

Studying Declining Effect of Advertisement

[Name of student]

[Name of institute]

.

.

ABSTRACT

The following research was executed in order to analyse the declining effect of advertisement in the retail industry. For a clear guideline following objectives were designed for the research study; to identify the effect of intrusive ads on the effectiveness of advertisements, to critically evaluate the consequence of cross-cultural differences on advertisements, to examine the ramifications of demographic differences on advertisement and to determine the effect of ads blockage on advertisements. In order to achieve the objectives, the researcher collected primary data from different individuals from the retail industry. Responses were gathered from 280 respondents which were analysed using SPSS by applying the test of regression analysis to analyse the declining effect of Advertisement in the retail industry and also for the acceptance and rejection of research hypothesis. The researcher also collected the secondary data from different online sources including academic and research journals and papers. The results of study generated through SPSS shows that there is a significant relationship between the variables chosen including advertising as the dependent variable and intrusive, cross culture, demographics and ads blockage as independent variables. The findings displayed that intrusive, cross culture, demographics and ads blockage have a significant impact on advertising which affects its effectiveness.

S. NO.	TABLE	Page Number
1	Reliability Statistics	19
2	One Sample Statistics	20
3	One Sampe T-Test	20

DO NOT COPY

TABLE OF CONTENTS

S.NO	DESCRIPTION	PAGE NO.
	ACKNOWLEDGEMENTS.....	ii
	ABSTRACT.....	iii
	LIST OF TABLES.....	v
	LIST OF FIGURES	vi
	Chapter 1: Introduction.....	7
	1.1 Overview.....	7
	1.2 Problem Statement.....	9
	1.3 Back ground of the Study.....	9
	1.3.1 Objective of the Study.....	10
	1.3.2 Significance of the Study.....	10
	1.4 Outline of the study.....	11
	Chapter 2: Literature Review.....	12
	2.1 Research Hypothesis.....	21
	Chapter 3: Research Methods.....	22
	3.1 Methods of Data Collection.....	22
	3.2 Sample Size.....	22
	3.3 Research Model.....	23
	3.4 Sampling Technique.....	23
	3.5 Statistical Technique.....	24
	3.5.1 Reliability Test.....	24
	Chapter 4: Results	25
	4.1 Findings and interpretations of the result	25

	4.2 Hypotheses Assessment Summary.....	27
	Chapter 5: Discussions, Conclusion, Policy Implications and Future Research	29
	5.1 Discussion.....	29
	5.2 Conclusion.....	31
	5.3 Implications and Recommendations.....	31
	5.4 Future Implications.....	32
	References.....	33
	Appendix.....	35

DO NOT COPY

Chapter 1: Introduction

1.1 Overview

There was a time when advertisements were the one and only source of passing time during interesting TV shows or news. Nowadays, growing engagements of people in different activities and their busy schedules has let them more inclined towards things other than watching advertisements. Currently, the importance of advertisements has declined as people's preferences over time-consuming tasks have changed regardless of whether it's an ad on television, newspaper or on any other media (Moriarty et al., 2014). Sometimes the repetitive ads become so annoying for people that they have an impact on their psychic and make them more nonchalant and intrusive towards various advertisements. The audience avoids such advertisements as it increases their frustration due to the time of the commercial ads more than the broadcasting show. Advertisements are avoided not only in the sense of television ads but also the various ads published in newspapers which the people mostly overlook.

There are various factors which are considered to be the causes of the decline in advertisements and their preferences by the people (Goldstein et al., 2014). One of the factors for the decline in advertisements is the cross-cultural aspect. This is crucial for the industries to design their ads if the audience is from the diverse cultures. People are entrenched in cultural values, norms, customs and traditions through which they assume and perceive ads according to their cultural perceptions and if the ads are not in accordance with those aspects people will find it more strenuous to be attached or affectionate towards the advertisements. The cultural factors can be identified by various dimensions of collectivism and individualism (Abbasi et al., 2015). Individualism is

referred to the idea of self-sufficiency and independence whereas collectivism is a practice of group priority. The people who believe in collectivism would not prefer the ads in which there is an impression of self-interest or individual achievements, as well as goals, belong to an individual. This is so because the people in collectivist mindset prefer sharing, welfare and harmony.

Demographics are another factor that causes a major distress on advertisement (Schimmelpfennig & Hollensen, 2016). Sometimes targeted groups are not selected cautiously because there are too many portions of advertisements targeting different population or groups. The one section might target one faction of people but not the others and it can have an influence in the audacity of various advertisements. Another concern noticed by the advertising industries is the ads blockage system. The internet is a hub of information and there are numerous facts, details and information about almost everything (Athey, Calvano & Gans, 2013). However, such traffic of information on the internet along with the different sort of advertisements has made it more profoundly turbulent. Most people use Ad Eater system for blocking ads on web pages because they consider these to be unauthentic as well as unimportant. Whenever there is an ad of only ten seconds showing before the video the people either skip the ad or watch the previously loaded videos in order to get rid of the monotonous commercials.

This research was conducted in order to identify the factors which are incorporated with the decline of advertisements. As this decline is considered to be one of the major concerns for marketers and advertising agencies and industries various strategies have also been given in this study to formulate and overcome the complications and hurdles associated with the ineffectiveness of advertisement.

