

Cracking The Minds of Consumers by Advertisement

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Abstract— Indian market progressing in a lightning way along with accelerated growth of sales promotions. Companies garbing the Indian market with different innovative advertisement strategies such as emotional advertisement, responsible advertisement and normal way of advertisement. Recently many companies using the strategies such as irritating advertisement strategies to make register in the minds of consumers by continues same advertisement in media. Irritating advertisement causes negative attitude towards brand but sometime this strategy helps to register that brand in the minds of customers. This research article focusing on understanding consumer mind-set and purchase decision on brands which causes irritation by their advertisement. This research is based on descriptive analysis and survey method to collect data from consumers from Bangalore and Mysore. The questionnaire consists of two parts such as demographic characteristics and statements related to advertisement and purchase decision.

Indexed Terms-- strategies, irritating advertisements, purchase decisions.

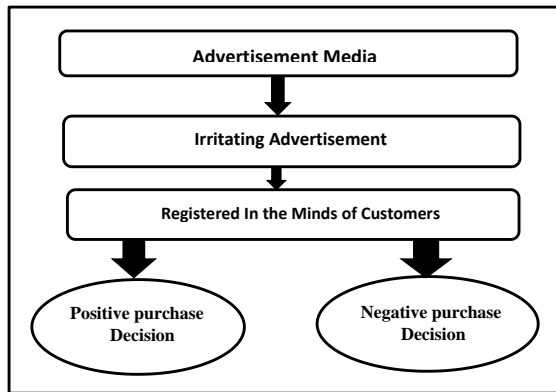
I. INTRODUCTION

The information can be spread through language, picture, colours, songs, poem, skits and advertisements. We are living in a globalized world where several types of humours can be create through advertisements. The success of advertisements depends on several factors and aspects as length of ads and creative ads. It is very significant to understand the components of advertisement because there are many reasons for or liking and disliking advertisement. Some of the companies using different strategies to provoke consumers and encash feelings of consumer and irritate the consumers' by by different Way. These are all the strategies which can

improve the advertisement just to register that product in the minds of consumers. In in 21st century advertisement connected with different It Ends such as the focusing on psychological and emotional connection regarding products and services since 17th century advertising existed as new platform and most of the marketing theories started in the midst of 19 century. After the industrial revolution and mass production the marketing got beginning of new concepts to provide information at large. According to several studies of humour in advertising which have been administered from the last 25 years, it is very difficult to understand the impact of humour advertisement. Generally humorous and irritating advertisements tend to have several outcomes and results on customer perception due to their psychology e and sensitivity. Some of the companies use humorous and irritating advertisement as technique to register the product in the minds of customers.

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage (Baker, 2008). Marketing strategy is a long-term course of action design to optimize application of the scarce resources at the disposal of a firm in delivering superior customer experiences and promote the interests of other stakeholders. Scarce resources include monetary capital, human capital, technology & time. Marketing strategy is intimately tied with strategic planning- the process of creating a firm strategy. Marketing strategy should be linked with the firms' mission and values (although these elements are not strictly part of marketing strategy).

