. It is an inter-disciplinary social science that studies behavioural economics, social anthropology, sociology, ethnography and psychology”(Armstrong (1991)). It also examines that how reference groups such as family, friends, peers and society affects the buying behaviour of consumers (Minton 2014).
Chapter II - Advertisement and Buying Behavior - A Conceptual Framework

Consumer behavior analyses each dimension of buying behavior, such as from pre purchase behavior to post purchase utilization, evaluation, experiences, and disposable activities (Klaus, 1998). The present study focuses on the pre purchase behavior of consumers and the factors that influence them to take a particular action towards the purchasing of a product.

In the present study, the researcher has taken advertisement as the key factor that is used by the marketers, to make an impact on the pre purchase behavior of consumers. Advertisement is considered as an effective tool that influences learning/awareness, attitude, liking, preferences and intentions of the consumers. Advertisements encourage consumers to take some action regarding the brand by influencing their cognition.

It is a well-known fact that advertisements communicate with the target audience and this fact is also believed by the marketers. Therefore, it is very important for marketers that the communication strategy of advertisement should be effective, so that it can persuade consumers to take an action. Many researchers and scholars have contributed in this area by giving different models of advertisements. In these models of advertisement, it is proved that advertisement influences consumer’s cognition through a series of stages.

2.12 Advertisement Communication Models

Shannon and Weaver established an old mathematical communication theory in 1949. They demonstrated that electric signals can also be communicated from one point to another. The theory came into light as marketing communication model when Weaver found that both marketers and consumers also encode and decode the information which runs through some media (Barlow, 2002). The model was further developed in the later years for providing a better understanding of two-way and one-way communication. The model has been widely accepted around the world (Dwyer, 2005).

The existing review of literature reveals that all communication models start from a sender, who encodes a message which is to be decoded by a receiver, it runs via some media or channel. The message includes a one-way or a two-way communication. One-way communication is used for the purpose of mass communication, whereas the two-
Chapter II - Advertisement and Buying Behavior - A Conceptual Framework

way communication possesses some personal touch. (See Figure-2.2)(Strategic Direction, 2006)

![The Shannon-Weaver Model](image)

Figure 2.2

The feedback that is given in response of the encoding is postulated as the success of the communication process. The message may sometimes include noise or interference which implies that the message has not clearly been decoded by the receiver. Such things happen when the marketers fail to understand their target audience altogether (Smith & Taylor, 2002). To remove the noise or the interference completely, the marketers should have enough comprehension about their target recipient and also a high degree of certainty, that the message will be noise free and thus, consumers will easily understand the message given by the marketers (Copley, 2004).

Marketers use two types of communications i.e. internal communication and external communication. Internal communication incorporates employees of the organization who are also considered as consumers, because employees’ satisfaction helps in fulfilling the objectives of the organization (Peppers, 1994). On the other hand, external communication is the communication with the outer world such as investors, competitors and consumers etc. (Ogden, 1998).

Advertisement is a type of external communication which organizations or advertisers use, to reach out to their target consumers. In order to make an effective advertisement, the advertisers should be well acquainted and fully certain about the message, they are encrypting to their target audience. The message must be decoded by the audience without any hurdle therefore, before making any advertisement the marketers should study their target audience thoroughly.
Chapter II - Advertisement and Buying Behavior - A Conceptual Framework

There are many advertising models that are given by different academicians and professionals for finding out the behavioral pattern of consumers. They studied that how an advertisement makes an impact on the cognition of the consumers and what are the different factors that should be focused while preparing an advertisement communication (Mackay, 2005). The models give an insight about the series of stages that a consumer passes through, while encountering with an advertisement (Ciadvertising.com, 2007). These stages have been identified by authors as ‘ladder’ or ‘steps’ which suggest that a consumer climb severy step one after the other and each step takes them towards the buying process (ciadvertising.com, 2007, Vakratsas, 1999).

