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Research paper



Consumer behavior analysis based on resonant ads and non-resonant ads for high and low involving product categories

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Abstract

This study aims to deal with the aspect of consumer behavior in relation with the resonance of advertisement of low and high involvement products. An online survey using questionnaire was conducted on 74 consumers to perform qualitative analyses so as to witness the influence of resonance in advertising on various consumer behavior factors. The results of the survey revealed that resonance in advertisements is not an important or only element to control the purchasing intention of consumers. There lies other factor like age, gender, brand loyalty etc. which influences the consumer preferences. Even though the resonance in advertisement did not affect the consumer behavior significantly, it still helped in notifying the consumers with latest updates of their preferred brand/products. The findings of this study can be used by different companies to understand the consumer behavior and invest in more yielding strategies. Although a number of studies exist on understanding the impact of advertisement effectiveness on consumer behavior, there are none pertaining to the resonance in advertising. Hence the discoveries of this study are extremely useful in understanding the relation between the resonance in advertisements and consumer behavior.

Keywords: *Resonant Ads; Non-Resonant Ads; Low Involvement; High Involvement; Customer Behavior*

1. Introduction

1.1. Concept of resonant and non-resonant ads and their effect on cognition of consumers

The advertising industry is witnessing a very vast change in the way marketing and promotion of products and services are being conducted through the advertisements. The move from flyers and circulars to posters to newspaper/magazine adverts to Television commercials, and now to internet posts on social media- the transition has been slow at first, but now is rapid (Fyock, 2011). Another change that can be observed is the inclusion of rhetoric devices while advertising so that the impact of the advertisements of the consumer's mind is more and which may lead to better business conversion (Mooij, 2010). One aspect of rhetoric device is resonant advertisements, where the advertisers involve visual hyperbole or a non-hyperbolic image, which are created in a way that they have multiple meanings attached and provide an emotional and psychological tug towards liking the product/service of help improve brand image for better relationship with the customers and increased business through long term relationship (Theodorakis, Koritos and Stathakopoulos, 2015). The influence of these resonant advertisements on increased consumer behavior through purchase intentions have not been studied much through academic research, however, these advertisements have been studies to assess whether customers get influenced by these resonant advertisements or not. Some research has shown that consumers have either negative or positive, through the resonant advertisements (Pieters, Wedel and Batra, 2010). There are also two types of consumers, one who understand the resonance provided in the advertisements (high cognitive customers) and those who do not understand the underlying meaning (low cognitive customers). The resonant advertisements have high impact on high cognitive customers as they are able to understand the actual meaning the advertisement is trying to portray, while the low cognitive customers have neutral effects from the resonance advertisements (Choi, Taylor and LEE, 2017). Conversely, low cognitive customers have higher response rate of those advertisements that are not built using resonance rhetoric (McQuarrie and Mick, 1992). Thus, use of resonance is a strategy that may or may not work, depending on the cognition of the customers, and this may or may not lead to purchase intentions of the customer for the brand that is using resonant advertisements.

1.1.1. Resonant/non-resonant ads and their influence on high/low involvement consumer behavior

Consumer behavior has been known to be influenced mainly from emotions rather than through information, which has been seen that when consumers evaluates brands they are more influenced by past experiences and stories when compared to product features and attributes (Pieters, Wedel and Batra, 2010). However, the process of influence due to advertisements' rhetoric needs to be evaluated. The process of marketing involves advertisements in a way that it works in increase involvement of consumers and thus changes the behavior to benefit the brand. The process of creating advertisements in a way that they remain true to creating awareness of the brand and product/services, along with implementing an unobtrusive way of depicting the brand in a light where they are involved in something other than marketing creates an emotional play with the consumers, hoping to change the consumer

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behavior by increasing their involvement (Mooij, 2010). This effect might lead the consumers to have a relationship with the brand, and they might remember the brand if they require products/services similar to what the brand markets (Campbell et al., 2011). It remains to be noticed, however, whether this involvement of consumer behavior is of high cognition customers or low cognition customers as cognition might help uncover the actual need of marketers, apart from the resonance. This effect can be two ways- greater involvement due to appreciation of using resonance or neglecting due to being cheated of being involved in rhetoric to create better image of the brand (Fyock, 2011). Thus, this study aims to understand the relationship of resonant/non-resonant advertisements and its involvement in affecting high or low consumer behavior.

1.1.2. Need for the study of thesis statement/problem statement

It has been noted that around 80% advertising that is being produced is using the process of wordplay or using image to convey message along with words for attracting customer's attention towards their brand and products/services (Theodorakis, Koritos and Stathakopoulos, 2015). However, the increasing usage of rhetoric, especially resonance, has not been studied much despite is increased common usage in marketing by professionals of promotion and marketing for their brand (Pieters, Wedel and Batra, 2010). Some of the recent trends suggest that the Indian consumers are cautious about the product they buy and it involves a personality of the buyer (Vishnu S. Nair, Deepak Gupta, Sangeetha Gunasekar, 2017). Hence, impact of advertisements is getting less impactful. Moreover, consumers are more drawn to a product only if they find the product useful (Rahul Ramesh, Deepak Gupta, 2015). Very few empirical researches have been conducted which requires additional attention to this area of research, which this research study aims to provide.

