

IMPACT ASSESSMENT ON ADVERTISEMENT

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1. INTRODUCTION

Advertising is the most effective means of communicating our ideas, products or services to a large number of people. In fact, it is defined by Philip Kotler as any paid form of non-personal presentation of ideas, goods and services by an identified sponsor.¹ Dr. Jones defined advertising as a sort of machine-made, mass production method of selling which supplements the voice and personality of the individual salesman; such as in manufacturing, the machine supplements the hands of the craftsman.² Furthermore, advertising can be defined as the dissemination of information concerning an idea, product or service to compel action in accordance with the intent of the advertiser.³

But the consumers of today are wiser than the marketers. When Vance Packard published 'The Hidden Persuader' almost half a century ago, consumers were deeply shocked, and not a little intrigued, by the mendacious machinations of marketing types.⁴

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¹ Kotler Philips, *Marketing Management*, (11th edn., Prentice-Hall of India, New Delhi), p.590.

² Varma, MM and Agarwal, R.K., *Advertising Management* (King Books* Delhi), p. 1.10

³ *Advertising Age*, July 28, 1932, p. 1

Brown Stephen, Marketing to Generation: Opinion, Forethought, *Ha\$. Bus.Rev.* June 2003, p. 16.

But nowadays, they are conscious of the marketing concept.⁵ They know that the customer is always right and is the King. The customers are also aware about the hidden agenda behind the advertising. Some of the positive implications of advertising as felt by the consumers are:

1. *Advertising Creates Awareness:* Creating awareness is absolutely essential in today's volatile marketplace. Firstly, the organization would want to make its target customers aware or informed about the product before it is launched in the market. Secondly, it would also want to convert the non-users of the product into users of the product by making them aware about the features of the product. Thirdly, if the product has undergone some quality up gradation or some new features have been added, then also the company would want to make the consumers aware about the product. Fourthly, the advertisers who maintain or expand their advertising over a longer period of time will result in creating more awareness; thereby increasing their sales than those who cut back or cancel their advertising. A survey of more than 3000 companies found that advertisers who maintain or expand advertising over a five-year period see that their sales increase by an average of 100 per cent. And companies that cut advertising decreased their average sales by 45 percent.⁶ Fifthly, people spend money to make purchases and if the company doesn't make them aware of their product, then they will spend their money somewhere else.⁷ Hence advertising is essential to survival and growth of the organization. Sixthly, in order to minimize the falling customer awareness, advertising is a very essential means of communication. Seventhly, as the market is constantly

Marketing Concept can be defined as a phenomenon of starting the business with the determination of consumer wants and ending the business with the satisfaction of those wants; as cited in Ramaswariy V S and Namakumari S, *Marketing Management: Planning, Implementation & Control; Global Perspective, Indian Context*, (3rd edn., Macmillan India Limited, New Delhi, 2002), p.7.

⁶ http://www.prisma-digital.com/cable/10_reason_ad.html, 05. 01. 2004.

⁷ *Ibid*, 05.01.2004.

changing and evolving, new families, new prospects and people with different lifestyles emerge. This is because people earn more money resulting in change in lifestyle and buying habits. Those customers who perceived the products to be high priced or that segment which the organization didn't find lucrative might become the prime customers or prime segment. Advertising is required to create awareness amongst such people. *E.g.* Safal Frozen vegetables, which inform the consumers that certain vegetables like carrot, cauliflower, pea, ladyfinger, etc., which are available only in a particular season, are also available all through the year. This is done by packing and freezing them in packets, which would keep their freshness intact. These packets are made available all through the year without deteriorating their quality. Therefore, the purpose of such advertisements is informing as well as making the consumers aware or satisfying their urge to have off-season vegetables. Another example, which can be cited, is that of Smith & Jones Ginger Garlic Paste. For workingwomen, it is a lot of hassle to get up early in the morning and make the required pastes for preparing the meal. This product relieves them of this hassle. To make the workingwomen aware of this product, advertising is a must. Recently, Philip Morris has stepped into India on its own with its well-known Marlboro brand of cigarettes. The product is to be distributed in India without the direct involvement of Godfrey Phillips India (GPI). The company further wants to emphasize that the Marlboros available in India will all be imported from Switzerland.⁸ This is a case of making the consumers aware about the cigarette Marlboro; which can be successfully done either by advertising or proper retailing.⁹

Advertising Reminds The Consumer About The Existing Product: Reminding the customer is the first step to a

⁸ Narula Manoj, Marketing: Going Direct, *Business India*, November 24 -December 7, 2003, p. 119.

