

Factors Influencing the Customers' Expectations on an Adcopy

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ABSTRACT

Advertising has become the part and parcel of present-day life. From everywhere around us, advertisements of diverse types attack our privacy. The advertisement has an enormous power that can influence and leads to the changes in the buying behaviour pattern of a consumer. The role of advertising has become a science. It has a concealed voice that advocates, asks, announces, encourages, and intensely embeds into customer' minds. Customers' began to describe, examine the language pattern and estimate the language trying to discover the principles, create new kinds of relationship between improvements in the techniques and elements of language, with the objective to be unique and take full advantage of the effect. Thus effectiveness of an advertisement depends on the ad copy, because it describes the content and the text that has to be mentioned in the advertisement. The current research paper is an effort to understand the factors influencing the customers' expectation on adcopy and suggest the improvement areas for the creating effective adcopy as per the customer's expectations.

1. Introduction

Advertising has been an essential medium of connecting individuals for selling something with the others who have the urge to utilize those benefits of such products. In few instances, advertising alone can succeed in attaining buyer preference, acceptance, and also the product's demand. Some research study on the advertising reveals that every day a person may be exposed to around 620 – 625 messages on average, regardless whether they were noticed or not, from which 272 come from the traditional media channels such as TV, magazines, newspapers and radio (Media Matters 2007). As known for decades, advertisement is the main strategies in marketing. Advertising has most significant roles like: providing the information to the potential target audience regarding the appearance of either new product and service or company and encouraging the potential buyers to purchase various good or services (Ackerberg 2001). According to a research study focused on advertisers perspective, advertisement is an vital tool which companies use to directly influence buyers and public (Kotler, 1994).

Theoretical Framework

Ad copy is the Text of a print, radio, or television advertising message that aims at catching and holding the interest of the prospective buyer, and at persuading him or her to make a purchase all within a few short seconds.

2. Review of Literature

There are so many researches available in the area of advertising but in the concept of adcopy, not any relevant previous research is been conducted. As there is a transformation in the marketing, research importance is been given to the adcopy.

3. Research Methodology

I. Objectives of the study

- To identify the customers' expectations on an Adcopy
- To study the demographic factors affecting the customers expectation

II. Sampling Design

200 respondents from Bengaluru were chosen using Convenience sampling method.

III. Methods of Data Collection:

A well-structured questionnaire was used to collect primary data.

IV. Research Tools:

Percentage calculation was used to express the demographic profile of the respondents. Factor analysis was used to identify the factors contributing to the customers' expectation on adcopy. Further, Chi square and ANOVA was used to test the influence of demographic factor on customers' expectation.

V. Hypotheses

1. There is no significant association between the gender and factors contributing to the customers' expectation on adcopy.
2. There is no significant difference between the age and factors contributing to the customers' expectation on adcopy.

VI. Limitation & Scope of the Study

1. Analysis and interpretation of results depends only on the data obtained from the target respondents through questionnaire.
2. The respondents may give biased response.

4. Analysis and Interpretation

The demographic profiles of the respondents are summarized in the table 1. It shows that majority of respondents are married. 59 percent were male and 51.4 percent had post graduate qualification. The age wise classification shows that most of respondents 78.1 percent were between 20 and 30 years of age.

Table 1 Showing The Demographic Profile of the Respondents

S.No	Particulars	Type	(%)
1	Marital status	Married	76.2
		Unmarried	23.8
		Total	100
2	Gender	Male	59
		Female	41
		Total	100
3	Educational Qualification	UG	40
		PG	51.4
		Others	8.6
		Total	100
4	Age	Less than 20 years	7.6
		20-25 years	45.7
		25-30 years	32.4
		30-35 years	9.5
		Above 35 years	4.8
		Total	100

Source: Primary Data

Factor Analysis

Factor analysis was conducted in order to explore the factors that indicate the customers' expectation on adcopy.

