

APPEAL, POSITIONING AND ATTITUDE TOWARDS ADVERTISEMENT FOR TWO WHEELERS IN PRINT MEDIA

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Abstract

Advertisement is the one of the most inevitable part of marketing and a powerful communication tool used by the business community and organizations over a period of years. Because of its credibility, highly informative and high retention rates print media is considered as a powerful media by advertisers and sponsors. Here the attitude towards the advertisement is measured since advertising performance is influenced by consumers' attitudes towards advertising in general. Their associations with the various variables such as appeal, size of the advertisement, type of the advertisement were found. Respondents with more favorable attitude towards advertising were more attracted by humor and feel good appeal. Respondents with negative attitude are attracted by sexual feel in advertisement. This study facilitates future trending and encourages further investigation on the role of appeal, size and type in advertising effectiveness.

I. INTRODUCTION

1.1 Advertisement

"Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media". Therefore the main role of an advertisement is communication by providing reminders and reinforcement. Researchers and academics argue the following are the main objectives of advertisement.

- Stimulate an increase in sales
- Remind customers of the existence of a product
- Inform customers
- Build a brand image
- Build customer loyalty and relationship
- Change customer attitudes

In order to achieve these objectives, the advertisement has to persuade the individuals and groups.

1.2 Attitude towards advertising

Attitude toward an advertisement is defined as "a learned predisposition to respond in a consistently favorable or unfavorable manner toward advertising in general" (MacKenzie and Lutz, 1989; p. 54). In this context, it is important to note that attitude toward advertising via print media pertains to consumers' attitude toward advertising in general and not to the

exposure to one particular advertisement. In general, attitudes are "mental states used by individuals to structure the way they perceive their environment and guide the way they respond to it" (Aaker, Kumar and Day, 1995; p. 254). A significant correlation between favorable attitudes toward advertising and respondents' rating of specific advertisements as being annoying, likeable, enjoyable etc. has been observed (Bauer and Greyser, 1968). Consequently, our interest focused in this paper is the attitude towards advertising measured along various dimensions such as appeals and positioning (Placement).

1.3 Print Media

In the era of the internet, most people tend to attach little or no importance to print advertising. "*The written word is the strongest source of power in the entire universe.*" – Gary Halbert. Regardless of the growth of the internet and burgeoning popularity of online advertising here are some reasons why print advertising is still a lethal weapon in any advertising campaign.

1.3.1 Segment Your Way to Success

Segmentation is a precondition for marketing success and print media targets a specific audience. There is virtually no wastage of resources. Segmentation cannot get more specific than it gets with print advertising. Reaching out to a specific audience who subscribe to a particular newspaper or magazine is the best way to cater to a niche market segment.

1.3.2 Positioning Strategies

The biggest plus with newspaper and magazine advertising is that an advertiser can request special advertisement positioning. This means that a paragliding service provider can ask that his advertisement is placed in a specific page or within a column article about adventure sports or adventure tourism. A positioning strategy such as this will bring greater visibility to the brand simply because the advertisement is in line with the central theme of the publication. A highly effective commercial specific advertisement positioning ensures that potential buyers will notice it. A great way to sharpen the edge of an advertising campaign is by ensuring it reaches the audience who wants' it.

1.3.3 High Score on the Credibility Scale

In time, newspapers and magazines create a large pool of loyal readers who attach a lot of importance to the quality of content that appears in their favorite publications. One particular trend in print advertising in India is that, people stock up some special issues of print publication and read them over a period of time and discusses the contents with others. Such is the impact and credibility of print media.

1.3.4 Targeted Marketing

Magazines and newspapers offer the ability to target a specific demographic through a product the audience connects with. Companies can target readers based on common interests, profession, region, or a variety of other factors. In addition, many publications provide readership demographics that include average household income, age, location, and spending habits.

1.3.5 Print Advertisements Have High Retention Rates

Magazine and newspaper advertisements can be viewed in a single glance and don't require scrolling or clicking through. Print readers are also very loyal readers. People who read magazines or newspapers do so regularly. This loyalty, combined with the high retention rates, make print a very important medium for branding.

1.3.6 Brand Marketing with Print

Because print advertisements are inherently visual, graphics and text can be used to convey an emotional response or create brand recognition. One example of this is a company logo. An illustration can

be tied very closely to a company and its products through print advertising. Combine the logo with the appropriate aesthetic and a certain emotion or feeling is triggered by the advertisement. The power of creating an emotion and associating it with the company's logo is branding at its best.