1.2 Problem Statement

The main aim of the study is to find the factors which are the causes of declining advertisements. Advertising is one of the main marketing objectives for any industry (Armstrong et al, 2014). In order to communicate to people about a brand or an idea an advertisement is used but with the growing constraints of time and other constraints in people's life, the effectiveness of advertisements has been declining.

1.3 Background of the Study

Advertisement is defined as a phenomenon in which there is a communication between people, ideas, places, organisations, goods and services through print media, telephone, the internet, television, radio and direct mail (Grigoriou & Veloutsou, 2014). The main objective of advertisement is to change people's perceptions and their thinking patterns so that the desired outcome can be achieved which will be on the terms put by the advertisers. When an advertisement is aired on a television it is known as commercial. Advertisements are also known as public notices which are designed to motivate the people to act upon the wishes and requirements of the marketers. Nowadays, there have been seen a massive decline in the effectiveness of advertising (Heerde et al., 2013). The companies find it hard to get an outcome through paid marketing due to people's uninterested or dispassionate behaviour towards advertisements. The publishers in the print media advertising have seen an unprecedented level of decline and downturn in their income. There are umpteen factors that cause a decline in the effectiveness of advertisements namely intrusiveness, cross-cultural differences, demographic features and ads blockage. The people prefer to indulge themselves in different pursuits other than watching ads on television or reading long

advertisements in a newspaper. Mostly the ads have an impact on people's psychology because of the uninvited ads at the time of the sheer suspense or thrill. This is known to be the intrusive factor in the decline of advertisement.

Moreover, cross-cultural differences are also the reason why people prefer doing other things over watching advertisements. The advertisements are designed to have some sort of connection between people and the idea (Angles & Blattner, 2013). Although people having different and diverse cultures mean that their overall perception and preference about the advertisements change, resulting in the decline in the effectiveness of the advertisements.

1.3.1 Objectives of the Study

- To identify the effects of intrusive ads on the effectiveness of advertisements
- To critically evaluate the consequences of cross-cultural differences in advertisements.
- To examine the ramifications of demographic differences on advertisements
- To determine the effects of ads blockage on advertisements.
- To give recommendations and suggestions for the effective advertisement and for countering the decline in effectiveness of advertisements

1.3.2 Significance of the Study

There have been a significant number of studies conducted on the advertisement and its strategies but the importance of advertisement and the causes of its decline in the recent decade have not been mentioned or have shed light upon. This study can be beneficial for the advertising companies and industries to understand and identify the

factors which cause a decline in the effectiveness of advertising as well as the strategies to counter this predicament in the advertising industry.

1.4 Outline of the Study

The study has been divided into following chapters:

Chapter one has included the introduction and overview of the topic.

Chapter two has incorporated with the description of past findings.

Chapter three has illustrated the methodology associated with the study.

Chapter four has the analysis of data.

Chapter five has the conclusion, recommendations and suggestions as well as discussion.

Chapter 2: Literature Review

Nowadays consumers are getting so much disengaged towards the advertisements that they try their level best to avoid as much ads as they can. The time when advertisements are being displayed on television has become time when consumers would prefer to either go and make snacks or go to washroom (Abbasi et al. 2015). It does not matter whether the advertisement is on television, radio or newspaper, consumers are paying no attention towards the ads and they simply consider them as of no importance in fact they would rather prefer doing some other task instead of watching the ads. The repetition of the ads continuously has reached to such a level that it directly triggers the psychological aspects of the viewers and have become unwanted or intrusive to be viewed. Those engaged in reading magazines could turn the page in seconds and for newspaper lovers, the page with ads could easily ignored (Bryman and Bell 2015). The preset button on car radios could be used in order to change the stations during commercial ads. Currently people watch recorded shows so that ads could be skipped, and many broadcast services are ad-free through subscription. Advertising might work if it is targeted to limited audience but it cannot be ignored that the audience is learning to cope up with the rapidly changing pace of preferences (Angles & Blattner 2013; Kim and Han 2014).

Another factor contributing towards the ineffectiveness of advertisement is cultural differences. The greater the cultural differences are the more cautious industries have to be. Ads which are not in accordance with the culture of the viewers would not be watched by them because they are grown up in a culture where they have become ingrained to that cultures values, customs and traditions. The dimension of individualism

and collectivism is of prime importance while analyzing the factor of culture. Some viewers would prefer ads based on individualism because they belong to the culture of self-interest, individual goals, individual achievements, the ads of such nature would be considered as negative ads for the viewers who believe in sharing, harmony, welfare i.e. (Abbasi et al. 2015). This study emphasis on the different responses of the consumers to the same advertising appeals according to their specific culture i.e. China and USA. Before moving towards the effectiveness of international advertising we must first understand the two dimensions of culture which are; Individualism and collectivism. Individualism refers to that culture where people emphasis on self-interest, individual goals, accomplishments, and independence, whereas collectivism refers to dependence, well-being and welfare of society (Bryman and Bell 2015).