Retailers can be defined as those marketing intermediaries who sell to the household or the ultimate consumer; Ramaswamy V S and Namakumari S, *op.cit.*, p.390.

repeat purchase if alternative products are available in the market. In the world of hyper competition¹⁰, where large number of alternative products are available in the market, there is a possibility that the company might loose out its market share in dearth of advertising. This is because firstly, lots of advertisements are shot at the minds of the consumer. And the consumer might feel the obsolescence of Jhe product if he doesn't receive proper advertising. Secondly, sometimes people postpone their buying decisions in order to compare the price, quality and service. Therefore the advertising should reach them throughout their buying process. The advertisers name should be fresh in their minds when they finally decide to buy." This is because we are bombarded with tons of messages (an estimated 2700) daily. An experiment proved the need for constancy in advertising by running an advertisement once a week for thirteen weeks. After that period, 63 percent of the people surveyed remembered the advertisement. One month later, 32 percent recalled it. Two weeks after that, 21 percent remembered it. That means 79 percent forgot the advertisement.¹² Therefore, continuous advertising reminds the consumer about the existing product. Thirdly, advertising keeps regular customers intact and counterbalances the advertising of the competitors; otherwise the organization looses them to the more aggressive competitors.¹³ Fourthly, it is also much more

¹⁰

Hypercompetition, as defined by Richard D'Aveni, is a state where the frequency, boldness, and aggressiveness of dynamic movement by the players accelerate to create a condition of constant disequilibria and change. Market stability is threatened by short product life cycles, short product design cycles, new technologies, frequent entry by unexpected outsiders, repositioning by incumbents, and tactical redefinitions of market boundaries as diverse industries merge. In other words, environments escalate toward higher and higher levels of uncertainty, dynamism, heterogeneity of the players and hostility; as cited in Wheelan Thomas L. and Hunger David J., *Strategic Management And Business Policy: Entering 21st Century Global Society*, (6th edn., Addison-Wesley, 1998, p.69-70.

¹¹ http://www.prisma-digital.com/cableviO_reason_ad.html, 05.01.2004.

¹² Murray Fallen, <http://www.weav.bc.ca/weavnews/article.htm79>, 05.01.2004. ¹³

http://www.prisma-digital.com/cable/10_reason_ad.html, 05.01.2004.

economical to sell to old customers than to new ones because they have already used the product and are satisfied with it. So if they don't hear about the product, they tend to forget it in the long run. The National Retail Merchants Association states: 'Mobility and non-loyalty are rampant. Stores promote to get former customers to return and to seek new ones.'¹ Hence reminding the customers about the existing product is enabling the organization to hold on to their old customers. Fifthly,¹⁵ continual advertising results in trust in your company. E.g. the advertisement of Harpic Toilet Cleaner reminds the consumers that a product is available in the market, which would keep their toilets germ-free. Another advertisement is that of Mortein Mosquito Coil which reminds the consumers that a product is available in the market which would keep their home free from mosquitoes and malaria.

Advertising Promotes the New Product: Any new product, which comes into, the market, has to be promoted by its organization. It has to be positioned¹⁶ firmly in the minds of the consumer. This is because in this era of hyper competition, the market is flooded with lots of products, which are quite similar. Therefore it becomes very difficult for the new entrant to create a place for itself in the minds of the consumer. Advertising tries to remove this drawback for the new entrant by promoting it. For example, Hyundai Company promoting its new product Santro Xing. Similarly, Reliance promoting its entry in the cellular phone industry. Another example is that of Rs.350 crores Gokuldas group, which has decided to venture into the field of lingerie market with its product Enamor.¹⁷ This group

¹⁴ <http://www.kezw.com/advertise/top10.html>, 07.01.2004.

¹⁵ http://www.wxvt.com/eight_reasons_to_advertise.htm, 07.01.2004

¹⁶ Positioning is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market; Kotler Philips, *op. cit.*, p.308.

¹ Saraf Anu, 'Marketing: Fitting In', *Business India*, September 1 - 14, 2003, p.84.

has decided to invest heavily on print advertising in order to promote its new product.

Advertising Retains Product Leadership: Normally, in this era of excessive competition, it becomes difficult for any firm to stay at the number one position for long. Firstly, this can be because of fluctuating tastes and preferences of the consumers, availability of larger number of rival products or substitute products in the market or even changing needs of the customers. Therefore, advertising to some extent, can help the product to retain its leadership in the market; if not increase in the market share. Secondly, it can help the organization to have an edge over its competitors. Thirdly, it is also responsible for the return of the former customers. Fourthly, advertising strengthens the identity of the organization. This is because when the company quits advertising, it changes the reputation, reliability and confidence the customers have in them.¹⁸ For example Lux soap was not advertised for long on the television. As television is the most important medium of communication, the dearth of Lux advertisements on television raised doubts in the minds of the consumers i.e. whether the product is available in the market, or whether some quality degradation has taken place, etc. As a result of this, the competitive products started gaining an advantage and the Lux soap slipped down the position, which it was holding for long. But now, again with Lux advertisements back on the television, the product has started doing fairly well for itself. Fifthly, advertising even stabilizes the company's brand¹⁹ in the minds of the consumer. As a result, their preference for the brand increases and higher brand preferences result into higher margins, thereby resulting into positive image of the firm. If the competitors

"Murray Fallen, <http://www.weav.bc.ca/weavnews/article.htm79>, 05.01.2004

The American Marketing Association defines a brand as: a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate from those of competitors; as cited in Kotler Philips, *op. cit.*, p.418.

cut back on advertising, then the opportunity comes along with the firm.