The different models of advertisement are as follows:

2.12.1 AIDA Model

A behavioral model called AIDA (Awareness, Interest, Desire and Action) was developed by Strong in 1925. The aim of this model was, to tell the marketers that advertisement makes an impact on the buying behavior of consumers in a series of stages. These stages incorporated Awareness and Interest followed by Desire and Action (Hackley, 2005). Strong was of the view that a consumer takes an action only when he or she is well informed about the product that is why he postulated Awareness as the first stage in the model. He also emphasized on the content of the message in an advertisement. According to him, a consumer shows Interest in the product only when he/she is well informed about it, this in turn develops a Desire for that particular product. The desire of the product then leads the consumer towards taking Action i.e. he/she goes and buys the product. The model (figure -2.3 Mackay, 2005) is considered to be highly persuasive in nature which unknowingly affects the perception of the consumers (Butterfield, 1997).
Brierley, (2002) said that an effective advertisement is the one which lets the consumer passes through all four stages of AIDA model, with each being uniformly important. The model also states that the message execution in an advertisement should be designed in such a way that it gives consumers a reason to act in a certain way.

2.12.2 DAGMAR

DAGMAR which stands for Defining Advertising Goals for Measured Advertising Results was developed by Russell Colley in 1961 when he was preparing a report for the Association of National Advertisers (Mackay, 2005). The sole objective of DAGMAR was to set the objectives for advertisements and then measuring the results (Smith & Taylor, 2002). The model postulates that advertisement should communicate with the target audience by creating awareness, endowing information, forming attitude and lastly by inducing action. The overview of DAGMAR model is expressed in the following quotation; “All commercial communications that weigh on the ultimate objective of a sale must carry a prospect through four levels of understanding.” (Figure-2.4, Mackay, 2005: p.25-26)
Chapter II - Advertisement and Buying Behavior - A Conceptual Framework

Figure 2.4: DAGMAR Model

The model given by Russell focuses on consumer’s knowledge about the brand or organization. The basic assumption of the model was that the target audience must recognize the existence of the organization and should be well informed about the products or services that are offered by that particular brand. It implies that consumers must have enough comprehension about the products or services, like product’s benefits, characteristics and its uses. The next task of the communication was, to shape the consumer’s belief which in turn affects the actions of the consumers (Mackay, 2005). The communication should be based on hierarchical model, should incorporate all four stages and can be measurable and specific. (Belch & Belch, 1995).

2.12.3 Lavidge & Steiner’s Hierarchy-of-Effects Model

The six steps Hierarchy-of-effects model was developed by Lavidge & Steiners in the same period as DAGMAR. The model postulates that a consumer cannot change from being totally uninterested to interested in just one step. This model states that it takes six given steps in persuading the consumers to purchase the brand. This model focuses on the actual buying process a consumer passes through, while watching the advertisements. The process or steps involved in this model are totally different from other models (Barry & Howard, 1990). According to this process, for influencing the purchase decision of consumers towards the buying of the product, the advertiser should not only focus on the attitude formation but also on the likes and preferences of consumers. Lavidge and Steiner (1961) were of the view that in case of low involvement products, potential buyers may cross few steps but in case of high involvement products, new buyers complete their steps in a linear way.
Chapter II - Advertisement and Buying Behavior - A Conceptual Framework

The six steps of the model are as follows: (Figure – 2.5, Lavidge and Steiner (1961)

![Hierarchy-of-Effects Model](image)

**Figure – 2.5: Hierarchy-of-Effects Model**

The six steps Hierarchy-of-effects model was also introduced with the awareness aspect of the advertisement like all of the other models, which implies that awareness is the key for encouraging the buying behavior of consumers. Where other models went onto attitude formation directly just after the awareness, the Hierarchy-of-effects model goes to the knowledge of the recipients followed by liking and preference, which implies that liking and preferences also play an important role in forming the attitude, which takes the consumers to the ultimate decision i.e. purchasing of the brand. Lavidge and Steiner (1961) were of the view that, the model mostly suited the higher economic goods and the advertisers have to incorporate all of these essential steps in the communication in order to impact the buying behavior of consumers.

From the above discussion, it can be concluded that all models have contributed towards understanding the buying behavior of consumers through a series of stages. But all of these models were having certain limitations or drawbacks for which they were criticized. The AIDA model was criticized because in that model equal importance was given to each step or stage. On the other hand, in DAGMAR, it was found that it focuses only on strategies rather than creativity. Belch & Belch, (1995) highlighted in their work that DAGMAR only focused on the quantitative measurements of the campaign. The six
steps Hierarchy-of-effects model was criticized for not giving enough evidence on how
the consumers will move from one step to another. (Palda, 1966) viewed the Hierarchy-
of-effects model as poorly described.