1.4 Need for the study

A consumer is exposed to various advertisements in his or her day to day life. The consumer forms various feelings (affects) and judgments (cognition) as the result of exposure to an advertisement. These feelings and judgments in turn affect the consumers' *attitude toward the advertisement* and *beliefs about the brand* secured from exposure to the advertisement. Finally, the consumer's attitude toward the advertisement and beliefs about the brand influence his or her attitude toward the brand.

Therefore, it is necessary to identify the audience expectation while viewing the advertisement and as an advertiser or sponsor he should know the expectation of the viewers in order the advertisement to be effective. That is the reason why the study has been undertaken.

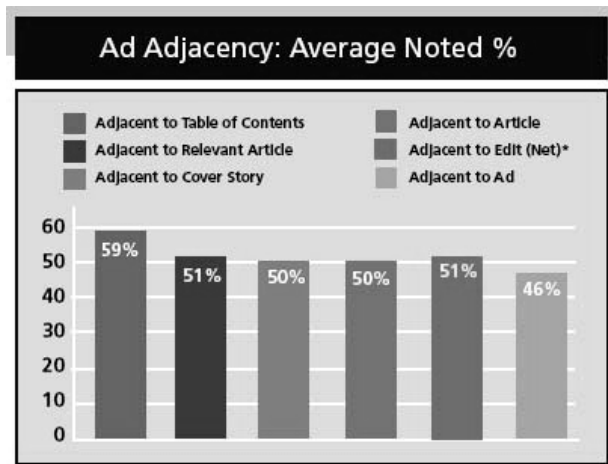
II. LITERATURE REVIEW

Starch Advertising Research (October 2010) undertook an analysis on the effect print magazine advertisement placement has on reader attention. The analysis compared advertisement placement next to different types of editorial content as well as placement opposite other advertisements. Starch examined 67,904 advertisements appearing in consumer magazines from January 2009 through June 2010 -- across 1,884 magazine issues—according to their adjacencies.

Starch's analysis found that Magazine advertisements placed next to a Table of Contents (TOC) has a strong impact on readership—on average, there was an 8% difference between readership of advertisements next to a TOC versus advertisements next to any form of editorial (editorial, or as it is called, edit, is defined as table of contents, relevant article (article related to the adjacent advertisement), cover story, or any article. This placement represents a 28% lift in readership when comparing TOC adjacency to being next to another advertisement.

Advertisements placed next to editorial, on average, are read by more consumers than

advertisements next to other advertisements. Specifically, advertisements next to edit are, on average, read by 51% of magazine readers compared to 46% of readers who noted advertisements adjacent to other advertisements. When calculating lift in readership, advertisements adjacent to edit get an 11% lift when compared to advertisements adjacent to other advertisements.



* Edit includes TOC, relevant article, cover story, any article.

Fig. 1

The analysis finds that, in general, the type of editorial content an advertisement is next to doesn't have much impact--with the exception of TOC adjacency. Otherwise, being placed next to a relevant article did not increase readership any more than being next to any article. Starch notes that there are exceptions. For example, Starch states that "Women's Fashion and Beauty books seem to buck the 'it is better to be adjacent to edit than advertisements' trend."

Examining the efficacy of other forms of positioning, Starch found that advertisements in the front of a magazine tend to be read by more readers than advertisements in the back of the magazine. In addition, they have found no difference in readership scores between advertisements on right-hand versus left-hand pages.

One way of influencing people through persuasive messages is through the use of fear appeals. They are used to threaten or arouse fear in an audience in order to stimulate attitude change (Severin and Tankard). With the increase of technology and power of the media come more and more instances in which fear appeals are used. Not only are

fear appeals used to sell products, but they are used to promote health, hygiene, and other things.

LaTour, Snipes and Bliss, 1996 studied the process of persuasion of the audience in avoiding the negative effect by practicing the positive behavior (LaTour, et al.). The authors say that the use of fear appeals in advertising has increased over the years, but the communicators have yet to harness the exact formula for producing consistent results time and again (LaTour, et al.). Also, the ethicality of recent fear appeals needed to be taken into consideration.

