

# Media Effectiveness on Brand Preference

A Case study of Consumable oil.

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## ABSTRACT

Competitive advantage of the marketers fetch them the success. Many a times, the consumers do not exactly know the competitive advantages of the marketers. It is promotion of the marketing mix depends on the nature of the product. In consumer marketing, advertising dominates, as effective advertisements reach the consumers at cheapest cost per prospect and can be easily understood. The advertisement effectiveness depends on media selection based on the consumers' media habits and the message. Thus, the effectiveness study enables the marketer to sketch a perfect promotional plan. This study focuses on the advertising effectiveness on motivating trial, changing or reinforcing the brand preference, and prompting to recommend and media effectiveness on reach and richness for consumable oil. This study also focuses on the media habits of the consumers and their perception on various media for advertising consumable oil.

## 1. INTRODUCTION

The marketing process is concerned with understanding consumers' needs, motivating the sale of product or service, and distributing it to them. Advertising is that part of the process which is concerned with informing consumers about the existence of the product or service at their disposal. Advertising plays a vital role in economic development as a form of mass communication, a powerful marketing tool, a social institution, an art form, an instrument of business management, a field of employment, a profession and influences consumers' choice. Also, role of advertising is invaluable in developing customer loyalty and corporate image to new companies as well as well-established businesses.

The form of advertising for the transmission of information dates back to ancient Greece and Rome. In India, the

growing phase of Liberalisation, Globalisation, and Privatisation environment have given a boost to advertising. Advertising Industry reached a new high in the light of the emergence of satellite channels, FM radio stations, TV channels, Hoardings and the like in the last three decades. Each piece of advertising influences sales today and at the same time adds another brick to the structure of goodwill that increases business tomorrow.<sup>1</sup> Being dynamic, advertising changes with changing markets, changing life styles, changing methods of distribution, and changing pattern of consumption and is a "Mirror of Society" as considered by Aakar and Myers<sup>2</sup>.

## 2. ADVERTISING EFFECTIVENESS AND BRAND PREFERENCE

Information sources such as advertising assume a major role as can be digested with little effort by the listener and make a product "well known" to the

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consumers. In most circumstances, the consumer follows accustomed patterns of behaviour that both “reduce uncertainty and help to escape from vacillation and conflict by relying on procedures which have proved themselves in the past”.<sup>3</sup> Advertising message reaches the consumers as an exogenous factor in the course of purchase decision making process. Where considerable consumer ignorance exists regarding the relative merits of alternative products, advertisements are more likely to have a major influence on decisions. What becomes important is not so much the content of an advertising message as a fact, but the product or brand is well advertised. Advertising being a persuading force makes consumer take a habitual buying decision than of genuine decision making as similar to the one emphasized by George Katona<sup>4</sup> who distinguishes between “habitual behaviour” and “genuine decision-making,” and suggests that the latter is relatively rare and normally requires strong incentives. To minimize the risk of purchasing, it appears that consumers choose a well-known, highly advertised, even highly priced product. In other words, consumers in general regard advertising as an implied warranty regarding product performance. Thus effective advertising makes a positive contribution that benefits the marketer as well as the buyer, and in general, the economy.

Now-a-days all consumable, commodities of past decades (water, milk, salt, oil, and the like), have become branded. And, Indian consumers have been found to be becoming more and more brand loyal. Depending upon the nature of the product, basic necessities or luxuries, they have single or multi-brand loyalty which is affected by their brand

preference. The consumer attaches considerable importance to the brand image in the purchase of products. Hence a marketer needs to give adequate support to his product through advertising and promotional efforts in the media that match with consumers’ media habits. As a result, manufacturers have been able to create the mass market by constantly seeking and achieving reduced costs, and this has been made possible to a large degree by efficient distribution aided by effective advertising. Hence it is essential to study the effectiveness of advertising.

### 3. REVIEW OF LITERATURE

D.P.S. Verma and Hema Israney in their article “Consumer Attitudes Towards Advertisement Messages” found that consumers are exposed to a deluge of advertisement messages in a variety of media. In the middle of this space and or time battle amongst various advertisement messages, in the crowded communication environment, consumers prefer to switch the channel rather than stick to regular commercial breaks in between interesting radio and television programmes and that only a slim majority of consumers (58 per cent) had a favourable attitude towards advertisement messages.<sup>5</sup>

Alka Gupta and Amrik Singh Sudan in their article “Psychographic Dimensions and Advertising Effectiveness” concluded that purchase decisions were influenced by psychological profiles of consumers and efficacy of advertising depends on its match with target market. From the beginning of the twentieth century socio-psychological factors have been studied, in accessing advertising effectiveness rather than demographic and geographic factors.<sup>6</sup>

