

Is advertising more effective when people like it?



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Likeability has over the years been of core importance to advertisers, but in the beginning of 1990 more focused academic inquiry in the field of advertising began to query its significance, (Lewis, 2009). According to the United based Advertising Research Foundation (ARF), as quoted in (Lewis, 2009), likeability should be regarded the key factor influencing persuasion for sales. The reason has been due to the continued appreciation on the significance of what the consumer wants to know of a product than the mere content of the advert.

Due to the new dawn of technology, the rapid growth of communication technologies and the development of infrastructure have propagated the abundance of reliable data that can be sent and received through the mass media daily. Due to personal mental capacities in dealing with information, the information is restricted; people are regulated to this situation through scanning their media and its environs and by paying very little attention to the content therein. The fact that the message carried in information is successfully delivered depends on its apt relevance for the target consumer, (Wiseman, 1997). Therefore the advertiser should look forward to answering the question, “ what’s in it for me?” which the consumer often asks. The technological growth in the recent past shows that in today’s media environment, it might be of much of dire necessity to make up adverts that are relevant and likeable.

Discussions should place their foci on advertising likeability and its direct effect on the effectiveness of media commercials. Additionally, discuss how likeability and its effects have transformed over the recently past years. According to researches carried out, this time aspect has been avoided in

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the spectrum of discussion of likeability. Lastly, we will engage in different kinds of products. Though the gauging aspect of product type is not new to likeability research, it has either failed to be emphasized in a detailed manner or it has been linked to different aspects of likeability.

Researches done over the years have propagated several reasons that suggest accounting for the effects generated by likeability (Biel, 19). According to Biel, a consumer at first might pay undivided attention to an advertisement that is liked and may be willing to watch it over and over again. In case the first impression created by a commercial is applauded, consumers are likely to go on and process it more fully. In this aspect, likeability can function as a seer for further and future commercial processing.

Another reason linked to the impact of likeability is that the advertising itself may be seen as a brand attribute . This is especially true for product classifications where the operational symptoms of different brands are perceived as very similar. Henceforth, liking the advertisement will be closely related to buying the brand.

Other researchers (Aaker & Myers, 87) have explained the power of likeability in terms of the cognitive processing of advertising messages. A liked advertisement is said to affect data processing by emanating a positive arousal and activation, improving the recall of the advertised material, and producing positive judgments to the message. Favorable feelings influence memory at the time of stimulus encoding thus influencing how the data is set in memory and highlighting specific features that will later be retrievable.

Thus, positive affect may be used by viewers in encoding, storing, and then in retrieving.

Finally, others have suggested that showing simple, positive emotions induces similar emotions in the viewer. This induced emotion, when positive, triggers a positive attitude toward the advertisement. What is more, the likeability of the advertisement is transferred to the likeability of the brand, which in turn results in a higher purchase intention.

Humor for Advertisement Likability

According to Williamson (2002), consumers have of late been known to like advertisements that have humor. Many advertisers who seek to use humor as a tool should appreciate that it is a very delicate opportunity that only rewards once used accurately. Doing it accurately involves to not only making cognizance of the product but also to ensure that consumers do not forget it. While maintain the underlying humor an advert must compel the consumers to continue consuming the product. People will definitely laugh at a humorous advert and the advert may be able to fascinate. Humor is not easy to identify since it gets embedded to an advert till it becomes a part of it. As long as members of households are finding humor in an advert, they will continue to win more consumers towards that product.

What Makes an Effective Advertisement?

Effective adverts with well articulated message sell your company or product. They may be more or less or not be creative at all. The dependability is based on how one's knack to package some good creative in with a message that appeals to a strong need or want within your target

audience. Effective advertisements are very convincing and persuasive. They engage the recipients directly as though you were speaking face to face with them. Thus successive use of this connection makes one's customers their brand themselves.

Even if one achieves the coveted position of having a provocative advert execution with an effective message, the job is far from completion. In the world of advertising, one's work is never over. Continued exposure of customers, wanna be customers, and suspects to the same advertising over a prolonged period of time leads to stagnation. Eventually, you fail in both inspiration of the brand loyalty and in retaining it. Marketers should over and over again renew their adverts at the slightest suspicion that the older ones effectiveness is fading.

Ascertaining the Effectiveness of an Advert Campaign

One of the many ways is to go with the sole gain methodology, which directly links a brand to one advantage, (Keiko 1999). The characterization angle incorporates making a character that shows the product's benefits. The narrative methodology deals with developing a narrative story with episodes elaborating an upheaval and its outcome.

