

Impact Of Advertising Trigger In The Mind Of Consumer

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ABSTRACT

Advertisements are recurring source of awareness about products. Most advertisements stimulate the interest of the consumers and convince them to develop an opinion about a certain product or brand. The current study aimed at assessing the impact of advertisement in terms of awareness, interest and conviction on the purchase and post purchase intentions of consumers by gathering data from a sample of 155 participants collected from Karachi, Pakistan using convenient sampling technique. The results of the current study suggest that most consumers perceive advertisements as a source of information and are interested and convinced about products by watching their advertisements. It also suggests that a significant relationship exists between awareness, interest, conviction and purchase and post purchase intentions of consumers.

Keywords: Advertisement, Consumer, Purchase, Post purchase

INTRODUCTION

People get inspired by varieties of products being advertised through various sources. Advertisements are a crucial tool for marketers in channeling their product to the targeted audience. For this they not only focus on the creation, aesthetics, or merits of their product in the longer run but also tend to go an extra mile and generate a commercial which aids in grabbing recall of consumers with the product. Advertising set a baseline for the ideal consumer using the desired product and illustrating the positive brand image. Though one can come across thousandths of advertisements but many out of them must have been zipped or zapped which illustrates how selective is the mind of consumer to get exposed with certain advertisement. According to Teixeira (2015), for an advertisement to gain consumer's attention it should be engaging and persuading. There can be several ways marketers strive to make an advertisement both engaging and persuading which grabs consumer's attention. The use of humor is an effective strategy to improve brand recognition. In the opinion of ninety-four percent advertising practitioners. Humor is a powerful tool for grabbing attention (Gulas & Weinberger, 1992).

It's common to view usage of different senses in perceiving an advertisement which empowers the mind of consumers. Music soundtracks in the television advertisements can influence the interpretation of the

delivered message. Television advertisement with the aid of correct sound can create an emotional connection with the consumers through which consumers can relate the product with their identity (Suggs, 2017). Other than television there are other platforms to administer advertisements on such as newspaper, radio, and internet. Traditional reach of radio and newspaper advertisements were on its peak during 1990s but with latest awareness and trend of internet service, consumers are taking advantage of digital experience. While a reader of a newspaper advertisement will retain it in its memory for a longer time. However, internet advertisement aids to control the content one wants to watch (Bezjian-avery, Calder & Lacobucci, 1998 as cited in Sama, 2019). In current research advertisement are addressing mediums of internet which includes latest social media channels such as Facebook and YouTube.

Moreover, other than source there are content and quality of the media advertisements which play a significant role in claiming effectiveness to the consumers (Nysveen & Breivik, 2005). The message proposed in them should be exactly relatable and holds clarity in the mind of consumers. If the message holds ambiguity regarding the product it would complicate the brand image. Content delivers the characteristics of the products which increases familiarity with the brand. Hence this familiarity makes consumers to be aware regarding the product advertised. For an advertisement to stimulate in the mind of consumers it should initially try to increase their knowledge about the brand with existing or updated features. Current research aims to investigate the extent to which consumers rely upon advertisements to get such awareness before they make purchase.

Second most crucial stage after getting familiarize with the advertisement, consumer to hold it longer in their conscious minds should acknowledge the commercial as interesting. Pitching correct benefits to the correct targeting audience can gain favor towards the advertisement. As different age groups have different expectations from similar products so for this marketer need to have different characteristics to reflect in advertisement to gain favorable ratings. An example of a soft drink “Fanta” portrayed a mood change of a girl in its advertisement after its consumption representing consumer’s positive mood. Former example shows how frequently advertisers triggers the mind of consumers to grab their interest in the commercials (Sachdeva, Jordan & Mazar, 2015). Hence the keener interest consumers develop for specific advertisement greater changes of forming a firm belief on it. Advertisements on social media try to persuade consumers by confirming to their needs. Due to which feel convinced with the information handed over to them through a commercial (Bradley, 2003, as cited in Sama, 2019).

Current research tends to focus on all three areas formerly discussed of advertisements and how it influences to the minds of consumers. Model of Lavidge and Steiner (1961) holds all the three stages in explaining significance of media advertisements and consumer behavior. Awareness, interest, and conviction are significant stages of consumer behavior which measures the association between advertisements and consumers. Current research addresses the question of to what extent individuals get influenced by the culture of advertisements. Though, consumer buying behavior is a resultant consequence of many factors that influence the course of action such as marketing campaigns, economic conditions, personal preferences, group influence, effective advertisement and purchasing power (Radu, 2019). However, present research tends to develop its core analysis on the area of advertisement which creates a persuasive impact in the minds of consumers. As the scope of advertisement is rapidly evolving with newly based technologies in today’s world. Also, crucial amount of money has been spent on the development of these commercials which makes it significant area to be researched. According to Fouad Hussain, CEO of

Pakistan's largest advertisement buying house there has been an increase during the past few years in the advertisement spending. 45 billion is spent on television commercials while 17 billion is utilized in print media advertisement (Shadman, 2016). Former fact helps in reasoning the potential of social media advertisement on consumer's mind in the following years. And hence justifies the importance of current research.

