



A STUDY ON IMPACT OF ELEMENTS OF AN AD COPY ON THE BUYING BEHAVIOUR OF YOUTH IN MUMBAI SUBURBAN.

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ABSTRACT

David Ogilvy quoted, "people do read lengthy advertisements if they are skilfully written" A short Ad copy is the most sought after by the consumer. An ad copy encompasses various facets of the consumer requirements in itself thereby making it a self-explanatory tool to attract consumer attention. An ad copy is the result of complete investigation of the target audience. A successful ad campaign is one which manages to deliver the advertisement just like its copy. Attributes like attention, interest, sentiment, conviction etc and various appeals like emotions, humour, fear, etc are most likely represented through an ad copy. An undeniable crucial & foremost step that marketing companies should bear in mind is to fully grasp the consumers behaviour, needs & desires. A company dictum is clearly expressed in its ad copy either through an impacting tagline, logo, headline or a catchy punch line for the product.

An ad copy offers reasons to a dramatic explanation about the product. Why consumers prefer a brand over others, how they are affected by the surroundings & what influences the decision-making process are topics that have created several difficulties to the marketers. Hence, it is to be noted that advertisement & consumer behaviour do not exist independently but rather have a correlation with each other.

"Consumer behaviour reflects the totality of consumer's decisions with respect to the acquisition, consumption and disposition of goods, services, activities, experience, people and ideas by (human) decision-making units (over time)" (Hoyer, MacInnes, & Pieters 2013, 3). Consumer buying behaviour refers to the actions taken by the consumers before buying the products & services. A buying behaviour that is regulated by a series of patterns & is influenced by several factors needs to be considered alongside the impact of various elements/ essentials of an advertisement copy.

The researcher has collected primary data from 158 young consumers of 18-21 age from Mumbai Suburban area. Chi-square test was applied to test hypothesis and it was concluded that there is a significant impact and association of essentials of an ad copy and the buying decision of the young consumer. The researcher thus aims to study the impact of elements of an ad copy on the consumer behaviour of youth; their understanding about the elements of an ad copy & its role in making relevant buying decisions.

Keywords: Advertisement, consumer behaviour, tagline, slogan, ad copy, target audience, logo, headline, consumption patterns.

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Introduction of the Study: -

The mantra of Stephan Vogel, Ogilvy & Mather Germany's chief creative officer states: "Nothing is more efficient than creative advertising. Creative advertising is more memorable, longer lasting, works with less media spending, and builds a fan community faster." Advertising is the most common tool used to reach out to the consumers & help the consumers or encourage them towards purchases. It helps viewers make decisions about products & services being sold in the market. Advertising reaches out to both forms of media traditional & modern namely print, television, radio, along with blogs, social media, websites etc. Marketers need to adapt to changing trends to meet the changing demands of the consumers in changing times. There is a shifting change towards digital marketing practised by multinational giants, local, large & medium scale companies. The major aim of advertising has been to impact the buying behaviour of consumer which can be strengthened through the memories of the consumer. Thus, most of the times consumers buying behaviour depends on the likes & dislikes towards the advertisements of the said products. It is easy to say that a good advertisement will be more likely to influence the minds of a consumers than a bad quality advertisement.

An ad copy is the means by which an advertiser expresses his ideas in the form of a message to the readers. It refers to all the reading material & content that is transferred to the consumer using the headline, tagline, body of the ad, jingles, logo, name or initials of the company. The message of the ad copy has to be deciphered based on the requirements of the target audiences, their needs & preferences, likes & dislikes etc. The main goal of an ad copy should be to convert their impressions into convictions. Advertisement copy should be designed in a manner that it covers characteristics capable of arresting pictures, headlines, novelty, distinctiveness & reliability of the stated product.

Consumer buying behaviour refers to the methods involved when individuals or groups choose, buy, utilize or dispose of products, services, concepts or experiences to suit their needs and desires (Solomon, 1995). A behaviour that consumers display in searching for, paying for, using, evaluating and disposing of products and services that they think will satisfy their needs (Schiffman & Kanuk, 2007). It is a convergence of three fields of social science, they are, individual psychology, societal psychology and cultural anthropology (Ramachander, 1988). A theory that answers what, why, how, when and where an individual makes purchase (Green, 1992); it is particularly important to study the subject of consumer buying behaviour as it facilitates firms to plan and execute superior business strategies (Khaniwale, 2015).

