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# The influence of advertising on consumer behaviour

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NEAPOLIS UNIVERSITY

FINAL YEAR RESEARCH DISSERTATION

**THE INFLUENCE OF ADVERTISING ON CONSUMER  
BEHAVIOUR**

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## **Chapter 1**

### **Introduction**

Advertising is a powerful tool. Given the amount of money that is spent on this marketing medium by the major corporations, advertisers obviously feel that they can influence consumer decisions and thus behavior. Advertisements these days promise or seem to promise all sorts of things. They also rely on implications. Car advertisements generally use beautiful, successful looking people with the implication that buying the car could have the same effect on the target market. Beauty adverts are another example, many adverts for beauty products promise things, generally to make the consumer look younger. Do these really have an influence on the consumer's decision to buy? How does the advertiser decide how to approach this area? What are the influences on the consumer?

The reason for choosing this area for the thesis is that advertising and the thinking behind it is an interesting subject. There are a lot of strong opinions in this area and a great deal of issues of relevance. The field of advertising is highly competitive at times contentious and always visible in daily life and an in-depth study of this question should yield some very useful information and background to this area.

Advertising evidently works as it is employed as a means of communication by so many organizations, but what makes a successful advertising campaign? This dissertation will examine the area of advertising that contains a message, rather than advertising that aims to persuade the consumer to buy a product or service. This is known as social marketing, which is a planned process for influencing change and can play a central role in topics like health, environment, and other important issues.

Many examples of this type of advertisement are controversial in approach and aim to shock the viewer. The drink driving campaigns are one such example. Over the year these advertisements have become more and more explicit in their message of what can happen if someone drinks and then drives. The aim is to use shock tactics to try to influence and thus alter consumer behavior. The image and message contained in such adverts are very powerful and a study of this area should prove interesting as advertising impacts on all areas of our lives. To quote Solomon (1994):

'For better or worse, we all live in a world that is significantly influenced by the actions of marketers. We are surrounded by marketing stimuli in the form of advertisements, stores and products competing for our attention and our dollars.

Much of what we learn about the world is filtered by marketers, whether through the affluence depicted in glamorous magazine advertising or roles played by family members in commercials. Ads show us how we would act with regard to recycling, alcohol consumption and even the types of houses and cars we wish to own'

### **Objectives**

- To analyze the role of advertising in general as a medium for delivering a message and why this is effective.
- To identify the case for social marketing.
- To discuss how advertising can have an impact on consumer behavior.
- To examine how consumers react to advertising?

The issues of influences on the consumer are also relevant and how these influences contribute to the ability of advertising to affect the consumer's behavior is fundamental to understanding and succeeding in any approach to advertising. Influences such as social, situational, lifestyle, personality, psychological, attitudes, motivation and perception play a vital role in the overall scenario.

### **Research Question**

#### **'To establish if advertising can influence consumer behavior'**

The focus therefore of this dissertation is to look at the issue of advertising and consumer behavior, with particular emphasis on how consumers react to advertising. This should give some insight into how advertising is approached in order to affect consumer behavior.

The thesis will examine literature dealing with advertising, as well as social marketing, which deals with the area of advertising where a message needs to be transfer to change behavior. A research study will be undertaken using a questionnaire which will follow the lines of research undertaken by Bennett. We will ask the subjects to give their reactions to a number of statements to identify their pre-existing attitudes and then look at a series of adverts and give their reactions to these. The adverts will comprise two include drink driving campaign posters. The target audience will be the general public.

### **Structure of the dissertation**

The thesis is divided into six chapters. This chapter forms the introductory chapter to the study. Chapter two looks at Advertising, its background and the issues of importance within this subject, and also examines the influences on consumer behavior which have an impact on advertising. Chapter three examines the case for Social Marketing what it means, how it works and what is trying to achieve. Chapter four outlines the approach taken as far as the research area of this dissertation is concerned. Chapter five presents the findings to the survey undertaken as part of the research. This chapter also analyzes and discusses the findings. The dissertation is brought to a conclusion with chapter six.

## **Chapter 2**

### **Advertising and Consumer Behavior**

#### **Advertising**

Advertising is a powerful tool, which aims to influence consumer decisions and thus behavior. Advertising has been defined by many. We can define term advertising as: Advertising is a paid form of mass communication that consists of the special message sent by the specific person, for the specific group of people for the specific period of time, in the specific manner to achieve the specific goals. More clearly advertising can be defined as: advertising includes oral, written, or audiovisual addressed to the people for the purpose of informing and influencing them to buy the products or to act favorably toward idea or institution.

Definition by Philip Kotler...

‘Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor.’

Definition by Frank Presbrey...

‘Advertising is a printed, written, oral and illustrated art of selling. Its objective is to encourage sales of the advertiser’s products and to create in the mind of people, individually or collectively, an impression in favor of the advertiser’s interest.’

Definition by William Stanton...

‘Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor.’

In theory advertising is an agent of choice. One of the most important benefits is that it helps the consumer become an active rather than passive agent in the economic cycle. Advertising is an essential part of selling or getting a message across. It has 2 components, information and persuasion, and the mix of these is capable of infinite variety’ (Miles, in Hart 1993). It is the element of persuasion that can ultimately influence consumers and affect their behavior.

The measurement of the effectiveness of advertising is very important but also difficult to undertake. In order to measure whether advertising is effective we have to know what it is trying to achieve. Equally we need to examine the influencing factors such as attitudes, feelings and existing habits of purchase and usage.

The AIDA (Attention, Interest, Desire, and Action) model and the DAGMAR (Defining Advertising Goals for Measured Advertising Results) model offer useful approaches. The DAGMAR Model also helps in the before and after surveys to show changes that have taken place in the customers responses. It should be noted that a great deal of advertising is intended not to generate new users but to persuade existing users not to change.

‘Large-scale efforts are being made, often with impressive success, to channel our unthinking habits, our purchasing decisions and our thought processes by the use of insights gleaned from psychiatry and the social sciences’ (Packard, cited in Solomon, 1994). Such is the case with advertising and the increased interest in the influence this could have on consumer behavior.

‘As consumers we are constantly bombarded by messages inducing us to change our attitudes’ (Solomon 1994). There are many examples, drink driving campaigns being just one of them. The advertiser, in this case the government, aims to change consumer attitudes to this practice, and the message gets increasingly hard hitting. ‘The saying ‘one picture is worth a thousand words captures the idea that visual stimuli can economically deliver big impact, especially when the communicator wants to influence receivers emotional responses. For this reason, advertisers often place great emphasis on vivid and creative illusions or photography’ (Solomon, 1994). Nowhere is this truer than in these campaigns.

As Wright (2008) states: Advertising exists to fulfill the communication needs of every type of industry, organization, product, brand and service. In very basic terms it is used to educate, to inform and to persuade. Breaking this down further, it can be used in all the following ways:

- To create awareness at the industry, corporate and brand level
- To inform, educate and entertain
- To reinforce, maintain, remind and alter opinions and attitudes
- To create favorable images
- To manipulate and persuade
- To induce the trial of products and services
- To encourage repurchase on a continuous basis
- To support other media but chiefly to help sell products(Wright,2008)

### **Consumer Behavior**

The major influences on consumer behavior and the factors that affect decisions are another important element in advertising. Consumers vary enormously in age, income, education, culture, taste, etc. Nowadays with the increase in products, consumers, etc, consumer market research should form the basis of any marketing

and therefore advertising campaign. The aim of this is to understand the who, how, when, where and why of consumer behavior. Of primary interest is how consumers respond to various marketing stimuli. A company that understands this will have enormous competitive advantage.

The factors that influence decisions are cultural, social, personal and psychological.

**Culture** is one of the most influential factors and as Kotler states 'is the most fundamental determinant of a person's wants and behavior' (p124) For a brand it is important to understand and take into account the cultural factors inherent to each market or to each situation in order to adapt its product and its marketing strategy. For example in the West it's common to invite colleagues or friends at home for a drink or dinner. In the Japan at the contrary invite someone home does not usually fit into the local customs.