Figure 1.1: Customer purchase Decision



II. LITERATURE REVIEW

1. David A. et, al. (1985): Causes of irritation in advertising, the effect of product class and how these different product promotion strategies leads to irritating to audience , advertising strategies used by some products like soap , bleach, batteries, stomach products, haemorrhoid products, shampoo, headache products, feminine hygiene products, Pantyhose, Gum, Snack, wine, Toothpaste, cold products, liquid detergent , deodorant were analysed by authors and factors that increase irritation and factors that reduce irritation were examined 18 sets of high irritation and low irritation commercials in the same product class showed irritation levels were higher when commercials emphasize a sensitive product, an unbelievable situation, a put-down person, a threatened relationship, a graphic portrayal of physical discomfort, tension, an un attractive or unsympathetic character, a suggestive scene, or poor casting.
2. Alain d'Astous, et, al. (1995): One justification for studying sources of irritation during shopping is the possible impact that consequent negative feelings may have on consumers' evaluation of stores, products and brand
3. Subhra et, al. (2005): The Effects of Ad Irritation on Brand Attitudes. Journal of Promotion Management, examines the effect of ad irritation on brand attitudes and if the effect of ad irritation is independent of ad credibility, attitude towards the advertiser, attitude towards advertising, and ad-induced feelings.
4. Subhra Chakrabarty et, al. (2008): The effects of Ad irritation on brand attitudes, in this article author explained effect of Ad irritation on brand attitudes and respondent's prior brand attitude, ad credibility, ad induced feelings.
5. Sandra et, al. (2008). This research on topic The Psychological Impact of Advertising on the Customer Behavior. Communications of the IBIMA, in this paper we analysed and understand that that advertising influences the customer through the cognitive aspects. Cognition is related to the fact that an individual perceives the information advertised through senses, perception, attention, memory, reasoning, language, etc. It is possible to state that one of the most important tasks advertisings performs is to distinguish the item or service advertised, attract the customer's attention and sustain his/her attention.
6. Sweta Thota (2012): these papers focused on review on sources of consumer irritation and offers a rationale for superior memory for consumer irritation on the basis of primacy and recency effects. A theoretical model of irritation consequences, company strategies, and the desired consumer response and loyalty.
7. Matuleviciene et, al. (2013): on this paper we understand that shocking advertising impact to consumer buying behaviour. The most shocking advertising elements, identified as disgusting images, sexual references, profanity/obscenity, vulgarity, impropriety, moral offensiveness and religious taboos, which are considered to be the basement for the key components of shocking advertising.
8. Tashrifa Haider et, al. (2017): Analysed that impact of advertisement on consumer buying behaviour. For this purpose, four independent variables, Entertainment in Advertisement, Familiarity of Advertisement, Social Imaging in Advertisement and Advertisement Spending were considered. Based on these Factors advertisement has significant impact on consumer buying behaviour. This study can be helpful for marketers to understand what triggers a consumer's intention to purchase. They can determine which element in

advertising is most effective and which has comparatively lower impact.

- Holly-Laura Myllyoja et, al. (2020): The effects of humorous and irritating advertising on brand perception in the Food Industry, study included three types of advertisements, which were of the humorous, and irritating, and failed humor kind, in this thesis author analyzed that advertising strategies used by food companies like Burger king, Haribo, KFC leads to negative impact on consumer minds due to irritation.

III. RESEARCH GAP

After that several studies have been reviewed regarding different marketing strategies of a company. Several companies use irritating advertisement strategies and scratch the minds of customers and try to register the product in the minds of customers. According to several studies it is very difficult to understand the sensitivity and perception of a customer regarding irritating advertisement strategy. Once the product name is registered in the minds of customers through emotional connectivity or irritation that leads to purchasing that product out of curiosity. This is the way to create curiosity in the minds of customers. At the time of purchase, few customers for several customers will buy that product because it has been registered in the minds through to advertisement. This article aim at understanding the sensitivity and perception of customers by irritating advertisement strategies.

Research Objectives.

- To understand the mind set of customer towards effective media for advertisement.
- To analyse the attitude of the consumer towards Irritating Advertisement.
- To analyse the consumer preference on Irritating Advertisement.

Hypotheses –

H0: Internet/ social media is not significant media for advertisement.

H1: Internet/ social media is most significant media for advertisement.

H0: The Irritating Advertisement does not influence negatively on consumer attitude.

H1: The Irritating Advertisement influence negatively on consumer attitude.

H0: The Irritating Advertisement does not influence negatively on consumer preference.

H1: The Irritating Advertisement influence negatively on consumer preference.