One more major concern for advertising industries is the blockage of ads through Ad Eater system for web pages. The increasing volume of information on web pages has made it noisy. For a specific application only a particular part of information is helpful the rest is all noise including advertisements also. As these pop-up ads are not considered as utility while surfing so these are blocked (Abbasi et al. 2015). During web surfing we come across many information and data which is considered as noise because it provides no utility to the web surfers. As the web page is drastically embedded with mixture of information that needs to be sorted out efficiently, therefore, a need is developed to remove the advertisements which are considered as noise (Kim and Han 2014). With the revolutionary growth of sources of information which are available on internet, users find it necessary to make a good use of facilities in order to search, extract, categorize and evaluate the required resources and information. The noise created through

advertisements, sponsors, navigational panels etc., distracts the users from the actual content. The commonly found type of ads on internet includes banner ads, text ads, pop-up ads, interstitial, videos and content sponsoring. In order to detect and remove image advertisements, an ad eater system known as HTML TAG Differentiator was developed with the help of rule based classifier which defines seven rules to detect whether an image is an ad or not, in order to minimize the noise created. This would automatically keep the user engrossed in his or her desired content (Bryman and Bell 2015).

As consumers try their best to avoid or minimize risk while purchasing any product, therefore, they rely more on an authentic source. Risk can be of many types which include perceived risk, social risk, and economic risk. Perceived risk comprises of two components which are the amount he is at stake in the purchase decision and the feeling of uncertainty which he experiences while making the decisions. Social risk refers to losing trust or emotional bond with family and friends. On the other hand economic risk refers to losing the monetary cost. In order to make a better decision consumers rely more on the word of mouth, it gives them a sense of reliability and trustworthiness. Three reasons make this informal influence (word of mouth) dominating in contrast with other sources. The reasons are; it is known to provide reliable information, social support is the back bone in making buying decision and information provided is often provided is often backed by experience and social pressure. A study was conducted which shows results that portrayed consumers would shift their willingness towards a risky alternative if their family and friends are involved in it (Hatzithomaset al. 2011).

In this article a pilot study was conducted in which effect of word of mouth and TV commercials in lawyers' services was measured by a forecasting technique. Respondents

were selected randomly from walk by traffic at department store. The respondents were addressed very interestingly through four passages about a fictitious lawyer named James Franklin. The sources of information about the lawyer were divided into four versions which were: word of mouth only, word of mouth former and TV ad later, TV ad only, TV ad former and word of mouth later. The result showed that word of mouth could improve the impact of TV advertising for new and unknown lawyers. Moreover, if the lawyer is new, TV ads only, would have a detrimental effect on his image, whereas if backed by word of mouth it could be positive leading to a stronger image of the lawyer (Moriarty et al. 2014).

Nowadays advertising has become so unleashed that it is not considered as a utility. It has become a stimulus of irritation or avoidance for consumers rather than appealing. How would you feel if you are having sun bathe on a beach and suddenly you see an airplane dragging a sign over? Or what happens when TV commercial interrupts an exciting scene of your favorite program? How about those ads which pop up during web surfing? These tactics create annoyance or avoidance for consumers whether they are through traditional or non-traditional media. Irritation caused by ads is mainly because of three major failures in ad content, its execution and placement (Kim and Han 2014). Ads irritation forces the consumer towards ads avoidance. Ads irritation can be defined as the degree which nor negative than dislike and less negative than offensiveness. For ad avoidance these words can be used: zipping, zapping, flipping, flicking and grazing. If the viewers have been given control over ads exposure when watching TV, many would just avoid them. Some would either leave the room or change the channel or engage in some other activity. These activities showed evidence of cognitive, behavioral and mechanical ad

avoidance. It can be concluded that ad intrusion leads to either ad irritation, ad avoidance or both (Pujol et al. 2015).

This research paper explores the reaction of the web surfers who are forced to view advertisement. This would result in either ad avoidance or ad irritation. An individual would definitely respond to the perceived loss of freedom in such an environment. This human behavior is called Reactance Theory in social psychology. There are two main purposes of this research (Moriarty et al. 2014). To examine the characteristics of pop-up ads which are apparent to be intrusive and to understand the relationship between backgrounds and significances of advertisements which are perceived as intrusive. To analyze the aspects of pop up ads it is essential to comprehend four major dimensions which are: timing of the display, duration, similarity with the content, perceived information and entertainment value. In order to understand the point where ads are perceived as intrusive two websites were designed. One contained movie reviews and other provided financial information (Grigoriou & Veloutsou 2014). Two interstitials advertised a fictitious movie, both were identical in all aspects except the length. Undergraduates were asked to participate in this experiment. The results showed that when audiences are engaged or focusing on something, they observe the disruptions more compared to when they are not focusing. Moreover, if the ads provide value or are entertaining they are not considered as interruptions the strategies which can be opted after this experiment could be as follows: Viewers should be exposed to ads only during intervals of the content. Relevant or value driven pop-up ads must be designed, this would be treated less irritating as opposed to a greater reactance caused by non-relevant ads (Hatzithomas et al. 2011).

This study analyzes the congruency of ads style/context style and context appreciation on the attitude towards ad and recall. The stimuli which trigger a person's attention and elaboration towards an ad can be categorized into three factors such as attributes of the stimulus, characteristics of individual and situational factors (Pujol et al. 2015).

