



# EFFECTIVENESS OF AD CAMPAIGNS TOWARDS COMMUNICATION OBJECTIVES OF WHITE GOODS

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## *Abstract*

*In today's competitive world of business, advertising communication plays a very important role. It has become an integral part for growth, success and efficiency of any business. The profitable and sustainable growth is possible because of effective campaigns, it must be measured also. The imperative factors that may be accounted towards effectiveness of ad campaign must focus on advertisement and related dimensions which gains the objectives of communication. The broad agenda of this research is to study the effectiveness of ad campaign on the communication objectives for white Goods, this study tries to unravel various dimensions of effectiveness. An ideal advertising message should command and draw attention, hold the interest, arouse desire for possession of the product, and elicit action*

*Ad campaigns, Perception, white goods, advertising dimensions, customers attitude, advertising influence*

*Introduction, white goods*

## **Introduction**

The broad agenda of this research is to study the effectiveness of ad campaign on the communication objectives for white Goods, this study tries to unravel various dimensions of effectiveness. The profitable and sustainable growth is possible because of effective campaigns, The imperative factors that may be accounted towards effectiveness of ad campaign must focus on advertisement and related dimension effecting on the effectiveness which gains the objectives of communication.

## Literature review

Advertising has become an essential part of our daily life. Businesses spend millions of dollars on advertising their products and services. As defined by Petley (2003, p. 4); Advertising is the means by which goods or services are promoted to the public. The advertiser's goal is to increase sales of these goods or services by drawing people's attention to them and showing those in a favorable light. However, the effectiveness of advertisements needs to be measured in order to know whether the advertisements achieve the intended goals or not. But there is still no widely accepted way to measure advertising effectiveness (Mehta, 2000, p. 68,). Advertising effectiveness is typically measured as attitude towards the advertised product or service, attitude towards the advertisement and intention to purchase the advertised product or service (Nysveen and Breivik, 2005, p. 383). For marketers, Bergkvist (2000, p. 2) noted, that a systematic evaluation of the effectiveness of advertisements is very important. The reason for this is that the marketers need to know how effective advertising is in order to be capable of measuring whether the ad expenditure is well spent or not. To mention the characteristics of effective advertisements from a marketers point of view, Jefkins and Yadin (2000, p. 5) noted advertising should present the most persuasive selling message to the right prospects for the product or service at the lowest possible cost. Here they omitted the issue of effectiveness in terms of sales return or interest. Though, a common approach is to measure effectiveness of advertisements on the basis of sales or other related desirable outcomes such as interest to purchase (Bergkvist, 2000, p. 2). Advertising is the key for building, creating and sustaining brands. Advertisements play a major role in persuading, informing and reminding both potential and existing customers towards making a purchase decision (Ingavale, 2013). In the book "Contemporary Advertising", Buvee and Arens classify advertising based on four factors. The factors are target audience, geographical area, and medium and purpose (Buvee & Arens, 1992: 8-14). Mathur (2005) views advertising communication as a chain reaction consisting of various steps in a sequential manner that of creating awareness, comprehension, acceptance of the product, belief, purchase action, use and repeat purchase. Stern (1994) suggested another communication model for advertising by drawing a parallel with crafted text rather than with every day speech. This model expanded the traditional communication triad i.e.; Sender, Message, Addressee proposed by information theorists by inscribing advertisers. Advertising is persuasive communication. How to attract the consumer towards a product or service is a major problem for marketers and advertisers. Mc Guire (2000) states that in a consumerist age, persuasion should be a central topic of study in marketing research. Barbara (1997) conducted a qualitative study of ads containing figures of rhetoric on how consumer infers advertising messages. Six ads containing pictorial metaphors ors were administered to the participants. This study shows that consumer interpretation match the intentions of the ad producers. Responses from participants suggested that consumers use cultural, product and advertising knowledge to infer meaning from advertising images. Measuring the effectiveness of advertising communication strategies is the greatest challenge faced by advertisers and agencies across the Globe and Indian context is no different, it stands as the largest concern when it comes to investment in marketing and public relations hence this present study focuses on measuring the effect of ad campaigns and the various means of effectiveness, many authors believed that the measurement of impact of ad campaign is the only solution for obtaining the objectives of marketing communication by the house hold electronic companies. New advertising platforms and formats complicate the situation further for advertisers(Lewis & Porter, 2010; Powers et al., 2012; Okazaki &Barwise, 2011). Consumers of household appliance are different type of

