THE IMPACT OF MARKETING ON CONSUMER BEHAVIOUR

Utkarsh Veer Vikram Singh

UNDER THE GUIDANCE OF Prof. DR. ALKA AGNIHOTRI

MASTER OF BUSINESS ADMINISTRATION

School of Business Galgotias University

Chapter 1 Introduction

Advertising is a very effective tool. Given the amount of money that major corporations spend on this marketing medium, advertisers clearly believe that they can influence consumer decisions and thus behaviour. Nowadays, advertising offer or appear to guarantee a wide range of things. They rely on implications as well. Car advertising frequently feature attractive, successful people, with the assumption that purchasing the car will have the same effect on the target market.Another example is beauty advertisements; many advertisements for beauty items promise to make the buyer seem younger. Do these really have an impact on a consumer's purchasing decision? How does the advertiser decide which approach to take in this situation? What are the consumer's influences?

This topic was chosen for the dissertation because advertising and the reasoning behind it is a fascinating subject. There are a lot of strong viewpoints in this subject, as well as a number of relevant topics. Advertising is a highly competitive, sometimes contentious, and always visible field, and an in-depth examination of this subject should give some extremely important facts and background to this area.

There is no doubt that advertising works because so many organizations use it as a method of communication. But what makes an advertising campaign successful? This dissertation examines the area of advertising that contains a message, rather than advertising aiming to persuade the consumer to buy a product or service. In addition to playing a central role in topics such as health, the environment, and other important issues, Social Marketing is a planned process for influencing change. 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.

There are many examples of this type of advertisement that are controversial in their approach and aim to shock the viewer. The drink driving campaigns in the India are 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 behaviour. The images and message contained in such advertisements 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 or 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 should act with regard to recycling, alcohol consumption and even the types of houses and cars we wish to own"

Objectives

➢ To analyse the role of advertising in general as a medium for delivering a message and why this is effective

➢ To identify the case for corporate social responsibility and social marketing

➢ To discuss how advertising can have an impact on consumer behaviour

➢ 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 behaviour 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.

Chapter 2

Advertising and Consumer Behaviour

Advertising

The goal of almost any marketing or promotional campaign is to ensure that the product, service or message being advertised is remembered. The aim is to build consumer awareness, and this is where a regular advertising campaign can help.

advertising is a powerful tool, which aims to influence consumer decisions and thus behaviour. advertising has been defined by many. One simple but precise definition is "the action of calling something to the attention of the public, especially by paid announcement" (ann Burdus article in Hart, 1993). Kotler (2000) defines it as "any paid form of non-personal presentation and promotion of ideas, goods or services by an 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 behaviour.

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, 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 consumer's 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 behaviour.

"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 bug 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 (2000) states:

advertising exists to fulfil the communication needs of every type of industry, organisation, 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 favourable 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, 2000)

For this reason it plays a major role in the marketing of drink driving campaigns.

Consumer behaviour

The major influences on consumer behaviour 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 behaviour. 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**.

1.   **Culture** is one of the most influential factors and as Kotler states " is the most fundamental determinant of a person's wants and behaviour" (p124)
2.   **Social factors** also play a key part in this influence, for example reference groups, family, social roles and statuses
3.   **Personal factors** covers the buyer's age, life cycle stage, occupation, economic circumstances, lifestyle,

personality and self-concept.

4.   Psychological factor

There are 4 major influential psychological factors:

Motivation

Perception - there are 3 processes: selective exposure, selective distortion, selective retention **Learning** - most human behaviour is learned and peoples' learning is produced through the interplay of drives, stimuli, clues, responses and reinforcement

Beliefs and attitudes - Kotler states," through acting and learning people acquire beliefs and attitudes which influence their behaviour".

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 energising 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 4 premises:

1: All humans acquire a similar set of motives through genetic endowment and social interaction 2: Some motives are more basic or critical than others

3: The more basic motives must be satisfied to a minimum level before other motives are activated.

4: As the basic motives become satisfied, more advanced motives come into play.

**Maslow** "sought to explain why people are driven by particular needs at particular times" (Kotler, 2000). He identified five types of needs:

- Physiological needs - hunger, thirst

- Safety needs - security, stability

- Love and Belonging needs - affiliation, affection

- Esteem needs - prestige, achievement

- Self-actualisation - self-fulfilment, full use of talents

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**

Dying for a Drink?
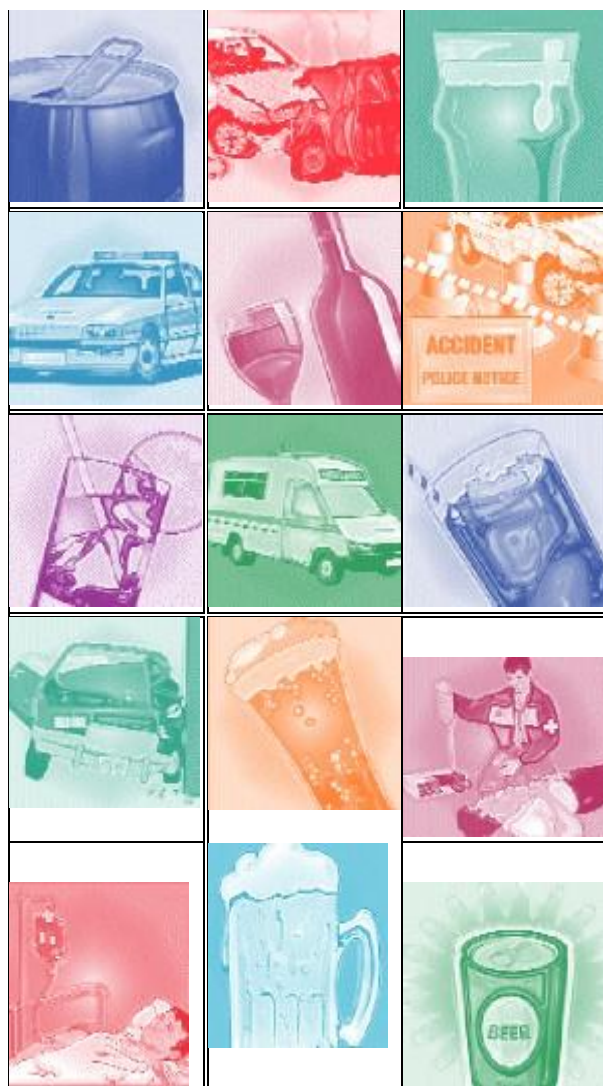
In Delhi, on average 600 people are killed or seriously injured each year in drink drive accidents.

Any alcohol, even a small drink, will make you a worse driver. You don't judge speed and distance so well. You don't react so fast.

The only safe way is not to drink if you are driving. and never offer a drink to someone else who is.
Could you live with yourself if you killed someone or maimed them for life?

You don't need to mix drinking and driving

This is the message from one of the UK Drink Driving campaigns and shows the role of social marketing.
This research has been undertaken in journals and on-line journals. The aim is to examine research that has been undertaken into the effectiveness of drink driving advertising campaigns.

Mass media advertising

Mass media advertising is an important component of the drink-driving counter measure programme. advertising can do some things better than others. On its own it does not appear to be an efficient tool for quick behavioural 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 (including positioning, segmentation, creative strategy, message design and testing, media strategy and planning, and effective tracking), 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 endeavours. 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 behaviour or to change it -- whether by favour, 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 points out in his book *Social Marketing - Strategies for Changing Public Behaviour,* 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 labour. 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 foods and drugs.