5. *Advertising Repositions the product:* Repositioning can be defined as a process wherein the product is provided with some new features or it is associated with some new uses and, through promotion, is again positioned in the minds of the consumer in a different way than earlier for existing as well as new target segments. In other words, advertising relaunches the product in a way, which is different from the existing one. This helps in either strengthening the position of the product in the market place, or increasing the types of customers purchasing as well as consuming the product. E.g. Britannia Industries have completely transformed their presentation of the product as not merely biscuits and cakes but as product, which have a punch line: "Eat Healthy, Think Better". Britannia has brought wide range of bakery products aiming at each and every individual, irrespective of the age. Through advertising, their aim is to launch the product in a different way than others i.e. the product has a very high nutritious value apart from the taste.

6. *Advertising Develops Prospective Buyers And acts as a Market Drive:* Many a times after seeing an advertisement, the non-users of the product become the users of the product because advertising creates not only awareness but also symmetry of market - situation. Firstly, they might either not be using the product at all or might be using the product of the competitors. And only after seeing the advertisement have switched over to the company's product. E.g. Humorous advertising is a way to convert the non-users of the product into users of the product. Similarly, some additional features have been incorporated in the product, which are not present in the competitor's products, etc. Secondly, nowadays the customers are not of 'closed mind' with a brand loyalty. They are more open minded to receive information. Moreover, advertising also

reaches the customers continuously. Hence, it is the most effective means of communicating continuously to attract the new customers.

2. METHODOLOGY

The primary data was collected through survey method. Hundred respondents were taken; fifty male respondents and fifty female respondents. Each question was judged by the respondents on a scale of one to five. Strongly disagree, disagree, neutral, agree and strongly agree were weighed as one two three, four and five respectively. The analysis will be done by using statistical tools like correlation and regression analysis. Age Group is taken as an independent variable while creating awareness, reminding the consumers about the existing product, promoting the new product, retaining product leadership, repositioning the product and developing prospective buyers are taken as dependent variables. The aim of the article is to identify the importance of advertising with respect to increase in age. Thereby, enabling the marketers to project the right advertisement for the right age group.

According to L.R. Conner, "If two or more quantities vary in sympathy so that movements in one tend to be accompanied by corresponding movements in the other(s), then they are said to be correlated,"²¹ i.e. if two quantities vary in such a way that movements in one are accompanied by movements in the other, these quantities are correlated. The degree of relationship between the variables under consideration is measured through the correlation analysis. The measure of correlation is called as correlation coefficient or correlation index. It summarizes in one figure the direction and degree of correlation. Thus, correlation is a statistical device, which helps us in analyzing the co variation of two or more variables. The computation concerning the degree of closeness is based on the regression equation. The study of correlation is of immense use because:²²

²¹ Gupta S.P., *Statistical Methods* (Sultan Chand & Sons, New Delhi, 2002), p.378.

²² Gupta S.P.,o/7.cu. p.379.

1. Most of the variables show some kind of relationship. E.g. there is a relationship between price and supply etc. With the help of correlation analysis, we can measure in one figure the degree of relationship existing between the variables.
2. Once we know the two variables are closely related, we can estimate the value of one variable given the value of another.

Whether correlation is positive (direct) or negative (inverse), would depend upon the direction of change of the variables. If both the variables are varying in the same direction i.e. if one is increasing, the other on an average is also increasing. Similarly, if one variable is decreasing, the other, on an average is also decreasing. Such a correlation is said to be a positive correlation. On the other hand, if the two variables are varying in opposite directions, i.e. if one variable is increasing, the other is decreasing or vice-versa, then the correlation is said to be negative.²³

Regression analysis on the other hand is the measure of the average relationship between two or more variables in terms of the original units of the data. According to Ya-Lun Chou, "Regression analysis attempts to establish the 'nature of the relationship' between variables- that is, to study the functional relationship between the variables and thereby provide a mechanism for prediction, or forecasting."²⁴

Regression analysis provides estimates of values of the dependent variable from values of the independent variable. The device used to accomplish this estimation procedure is the regression line. The regression line describes the average relationship existing between X and Y variables, i.e., it displays mean values of x for given values of Y. The equation of this line, known as the regression equation, provides

Ibid, p. 351.