customers (Euro RSCG Worldwide, 2010) since they associate more with the object as day-to-day usage where they spread their own opinions or messages within their circles and peer groups and this makes them more involved in the ad campaigns shown (Estvez&Fabrizio, 2014). Hence, it is very challenging effort to predict everything which is even more problematic when the result has to narrow down to the point. Advertising effectiveness is a multidimensional concept and is effected by multiple variables not just the personal factors of customers. The desired response can only be generated if the ad campaigns are effective (Corvi & Bonera, 2010) The second way to measure advertising effectiveness is using various intermediate constructs of advertising effectiveness that have been developed and tested by the researchers for years. Intermediate measures do not directly measure effectiveness; rather they measure the effects of advertising on consumers thinking process or behavior that leads to favorable outcome of the marketers such as purchase decision. Among these intermediate constructs ad awareness, brand awareness, purchase intention, persuasion, brand attitude, recall and recognition; liking and cognitive response measurements are mostly used (Bergkvist, 2000, p. 3). According to a research concentrating on the advertisers viewpoint, advertisement is an important tool which companies use to directly persuade buyers and public (Kotler, 1994). Being a key element in the marketing process, advertisements face many challenges in reaching the audience. No matter what kind of advertising campaigns are being shown, the effectiveness is the only way to measure whether the ad campaigns are successful or it was just the waste of precious recourse money. Besides, it is a result of the audience reaction towards advertising campaigns. Lavidge and Steiner (1961) propose a marketing communication model in order to measure the advertising effectiveness by consumer's hierarchy of effects, stair-step from paying attention to advertised product, to be interested in it, like and prefer it, then finally to be the real consumer. They also make these factors into three main categories, including cognition, affection and conation (ibid). This model becomes a widely accepted way to measure effectiveness of traditional advertising. The measurement is largely based on a one way view of communication, the marketer's communication and consumer's response ( Stewart & Pavlou , 2002), this present study is related to both of these aspects where in the researcher tries to understand the ad campaigns and effectiveness of campaigns in relations to the objectives of communication in the white goods sector.

After going through a vast amount of prior literature, Bergkvist (2000, p. 2-4) divided the effectiveness measurement processes of advertisement in two broad categories. One approach is to measure effectiveness on the basis of sales or other desired outcome. However, he also noted that this approach has several flaws as sales or other desired behavior is not always directly related to advertisements. Environmental and behavioral factors as well as other elements of the marketing mix influence that outcome as well. It is also very difficult to find out the exact correlation between sales and other favorable outcomes. These difficulties essentially created the necessity of a new approach. The second way to measure advertising effectiveness is using various intermediate constructs of advertising effectiveness that have been developed and tested by the researchers for years. Intermediate measures do not directly measure effectiveness; rather they measure the effects of advertising on consumers thinking process or behavior that leads to favorable outcome of the marketers such as purchase decision. Among these intermediate constructs ad awareness, brand awareness, purchase intention, persuasion, brand attitude, recall and recognition; liking and cognitive response measurements are mostly used (Bergkvist, 2000, p. 3). Most of the previous research studies explains the concept of advertising effectiveness by considering its impact of the consumer's attitude. Many



authors (Wells et.al, 2003; Assmus et al., 1984; Danaher et al., 2008; Brown et al., 1998; Singh, Cole, 1993 and Houston et al., 1987) describe the various factors for the advertising effectiveness. According to the authors advertising effectiveness to a great extent is dependent on product trial, pictorial and verbal components of an ad, competitors advertising strategies, and length of an ad. According to (Wells et al., 2003) effective ads work on two levels. First, they should satisfy consumer's objectives by engaging them and delivering a relevant message. Second, the ads must achieve the advertiser's objectives. Advertising is often most visible element of a company's overall marketing communications programme (Wells, *et al.*, 2000)

