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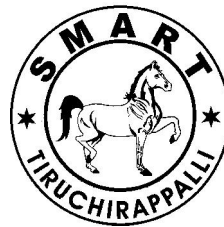
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EFFECTIVENESS OF CREATIVITY AND ITS IMPACT ON THE VALUE OF TV ADVERTISEMENTS - A DESCRIPTIVE ANALYSIS

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Abstract

Creativity is an art and Creativity in TV Advertisements is often the most brilliant manner of preparing an advertisement copy. They combine the product attributes and the ideas, words and phrases in such a manner that persuades the consumers to buy the product. Creative Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertising with Creativity such as attractive appealing, humorous presentation, getting quick attention of the audience, catchy slogan, etc exert far reaching influence on the daily lives of people. Hence the present study aims to analyze the effectiveness of such Creative Advertisements in TV media and their impact on the value of advertisements through TV.

Key words: Creativity, Effectiveness, TV Media, Purchase Decision, Memorability.

1. Introduction

Advertisements are part and parcel of our lives. "Advertisement" means any visual or oral communication, representation, reference or notification of any kind, which is intended to promote the sale, leasing or use of any goods or services or which appeals for or promotes the support of any cause (George E. Belch and Michael A. Belch, 2001). Perhaps, they are one of the most decisive and, at the same time, imperceptible factors molding and channeling the "purchasing habits" (Adeolu B. Ayanwale et al., 2005). Advertisements also promote products and services and create demand by way of inducing and increasing consumption (Sally Ford Hutchinson and Annie Rothwell, 2002).

TV is normally the most expensive medium and as such is generally open only to the major advertisers, although some regional contractors

offer more affordable packages to their local advertisers. It offers by far the widest coverage, particularly at peak time and especially to family audiences. Offering sight, sound, movement and color, it has the greatest impact, especially for those products or services where a 'demonstration' is essential. TV Advertisements combine the virtues of both the 'story-teller' and the 'demonstrator'. However, to be effective, these messages must be kept simple and should overcome the surrounding distractions of family life, especially the attraction of the remote control which has caused more problems for advertisers than any other development. Creativity in TV Advertising is more important now than ever before. Creative Advertisements are consistently perceived as more favorable and to a lesser degree, resulted in a more favorable view of the brand and increased purchase intent (Ang and Low, 2000). According to Brian D. Till & Daniel W. Baack (2005), creativity is an

important component of advertising and their research revealed that Creative Commercials facilitate Unaided Recall but that creativity did not enhance aided recall, purchase intent, or brand and advertisement attitude. Further, Flandin et al. (1992) describe the functional role of creativity in advertising to be focusing on customer attention towards the brand and ultimately leading to its purchase.

1.1 Significance of the Study

Television (TV) is an audio visual aid which can communicate by combining motion, sounds, words, color, personality and stage setting to express and demonstrate ideas to a large and widely distributed audience. Although there are various features peculiar to TV as an advertising media, creativity is the most important factor which is unique to TV. This is due to the fact that creativity is incorporated not only in the content of the message as in other media but also in almost every feature of TV Advertisements such as motion, sound, color, demonstrating ideas, presentation etc. This is the reason why the impact of the creativity of advertisements is more through television than through the print media or other electronic media such as web. Hence the present study which aims at studying the effectiveness of Creativity in TV Advertisements.

1.2 Statement of the Problem

Creativity is an art and Creativity in TV Advertisements is often the most brilliant manner of preparing an advertisement copy. They combine the product attributes and the ideas, words and phrases in such a manner that persuades the consumers to buy the product. A substantial portion of the advertising budget is

devoted to the creative task of designing the appeal. Essentially the creative task is to determine what to say and how to say it. Hence the research problem for the present study has been formulated to answer the following questions.

- How the viewers appraise creativity in TV Advertisements?
- Whether the Creative TV Advertisements are effective?
- What is the impact of Creativity on the value of TV Advertisements?

1.3 Objectives of the Study

In view of the research queries stated above, the present study was conducted to fulfil the following objectives:

- To analyze the respondents' appraisal on Creativity in TV Advertisements.
- To discern the effectiveness of Creativity in TV Advertisements.
- To study the impact of Creativity in the value creation of TV Advertisements.

