

Creation of Effective Advertising in the Persuasion of Target Audience

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ABSTRACT

The purpose of the study is to create the advertising more effective to influence the audience being targeted. The study mainly concerned with the advertisement campaigns to target the audiences belonging from the different cultures. The theory posits that the combination of factors such as humor, medium uniqueness, marketing strategy, national cultures and consumer motives all constitute the effective advertising in order to persuade the target audience. The marketing researchers are creator of the advertising campaigns or ads have concluded that the consumer are engaged with the medias attract them most should influences them towards the specific product's brand. However, the findings suggest that the framework proposed is quite effective to meet with consumer requirements. The practical implications of the study are seemed to be enthusiastic which enlightens that the consumer prefers the advertisement which affects them the most.

Keywords: *Humor, Medium Uniqueness, Marketing Strategy, National Cultures, Consumer Motives, Advertising.*

1. INTRODUCTION

Advertising is persistent, invasive and insidious by the argument of some persons (Harker 2000). The main purpose this study is to create the effective advertising to influence the targeted audience; for instance, the formation of the advertising more effective is much difficult because the viewers of the campaigns comprises of different interests, attitudes and psychology. Accumulating the audiences desires facilitate the advertising agency to make the ads that capture their psyche for the reason they had created the advertisement. Few researchers have recognized that one of the frequently practice of emotional invocation in cosmic advertising is humor (Koudelova and Whitelock, 2001; Hannaet al., 1994; and Biswas et al., 1992), also the limited expressive studies have investigate the approaches through which humor differ beyond national cultures (Toncar, 2001; Alden et al., 1993; Biswas et al., 1992, and Weinberger and Spotts, 1989). Humor advertising is determined by the print campaigns performance and the majority of research studies have usually bother with Television advertising.

Few researches have focused the cognitive, emotional and interpersonal processes on the creation and analysis of humor in the field of advertising (Lee and Lim, 2008; Beard, 2008; Shabbir and Thwaites, 2007; Spotts et al., 1997; and Speck, 1991). The creation of humor in the advertisement considers the various prospective of person's motivational level and it could capable to offer the complete information of usage. (Lynch, 2002). The five major types of humor are sentimental humor, satire, comic wit, sentimental comedy and the full comedy replenish the idea for the assessment of humor in the advertisement. (Speck, 1991). Voluntary reveals the advertisers to create the ads in the content of verbal and visible way so that it could provide the intuition to effectively create the strategies for the various cultures. (Speck, 1991).

The advertiser frequently focused on the media through which they target the audience because they intended to create the advertising messages more effective by engaging the audience to the media and they know that

on any platform audience use the media. (Wang, 2006). Cross Channel alliances is useful approach to engage the audience on media which should influence the target audience of different media. (Ha and Chan-Olmsted, 2004). Most of the professional and scholars found the broad relation among the advertising and audience on the universal media. For instance, differences in cultures and consumer adaptations are pertinent to the accessible advertising with the conventional advertising. (Roberts and Ko, 2001). Although the market is full of inherent places but the creation of advertising message involves the contents and the best media mix. The various medias involves to influence the audiences are TV, magazines, newspapers, internet, radio, billboards and web sites that are majorly used by the advertising agencies, they directly convey the message to the end consumer about the product and services and provide the necessary information on the campaigns (Churchill, 1995; Schmitz and Deborah, 2001; and Miles et al., 2001).

As the advertising messages are driven by the effective marketing strategies and the consumers' attitudes are influenced by providing the awareness regarding the products/services helps the absolute advertising agencies to realize that their advertising strategies are absolutely efficient (Hennessey et al., 2010).

2. LITERATURE REVIEW

The pervasiveness of jokes in the advertising have positively influences on the audiences in some of the countries (Koudelova and Whitelock, 2001, Biswas et al., 1992). The three clusters of contrivances like cognitive, emotional and interpersonal processes demonstrate the humor as suggested by the various psychology researches (Beard, 2008; Shabbir and Thwaites, 2007; Lynch, 2002; Cho, 1995; McGhee, 1974). Few of researchers have pursuits to give the common theory of humor (Veatch, 1998; Morreall, 1983; and Feinberg, 1978), as the three clusters of contrivances provide the descriptive clarification of the person's aspects towards the humor (Gulas and Weinberger, 2006; and Lynch, 2002). Most of the advertising researchers focused on the cognitive approach to persuade the audience (Alden and Martin, 1995; Alden and Hoyer, 1993; and Alden et al., 1993).