### Objectives of study

- 1) To study the effectiveness of advertisement campaigns in creating awareness
- 2) To investigate influence of advertisement campaigns towards the attitudes of customers
- 3) To study the significance of advertisement campaigns for promoting the products
- 4) To study the dimensions of effectiveness of ad campaign

### Research Methodology

The data is collected from the visitors of electronic showrooms both for purchasing or enquiring about any of the white goods, respondents were requested to fill the questionnaire without consulting their friends or salesmen of the showroom the data was collected from five electronic showrooms located at five different geographical location spread across Hyderabad city. The respondents were requested to provide complete information in the questionnaire and they were encouraged to clarify doubts about language, purpose etc. The researcher used a five point scale for the study, instead of a 7 point likert scale because 5 point scales reduce the level of frustration among respondents, and increases the rate and quality of the responses all the responses were arranged in a meaningful sense and incorporated in the excel sheets from where it was transferred to IBM-SPSS software for its complete analysis, the researcher used advanced version of IBM-SPSS which is SPSS-Statistics-20

The likert-5 point scale used

Table 3.2

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
5	4	3	2	1

Research design	Exploratory and Causal
Sources of data	Primary and Secondary Sources
Sample size	500 respondents
Research instruments	Structured Questionnaire with closed ended questions
Area of research	Hyderabad
City status	Metropolitan

The data was collected from the visitors of the electronic showrooms, the respondents include office goers, private job holders, housewives, students, etc. In order to attain good sample the researcher collected data from respondents from five different electronic showrooms situated at different locations of the city. In this research study the researcher used both primary and secondary data. The primary data is collected from the respondents by using questionnaire with scaled variables and having constructs, where as the secondary data collected from past studies and research papers. The primary data is related to behaviour and responses of respondents with reference to the effectiveness of ad campaign and the objectives of communications.

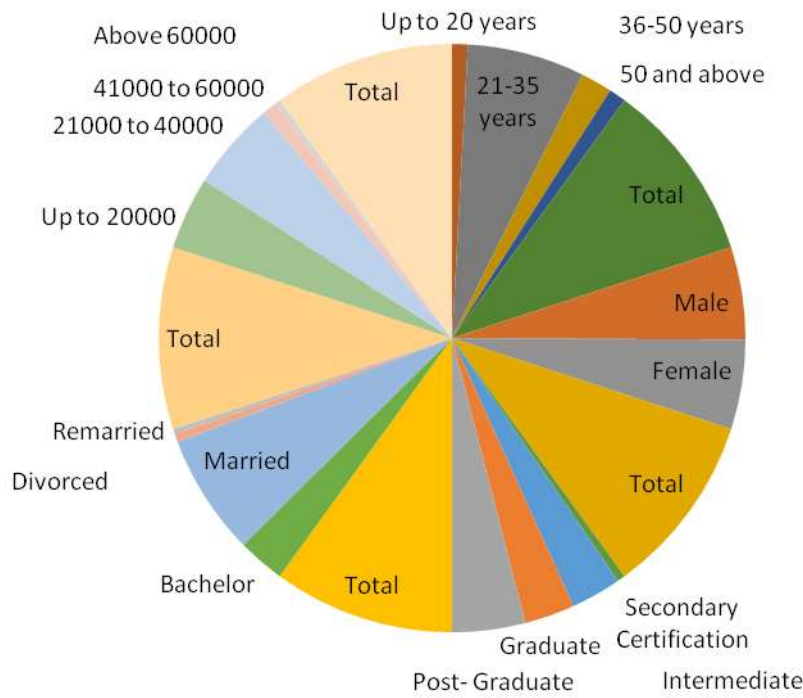
Cronbach's Alpha	No. Of Items
.778	40

The alpha values of the current study are presented in the above Table. It may be safely inferred that the alpha values of the current study fulfill the basic requirements of acceptability.