Another aspect contributing towards the decline in advertisement is the cultural differences between societies. Advertisers need to be cautious in order to abide by the cultural values of the particular society. This research paper focused on analyzing the content of magazine advertisement from US and Arab, which comprised of twelve Middle Eastern countries and ten African countries (Moriarty et al. 2014). Four issues were addressed which must be taken into account by international advertisers who wanted to advertise in Arabic magazines. The issues were as to what extent men and women are exposed in the ads, especially women, to what extent comparative ads are used, to what extent the ad is informative and to what degree price appeals are used. Through economic point of view, Arab market can be categorized as sellers' market in contrast to US, which is buyers' market, therefore, ads must focus on the availability of the product as opposed to urging consumers to purchase products through endorsements and testimonials. Moreover, through cultural perspective of Arab world, both men and women are obliged to be dressed modestly. Arabs believe in the concept of collectivism. This culture encourages people not to compete by harming others, therefore, comparative advertising tactics must be used to a lesser degree (Schimmelpfennig & Hollensen 2016). Moreover, Arab is a high context culture. It promotes that speech to be best which has few words but carry full meaning. In this culture the understanding of the message is dependent not merely on words, but its context also. In addition, because of collectivism

nature, people also rely on the information provided through other sources like friends, family, relatives; this reduces the dependency on ads. On the other hand, US culture is a low context culture; consumers seek more information through ads and believe on direct communication. This culture promotes individualism. As bargaining power is the usual practice carried in the Arab world, therefore, people are more inclined towards negotiating prices. In this culture consumers seek to be emotionally convinced about a product, therefore, advertising must be less price oriented. However, in the US market, where competition is intense, price is the main component in consumers' decision making (Grigoriou & Veloutsou 2014).

This research paper explores that choice of the creative media enhances the insight of consumers towards brand associations, ad credibility, and brand attitudes. An interesting experiment was conducted in this research, in order to understand the effectiveness of the selected media. Two products of different nature were selected i.e. a insurance services and an energy drink (Angles & Blattner 2013). In order to create association with the brand and product, an egg was selected for insurance company, and an elevator was for energy drink. The name of insurance company along with its slogan were printed on egg shell and was put in normal egg carton, and the energy drink's brand name along with its slogan was printed on a label and was glued between controls of elevator. Moreover, a newspaper was also chosen to insert the advertisement of both the products (Moriarty et al. 2014).

The results showed that the respondents (college students) perceived the creative media to be more effective than the non-traditional medium (newspaper). This experiment added a twist in this study by presenting the element of surprise. By this we mean that

consumers are more likely to be positively influenced by an element of surprise in the media chosen, however, not compromising on the congruency with the brand. The surprise element enables the consumers to understand the implicit context of the ad, therefore, selection of creative media helps in communicating the message of the ad indirectly, which triggers the audience intentionally rather than incidentally (Grigoriou & Veloutsou 2014).

In this research paper it was observed that, viewers tend to avoid more commercial ads during or within programming as compared to those ads which are displayed simultaneously with the program. Viewers perceive that the switching cost is higher in the latter situation because they will miss out some part of their favorite program while zapping. In the light of this view, ads would still be avoided by the viewers because they would focus more on the program and the ads would just be exposed forcibly for them to be viewed. But, it cannot be ignored that this practice would reduce the ad-avoidance behavior of the viewers (Hatzithomas et al. 2011).

This study explored three determinants that led to ad avoidance during surfing, which are, goal-orientation, disburbed ads and past experiences. Firstly, during web surfing the users aim at a particular task for utilizing the internet, they surf with a mindset about what they want to explore about (Schimmelfennig & Hollensen 2016). Therefore, they don't have time to view the ads during surfing. Secondly, a particular page is heavily embedded with different ads, which makes it difficult for the user to comprehend the content of the ads. Lastly, ads are more likely to be avoided, if the user is frequent in web-surfing and has already become habitual of closing the ads because they serve them no utility (Angles & Blattner 2013).

Due to dynamically change in demographics, the preferences of people are also evolving with the passage of time. People seek for that product which is of their interest. Indeed, would you ever even look at something which is not of your interest? Of course, no, same point is taken into account in this research paper. The extent to which consumers are involved in a particular product determines its advertising effectiveness. High level of involvement leads to a greater level of importance for the product which results in brand loyalty (Schimmelfennig & Hollensen 2016).

Nowadays, emails are becoming a source of communication between internal and external customers of any organization. Advertisers keep a keen eye on every possible dimension in order to place their advertisement, email advertisements is one of them. Due to an increase in the usage of email, this medium is also being utilized to display advertisements. In this study it is discussed that behavior towards email ads is positive if it's permission-based and vice versa (Schimmelfennig & Hollensen 2016).

With a great boom in the service industry, its exposure through ads has become essential in today's era. While advertising a particular service three major components must be considered which includes, the appeal of the message, the media used and features of the service. Similarly, in this study, the consequences of these components are given prime importance. This paper suggested that appeals can either be rational or emotional and the media chosen depends upon the nature of the product or service being offered (Angles & Blattner 2013).

As we are dealing with unpredictable human behavior, in advertising a specific product or service, we cannot have some ground principles on which we can confidentially state that these tools would make an advertisement effective. However, we can try our best to

understand the possible aspects of human psychic which is done in this study. This research states that consumers experience a hierarchy while making any purchase decision. The hierarchy commences from awareness, to satisfaction to buying decision. However, this hierarchy differs accordingly to the product type and involvement of consumers (Schimmelpfennig & Hollensen 2016).