Ibid.,pA36.

estimates of the dependent variable when values of the independent variable are inserted into the equation.

3. THE FINDINGS AND INTERPRETATION

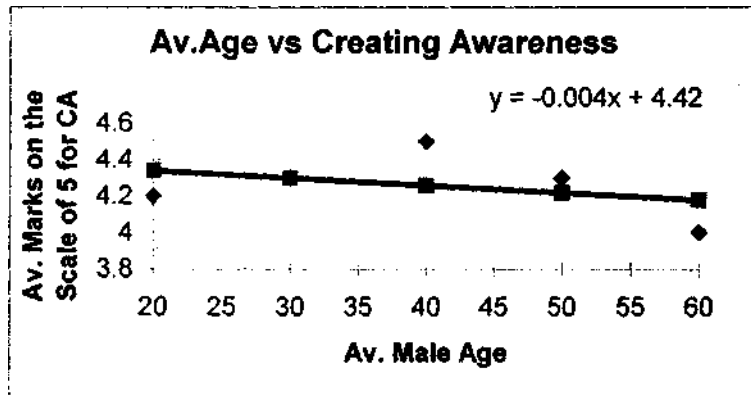
3.1. Advertising Creates Awareness:

Males:

Age Group Creating Awareness

20	4.2	
30	4.3	
40	4.5	
50	4.3	-0.34816
60	4	

Correlation Analysis



Regression Analysis

CA= Creating Analysis

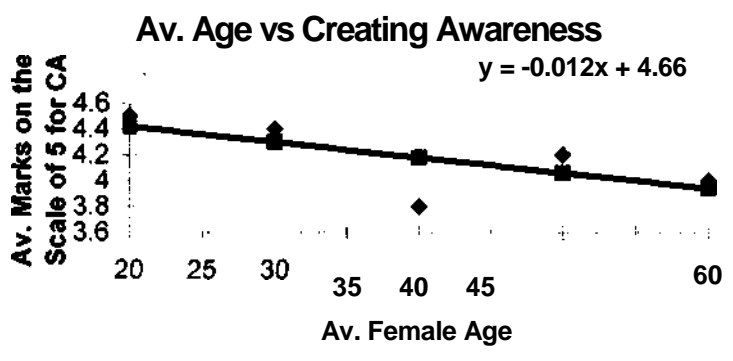
Ibid.,pA37.

Females:

Age Group Creating Awareness

20	4.5	
30	4.4	
40	3.8	
50	4.2	
60	4	-0.66259

Correlation Analysis



Regression Analysis

CA = Creating Awareness

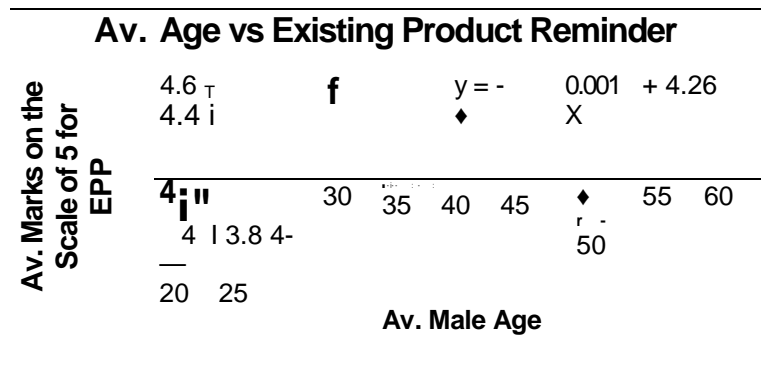
As seen from the figure, advertising creates more awareness amongst the younger generation. As the age increases, the degree of creating awareness decreases. This is true with both males and females. This is because of the fact that firstly, the exposure of the younger generation is less to the world as compared to the older generation and therefore there is a greater degree of enthusiasm in them to know more and more. Moreover, their self-concepts tend to be unstable, so their mind is far more flexible in gathering product information. Secondly, as compared to the older generation having the basic necessities already with them, the younger generation has to start their career away from their home. So they have to make important decisions about setting up households by purchasing all the basic necessities of life like furniture, household equipments, car }

etc. This would require a greater knowledge about the availability of products in the market and advertising is very good tool for creating awareness. This is further supported by the fact that people have many things in common with others merely because they are about the same age. Consumers who grew up at the same time share many cultural memories and belong to the same age cohort

3.2 Advertising Reminds The Consumer About The Existing Product:

Males:	4.1	
Age Group Reminding about existing product		
20		
30	4.3	
40	4.5	
50	4	
60	4.2	-0.08

Correlation Analysis



Regression Analysis

EPP = Existing Product Reminder

²⁶ Age Cohort can be defined as a group of people of similar ages who have undergone similar experiences. As cited in <http://classes.uleth.ca/200203/mgt3210y/Age%20subculture.ppt>, 06.02.2004.