The present study is a contribution to these models, where the researcher has statistically
established her own model (Refer to Chapter IV) by taking variables like learning,
attitude, brand preference and purchase intention as the influencing factors of consumer
buying behavior. The researcher has given equal importance to each factor and assumed
that advertisements first affect the learning/awareness of the consumers and then they
help in forming the attitude about the products or services which leads them towards the
preference among the brands and finally the purchase decision.

2.13 Advertisements and Learning / Brand Awareness

According to Kotler and Keller (2016) “brand awareness refers to the extent to which
customers are able to recall or recognize a brand.” Kapferer, (2012) said that awareness
about the brand is the central ‘point of purchase’ (PoP) i.e. consumers purchase the brand
when they have enough learning about it. Awareness does not merely mean a consumer’s
ability to recall a particular brand rather, recognizing its key distinguishing features as
well.

Brand awareness is the combination of brand recognition and brand recall. Keller, (2008)
identified brand recognition as a consumer’s ability to recognize a product’s category
when he/she is exposed to several brands at a time. For instance, a consumer goes to the
showroom to buy a refrigerator after watching the advertisement of Samsung’s new
product category, now brand recognition would be identifying the same product from the
number of options, which the consumer has seen in the advertisement. Brand recall on
the other hand is a process of remembering or recalling the brand name from the memory
set (Moisescu, (2009). For instance, if a consumer contemplates that which brand
provides the best color features in televisions, then Sony’s name would appear first from
the consideration/memory set. Therefore, the researchers have given equal importance to
both aspects of brand awareness. Pham, et al, (2007) concluded from the findings of
their study, that a consumer can hold upto three to eight brands in their memory set and
are most likely to purchase one of the first four brands from their consideration set. Thus,
the marketers need to adopt an influential message strategy that helps in influencing the target audience by leaving a mark on their minds.

Market now a day is full with different brands, offering almost same products with almost same features. One of the biggest challenges for advertisers today is, to create an advertisement that can differentiate their brand from others and leaves an impact on the mind of consumers (Saunders et al, (2009). Advertisements are considered as an easiest and effective medium to increase the brand awareness of consumers because of its wide reach. Today, consumers are bombarded with hundreds of advertisements every day, therefore, it has become difficult for them to remember each advertisement they have been exposed to. In such a scenario, marketers need to vindicate their products to be better and different from others’ products available in market. Aaker (1991) has laid down some factors that can help in achieving brand recognition through advertisements. According to him advertising strategy should focus on highlighting the unique selling preposition (USP) of the products or services. Slogan or jingles and logos were also given equal importance as these things bring brand recognition, he believed that slogans or jingles provide visual features of the brand whereas logos create the basis of differentiation among them.

Brand recall on the other hand can be brought, through ‘repetition’. The advertisers must aim to broadcast their advertisements in a time slot, when most of the targeted consumers are watching televisions (Sonkus are (2013). Advertisers should also focus on utilizing outdoor and print media in order to enhance brand recall. They should put billboard at public areas where it can’t go unnoticed and moreover they should buy sections in daily newspapers and tabloids.

Brand awareness or learning plays a very important role in purchase decision. It is also the first stage that is affected by the advertisements. Wood, (2004) explained in his study that consumers make purchases based on their learning or the information they have about the brand. Consumers gather information either by advertisements or by friends and peers that influences their decision regarding purchase. Ajzen, et al (1980) stated that consumers buy only those products which remain intact in their memory set. Therefore, advertisers must attempt to demonstrate only those aspects of the products or services
which are related to the characteristics of the target audience such as economical aspect, social aspect, cultural aspect etc.

2.14 Advertisements and Attitude

Consumer attitude is formed through beliefs, feelings and behavioral intentions towards an object. These three components are interdependent and work together in order to determine that how a consumer is going to react towards a particular object (Greene, 1992). Eagly and Chaiken (1998) have defined attitude as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor". On the other hand, Ajzen, (2001) was of the view that attitude can be considered as an ‘affect’ towards a brand an affect is commonly described as an evaluative tendency used to form a belief about the brand.