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Every tools of humor acquires some advantages and disadvantages; so the advertiser should concentrated on situations that what humor engages the audience or what humor discourage in order to making the advertisement more effective (Speck, 1987). The campaigns in the television advertisement manipulate chromatic spectrum which can formulate the descriptive humor ads like sentimental comedy, satire and fully comedy and the audiences can realize these humorous ads (Eisend, 2009). The humor factor is considered as significant tools through which consumer cognition is captured by creative advertisement, so the audiences feel like jokes for the exceptional entertainment.

The way through which the advertiser reaches to the mind of audience is the unique medium in the consumer engages. The reliability of advertising not only concerned with the product/service being promoted but also to the unique medium through which it can be conveyed. The reliability of the unique medium is defined in words of audience awareness toward the advertising contended through the medium (Kiousis, 2001). Every medium have its intrinsic appearances and characters that are appropriate to conclude that the intrinsic reliability level of medium uniqueness varies different (Aaker and Brown, 1972). Various studies have concluded that the campaigns which the unique medium contained influence the audience perceptions. Advertising contents and the message marketing strategy as the signals of the advertising have accessed the standards that are practiced in the chronic advertising medium, the contents refers to the enjoyment or annoyance (Ducoffe, 1996; Brackett and Carr, 2001). The consumers are targeted from different other medias and the each medium has its own reliability that's why the audience have stronger behavior towards the specific product/service brand (Maheswaran and Chaiken, 1991). The advertising campaigns comprised of coupons, different sample displays, catalogue, calendars and price discounts which advertise the products specific brands (Carlton and Perloff, 1999). However, while advertising on the unique media two type of procedures are followed; firstly, firms stabilizing the brand image to advertise their products and secondly, give money to the individuals which can advertise through personal selling (Powers, 1989).

The marketing strategies looks legitimate when advertising messages are broadcasted fastly through the standard advertising medium like internet while based on ideas that although the languages are different or the basic needs of consumer are same so the audience can be easily persuaded (Daechun, 2007). Mostly, the advertising strategy enables the advertising ads to be placed across the all channels and completely focused the audience preferences so that their consumption pattern with respect to the culture should meet the campaigns (Whitelock and Chung, 1989). Two dominant concepts reveal the strategy like Miles and Snow's (1978) typology and Porter's (1980) typology as the Porter's typology was used in the marketing strategy literature because it traps the methods through which the company enhances their value and

target the market for broadcasting (Slater and Olson, 2000). Aggressive marketing strategy (innovative products, high quality, advertising investment, support marketing functions and selective distribution), product specialization (range of products that are limited) and the price leadership (discounts) are some of the strategies which an advertiser should focused before going to target the audiences (Porter, 1980; and Slater and Olson, 2000). The most successful approach is the aggressive marketing strategy that is innovative products, high quality, deep understanding with the customers, descriptive marketing research, selective distribution, identification of segments to be targeted and the concentrated advertising (Slater and Olson, 2001).