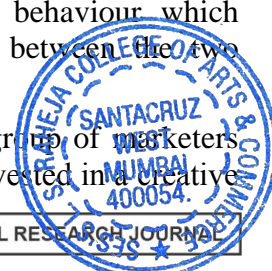
The term youth refer to all those boys and girls largely in the age group of 15-24 years. It indicates a particular mindset of attitude. Youth in India constitute 1/5th of the total population. India boasts of being one country with the largest youth population in the world. Thus, an understanding of the various insights of the behaviour of the youth will benefit in the growth of the economy & help marketers to serve the youth better.

This paper tries to focus on the attributes of an effective ad copy on the buying behaviour of youth. An effective ad copy is the heart of an advertisement. An analysis of the elements of an ad copy will help marketers to invest time & attention towards its most important elements & thus help in achieving positive behavioural & spending patterns by the most promising consumer segment, its youth.

Review of Literature: -

A lot of previous studies have been conducted by researchers to prove the importance of advertising on consumer behaviour which depicts positive relationship between the two elements

A survey done by a group of marketers clearly stated that "A Euro invested in a creative



ad campaign had nearly double the sales impact than a Euro spent on a non-creative campaign”

A study conducted by Ramchander on 1200 employees both government & non-government employees stated that about 32% of the total respondents say that the appeal of quality impresses them more, 19% say health and 18 % say celebrities in the advertising. About 76% of the total respondents are of the view that children impress with media advertisements and only 24 % say no. About 44% of the total respondents say that children show their desire to buy product very much which they see in advertising, 36 % say they desire some time and 17 % say they desire to buy goods to some extent. About 36% of the total respondents are of the opinion that some time they fulfil their children’ s desire for advertised product.

their children’s desire of advertised product, 28% say to some extent and 19 % view rare to fulfill their children’ s desire for advertised product.

Kanuk stated that for an advertisement to be effective, it has to be telecasted around 3/4 times a day, else it creates boredom. The factors like persuasiveness, brand image & celebrity endorsements are the most important contributing key elements of an advertisement. Excessiveness of advertisements within prime time reduces the interest holding ability of the viewer.

Khaniwale mentioned that the average reader has lost most of his ability to sit still and focus on any one thing for longer than 2 seconds. So, if your ad cannot stop a reader in less than three seconds, they will never read the rest of your ad. They are gone forever.

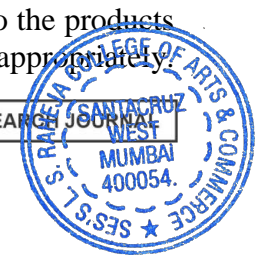
The experiment conducted on 165 real consumers in North America stated that competing ads & brands have detrimental effects on consumer attitudes & purchase intention towards a focal ad & brand. Consumers' attitudes toward a focal ad positively influence their attitudes toward the brand in the focal ad and in turn their brand

attitudes positively impact their purchase intentions toward that brand. Consumer’s attitudes toward a competing ad may negatively influence their attitudes toward the focal brand in the focal ad and their brand attitudes toward a competing brand also negatively impact their purchase intentions toward the focal brand.

Importance of AD copy: -

Some of the most important elements of an Ad copy are as follows:

- 1. Headline:** The main purpose of an ad copy is to make the reader read the rest of the advertising copy. It is a bold & clear statement about the product major advantage or use to the user. However, rarely you may come up with a great ad but that need not necessarily have a headline.
- 2. Sub head:** It communicates the secondary benefits of your product to the user. This is important in cases when the viewers does not read the entire contents of the ad copy, he manages to scan his eyes through the headline followed by the sub-head. Thus, prospects of your product may follow the gist of your product by simply reading the headline & sub head & interpret the proposed idea.
- 3. Layout:** The layout of the ad copy simply shows the co-ordination & integration of various parts of the ad copy namely the headline, sub-head, caption, logo, slogans, illustrations pictures & sponsors if any. The physical arrangement of presenting the message is called the layout.
- 4. Caption:** It is a brief title or explanation that accompanies an illustration, cartoon or poster of a product. It works wonder when the right combination of selective words do the trick. It also helps in keeping consumers glued before the launch of a product.
- 5. Jingle:** A jingle is a short form of sound branding that explicitly promotes the product through the advertisement. The lyrics are modified according to the products & services being endorsed appropriately.