## Demographic Profile

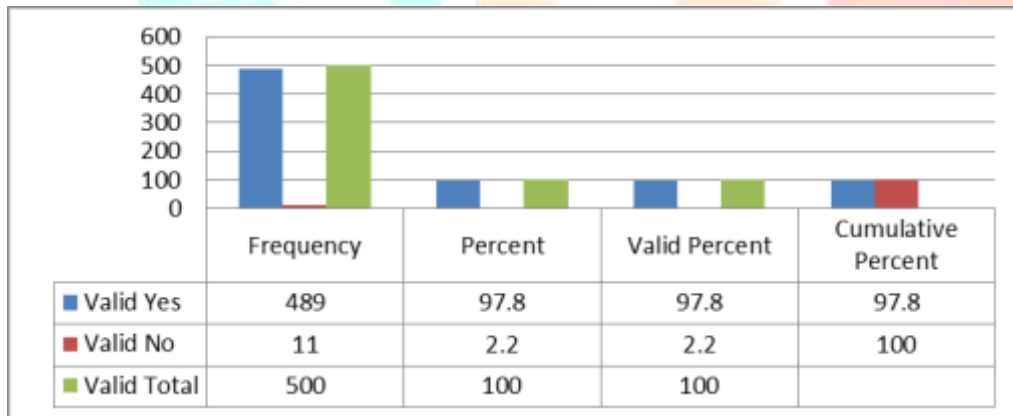
Table 4.1

Variable Category	No	%
<b>Age</b>		
Up to 20 years	43	8.6
21-35 years	324	64.8
36-50 years	86	17.2
50 and above	47	9.4
Total	500	100
<b>Gender</b>		
Male	254	50.8
Female	246	49.2
Total	500	100
<b>Educational Qualifications</b>		
Secondary certification	22	4.4
Intermediate	139	27.8
Graduate	138	27.6
Post- graduate	201	40.2
Total	500	100
<b>Marital Status</b>		
Bachelor	130	26.0
Married	333	66.6
Divorced	23	4.6
Remarried	14	2.8
Total	500	100.0
<b>Income Category</b>		
Up to 20000	200	40.0
21000 to 40000	245	49.0
41000 to 60000	40	8.0
Above 60000	15	3.0
Total	500	100.0