2.1 Research Hypotheses

Following are the research hypothesis:

H₀₁: There is a significant effect of intrusive ads on advertisements.

H₀₂: There is a significant effect of cross-cultural differences on advertisements.

H₀₃: There is a significant effect of demographic differences on advertisements.

H₀₄: There is a significant effect of ads blockage on advertisements.

Chapter 3: Research Methods

This research will benefit the industries for understanding the factors which have an impact on the effectiveness of advertisements. The industries might be able to control and counter the factors which are responsible for the ineffectiveness of advertisement. Moreover, this research can be helpful for designing various strategies to minimise the decline in the effectiveness of advertisements.

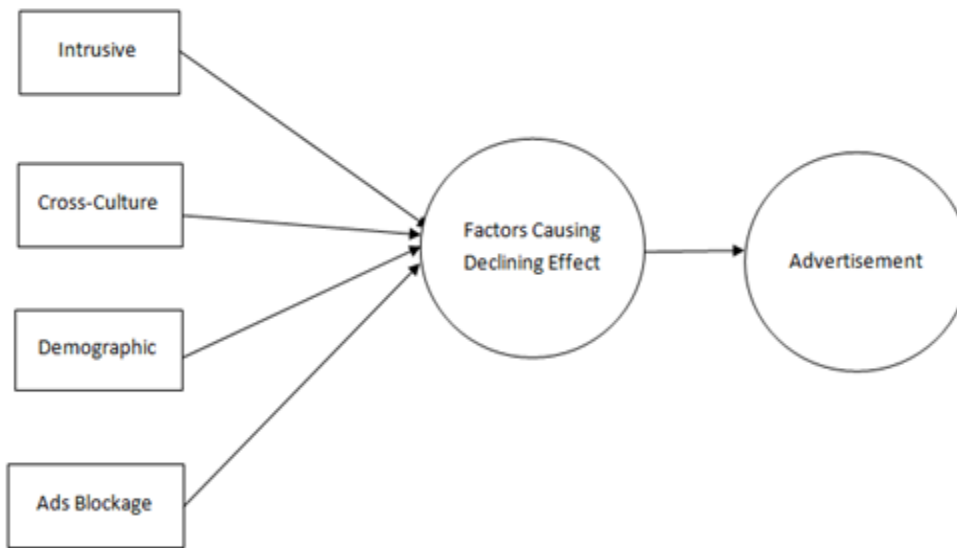
3.1 Method of Data Collection

There are two main methods through which data can be collected such as the primary method of data collection and the secondary method of data collection (Bryman & Bell, 2015). The primary method of data collection is first handed data which is gathered by the researcher. On the other hand, a secondary method of data collection is the data collected from the workings of former authors and writers. This study was conducted on quantitative reasoning so the data was collected by reaching to the respondents through questionnaires. The research was conducted to study the factors causing a decline in advertisements for which primary data collection, as well as a secondary method of data collection, has been used. According to the nature of the research, the primary and secondary sources of data collection have been used. The researcher has used questionnaires to gather information from the various respondents. Some respondents have been approached directly by the researcher and others have been reached through emails. The researcher has also taken information from various articles and scholarly journals which elaborate the concept and factors of advertisement.

3.2 Sample Size

Sample size refers to the number of participants and respondents chosen for collecting information on the study. With accordance to the data collection methods used in the study, a sample size of the research will be 280 respondents in order to get authentic results as well to achieve the objectives of the research.

3.3 Research Model



3.4 Sampling Technique

The sampling technique that has been used in this study to gather data from the respondents is random sampling. The procedure for sampling has included questionnaires and surveys of a number of industries in order to comprehend the effect of variables responsible for the decline in advertisements.

3.5 Statistical Technique

For the extraction of authentic outcome and result of the research, there are various statistical tools are used for the interpretation of the data. The statistical tools used in this study are the reliability analysis and one sample t-test. The outcomes of the

analysis will determine the significance of the data as well and can be used for addressing the variables of the research. There are various instruments of data collection such as questionnaires, interviews and surveys. This research has used questionnaires as an instrument of data collection. There were twenty questions presented by the researcher. The measuring of the collected data is done by using various rating scales out of which Likert Scale is most widely used. In this research Likert scale have been used to analyse the responses and attitudes towards the questions. The Likert scale assumed the strengths of experience being linear on the basis of strongly agree to strongly disagree.

3.5.1 Reliability Test.

Cronbach's Alpha	N of Items
.765	20

Table 1: Reliability Statistics

The reliability test is performed on the collected data in order to identify the validity of variables and instruments that are chosen for the study. As stated by Drost (2011), in social sciences there are different measures through which the reliability of the instruments are tested, however, in this research, internal consistency test is applied through the value of Cronbach's Alpha is generated. The table given above shows two different values in which the value of N represents the number of items adopted for the instrument which is 20, and on the other hand, the value of Cronbach Alpha represents the value of reliability which is 0.765 which signifies that instrument selected for research is reliable since according to Tavakol and Dennick (2011), the value of Cronbach Alpha must be greater than 0.70 in order to depict significance.