Again, good sales persuasion aim to generate an advert that not only states a product's facts, but also appeals to the consumer's emotions. Though a well calculated and thought out advert campaign may do a good work of creating and spreading brand awareness, it may fall short of inducing product preference or the target goal purchase. Due to this, one ought not to rely only on advertising as the only solution. It is good to back it with

marketing and sales promotion to help boost the purchase. An advert should be honest and avoid advertising products whose good is not fit enough for human use. Soliciting existing customer feedback and making decisions on whether it would be an apt investment to throw cash at it. Its correct to say that, the better your product is the less input in terms of time and money will be spend on advertising.

Applying Consumer Behavior to Advertisement

There are four main applications of consumer behavior ; the most obvious is for marketing strategy i. e., for making better marketing campaigns. For instance, by knowing that consumers are more receptive to food adverts when they are hungry; so a marketer ought to schedule snack advertisements in the afternoon. By understanding that new products in the market are usually adopted by a small number of consumers and gradually spread later to the rest of the people, we learn that:

- 1). Companies that introduce new products must be well financed for them to stay afloat till their products become commercially successful.
- 2). It is of dire importance to please the old customers as they will subsequently influence many other customers' brand options.

The application of the public policy is another way. A good example is the famous Accutane aimed at curing Acne. However, though it was regarded as quality medicine, it had adverse birth effects when taken by pregnant mothers. Again, while concerned paramedics and authorities were forewarned to keep users on the alert, many women still got pregnant after taking it. As a public opinion strategy in advertisement , the Federal Drug <https://assignbuster.com/is-advertising-more-effective-when-people-like-it/>

Administration team suggested that images of deformed babies be put on the drug's container. And it worked well.

Social marketing, as Anja (2009) avers, involves passing notions to consumers rather than selling something. A marketing professor known as Marty Fishbein went on sabbatical to work for the Centers for Disease Control in an attempt to try and reduce the incidence of transmission of diseases via prohibited drug use. Obviously the apt solution would be to ensure that illegal drug users are netted and made to halt their behaviour. However, this claim was shunned to be infeasible. It was also speculated that the act of sharing sharp objects was too incorporated in the drug culture about to be ceased. As a result, using wit of consumer attitudes, Dr. Fishbein carried out a campaign that encouraged the cleaning of sharp objects in bleach solution prior to sharing them, an attribute that was believed to be more humanely realistic.

Analyzing Markets for Advertisement

There are several units in the market that can be analyzed . There is a need to analyze the advertising firm's strengths and weaknesses and those of competing firms. Suppose, for example, that one makes a product aimed at older consumers, a growing segment. A competing firm that targets babies, a shrinking market, is likely to consider repositioning toward the older consumer market. To assess a competing firm's potential threat, it is good to examine its assets for example, technology, patents, market knowledge, and awareness of its brands) against pressures it faces from the market. Finally, we need to assess conditions (the marketing environment). For example,

although we may have developed a product that offers great appeal for consumers, a recession may cut demand dramatically.

It's difficult to imagine a time when advertising wasn't ubiquitous. It's hardly inconceivable this has left consumers feeling fed up. Those of us perverse enough to actually enjoy and appreciate advertising are in the minority, (Anja 2009). To the vast majority of people, advertising is perceived as just plain irritating — or worse.

The network has garnered attention already with product placements in reality shows such as “ Survivor” and daytime soaps. Now, with digital recorders threatening to reduce the effectiveness of standard TV spots, CBS is wisely seeking to expand on this success. It may not be long before we see Ray Romano brandish a Crest Spin Brush or “ The King of Queens” opt for a Coke instead of a beer.

This is where interactive marketers reap the utmost gain. Online, opportunities for creativity abound, not only confiscated to media buying but also stretching to publishing and production. Viral marketing is one attribute that can be the most impacting when incorporated online. E-mail enhances forwarding of links and contest entry forms to dozens of pals all at ago. Analogically, Hotmail's rise can be directly attached to this, as well as subservient chicken's popularity.

When it involves the creation of the present day advertising, whether online or offline, all marketers ought to understand some few important traits. Marketers should note that consumers are more sophisticated than ever and have more technology at their disposal as they keep on looking for the

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product that best suits their needs. Business upheavals might wait ahead where certain online formats and television spots had not foreseen. Anyway we are able to overcome irrelevance with creativity and customization as we are in the era of apt technology. There's an audience of tech-savvy consumers with the potential to appreciate elevated advert concepts. They make keep possibilities popping and virtually endless.

Conclusion

To conclude, considering the new dawn of technology, the fastened evolution of telecommunication technologies and the improved infrastructure have propagated the abundance of reliable data that can be sent and received through the mass media daily. It is good for firms to note that any effective advertisements must be both convincing and persuasive in the manner in which they engage the consumers directly as though you were speaking face to face with them. Companies and advertisers must learn to listen and make sure their businesses are not tainted. Thus successive use of this connection makes one's customers their brand themselves. There is a need to analyze the advertising firm's strengths and weaknesses and those of competing firms. Suppose, for example, that one makes a product aimed at older consumers, a growing segment.