

IMPACT OF ADVERTISEMENT COPY ON BRAND AWARENESS OF PERSONAL CARE PRODUCT

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Abstract:- Advertising helps marketers to communicate their offerings to existing and potential customers. The main role of advertising is to support feelings of customers and their satisfaction with brands already bought. Today we are living in the world of advertising. Eight out of ten advertisements are of personal care products in different form likes soap, cream, lotion, detergent powder, body talc, hand wash gel, shampoo, conditioner etc. The objective of the study is to analyze the impact of advertisement copy on brand awareness of personal care products. A structured questionnaire was used to collect data. A total of 300 female respondents participated in the study-findings showed that respondents support the significant application of advertisement copy. The study revealed that advantage of good advertisement copy includes brand awareness, brand identity and brand recognize. Above all the study concludes that advertisement copy aware the female consumer towards personal care products.

Key Words :- Advertising, Advertisement Copy, Brand Awareness, Personal Care Products

Introduction

Advertising helps marketers to communicate their offerings to existing and potential customers. The main role of advertising is to support feelings of customers and their satisfaction with brands already bought. Advertising has become essential to promote sales, to introduce new brand and product, to create good public image, for selling large scale of production, for educating people and many more.

Copy is the soul of advertisement. An advertisement is effective only when it attracts the attention of prospective as well as existing consumers and stimulates them to take certain decision about desired brands of products and services offered by the advertiser. An advertising copy should be drafted and presented in such a manner to make people see it, read it, listen it, understand it and believe it. The advertising copy should be able to catch the attention of the prospective customers and demonstrate the superiority of the product in term of quality, price and durability. Advertisement copy should be prepared keeping in mind nature of the product and the type of consumers for whom it is being advertised. Advertisement copy includes all the

contents of an advertisement theme whether printed or broadcast, written or spoken matter expressed in words or sentences and figures designed to convey the desired message to the target consumers. Advertisement copy consists of many elements but only few were selected for the study, listed as – Headline and sub-headline, Body Copy, Slogan, Illustration, Message and Logo.

A consumer is aware about existence of the brand but the knowledge about it is limited and obviously has no special attachment towards it, as a result consumer may or may not think for purchasing the brand. Brand awareness refers to an ability to identify, recognize, or recall a brand in a certain category as stated by Aaker and Keller. Tangible attributes of branding such as a brand name, logo, symbol, icon, and metaphor, facilitate consumers' awareness of a brand. Moreover, advertising and positive word-of-mouth regarding a brand may enhance brand awareness, which plays an important role in consumer decision-making as stated by Aaker, Pitta & Katsanis. Brand recognition is important for a new brand, recall or top-of-mind is vital for a well-known brand as said by Aaker (1991). Although the top-of-mind frequently leads to

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purchase decisions; disliked or hated brand could be the first recalled brand in consumers' minds, due to pessimistic perceptions of the brand formed by negative past experiences with the brand – by Kim and others. For instance, a consumer may easily and often think of Adidas or Nike athletic products because consumer has frequently seen the brand names and logos promoted on newspaper, magazine, television, internet and has experienced wearing both brands. A positive reputation for Adidas or Nike may increase the level of awareness, fostering consumers' interest in the brands.

Objective of the study

The main purpose of this study was to investigate the impact of advertisement copy on Brand Awareness of Personal Care Products. The study was conducted with the following objectives:

- To analysis the impact of advertisement copy on brand awareness of personal care products

Hypothesis

Below stated hypothesis-

H_0 There is no significant effect of Advertisement Copy on Brand Awareness of Personal Care Products.

H_A There is significant effect of Advertisement Copy on Brand Awareness of Personal Care Products.

Methodology and Research Design

The study was empirical in nature. There were two variables (independent and dependent) taken in the study, independent variable i.e., Advertisement copy and dependent variable is brand awareness. A total of 300 female consumers of personal care products selected for the study. Convenience sampling technique was used with a view to select the respondent on researcher's convincing in the study. The main instrument for this study was structured questionnaire focusing mainly on the different elements of advertisement copy, brand awareness and personal care products. The questionnaires were given to experts for scrutiny,

reliability and consistency before its administration.