The beliefs of a consumer related to a particular brand may contain both positive belief (e.g., Sony delivers quality) as well as negative beliefs (e.g., Sony’s service station is not near). The challenge for the advertisers is, to turn all negative beliefs into the positive ones. The advertisers need to describe each and every aspect of the product or the services in order to influence the positive cognition of the target audience (Vogel et al, 2014). Sometimes, consumers possess some feelings about the brand which determine their attitude towards the product the feelings may be personal or independent from their beliefs, based on the experiences of the recipients. The beliefs and the feelings together bring out the behavioral intentions of the consumers where they actually plan whether to buy a product or not (McGuire, et al., 1974).

The attitude towards an advertisement holds two different elements; it may be affective which reflects the emotions that are evoked by the advertisements or may be cognitive, which reflects the rationalism or reasoning regarding the information presented in an advertisement message (Shimp, 1981). The research conducted by Mitchell and Olson (1982) vindicated that consumer’s perception regarding advertisements shape their attitude towards the brand. MacKenzie, (1986) established a model where they explained that how an advertisement impacts a consumer’s attitude towards the brand. They explained that an advertisement can trigger the attitude of consumers either by affective (feelings) or by cognition (thoughts). The same thoughts and feelings further shape the
attitude of consumers directly or indirectly towards the brand. Consumers tend to show a receptive attitude towards the brand, if the advertisements achieve a favorable cognition which makes the consumers deny any disadvantage (higher price) related to the brand.

LeRoux proposed a model where he identified three kinds of reactions of a consumer’s attitude which are influenced by the advertisements. The first reaction according to him was the emotional reaction which evokes consumer’s feelings towards the brand, the second reaction was the result of arguments and information showcased in an advertisement i.e. ‘cognitive reaction’ and the third or the last reaction was the reaction which emerges due to the execution of the advertisements. He further presented a matrix of reactions by closely identifying each factor, triggered by the advertisements; positive cognitive reactions (relevance, credibility, realism, creativity, imagination, and familiarity), negative cognitive reactions (confusion, hate), positive affective reactions (entertainment, humor, vitality, activity, liking, empathy, and sensuousness), negative affective reactions (sluggishness, irritation) (Dobre, 2005).

According to Brown and Stayman (1992) the effects of an ‘advertisement liking’ (AL) keeps on changing depending upon the nature of the promoted product. The effects of ‘advertisement liking’ are deemed to be greater, in case of new or unfamiliar brands and lower for the well-known or famous brands. Smith, (1993) further stated that the effect of ‘advertisement liking’ reduces after the consumption of the product. Some studies have also revealed that the effect of ad liking on attitude varies with time, it is mostly considered as a short term effect. Nedungadi, (1992) suggested that advertisers should keep on changing the strategies of the message depending on the changing needs of the consumers.

2.15 Advertisement and Brand Preference

Brand preference occurs when the attitude towards a particular brand has already been formed. “It is a consumer’s disposition to favor a particular brand over others”, (Over by and Lee, 2006). Zajonc, (1980) came up with some characteristics or factors in order to develop brand preference through advertisements; first, he considered ‘effect’ as a motive, which takes the consumers towards some decisions related to the brand’s preference. Effective judgment was the second factor, which he considered as
irreversible. He believed that experiences related to some brands speak louder than any information given by advertisements. Petty and Cacioppo, (1985) concluded that it is easy for advertisers to influence consumer’s attitude related to the brand by describing its utilities, attributes and benefits but it is almost next to impossible to switch their experienced emotions, aroused from the usage of the brand, that is why advertisers must deliver the quality that they promise in the advertisements. Factor number three includes that a consumer makes a preference towards the brand when he/she finds one to be congruent with self, which means that before attempting any strategy for the message, the advertisers need to analyze the characteristics of their target audience thoroughly (Sirgy, 1997). Fourth, emotional reactions are not easy to verbalize, it is viewed that consumers evaluate their emotional reactions by confirming their cognition (rational) factors (Hsee et al, 2009). Tsal, (1985) supported the implication by stating that cognition of a consumer influences their decision regarding the purchase even at unconscious levels.