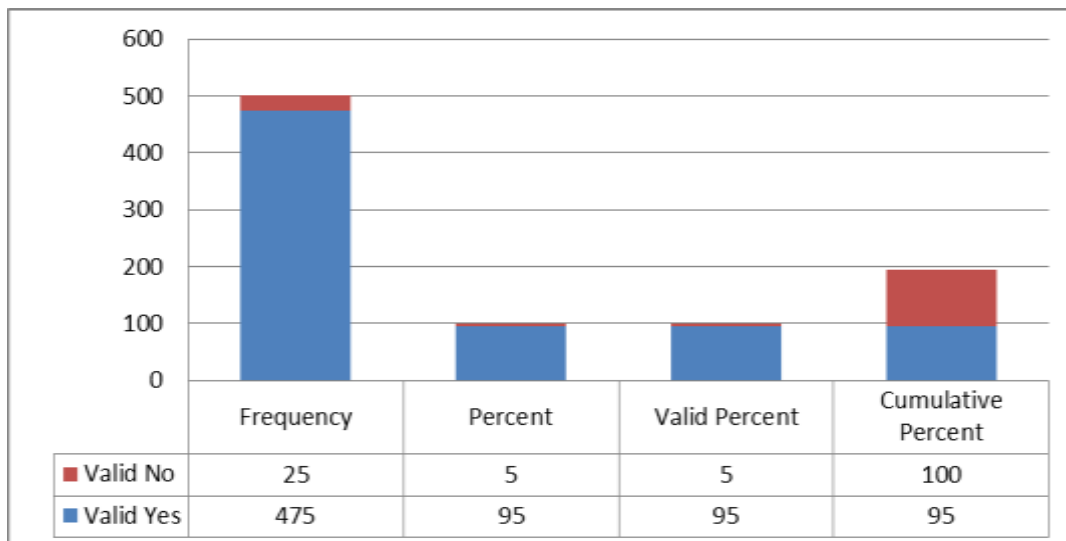
**Data analysis and interpretation**

**Are you aware of these consumer electronic brands in India**



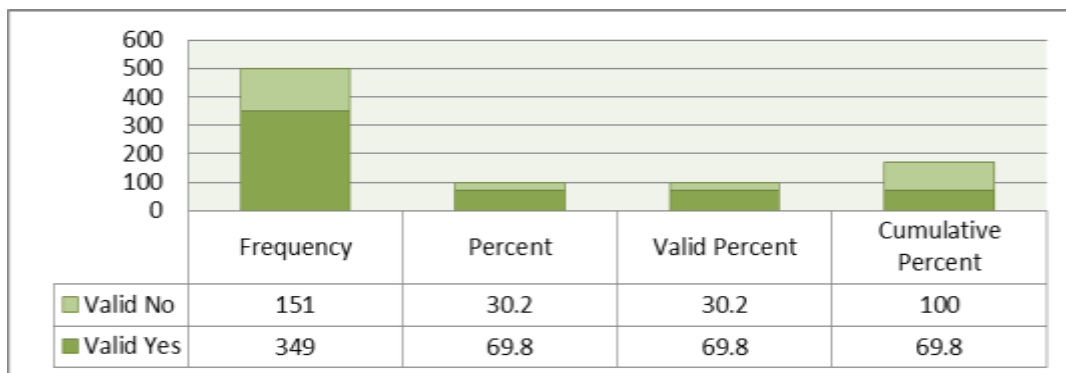
The awareness is excellent with 97.8% respondents, consisting of 489, and the number of respondents unaware are just 11 in number which mere 2.2%.

**The Ad campaigns were interesting and understandable**



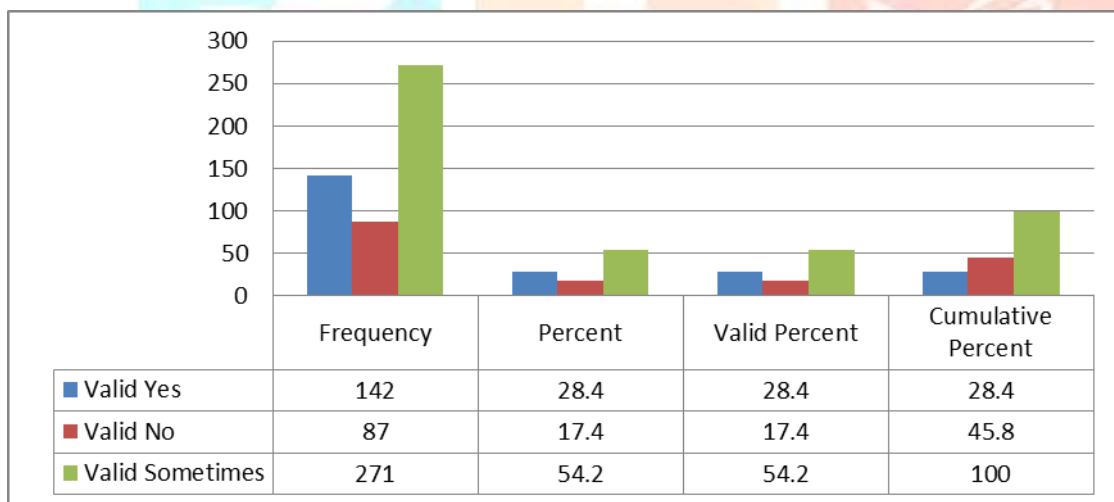
Most number of respondents 475 which makes 95% says that the ad campaigns are understandable, the number of respondents who says they that the ad campaigns are not understandable are 25 in number making only 5%