2. Methodology

The objectives framed for the present study laid a strong foundation for developing a suitable methodology for this research paper. Accordingly, to investigate the objectives of the present study, it would be appropriate to perform an empirical analysis to study the effectiveness of Creativity and its impact on the value of TV Advertisements.

2.1 Data Collection

The required data for the present study were collected by using a well structured

questionnaire during a period of 6 months (June 2010 – December 2010). The questionnaire was administered to 150 sample respondents to study the effectiveness of Creativity in TV Advertisements.

2.2 Sampling Frame

The primary data were collected from 150 sample respondents by selecting the target group of respondents who were viewers of TV and also familiar with creativity. The geographical area of Coimbatore City was chosen as the Universe. The main reason for choosing Coimbatore City was that the Investigator is located here and also familiar with the City. In this City, the Researcher has chosen the residents of Narasimmanayakkanpalayam as the sampling unit. The dwelling units of Narasimmanayakkanpalayam were listed and arranged in a sequential order. Accordingly, 600 dwelling units were identified. The questionnaire was administered at random by selecting every third of the dwelling units and thus 200 questionnaires were administered. The age groups of the respondents were not so emphasized. A few questionnaires were not returned and some were unusable. Accordingly, there were 150 usable questionnaires, with a yielding rate of 75 %.

2.3 Tools Used For Analysis

For analyzing the data, appropriate techniques such as Descriptive Statistics, Percentage Analysis, and statistical tools such as Chi-Square Test and Friedman Two-Way ANOVA were employed.

2.4 Limitations of the Study

Since the present study covers only Coimbatore City, the results cannot be

generalized. Further, the sample size was confined to a very small group of 150 respondents whose attitude was not constant but varied from time to time. Hence the results are only representative of the Universe, depicting responses of that particular moment only. In spite of all these limitations, the present study is very much helpful for offering suggestions and recommendations on improving the Effectiveness of Creativity in TV Advertisements.

3. Analysis, Interpretation and Findings

The objective wise analysis, along with hypotheses framed, for testing the objectives and the interpretations for the analysis, are presented in this section.

3.1 Objective 1: Respondents' Appraisal on Creativity in TV Advertisements

The objective to analyze respondents' appraisal on Creativity in TV Advertisements was fulfilled by analyzing the respondents' responses towards defining creativity and the factors influencing Creativity in TV Advertisements, using Percentage Analysis and Chi-Square Test.

H_0 : All the respondents defined Creativity in the same way.

H_1 : All the respondents defined Creativity in different ways.

Table-1 shows the results of percentage analysis and test of significance on the respondents' definition of Creativity in TV Advertisements. From the Table, it is evident that majority (46.7%) of the respondents defined Creativity as stylish presentation, 23.3% of them defined it as use of animated effects, 10% of

them defined it as a remix of popular music, 14% of them defined it as enactment in a different way and 6% of them defined it in other ways. Further, the significant chi-square value (79.067; $p=0.000$) at 5% level of significance supported the Alternate Hypothesis, which implies that the respondents defined creativity in different ways. On the other hand, appraisal of Creativity in TV Advertisements needs analysis of the factors that influenced Creativity and it was performed by using Percentage and Chi-Square Analysis. The results are tabulated in **Table- 2**.

H₀: Respondents do not differ significantly in their opinion on the factors influencing creativity in TV advertisements.

H₁: Respondents differ significantly in their opinion on the factors influencing creativity in TV advertisements.

The Percentage and Chi-Square Analysis of the factors that influenced creativity in TV advertisements are tabulated in **Table- 2**. Majority of respondents (31.3%) opined that visuals effects are the most important factor that influences creativity while 14% of the respondents believed that creativity is due to the audio effects of TV advertisements. But, 18%, 15.3% and 21.3 % of the respondents asserted that creativity is due to the appearance of celebrity, product demonstration and the content of the messages respectively. Moreover, the significant Chi-Square Value (44.80; $p=0.000$) rejects the null hypothesis at 5% level which suggests that there was a significant difference in the respondents' opinion on the factors influencing Creativity in TV Advertisements.