**Social factors** also play a key part in this influence, for example reference groups, family, social roles and statuses. Family for example is maybe the most influencing factor for an individual. It forms an environment of socialization in which an individual will involve, shape his personality, and acquire values. But also develop attitudes and opinions on various subjects such as politics, society social relations or himself and his desires. But also on his consumer habits his perception of brands and the products he buys.

**Personal factors** cover the buyer's age, life cycle stage, occupation, economic circumstances, lifestyle, personality and self concept. The lifestyle for example of an individual includes all of its activities, interest's values and opinions. The lifestyle of a consumer will influence on his behavior and purchasing decisions. For example a consumer with healthy and balanced lifestyle will prefer to eat organic products and go to specific grocery stores, will do something jogging regularly etc.

There are four major influential psychological factors:

**Motivation** is what will drive consumers to develop a purchasing behavior. It is the expression of a need is which became pressing enough to lead the consumer to want to satisfy it. It is usually working at a subconscious level and is often difficult to measure.

**Perception** is the process through which an individual selects, organizes and interprets the information he receives in order to do something that makes sense. The perception of a situation at a given time may decide if and how the person will act.

## **Learning**

Learning is through action. When we act, we learn. It implies a change in the behavior resulting from the experience. The learning changes the behavior of an individual as he acquires information and experience.

## **Beliefs and attitudes**

A belief is a conviction that an individual has on something. Through the experience he acquires, his learning and his external influences, he will develop beliefs that will influence his buying behavior.

As we have mentioned a consumer, making a decision will be affected by four factors: personal, psychological, cultural and social. One of the psychological factors is motive. A motive is an internal energizing force that orients a person's activities toward satisfying a need or achieving a goal. Actions are effected by a set of motives, not just one. If marketers can identify motives then they can better develop a marketing mix.

The most well known theory concerning motive is MASLOW's hierarchy of needs. This theory is based on four premises:

- All humans acquire a similar set of motives through genetic endowment and social interaction
- Some motives are more basic or critical than others
- The more basic motives must be satisfied to a minimum level before other motives are activated
- As the basic motives become satisfied, more advanced motives come into play

(Source: Hawkins, Best&Coney, 2002)

Maslow 'sought to explain why people are driven by particular needs at particular times' (Kotler, 2008)

He identified five types of needs:

- Physiological needs
- Safety needs
- Love and Belonging needs
- Self Actualization

It is necessary to determine what level of the hierarchy the consumers are at in order to determine what motivates them. Physiological and safety needs are the

most basic needs. A person will seek to satisfy these first and then move onto the next level of importance. Once these are satisfied, the need for power, affiliation and achievement becomes important. This becomes a motivating force when a person wants to feel as though they belong to the right group, and have achieved something.

## **Chapter 3**

### **Social Marketing**

#### **Mass Media Advertising**

Mass Media advertising is an important component of the drink-driving countermeasure programmed. Advertising can do some things better than others. On its own it does not appear to be an efficient tool for quick behavioral or attitudinal change, nor is it usually an appropriate way of communicating complex issues (Span and Saffron). Advertising can increase awareness of a problem. Advertising used to reinforce a message about a particular issue is known as social marketing and aims to play on people's sense of guilt and their emotions.

#### **Social Marketing**

Social marketing is a planned process for influencing change. Social marketing is a modified term of conventional Product and Service Marketing. With its components of marketing and consumer research, advertising and promotion. Social Marketing can play a central role in topics like health, environment, and other important issues. In its most general sense, Social marketing is a new way of thinking about some very old human endeavors. As long as there have been social systems, there have been attempts to inform, persuade, influence, motivate, to gain acceptance for new adherents to certain sets of ideas, to promote causes and to win over particular groups, to reinforce behavior or to change it whether by favor, argument or force. Social marketing has deep roots in religion, in politics, in education and even to a degree, in military strategy. It also has intellectual roots in disciplines such as psychology, sociology, political science, communication theory and anthropology. Its practical roots stem from disciplines such as advertising, public relations and market research, as well as to the work and experience of social activists, advocacy groups and community organizers.

As Kotler point out in his book Social-Marketing-Strategies for Changing Public Behavior, campaigns for social change are not a new phenomenon. They have been waged from time immemorial. In Ancient Greece and Rome, campaigns were launched to free slaves. In England during the Industrial Revolution campaigns were mounted to abolish debtor prisons, grant voting rights to women, and to do away with child labor. Notable social reform campaigns in nineteenth-century America included the abolition; temperance, prohibition and suffragette movements, as well as a consumer movement to have governments regulate the quality of food and drugs.

In recent times campaigns have been launched in areas such as health promotion, environment, education, economy and other issues like family violence, human rights, and racism.

Social Marketing combines the best elements of the traditional approaches to social change in an integrated planning and action framework, and utilizes advances in communication technology and marketing skills. It uses marketing techniques to generate discussion and promote information, attitudes, values and behaviors. By doing so, it helps to create a climate conducive to social and behavioral change. (source:<http://www.hc-sc.gc.ca/hppb/social marketing/smintro.htm>)

### **Communications**

A research study carried out in New Zealand in this area involved a replication of a three by two factorial experimental design used to test several hypotheses. Sensation seeking, a measured independent variable, was included. Approximately 300 6<sup>th</sup> and 7<sup>th</sup> form high schools students (aged 16-18) were randomly assigned to six treatment conditions. Subjects were given a booklet containing a road safety print advertisement, the sensation seeking scale (a measured independent variable) and the dependent measures. (source:<http://www.anzmac99.unsw.edu.au>)

### **Conclusions**

Social Marketing techniques are used in drink driving advertising campaigns. Much research seems to have been undertaken as to its effectiveness. The research studies in this area that have been highlighted will offer some insight in the area and provide some useful information for the project. There are numerous other studies and articles on the issue of social marketing. What is sure is that even if these types of adverts alone cannot influence this type of behavior, they probably do have some impact, and work with other tactics to reduce this type of behavior. It is often reported that following a drink driving advertising campaign, the number of drink drivers caught reduces. Without doubt it makes an impact, and hopefully at the least makes people think.

## **Chapter 4**

### **Research Methodology**

In order to see the ways in which advertising influences consumer behavior and ultimately the effect on their action decisions, the normal procedure is to conduct some market research. This will hopefully enable us to measure the impact of advertising.

Choosing appropriate research methods and techniques is vital to the success of a dissertation. To this end it is "quite usual for a single study to combine quantitative and qualitative methods and to use primary and secondary data" (Saunders et al, 2001), as will be the case here.

#### **Secondary Research**

The dissertation started with secondary or desk research which is the research that generates data that have been produced and structured by someone else (Preece 1994). This involves information that already exists somewhere, such as in studies already undertaken on this area as well as published books, articles in journals, articles on the internet and other resources.

Secondary research aims to provide the necessary theoretical background or in other words the conceptual framework, which will be the basis for the implementation of the aim and objectives of the study. A fundamental aspect of appropriately designed and executed research is that it is developed from a sound knowledge and understanding of the subject area, so research should start with the gathering, review and critical appraisal of existing information in the subject area. Secondary research is the easiest and least expensive type of research, but needs to be done thoroughly. Therefore a major element of the time to be spent on this dissertation will involve locating and gathering information from reliable sources. It is important to use a wide variety of material, in order to have a comprehensive background to the subject, as well as a good understanding of all the issues involved which are of relevance to this subject.

However in order to be able to make some recommendations and to reach some conclusions over the validity of previous research, the collection of primary data is important. This will be achieved through a questionnaire survey of a sample of people to try to ascertain their reactions and attitudes to advertising. The survey will be constructed following a comprehensive study of secondary material available.

## Primary Research

Primary Research includes the collection of data which are non-published or written in any form. Preece (1994) highlights that the 'essence of a primary source of information is that it involves the researcher in direct experience and observation with the real world'. As Preece states primary data refers to original data that has been generated through primary data collection.