Sexual appeal is said to be powerful in getting attention of the audience (Alexander, & Judd, 1979;). It is always found that such appeal is unable to enhance recall and positive feeling to the product (Alexander, & Judd, 1979; Peterson, & Kerin, 1977, Sciglimpaglia, Belch, & Cain, 1979), especially when there is an incongruence between product category and sexual appeal (Peterson, & Kerin, 1977) and in the female group (Belch, Holgerson, Belch, & Koppman, 1981; Bello, Pitts, & Etzel, 1983; Sciglimpaglia, Belch, & Cain, 1979).

Experiments by Verhallen and Robben (1995) and Worchel, et al. (1975) showed that products, which were scarce due to market conditions, i.e. caused by either high demand or short supply, were more desirable than products being accidentally unavailable. In the latter condition, there was no increase in desirability compared to abundantly available goods (Verhallen & Robben, 1995). This leads to the assumption that not scarcity per se is of interest for the consumer but rather the ascription of certain causes produces the positive impact of scarcity. It is presumed that scarcity due to market conditions is more likely to simultaneously cause an impression of being hard to get, expensive or exclusive (Verhallen & Robben, 1995). On the whole, existing studies were able to prove the effectiveness of scarcity strategies.

III. RESEARCH METHODOLOGY

3.1 Statement of the problem

"I know that half of my advertising money is wasted... I just don't know which half," John Wanamaker's famous quote. To justify the above quote, a consumer is exposed to various advertisements in his or her day to day life among which he/she does not even notice the advertisement which may be most suitable to the consumer. The reason for an

advertisement not noticed may be as (i) Does not have appeal in it (ii) Not in suitable page/place (iii) Not in suitable size (iv) Attitude of the viewer. Therefore the study mainly focuses the issue of attitude of the viewer, appeal and placement of the advertisement in the newspapers.

3.2 Objectives

To find out the Level of attitude towards advertisement

To find out the association between the attitude towards the advertisement and the appeal in the advertisement

To find out the association between the attitude towards the advertisement and size of the advertisement that it is published in the newspaper

To find out the association between the attitude towards the advertisement and type of the advertisement.

3.3 Hypothesis

Based on the above objectives the following hypotheses were developed:

H1: There is an association between attitude towards advertisement and size of the advertisement.

H2: There is an association between attitude towards advertisement and advertisement appeal.

H3: There is an association between attitude towards advertisement and type of the advertisement.

3.4 Research Design

To investigate the objectives, the study relied on both primary and secondary data. Primary data were collected with the help of structured questionnaire. A simple random sample was followed to involve the 50 post graduate business administration student respondents for response. Students were selected as samples since they were the information providers in their family while purchasing a two wheeler. Print media selected for investigation were news paper since the audience go through it regularly.

Cluster analysis is a class of techniques used to classify objects or cases into relatively homogeneous groups called clusters (Naresh K. malhotra,

Satyabhushan Dash, 2010; pg 614). **k-means clustering** were used to cluster the respondents regarding attitude and chi-square test were used to find the association with other variables.

IV. ANALYSIS AND DISCUSSION

To find out the attitude towards advertisement a battery of fifteen constructs were used and the respondents were informed to select the suitable response in a 10-point scale. In their response the negative statements score were reversed and recorded.

Table 1. Final Cluster Centers

Statements	Cluster	
	High Attitude	Low Attitude
Advertising helps me keep up-to-date	7	3
Too many products do not perform as well as the advertisements claim	4	7
Advertisement is more manipulative than informative	7	4
Much of the advertisement is way too annoying	4	7
I like to look at the advertisement	6	5
On average, brands that are advertised are better in quality than brands that are not advertised.	6	5
Advertisements help me learn about products	7	5
Most advertisements are true	7	5
I think most advertisements are irritating	6	6
I often try new products because of an advertisement	8	5
I find advertisements entertaining	7	5
I buy mostly well-known products	7	5
I often switch brands because of an advertisement	6	5
Advertisements are necessary part of our society	7	5
There are too many advertisements on newspaper and TV	4	8

k-means clustering method of cluster analysis which aims to partition n observations into k clusters in which each observation belongs to the cluster with the nearest mean were used to cluster the response regarding the attitude. The following tables 1 & 2 shows the outcome of clustering. Before the k-means clustering, hierarchal cluster analysis has been applied to find out the total number of clusters. The hierarchal cluster analysis indicated two clusters were ideal. Hence in the k-means clusters, it was decided to use two clusters.