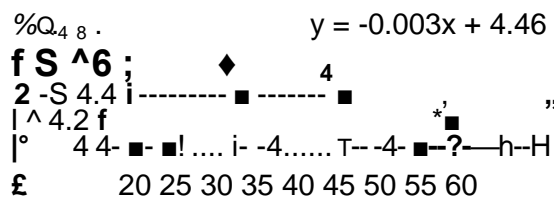
²⁷ [Http://cwx.prenhall.com/bookbind/pubbooks/solomon_ca/chapter15/deluxe.html](http://cwx.prenhall.com/bookbind/pubbooks/solomon_ca/chapter15/deluxe.html), 05.02.2004.

Females:

Age group	Reminding about existing product	
20	4.2	
30	4.6	
40	4.5	
50	4.1	
60	4.3	-0.22875

Correlation Analysis

Av. Age vs Existing Product Reminder



Av. Female age

Regression Analysis

EPP = Existing Product Reminder

The analysis shows that there is a negative correlation between increasing age and reminding the consumer about the existing product. Advertising reminds the younger generation about the existing product more than the older generation. This is because the younger generation is very busy with their day-to-day activities like job responsibility, family responsibility, stabilizing their career, etc. Therefore, they tend to forget the availability of the substitute products in the market in their busy schedule. Here, advertising plays a very important role in reminding the consumers about the existing product. More so, the young, unmarried people usually have few financial burdens and have a good discretionary income for spending. The same goes for the young married people without children. In the case of people in the higher age group, advertising has a lesser degree of impact on

reminding them about the existing product. This is because they are very much settled in their life and are satisfied with what they possess. The degree of family responsibility also increases as the working people lay more emphasis on the education of their children and settling them. Even with retired people, they are more interested in the activities of their grandchildren and in other social activities that they seem little interested in the availability of products in the market. Therefore, we can say that the human beings, at different stages of their life cycle will behave differently towards the product. This concept is called as life cycle psychology²⁸ and advertisers have to be careful about it while preparing an advertisement.

3.3 Advertising Promotes the new Product:

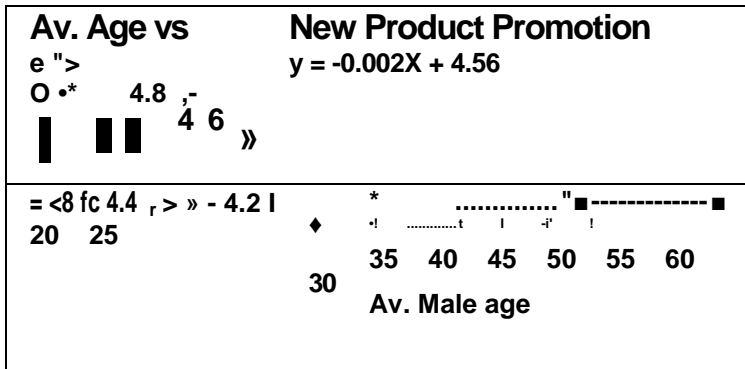
Males:

Age Group Promotes New Product

20	4.7	
30	4.3	
40	4.4	
50	4.5	
60	4.5	-0.2132

Correlation Analysis

²⁸ Life cycle psychology is a branch of psychology that tries to relate the place where an individual is in course of his/her life with the kind of issues that the person is facing and with the kind of resources s/he will have available to face those issues. And, eventually, the kind of disturbance s/he could develop in case s/he fails to cope successfully with those issues. As cited in <http://web4health.info/en/answers/life-cycles.htm>, 05.02.2004.



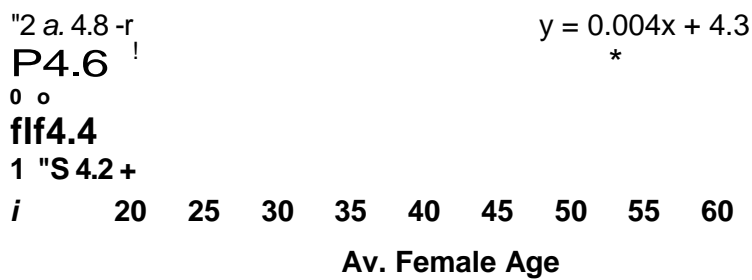
Regression Analysis
 NPP = New Product Promotion

Females:

Age Group Promotes New Product		
20	4.4	
30	4.3	
40	4.5	
50	4.7	
60	4.4	0.417029

Correlation Analysis

Av. Age vs New Product Promotion



Regression Analysis
 NPP = New Product Promotion

There has been a contradictory finding in this context among the males and females. The regression analysis

shows that as the age increases, the degree of promoting the new product through advertising decreases in males. And it also shows that as the age increases, the degree of promoting the new product through advertising increases in females.