The terms quantitative and qualitative are the so-called approaches to research (Punch 2002). Quantitative research is widely accepted as the approach which employs data in the form of numbers whereas qualitative research refers to data which are not in the forms of numbers (Punch 2002, p4). The same author argues that quantitative research is more structured research questions, conceptual frameworks and designs. Preece (1994) recognizes this basic distinction between those two approaches and relates qualitative approach with words and quantitative with numbers (p177). It is his belief that the quantitative approach can be found in studies in which the data can be analyzed in terms of numbers while qualitative research is keener on describing people's attitudes, opinions and various situations without the use of data (p60).

Quantitative research will provide us with statistical information from the responses to the questionnaires, through which it will hopefully be possible to establish a correlation between the variables of the study.

Qualitative research provides definitive scientific information regarding the opinions and behaviors of the subjects in the research study. Qualitative provides definitive scientific information regarding the opinions and behaviors of the subjects in the research study. Qualitative research is used to achieve a variety of objectives.

- Obtain helpful background information
- Identify attitudes, opinions and behaviors and behavior shared by a target group
- Prioritize variables for further study
- Fully define problems
- Provide direction for the development of questionnaires

Primary research includes the collection of data which are non-published or written in any form. Preece (1994) highlights that the "essence of a primary source of information is that it involves the researcher in direct experience and observation with the real world" (p80). Taking from Preece's words, primary data refers to original data that has been generated through primary data collection. This thesis will employ a survey in the form of a questionnaire.

Both approaches are classified as valid and useful according to Blaxter, Hugh and Tight (1996) and in a variety of cases, it is not rare that for one investigation could use both of them. Although questionnaires are considered to be research tools of an enchanted quantitative nature, and interviews and observations as qualitative research tools, this is not always the case. Questionnaires can also include qualitative data whereas interviews can be structured and analyzed in a quantitative approach (Blaxter, Hugh and Tight p.61). Thus there is no clear distinction between those two approaches, especially when referring to the design of the research tools and data analysis.

There are various ways to undertake the gathering of primary data, including conducting surveys to create market data or using other research instruments such as questionnaires, focus groups, interviews, etc noting first-hand observations. The following list gives an indication of the use of various approaches:

### **Personal Interviews**

Also called as a face to face survey, is a survey method that is utilized when a specific target population is involved. The purpose of conducting a personal interview survey is to explore the responses of the people to gather more and deeper information.

- Conducted on a one-on-one basis
- Uses an unstructured survey
- Uses open-ended questions
- Extensive probing questions
- Usually recorded on audio tape
- Interview typically lasts one hour
- Usually no more than 50 persons are interviewed

### **Focus Groups**

- Groups of 8-12 people
- Led by a moderator who follows a script
- Groups are audio or video recorded
- Meetings last from 1-2 hours
- Minimum of two groups scheduled per target market
- Group dynamics factor in data collection

Quantitative research creates statistically valid market information. Some common uses for quantitative research include:

- Substantiate a hypothesis or prove a theory
- Minimize risk
- Obtain reliable sample for projecting trends
- Personal, telephone and mail surveys are the most common quantitative techniques

### **Personal Surveys**

#### Advantages

Interviewer can observe reactions, probe and clarify answers  
 Technique usually nets a high percentage of completed surveys  
 Flexibility with location and time for gathering information  
 Allows for good sampling control

#### Disadvantages

Costly  
 Time consuming  
 May contain interviewer biases

### **Telephone Surveys**

Is one of the survey methods used in collecting data either from the general population or from a specific target population

#### Advantages

Fast  
 Low cost than personal surveys  
 Small responses bias  
 Wide geographic reach compared to personal surveys

#### Disadvantages

Survey length is limited  
 Difficult to reach busy people  
 Difficult to discuss certain topics

### **Mail Surveys**

With a mail survey a researcher typically mails their paper survey and has it returned by providing a postage-paid envelope

#### Advantages

Wide distribution and low cost  
Interviewer bias is eliminated  
Anonymity of respondents

#### Disadvantages

Accurate lists are not always available  
Limited to length of survey  
Unable to guarantee a specific total sample

#### Limitations

One of the most important issues is to be aware of the limitations of any particular method and the effect on the overall project. There is always room for improvements in research projects of this kind. The issues of limited time, access and money are crucial, as the period of this dissertations design, implementation and final writing-up is also limited. Thus, useful outcomes and lessons can be learned from such an effort, such as the importance of learning how to utilize research and face difficulties during the undertaking of the primary research, collecting and analyzing data as well as to work to specific deadlines while coping with large amounts of data.

#### Data Collection

##### Secondary Research Activities

In this study this has included a variety of published information, such as books, journals and reports as well as other forms of published material, including academic journals and periodicals, reports from the industry and market surveys.

##### Primary Research Activities

In this project primary data will be collected using a survey to examine the attitudes and reactions to certain advertisements. This will be undertaken using a questionnaire. This will be undertaken to provide some original data for the project.

Each methodology uses 'sampling' which allows the researcher to reach conclusions about a population within a certain degree of accuracy without having to survey everyone. It is not necessary to have a large sample size. Given the nature of the project the issue of sampling for the questionnaire is a little more straightforward than for some areas. The sample will be taken from the adult population, and the questionnaire will aim to gather reactions to advertisements and statements about such adverts as the drink driving campaigns.

Questionnaires in general are an effective tool of collecting information quickly and cheaply. The questionnaire will comprise a series of questions for each advertisement. The questions will be set out in a before and after way, so that it will be possible to measure the influence of looking at the adverts on responses. The questionnaire will mainly include dichotomous (yes, no or don't know) questions and multiple choice questions. These are by far the easiest to analyze. There may be some requirement for open ended questions, but until adverts are identified it is not possible to predict this. These answers would however be hard to analyze although they would probably give some very useful information.

The analysis will be made of the responses, coding responses that are not simple yes/no answers. If open-ended questions are used, then careful analysis of the responses will have to be made to see if there are any common themes, and from this conclusion can be drawn. Responses to questions will be collated and evaluated. The resulting table of figures will need careful analysis, possibly using a spreadsheet such as Excel. Within the questionnaire there will be some questions that basically ask the same thing but from different angles, to enable accurate checking of the responses for consistency. The aim is to see the influence of advertising as well as the respondent's opinion as to whether he/she could be influenced by advertising. Then there will be a comparison of reactions to the adverts as well as personal beliefs about the ability of advertising to influence behavior. This should provide some interesting results.

The advantage of using questionnaire in a personal interview situation is that it is possible to get more reliable answers. The disadvantages are the cost, which is usually higher for this type of research, the time involved and the occasional occurrence of interviewer bias. In addition there are sometimes problems gaining the co-operation of those we want to interview. Overall however it is the best method to use.

### Research Design

Jankowicz (1995) defines the design of a research as "the deliberately of conditions for analysis and collection of data in a manner that aims to combine relevance to the research purpose with economy of procedure" (p153). He is going on to explain why the design of a research work is essential and also why different research approaches require different types of data collection and gathering. The same author also states that design is appropriate in order that the data will be:

1. of a relevant nature to the thesis or to argument
2. Reliable and valid so that will consist an adequate test for the thesis

3. Accurate so that will establish causality, especially in situations where the research has to go beyond description to explain what is happening in the real world

4. capable to provide findings that could be generally applied to a range of situations and cases (p153)

### **Sampling**

Sampling is defined by Jankowicz (1995) as the deliberate choice of a number of people, the sample, who are going to provide the research with the necessary data from which conclusions are to be drawn. Those conclusions will be valid for a large group of people, the population, which is represented by the sample (p155). In other words, it is impossible for any kind of research to gather data from everyone who falls in the specific category which is being researched (Denscombe 2002). Therefore, sample is called the selection of people from the whole population (Robson 1993).