In recent times, campaigns have been launched in areas such as health promotion (e.g., anti- smoking, safety, drug abuse, drinking and driving, aIDS, nutrition, physical fitness, immunization, breast cancer screening, mental health, breast feeding, family planning), environment (e.g., safer water, clean air, energy conservation, preservation of national parks and

forests), education (e.g., literacy, stay in school), economy (e.g., boost job skills and training, attract investors, revitalize older cities), 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 behaviours. By doing so, it helps to create a climate conducive to social and behavioural change.

Anti Drink-Drive Publicity Campaigns

The UK Government launched its first anti-drink drive campaign in 1967 as an attempt to promote the introduction of breath-testing. Campaigns then ended until 1975 because of lack of funding. Department of Transport officials believe that recent advertising campaigns have been effective in reducing casualties. They point to a large drop in 1987 when the slant of the slogans and advertising shifted from warnings about getting caught to an emphasis on the fact that drivers who drink endanger lives - the "Drinking and Driving Wrecks Lives" slogan. Since then there have been variations on the same theme, with increasing 'real life' depiction of what can happen if you drink and drive. The campaigns have been targeted mainly at young men in their late twenties and are particularly broadcast at Christmas.

The publicity campaign is believed to have been effective. However, it is difficult to isolate the effect of publicity from the other measures introduced over the same period such as tougher laws and higher levels of enforcement.

"The use of a graphic imagery in road safety advertising has become commonplace" worldwide. "However, controversy surrounds the use of fear appeals and their ability to influence driver attitudes and behavior" (Shore, 1999). Much research attempts to investigate the relationships between guilt and shame, or social or physical threats and drink driving attitudes and behaviours, and the relationships and responses to drink driving communications. "The findings indicate that the use of a social threat is no more effective than a physical threat in drink driving communications" (Shore, 1999). However the guilt shame issue shows that a guilt message can be very effective, whereas one which shames the drink driver will not be. There are many who

believe this type of advertising does contribute to the awareness of this problem. There is a need for research on the appropriateness and effectiveness of such appeals. Young adults are a definite 'at risk' road safety group and this needs to be dealt with. There are many influences that affect how they may respond to an advertising message, such as peer pressure and risk taking when exposed to such advertising, and these need to be taken into account.

One particular study by Roger Bennett at London Guildhall University (1998, International Journal of advertising) looks at social marketing in the context of public sector ads and discusses the issues of shame and guilt in these advertisements. Much of this type of advertising is trying to make people be aware that drinking and driving for example is socially unacceptable as well as being very dangerous. These advertising campaigns have this as the message and the aim. The study looks at the effectiveness of such campaigns by questioning a group of subjects and showing them a series of advertisements in this context. The study concludes that indeed the guilt message is an effective tool for advertisers but that the shame approach is not successful. This is a very useful study and will provide some useful issues for the project. I intend to use this as base for the research and see if my questionnaire can yield results that will agree with this study.

Tanner, Hunt and Eppright (1991, cited in Shore, 1999) proposed The Ordered Protection Motivation model which is a model of threat appeal effectiveness that may increase

understanding of adolescents' reactions to threat messages. They used this model in research of sexually transmitted disease (STD) public service communications among american college students. Their results suggested that responses to threat communications were influenced by the social implications of the responses and prior knowledge. However, they did recognize that these finding needed to be tested in other situations. Schoenbachler and Whittler (1996, cited in Shore, 1999) followed their suggestion by examining the psychological processes american adolescents experience when exposed to physical and social threat messages in anti-drug public service announcements. Schoenbachler and Whittler (1996, cited in Shore, 1999) found that the use of social threat appeals rather than physical threat appeals were more effective in anti-drug use communications. They also found that fear arousal was not necessary for persuasion to occur. In addition, they found that the adolescent trait of sensation seeking influenced responses to anti- drug communications.

Drink driving advertising is a similar situation and includes the recommendation is to avoid doing something (i.e. not to drink and drive). Drink driving, like drug use, appears to be linked to the teenage traits of sensation seeking and egocentrism. Further, drink driving communications have commonly applied physical threat appeals, similar to those in anti-drug communications. The research of Schoenbachler and Whittler (1996) could possibly be applied to drink driving.

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 6th and 7th form high school 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:

Two types of road safety advertising messages (picture with copy) were developed. One type presented a physical threat and the other a social threat. There were also three levels of threat. Therefore, six road safety advertisements were used in the study: high physical threat, medium physical threat, low physical threat, high social threat, medium social threat, low social threat.

The picture of the stimulus was manipulated to vary type of threat, while the copy was manipulated to vary level of threat. Pre-testing was carried out to ensure that the stimulus was appropriate for the subject of drink driving and New Zealand audience, and that the level and type of threat manipulations were significantly different. The dependent measures included: emotional response, cognitive response, attitude towards the advertisement, attitude towards drink driving, and behavioral intention to drink and drive. The manipulated independent variables included: the type of threat presented in the road safety advertisement (social or physical), and the intensity of threat presented (high, medium, low).Subjects were asked to look

At the advertisement for one minute. They then completed an emotional response task. Next they were given two and a half minutes to list their thoughts about the advertisement (cognitive response task). The subjects then completed their experiment booklets. ANOVA analysis was used to explore differences between groups.

This study concluded that social threats in anti-drink driving advertising did not prove to be more persuasive than physical threat communications, as far as a large sample of New Zealand teenagers was concerned. Further, physical threats elicited significantly more positive attitudes towards the communication. These findings do not support the Schoenbachler and Whittler (1996) study of anti-drug communications. The Ordered Protection

Motivation model has been suggested as a base for social threat effectiveness theory development. The results of this study also suggest that the social implications of drinking and driving do not appear to influence teenagers' attitudes towards drinking and driving or their intentions to drink and drive any more than the physical consequences.

This finding somewhat complements that of King and Reid (1990) who found that the type of threat (physical versus threat to self or others) did not produce any differences in fear arousal or persuasability of young drivers exposed to anti-drink driving public service announcements. One possible explanation for the conflicting findings between this study and that of Schoenbachler and Whittler (1996) may be the topic researched - drink driving vs. drugs. The social price of drink driving may be very different to drug use. While the perceived risks of drug use may relate more to social and psychological risks (i.e. peer acceptance of the activity), drink driving may hold other types of risk. For example, a study by Shore and Gray (1997) found that the main reasons why New Zealand adolescents did not drink and drive was related more to fears of financial and legal consequences (e.g. being caught by the police, getting fined, losing one's licence) than to road safety concerns raised in public service advertisements. The implications of this research are that it appears graphic anti-drink driving ads showing physical threats (rather than the social threats) may still be the best way to influence teenagers. (source: Shore, 1999)

Chapter 4 Research Methodology

Research methodology

In order to see the ways in which advertising influences consumer behaviour 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, 1997), 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 sources.

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 (field research) refers to original data that has been generated through primary data collection (experimentation, observation or questionnaires) (1994)

The terms quantitative and qualitative are the so-called approaches to research (Punch 1998). 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 1998, p4). The same author argues that quantitative research is more structured, compared with the qualitative approach, based on the fact that the first employs structured research questions, conceptual frameworks and designs. Preece (1994) recognises this basic distinction between those two approaches and relates qualitative approach with words and quantitative with numbers (p 177). It is his belief that the quantitative approach can be found in studies in which the data can be analysed in terms of numbers while qualitative research is more keen on describing people's attitudes, opinions and various situations without the use of data (p.60).