Along with the formerly mentioned constructs, the ultimate success of an advertisement comes when it directs consumer to making a purchase and having a positive post-purchase evaluation. While solely viewing the product in an audio-visual advertisement trigger purchasing to provide consumers with experiencing the consequences learnt through the commercial. As represented by McGuire (1978, as cited in Chiagouris & Mohr, 2008), purchasing decision is influenced by attention, retention, and effectiveness of the commercial. Also, when advertisements review the updated new features of a product it motivates the present consumer of that brand to diverge in re-purchase. Second purchase of the same product depends upon the satisfaction with the first purchase. Either positive or negative the first purchase carries great weightage for consumers to form their opinion about the product and what kind of word-of-mouth they spread. Nowadays it has been seen on social marketing websites where people tend to update about their experience with the product on specific review pages and sometimes right below the advertisement's comment section on the concerned page of the product. These reviews by consumers effects the purchasing behavior for all those considering the product (Sama, 2019). For this advertiser tend to pay a lot of hard work on delivering the same quality of product which was promised in the advertisement. As one bad review on social media can damage the product's identity and that's the risk they couldn't afford. Present research offers to distinguish the impact of advertising on purchase and non-purchase consumer behavior.

Based upon the formerly mentioned literature certain hypotheses are investigated: (1) Advertisements have a significant influence on awareness, interest, and conviction of the consumers. (2) There is a relationship between impact on awareness, interest, conviction, and purchase behavior of consumers. (3) Awareness, interest, and conviction of advertisements on social media are associated with post-purchase behavior of consumers.

METHOD

Sample

One hundred and fifty-five participants were taken for the current research through convenient sampling technique. Consent was taken for voluntary participation in research.

Measures

The current research includes a questionnaire of 15 items by merging constructs of four different scales. (Appendix-A) All four constructs are major stages of consumer behavior identified formerly: Awareness (AWR) consisting of four-items (Ranga, 2011), Interest (INT) consisting of four-items (Madan, 2010), Conviction (CON) consisting of three-items (Zia, 2016) and Purchase and Post-purchase (PUR & PPUR) consisting of four-items (Costa, 2010). The items utilized in the current research are rated on a seven-point likert scale starting from strongly disagree to strongly agree. The internal consistency of the

scales was calculated by using Cronbach's alpha value of AWR, INT and CON was 0.85 and for PUR and PPUR was 0.79.

Procedure

Participants selected through convenient sampling method was provided with the link to fill in their responses through Google Forms. Consent was taken at the start of every form which assured participants about the voluntary and confidential nature of the participation and that the results can be derived through email after the study is finished. A scale comprising of four subscales was administered. Scores were calculated and evaluated to form further interpretations.

STATISTICAL ANALYSIS

The descriptive statistics of the subscales awareness, conviction, interest and Pearson's correlation was calculated between 1) awareness, conviction, interest, and purchase 2) awareness, conviction, interest and post purchase using the SPSS software.

RESULTS

For a sample of 150 participants, the scores on awareness (N=155, M=18.33, SD=1.85), interest (N=155, M=19.70, SD=1.52) and conviction (N=155, M=14.08, SD=1.68) correlate significantly with the scores on purchase (N=155, M=9.19, SD=2.75, $r=.68$, $df=153$, $p=.05$) and post purchase (N=155, M=9.32, SD=2.44, $r=.67$, $p=.05$) showing significant impact of the former factors on purchase and post purchase intentions of consumers.

DISCUSSION

According to Table 1, the average score of the participants on awareness suggest that most of the participants consider advertisement as a source of information. The perception of consumers about advertisements creating recognition of products or brands is true because the prime objective of advertisements is to inform the consumers about what products exist in the market. In today's age, where everything is a tool for marketing, consumers are always being exposed to products and brands no matter at what time or place, advertisements are always within the reach of the senses with all the billboards, big screens on buildings and cinemas, even now vehicles are being used as a tool for advertisement. In essence, almost nowhere and at no time are consumers' minds vacant of advertisements hence they are always being introduced to new products or new features of already existing products. (Sawant, 2012) Advertisements that stimulate the civic sense of consumers, and their public responsibility are at advantage because consumers perceive them as providing awareness and eventually experience a feeling of security and protection for themselves. (Suki et al., 2016) For example, during the current pandemic many products

availed the opportunity and tailored their advertisements and inculcated the guidelines for protection from COVID-19 show the consumers feel that their security is being prioritised.