### **This study**

In this project, data will be generated by personal surveys using questionnaires on a one to one basis. Questionnaires in general are an effective tool of collecting information quickly and cheaply. Advertisements from drink driving campaigns will be used to gain reactions. The sample of the population for the questionnaire will comprise students from my work environment, selected at random. The sample size was planned to be 50 people but the final sample was 30. Initially the questionnaire was piloted to a sample group of 10 in order to verify whether the questionnaire works in the way in which it is intended or if the questions require some adjustment. The advertisements finally selected were two posters from drink driving campaigns.

### **Analysis**

The analysis will be made of the responses, coding responses that are not simple yes/no answers. Responses to questions will be collated and evaluated. The resulting table of figures will need careful analysis, which will then be translated into statistical representational graphs and charts. Within the questionnaire there will be some questions that basically ask the same thing but from different angles, to enable accurate checking of the responses for consistency. The aim is to see the influence of advertising as well as the respondent's opinion as to whether he/she could be influenced by advertising. Then there will be a comparison of reactions to the adverts as well as personal beliefs about the ability of advertising to influence behavior. This should provide some interesting results.

The advantage of using questionnaire in a personal interview situation is that it is possible to get more reliable answers. The disadvantages are the cost, which is usually higher for this type of research, the time involved and the occasional

occurrence of interviewer bias. In addition there are sometimes problems gaining the co-operation of those we want to interview. Overall however it is the best method to use.

The focus of this project is to look at the issue of advertising and consumer behavior, with particular emphasis on how consumers react to advertising. With this in mind the questionnaire will follow the lines of research undertaken by Bennett. We will ask the subjects to give their reactions to a number of statements to identify their pre-existing attitudes and then look at series of adverts and give their reactions to these. The adverts will include drink driving adverts as well as two other shame/guilt inducing adverts. Our target will be the general public.

Introduce the questionnaire explaining its objective, which is to find out reactions to advertising that carries a social message.

### **The questionnaire**

#### **Please answer the following questions:**

1. Driving over the alcohol limit is a hideous crime that deserves severe penalty

Totally agree

I agree

I neither agree non disagree

I disagree

I totally disagree

2. Obesity is disguising and grossly obese people should be ashamed

Totally agree

I agree

I neither agree non disagree

I disagree

I totally disagree

3. It is primary responsibility of every citizen to donate as much money to charity as they possibly can

Totally agree

I agree

I neither agree non disagree

I disagree

I totally disagree

4. Indigent people living in the Third World are the innocent victims of exploitation by rich Western countries

Totally agree

I agree

I neither agree non disagree

I disagree

I totally disagree

5. The international arms trade is a crime against humanity that should be prohibited immediately

Totally agree

I agree

I neither agree non disagree

I disagree

I totally disagree

For each advertisement ask the following:

Rank the following answers on a scale of 1-5, where 1 is very much and 5 is not at all

6. When you see this advertisement do you feel?

- To blame
- Guilty
- Apologetic
- Regretful
- Liable
- Ashamed
- Self-Conscious
- Angry
- Inadequate
- Disgusted
- Embarrassed

Rank the following answers on a scale of 1-5, where 1 is very much and 5 is not at all

7. Did this advertisement make you want to

- Learn more about this subject
- Want to avoid being in this situation
- Want to help those in this situation
- Promise never to drink and drive

8. What is your overall reaction to this advertisement

- Very favorable
- Favorable
- Neither favorable nor unfavorable
- Unfavorable
- Very unfavorable

9. Do you think that this advert got the message across

Yes

No

10. Rank the following answers on a scale of 1-5, where 1 is very much and 5 is not at all

Did you find this advert?

- Believable
- Impressive
- Interesting
- Unethical

Finally we need some personal data

11. Are you

Male

Female

12. What is your age

18-24

35-44

55-64

25-34

25 or over

13. What is the highest level of formal education you have completed to date?

(Please tick only one)

School leaving qualifications

College Diploma

Attending University-undergraduate

Graduated University-degree

Postgraduate degree

14. What is your occupation?

15. What nationality are you?

16. Which group describes your annual income

€0-9999

€10000-19999

€20009-29999

€30000 and above

17. Overall do you feel that advertising has a role to play in this type of area?

Yes

No

Thank you for taking part in this questionnaire

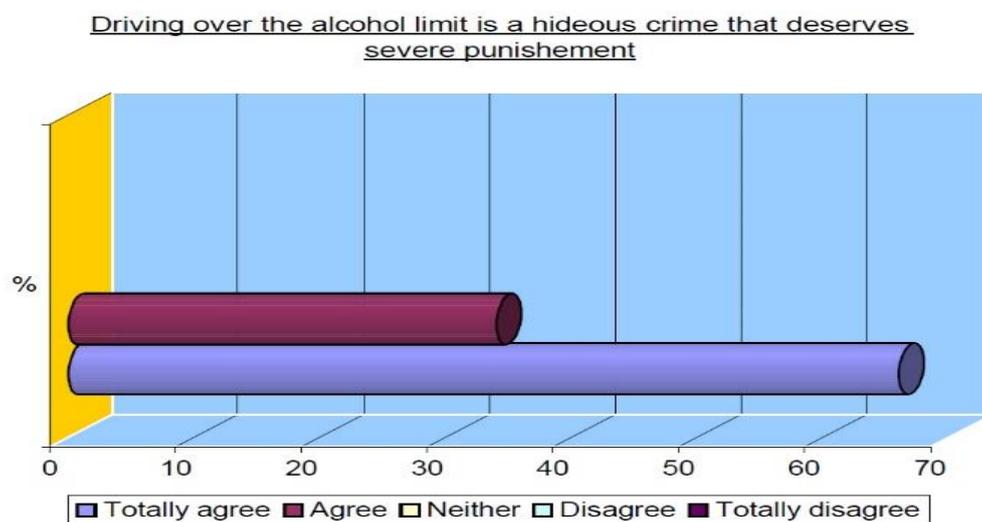
## Chapter 5

### Research Findings and Discussion

The focus of this project has been to look at the issue of advertising and consumer behavior, with particular emphasis on how consumers react to advertising. With this in mind the questionnaire followed the lines of research undertaken by Bennett. Subjects were asked to give their reactions to a number of statements to identify their pre-existing attitudes (as Bennett) and then look at a series of adverts and give their reactions to these. The adverts are 2 drink driving adverts. Our target audience was the general public. The sample size was 30. This sample was made up of equal number of men and women, aged between 18 and 54. The group was predominantly Cypriots, as it was felt that this might lead to some interesting responses as drink driving is a big issue in Greece.

The first section of the questionnaire dealt with statements in order to get an idea of the respondent's attitudes, as this has been shown to influence reaction to advertisements.

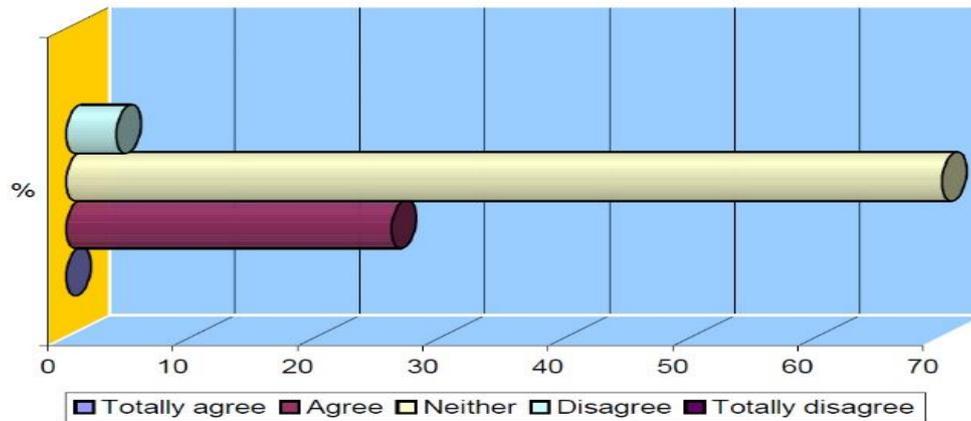
#### 1. Driving over the alcohol limit is a hideous crime that deserves severe punishment



This responses is to be expected, given the publicity of this issue. It is surprising that there are not a large number 'totally agree' responses. The response rate here was 20 and 10, or 66% and 34%.

