

Role of Psychological Factors on Advertising Effectiveness

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Abstract

The main purpose of this research was to investigate effecting psychological factors on advertising effectiveness in case of Samsung Television. In this line, advertising attitude and advertising involvement were measured as indicators of effectiveness. This research is quantitative in its nature and applied in kind. The research population was consisted of 305 respondents who were selected by hazardous sampling. A questionnaire was developed as the research instrument and validity of it was confirmed by the research committee. Results showed that there was no any significant relationship between need for cognition and advertising attitude, as well as advertising involvement. In addition there was no relationship between affective intensity and advertising attitude, as well as advertising involvement.

Keywords: Advertising Effectiveness, Attitude, Involvement, Need for Cognition, Affective Intensity, Samsung.

Introduction

Advertising plays a major role in modern life. It shapes the attitudes of the society and the individual and inevitably influences customer behavior (Jakštieņe et al., 2008). Advertising discussed as an important communication tool and postpone of marketing strategies (Farabi et al., 2007; Farris et al., 2010). Advertising success is related to decision making in mission, message, media, cost and credit and results assessment. In this line, its success depends on suitable selection of advertising audience, selection of a right media, right preparing of advertising message based on the content, creative strategy, the way of conducting message and finally assessment of advertising results respectively (Farabi et al., 2007). As discussed by Idris et al (2009) the effectiveness of advertising depends on both the quality of the product being advertised and the quality of the ad itself and also the media context in which the ad

appears. The main goal of advertising a certain product or service is to attract the customer's attention and analyze the impact of advertising on customer behaviour, which is determined by a multitude of aspects, although the psychological-cognitive, emotional and behavioral-ones play the most important role (Jakštieņe et al., 2008). One of the important areas in the field of advertising is considering advertising effectiveness. In this way, it will be necessary to notify a complex of behavior, psychological, communication and selling factors (Rousta, 1999). As well as, assessing the effectiveness of marketing activities is a main task must be committed by the management (Razmi and Ghanbari, 2009; Lionch et al., 2002).

Methodology

This research is quantitative in its nature and from the research method viewpoint, it is considered as a descriptive research. The statistical population of the study was consisted of a sample of 305 respondents who had selected via haphazard sampling method. Validity of the questionnaire as the research instrument was confirmed by the research committee. As well as a separate questionnaire was developed to recognize individual personality of respondents is divided into two categories named as cognitive and affective. In the next stage two published advertisements including an emotional advertisement and a rational advertisement were shown to the statistical population (n=305); Then they were asked to response to related questions.

In this study advertising effectiveness as the criterion variable was measured by two components named advertising attitude and advertising involvement. The time delimitation of the study was 2012. This study is targeted to:

- Investigate demographic profile of respondents,
- Examine the relationship between research variables.

Results and Discussion

The results of descriptive statistics indicated that among the total population of 305 respondents, 54 percent of them were men and 46 percent were women; as well as descriptive statistics of the respondents' age showed that, they had about 30 years old on average with the most frequency of 26 years old. As well as a differentiation analysis conducted among respondents showed that 62 percent of respondents had a high level of need for cognition and 38 percent had a low level of need for cognition. It measured by a Likert-type scale ranging from 1 to 5.

In addition, results about the affective intensity showed that 55 percent of respondents had a high level of affective intensity and 45 percent had a low level of affective intensity.

In this research advertising effectiveness is measured by these two variables:

Advertising attitude and advertising involvement by a Likert-type scale ranging from 1 (very little) to 5 (very much). Both of them are measured by five items.

Research Hypotheses

In this research in order to examine the effecting factors on advertising effectiveness, four hypotheses were drawn:

- 1- It seems that there is a significant relationship between need for cognition and advertising attitude (emotional advertisement)
- 2- It seems that there is a significant relationship between affective intensity and advertising attitude (emotional advertisement)

3- It seems that there is a significant relationship between affective intensity and advertising involvement (emotional advertisement)

4- It seems that there is a significant relationship between need for cognition and advertising involvement (emotional advertisement)

5- It seems that there is a significant relationship between need for cognition and advertising attitude (rational advertisement)

6- It seems that there is a significant relationship between affective intensity and advertising attitude (rational advertisement)

7- It seems that there is a significant relationship between need for cognition and advertising involvement (rational advertisement)

8- It seems that there is a significant relationship between affective intensity and advertising involvement (rational advertisement)

Advertising attitude is defined as a tendency in order to response to the advertising stimulators by people in a desirable or undesirable way facing a specific situation (Lutz, 1985).