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 behaviours 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 behaviour shared by a target group

●   Prioritise 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' (p.80). Taking from Preece's words, primary data (field research) refers to original data that has been generated through primary data collection (experimentation, observation or questionnaires). This dissertation 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 enhanced quantitative nature, and interviews and observations as qualitative research tools, this is not always the case.

Questionnaires can also include qualitative data (for example attitudes and opinions) whereas interviews can be structured and analysed 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

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

- Minimise risk

- Obtain reliable samples for projecting trends

- Personal, telephone and mail surveys are the most common quantitative techniques.

Personal Surveys

Advantages	Disadvantages
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 Interviewer can use visual displays allows for good sampling control	Costly Time consuming May contain interviewer biases

Telephone Surveys

Advantages	Disadvantages
Fast Lower cost than personal surveys Small response bias Wide geographic reach compared to personal surveys	Survey length is limited. Difficult to reach busy people. Difficult to discuss certain topics. Can be expensive compared to mail surveys.

Mail Surveys

Advantages	Disadvantages
Wide distribution and low cost Interviewer bias is eliminated anonymity of respondents Respondent can answer at leisure	Accurate lists are not always available. Response is not necessarily representative of the target population. Limited to length of survey. Not timely. Clarifying and probing of answers is not possible. Question order bias. 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 dissertation's 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 utilise research and face difficulties during the undertaking of the primary research, collecting and analysing 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 advertisements 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 advert 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 analyse. There may be some requirement for open ended questions, but until advertisements are identified it is not possible to predict this. These answers would however be hard to analyse 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 conclusions 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 or Lotus. 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.

Research design

Jankowicz (1995) defines the design of a research as 'the deliberately arrangement of conditions for analysis and collection of data in a manner that aims to combine relevance to the research purpose with economy of procedure' (p.153). 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 the argument (research questions or hypotheses);

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 (p. 153)

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 larger group of people, *the population*, which is represented by the sample (p.155). 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 1998). Therefore, sample is called the selection of people from the whole population (Robson 1993).

This study

In this project, data will be gathered 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 the university, 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 questionnaire comprised a series of questions for each advertisement, as well as some general statements, as planned. The questions were set out in a before and after way, so that it will be possible to measure the influence of looking at the advert on responses. The questionnaire mainly included dichotomous (yes, no or don't know) questions and multiple choice questions. These are by far the easiest to analyse.

Chapter 5

**Research Findings and Discussion**

The focus of this project has been to look at the issue of advertising and consumer behaviour, 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 advertisements and give their reactions to these. The advertisements are 2 drink driving advertisements. 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 Greek, 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 respondents 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

Driving over the alcohol limit is a hideous crime that deserves severe punishement
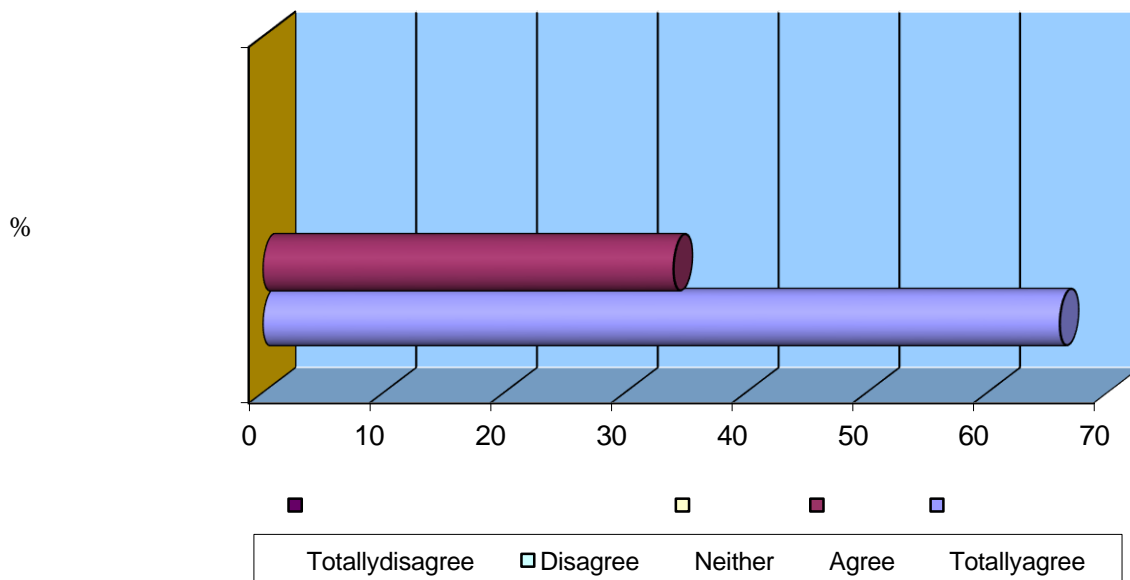
This response is to be expected, given the publicity of this issue. It is surprising that there are not a larger number 'totally agree' responses. The response rate here was 20 and 10, or 66% and 34%.

2: **Obesity is disgusting and grossly obese people should be ashamed**

Obesity is disgusting and grossly obese people should be ashamed
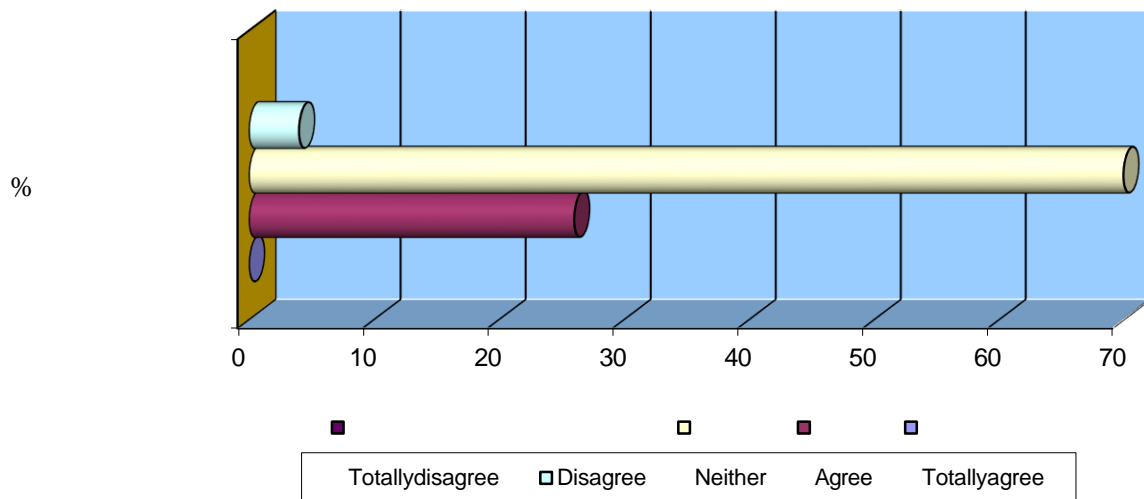