Chapter 4: Results

The preceding chapter of this research dissertation represents the outcomes and findings which were derived from the data that was collected from respondents using survey questionnaire as the research instrument. The sample size chosen for this research was 280 and respondents were questioned regarding the declining effects of advertisement in the retail industry. The designed selected for research was quantitative since the data collection provided the researcher with numeric and factual data which was analysed using the software of SPSS. The tests which were applied on the data gathered were reliability analysis, one sample t-test and regression analysis. The results and interpretations are given below.

4.1 Findings and Interpretation of the Results

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
INTRUSIVE	280	3.8236	.53429	.03193
CROSS_CULTURE	280	3.8836	.51139	.03056
DEMOGRAPHIC	280	3.8057	.53250	.03182
ADS_BLOCKAGE	280	3.8236	.54597	.03263

Table 2: One-Sample Statistics

One-Sample Test

	Test Value = 4					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
INTRUSIVE	-5.526	279	.000	-.17643	-.2393	-.1136
CROSS_CULTURE	-3.810	279	.000	-.11643	-.1766	-.0563
DEMOGRAPHIC	-6.105	279	.000	-.19429	-.2569	-.1316
ADS_BLOCKAGE	-5.407	279	.000	-.17643	-.2407	-.1122

Table 3: One sample Test

There are two tables given above which shows the values that are generated through applying the test on one sample t-test. The first table shows the values of descriptive statistics related to the data collected from 280 respondents. The application of t-test measures the actual sample of the mean from the population in contrast to the mean value of a sample which is assumed. In one sample t-test, it is assumed that the null hypotheses of the population mean is equal to the mean of sample chosen for the study whereas the alternative hypotheses oppose the above statement and state that population mean and the sample mean are not equal.

However, for this research, in particular, the researcher tested the hypotheses using one sample t-test and values of significance provided in the table shows that the hypotheses of the research study are rejected which also indicates that population mean and the sample means of this research study are not equal. On the other hand, the value of upper bound and lower bound does not lie between 0-1, displaying that the alternative hypotheses of the research study are rejected. Moreover, the outcomes and the values display that there is a significant effect of intrusive ads on advertisements, cross-cultural differences on advertisements, demographic differences on advertisement and lastly ads blockage on advertisements.

The table of the one-sample test provided above shows different values which are generated by applying the test through SPSS. The value of mean difference displays the variation between the upper bound and lower bound values of the study and the value of respective variables shows that all the variables including intrusive, cross culture, demographic and ads blockage of the research study are strongly correlated. On the other hand, the value of mean shows the variation which observed in the dependent variables

with respect to the independent variables. The values representing different independent variables show that the variation in dependent variable is caused by the independent variables.

Provided above is the table of one sample test which represents different values that are generated by software of SPSS. The key value in the table given above is the sig value since it allows the researcher to accept or reject the hypotheses which are designed for the research study. The sig value given in the table is 0.000 which shows that the independent variables does not have a significant impact on dependent variables, which can also be interpreted as, that different factors including intrusive ads, cross-cultural ads, demographic ads and ads blockage does not affect the effectiveness of advertisements.

Given above is the table of one sample statistics which shows the values of mean, standard deviation and standard error mean. The mean value represents the degree of impact that independent variable exerts on the dependent variable. For example, the value of mean of intrusive in the table given above is 3.8236. This specifies that intrusive ads explain 3.8236 of the variability in advertising. The value of mean of cross culture ads in the table provided above is 3.8836 which show that cross culture ads explain 3.8836 of the variability in advertising. The remaining values of other two independent variables display the same effects on the dependent variable. On the other hand, the values of the significance of all the variables are lower than 0.05 which displays the overall significance of the model and variables.

4.2 Hypotheses Assessment Summary

S. No.	Hypothesis Statement	Result

1.	There is a significant effect of intrusive ads on advertisement	Rejected
2.	There is a significant effect of cross-cultural differences on advertisement	Rejected
3.	There is a significant effect of demographic differences on advertisement	Rejected
4	There is a significant effect of ads blockage on advertisement	Rejected

DO NOT COPY

Chapter 5: Discussions, Conclusion, Policy Implications and Future Research

This chapter includes the overall findings of the study in a summarised way which highlights the key points that are also referenced with the similar findings of studies conducted in the past. Furthermore, recommendations are provided by the researcher, which are purely based on the outcomes of this study. Furthermore, the chapter also includes future implications.

5.1 Discussion

The main aim of this research was to critically analyse the declining effects of advertising which are caused by the ads that are intrusive, cross-cultural, demographically confusing and through the ads blockage technology. In order to analyse these effects, the researcher adopted a quantitative approach through which the data was gathered from different respondents present in the retailing industry. These respondents provided their answers through a survey questionnaire which was provided to them by the researcher through the internet. The data collected was then analysed through statistical software by applying the tests of reliability in order to ensure that the instrument selected for the study is appropriate. Furthermore, one sample t-test is also applied in order to test the hypotheses of the research study.

It has been found by various researchers (Tucker, 2012; Pikas & Sorrentino, 2014) and also the findings of this study that ads that are intrusive are avoided by the consumers since they cause disruption and their repetition over and over again on various mediums frustrates the individual through which sometimes a negative image of the brand is developed. It has been stated by Kim & Han (2014) that brands which are successful adopt the practices of targeting their customers by understating them and developing such

ads which are short in time and also deliver the intended message since long advertisements are often ignored by the consumers once they view it.