## 2. Obesity is disgusting and grossly obese people should be ashamed

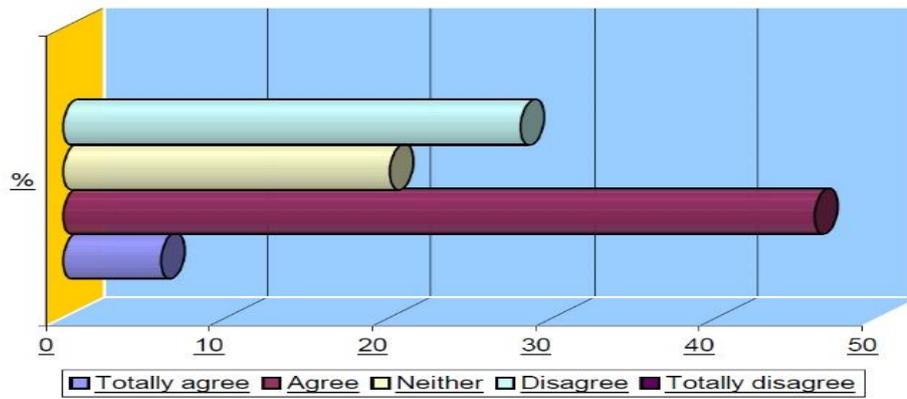
Obesity is disgusting and grossly obese people should be ashamed



The result here showed that on this subject the respondents did not have a preconceived attitude to this condition. This is a positive result for the study, as it would indicate that reactions to later advertisements may be made without bias. However it is impossible to be sure about this.

**3. It is primary responsibility of every citizen to donate as much money to charity as they possibly can**

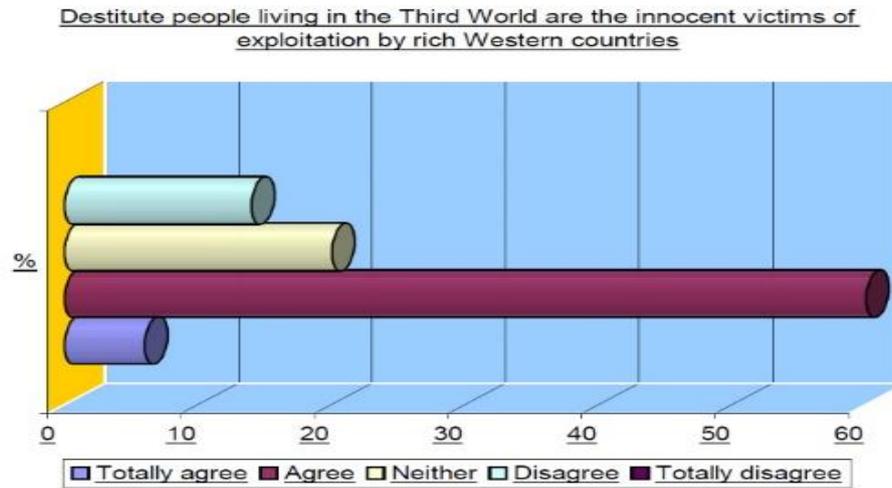
It is a primary responsibility of every citizen to donate as much money to charity as they possibly can



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There are a mix of results here, most of which are expected.

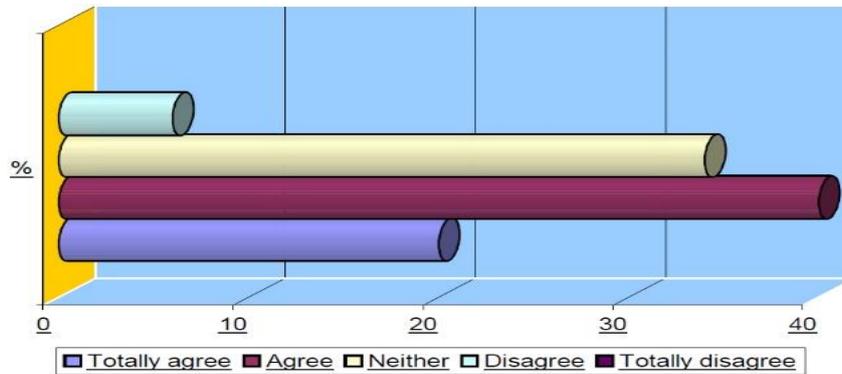
#### **4. Destitute people living in the Third World are the innocent victims of exploitation by rich Western countries**



There are surprising number of disagreements here, but this question is possibly a politically emotive one, and it would be very difficult for pre-existing attitudes not to show here. Factors such as the nationality of the respondents may also play a part in the responses to this question.

**5. The international arms trade is a crime against humanity that should be prohibited immediately**

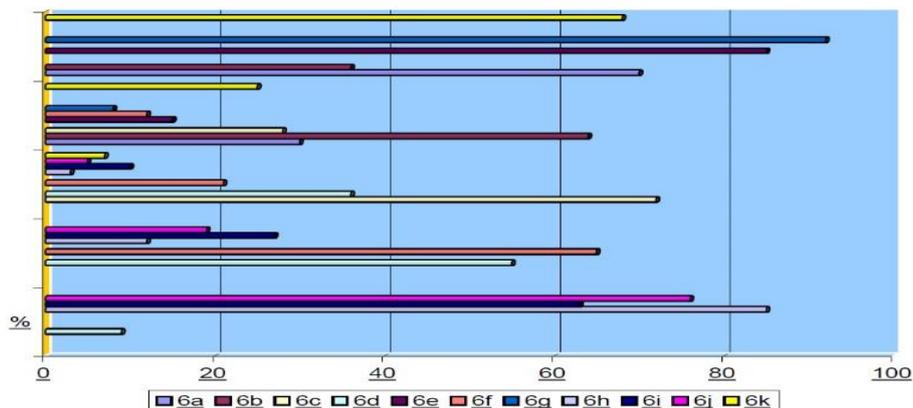
The international arms trade is a crime against humanity that should be prohibited immediately



There is a high level of non-committal answers here which is surprising, but equally there are many of the expected answers. In order to identify why there is such a variety of responses, it would be necessary to analyze who answered and examine this against factors such as age, gender, nationality, however this is beyond the scope of this study.

**6. When you see this advertisement do you feel (Ad1?)**

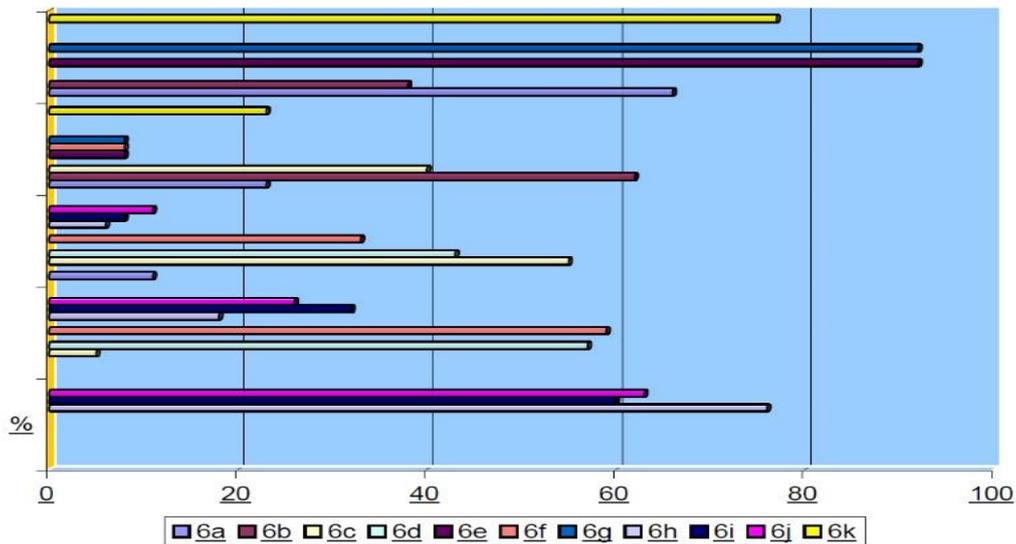
Ad1: When you see this advertisement do you feel



These questions are designed to gauge people's attitudes to the situations portrayed in the advertisements used, which were the campaign posters. The ad1 advert is

much harder hitting in its portrayal of the message, whereas advert 2 relies more on implication than actual graphic imagery.

