

Is Advertising Medium an Important Constraint in Consumer Purchase Intention: The Theoretical Foundation

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Abstract

Our study is based on the previous researches of the researchers with the aim to explore the different mediums of advertising and their predictors why consumers prefer certain medium of advertising. We explored five mediums of advertising mostly used by the companies for spreading the information to the consumers. These mediums were: Print advertising, Television advertising, radio advertising, outdoor advertising and internet advertising. We also found that quality of information, advertisement attractiveness, entertainment, trustworthiness, pictures and images, words, emotions, animation, colour, music, celebrity and evolutionists as predictors of liking the advertising medium by the consumers. Evolutionists refers to the animals, flowers, landscapes and beautiful humans used for the advertising.

Keywords: Advertising, Print Advertising, Television Advertising, Radio Advertising, Outdoor Advertising, Internet Advertising, Social Media, Content Advertising, E-mail Advertising.

INTRODUCTION

Advertisements are considered to be most effective tool for creating the awareness about new launch, reminding the consumers about the existing product line etc. The importance, acceptance and effectiveness of advertisements led the companies to consider it as an important medium of information dissemination. The advertisement portfolio of the companies majorly includes two mediums of advertisements- Conventional Advertising and Online Advertising. Print advertising, Television advertising and Outdoor advertising are considered as the forms of Conventional advertising whereas; Web advertising, Social Media advertising and Content advertising are considered as the forms of Online advertising. Many researchers in past had discussed about the importance of both forms of advertising. The aim of the study is to explore the advertising medium that are used for information dissemination among the consumers. We will also find out the predictors or the factors that are preferred by the consumers in adoption of particular advertising medium.

LITERATURE REVIEW

Conventional Advertising

Afzal and Khan (2015) discussed that the ad characteristics of conventional advertisements have more significant impact in comparison to online advertising. Chao et.al (2012) conducted the research with the objective of exploring the differences between the effectiveness of online and of traditional media advertising on several mass marketing dimensions. They found that traditional media advertising is effective and suggested the marketers to balance online and traditional media advertising to targeting their customers

effectively. Hanekom and Scriven (2002) found in their study that outdoor and print form of traditional media generates brand awareness in much more effective way as compared to banner and online campaigns.

Forms of Conventional Advertising

Print Media Advertising

Nayak and Shah (2015) agreed that the substantiality of newspaper advertisement is not superseded. Their findings reveal that still the consumers prefer the newspaper advertisement while making purchase decision. They also discussed that newspaper print advertisements is still an effective tool for brand building and promotional activities. Raju and Devi (2012) found that customers who look for certified ads, press ads are considered more effective. Further they also found that newspapers provide certified ads and the presentation of the ads such as captions and colour effects creates the impact on customers. They also consider newspaper ad as a motivating factor in influencing the customer buying behaviour. Anbarasan and Pongiannan (2012) considered print media advertising as one of the most popular tool with high reach among the population. Their study focussed on the ethical values followed on the advertisements presented in print and electronic media. With the sample of 150 respondents who read or view the advertisement in print or electronic media they found that majority of the respondents consider print media highly important in comparison to electronic media for ethical advertisements.

Electronic Media Advertising

Hassan (2015) considers television advertisement as most effective medium that

impact consumer purchase decision. His study focuses on the answer to the question that whether the residential background of consumers (rural and urban) has a varying effect on buying decision due to the television advertisement. The effect of television advertisement among male and female were also compared. His study resulted that population residing in rural area prefer television advertisement more than the urban population. Further, his study also find that females are more opinionated towards the television advertisements than males. Owusu and Nyarku (2015) conducted the study with the objective to examine the influence of television and radio advertisement used by telecom operators as for as purchase decisions are concerned. They found that the purchase decisions of tertiary students are influenced by television advertisement. Radio does not play any role in influencing the decision to purchase telecom products. Upadhyay (2014) conducted the study with the sample of 100 students with three objectives: intent to cast light to the attitude of the people hold towards print and electronic media, the nature of influence of media has on day to day decision of people and compare the effects of print and electronic media on people's life. His study reveals that the electronic media especially television had more positive attitude whereas; print media is placed as second preference. The effect of television was observed more fascinating than other form of media in question. The study also focussed that new generation is more inclined towards the use of new media. Ayimey et.al (2013) conducted the study with the objective to analyze the effect of radio advertising on the sale of herbal products with specific reference to the Ho Municipality. They found that radio advertising is an effective tool for creating awareness, according to the study majority of

consumer came to know about the product through radio advertisement.

Outdoor Advertising

Cheung and Leung (2013) conducted the study on Hong Kong, Chinese and UK population in order to examine the cross-cultural differences in attitudes towards outdoor advertising and investigate the effects of difference belief factors on consumer attitudes. They found that there is a favourable attitude of Hong Kong and Chinese consumers towards outdoor advertising while it is least favourable among UK consumers. When comparing with internet advertising it is found that the attitude towards the outdoor advertising is favourable among the consumers of all three areas. They also suggested advertiser to consider spending more over outdoor advertising. Kumar (2012) conducted the study to determine the effect of billboards advertisement on consumers. He found that there is a positive attitude of the population towards billboard advertisements; billboard advertisements are more visually impacted and are considered to be more creative and informative. Gulmez et.al (2010) found that the opinion about outdoor advertisements is positive. Outdoor advertisements are considered to be eye-catching and creative in comparison to other advertising mediums. The physical size of outdoor advertisement creates an effective visual impact. People also consider outdoor advertisements environment friendly. People consider outdoor advertisements which are create different ideas, informative and environment friendly positive.