Obesity is disgusting and grossly obese people should be
ashamed
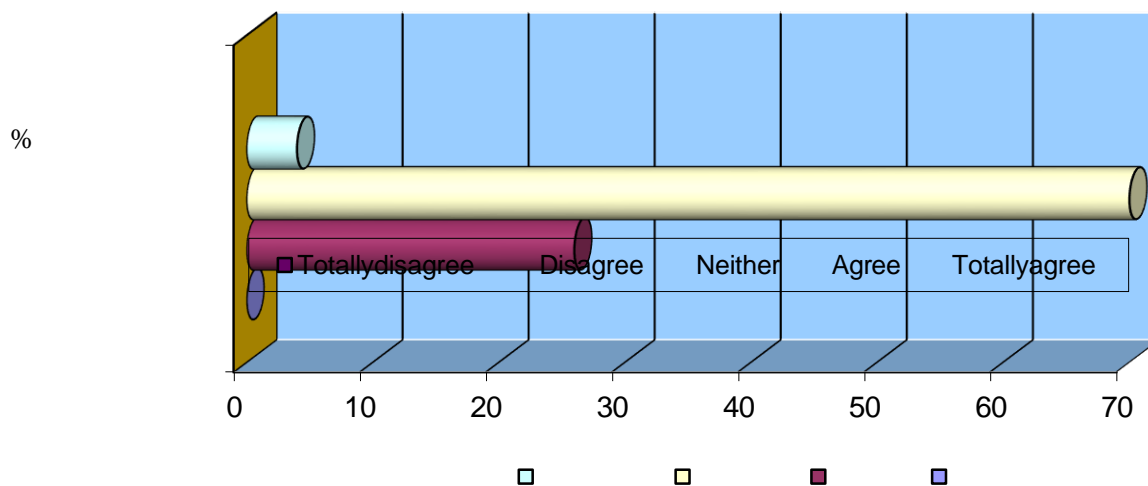
The result here showed that on this subject the respondents did not have a preconceived attitude to this condition. This is a positive result for the study, as it would indicate that reactions to later advertisements may be made without bias. However it is impossible to be sure about this

3: **It is a 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
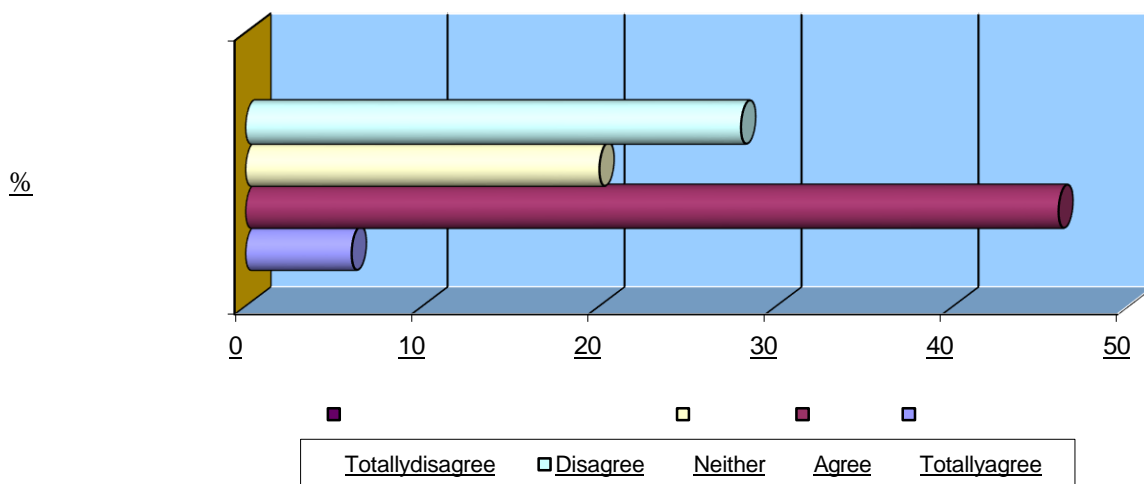
There are a mix of results here, most of which are expected

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

Destitute people living in the Third World are the innocent victims of exploitation by rich Western countries
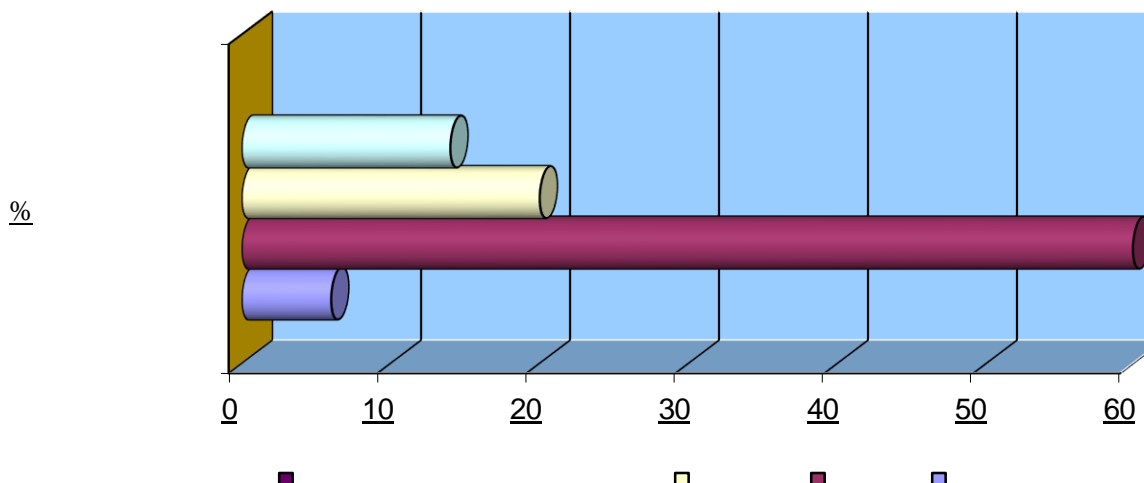
| Totally disagree | ☐ Disagree | Neither | Agree | Totallyagree |

There are a 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

| Totallydisagree | ☐ Disagree | Neither | Agree | Totallyagree |
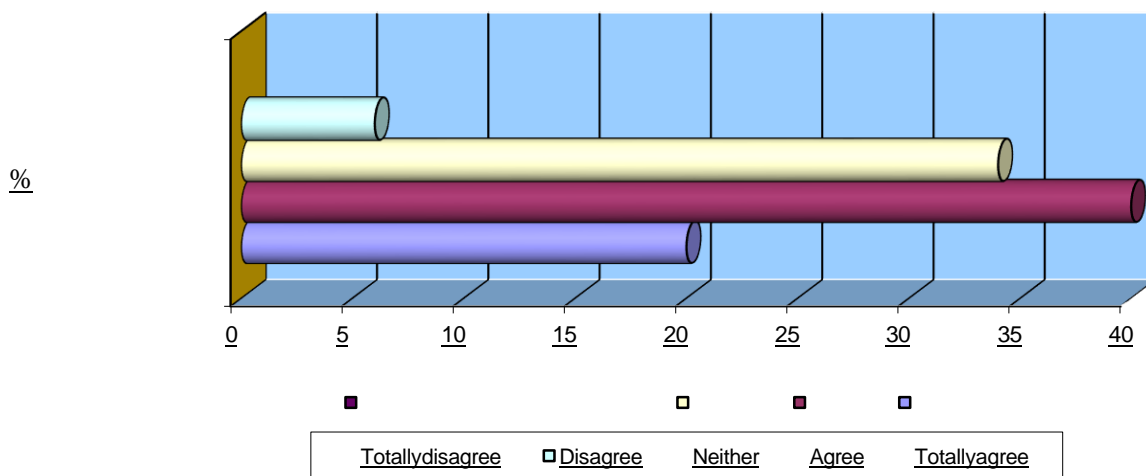
There is a high level of non-commital answers here which is surprising, but equally there are many of the expected answers. In order to identify why there is such a variety of responses, it would be necessary to analyse who answered and examine this against factors such as age, gender, nationality, however this is beyond the scope of this study.