Similarly, the cross-cultural differences also affect the advertising in a negative way which reduces its efficiency since they display different cultural values which confuse consumers to interpret the meaning of the ads, therefore they tend to ignore the messages and information provided regarding the products and services for which Hatzithomas, Zotos & Boutsouki (2011) suggested that for attaining success through effective advertising, brands must identify the cultural values of their consumers and devise the ideas for their ads according to it.

Widome, Brock, Noble & Forster (2013) stated that the demography of consumers does not play a significant role for brands to develop their advertising messages since customers belonging to different demographics such as age, gender, education level, work experience and others, for which their level of understating the ads is different from others. Brands that are unable to identify the demographics of their customers clearly tend to make ads that are biased in terms of delivering the message because of the error in the process of segmentation. Lastly, the main barrier which reduces the effectiveness of the advertisement in today's marketing environment is the software that blocks the ads of a brand on the internet (Bilenko, Richardson & Tsai, 2011).

Consumers use this software and tools to block the ads that are repetitive and uninteresting since the consumers are not interested in those products and services.

Similar to the findings of this study, Pujol, Hohlfeld & Feldmann (2015) stated that the emergence of the internet allowed brands to target consumers at significant levels, however, due to their inappropriate and excessive use much different software are

developed that provides ease to consumers. On the other hand, the analysis done in chapter four of this study showed similar results that all the variables selected for the study including intrusive ads, cross-cultural ads, demographic ads and ads blockage do not have significant impact on the effectiveness of advertising.

5.2 Conclusion

It has been observed that the role of advertising in the field of marketing has been playing a significant role for businesses since the starting of industrialisation, however many research studies shows that the role has declined over the period of time. The competition within the business market declined the role of advertising and the excessive use of different mediums for advertising created difficulties for brands to reach their customers since customers now repel most of the ads they see due to their repeated occurrence. Therefore, the findings of research study display that the variables including cross-cultural ads, ads blockage, and intrusive ads and demographic does not affect the practices of advertising.

5.3 Implications and Recommendations

Given below are the recommendations which are based on the findings of research study regarding the declining effects of advertising on consumers;

It is recommended that brands should make attractive ads in order to gain the concentration and attention of consumers since consumers avoid ads that are lengthy and time-consuming in terms of delivering the key message. Therefore, the ads should be precise and significantly deliver the key message in less time.

It is recommended for brands to completely understand their customers in order to develop such ads which are in coherence with the culture and values of consumers since

consumers tend to engage in those ads which depict values which are similar to their through which they stay connected to the ad and the message delivered through it.

It is recommended that brands should identify the demographics of their consumers since it allows them to develop a specific message which triggers the response of these consumers. Demographic segmentation is necessary in order to identify and attract consumers through advertising.

Lastly, it is also recommended that brand should not use those websites in particular which are not famous among the consumers since they tend to ignore or block the ads through different software. Advertising on social media is effective since every individual uses it and the ads can have significantly greater exposure through these websites including Facebook, Instagram and Twitter.

5.4 Future Implications

The study showed the main reasons behind the decline of the effectiveness of advertising which included intrusive ads, cross-cultural ads, demographically inappropriate ads and lastly the ads blockage. The data that was collected from the respondents showed that all these variables identified significantly affect the practices of advertising through which the engagement of consumers is lost by the brands and businesses.

References

- Abbasi, M. S., Tarhini, A., Elyas, T., & Shah, F. (2015). Impact of individualism and collectivism over the individual's technology acceptance behaviour: A multi-group analysis between Pakistan and Turkey. *Journal of Enterprise Information Management*, 28(6), 747-768.
- Angles, P. D., & Blattner, D. O. (2013). *U.S. Patent No. 8,521,586*. Washington, DC: U.S. Patent and Trademark Office.
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.
- Athey, S., Calvano, E., & Gans, J. (2013). *The impact of the internet on advertising markets for news media* (No. w19419). National Bureau of Economic Research.
- Bilenko, M., Richardson, M., & Tsai, J. (2011). Targeted, not tracked: Client-side solutions for privacy-friendly behavioral advertising.
- Bryman, A., & Bell, E. (2015). *Business research methods*. Oxford University Press, USA.
- Goldstein, D. G., Suri, S., McAfee, R. P., Ekstrand-Abueg, M., & Diaz, F. (2014). The economic and cognitive costs of annoying display advertisements. *Journal of Marketing Research*, 51(6), 742-752.
- Grigoriou, N., & Veloutsou, C. (2014). Theoretical and Empirical Reflections in Marketing.
- Hatzithomas, L., Zotos, Y., & Boutsouki, C. (2011). Humor and cultural values in print advertising: a cross-cultural study. *International Marketing Review*, 28(1), 57-80.