1.1.3. Central aim

This research aims to assess the consumer behavior related to advertisements that use rhetoric such as resonance in their advertisements. The study also aims to assess the persuasive impact of advertising with resonance in modifying consumer behavior towards the advertised highly involved or low involved brand or product/image.

1.1.4. Central question

The central questions that this research aims to answers are:
What impact does resonant/non-resonant advertising have on consumer behavior in high and low involvement products, taking their degree of cognition in to consideration?

2. Conceptual model

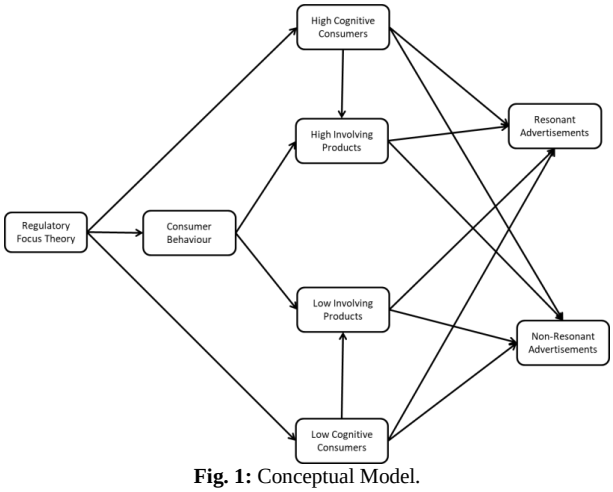


Fig. 1: Conceptual Model.

3. Methodology

3.1. Participants (consumers/location of study)

The main participants of this research study are consumers that come across various advertisements placed in newspaper, magazines, billboards, conveyance stops, social media and notifications in email and applications of mobile. Approximately 300 respondents were approached out of which complete responses have been obtained from 180 consumers, rest providing incomplete forms. The randomization and segregating will however occur before the subjects have answered the questions provided to them in the questionnaire.

3.2. Measurement instrument

The measurement instrument used in this research will be a questionnaire which would be prepared as per the Higgins questionnaire directive. The questionnaire prepared would include close-ended questions presented in structured format. The questionnaire has first explained the meaning of high and low involvement products and resonant and non-sonant advertisements to avoid any ambiguity in responses. Later, [2] different sets of scenarios based on low and high involvement products were presented. This was done to ensure greater understanding of the consumer behavior of the respondents and how they react to certain advertisements that are either resonant or non-resonant.

3.3. Procedure of data collection and analysis

The data collection was carried out by approaching consumers known to the researcher like those employed in his workplace and their extended peers, using the stratified random sampling. This have helped the researcher to save time in collecting details of unknown consumers on social media or malls and ensured to obtain desired amount of responses. However, to ensure a valid and non-bias responses, the questionnaire was electronically mailed randomly to the respondents using Google Docs platform, to a larger population than the desired amount– 200. Although actual valid responses received were only 180, thereby securing a response rate of 60%. Upon collection of the data, they were numerically coded using MS Excel and then imported to SPSS (v23.0) spreadsheet for analysis of the findings. To understand the influence of resonant and non-resonant advertisements on consumer behavior, liner regression model has been applied upon establishing collinearity among variables. Values of F-statistic, Adjusted R square and Beta coefficient have helped determine the degree of influence on consumer behavior.

3.4. Research design

The research design for this research is the deductive approach where the hypothesis is provided through generalized observations of previous research and a narrowed observation is presented through proving the hypotheses. The research strategy is to conduct a quantitative assessment where survey is applied to collect the requisite primary data. Secondary research collected provided a base to the development of research hypothesis and aided in critically analyzing the findings obtained.

4. Findings and result

In this section, inferential analysis has been conducted to witness the association and the influence of resonant and non-resonant ads for high and low involving product categories on consumer behavior. This inferential analysis includes correlation and multivariate regression analysis to find out the relationship between the type of advertisements shown and the behavior of consumer. Two scenarios were taken where ads for Low involvement products and High involvement products were played. In Low involvement products,

butter was representing resonant advertisement and noodles were representing non-resonant advertisement. Similarly, luxury car was representing resonant advertisement and mobile phone was taken for representing non-resonant advertisement in High involvement products.

4.1. Correlation analysis

The models consist of 27 dependent variables which include different characteristics of consumer behavior and 1 independent variable containing two groups of resonant and non-resonant advertisements.