Online Advertising

According to Afzal and Khan (2015), lack

of trust and low involvement of industry in online media are the reasons of less significant impact of online ad on consumer purchase behaviour. Nasir et.al (2011) conducted the study with the objectives to examine the Turkish consumers' beliefs about online advertising and to investigate the relationship between beliefs about online advertising and attitudes towards online advertising, secondly they also explored the relationship between consumers' attitude towards online advertising and their behavioural responses/ they grouped the consumers' beliefs in four dimensions- functionality, customization, credibility, and controllability. They found that the attitudes towards online advertising are positively related with all four dimensions. They also found that Turkish consumer attitudes towards the online advertising and their behavioural responses are positively related. Khong et.al (2010) conducted the study to examine the impact of online advertising features on purchase intentions. On the basis of empirical study conducted with the sample of 150 respondents they considered Multimedia, Pictures and Content as the features of online advertising. They found that purchase intentions have positive influence of the features of online advertising. They further found that consumers' purchase intentions are highly influenced by picture feature.

Social Media Advertising

Mahrous (2016) studied the implications of social media information searching for pre-purchase search for information of automobiles. She found that information quality, consideration sets and social criteria are influenced by information searching on social media. Consumers consider

social media as a major source of collecting information before making a purchase. Song and Yoo (2016) conducted the study to examine whether social media may impact a customer's purchasing decision during the pre-purchase stage of service consumption. They found that customers purchase decision have positive relation with the benefits of social media. Boateng and Okoe (2015) conducted the study to examine the relationship between consumers' attitude towards social media advertising and their behavioural responses and the moderating effect of corporate reputation in that relationship. They found behavioural responses and consumer attitude towards social media have significant relationship and corporate reputation acts as a moderator in this relationship.

Content Advertising

Dix et.al (2016) conducted the study to examine the drivers of acceptance of short message services (SMS) advertising and how it is still relevant and active in South Korea. Their findings revealed that key drivers for acceptance of SMS advertising among the consumers in South Korea are utility, context of SMS advertising, consumers' trust and attitude. They also found that there is positive association between acceptance of SMS advertising and intention to receive the message and the behavioural response of the consumers. Gao and Zang (2014) investigated the factors which influence consumers' adoption of mobile advertising. They found that 80% of the consumers' intention to receive mobile advertisements is influenced by their attitude and incentives. Further, entertainment, credibility, personalization and irritation directly affect the consumers' attitude towards mobile advertising. Hsin

et.al (2013) studied that there is a significant affect of consumers' behavioural temperament towards email advertising. In comparison with spam email advertising, permission based email is more effective. Ul Haq (2009) discusses about the relevance and antecedents of consumer attitudes towards advertising via e-mails. He found that there is the largest impact of content and frequency of message on the attitude towards advertising via e-mails.

Predictors of Advertising Medium Acceptance by Consumers

Benavides and Leiva (2014) considered quality of information, advertisement attractiveness, entertainment and trustworthiness as significant predictor of preference of consumers towards advertising medium in general. Luczaj (2015) evolutionists such as animal, flowers, landscapes and beautiful humans also impact the preference of medium of advertising by the consumers. Luczaj (2015) found that colour used in the advertisement displayed through print medium, television, internet and outdoor influences the adoption of medium by consumers. Many other researchers also focused their studies on colour as an important predictor (Panigyrakis & Kyrousi, 2015; Wedel & Pieters, 2014; Rehman & Vaish, 2013; Schindle, 1986). Rehman and Vaish (2013) studied the importance of emotions in the advertisements represented using print medium, television, radio and outdoor; animation is considered important in television advertising, internet advertising and electronic outdoor advertising, words plays important role in print advertising, television advertising, radio advertising and internet advertising while music have its own importance in television and radio advertising. Yoon & Kim (2015)

found the impact of celebrity endorsement on consumers acceptance of advertising medium. He found that celebrity plays an important role in influencing the consumers to accept advertising medium. He found that celebrities were displayed in print advertising, television advertising, outdoor advertising and the internet advertising. Some researchers (Martin-Santana et.al, 2013; belch and Belch, 2013; Amos et.al, 2008) supported his findings.

OBJECTIVES OF THE STUDY

1. To explore the various types of conventional and online medium of advertising that have impact on purchase intention of generation Y consumers.
2. To find out the reasons why consumer accept the different types of medium of advertising.