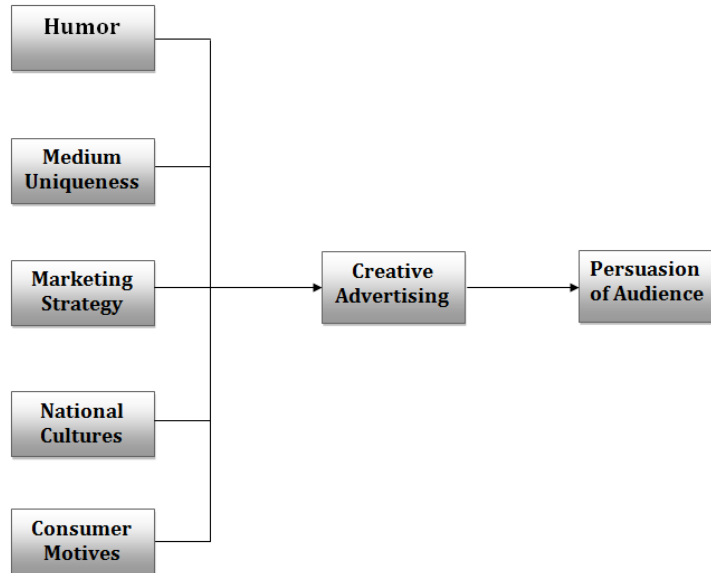
Kluckhohn, 1951 provides the proper definition of the culture that is emulated approaches of thinking, feeling and reacting, procured and forward by symbols, integrating the executions of human groups includes the formation of invention and particularly their connected values. The most extended approach is Hofstede's study which constitutes the five dimensions of the national cultures such as power distance, individualism/collectivism, uncertainty avoidance, masculinity/femininity and long/short term orientation (Hofstede, 2001). Power is the degree of discrimination between the community of a country that seems to be general, individualism is the degree through which the persons gained knowledge to perform as the individuals or like the member of prominent groups, Masculinity is the degree in which masculine values abound over feminine values, and uncertainty avoidance is the degree in which people favor structured over unstructured situations (Hofstede, 1984). Many global advertising companies supports assimilate advertising campaigns and suggested that the effective advertising strategies can be transpose abroad although the culture is comprised of diversity (Agrawal, 1995). Advertising and culture are both inherently associated as the definition suggested by Hall (1976) that the attitudes, material accessories and living patterns all make the culture. Advertising build and deliberate the frequent symbolic cultures that association of consumers meet at the same place (Schudson, 1984).

Advertising agency should consider on the few questions like why do the people select the specific destiny and how they perform from this destiny? to analyze and perceive customer's profiles (Dholakia, 1999). The three essential consumer motives can be found towards the specific products such as functional, family or societal communication, and shopping as an entertaining activity while in marketing research; usually customer's motivations can be classified in shape of purchasing aspects (Wagner, 2007). The most specific form in which the consumer's aspects are categorized is rational (functional) and decadent (Bellenger and Korgaonkar, 1980), so the framework ground for conceiving the buyer's intrinsic societal, practical, and utilitarian desires (Wagner, 2007). The motivations of the consumer while seeing the campaigns and ads through different medium depend upon the personal as well as social motives

(Tauber, 1972). Consumers can be moved among the purchases of products by the means of interests, opinions and lifestyles that can be only influence by the effective advertising (Stone, 1954).

3. HYPOTHESIS

H₀: The combination of factors such as humor, medium uniqueness, marketing strategy, national cultures and consumer motives all constitute the effective advertising in order to persuade the target audience.



5. DISCUSSION

The study investigated that how can an effective advertising be created in order to influence the audiences and the proposed framework for the research question is quite better to facilitate the creative advertising. As the three clusters of mechanism like cognitive, emotional and interpersonal process can be found as perfect to the creation of advertisements and the specific researchers such as (Lee and Lim, 2008; Beard, 2008; Shabbir and Thwaites, 2007; Spotts et al., 1997; and Speck, 1991) have concluded that the humor is important factor which can influence the audiences by entertaining them during the limited time period. Humor can also be found when the advertiser focused on the children to the particular product like toys, cartoons, fun and games to persuade them. Most of the time the humor is according to target audiences moods so that they really enjoy it but sometime it harms the audiences interests when against the perceptions and moods as the (Speck, 1987) says that the humor have advantages and disadvantages, when the audience enjoyed and persuade towards the products it concede advantage while on the contrary the humor against the consumer interest negate the purchasing behavior. The consumer engaging with the media which they liked the most can be treated as the sources through which they are targeted because when the person is engaged with media, the media make coverage from all around the world and create awareness of particular brand of product/service and the audience think that what they

4. THEORETICAL FRAMEWORK

The model proposed here is to investigate that effective advertising should influences the target audience so the different factors like humor, medium uniqueness, marketing strategy, national cultures and consumer motives are constructed on the literature reviewed.