Snippets of popular songs are used to make jingles & establish brand identities.

6. **Logo:** A logo is a visual symbol that is used to identify a particular company, brand or an organisation. It includes shapes, symbols or abstract designs that helps consumers relate to the brand
7. **Slogan:** A short phrase used to generate publicity & unify a company's marketing strategy is called a slogan. It is mainly framed to reinforce an existing company's brand or to attract consumer attention towards a new product
8. **Tagline:** A short phrase, catchy line or slogan statement used in Advertising. It is the easier line of statement that helps to evoke an image of the brand in the minds of consumers.

The copy of an advertisement should cover basic principles as follows:

- i) An ad copy must be as clear, concise & simple as possible yet effective in conveying the message
- ii) The message of the copy must help to dispel wrong impressions & simultaneously overcome consumer resistance
- iii) Alongside, the copy must be capable of inspiring confidence of consumers & winning their acceptance

Creative ad copy is lastly like putting one foot in front of the other. & hence Claude Hopkins quoted that "Advertising is Salesmanship in Print"

Objectives of the Study: -

- 1) To understand the significance of elements of an ad copy on the purchase decision of the youth.
- 2) To assess the importance of elements of an ad copy while buying a new product.

Research Methodology: -

Sample -The research was conducted on a sample size of 156 youth comprising of those in the age group of 18-21 years.

Data Collection -The researcher has used primary method of data collection for the purpose of research. A survey method using questionnaire. Secondary sources of data collection were used from various indirect sources & available material like books, journals, reference materials etc.

Hypothesis of the study

The researcher has considered the following variables for study

X: The essentials of an ad copy have an impact on purchase decisions of the youth

Y: Advertisements with good ad copy elements are an important criterion while buying products.

Statistical test-The chi square test of independence will be used for testing as the data is categorical in nature.

Limitations of the Study: -

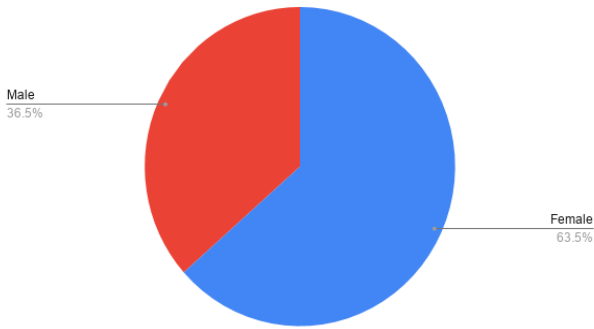
Due to time & resource constraints, the researcher could cover a smaller sample size in a restricted geographical area. An in-depth study of the contribution of an ad copy on the consumers actual buying & spending habits could bring greater results. The study thus leaves scope for further analysis in understanding the actual contributors of a successful advertisement.

Data Analysis & Interpretation: -

The results of the primary data collection were as follows:

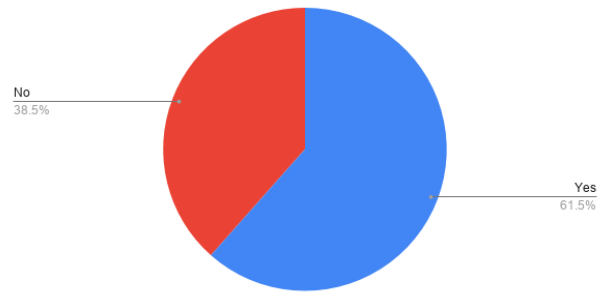


Count of Gender



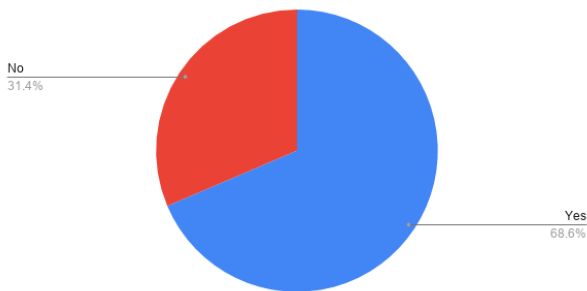
Source-Primary data

Count of Are you aware that an advertisement is made in the form of an Ad copy?