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:

a.   To blame

b.   Guilty

c.   apologetic

d.   Regretful

e.   Liable

f.   ashamed

Ad1: When you see this advertiseme

nt do you feel

g.   Self conscious

h.   angry

i.   Inadequate

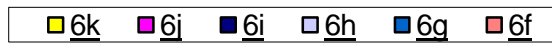j.   Disgusted

k.   Embarrassed

%

0   20   40   60   80   100

□ 6k   ■ 6j   ■ 6i   □ 6h   ■ 6g   ■ 6f

These questions are designed to gauge people's attitudes to the situations portrayed in the advertisements used, which were the campaign posters for 1997 and 1998. The 1997 advert is

much more hard hitting in its portrayal of the message, whereas advert 1998 relies more on implication than actual graphic image

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

28

7: Did this advertisement make you want to

Ad1: Did this advertisement make you want to
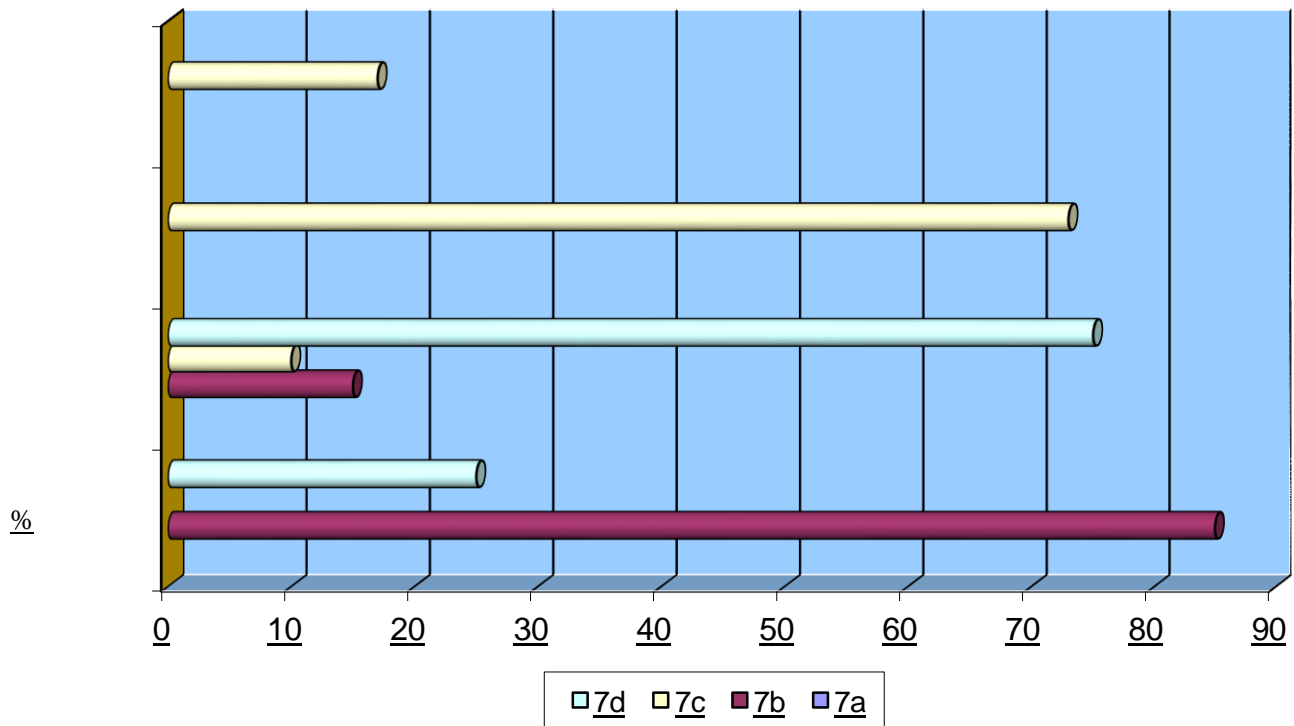
The results here are what would be expected, that people would want to avoid being in this type of situation. This shows to some extent that advertisements of this nature can play a part in influencing consumer behaviour.
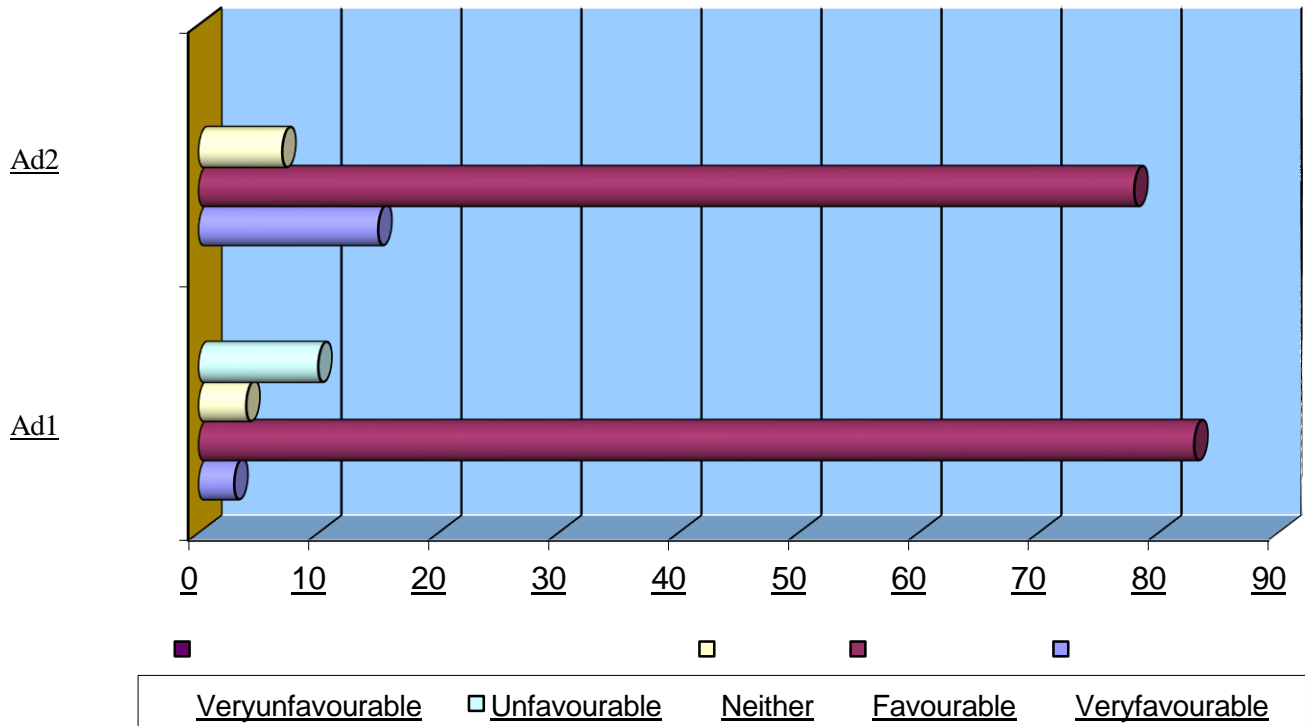
Ad2: Did this advertisement make you want to
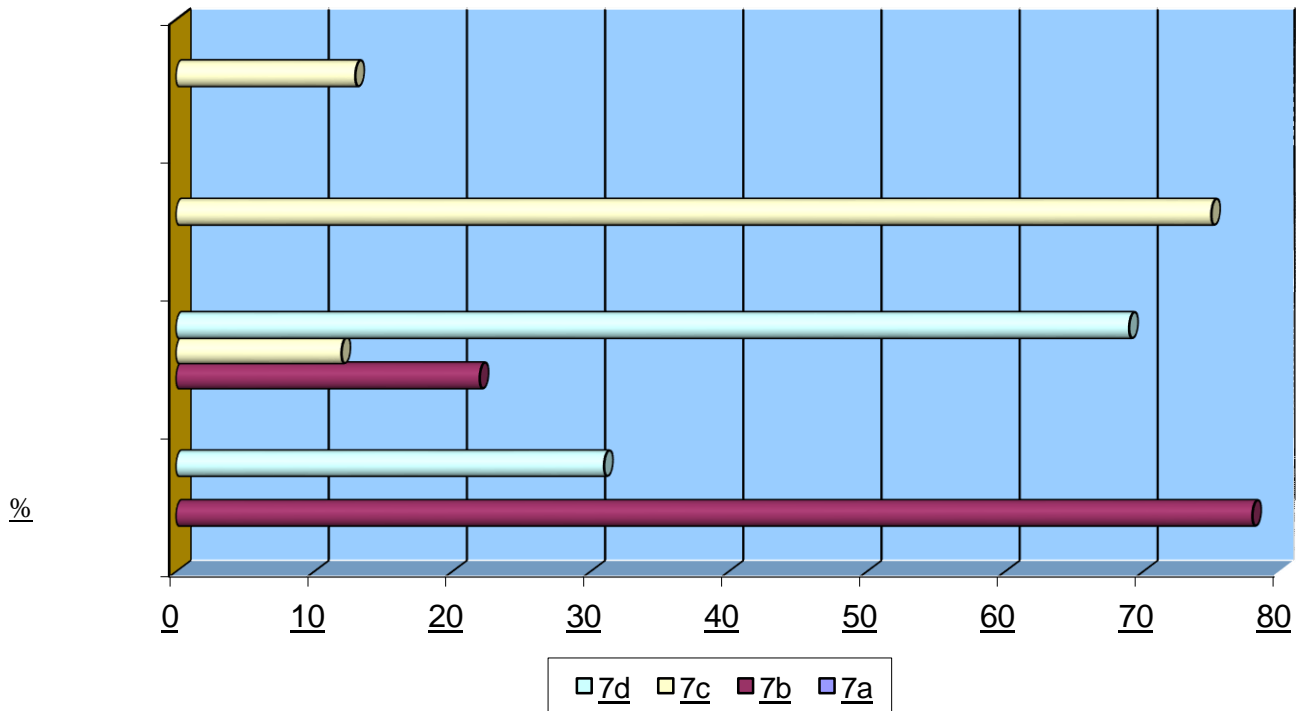
a.   Learn more about this subject