really choose from the abundant of products/services. The another factor which can also influences the consumer is the reliability of the media uniqueness as the (Kiouisis, 2001) argues that the audiences is well awareness of all the product's characteristics that are seen on television screen and they only focused on the few channels which are at their priority list. The medium uniqueness is much fruitful to target the audience because consumers are engaged most of the time on the different medias and the advertiser can easily influence them according to their attitudes, interests and behaviors. The marketing strategy used by the advertiser in the creation of effective advertising is seems to be legitimate like (Daechun, 2007) states that marketing strategy is recognized by the message which is to be broadcasted through the standard medium like TV, radio, newspapers, internet, ads and magazines completely focused on the consumers, although their languages are different but their needs are same so the advertiser can convey the advertising message in accordance with the audience preferences. The strong marketing strategy should be delegated to target the required audience in the prospective of their preferred attitude, behavior and interests. The natural cultures are determined by the most prominent approach that is (Hofstede, 2001) study which contains the five dimensions of the national cultures such as power distance, individualism/collectivism, uncertainty avoidance, masculinity/femininity and long/short term orientation, besides these dimensions are quite better

presents the national cultures according to norms, values and attitudes and the cultures preferences are focused by the advertising firm in order to influence the targeted segments. The different cultures around the world represent the values of the peoples and the advertiser should concern with these values to create the effective campaigns to persuade the audience. The culture is comprises of diversity so that the marketing strategies can be rearrange before the message is to be conveyed as suggested by the (Agrawal, 1995), every cultures have its own colure, image and style which differentiate it from other cultures. Consumer motives also manipulate the advertiser to seek that functional, family or societal communication, and shopping as an entertaining activity in marketing research to create the advertisement for the audience as (Wagner, 2007) argues that the consumer motives can be influence by the type of advertising which is driven through particular media. As the consumer watching the multiple channels on which the campaigns of different companies are operating should depend upon the personal as well as the social motives (Tabular, 1972) and the engagement of different consumer on the different media should also be focus of the advertiser. While combining these all factors like humor, medium uniqueness, marketing strategy, national cultures and consumer motives should be helpful to create the effective advertising to persuade the targeted audiences and these factors have much more significant relationship among the advertising compaigns.

6. CONCLUSION AND RECOMMENDATIONS

The study focused on the various factors that can be accommodating to create the effective advertising to persuade the audiences. The researches have shown the positive relationship between the variables and the proposed framework for the present research question is seemed to be very good as the factors that can influence the audience more successfully are standardized. The proposed hypothesis is Ho: The combination of factors such as humor, medium uniqueness, marketing strategy, national cultures and consumer motives all constitute the effective advertising in order to persuade the target audience, and the previous literature have sufficient evidences which shows the relationship among every variable . Although the study is not practically tested through the surveys but the literature posits that humor can entertained the audience, the medium through which the ads or campaigns are driven are well updated i.e. consumers are attached with the media, the marketing strategy enables the advertiser that to easily gain the interests of consumers, the national cultures would added to the campaigns can be helpful to create effective advertising and the consumer motives that influences the consumer toward the products or services is also the aim of researchers can be a leading factor to create the effective advertising.

7. PRACTICAL IMPLICATION

The findings from the study are seemed to be enthusiastic which enlightens that the consumer prefers humor advertisements. The role of advertising is to persuade the audience as the marketing researchers have examined that how to influence the audience at the different levels of life. The advertisers used the different types of humor to motivate the consumer from different destination of the world with different cultural preferences. The practitioners should be very careful when designing these humorous ads because the tension and anxiety stimulate the negative attitudes towards the specific brand. The uniqueness of mediums can be considered as a tool to attain the consumer's interest for the brands that are needed to be advertised through the media like TV channels, magazines, newspapers, internet etc. The marketing strategy should realize the advertising campaigns by reducing the consumer's perceptual problems. The marketing strategy plays a pivotal relationship between the consumers and the advertiser.

The international advertiser considers the cultural characteristics of each consumer before targeting them.

8. LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

The study suffers by the several limitations that can be reduced to make the study more effective. The first limitation is that the proposed framework is not practically tested by means of surveys i.e. questionnaire, interviews, focused groups etc. Secondly, the study only focused on the few variables to create the advertising campaigns more effective so the future research should be constructed on the other variables with significant approaches. Thirdly, although the study has positive significance on the creation of effective advertising but the future research should be done by means of empirical research to find out the consumers feedback to rearrange the factors for involvement of audiences.

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