Input Data

Respondents were requested to state to what extent they agree or disagree with the 18 statements relating to their expectation on an adcopy. To measure the degree of users' agreement / disagreement with these statements, Likert type 5 point numerical scale was used; strongly agree carrying score of 5, agree the score of 4, neither agree (or) disagree carrying the score 3, disagree the score of 2 and strongly disagree the score of 1.

Output: NReliability analysis was carried out prior to factor analysis. The analysis yielded Cronbach's Alpha of 0.910 close to 1 showing an excellent reliability. George and Mallery (2003)¹ provide the following rules of thumb: "≥ 0.9 is excellent; ≥ 0.8 is good, ≥0.7 is acceptable". Thus all the variables used in the factor analysis measures the same thing and agree with one another.

Table 2 Reliability Statistics

Cronbach's Alpha	N of Items
0.910	28

Test of validity

The validity of factor analysis is tested using Kaiser-Meyer-Olkin Measure of Sampling Adequacy. Kaiser (1974) recommends considering values greater than 0.5 as acceptable (values below this lead to either collect more data or rethink which variables to include). The value of 0.867, which falls into the range of being great: so, factor analysis is appropriate for the current data.

Principal component analysis was used for the initial extraction of the factors. The Eigen value more than one was considered for the formation of the principal components. **Initial Eigen values** - Eigen values are the variances of the factors. As factor analysis is conducted on the correlation matrix, the variables are standardized, which means that the each variable has a variance of 1.

After the initial extraction of factors by principal components analysis (PCA), the rotation of principal components was performed by varimax rotation method. The real analysis in a factor analysis begins with factor loading. The high loading on a factor indicates the stronger affiliation of an item to a specific factor. The loadings on each factor are given in table A in annexure. A distinct feature is that all the 18 variables have the factor loading of 0.50 or above 0.50.

After factor loadings, the rotation was done by varimax rotation. The rotated factor loadings for the 28 expectations (variables) were reduced to nine factors, namely, F1, F2, F3, F4, F5, F6, F7, F8 and F9. The final part of analysis is labeling the factors. Traditionally, at least two or three variables must load on a factor, so it can be given a meaningful interpretation (J.Pallant, 2007)². Therefore factors eight and nine have been excluded as there was one variable attached to it. The other seven factors with suitable names are given below

Table 3 - Factor I

S.NO.	Variables	Factor loading	Eigen value	% variance
1	It should persuade the customer to purchase the product/service	.714	3.609	12.888
2	Humor in contents attract to watch it more than once	.705		
3	Brands should come up with new contents on a regular basis to entice their customers	.666		
4	Information provided should be accurate and genuine	.639		
5	It has to educate the customers regarding the product/service	.600		
6	It should be focused on the customer benefits	.586		
7	The message delivery should be according to the customers understanding.	.563		
8	It should create the desire of the customers to know about the product/service	.533		

Source: Results computed through SPSS.

Factor 1 was named as “**Informative content**” on the basis of loading. The Eigen value of the Factor 1 is 3.609, and the percentage variance is 12.888.

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Table 4 - Factor II

S.NO.	Variables	Factor loading	Eigen value	% variance
1	It has to create a good impression with the catchy words and slogans	.827	2.472	8.828
2	Brands that use current economic-socio-political situations to bring about periodical information attract more attention	.686		
3	More drawn to stand alone results than comparisons	.582		

Source: Results computed through SPSS.

Factor 2 was named as “**Recent Trend**” on the basis of loading. The Eigen value of the Factor 1I is 2.472, and the percentage variance is 8.82

Table 5 - Factor III

S.NO.	Variables	Factor loading	Eigen value	% variance
1	More drawn to sentimental messages	.781	2.455	8.766
2	Public opinion affects the decision to try that brand	.662		
3	It affects the buying decision of the customer	.529		

Source: Results computed through SPSS.

Factor 3 was named as “**Buying decision maker**” on the basis of loading. The Eigen value of the Factor III is 2.455, and the percentage variance is 8.766.