- Heerde, H. J. V., Gijsenberg, M. J., Dekimpe, M. G., & Steenkamp, J. B. E. (2013). Price and advertising effectiveness over the business cycle. *Journal of Marketing Research*, 50(2), 177-193.
- Kim, Y. J., & Han, J. (2014). Why smartphone advertising attracts customers: A model of Web advertising, flow, and personalization. *Computers in Human Behavior*, 33, 256-269.
- Moriarty, S., Mitchell, N. D., Wells, W. D., Crawford, R., Brennan, L., & Spence-Stone, R. (2014). *Advertising: Principles and practice*. Pearson Australia.
- Pikas, B., & Sorrentino, G. (2014). The effectiveness of online advertising: consumer's perceptions of ads on Facebook, Twitter and YouTube. *The Journal of Applied Business and Economics*, 16(4), 70.
- Pujol, E., Hohlfeld, O., & Feldmann, A. (2015, October). Annoyed users: Ads and ad-block usage in the wild. In *Proceedings of the 2015 ACM Conference on Internet Measurement Conference* (pp. 93-106). ACM.
- Schimmelpfennig, C., & Hollensen, S. (2016). Significant Decline in Celebrity Usage in Advertising: A Review. *IUP Journal of Marketing Management*, 15(1), 7.
- Tucker, C. E. (2012). The economics of advertising and privacy. *International journal of Industrial organization*, 30(3), 326-329.
- Widome, R., Brock, B., Noble, P., & Forster, J. L. (2013). The relationship of neighborhood demographic characteristics to point-of-sale tobacco advertising and marketing. *Ethnicity & health*, 18(2), 136-151.

Appendix: Questionnaire

As a part of my MBA course, I am working on a research project on “**Study of Declining Effect of Advertisement**”. The questions given in this survey will be exclusively used for the research project. It would be very much appreciated if you would spend a few minutes of your precious time to answer the questions given below. Thank you for your cooperation.

Name _____ Gender: _____

Contact No: _____ Email: _____

Your age:

18 – 24 years	25-31 years	32- 38 years	39 - 45 years	46 and Above

Your household monthly average income:

Below Rs.25,000	25,000-49,000	50,000- 74,000	75,000-99,000	100,000& above

Your education level:

Matriculation or equivalent	Intermediate or equivalent	Bachelors or equivalent	Masters or equivalent	Post Graduate

Please indicate your agreement/disagreement with the following statements using the scale given below:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

S. No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	<u>INTRUSIVE</u>					
Q1	The repetition of ads makes the audience cranky/irritable.	1 0	2 0	3 0	4 0	5 0
Q2	Although the ad is interesting, its repetition makes it unwanted to be viewed.	1 0	2 0	3 0	4 0	5 0
Q3	The psychological aspects of the audience must be considered in order to decide the frequency of displaying the ad.	1 0	2 0	3 0	4 0	5 0
Q4	Nowadays, intrusive ads are increasing because companies rely more on outsourced ad agencies instead of in-house creative department.	1 0	2 0	3 0	4 0	5 0
Q5	Disguised ads (such as ads hidden in morning show, dramas, movies and cooking shows) trigger the audience more effectively.	1 0	2 0	3 0	4 0	5 0
	<u>CROSS CULTURE</u>					
Q1	Advertisements which do not keep the societal values in focus, makes the audience disengaged towards them.	1 0	2 0	3 0	4 0	5 0
Q2	The greater the cultural differences are, the more cautious advertisers should be.	1 0	2 0	3 0	4 0	5 0
Q3	Advertisements tend to lose their effectiveness if they are not locally targeted.	1 0	2 0	3 0	4 0	5 0

Q4	Companies need to balance their ATL activities (TV/Radio ads, billboards) and BTL activities (Mall activations, kiosk activities), as per the culture.	1 0	2 0	3 0	4 0	5 0
Q5	Advertisements that use innovative methods instead of conventional methods are more likely to be appreciated by the audience.	1 0	2 0	3 0	4 0	5 0

	<u>DEMOGRAPHIC</u>					
Q1	The effects of advertisements are declining due to dynamically change in demographics.	1 0	2 0	3 0	4 0	5 0
Q2	Nowadays advertisements are more inclined towards story telling than being product oriented.	1 0	2 0	3 0	4 0	5 0
Q3	Audience gets more influenced by word of mouth than advertisements.	1 0	2 0	3 0	4 0	5 0
Q4	Same advertisement needs to be altered according to the media used so that it becomes more understandable for the audience.	1 0	2 0	3 0	4 0	5 0
Q5	Ads with celebrity endorsement are more likely to be viewed.	1 0	2 0	3 0	4 0	5 0
	<u>ADS BLOCKAGE</u>					
Q1	The time when ads are displayed, has become the time when audience would either prefer to go and make snacks or go to washroom.	1 0	2 0	3 0	4 0	5 0
Q2	Due to facilities like parental controls and live pausing facility, TV ads are more likely to be avoided.	1 0	2 0	3 0	4 0	5 0
Q3	The pop-up ads during web surfing creates noise and are not considered as utility.	1 0	2 0	3 0	4 0	5 0
Q4	The effectiveness of advertisements depends upon selection of right media.	1 0	2 0	3 0	4 0	5 0
Q5	Regulatory requirements (such as Pakistan Electronic	1	2	3	4	5

	Media Regulatory Authority's guidelines) may cause hindrance in effective communication of ad's content.	0	0	0	0	0
--	--	---	---	---	---	---

Thank you for your help

DO NOT COPY