3.2 Objective 2: Effectiveness of Creativity in TV Advertisements

Effectiveness of any advertisement or the feature of such advertisements could be measured only by the memorability that it creates among the viewers, its ability to influence the purchase decision of the viewers and finally, impacting the value of the advertisements. Thus, the objective of studying the effectiveness of Creativity in TV Advertisements was fulfilled by analyzing the Creativity in TV Advertisements with respect to purchase decision, value of TV advertisements, and the impact of creativity on the memorability of TV advertisements.

3.2.1 Influence of Creativity over Purchase Decision

The analysis on influence of Creativity in TV Advertisements on the viewers' purchase decision is presented in this section, with the following null and alternative hypotheses:

H₀: There is no significant difference in the respondents' opinion on the influence of creativity in TV advertisements on the purchase decision.

H₁: There is significant difference in the respondents' opinion on the influence of creativity in TV advertisements on the purchase decision.

Table - 3 presents the results of Percentage and Chi-Square Analysis on the respondents' view about the influence of Creativity in TV Advertisements on purchase decisions. 65.3% of the respondents agreed that Creativity in TV advertisements influenced them towards their purchase decision. But 34.7% of the respondents

opined that Creativity in TV advertisements did not have any influence on their purchase decision. Moreover, the significant chi-square value (14.107; $p=0.000$) accepts the alternate hypothesis at 5% level of significance. It reveals that the respondents differed significantly in their opinion on the influence of Creativity in TV Advertisements towards the purchase decision.

Further, from the respondents who have stated that the Creativity in Advertisements influenced their purchase decision, the level of influence on the various factors of Creative Advertisements was captured on a 4 point scale where score 1 represents 'highly influenced', 2 represents 'influenced', 3 represents 'moderately influenced' and 4 represents 'little bit influenced'. The responses were subjected to Percentage Analysis, Mean Score and Standard Deviation. The results are tabulated in **Table-4**.

Perusal of the **Table-4** makes it clear that all the factors registered a mean score between 1.28 and 1.59. This implies that all the factors influenced or moderately influenced the purchase decision of the respondents. It is also interesting to note that majority of the respondents (39.7%) were of the opinion that creativity in product demonstration influenced them highly in their purchase decision. Majority of respondents (40.81%) considered that creativity in the stylish, colorful presentation of the advertisements influenced them towards their purchase decision. Similarly, majority of the respondents have opined that creativity in the use of catchy words (35.71%), appearance of celebrity (32.65%), animated effects (36.73%), rhythmic musical background (37.75%) and artistic picture (34.6%) also influenced their purchase decision.

However, 52 respondents (34.7%) did not agree that Creative Advertisements influenced their purchase decision. The reasons for their negative opinion, were analyzed using Percentage and Chi-Square Analysis. The results are tabulated in Table 5.

The observation of the **Table-5**, makes it apparent that majority of the respondents (55.2%) considered Creative Advertisements to be unrealistic and hence did not influence their purchase decision. On the other hand, 19.2%, 11.5%, 11.5% and 3.6% of the respondents have stated that Creativity in TV Advertisements was irritating, exaggerating, misleading, and ambiguous respectively as the reasons for not influencing their purchase decision. Further, the significant Chi-Square Value (267.040; $p=0.000$) implies that there was significant difference in the respondents' reasons for stating that Creativity in TV Advertisements did not influence their purchase decision.

3.2.2 Impact of Creativity on the Memorability of TV Advertisements

The respondents were asked to state their opinion whether Creativity in TV Advertisements increased its memorability or not. Accordingly, their responses were captured and analyzed using the Percentage and Chi-Square Analysis. The results are given in **Table-6**.

H₀: There is no significant difference in the respondents' opinion on the influence of creativity on the memorability of TV advertisements.

H₁: There is significant difference in the respondents' opinion on the influence of creativity on the memorability of TV advertisements.

Perusal of **Table-6** reveals that 84% of the respondents agreed that Creativity increased the memorability of TV Advertisements whereas 16% of them did not agree that Creativity in TV Advertisements increased their memorability. Further, the insignificant Chi-Square Value (69.36; $p=0.273$) rejects the alternate hypothesis at 5% level, implying that respondents did not differ significantly in their opinion on memorability of TV Advertisements due to Creativity. Thus Creativity in TV Advertisements increased the memorability of those advertisements.