Brand preference helps consumers in taking the decision, from a wide range of alternatives whereas brand choice makes the range limited. Brand preference is considered as a motivator of brand choice (Beach 1993). In the words of Louviere, (2000) “consumers prefer the brand from a set of well-defined alternatives from which they make a final decision regarding the brand”. Rizvi, (2001) stated that consumer chooses a brand from the set of alternatives which can economically provide him/her maximum utility. Whereas in the opinion of Sagoff (2003) the market conditions define and determine the actual relationship between brand preference and brand choice. Furthermore, he explained that a Consumer tends to choose from his preferred substitute if the market is in a perfect condition otherwise he has to face situational factors such as availability if the market is in an imperfect state. Amir and Levav, (2008) stated that marketing managers attempt to keep the market at its perfect condition, since preferred purchases are constant whereas situational factors usually end up in affecting the brand loyalty of the consumers.

Nedungadi (1990) was of the view that repetition of an advertisement can also influence the consideration set of consumers, which, in turn affects their brand preference. Advertisement gives information about product’s attributes and benefits, which creates
favorable attitude of consumers towards the brand that eventually leads to a rational brand preference (Arens, 1996). Azeem, (1996) found that most of the purchases of TV of national brands were made on the basis of quality but purchases of TV of international brands were entirely made upon the brand names where advertisement played a vital role in these purchases. Clow, (2002) stated that advertisers always remain concerned about the message they want to convey to the audience that whether the communication will convey the same message that they intend to. He suggested that advertisers can help in achieving a great success if the consumers evaluate the advertisements as they have thought.

John and Slater (2003) elucidated that an advertisement connects the consumers with the brand by delineating a sense of pride, positive experiences, satisfaction and strong brand personality. He suggested that an advertisement should not only focus on communicating information but also on reinforcing a sense of being correct, i.e. they have made a right choice or decision by buying the brand. Mundell et al, (2006) unraveled that advertisement makes a significant impact on brand preference, irrespective of whether it is a high or low involvement product.

2.16 Advertisements and Purchase intention

Purchase intention can be considered as a consumer’s decision to purchase a brand. It is an index for evaluating the consumer’s behavior towards a particular brand. purchase intention tends to measure the likelihood of the consumers related to the purchasing of the brand, the higher the purchase intention is, the higher the likelihood, that the consumer is going to make a purchase. Consumers tend to have a positive intention regarding purchase when they have a positive or favorable attitude towards the advertisement of brands (Haley, 2000; Mackenzie, 1989).

Advertisement is a process that establishes likelihood, tendency, understanding and inevitably selection about the brand (Goldsmith and Lafferty, 2002). Chi, et al., (2009) were of the view that advertisements through celebrities can increase the expertise, popularity and attractiveness of a brand which can finally make some impact on the purchase intention of consumers. The advertisers have been investing a lot of money and resources in order to mark the advertisement as a brand differentiating message which is
constantly working on recall and persuasion (Dixit, 2005). Kambitis et al. (2002) suggested that an advertisement, through a celebrity who enjoys a credible image, can reinforce prestige and trust into the brand. Laroche, et al. (1996) further added that constant exposure rate can also transform the brand preference which is useful in purchase intention. Purchase intention of a consumer intimates the marketers about what a consumer is planning to buy (Raney et al., 2003). Brown and Stayman, (1992) considered purchase intention as an indicator of success because this is the stage where the consumer is actually going to consume the product or service.

A consumer develops an intention to buy the brand after a detailed evaluation of alternatives. Keller (2001) highlighted that a consumer makes a decision regarding the purchase of a brand because he perceives that the particular brand can fulfill his needs and wants, thus provide utmost satisfaction, where re-purchase of the brand totally depends upon the quality. Advertisement can only influence a consumer towards purchasing where consumer retention is clearly up to the product’s quality.

**Conclusion**

The present chapter gives a thorough insight of advertisement and how it affects the buying behavior of the consumers. Advertisement is a paid form of publicity and a mass communication stunt by advertisers who use different traditional as well as modern media to influence the buying behavior of consumers. The impact of advertisements has also become more persuasive with the introduction of innovation, creativity and technological enhancements.