Ad2: When you see this advertisement do you feel



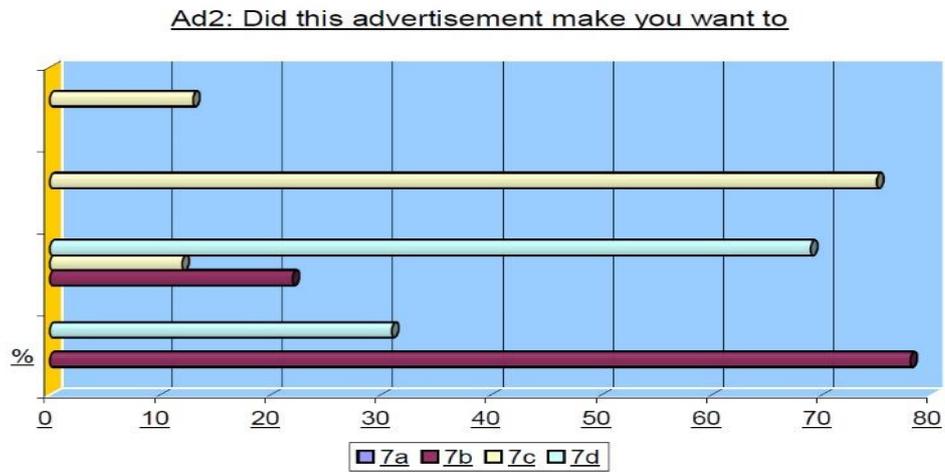
Rank the following answers on a scale of 1-5, where 1 is very much and 5 is not at all

**7. Ad1: Did this advertisement make you want to**



The results here are what would be expected, that people would want to avoid being in this type of situation. This shows to some extent that adverts of this nature can play a part in influencing consumer behavior.

## 8. Ad2: Did this advertisement make you want to



7a: Learn more about this subject

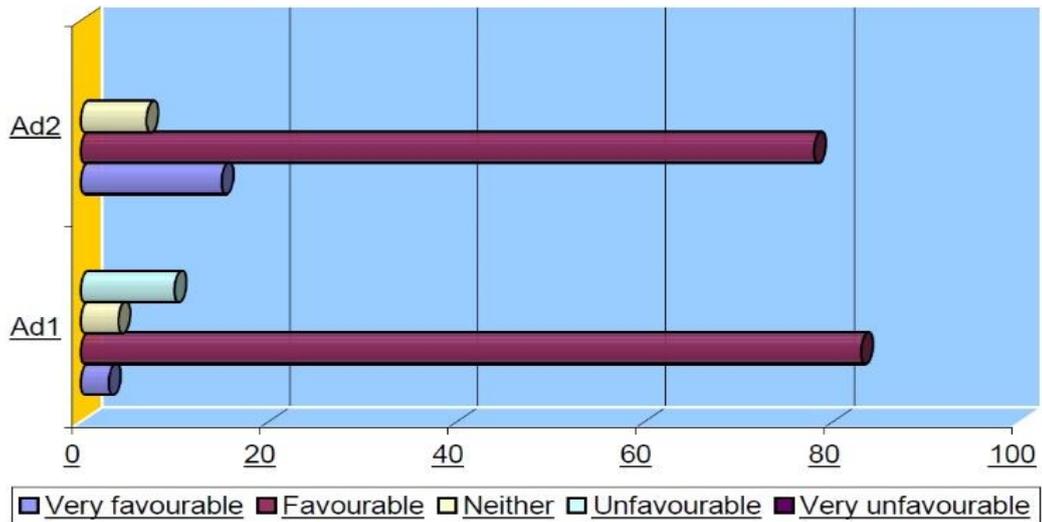
7b: Want to avoid being in this situation

7c: Want to help those in this situation

7b: Promise never to drink and drive

## 9. What is your overall reaction to this advertisement?

What is your overall reaction to this advertisement? (%)



Very favourable

Favourable

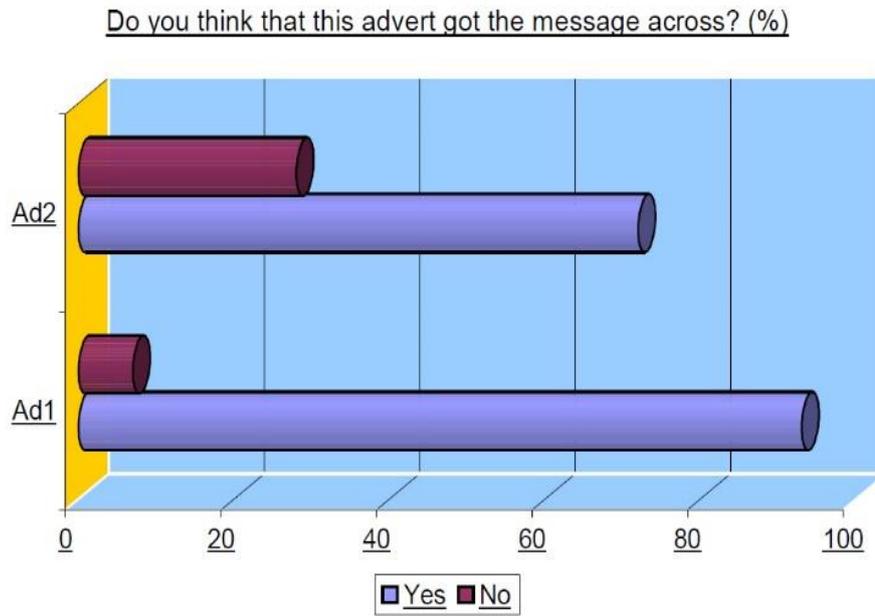
Neither favourable nor unfavourable

Unfavourable

Very unfavourable

As expected the messages received a favorable response. They were felt to be the right type of message for this situation.

**10. Do you think that this advert got the message across?**



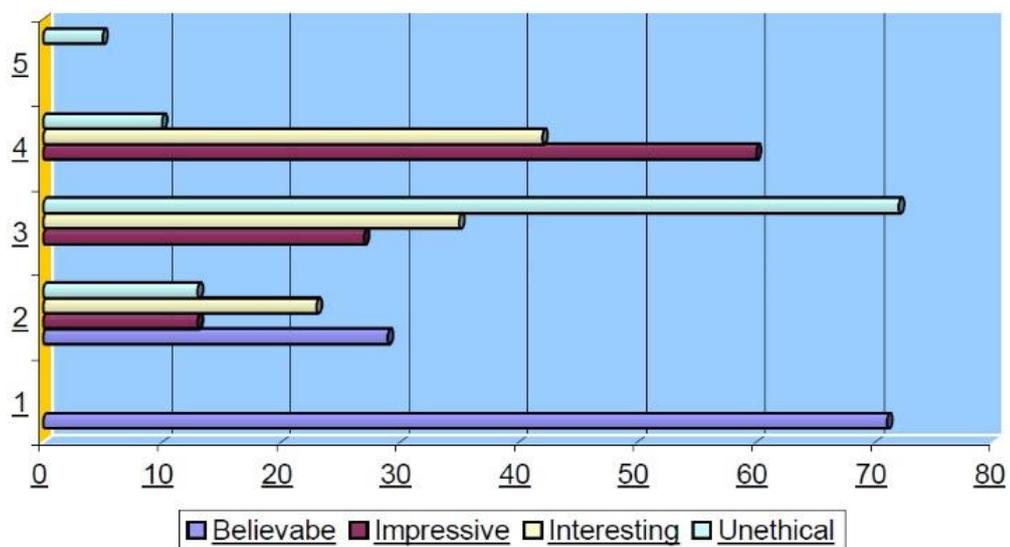
Again the response here shows that this type of medium is very effective at conveying the message that is sets out to make.

