



# Factors Influencing Use of Child Model in Advertising on Attitude Formation-A study

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**Abstract:** The field of advertising communication continues to be in a state of flux. New media and latest technologies promise to change the way people conduct business. Advertising is one sided persuasive communication from the advertiser to the target audience. It constitutes various factors like the message, the creation, source of message, the appeal, etc. Everyday consumers are exposed to large number of ads thus provides a challenge to the advertisers to adopt a strategy that achieves to perceive the mindsets of the audience. A consumer with low involvement rarely seek information and if the information is provided, the processing is passive. In most cases, consumers with low- involvement purchase product first and may or may not give any thought to product evaluation after use. Advertisers use experts, celebrities, models, and common man etc., to convey their message and all this depends on the kind of product endorsed. This paper focuses on the factors contributing to attitude formation based on the use of the child model in advertising.

**Key Words:** Advertising, low involvement, persuasive communication, attitude formation, message and appeal.

**I. Introduction:** Advertising is a powerful mass communication tool aimed at influencing consumers. It communicates relevant messages to target viewers; it performs a varied function to change consumers' mental state. How ad is created decides the success of advertisement. Among various elements the characters used in advertisements have a significant impact on the viewers. Modern advertising is a psychological process. It has become the easiest route to reach the consumers. Advertising affects the consumers' personality, his concept of self, his beliefs, opinions, and attitudes Advertisers need to choose a spokesperson that can enhance the advertising effectiveness and thereby boost sales and profits.

**Advertising:** According to the American Marketing Association's advertising is "Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor."

**Factors affecting consumer attitude formation:**

**Source factor:** The endorsers' match with the target audience and the product or service, the overall image of the endorser, the cost of hiring an endorser.

**Message factor:** The message strategy is to find the best way to communicate factual points and grab the attention of the target audience.

**Channel factor:** The final controllable variable of the communication process is the medium or channel, used to communicate the message to the target customers. Various methods are available to transmit marketing communications, broadly classified into, personal and non personal media. Message received from personal influence medium is generally more persuasive than message received through the mass media.

**II. Review of Literature**

**Mitchell & Olson (1981):** Mitchell define attitude as an individual's intrinsic assessment of an object or item like a branded product. To know the attitude construct usefulness, the determinants of attitude formation and change, marketers need to develop a clearer strategy. The attitude toward the advertisement and attitude toward the brand choice are the categories of attitude. Attitude towards Brand comprises of beliefs formed from the commercial, information on brand attribute and inferences based on the content of advertisement picture.

**Mackenzie, Lutz and Belch (1986):** Predisposition to respond in a unfavorable or favorable manner to a specific advertising stimulus in a specific exposure situation is known as attitude toward the advertisement

**Baker and Lutz (1988):** According to Baker, Attitude towards ad may contain both affective reactions (joy, happiness) and cognitive reactions (credibility of an ad).

**Shimp (1981):** The advertising function for Attitude towards ad is not directed at core products' benefits or attributes, and the objective is to not influence consumers' trust toward the brand. The objective perhaps is to create a positive attitude toward the advertisement so that consumers develop a positive feeling in the ad processing. The two distinct dimensions of Attitude towards ad, one emotional and the other cognitive. Consumers emotionally, form attitudes toward the ads by a method of conscious processing of executional components (elements seen in advertisements, such as the spokesperson, presentation style, similarity). Consumers cognitively, form attitudes as an outcome of the conscious processing of specific executional components in the ad, such as the brand ambassador, the copy, the demonstration style etc. The ad evokes an emotional response, such as a feeling of joy, sorrow, nostalgia, or love resulting in developing attitude towards ad. Attitude toward the brand influences choice of brand by giving rise to favorable consumers' attitude toward the advertised product.

**Biehal et. al. (1992):** Attitudes toward the brand are developed by consumers without making choices. One can differentiate choice and intentions while considering how attitude towards ad, a predisposition to respond in a unfavorable or favorable way to a specific advertising stimulus in a specific exposure condition, influences choice of brand. The mediating role of attitude towards the brand will not operate if consumers use prior attitudes.

**Friedman & Friedman (1979):** When a popular spokesperson is paired with a brand, consumers associate an image with the image of the brand in their minds different from the endorsed product.

**Huang, Hsieh, & Chen (2011):** Their research study suggests that a consumer's liking of the commercial is affected by the characteristics of the spokesperson. However, advertising effectiveness can be evaluated with the help of attitudes such as likeability of the endorser and the advertisement.