DISCUSSIONS AND CONCLUSION

In our study we found that there are five mediums of advertising through which the information is disseminated. The medium of advertising we explored in our study were: Print Advertising, Television Advertising, Radio Advertising, Outdoor Advertising and Internet Advertising. Print advertising comprises of newspaper advertising, magazine advertising, brochure and pamphlets. Internet advertising comprises of advertising through web, social media advertising and content advertising. Content advertising includes e-mail advertising and SMS advertising. These advertising mediums have their own importance among the consumers. We also explored the predictors why consumers like certain advertising medium. The identified predictors of likability of advertising medium are: pictures and images, words, emotions, animation, colour, music, celebrity and

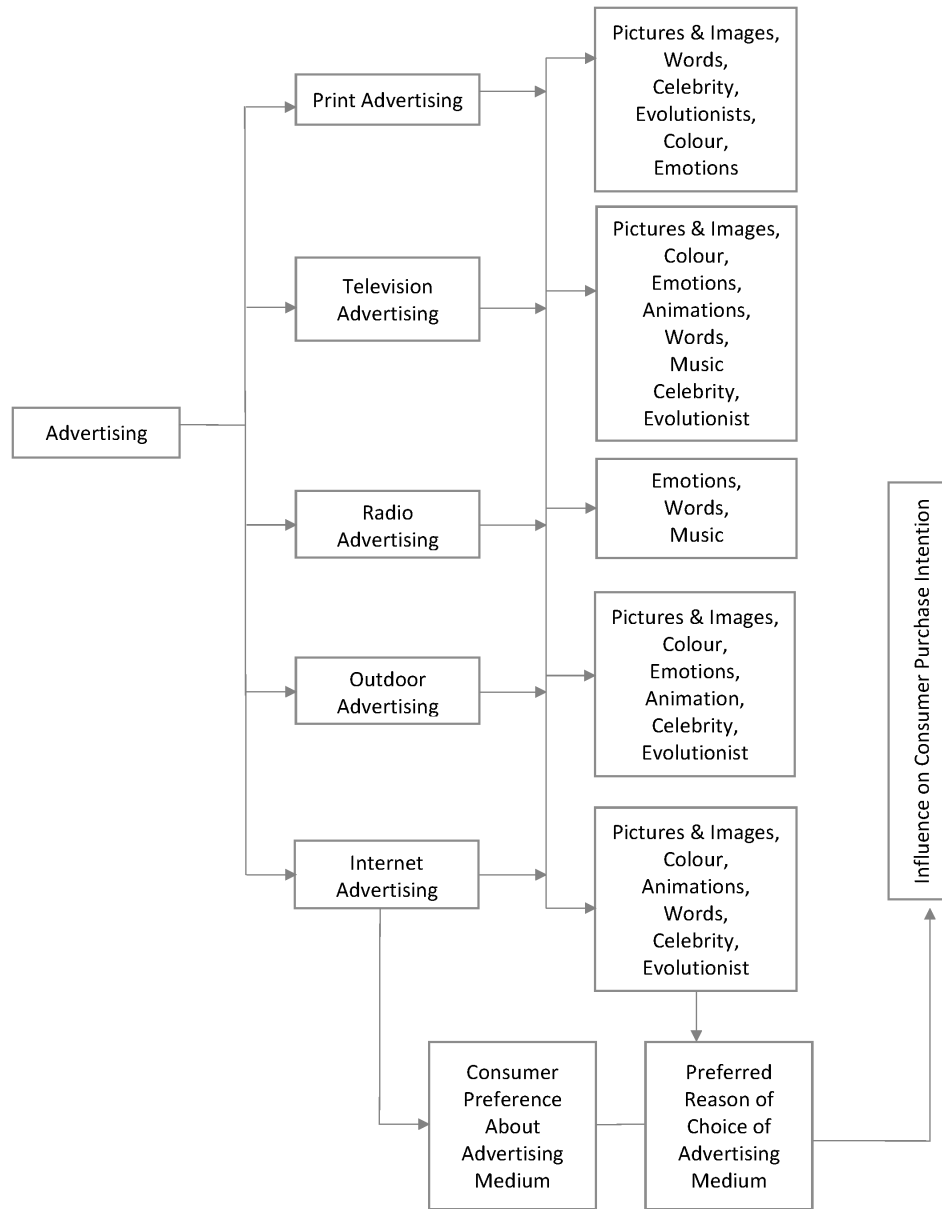


Figure 1: Conceptual Model of Advertising (Own Creation)

evolutionists. Evolutionists refers to the animals, flowers, landscapes and beautiful humans used for the advertising. Further, we also found quality of information, advertisement attractiveness, entertainment and trustworthiness as predictors of likability of advertising medium in general. We

also came up with a conceptual model of advertising represented above:

SCOPE AND LIMITATIONS

Our study is based on theoretical framework and created a theoretical foundation for the researcher who wish to pursue research in

advertising domain. We also focus on empirical study in future to analyse the influence of the explored predictors of consumers purchase intention using this theoretical foundation. Further many new things can be added in the study in future by the researchers to explore new aspects of advertising.

This study is based on the past researches, those researches were statistically proven in different geography and may not be suitable for the consumers as a whole. Therefore this can be considered as limitation of the study as we have not statistically proven our study but we will work on this foundation in future to prove the statistical significance of this study.

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