The table no.1 shows the final cluster centers. In cluster 1, the respondents have scored above 5 for all positive statements towards advertisement and less than five for all the negative statements. In cluster 2, the respondents have answered high score for the negative advertisement statements and around 5 for positive statements. Hence, the cluster1 respondents have named as high attitude respondents towards advertisements and cluster2 respondents as low attitude respondents.

Table 2. Number of respondents in each cluster

Cluster type	Number	Percentage
Cluster1 – High attitude	30	60
Cluster2 – Low attitude	20	40
Total	50	100

Table no. 2 shows the number of respondents in each cluster. 60% of the respondents have high attitude towards print advertisement about two-wheelers.

H1: There is an association between attitude towards advertisement and size of the advertisement.

Table no 3. shows the association between attitude towards advertisement and advertisement size. The significant chi-square and p-value infers that there is an association exists between the attitude towards advertisement and size of the advertisement. The respondents with low attitude towards advertisement had no interest in seeing the advertisement published in quarter page or in small boxes. This indicates the

Table 3. Association between attitude towards Advertisement and size, appeal and kind of advertisement

Variable		High Attitude (30)		Low Attitude (20)		Chi-Square value and (P-value)
Size	Total	No.	%	No.	%	
Full Page	17	7	41.2	10	58.8	8.54(0.036)
Half page	24	14	58.3	10	41.7	
Quarter Page	6	6	100	0	0	
Small Boxes	3	3	100	0	0	
Appeal						
Feel Good	15	8	53.3	7	46.7	10.69(0.030)
Humor	9	7	77.8	2	22.2	
Sexual	7	1	14.3	6	85.7	
Fear Appeal	9	8	88.9	1	11.1	
Colourful	10	6	60.0	4	40	
Kind of Advertisement						
Reason –Why	10	6	60	4	40	0.452(0.978)
Comparison	20	13	65	7	35,	
Testimonial	11	6	54.5	5	45.5	
Demonstration	7	4	57.1	3	42.9	
Hard-sell Advertisements	2	1	50	1	50	

size of the advertisement is an influencing factor in advertisement.

H2: There is an association between attitude towards advertisement and advertisement appeal.

From the table no. 3, it is inferred that there exists an association between attitude towards advertisement and the appeal in the advertisement. The significant chi-square value and p-value infers that there is an association exists between the attitude towards advertisement and the appeal in the advertisement.

The respondents with low attitude towards advertisement had more interest in viewing the advertisement with sexual appeal whereas the respondents with high attitude showed more interest towards other appeals such as feel good, humor fear appeal and colourful advertisements. Minimal interests were shown towards sexual advertisement by the high attitude.

H3: There is an association between attitude towards advertisement and type of the advertisement.

Table no 3. shows that there does not exist association between attitude towards advertisement and the type of advertisement. The significant chi-square value 0.452 and p-value 0.978 which is greater than .05 also infers that there is no association exists between the attitude towards advertisement and the type of advertisement.

Therefore it is inferred that the respondents of high attitude and low attitude do not show any difference among themselves against the type of the advertisement. But 40% of the total respondents irrespective of their attitude had the mentioned that the comparison advertisements convince them more.

V. MAJOR FINDINGS

Major findings of the study were:

There were only marginal differences between the low and high attitude respondents. 60% of the respondents had high attitude towards advertisement and 40% had low attitude.

There were association between attitude and appeal, size of the advertisements. Respondents with high attitude had not given importance to sexual appeal in two wheeler advertisements where as with low

attitude had viewed the advertisements. This result also coincides with many early studies that many people's do not like or give attention to sexual appeal.

In case of the size respondents with high attitude viewed all the advertisements irrespective of the size. But low attitude respondents haven't gone through the small advertisements such as quarter page and small size advertisements. Therefore it is better for the advertisers and sponsors to go for a full or half page advertisements in order to reach more readers of newspaper.

Other variables such as page containing the advertisement, type of the advertisement, colour of the advertisement had the same effect among the low and high attitude respondents. Since 40% of the total respondents irrespective of their attitude had the mentioned that the comparison advertisements convince them more, it can be assumed that the respondents were interested to get compared information about two wheelers.

VI. CONCLUSION

The study was carried out to find out the attitude towards the advertisement among the students. And it is concluded that the appeal in the advertisement and size of the advertisement have association with attitude of the respondents. Moreover the advertisers have to see that the considerable respondents have low attitude towards advertisements due to various reasons which they have to overcome for successful campaign.

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