**Aaker (1991); Ewing et al. (2009); Keller (1999); Lehu (2004); Merrilees (2005):** All studies have in common the belief that fresh associations evoke and are matched with the consumers perceive about the brand in their minds. Associations result from audience contact with a brand, delivery of information is a result in the creation of brand associations by its potentiality to build, change or reinforce associations with each fresh contact, and thus be seen as a best tool in creation of image. The use of endorsers in advertising plays a significant role in the transfer of personality characteristics thus indicating that marketers "feature endorsers as the main element of their promotions or advertising communication".

**Chaiken (1979); McCracken (1989); McGinnies & Ward (1980):** However, previous researchers primarily concentrate on exploring the effect of image transfer from the spokesperson to the brand and its influence on the source credibility effectiveness and on the perceived similarity between subject and source.

**Pornpitakpan (2004):** Advertising effectiveness differs based on low and high involvement conditions, as consumers process content messages differently.

**Petty and Goldman (1981):** According to them, highly involved consumers consider the claims in the message to be significant and in low-involvement conditions consumers more likely form attitudes depending on the brand ambassador. They further suggest that the attractiveness or expertise of the endorser has great influence in low-involvement situations.

**Bower and Landreth (2001):** Their research results indicate that source credibility mediates the effect of involvement on promotional effort. However, the involvement level influences how consumers evaluate spokespersons' attributes that affect effectiveness of advertisements. Their study results show that in high involvement situations, source attractiveness can be attributed to the advantage of endorser product match-up for the endorsed product, but in low involvement situations it may not be possible.

**Petty and Schumann (1983):** Study reveals that in low-involvement situations, attitudes depend on the rejection and acceptance of advertising stimuli, while in high-involvement conditions, people involve themselves to a greater degree in order to evaluate the cognitive arguments. Brand involvement enhances endorsement effectiveness.

### III. Methodology of the study:

**3.1 Research Objective:** To study various factors influencing Consumers' attitude towards Child endorsed Ads.

**3.2 Sample Size:** 200

A total of 200 student respondents aged 20-25 years of various colleges in the city of Hyderabad participated in the study. 32% (64) were Female, and 68% (136) were Male.

**3.3 Sampling Method:** Simple random sampling method was used.

**3.4 Sample Units:** Students aged between 20-25 years. All of the respondents were students from various educational institutions offering education at UG and PG level.

**3.5 Research Instrument:** Structured Non-disguised Questionnaire was used.

**3.6 Sources of data:** Internet, websites of companies, personal interviews, and journals were the main source of obtaining information about advertisements.

**3.7 Statistical tool:** Pearson Chi square is used to analyse the effect of using child model in ad and its influence on consumers' attitude formation.

**3.8 Scope and Limitations of the study:** The study is focuses on utilization of "child models" in advertising in the low involvement product category. The study is restricted to Hyderabad and Secunderabad city only. Perception of customer may have a limitation of personal bias.

#### IV. Data Analysis and Interpretation:

Demographics: Major factors considered in the analysis were age, gender, educational qualification, marital status and income.

Table 4.1 Age

Age	Frequency	Percent	Cumulative Percent
20-22 years	143	71.5	71.5
23-25 years	57	28.5	100
Total	200	100	

It is evident from the table 4.1 that 71.5% respondents are between 20-22 years and 28.5% are between 23-25 years.

Table 4.2 Gender

Gender	Frequency	Percent	Cumulative Percent
Female	64	32	32
Male	136	68	100
Total	200	100	

From the table 4.2 it is evident that 32% respondents are female and 68% are male.

Table 4.3 Watch TV

Watch TV	Frequency	Percent	Cumulative Percent
Yes	200	100	

It is evident from table 4.3 that 100% people watch TV

Table4.4 Media Type

Media Type	Frequency	Percent	Cumulative Percent
Television	785	78.5	78.5
Bill Boards	62	6.2	84.7
News paper	122	12.2	96.9
Others	31	3.1	100
Total	1000	100	

Table 4.4 depicts that 78.5% respondents watch advertisements in television, 6.2% see on billboards, 12.2% in newspaper and 3.1% others.

Table4.5 Type of Commercial

Type of Commercial	Frequency	Percent	Cumulative Percent
Animated	1	0.5	0.5
Having Endorser	21	10.5	11.0
Creative Ads	178	89.0	100
Total	200	100	

Table 4.5 depicts that 89% respondents prefer creative ads, 10.5% prefer ads having endorser and 0.5% prefer animated ads.

Table 4.6 Attitude towards the Ad

Attitude towards the Ad	Frequency	Percent	Cumulative Percent
Highly Dissatisfied	8	4	4
Dissatisfied	15	7.5	11.5
Neutral	71	35.5	47.0
Satisfied	91	45.5	92.5
Highly satisfied	15	7.5	100
Total	200	100	

Table 4.6 depicts that 45.5% respondents are satisfied with the advertisement, 35.5% have neutral opinion, 7.5% dissatisfied, 7.5% highly satisfied and 4% highly dissatisfied.