Males: The older people are absorbed in their duties (job work), as the person at higher post will require having more responsibilities. He doesn't have the time for new product news in case of convenience goods²⁹ and shopping goods. Specialty goods³¹ might have a consideration but they are purchased rarely. On the other hand, if the person is retired, he has a fixed pension, which could not be spent on shopping goods or specialty goods. He doesn't feel the need to change the existing products available in the home. Instead, he would want to keep the money secure with him

Convenience goods can be defined as those products, which the consumers would like to purchase with the least possible effort. These products are purchased frequently and their unit price is low. This is because there is a recurring need of these items and the consumer would desire to get it at an easily accessible place. There is not much of a planning behind this kind of a purchase. E.g. toothpaste, biscuits, chocolates, etc., opinion cited in Consumer Buying Behaviour, Study Material in Marketing Management, Narsee Monjee Institute of Management Studies, Mumbai, 2000, p.25.

³⁰ Shopping goods can be defined as those goods, which are not purchased so frequently. E.g. furniture, electrical appliances, etc. There is an element of planning behind the purchase. The buyer is ready to make one or two shopping trips to buy these items since these purchases involve considerable expenditure. The customer would certainly like to compare the prices, quality, patterns, etc., in a number of stores before finalizing the purchase. Opinion cited in Consumer Buying Behaviour, Study Material in Marketing Management, Narsee Monjee Institute of Management Studies, Mumbai, 2000, p.25.

³¹ Specialty goods can be defined as the high priced goods, e.g. luxury cars, premium watches, ornaments, etc. These purchases involve substantial investments and the periodicity of purchase is less frequent than that of shopping goods. Specialty goods are not purchased out of instant decisions. The various aspects of the purchase - the cost perspective, the utility consideration, the prestige value, the alternatives available, the experience of others who have purchased the product - are analyzed before reaching on to the purchase decision. Opinion cited in Consumer Buying Behaviour, Study Material in Marketing Management, Narsee Monjee Institute of Management Studies, Mumbai, 2000, p.25.

for medication or for making the life secure. But the younger generation, especially teens, earns money but have few financial obligations. Therefore, we can say that the behavior of the consumers at different stages of their life varies with respect to values and attitudes, consumption pattern and media behavior.

Females: On the other hand, degree of new product promotion through advertising increases with the increase in the age of women. This is because mostly the items used in the house are being operated or used by women. They are constantly on the lookout for a product, which gives them maximum comfort. Secondly, if they are working women or retired, they have the money behind them to satisfy their urge. Similarly, even if they are not working women, they pursue their husband to purchase the product for them. This is because as they watch the television much more than their male counterpart, they have the ability as well as the time to decipher about the quality as well as better usage of the product from a variety of products. The children also will go to their mothers to buy new things. More so, the grandmothers are much more accessible than the mothers.

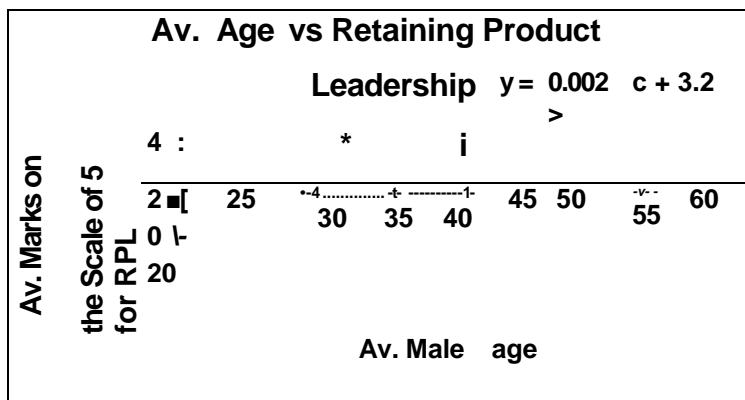
3.3 Advertising Retains Product Leadership:

Males:

Age Group Retains Product Leadership

20	3	
30	3.4	
40	3.6	
50	3.2	
60	3.2	0.138675

Correlation Analysis



Regression Analysis

RPL = Retaining Product Leadership

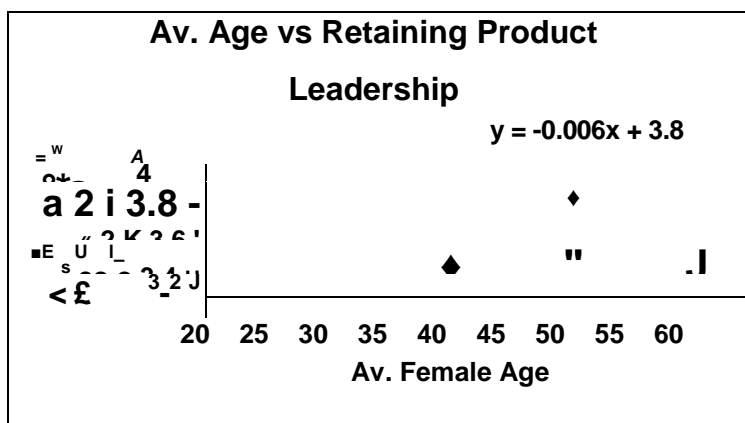
Females:

Age Group Retains Product Leadership

20	3.7
30	3.6
40	3.4
50	3.8
60	3.3

-0.4575

Correlation Analysis



Regression Analysis

RPL = Retaining Product Leadership

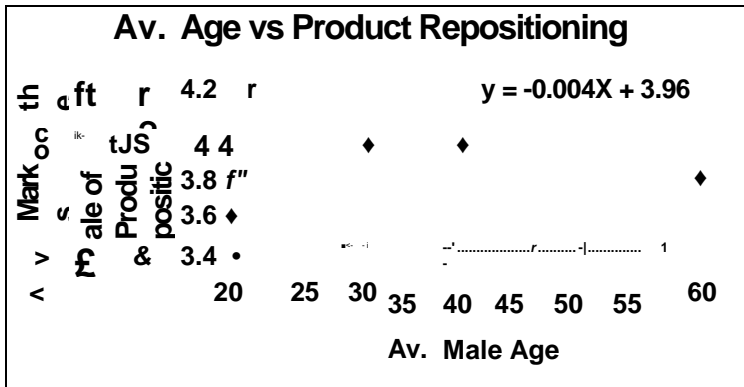
Advertising reassures people that they have made the right buy. The correlation analysis tells us that there is a positive correlation between increasing age and retaining product leadership through advertising in males, i.e. with the increase in age, the degree of retaining product leadership through advertising increases in males. Young minds tend to deviate more and search for more alternatives in relation to the old people. As mentioned earlier, males have a lesser tendency to watch advertisements than females. They are much more comfortable with whatever they have as far as investments for products are concerned. Therefore, there is a greater probability of retaining the same products because of satisfaction. But on the other hand, a negative correlation exists between increasing age of females and retaining product leadership through advertising. The regression analysis also shows that as the age of the female increases, there is a decline in retaining product leadership through advertising. The females are more prone to watch advertisements on television, as they are inseparable part of the serials, which the females watch. So, the females are bombarded with lots of advertisements about different products and they are compelled to see them because of their lust for serials. Here they come to know about the other substitute products. As the age increases, their say in the household matters also increases, purchasing capacity (working women or housewife) increases and they would want the best for their family.

3.4 Advertising Repositions Product:

Males:

Age Group	Repositions Product		
20		3.6	
30		4.1	
40		4	
50		3.7	
60	<i>Correlation</i>	3.6	-0.26968

Analysis

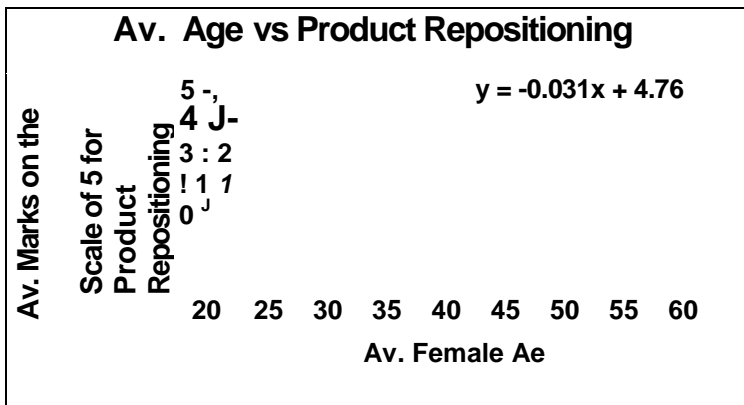


Regression Analysis

Females:

Age Group	Repositions Product	
20	3.9	
30	4.1	
40	3.6	
50	3.2	
60	2.8	-0.9313

Correlation Analysis



Regression Analysis

With the increase in age, the tendency to perceive the product in a different way becomes difficult. This is the reason why with the increase in age, the degree of repositioning the product decreases in males as well as

females. As a person becomes older, his perception³² of a thing over a longer period of time cannot be changed in a minute's time. The way they have perceived a product has an everlasting impression on their mind. So, it is difficult to change the prevailing image in their mind. Danigelis and Cutlers view that people become increasingly conservative with increasing age³³ support this. Furthermore, Visser and Krosnick are of the view that people become increasingly rigid in their attitude with increasing age³⁴. Therefore, it is easier for the marketer to shift the person towards a substitute or rival product, but changing the perception about the same product is somewhat difficult (though not impossible) at such an age.