**I like the ad campaigns of these brands**



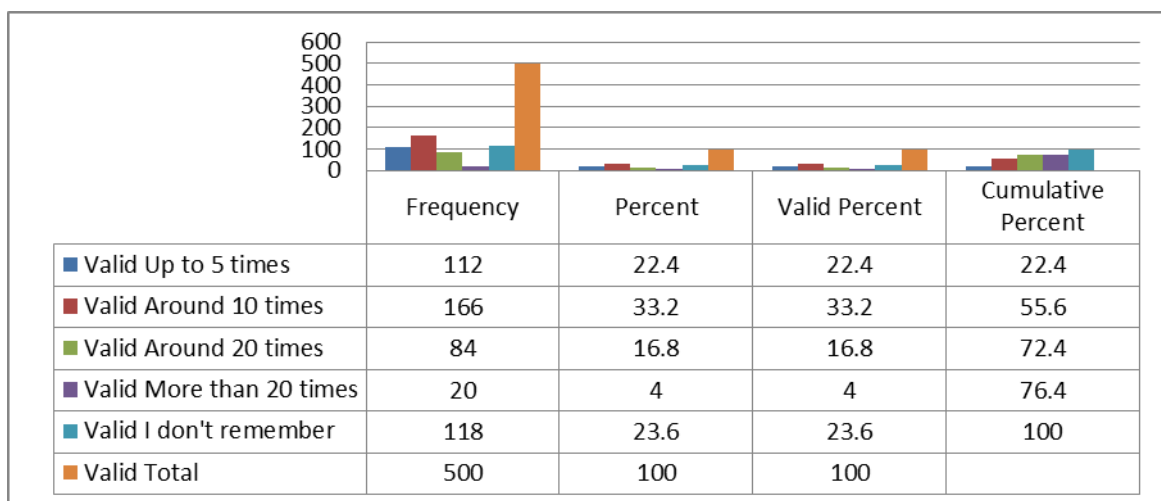
Most of respondents about 70% consisting of almost 350 respondents, like the ad campaign, 151 making 30% of total sample size are of the opinion that they don't like the ad campaigns.

**Mostly I prefer to watch/see the repetitive ad campaigns for these brands**



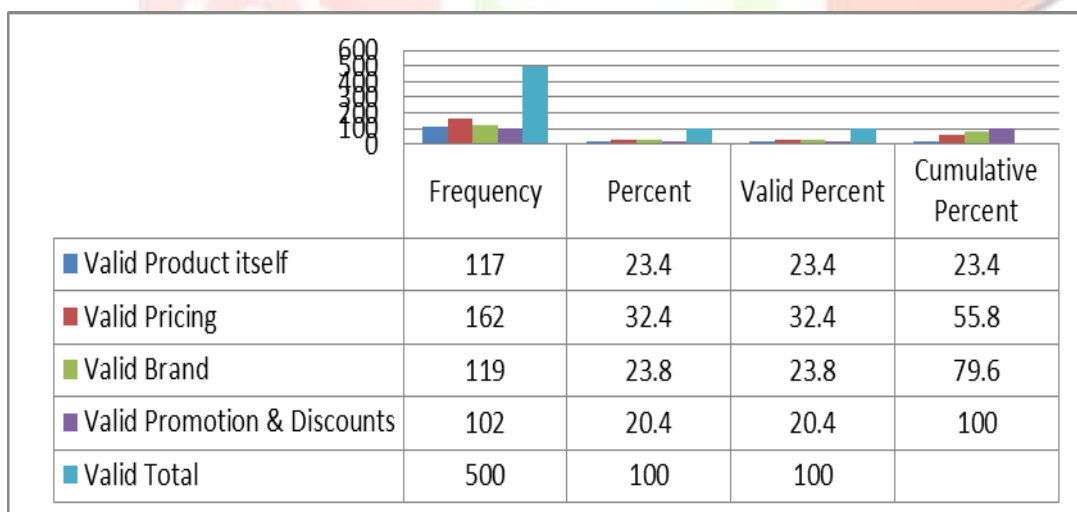
Respondents who wish to see the campaign repetitions some times are 271 respondents making 54% of the total sample, beside these the number of respondents who does not want to see the repetition of campaigns are 87 in number making 17.4%, the number of respondents who said they wish to watch the existing ad campaigns repeatedly are 142 in number which makes 28.4%,

**The number of times you have watched/seen the ad campaign in last advertisement three months**



Respondents around 166 making 33.2% of them said that they have seen the ad campaigns around 10 times, the number of respondents who has seen up to 5 times are 112 making 22.4 %, around 20 times seen by 84 respondents making 16.8%, respondents seen the ad campaigns more than 20 times around 4%, remaining 118 people making 23.6 % said they don't remember the number times they have seen the advertising campaign.