Table 4.7 Attitude towards the Endorser

Attitude towards the Endorser	Frequency	Percent	Cumulative Percent
Dissatisfied	1	0.5	0.5
Neutral	76	38.0	38.5
Satisfied	88	44.0	82.5
Highly satisfied	35	17.5	100
Total	200	100	

It is evident from the table 4.7 that 44% respondents are satisfied with the endorser endorsing the product, 38% have neutral opinion, 17.5% are highly satisfied and 0.5% is dissatisfied with the endorser endorsing the product.

Table 4.8 Brand Image

Brand Image	Frequency	Percent	Cumulative Percent
Highly Dissatisfied	1	0.5	0.5
Dissatisfied	51	25.5	26
Neutral	58	29.0	55.0
Satisfied	74	37.0	92.0
Highly satisfied	16	8.0	100
Total	200	100	

It is evident from the table 4.8 that 37% respondents are satisfied with the brand image, 29% have neutral opinion, 25.5% are dissatisfied, 8% highly satisfied and 0.5% is highly dissatisfied.

Table 4.9 Quality

Quality	Frequency	Percent	Cumulative Percent
Highly Dissatisfied	15	7.5	7.5
Dissatisfied	2	1	8.5
Neutral	101	50.5	59
Satisfied	45	22.5	81.5
Highly satisfied	37	18.5	100
Total	200	100	

It is evident from the table4.9 that 50.5% respondents have neutral opinion about quality of product, 22.5% are satisfied, 18.5% are highly satisfied, 7.5% are highly dissatisfied and 1% are dissatisfied.

Table 4.10 Message

Message	Frequency	Percent	Cumulative Percent
Highly Dissatisfied	2	1	1
Dissatisfied	1	0.5	1.5
Neutral	74	37	38.5
Satisfied	59	29.5	68
Highly satisfied	64	32.0	100
Total	200	100	

It is evident from the table4.10 that 37% have neutral opinion on the message delivered by the endorser in the advertisement, 32% are highly satisfied, 29.5% are satisfied, 1% highly dissatisfied and 0.5% is dissatisfied with the message.

Table 4.11 Type of Commercial \* Satisfaction towards Ads Cross tabulation

		Satisfaction towards Ads					Total
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Type of Commercial	Animated	0	0	0	0	1	1
	Humorous Ads	0	0	21	0	0	21
	Creative ads	8	15	50	91	14	178
Total		8	15	71	91	15	200

( Source: Primary data)

The above two way table4.11 depicts that people mostly prefer creative advertisements followed by humorous advertisements. When it comes to satisfaction, people are highly satisfied with creative advertisements followed by animated advertisements.

### Hypothesis

**H0:** There is no association between type of commercial and satisfaction towards the advertisements

**H1:** There is association between type of commercial and satisfaction towards the advertisements

Table4.12 Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	54.823 <sup>a</sup>	8	.000
Likelihood Ratio	53.166	8	.000
Linear-by-Linear Association	.394	1	.530
N of Valid Cases	200		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .04.

The above table4.12 shows that the Pearson Chi-Square  $\chi(1) = 54.823$ ,  $p = 0.000$ . As the sig value (p) is less than 0.05, null hypothesis is rejected. There is a statistically significant association between type of commercial and satisfaction towards the advertisements.

## V. Findings of the study:

1. It is found that 71.5% respondents are between 20-22 years and 28.5% are between 23-25 years.
2. It is found that 32% respondents are female and 68% are male.
3. It is found that 100% people watch TV.
4. It is found that 78.5% respondents watch advertisements in television, 6.2% see on billboards, 12.2% in newspaper and 3.1% others.
5. It is found that 89% respondents prefer creative ads, 10.5% prefer ads having endorser and 0.5% prefers animated ads.
6. It is found that 44% respondents are satisfied with the endorser endorsing the product.
7. It is found that 37% respondents are satisfied with the brand image.
8. It is found that 50.5% respondents have neutral opinion about quality of product being endorsed.
9. It is found that 37% have neutral opinion on the message delivered by the endorser in the advertisement, 32% are highly satisfied, 29.5% are satisfied, 1% highly dissatisfied and 0.5% is dissatisfied with the message.
10. There is a statistically significant association between type of commercial and satisfaction towards the advertisements.

**VI. Scope for further study:** The study was conducted for low involvement products. It can be conducted for high involvement products. It is conducted for college students at U.G and P.G. It can be conducted for other consumers.

**VII. Conclusions:** Advertisers use models, celebrities, experts and common man etc., for message presentation and all this depends on the kind of product being endorsed. Children are viewed to be a critical element in advertising nowadays, and using children in ads proves to be significant. Advertisers should focus on their advertising strategies so as to capture consumers' interest and influence their Purchase decision.

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