3.5 Advertising Develops Prospective Buyers:

Males:

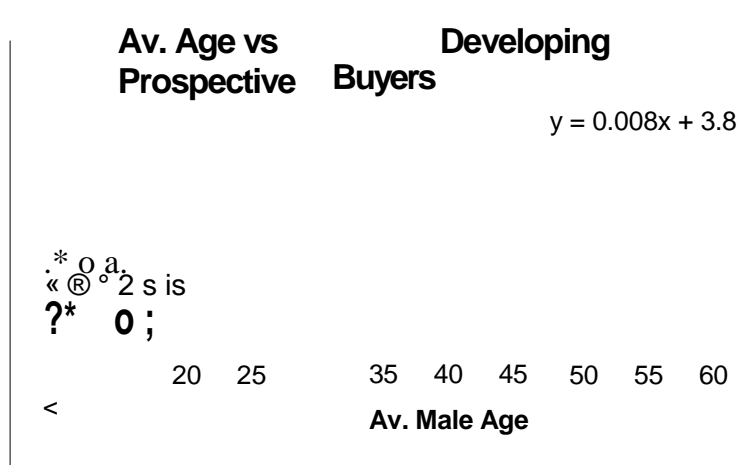
Age Group Develops prospective Buyers		
20	3.6	
30	4.3	
40	4.5	
50	4.1	
.60	4.1	0.377964

Correlation Analysis

³² Perception is the process of selecting, organizing and interpreting or attaching meaning to events happening in environment, as cited in Nair, Suja R, *Consumer Behaviour in Indian perspective*, (1st edn. Himalaya Publishing House, New Delhi, 2001), p.39.

³³ <http://www.psych.utah.edu/psvh3230/lectures/attitudes.pdf>, 06.02.2004

³⁴ *Ibid*, 06.02.2004



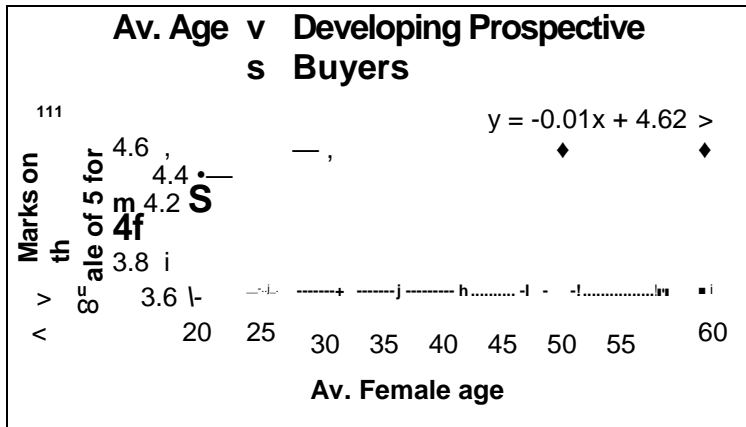
Regression Analysis
 DPB = Developing Prospective Buyers

Females:

Age group Develops Prospective Buyers

20	4.4	
30	4.2	
40	4.3	
50	4.4	
60	3.8	-0.635

Correlation Analysis



Regression Analysis
 DPB -Developing Prospective Buyers

As far as the rival and substitute products are concerned, the analysis regarding advertising promoting the new product and advertising retaining product leadership stands. But when a new product is introduced in the market, which is not competing with the existing products, then there is a slight change in the statistics. When such a product is introduced in the market, it has altogether different implications. Males are more prone to trying out new things than females. They have an experiential shopping motivations³⁵ i.e. trying out new products, tasting, a feel of the new store atmosphere and getting attracted by demonstrations. Females will buy only those things, which are of utility value to them. A new product, which might be attractive but not having a utility value, will not be purchased by females but will be purchased by males. Dr. Maggie Geuens explains this phenomenon by stating that the women have web - thinking and males have funnel thinking.³⁶ This is the reason that with the increase in age, there is a greater degree of developing prospective buyers through advertising amongst males and lesser degree of developing prospective buyers through advertising amongst females. 4.

CONCLUSION

In order to facilitate the right kind of advertisement for the right age group of the audience, the study suggests that the marketers should know that the impact of advertising is more on the younger generation than the older generation. The housewives or the working/retired women then follow it. Further more, it is suggested that the tendency to shift from the existing product to another product is more in the younger generation and females. But in case of males, this tendency diminishes as the age increases. Thirdly, advertisement for repositioning of the product is difficult to succeed in case of older generation than the younger generation as normally, they are rigid in their attitudes and it is very difficult to change them. All these things would enable the marketer to prepare the right kind of advertisement for the right age group.

[fetew.ugent.be/MarEco/Site_NL/vakken/maggieH3 .pdf](http://fetew.ugent.be/MarEco/Site_NL/vakken/maggieH3.pdf), 08.02.2004.
Ibid, 08.02.2004.