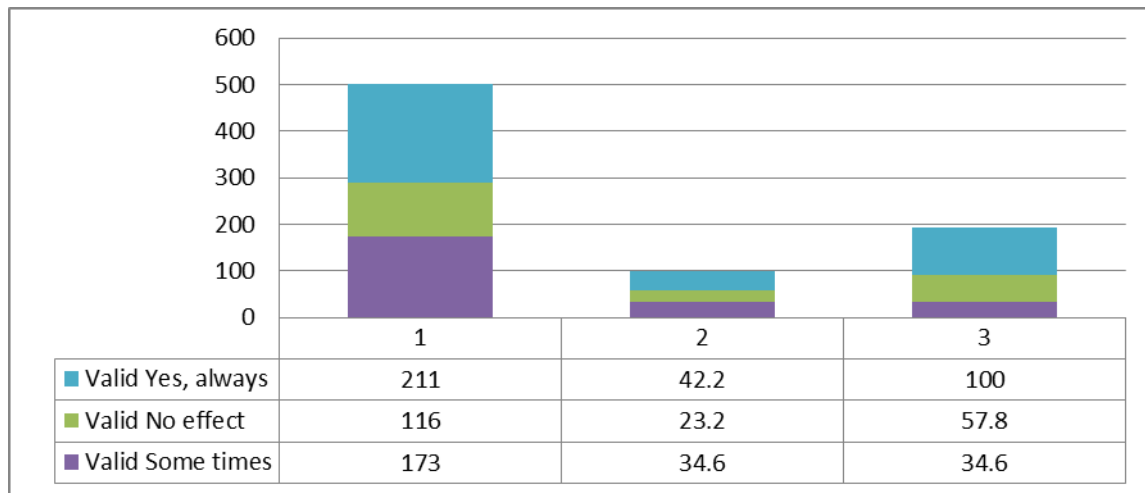
**Which information in ad campaign you feel is important**



The number of respondents who says pricing is important information are in 162 or 32.4%, the respondents with opinion of brand is important are 119 or 23.8%, respondents having opinion as product itself is important are 117 or 23.4%, the respondents having opinion as promotion schemes are important are 102 or 20.4%



## The ad campaigns will have effect on purchase behavior



Around 34% or 173 opines that the ad campaigns effect sometimes on purchasing behavior but not every time, 113 respondents making 23% sample says that the advertisement campaigns are not effective, more number of respondents consisting of  $47 + 148 = 222$  making more than 50%, believes that the ad campaigns will effect on purchase behavior.

### Hypothesis testing using Chi square test

**Ho: The consumer awareness about these house hold electronic brands is not influenced by the message clarity and the uniqueness of ad campaign.**

	Value	Df	Asymp. Sig. (2-sided)
Pearson chi-square(Fisher's exact Test)	.911 <sup>a</sup>	1	0.034

Interpretation of result: In order to test the hypothesis and to check the relationship between these variables the researcher applied the Pearson chi-square test and found these results, the alpha value after conducting the test is 0.034, as agained the standard alpha value of 0.025, hence the conclusion is that a moderate relationship exists between these variables. Hence Alternative hypothesis is accepted.  $X^2(1, N=500) = 0.911, p=.34$

**Ho : The consumer awareness of these electronic brands is not influenced by the ad appeal and presentation of ad campaign**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.139 <sup>a</sup>	2	0.093

Result analysis: For checking the association between these variables the chi-square test was run and the test result shows the alpha value of 0.093 as against the standard value of 0.025, which clearly indicates that there is no relationship between these variables hence the null hypothesis is accepted by the researcher.  $X^2 (1, N=500) = 0.139$ ,  $p > 0.05$ .