IV. RESEARCH METHODOLOGY

This section contains the tools and techniques that will be employed in this market study process. Research tools and techniques usually differ from discipline to discipline. For the purpose of this study the qualitative research method will be employed with its carefully selected data collection methods, this will enable the research process to be tackled systematically in order to draw the right conclusion. Survey method used for this research and data collected through google form. The sample selected randomly in Bengaluru and Mysuru customers. A well-structured questionnaire administered for the collection of data. The responses received are 78 respondents from Mysore and Bengaluru.

V. DATA ANALYSIS AND INTERPRETATION

Table 1.0 Descriptive statistics of respondents

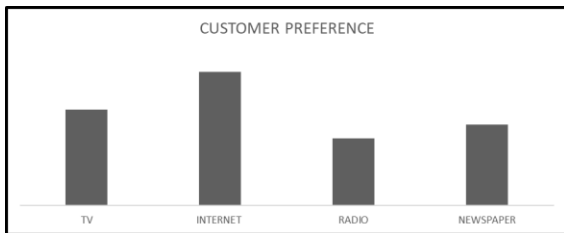
Demographic factors	Categories	Frequency	Percentage
Gender	Male	44	56%
	Female	34	44%
Age	15 to 25 years	33	42%
	26 to 35 years	27	34%
	36 to 45 years	9	12%
	Above 45 years	9	12%
Qualification	SSLC	0	0%
	PUC	2	2%
	Under Graduate	28	36%

	Post graduate	48	62%
Occupation	Employee	44	56%
	Student	22	28%
	Housewife	7	9%
	Business	5	7%
Marital status	Married	38	48%
	Unmarried	40	52%

(Source- primary data)

The above table shows that frequencies of demographic factors. This study administered two parts well-structured questionnaire. In that questionnaire part A belongs to demographic factors of respondents. Part B consists of statements regarding irritating advertisements.

Fig 1.0: consumer preference towards source of media advertisement



(Source- primary data)

The above graph shows that customers prefer more on internet or social media advertisement compare to other media advertisement. Because of smart phones social media advertisement are displaying more and impact more than any other media.

1.1 :Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.780	0.828	17

(Source- primary data)

The reliability test indicated that Cranach's alpha is 0.828 which shows data is reliable and internal consistent for further study.

1.2 :One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Advertisement	35.420	77	0.000	7.41026	6.9937	7.8268

(Source- primary data)

The above table shows that mean differences in normally distributed data and this shows there is significant influence of internet / social media advertisement on customer. T value is greater than 1.96 and P value less than 0.05 therefore reject the null hypothesis and accept the alternative hypothesis.

1.3 : Correlation analysis

		Mind-set	Advertisement
Mind-set	Pearson Correlation	1	0.729**
	Sig. (2-tailed)		0.000
	N	78	78
Irritating Advertisement	Pearson Correlation	0.729**	1
	Sig. (2-tailed)	0.000	
	N	78	78

** . Correlation is significant at the 0.01 level (2-tailed).

(Source- primary data)

From the above table identified that there is a positive correlation between mind-set of a customer and irritating advertisements in media. The R value shows 0.729 and P value less than 0.05 which depicts there is a significant relationship between mind-set of a customer and irritating advertisements in social media.

1.4 Paired Samples Test

	Paired Differences				t	df	Sig. (2-tailed)	
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower				Upper

Paired	Mind-set	2.909	1.452	.165	2.579	3.238	17.573	0.00
irritating	Advertisement							
1								

(Source- primary data)

The above table shows paired sample T test between mind-set of a customer and irritating advertisement. T value 17.573 which is greater than 1.96 and P value is 0.00 which is less than 0.05. Therefore irritating advertisement in media influence on consumer mind set towards that product. Hence, reject the null hypothesis and accept the alternative hypothesis.