b.   Want to avoid being in this situation

c.   Want to help those in this situation

d.   Promise never to drink and drive

8: What is your overall reaction to this advertisement

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

a.	Very favourable
b.	Favourable
c.	Neither favourable nor unfavourable
d.	Unfavourable
e.	Very unfavourable

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

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

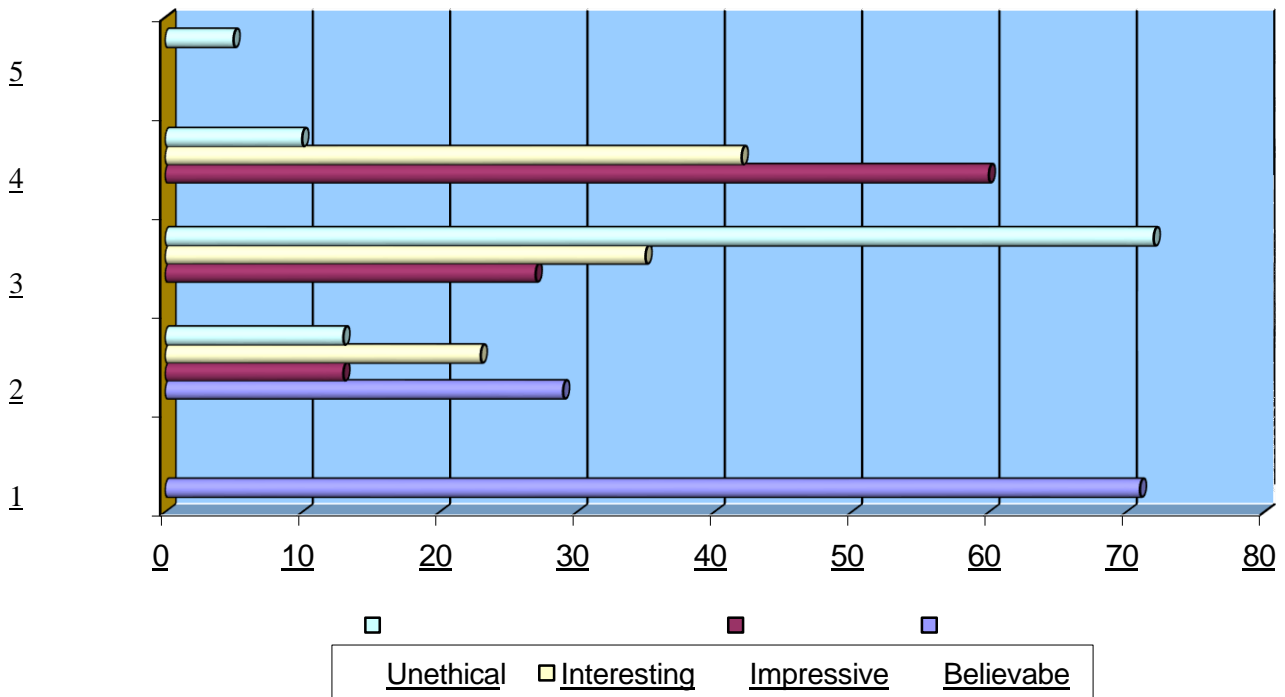Do you think that this advert got the message across? (%)
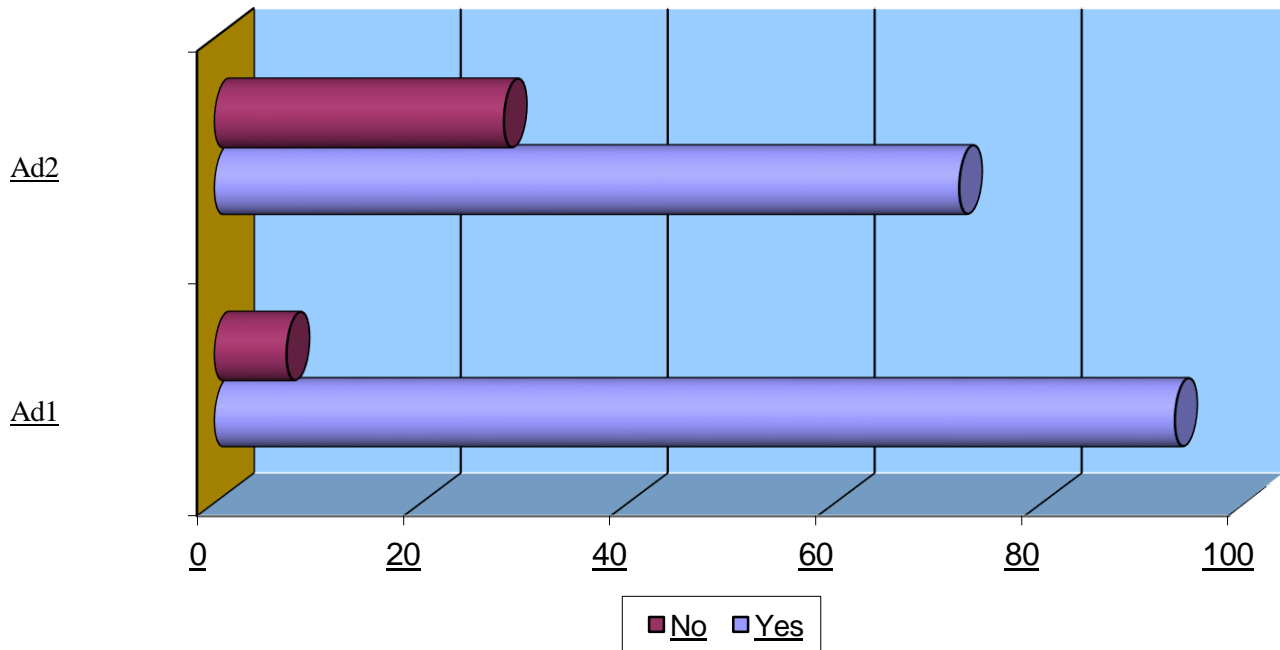
Again the response here shows that this type of medium is very effective at conveying the message that it sets out to make.