Source-Primary data

Count of Do you spend time watching advertisements on TV or any other medium?



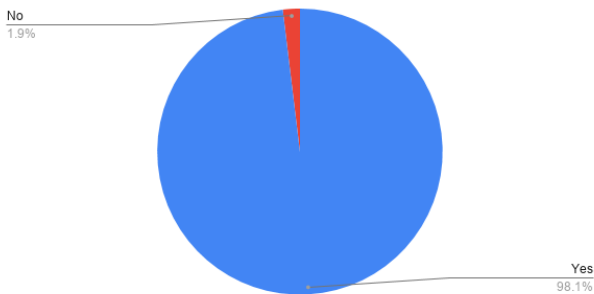
Source-Primary data

Count of Are you aware about the elements of an Ad copy?



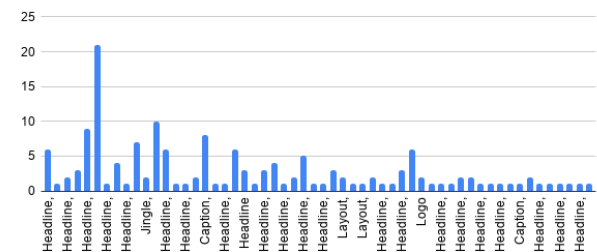
Source-Primary data

Count of Do you think that advertisements impact the products promoted?



Source-Primary data

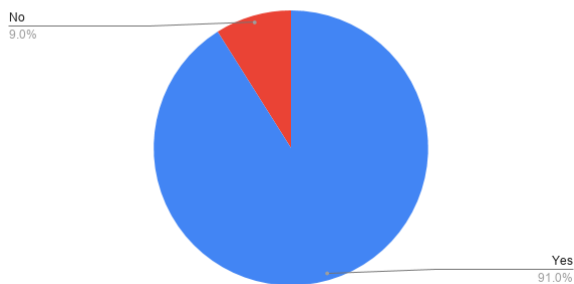
Count of From the below stated, choose any 5 elements of an Ad copy that you are aware about.



Count of From the below stated, choose any 5 elements of an Ad copy that you are aware about.

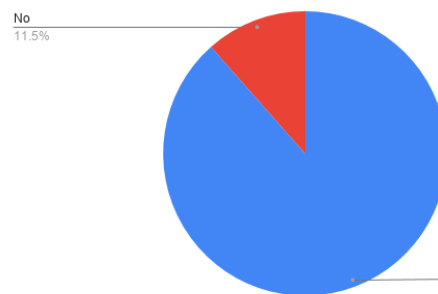
Source-Primary data

Count of Do you think that ads are an important criteria while buying products?

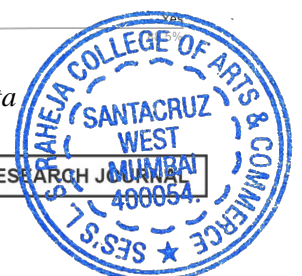


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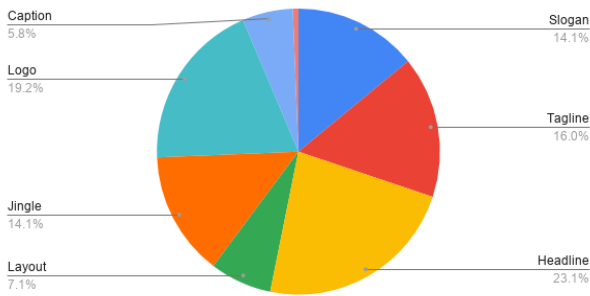
Count of Do you think the essentials of an Ad copy have an impact on your purchase decisions?