1.5 Regression analysis between irritating advertisement and mind set of customer.

Independent variable		Advertisement	
	Std Beta	T	P
Mind set of customer	0.729	9.217	0.000
Adjusted R ²	0.531		
F value	84.959		

(Source- primary data)

The regression coefficient analysis shows that the relationship between Mind set of customer and irritating advertisement. The beta identified 0.729 which means 72.9% of the total variance in mind set of customer explained by irritating advertisement. F value was 84.959 which is significant with P value 0.000. This result indicated that Irritating advertisement has a strong negative influence on mind set of a customer. Hence, reject the null hypothesis and accept the alternative hypothesis.

1.6 Correlations			
		Advertisement	Attitude
Advertisement	Pearson Correlation	1	0.581**
	Sig. (2-tailed)		0.000
	N	78	78
Attitude	Pearson Correlation	.581**	1
	Sig. (2-tailed)	0.000	
	N	78	78

** . Correlation is significant at the 0.01 level (2-tailed).

(Source- primary data)

From the above table identified that there is a positive correlation between attitudes of a customer and irritating advertisements in media. The R value shows 0.581 and P value less than 0.05 which depicts there is a significant relationship between attitude of a customer and irritating advertisements in social media.

1.7 Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Paired Attitude - irritating Advertisement	3.85897	2.66153	.30136	3.25889	4.45906	12.8057	0.000	

(Source- primary data)

The above table shows paired sample T test between attitude of a customer and irritating advertisement. T value 12.805 which is greater than 1.96 and P value is 0.00 which is less than 0.05. Therefore irritating advertisement in media influence on consumer attitude negatively towards that product. Hence, reject the null hypothesis and accept the alternative hypothesis.

1.8 Regression analysis between irritating advertisement and mind set of customer.

Independent variable		Advertisement	
	Std Beta	T	P
Mind set of customer	0.581	6.226	0.000
Adjusted R ²	0.338		
F value	38.666		

(Source- primary data)

The regression coefficient analysis shows that the relationship between attitude of customer and irritating advertisement. The beta identified 0.581

which means 58% % of the total variance in attitude of customer explained by irritating advertisement. F value was 38.666 which is significant with P value 0.000. This result indicated that Irritating advertisement has a strong negative influence on attitude of a customer. Hence, reject the null hypothesis and accept the alternative hypothesis.

VI. FINDINGS

1. The study found that majority of respondents watch social media frequently in average of 4 hrs in a day and facing irritation to watch advertisement in the beginning of every log in time, they feel irritation because of disable of skip option for advertisement.
2. At the same time respondents opines that social media is best one to search goods and services. The study found that social media is a significant media for advertisement in this internet era.
3. This research study found that there is a strong relationship between irritating advertisement and customer mind-set. At the same time irritating advertisement influence 72% negatively on customer purchase mind set. By these irritating advertisement customer resist to buy that product.
4. In this research study found that there is strong relationship between irritating advertisement and customer attitude towards product purchase intention. The analysis found that there is negative influence of 58% negatively on customer attitude on purchase decision. Customer attitude moving towards negative to resist to purchase because of irritation if related advertisement in media.

VII. SUGGESTION

1. Media must give options to customer to while log in and use of internet/ social media. Or they must reduce the duration of advertisement or to reduce number of simultaneous advertisement.
2. Marketer must use some pleasant colour or music for advertisement to attract customers to watch and decide about purchase. They must influence positively on customer.
3. Marketer must attract the customer through telecast socially responsible advertisement that can attract the customer to buy the product.

4. In radio also advertisement are more and continues advertisement some of radio channels attracting listeners through add free program, this attract the customer.

VIII. CONCLUSION

The research study conclude that advertising is very complicated activity to attract targeted customers. The advertisement can perceive in many ways and fail to communicate properly. The research found that humours advertisement can attract targeted customer and change the mind-set of the customers. If the advertisement communicate incorrectly that effects of brand perception. Sometime irritating advertisement like “Gun in the hands in customers”. The marketer must understand the customer mind-set and attitude towards product or brand. Advertisement must create brand image and not to damage image.

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