

Advertising

- Types of Advertising

* Yale model of communication

- to explain why some attempts to change attitudes are more effective than others

'who said what to whom, how and to what effect?'

Who? - The source

- communication more effective when source is credible
- Credibility - extent to which the person is believable
- audience more likely to identify with and be influenced by attractive (popular people, more likely to capture our attention due to the arousal.
- (trustworthy, attractive, expertise, authority)

Says what? - The message

- hard sell: focusing on important information about the product
- messages that present both side of an argument
- timing of the message: primacy and recency effect

To whom? - The audience

- demographics of product's target audience
- Younger, less intelligent, moderate self-esteem → more open to persuasion

How? - The medium

- how the message is transmitted
- (tv, radio, newspaper, social media, billboards)

To what effect? - Attitudinal / behavioural change

- Attention and comprehension → main factors
- individual and situational factors such as acceptance to the message and person's motivation to change
- Yielding - integrating the content of advertising into understanding of the product and their needs

Evaluation

- Elaboration likelihood model: how consumers process messages in different ways
- Central route: depends on individual's level of motivation. high motivation → high elaboration → more likely to lead to change in ~~attit~~ attitude and purchase behaviour.
- Peripheral route: undermotivated consumers who pay less attention, less likely to understand the message.
- Holistic approach - considers interactions between a wide range of factors

* Advertising media

- Printed media
- Television
- Internet (targeted advertising, cookies)
- Social media (direct or indirect)
influencers
- Neuromarketing
- use of physiological measures such as fMRI, EEG or eye-tracking to provide insight into customers' motivation, preferences and decision-making.
- EEG

identified five states: engagement, frustration, meditation,

excitement: short term or long term

Banner blindness: the way consumers avoid or filter out adverts placed horizontally and vertically around the sides of the screen

Cicci et al. (2020)

Aim: to investigate the difference in brain wave activity and visual attention while viewing the same newspaper in paper or digital format.
(computer or tablet)

- viewed either paper or digital newspaper (72 Ps)
- newspaper containing 25 adverts
- not allowed to view pages already looked at
- brain wave activity measured using EEG
- eye-trackers used to measure eye movements
- later 50 adverts shown and asked to select 25

Results:

- ~~digital~~ ^{desktop/webrite} → low mean avg fixation and low rate of recognition
- tablet → high Fixation rate and best rate of recognition

Conclusion: Study supports banner blindness.

(tablets)

- People spend ^{less} time looking on websites than paper or pdfs

↑

- Standardised (same lighting, same size, same order)

↑ reliability

- Situational/participant variables
- Cultural differences not considered (only Italian Ps)

Lauterborn's 4Cs marketing mix model

4Ps: Product, price, place, promotion

4Cs: Customer wants (needs, Cost, Convenience, communication
(consumer centric) (buyer's perspective)

Customer wants (needs - what consumers want and need

Cost - not just the price. Cost of time (delivery, guilt (petrol)

Convenience - how ~~easy~~ easy it is to find the product and get it

Communication - two-way effective communication (co-operative)

Evaluation: - views buyers as an active participant and considers the differences in ^{consumer} behaviour.

- outdated as does not recognise buyer-to-buyer communication (impact of influencers) hence lacks temporal validity

- Advertising - consumer interaction

* Snyder and Debono - Self Monitoring (key study)

→ Soft-sell approach: - promotes the image of the product
(packaging, visual appeal)

- create identity and depict a lifestyle
(image oriented)

→ Hard-sell approach: focused on the product.

how it tastes, how it is made, how it will help us
(quality oriented)

High self-monitoring: alter their behaviour to fit in
with the social situations to be socially appropriate.
(more likely to be influenced by soft sell ads)

Low self-monitoring: less changeable from one situation to
the next. demonstrate true attitudes and values
(more likely to respond to hard sell ads)

The self-monitoring scale:

- measures the extent to which an individual has
the will and ability to modify how they are perceived
by others.

- self-report including 25 true/false statements

- quantitative data using closed questions

Self-monitoring: monitoring our behaviour to fit the
situation we are in

- overly deterministic
- situational factors (high monitoring in some situations and low in others)
- free will affects willingness
- willingness depends on factors (what is the product / situation you are in)

Aim: to investigate ~~the~~ how a consumer's level of self-monitoring affects the impact of advertising that is either image-oriented or quality-oriented.
(trying a new shampoo)

40 undergraduate students (received course credit)

IV: image-oriented or product quality-oriented
high or low self-monitoring

DV: participant's willingness to use the product

- Telephone market research for new shampoo
- either cleansers (quality oriented) or appearance (image oriented)
- asked how willing they are to try the new shampoo on a five-point rating scale and indicate willingness as %.