The scores of participants on another subscale, that is “interest”, showed that advertisements do involve the consumers and gain their interest as most of the consumers rated advertisements high on creating interest. The interest created by advertisements was evaluated based on level of difficulty of comprehension, demonstration of the usage, the details and information provided about the brand being advertised. Advertisements provide information cues which attract the consumers because most consumers are interested in the origin and the quality of the product being advertised, therefore consumers find advertisements with search information cues interesting, especially when they understand the concept and the advertisement delivers the information about the quality and origin of the product. (Verbeke & Ward, 2006) Another factor that might interest consumers in advertisements is the pre publicity of the advertisements. Certain advertisements are not always released in one go instead they first release precap after which they release the complete advertisement to engage the audience by using the mystery of what is coming ahead. (Jin, 2003) For example, recently Daraz.PK made an advertisement which looked like a copy of a famous TV series, and it was very successful to grab the attention and interest of the consumers by simply putting out a precap of the original advertisement.

The third subscale, “conviction” on average was marked lower than the interest maybe because consumers do not only consider the advertisements of a product to convince themselves, but they also look for recommendations and reviews from significant people. Consumers are usually very particular about the benefits a product offers and specifically the cost benefit ratio so an advertisement only cannot convince a consumer to make a buying decision, but it does have some impact and is a significant factor in making buying decisions. (Verhallen & Raaij, 1986) Other factors like medium off shopping, post purchase experience, socio economic status, another similar factor also influences the conviction a consumer makes for buying a product. The emotional attachment developed after post purchase experience also plays a very important role in hey consumers decision about long term usage of products. (Khan et al., 2012) The first hypothesis is hence proved.

According to Table 2, the correlation between awareness, interest, conviction, and purchase intention of the consumers is significant showing if an advertisement provides relevant information, is attractive and has convincing features then the consumers are more likely to make a buying decision in favour of the product being advertised. The findings of the current study are consistent with the previous studies as it has been proved before that different physical and cognitive variable contribute in the responses of consumers towards an advertisement. (Rajagopal, 2011) Previous studies assessed the response towards radio advertisement while the current study assessed the same of social media advertisement. Such advertisements should focus more on the needs of the consumers because they need to attract the consumer with less and attractive advertisements and not just congest the mind of consumers with a lot of information about the same product which might end up with the consumer feeling that they had enough of the product even without using it. There should always be something left in the advertisement for the consumer to explore about a product, so they buy it. (Singh, 2018) Hence, ultimately a combination of awareness about the product, information about its origin, usage and benefits it provides should be the elements in an advertisement to attract the consumer towards using that product. search advertisements compel the

consumers to buy the product being advertised and creates a temporary feeling of unease if it is not bought. (Asnani, 2018)

The results of the current study also established a significant relationship between awareness, interest, conviction, and post purchase behaviour of consumers. There are many factors influencing the post purchase behaviour of consumers, one of which is the experience of the consumption of the product. Advertisement plays its role in the post purchase stage of consumption in a way that it reminds the consumer of the experience with the product hence the impact of advertisement at the post purchase stage partly depends on the experience of the consumer as well as on advertisement. (Chen-Yu et al., 2014) The findings of the current study suggest that advertisement does play an important role in consumers purchase and post purchase behaviour but there are other factors such as emotional attachment, usage experience, amount of exposure, etc. that influence the responses of consumers towards marketing or advertisements.

CONCLUSION

The study aimed at finding the relationship between awareness, interest, conviction, created by advertisements, and purchase and post purchase behaviour of consumers. The current study established the significant relationship between the three constructs and purchase and post purchase behaviour of consumers.

LIMITATION

This research was conducted during high-rise of Covid-19 hence it was not possible to physically gather the data from a very large sample as to prevent the transmission of virus and prevent research instruments from being its carrier. Considering the prevailing situation, the data was gathered online hence the experience of probing during physical data collection could not be included.

RECOMMENDATION

There is a lot of scope for future research on advertisement. Future researchers are recommended to use the information about demographics of consumers and relate it with the impact of advertisement and purchase behaviour. Researchers can also work on the differences of responses to advertisement between consumers of different age cohorts and gender.

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TABLES

Table 1

Descriptive Statistics Associated with AIC Model Constructs, Purchase and Post-purchase Behavior on Advertisement.

Measures	N	M	SD	%
Awareness	155	18.33	1.85	65.46
Interest	155	19.70	1.52	70.37
Conviction	155	14.08	1.68	67.03
Purchase	155	9.19	2.75	65.67
Post-purchase	155	9.32	2.44	66.59

Note: AIC= Awareness, Interest and Conviction.

Table 2

Pearson Product Moment Correlation of AIC WITH PUR PPUR

Measure	AIC	PUR	PPUR
AIC			
1. Pearson Correlation	1		
2. Sig. (2-Tailed)		.68*	.67**
3. N	155	.087	.087
PUR			
1. Pearson Correlation		155	155
2. Sig. (2-Tailed)			
3. N	.68*	1	1
PPUR	.087		
1. Pearson Correlation	155	155	155
2. Sig. (2-Tailed)			
3. N	.67**	1	1
	.087		
	155	155	155