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

10: Did you find this advert

Ad1: Did you find this advertisement?(%)

Unethical □Interesting Impressive Believabe

There are a mixed selection 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

Ad2: Did you find this advert?(%)
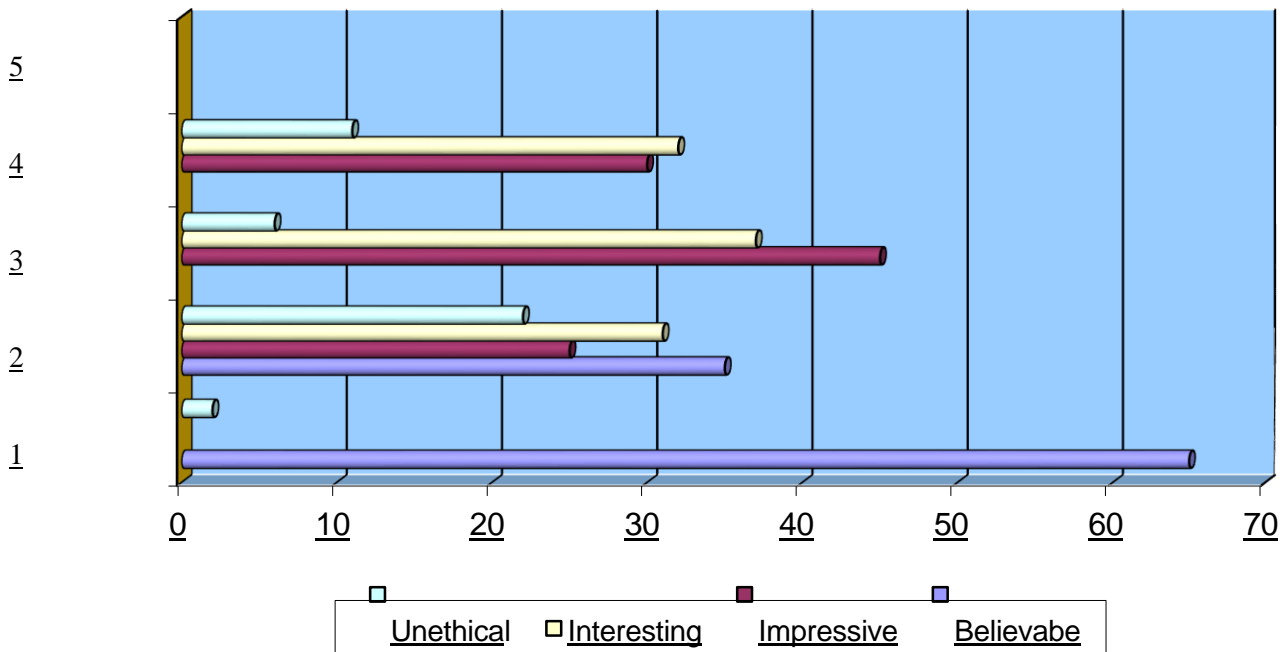
a.   Believable
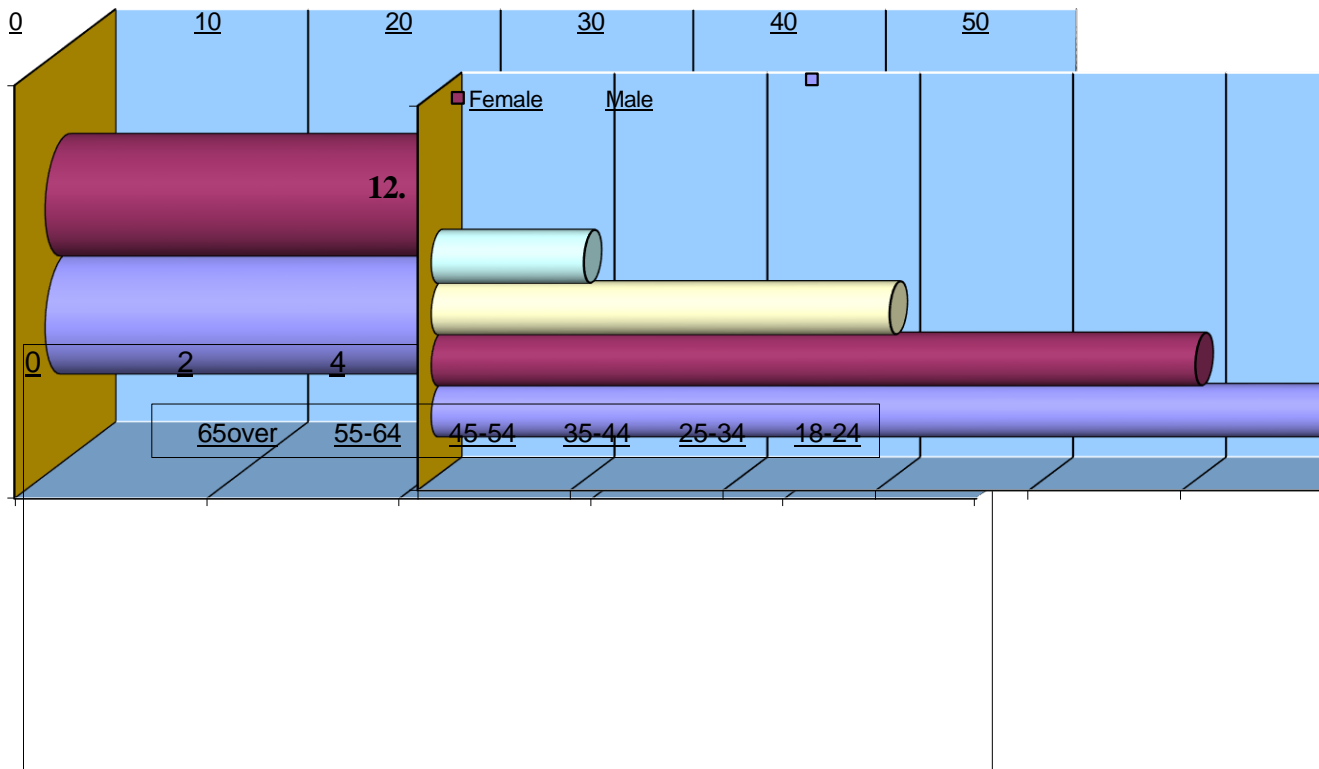
b.   Impressive