Results:

- high self monitors more willing to try it if they thought it ~~was~~ would look good (image oriented)
- low self monitors more willing to try it if they thought it would make their hair clean (quality oriented)

Conclusion

- 2 types of people that will react in diff ways to 2 types of ads
- high self monitoring more responsive to image-oriented while low self monitoring more responsive to

Evaluation:

- double blind technique (↑ valid), data about self-monitoring collected at a diff time ^{from} the call, only university students (not generalisable), purely nomothetic approach (cannot entirely clear how or why self-monitoring affects) idiographic → qualitative data
- deception (fake marketing company) more useful
- no informed consent

Product placement in films

Covert persuasion

Seeing a branded product in a film has a persuasive effect through implicit memory (unconscious) increase in liking for particular product and increase in sales

Two ways : mere exposure and reminders

Mere Exposure

- mere repeated exposure of an individual to a stimulus object enhances his attitude towards it
- Positive correlation between mere exposure and improved attitude
- Implicit memory of the product sufficient to trigger ~~attitudinal~~ attitudinal change (deterministic)

Reminders

- reminder effect → more likely if the viewers are already familiar with the film
- recent viewing acts as a reminder and the product placement develops a feeling of familiarity that translates into liking.
- Processing fluency: already familiar with a stimulus can process it more easily.
(also deterministic)

Auty and Lewis (2004)

Aim: to investigate the effect of product placement on children and consider the effect of age

Sample of 105 ^{children} ~~children~~ aged 6-12

experimental group → clip showed family eating pizza and drinking Pepsi

Control group → people ate macaroni and drank milk

Implicit memory measured by observing whether people chose Coca-Cola or Pepsi

Explicit memory → asked what they remembered about the clip

Results:

- children in the experimental group more likely to choose Pepsi compared to the control group
- Younger age group required more prompts to get the name
- more times they had seen the film, fewer prompts needed

Conclusion: - Product placement has an effect on children's consumer behaviour.

- Reminders result in attitude and behaviour change.

Evaluation:

- ethical issues (use of children) (exposed to unhealthy products)
- not asked previously what they preferred (uncontrolled variable)
- children only from UK (not generalisable)

- Brand awareness and recognition

- Brand recognition is the extent to which consumers can correctly identify a brand based on visual indicators such as logo or colours.
- the more developed the theory of mind, the better child was at brand recognition

Fischer et al. (1991)

Aim: to investigate the influence of advertising on young children by measuring product logo recognition (3-6 years old)

- 22 brand logos: 10 children brands, 7 adult, 5 cigarette
- 229 children - 3 to 6 years
- children were asked to match the 22 logo cards to one of the 12 product categories
- short questionnaire on how much TV the child watched and whether anyone smoked at home

Results: - children had high recognition for children's brands.

- car logos recognised the most
- recognition increased with age and 'old Joe Camel' cigarette logo has high recognition

Conclusion:

- children are able to recognise cigarette brands. shows the power of 'environmental advertising'
- serious health consequences of smoking and exposure to children

- Awareness is determined by recall and recognition
Slogans enhance awareness
(short memorable phrase)

* brand awareness, brand image and slogans

- Brand awareness describes the condition of consumer familiarity with a particular product's brand identity by its name.
(availability or recognition heuristic)
- Brand image is one way of increasing brand awareness.
- Decision is based on the brand image rather than the product itself
- Slogan is an effective link between the brand image and the consumer. They have a priming effect, occurs when we are exposed to a certain stimulus that subconsciously influences our response to something else.
 - business slogans
 - descriptive slogans
 - persuasive slogans
 - creative slogans
 - emotive slogans
- Two main functions of slogans:
 - to enhance brand awareness
 - to positively affect the brand image

Kohli et al. (2007)

- Aim: to develop a list of guidelines for creating effective advertising slogans
- literature review (reviewed many articles)

7 crucial points:

- Keep the slogan timeless
- brand positioning - highlight the brand's main strength (features or benefits of the product)

Polysemous slogans - multiple meanings and can be interpreted differently

___/___/___

- iii) link the slogan to the brand (having it on the package)
- iv) repeating for better recall
- v) ~~jnr~~ jingles - small phrase of musical notes (melodic / rhythmic) enhances memory
- vi) use slogans at the outlet
- vii) be creative (deeply processed)

(conclusion:

- slogans are an important component of brand identity
- effective slogans emphasise meaningful differences between company's products and of rivals

Evaluation

- application to everyday life
- supported by research evidence (Valch : jingles)
- based on secondary data
- many other factors apart from slogans
- free will