Table 1: Spearman Correlation of related variables

| Variable 1 | Variable 2 | Type of Advertising | r | Sig. |
|---------------------|-------------------------|-----------------------|-------|-------|
| Need for cognition | Advertising attitude | Emotional advertising | 0.095 | 0.10 |
| Need for cognition | Advertising attitude | Rational advertising | 0.075 | 0.205 |
| Need for cognition | Advertising involvement | Emotional advertising | 0.058 | 0.317 |
| Need for cognition | Advertising involvement | Rational advertising | 0.044 | 0.453 |
| Affective intensity | Advertising attitude | Emotional advertising | 0.043 | 0.467 |
| Affective intensity | Advertising attitude | Rational advertising | 0.055 | 0.359 |
| Affective intensity | Advertising involvement | Emotional advertising | 0.048 | 0.416 |
| Affective intensity | Advertising involvement | Rational advertising | 0.025 | 0.673 |

Findings of a research was conducted by Ruiz and Sicilia (2004) showed that informational and informational-emotional advertising appeals, which match consumer's processing style (thinking and thinking-feeling processors, respectively), can generate more positive attitudes toward the brand, purchase intention (PI) and brand choice. In this regards, as can be seen in Table 1, there was no any significant relationship between need for cognition and advertisement attitude. Results in a study done by Abbasi and Mohammadian (2007) about the relationship between consumers attitude toward websites and effectiveness of internet advertising indicated that consumers who had a positive attitude toward websites had believed that internet advertising had more advantages rather than consumers who had a negative attitude. As well as there was no a significant relationship between need for cognition and advertising involvement. Greenwald and Leavitt (1984) pointed out that involvement is related to antecedents by means of the four principles of bottom-up processing, top-down processing, competence limitation, and capacity limitation; it is related

to consequences by the association of levels of involvement with an orderly series of cognitive and attitudinal effects.

In regards to hypothesis three, results showed that there was no a significant relationship between affective intensity and advertising attitude. In this line, findings of a research was done by Moore and Harris (1996) showed that respondents who had a high affective intensity expressed more positive attitudes and higher levels of enjoyment of the positive emotional appeal. As well as affective intensity is related to a variety of specific personality characteristics has identifiable antecedents in childhood behavior, and relates to a broad range of cognitive, affective and health related consequences (Larsen, 1987).

Low- NFC subjects were influenced more by the negatively framed messages than by the positively framed messages (Zhang and Buda, 1999).

Higher-AI individuals also exhibit stronger emotional responses to ads than lower-AI individuals. They also experience higher levels of empathic involvement with ads (Moore and Homer, 2000).

The current study's results make a case for revisiting (Plutchik, 1982) theory that emotions are motivational in nature. Among higher-Affective Intensity individuals, especially older adults, positive- but not negative emotional appeals increased attitude advertising compared to rational appeals (McKay-Nesbitt et al., 2011).

High NFC individuals (i.e., those who are more likely to enjoy thinking) have been shown to process and evaluate advertising information more thoroughly than low NFC individuals (Kardes and Mantel, 1999; Peltier and Schibrowsky, 1994)

Acknowledgement

Despite the results of discussed studies, in this research need for cognition and affective intensity, both of them are not related to advertising attitude in terms of emotional and rational advertising. As if there were not any relationship between need for cognition and advertising involvement, similarly there were not any relationship between affective intensity and advertising involvement too. These results are same about both emotional advertising and rational advertising. Based on the findings of the study bellow recommendation were drawn:

It is recommended to investigate relationship between advertising appeals and attitude toward advertising in a separate way. As well as it is recommended to compare negative framework of message and positive framework of message based on the recall message.

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