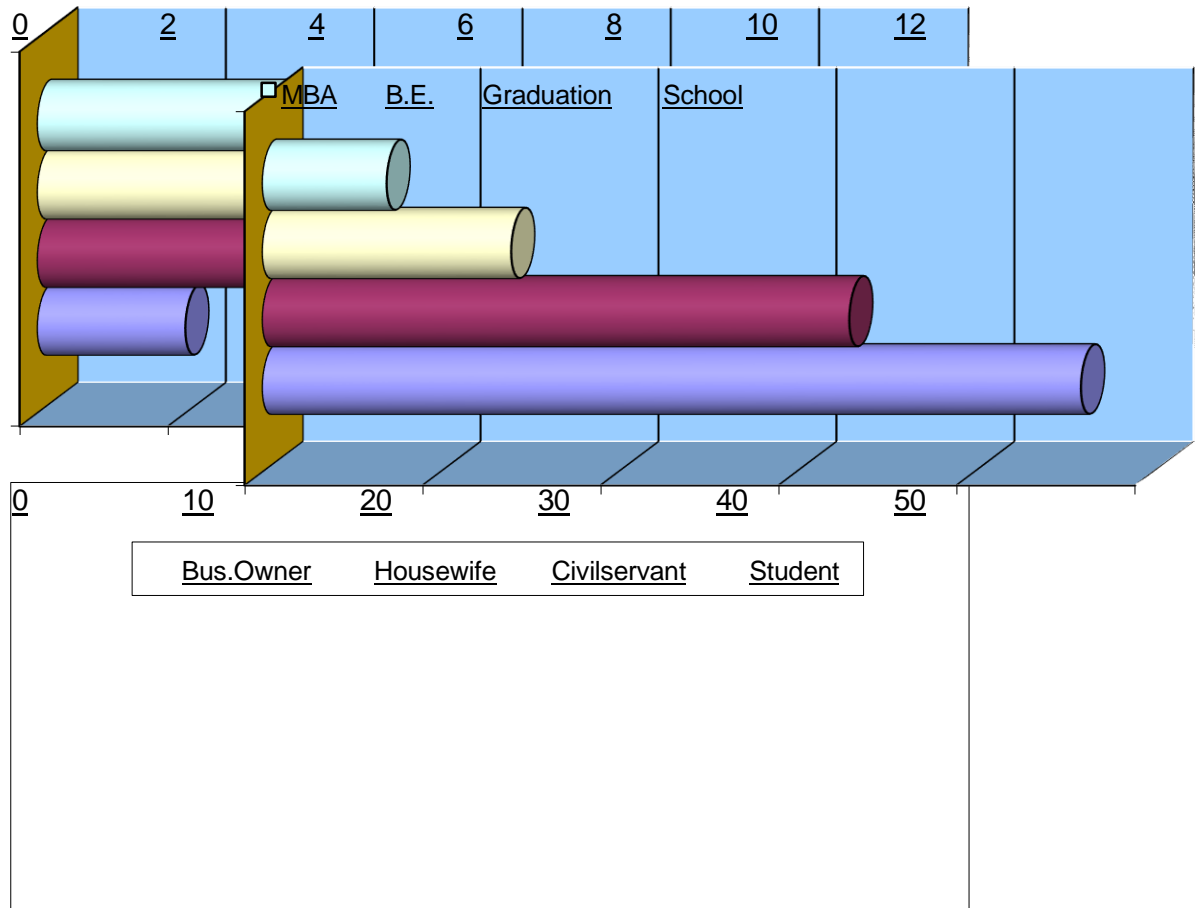c.   Interesting
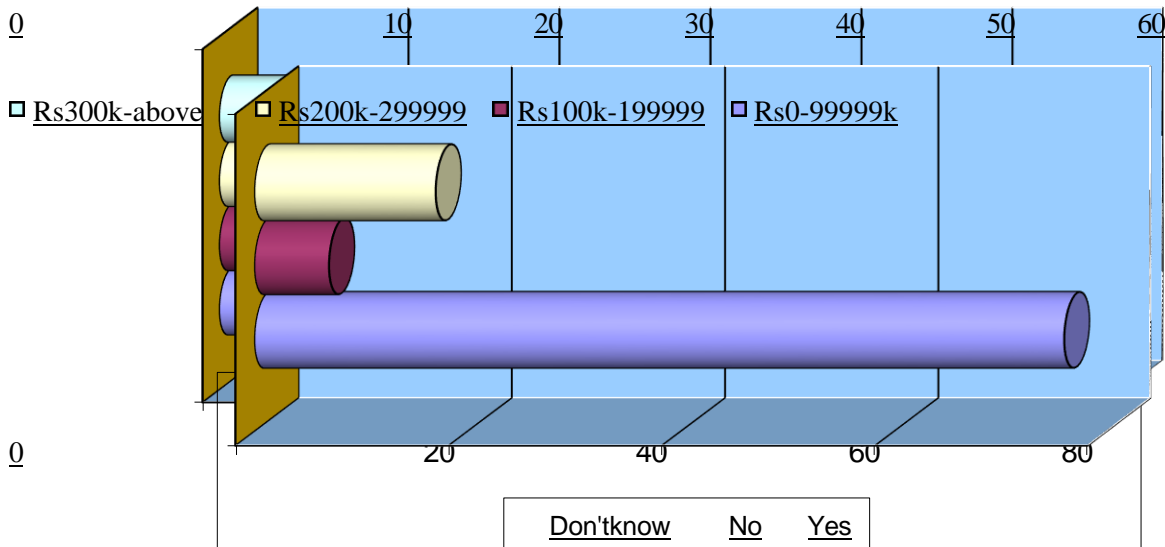
d.   Unethica

e.   Finally we need some personal data

11. Are you:

Gender (%)

13. What is the highest level of formal education you have completed to date? (Please tick only one.)

Level of education (%)

15:Which group describes your annual income

Income (%)

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 formulate 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 life- cycle 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 behaviour. 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 behaviour, are of relevance as are the following questions:

-What are the ingredients of a successful advertising campaign?

-How can advertising affect consumer behaviour?

-How do consumers' react to advertising

-How can success be measured? (using results to justify expenditure)

BIBLIOGRAPHY:

- Aaker, D. a. and Biel, a. L. (eds) (1993), **Brand equity and advertising**, New Jersey: Lawrence Erlbaum associates Inc.

- Ambler, T., (2000), Persuasion, pride and prejudice: how ads work, **International**

- Shore, S., (1999), **New Zealand study of the effectiveness of drink driving publicity,** http://www.anzmac99.unsw.edu.au/anzmacfiles/S/Shore.pdf

- http://www.hc-sc.gc.ca/hppb/socialmarketing/publications/smbib98/overview.htm, AN OVERVIEW OF SOCIAL MARKETING

  - BBC Website – Drink Driving Campaign

Additional journal research:

The advertising Quarterly

Journal of advertising Research

Marketing Week

38