Source-Primary data

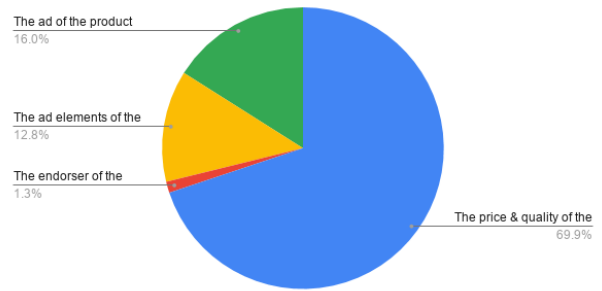


Count of While buying a new product or watching a new advertisement for the first time, Choose any 3 elements of an



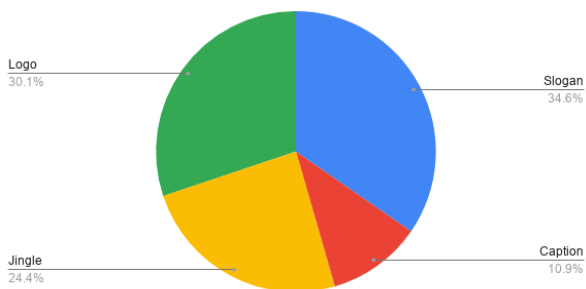
Source-Primary data

Count of Choose any one of the following that is most important in case of new product launches



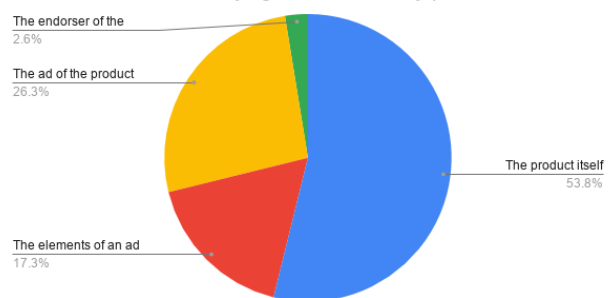
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Count of Out of the following, choose any one element that is most influential & contributes to ad success



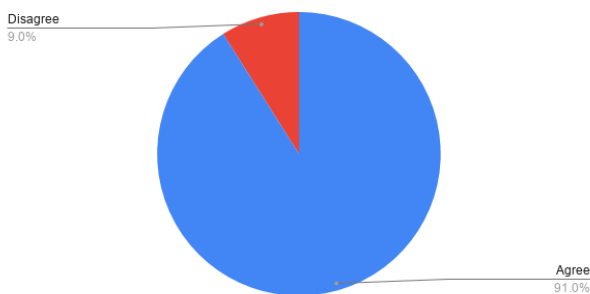
Source-Primary data

Count of Choose any one Criteria that helps you as a consumer to make a buying decision for any product



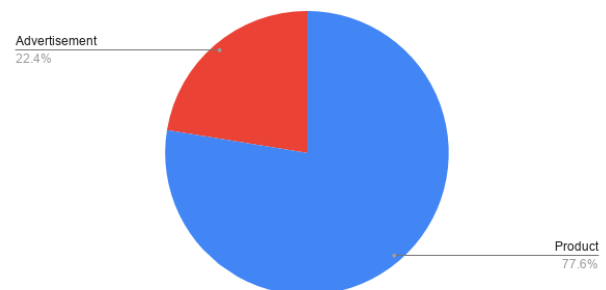
Source-Primary data

Count of Elements of an Ad copy help in making a successful advertisement.



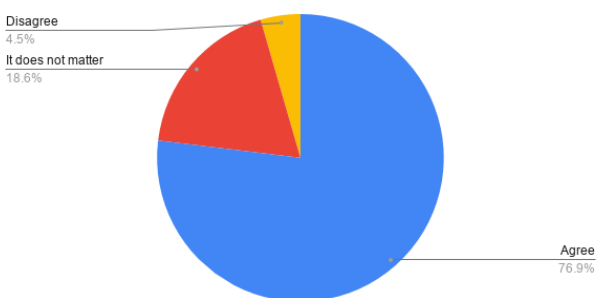
Source-Primary data

Count of As a consumer, what according to you is more important & matters the most in purchase decisions