Data gathered was organized, coded and analyzed using Statistical Packages for Social Science (SPSS) where Frequency, Simple Percentage, Correlation and Regression were used to present the result of the study.

Results and Discussion

The demographic characteristics of the respondents revealed in table 1.1, that the majority of the respondents were between the age group of 16 to 45 years. About the 90% respondents are graduates and post graduates. More than half of the respondents were working women. Above 66% respondents has family income in range 25001-50000, 50001-75000 and 75001-100000, which showed that respondents have smart disposable income.

| Demographic factors | Variable | N=300 | Percentage |
|---------------------------|---------------------------|-------|------------|
| Age | 16-25 | 101 | 33.7 |
| | 26-35 | 99 | 33.0 |
| | 36-45 | 48 | 16.0 |
| | 46-55 | 34 | 11.3 |
| | 56-65 | 18 | 6.0 |
| Education | 10 th | 9 | 3.0 |
| | 12 th | 23 | 7.7 |
| | Graduate | 87 | 29.0 |
| Profession | Post-Graduate | 181 | 60.3 |
| | Student | 83 | 27.7 |
| | House Wife | 54 | 18.0 |
| Service in Private sector | Self Employed | 14 | 4.7 |
| | Service in Private sector | 101 | 33.7 |
| | Service in Govt. sector | 48 | 16.0 |
| Family Income | below 25000 | 66 | 22.0 |
| | 25001-50000 | 102 | 34.0 |
| | 50001-75000 | 65 | 21.7 |
| | 75001-100000 | 35 | 11.7 |
| | 100001-150000 | 17 | 5.7 |
| | 150001- above | 15 | 5.0 |

The purpose of hypothesis testing, analysis and interpretation of data was to know the relationship between advertisement copy and brand awareness, also the impact of

advertisement copy on brand awareness among female consumers using various brands of personal care products. The null and alternative hypotheses formulated to know the impact of advertisement copy on brand awareness of personal care products is stated below.

Descriptive analysis deals with summary measures relating to the sample data about advertisement copy and brand awareness. Descriptive statistics mentioned in Table 1.2 show mean value for advertisement copy is 18.41 and brand awareness is 18.02, while standard deviation of advertisement copy and brand awareness was found 3.34 and 4.06 respectively, it shows that there is heterogeneity exists between advertisement copy and brand awareness of personal care products among female consumers. Thus brand awareness has higher diversity as compare to advertisement copy.

| Variable | Mean | | Std. Deviation | N | Pearson Correlation |
|--------------------|-----------|------------|----------------|-----|---------------------|
| | Statistic | Std. Error | | | |
| Advertisement Copy | 18.4067 | .19286 | 3.34043 | 300 | 0.315 |
| Brand Awareness | 18.0200 | .23434 | 4.05888 | 300 | |

Correlation analysis shows positive correlation ($r = 0.315$) which exist between the advertisement copy and brand awareness. So as to evaluate the relationship between advertisement copy and brand awareness, a simple linear line of regression is estimated, where brand awareness is dependent variable and advertisement copy is independent variable. The calculated statistical value for correlation between advertisement copy and brand awareness is 0.315.

The p value (significant value) for the correlation coefficient is 0.000 as shown in Table 1.3 that is less than 0.01, which is assumed level of significance. This implies that correlation between brand awareness and advertisement copy is positive, moderate and statistically significant. The result indicates advertisement copy and brand awareness moves in the same

direction which means brand awareness increases with the increase in affective advertisement copy in advertising efforts by brand marketers of personal care products. It clearly specify that brand awareness among female consumers of personal care products will be definitely when high affective advertisement copy efforts being considered by marketers of advertised brand.

The table 1.3 contains value of regression coefficient and R Square through which respective regression equations is drawn to demonstrate the brand awareness dependency over advertisement copy. These relations clarify the association of advertisement copy with brand awareness of personal care products. The value of R square equals 0.099, means that 9.9 per cent of the variation in brand awareness is due to advertisement copy.