S.NO.	Variables	Factor loading	Eigen value	% variance
1	Command on language is important to make it more popular	.797	2.402	8.577
2	Watched an advertisement based on a friend or relative's recommendation	.666		
3	It should establish the credibility of the brand	.665		

Source: Results computed through SPSS.

Factor 4 was named as “**Influential elements**” on the basis of loading. The Eigen value of the Factor IV is 2.402, and the percentage variance is 8.577.

**Table 7
Factor V**

S.NO.	Variables	Factor loading	Eigen value	Variance
1	Always pay close attention to the contents	.746	1.944	6.945
2	A comparison made between two brands encourages customers to watch it.	.566		

Source: Results computed through SPSS.

Factor 5 was named as “**Competitive Elements**” on the basis of loading. The Eigen value of the Factor V is 1.944, and the percentage variance is 6.945.

Table 8 - Factor VI

S.NO.	Variables	Factor loading	Eigen value	% variance
1	It should not affect the sentimental feelings of the customer	.682	1.926	6.878
2	Elaborated contents make you agitated	.648		
3	Prefer short & precise contents	.577		
4	Used to recommend someone to read if the content is interesting	.503		

Factor 6 was named as “**Nature of Content**” on the basis of loading. The Eigen value of the Factor VI is 1.926, and the percentage variance is 6.878.

**Table 9
Factor VII**

S.NO.	Variables	Factor loading	Eigen value	% variance
1	Lose interest if it contains complicated words	.784	1.886	6.735
2	Grammatical errors lead to lose interest in the brand	.743		

Source: Results computed through SPSS.

Factor 7 was named as “**Inhibitors to watch**” on the basis of loading. The Eigen value of the Factor VII is 1.886, and the percentage variance is 6.735.

Chi Square

The factor scores of the seven factors detained in the exploratory factor analysis were used in the following chi square test for testing the association between the seven factors and gender of the respondents

Table 10
Chi-Square Analysis

S.NO	FACTOR	p Value
1	Informative content	0.043
2	Recent Trend	0.102
3	Buying decision maker	0.002
4	Influential elements	0.031
5	Competitive Elements	0.005
6	Nature of Content	0.001
7	Inhibitors to watch	0.012

Source: Results computed through SPSS.

Six factors had a p-value less than 0.05; thus the null hypothesis was rejected at 5 percent level of significance for all the six factors which means that there is statistically significant association between the gender of the respondent and the factors such as informative content, buying decision maker, influential elements, information about competitive products, nature of content and inhibitors to watch.

ANOVA

The factor scores of the seven factors detained in the exploratory factor analysis were used in the following ANOVA for testing the significant difference between the means of the seven factors and age of the respondents. *Source: Results computed through SPSS.*

S.NO	FACTOR	p Value
1	Informative content	0.002
2	Recent Trend	0.000*
3	Buying decision maker	0.348
4	Influential elements	0.000*

5	Competitive Elements	0.034
6	Nature of Content	0.281
7	Inhibitors to watch	0.042

Two factors had a p-value less than 0.05; thus the null hypothesis was rejected at 5 percent level of significance for the two factors which means that there is statistically significant difference between the age of the respondent and the factors information about competitive products and inhibitors to watch.

Three factors had a p-value less than 0.01; thus the null hypothesis was rejected at one percent level of significance for all the three factors which means that there is statistically significant difference between the age of the respondent and the factors such as informative content, recent trend and influential elements.

The factors buying decision maker and nature of content do not differ significantly with the age of the respondent as they yielded a p-value of 0.348 and 0.281 respectively

5. Conclusion

On performing factor analysis, the twenty eight variables were reduced into seven significant factors. Following, the factor analysis the influence of the age and gender of the respondent was tested on the seven factors using ANOVA and Chi square. The result of inferential analysis shows that the gender of the respondent influences the factors such as informative content, buying decision maker, influential elements, information about competitive products, nature of content and inhibitors to watch. The age of the respondent influences information about competitive products, informative content, recent trend influential elements and inhibitors to watch.

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