Table 1: Influence of Resonance in advertisement on each factor of consumer behavior

When correlation test was applied on the data including low involvement products, it was observed that there is no significant relationship exists between the resonance of the advertisements and consumer's behavior towards the product. Some negative associations were also found while closely looking at the results. On the other hand, when correlation analysis was applied on the data containing high involvement products with resonance of advertisements, all the consumer behavior factors were not associated except for one where most of the consumers have stated – that they buy the products they are cognitively attached to, instead of just watching and observing. This simply explains that the advertisements are not impacting the choice of the consumer; however, it definitely helps to update the consumer for new products launched in market of same brand or attribute/feature they are attached to.

4.2. Multivariate regression analysis

In order to understand more about the importance and the impact of resonant and non-resonant ads on consumer behavior, the data was further analyzed through multivariate regression analysis. This was also done on both the low involvement and high involvement products data with the groups containing resonant and non-resonant advertisements.

Table 1: Test of between-Subject Effects

Resonance in Advertisement	Low Involvement Products	High Involvement Products
Don't mind paying extra	0.045	0.904
Never evaluate personal attachment	0.639	0.401
Don't influence	0.106	2.03
Excited before buying	0.695	1.128
Buy things attached to	1.362	4.009*
Evaluate based on ads	1.137	1.282
Compare with others	0.443	1.351
Don't critique ads	0.168	1.712
Critique ads	0.901	0.001
Shouldn't believe ads	0.042	1.202
Wait before buying another	0.243	0.955
Being evaluated byproducts	0.285	1.108
Can't wait to use	0.515	1.342
Make right decisions	0.132	0.992
Never find faults	0.721	2.442
Critical while buying	2.563	0.488
Selfconscious while buying	0.452	0.705
Next product in mind	0.041	0.827
Others make wrong decisions	0.271	0.501
Suggest appropriate product	0.006	0.654
Low maintenance	0.378	0.112
Think of products	0.771	0.577
No honest ads exist	0.022	0.365
Rarely analyze ads	0.192	0.263
Persevere until bought	0.007	1.851
Go getter	0.808	1.509
Evaluate product performance	0.07	1.739

Table 2: Multivariate Tests Showing the Importance of Resonance of Advertisement on Consumer Behavior

Low Involvement Products						
Multivariate Tests[a]						
Effect		Value	F	Hypothesis df	Error df	Sig.
which low involvement product influence	Wilks' Lambda	0.394	.987[b]	54	90	0.513
High Involvement Products						
Multivariate Tests[a]						
Effect		Value	F	Hypothesis df	Error df	Sig.
which high involvement product influence	Wilks' Lambda	0.37	1.074[b]	54	90	0.377

Table 1 shows the results of Multiple Analysis of Variance (MANOVA) which clearly exhibits that there is no significant importance of resonance (in advertising) in determining differences. This means that for both type of products, resonance in advertising does not have a clear effect on the consumer intentions of buying products. However, to understand what all consumer behavior factors are not establishing much distinction within the groups, Tests of Between-Subjects Effects were analyzed.

The above table is giving more understanding of which all factors are not reacting with the change in the nature of advertisements. With the results derived in above table, it can be construed that none of the factors defining consumer behavior gets any impact from the resonance in advertisement. Moreover, according to these results, most of the consumers enjoy actively buying high involvement products to which they are cognitively attached, more than just watching and observing.

5. Discussions

5.1. Discussing findings

When respondents were asked to express their reactions towards each of the advertisements, they mostly conveyed mixed responses which clearly infer that the type of advertisements (i.e. resonant or non-resonant) does not influence the buying behavior of the customers. This helps to understand that there is more to the list of factors which plays important role while buying a specific prod-

uct. The results have shown that it did not matter to the consumer if the product was of low involvement or high involvement type, in both the cases consumers were mostly paying attention to the factors other than advertisements while making a purchase. As advertisements only notify and inform people about the availability of different type of options and their features. But in the end, the final decision remains the consumer's [1].

Other factors could include consumer's attachment with a particular brand or product where people are accustomed of using specific type of product for a long time. Other studies like [2] support the findings of the present study, where author has explained that consumers buy product by emotional response and not the environmental response.

On the other hand, more factors like age and gender can be two of the important elements while measuring the influence of advertisements, which in turn impacts the purchasing behavior of the consumer [3].

5.2. Study implications

The analysis conducted in this study can be taken forward to further understand the importance of resonance of advertisements for low and high involvement products on consumer behavior. It is important that companies consider defining their audience before making advertisements by figuring out who they want to reach in order to create a significant impact on consumers [4].

5.3. Limitations and future scope of study

Major limitation of this study was that the collected data only had a limited number of respondents present which were not sufficient for this study. Also, that the data did not contain a diverse group of people submitting responses. Most of the respondents belonged to the same age group and salary group.

So for future scope of the study, it is suggested to take more time to collect adequate data in order to develop more robust models which will help to extensively understand the impact of resonant and non-resonant ads on purchasing behavior of the consumers.

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