Further, the reasons for memorability of TV Advertisements due to Creativity were captured as ranks from the respondents who agreed that the Creativity increased the memorability of TV Advertisements. The mean ranks were calculated by using Friedman Two-Way ANOVA and the test of significance was performed by using the Chi-Square Analysis, with the following null and alternative hypotheses:

H_0 : *There is no significant difference in the respondents' ranking on the reasons for the memorability of TV advertisements due to creativity.*

H_1 : *There is significant difference in the respondents' ranking on the reasons for the memorability of TV advertisements due to creativity.*

On examination of the mean ranks displayed in **Table-7**, it is clear that attractiveness in Creative TV Advertisements (mean rank = 2.76) was the main reason for its memorability among the various reasons such as understandability (mean rank = 3.24),

capturing attention (mean rank = 3.14), interesting (mean rank = 3.09), enjoyable (mean rank = 3.79) and inimitable (mean rank = 4.98). Further, the significant Chi-Square Value (162.385; $p=0.000$) implies that there was significant difference in the respondents ranking on the various reasons for the memorability of TV Advertisements due to Creativity, and hence the null hypothesis is rejected at 5% level.

3.3 Objective 3: Impact of Creativity on the value of TV Advertisements

To analyze the effectiveness of Creativity in TV Advertisements, its impact on the value of TV Advertisements was examined by way of capturing ranks from the respondents. Initially, the respondents were queried whether Creativity increased the value of TV Advertisements such as attention value, suggestion value, memorizing value, sentimental value, educational value, conviction value and instinct value. Their responses were analyzed by using Percentage Analysis. The results are tabulated in **Table-8**.

On examination of Table 8, it is evident that 70.7% of the respondents agreed that Creativity increased the value of Advertisements in TV whereas 29.3% of the respondents opined that Creativity did not increase the value of TV Advertisements. Moreover, the respondents' ranks on the different values of TV Advertisements, based on its Creativity, was analyzed by using Friedman Two-Way ANOVA and Chi-Square Analysis, with the following null and alternative hypotheses.

H_0 : *There is no significant difference in the respondents ranking on the different values of TV advertisements based on its creativity.*

H₁: There is significant difference in the respondents ranking on the different values of TV advertisements based on its creativity.

From **Table-9**, it is evident that Creativity in TV Advertisements increased the attention value to a great extent as revealed by the mean rank of 3.25. The next highest value that increased due to Creativity in TV Advertisements was its suggestion value, as indicated by the mean rank of 3.46. Further, the memorizing value (mean rank=3.70), education value (mean rank = 3.81), sentimental value (mean rank = 4.06), instinct value (mean rank = 4.85) and conviction value (mean rank = 4.87) were also ranked. Moreover, the significant Chi-Square Value (111.629; p=0.000) rejects the null hypothesis, which indicates that there was significant difference in the respondents' ranking on the different values of TV Advertisements based on its Creativity.

Finally, to determine the overall effectiveness of Creativity in TV Advertisements, various factors like memorability, popularity, reachability, understandability, comparability and desirability were taken into consideration and captured as ranks from the respondents. These ranks were subjected to Friedman Two-Way ANOVA and the test of significance was performed by using Chi-Square Analysis, with the following null and alternative hypotheses:

H₀: There is no significant difference in the respondents' ranking on the factors that determined the effectiveness of creativity in TV advertisements.

H₁: There is significant difference in the respondents' ranking on the factors that

determine effectiveness of creativity in TV advertisements.

On examination of the mean ranks in **Table-10**, it is clear that reachability of Advertisement in TV determined the effectiveness of Creativity (mean rank = 2.73) to a great extent. Other factors such as popularity (mean rank = 2.87), understandability (mean rank = 3.16), memorability (mean rank = 3.35), comparability (mean rank = 4.23) and desirability (mean rank = 4.66) were also ranked. Further, the significant Chi-Square Value (129.152; p=0.000) rejects the null hypothesis, which signifies that there was significant difference in the respondents ranking on the various factors that determined the effectiveness of Creativity in TV Advertisements.