Stewart Shapiro, et al., in their article “The Effects of Incidental Ad

Exposure on the Formation of Consideration Sets”, suggest that the incidental exposure effect is fairly robust, occurring across a variety of factors (when the consideration set formation context is memory or stimulus based, when the buying situation is familiar or unfamiliar) and across two different product classes. Further these effects are found despite subjects’ lack of explicit memory for the advertisements.<sup>7</sup>

James M. Lattin in his Research Paper “ A Model of Balanced Choice Behaviour” found that, in some product categories, consumers appear to alternate among items in a consistent and purposeful manner, though not entirely in a deterministic fashion . Such alternation occurs even in the absence of any apparent external influence on choice. The model holds that the variability in individual choice stems partly from the need to balance current consumption according to the impact of past consumption.<sup>8</sup>

Robert J.Schreiber and Valentine Appel in their paper “Advertising Evaluation Using Surrogate Measures for Sales” have suggested that the ultimate purpose of all advertising is to influence consumer behaviour-either to change it or to reinforce it in ways which will benefit the advertiser.<sup>9</sup>

Michael T. Elliott and Paul Surgi Speck in their paper titled “Consumer Perceptions of Advertising Clutter and Its Impact across Various Media” examined perceived advertisement clutter. Among television, radio, magazines, newspapers, yellow pages, and direct mail, television and direct mail were rated the highest in perceived clutter. Television and magazines exhibited the highest level of advertisement-related communication problems (hindered search and

disruption). Perceived clutter, hindered search, and disruption were related to less favourable advertisement attitudes and greater advertisement avoidance. Demographic variables had little effect on perceived advertisement clutter. They suggested that standard demographic variables are not particularly useful as a means to identify people who are more like to consider advertising excessive.<sup>10</sup>

Giep Franzen in his paper, “The Brand Response Matrix”, found that the range of responses to advertising was potentially very wide, and the language used, especially in the area of brand responses, diverse and confusing. The paper enabled the advertisers and agencies to identify exactly what they were trying to measure, and to discuss objectives and results in mutually comprehensible terms.<sup>11</sup>

Frederick W. Winter’s in his article “The Laboratory Experiment of Individual Attitude Response to Advertising Exposures” on individual brand attitude’s change reveals that attitude change in consumers as a result of exposure to advertisements is a function of individual’s attitude prior to exposure, the number of previous exposures, and the brand familiarity. The conclusion derived from the experiment suggests that the more familiar a consumer is with a brand, the less are the chances of any possible attitude change and that only prior negative attitudes may turn positive as a result of advertising exposures.<sup>12</sup>

**4. FINDINGS**

- a) There is no significant relationship between demographic factors of the respondents and the habit of observing the advertisements for consumable oils.
- b) Most of the respondents (79 %) are motivated to try the product but there

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- is no significant permanent change in the brand of consumable oil purchased by them.
- c) Most of the respondents (87 %) are willing to communicate the claims of the advertisements to others but not willing to change the brands of their choice.
  - d) Quality is the most influential factor followed by brand image, price, availability and packaging with medium influence in deciding the brand of consumable oil.
  - e) There is no significant relationship between demographic factors of the respondents and the oil brand that they purchase.
  - f) Majority of the customers ask specific brand of oil irrespective of their demographic factors.
  - g) Radio is the medium that reached majority of the respondents followed by weeklies, magazines, T.V and, newspapers.
  - h) Irrespective of the media of the respondents' interest, most of the respondents had observed the advertisements for consumable oils.
  - i) Irrespective of the advertisement media, the entire respondents get sufficient information from the advertisement they had observed.
  - j) A fair majority of the respondents (65 %) feel that T.V is the effective media for advertising in the following aspects like attention, attractiveness, reach, understanding of message, and impact, and followed by radio, newspaper, hoarding, and magazine advertisements.
  - k) There is no significant relationship between demographic factors of the respondents and media habits.

- l) There is no significant difference on media preference among the respondents except during the festival seasons when the preference has a great positive leverage towards outdoor media.

## 5. CONCLUSION

In this competitive market, advertising occupies a vital position in the marketing mix of any marketer. Consumers as such are not searching for information on every purchase. And, it is advertising that reminds the consumers about the product or service. What is important is not "Impulse buying, in the sense of whimsical and understandable purchases", but rather "frequent manifestations of habitual behaviour".<sup>13</sup> The results of this study are in support with the findings of Alka Gupta & Amrik Singh Sudan<sup>6</sup> and Michael T. Elliott & Paul Surgi Speck<sup>10</sup> that demographic factors (age, education, income, gender, occupation) have no significant role in selecting the media, reach, observing, brand decision, etc., and psychographics have a role to play. It is also evident that consumers are influenced by the advertisements and make trials. Consumers attach considerable importance to the brand image in the purchase of products. Not that advertisement alone affects the brand image but the consumer satisfaction after trials affect the brand image in highly significant manner. But advertisements also play a vital role in creating post usage satisfaction. How well a brand is advertised is more important than the message the marketer gives in the advertisement.



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