**Ho : The consumer's purchasing is not influenced by the effectiveness of ad campaigns.**

		Ad Effectiveness total
Ad Content total	Pearson Correlation	.349**
	Sig. (2-tailed)	.000
	N	500

Interpretation : The hypothesis was tested using the Pearson Chi-square test and the values obtained are 0.000, which are much under the alpha significance value of 0.025, which accepted, hence the result shows that there is clear association between these two variables and hence the alternative hypothesis is accepted which rejects the null hypothesis automatically.

		Purchase Behavior	Ad Content total	Ad Effectiveness total	Campaign Objective TTL
Purchase Behavior	Pearson Correlation	1	.272**	-.038	-.030
	Sig. (2-tailed)		.000	.390	.509
	N	500	500	500	500
Ad Content total	Pearson Correlation	.272**	1	.349**	.061
	Sig. (2-tailed)	.000		.000	.174
	N	500	500	500	500
Ad Effectiveness total	Pearson Correlation	-.038	.349**	1	.232**
	Sig. (2-tailed)	.390	.000		.000
	N	500	500	500	500
Campaign Objective TTL	Pearson Correlation	-.030	.061	.232**	1
	Sig. (2-tailed)	.509	.174	.000	
	N	500	500	500	500

### Limitations of research study

- The city of Hyderabad being multi-religious with very big plethora of demography, the sample drawn may not be the representative of the entire population and therefore, generalization warrants a cautious approach
- The study is limited by the constructs measured. The fact that all surveys were applied with the same polarity of the response scales might have also generated or strengthened a one-sided response effect.
- Susceptibility to influence of ad campaigns is also related to personal characteristics, However, it is not possible to include all these personal attributes into this study due to time and length constraints.
- The relatively low reliability associated with informational component of the scale might have contributed to the non-significance of correct findings
- There is every possibility of respondent's bias due to the conservative social norms prevalent in the city of Hyderabad. The respondents might have given socially desirable answers

### Suggestions

- Select appropriate approaches for advertising appeal. First, the company has to determine the type and attributes of a product instead of immediately emphasizing consumers' dependence on emotions. Companies need to make good judgments on consumers' needs and interests for a specific product

- The practical functions and benefits of a product should be presented in related advertisements. While promoting the products in Hyderabad city by means of print media, the companies are suggested to have the flavor of culture and emphasize the suitability with personality
- The advertiser must explore various media for promotion campaigns instead of focusing merely on Television, this may enhance the reachability which ultimately is associated with objectives of promotion campaigns
- The advertiser shall consider the fact that 40% of the respondents are of a view that the campaigns are not appealing so it is suggested that they must make the ads more appealing by adding cultural flavor to the campaigns
- It is suggested not to focus merely on the pricing factor in ad campaigns but the companies shall consider other aspects like quality, services, etc. in designing the campaigns

## Conclusions

The objectives of advertising campaigns rely heavily on the effectiveness of advertising given the fact that the Indian market is flooded with numerous ad campaigns across all lengths and breadths for the household electronic appliances both for white goods and brown goods. Products like Refrigerators, Television, Microwaves, Washing machine and Air-conditions need proper awareness and effective promotion for objective attainment, appropriate ad campaigns influence directly on consumer attitude towards the brand and products, it also affects the buying motives and product conspicuousness. The advertisement also invites the target audience to share their success story which could be later broadcast on the television. For products in this category, the source i.e. the basis for selecting celebrities must be the famousness and attachment with the masses. This conveys a clear message that marketers should focus primarily on informational influence exerted in their communication campaign. This research study is beneficial to both the communities of academics and advertisers, they may find some useful inputs and equations from this report which they can consider for designing and finalizing the advertising campaigns. In order to use this report one must give a thorough reading and understand first. The research report is fruitful for the budding researchers, thinking to start their research work mainly in the area of advertising research, it can play a role of foundation stone for them to take up further studies in this area of research

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