Advertisement uses different kind of message strategies and advertising appeals to influence the consumers on account of taking action towards the purchasing of a brand. Message strategy is the basis of achieving the advertising goal, where emotional as well as rational appeals are produced or combined in a way that it affects the cognition of the recipients. Advertising appeals are a way to lure the attention of the consumers towards the purchasing of the products. It is believed by the researchers and scholars that consumers consider both facets before making any purchase of some specific products. Execution of an advertising message also walks hand in hand along with message strategies and advertising appeals. The executional framework refers to the message
approach or method that the advertisers use in an advertisement. It also decides upon which advertisement appeal a message is going to be accompanied with in order to communicate with the target audience. Each executional style focuses on how well it can attract the attention of the consumers.

The present chapter also highlights different type advertising media. The traditional medias that have been discussed in the chapter above are audio/visual, outdoor and print media where the modern media of advertising includes product placement and direct media. Each media tries its best to convey the information to its target audience. Advertisers analyze their target audience altogether prior choosing the media on which the advertisement is going to run in order to determine, that which media will make the best impact on their buying behavior.

The present chapter deals with every aspect of consumer buying behavior upon which advertisements make an impact. Consumer buying behavior is the study of individuals, groups, or organizations and all of the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities. It analyses all the dimensions of buying behavior i.e. from pre purchase behavior to post purchase utilization, evolution, experiences, and disposable activities.

Advertisement serves as a one-way communication that bridges the gap between the product and a consumer. Advertisement is a type of external communication which organizations or advertisers use to reach out, to their target consumers. In order to make an effective advertisement, the advertiser has to be well acquainted and fully certain that the message they are encrypting to their target audience is going to be decoded by them without any hurdle, that is why before making any advertisement, marketers study their target audience thoroughly. Many advertising models such as AIDA, DAGMAR and Hierarchy-of-effects model have been given by different academicians and professionals to know the behavioral pattern of consumers that how an advertisement makes an impact on their cognition or what are the factors that should be focused while preparing an advertisement communication. The models give an insight about the series of stages a consumer passes through while encountering an advertisement. These stages have been
identified by authors as ‘ladder’ or ‘steps’ which suggest that a consumer climb each step one after another and that each step takes them further in their buying process.

A Behavioral model called AIDA (Attention, Interest, Desire and Action) was developed by Strong in 1925. The aim of the model was to elaborate to marketers that advertisements impact the buying behavior of consumers in a series of stages. The stages incorporated Awareness and interest followed by desire and action. It was found that an effective advertisement is one that lets the consumer passes through all four stages of AIDA model, with each being uniformly important. Where DAGMAR model was expressed in the following quotation; “All commercial communications that weigh on the ultimate objective of a sale must carry a prospect through four levels of understanding.” The sole objective of DAGMAR was to set the objectives for advertisements and then measuring its results. The six steps Hierarchy-of-effects model developed by Lavidge & Steiners was different from the above models on account of being convincing or persuasive. The model postulates that a consumer does not go from being totally uninterested to interested in one step only, it believes that it takes six steps (awareness, knowledge, liking, preference, conviction and finally purchase) to convince the consumer to buy a brand.

The present study is a contribution towards these models where the researcher has established her own model. The stages that the researcher has chosen to establish the model areas follow; Learning/Brand awareness, Attitude, Brand preference and Purchase intention.

Brand awareness is a combination of brand recognition and brand recall. Authors have identified brand recognition as a consumer’s ability to recognize a product’s category when he is exposed to several brands at a time. Brand recall on the other hand is a process of recalling the brand name from the memory set. Brand awareness is a key to shape the attitude of consumers. Attitude can be defined as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor". Attitude was considered as an ‘effect’ towards a brand, an effect is commonly described as an evaluative tendency used to form a belief about the brand. Thus it can be said, that attitude of the consumers leads them towards the brand preference. “Brand preference is a consumer’s disposition to favor a particular brand over others”. Brand preference,
along with attitude and learning shapes consumers purchase intention. Purchase intention can be considered as a consumer’s decision to purchase a brand. It can be called as the index for evaluating consumer’s behavior towards a particular brand. Purchase intention is used in measuring the likelihood of the consumers to make a purchase, the higher the purchase intention is, the higher the likelihood that the consumer is going to make a purchase. Consumers tend to have a positive intention regarding purchase when they have a positive or favorable attitude towards the advertisement of the brands.
Chapter II - References

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