Rank the following answers on a scale of 1-5, where 1 is very and 5 is not at all

11: Did you find this advert

**11. Did you find this advert?**

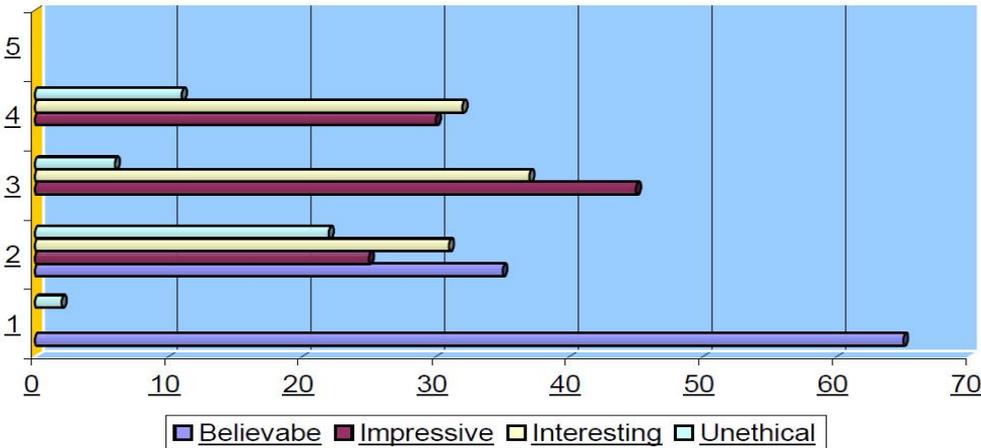
Ad1: Did you find this advert?(%)



There are mixed selections of responses here. This too is expected as each individual has its own set of beliefs and opinions, as well as reactions to this type of situation, be they from experience or otherwise. Other countries do not approach this subject area in quite such a hard-hitting way and this may affect how people react to these types of advertisements.

**AD.2 did you find this advert?**

Ad2: Did you find this advert?(%)



10a: Believable

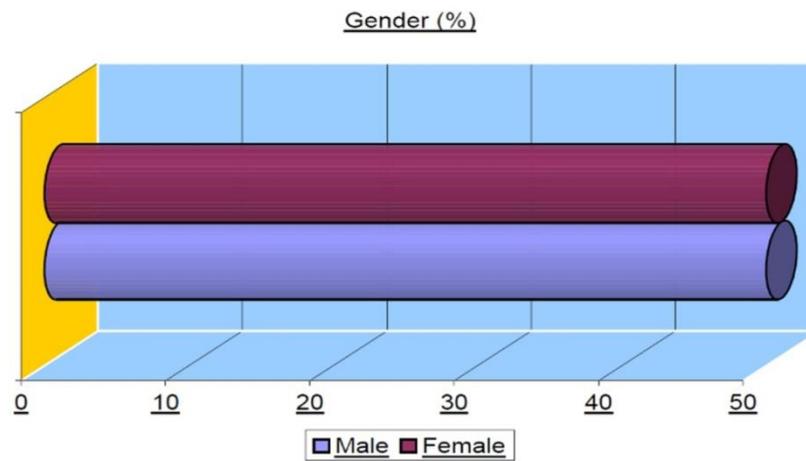
10b: Impressive

10c: Interesting

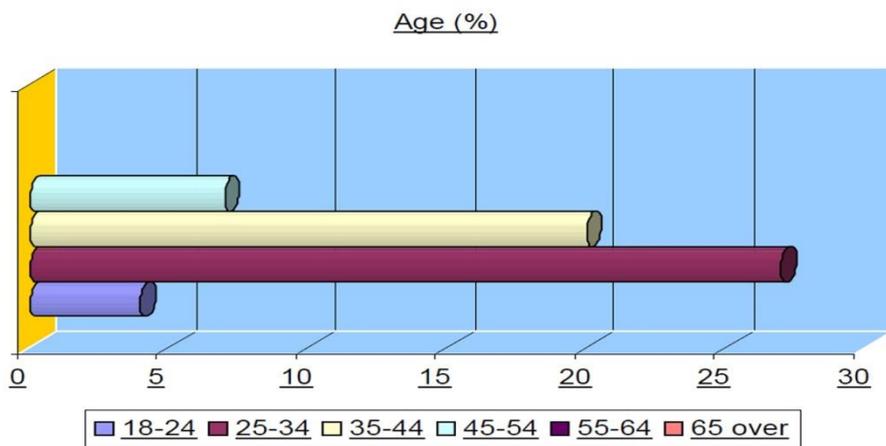
10d: Unethical

Finally we need some personal data

### 11. Are you?

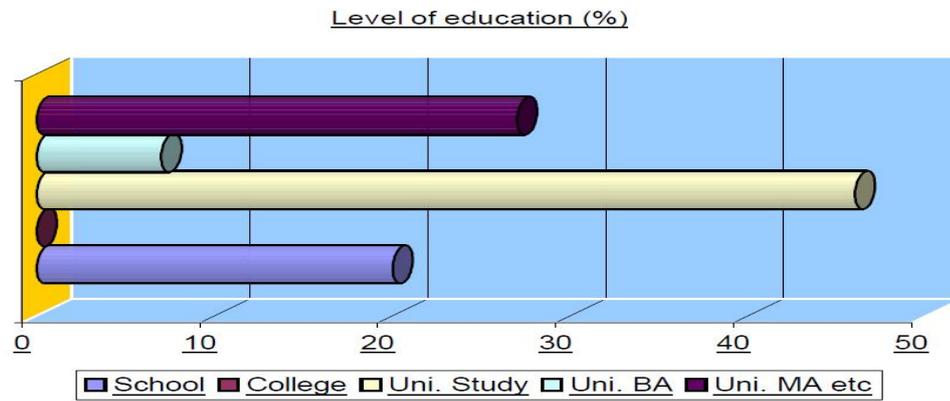


### 12. What is your age?

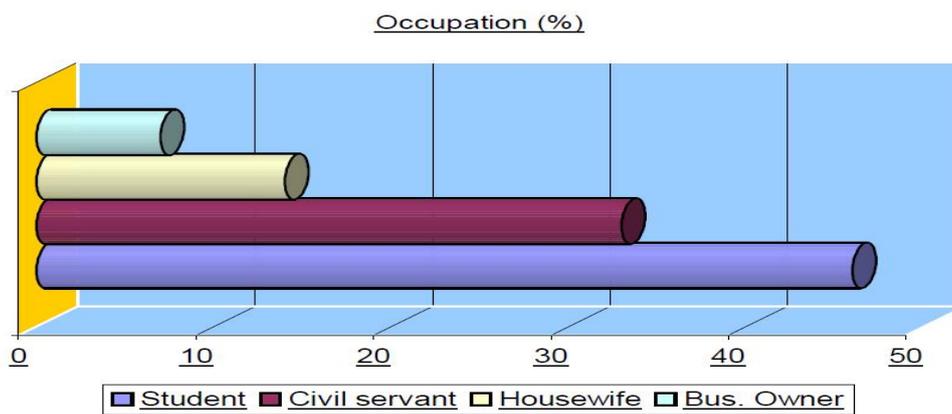


**13. What is the highest level of formal education you have completed to date?**

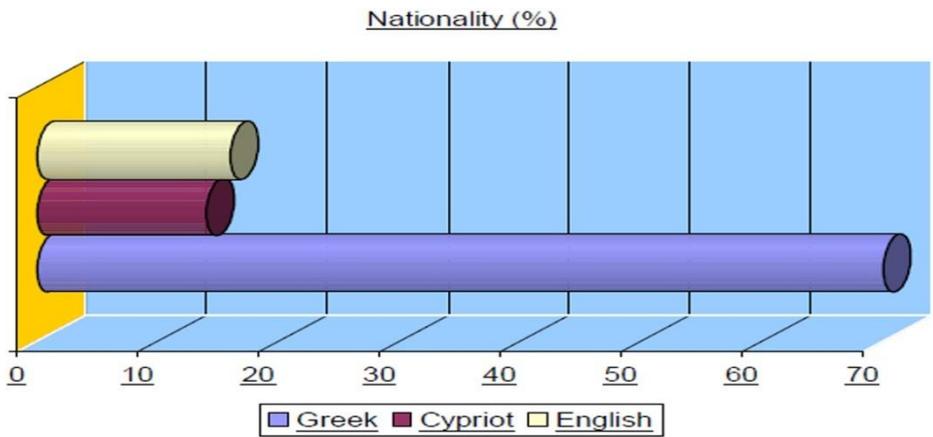
(Please tick only one.)