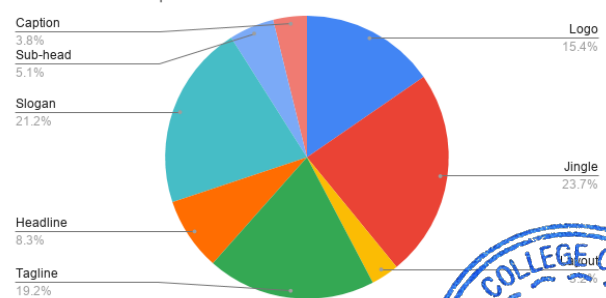
Source-Primary data

Count of Do you think an Ad copy is most important & essential in an advertisement



Source-Primary data

Count of Choose any one element that you recall when you see an Ad multiple times



Source-Primary data



The following Summary could be drawn from the above analysis:

An approximate 70% of youth spend time watching TV which means they are available on-screen time on television, which however does not indicate the content that is been viewed.

The survey reveals that 98% youth feel that advertisements have an impact on the goods promoted. Advertisements do have a privilege over other varied forms of promotion. Many consumers even today learn about new products after seeing advertisements on television. However, around 50% of the youth from the sample size are not aware that an advertisement is made in the form of an Ad copy. An ad copy essentially consists of various elements when put together lead to effective ads & thus 91% youth have responded in favour of a copy contributing in making an advertisement successful.

Majority of youth, in the survey have agreed to the fact that the product & its quality ultimately led to consumer satisfaction & thus are the most important driving forces that lead to increased sales & longer sustainability of product in the market. A part of the analysis also revealed that amongst the essentials of an ad copy, the slogan & the jingle are most sought after & recalled element. A remarkable slogan for a given brand leads to better recall & lasts for a relatively longer time. Eg- Nike, Mc Donalds, Thums-up etc. Over the years, it has been witnessed that ads based on jingles do leave an impact on the consumer & become the identity of the product forever & that cannot be erased despite several competitor's threats nor clutters in advertisements. E.g.- Amul, Nescafe, Bacardi etc.

While deciding on buying new products, it is the price & the quality of the product that play major role & is considered by most youth in the survey. In all cases, it is the product itself that is most detrimental for buying the same.

It is therefore easy to summarise that an ad copy if made with precision & care, should

meet the consumer expectations through its elements & leave an impact that will help in product identification & brand recall. Thus, a relatable story line is far more encouraging than heavily paid endorsers & fake promises. E.g- Recent ad of Colgate- Smile karo aur shuru ho jaayo”.

Hypothesis testing:-

The researcher has considered the following variables for study

X: The essentials of an ad copy have an impact on purchase decisions of the youth

Y: Advertisements with good ad copy elements are an important criterion while buying products

Chi-square test is used to check the association between variables X & Y.

H0: There is no association between X & Y

H1: There is an association between X & Y

Observed frequency table:

	X	NO	YES	Total
Y				
NO		6	8	14
YES		16	126	142
Total		18	138	156

Expected frequency table:

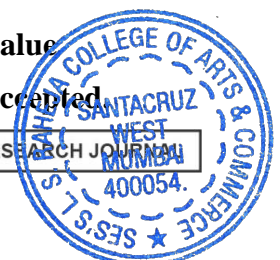
	X	NO	YES
Y			
NO		1.97	12.03
YES		20.03	121.97

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Tabulated value, Chi square with 1 degree of freedom= 3.84 (at 5% LOS)

Calculated value > Tabulated value

Hence, H0 is rejected & H1 is accepted



Therefore, there exists an association between variables X & Y. That is an association between the essentials of an ad copy having an impact on purchase decisions of the youth and Advertisements with good ad copy elements are an important criterion while buying products.

Conclusion & Findings: -

The study thus states that ad copy does have an impact on the advertisements & subsequently on the buying behaviour of youth. There lies an influence of a strong slogan or jingle on the minds of the youth & it contributes to the recall of the advertisement. In case of new products, it is ultimately the quality of the product alongside its price that will be the most constructive factor that contributes to the purchase decision of youth. Therefore, there is a significance of elements of an ad copy on the purchase decision of the youth.

It is proved that there lies an association between the essentials of an ad copy having an impact on purchase decisions of the youth and advertisements with good ad copy elements are an important criterion while buying products. It is therefore safe to conclude that an ad copy should be promising in order to bring about profound impact on consumer minds & thus increase its sales. In cases of new products, the

quality & price of the product play lead roles in consumer buying decision process.

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