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | R Square |
|--------------------|-----------------------------|------------|---------------------------|-------|------|----------|
| | β | Std. Error | | | | |
| 1 (Constant) | 10.977 | 1.250 | | 8.784 | .000 | 0.099 |
| Advertisement Copy | .383 | .067 | .315 | 5.727 | .000 | |

a. Dependent Variable: Brand Awareness

The value of R Square is significant as indicated by p value (0.000) of t statistic. Therefore, the estimated regression equation drawn is stated as –

$$\text{Brand Awareness} = 10.977 + 0.383 \text{ Advertisement Copy}$$

This regression equation expresses when affective advertisement copy in advertising increase brand awareness is also simultaneously increased. It is clear from above estimated regression equation that advertisement copy in an advertisement is positively related with brand awareness as evident from the positive value of advertisement copy coefficient which is 0.383 shown in the impact study of advertisement copy and brand awareness of personal care products. Finally, result indicates that if the coefficient of advertisement copy goes up, the brand awareness

also goes up by 0.368 which means advertisement copy significantly influence brand awareness. Therefore, we can conclude that when advertisement copy in an advertising effort is high, brand awareness will also be high. It suggests, if marketers want to expose their brand in the competitive market through advertisement copy, which is an important element of promotion, creates a great impact on brand awareness among female consumers of personal care products. Residuals of regression were checked to examine whether the regression has achieved its purpose of explaining and indicating variation or not between brand awareness and advertisement copy.

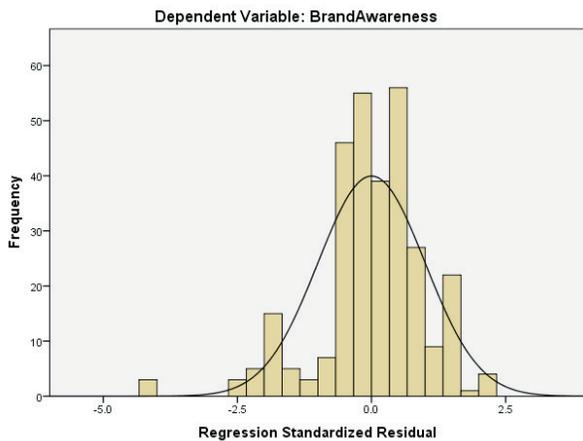


Figure 1 Regression Residuals of Advertisement Copy against Brand Awareness

Ideally all residuals should be small and unstructured. From the above figure 1, regression residuals are normally distributed that means regression analysis has successfully describing the essential part of variation of dependent variable that is brand awareness. The value of statistic t is computed and compare with the table value of t at 5 percent level of significance. The calculated statistical value of 8.784 is greater than table value of t which is significant, hence the null hypothesis H_0 'there is no significant effect of

advertisement copy on brand awareness of personal care products' is rejected. Thus conclude that advertisement copy helps marketers to create brand awareness among female consumers of personal care products more significantly. Therefore, the alternative hypothesis H_A 'there is significant effect of advertisement copy on brand awareness of personal care products' is accepted.

Thus, research evaluate that there exists significant association between advertisement copy and brand awareness which facilitate personal care marketers to create branding in the mind of female consumers through various different advertisement copy according to the purpose.

Statistical analysis resulted out that value of R^2 demonstrating the amount of advertising influence on the brand awareness is 9.9% means the influence is low and obtained t-value was significant.

Conclusion

The finding of the study revealed positive association between advertisement copy and brand awareness, that means advertisement copy positively influence the brand awareness of personal care products as 9.9%, means the influence is significantly low statistically satisfied the impact relationship between them. The advertisement copy must have positive influence on the different consumer groups while help in creating brand awareness of personal care products among female consumers.

The study concluded that there is significant effect of advertisement copy on brand awareness of personal care products among female consumer using specific brands of hair care and skin care products. The study recommended that if marketers of personal care products increase the effectiveness of advertisement copy, awareness of female consumers towards brand of personal care products also increase.

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