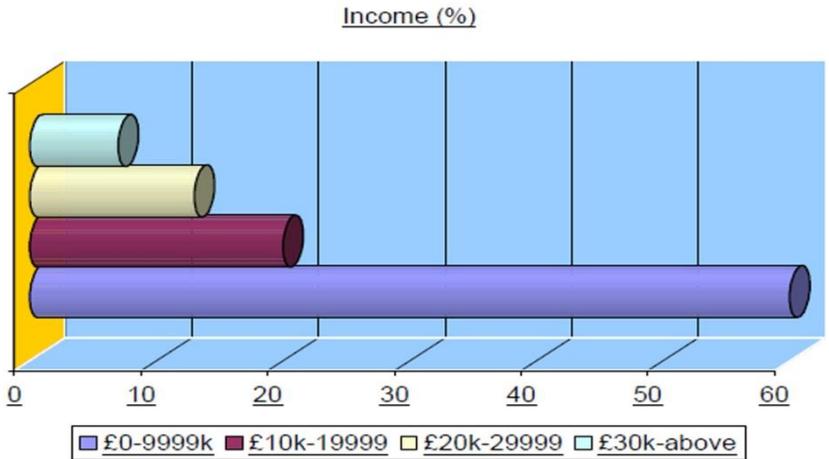
**14. What is your occupation?**



**15. What nationality are you?**

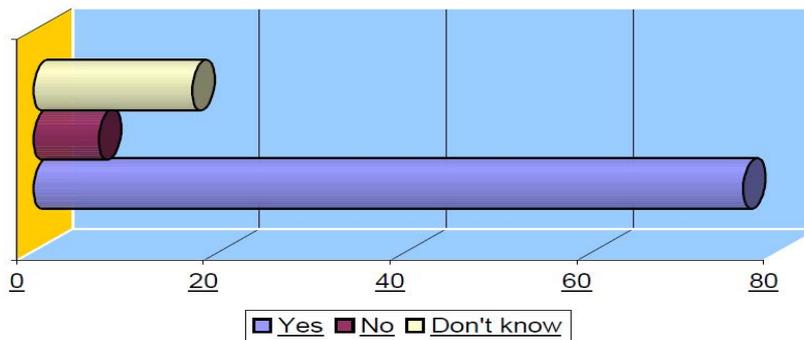


**16. Which group describes your annual income?**



**17. Overall do you feel advertising has a role to play in this type of area**

Overall do you feel advertising has a role to play in this type of area  
(%)



This final question sums up the whole exercise. Whilst the sample was small, the responses seem to be relevant and are mainly what would be expected. The level of education of the sample as well as the nationality may have been influencing factors in the types of response, but overall the results are conclusive that social marketing using this type of advertising does convey the right message and does have both an impact and an influence.

## **Chapter 6**

### **Conclusions**

Targeting the correct market and promotional techniques are of great importance in all areas of marketing and advertising. In this area it is often hard to determine who the target market is, and statistics on drink driving offences can be used here. Once decided this will help formulated the advertisement. Often these types of advertisements are targeted at young men. This is known as concentrated marketing, as there is only one segment involved. Usually factors in deciding which segments to target include 'company resources, product and market homogeneity, product lifecycle stage and competitive marketing strategies'' (Kotler, 1984).

### **Advertising**

Advertising as we have seen, is a powerful tool. Given the amount of money that is spent on this marketing medium by the major corporations, advertisers obviously feel that they can influence consumer decisions and thus behavior. But do these really have an influence on the consumer? How does the advertiser decide how to approach this area? What are the influences on the consumer? The main objective is to look at advertising as a medium for selling/marketing products to consumers and why this is effective. The varying opinions as to how advertising can have an impact on consumer behavior, are of relevance as are the following questions:

What are the ingredients of a successful advertising campaign?

How can advertising affect consumer behavior?

How does consumer react to advertising?

How can success be measured?

The issues of influences on the consumer are also relevant and how these influences contribute to the ability of advertising to affect the consumer's behavior is fundamental to understanding and succeeding in any approach to advertising. Influences such as social, situational, lifestyle, personality, psychological, attitudes, motivation and perception play a vital role in the overall scenario.

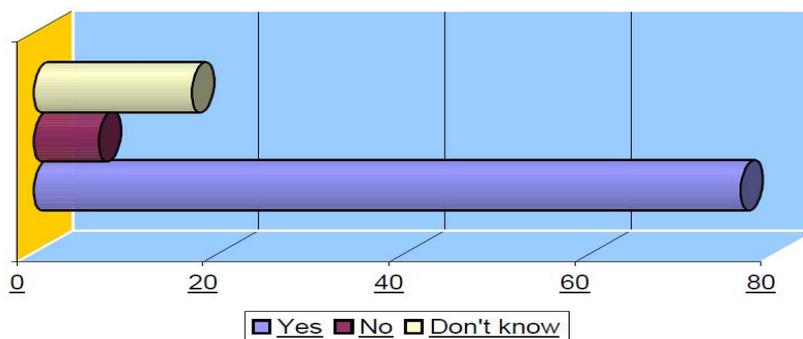
Consumer research and the different methods that can be used to collect data that will assist in advertising. Sampling "is really the cornerstone of all market research. It is no use asking ingenious questions, applying the latest data-processing techniques, and making a brilliant interpretation of the findings, if the people among whom the information is gathered have been inexpertly recruited or assembled" (Lovell, in Hart, 1995).

In order to measure whether advertising is effective we have to know what is trying to achieve. Equally we need to examine the influencing factors such as attitudes and feelings. A motive is an internal energizing force that orients a person's activities toward satisfying a need or achieving a goal. Actions are effected by a set of motives, not just one. If marketers can identify motives then they can better develop a marketing mix.

(These are all issues that have been examined in this project. Another very important are in this study is social marketing which is used in this context. Advertisements are hard hitting with often a brutal message, and are not only used for drink campaigns, but often also charities amongst others. This study undertook a research exercise using two drink driving poster campaigns in order to get reactions to this type of advertising. The results have been set out in the previous chapter).

As we stated in the findings section, whilst the sample was small, the responses seem to be relevant and are mainly what would be expected. The level of education of the sample as well as the nationality may have been influencing factors in the types of response, but overall the results are conclusive that social marketing using this type of advertising does convey the right message and does have both an impact and an influence. The result from the final question sums this up:

Overall do you feel advertising has a role to play in this type of area (%)



As we stated at the outset, the focus of this project was to look at the issue of advertising and consumer behavior, with particular emphasis on how consumers react to advertising. This should give some insight into how advertising is approached in order to affect consumer behavior. Advertising does seem to work, but what makes a successful advertising campaign? Many examples of this type of advertisement are controversial in approach and aim to shock the viewer. The drink driving campaigns are only one such example. Over the years these advertisements

have become more and more explicit in their message of what can happen if someone drinks and then drives. The aim is to use shock tactics to try to influence and thus alter consumer behavior. The images and message contained in such adverts are very powerful and this study has examined some of the issues in this area with very interesting results. Advertising impacts on all areas of our lives, and this is one area where it can be put to good use.

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**Additional journal research:**

The Advertising Quarterly

Journal of Advertising Research

Marketing Week