4. Suggestions

It is suggested that to present the Advertisements in TV in a stylish way would enhance Creativity, and most importantly, Creativity in visual effects of TV Advertisements would create more impact among the viewers. In order to influence the purchase decision of the viewers, the present study has suggested that Creativity should be incorporated in product demonstration, followed by catchy words, appearance of celebrities, animated effects, rhythmic music background and artistic presentation. It is also strongly recommended that Creativity should not lead to unrealistic views about the product in its advertisements. Further, to increase the memorability of the TV Advertisements, it is advised that Creativity should be highly attractive. Finally, Creative Advertisements in TV would be effective if it is highly popular among the viewers.

5. Conclusion

From the study, it can be concluded that Creativity in TV Advertisements influenced the viewers to make their purchase decision. It also increased the memorability of the Advertisements and added value to the Advertisements in TV Media. This is due to the fact that Advertisements, if it is presented in a Creative Way, would persuade the TV Viewers on what to buy, when to buy and at what price the product should be purchased. Thus the media, which is more popular for Creativity in all the features of its Advertisements, is the TV Media.

6. Scope for Further Research

The present study has analyzed the effectiveness of Creativity in Advertisements only by way of capturing its influence over purchase decision, memorability and values of Advertisements in TV media. However, other important factors like popularity of the media, reachability of the advertisements, recall and recognition values of Creative Advertisements could also be taken up for future research.

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Table-1
Creativity in TV Advertisements

Creativity in TV advertisements	Frequency	Percentage	Cumulative Percentage	Chi-Square (Sig at 5%)
Stylish presentation	70	46.7	46.7	79.067 df=4 p=0.000
Animated effects	35	23.3	70.0	
Re-mix of popular music	15	10.0	80.0	
Enacting in a different way	21	14.0	94.0	
Others	9	6.0	100.0	
Total	150	100.0		

Table-2 : Factors Influencing the Creativity in TV Advertisements

Factors influencing the TV advertisements	Frequency	Percentage	Cumulative Percentage	Chi-Square (Sig at 5%)
Audio effect	21	14.0	14.0	44.800 p=0.000 df=4
Visuals effect	47	31.3	45.3	
Celebrity appearance	27	18.0	63.3	
Product demonstration	23	15.3	78.7	
Message content	32	21.3	100	
Total	150	100	Total	

Table-3: Influence of Creativity on the Purchase Decision

Influence of Creativity on the purchase decision	Frequency	Percentage	Cumulative Percentage	Chi-Square (Sig at 5%)
Yes	98	65.3	65.3	14.107 df=1 pf=000
No	52	34.7	100.0	
Total	150	100.0		

Table-4: Influence of Creativity in TV Advertisements for Purchase Decision

Factors	Highly influenced	Influenced	Moderately Influenced	A Little influence	Mean	SD
Product demonstration	39 (39.7)	34 (34.6)	15 (15.30)	10 (10.2)	1.28	1.23
Stylish presentation	27 (27.55)	40 (40.81)	22 (22.44)	9 (9.18)	1.39	1.26
Catchy words/captions	27 (27.55)	35 (35.71)	21 (21.42)	15 (15.30)	1.47	1.35
Famous personalities	23 (23.46)	32 (32.65)	21 (21.42)	22 (22.44)	1.59	1.45
Animated effects	19 (19.38)	36 (36.73)	24 (24.49)	19 (19.38)	1.59	1.42
Rhythmic musical background	26 (26.53)	37 (37.75)	26 (26.53)	9 (9.18)	1.43	1.29
Artistic picturisation	25 (25.51)	34 (34.6)	23 (23.46)	16 (16.32)	1.51	1.38

Figures in parenthesis indicate percentage.

Table-5: Reasons for Disagreeability of the Influence of Creative Advertisements on the Purchase Decision

Reasons for disagreeability	Frequency	Percentage	Cumulative Percentage	Chi-Square (Sig at 5%)
Irritation	10	19.2	19.2	267.040 p=0.000 df=4
Exaggeration	6	11.5	30.7	
Misleading	6	11.5	42.2	
Unrealistic	29	55.2	97.4	
Ambiguous	2	3.6	100.0	
Total	150	100.0		

Table-6: Opinion on the Memorability of TV Advertisements Due to Creativity

Creativity in TV advertisements increases its memorability	Frequency	Percentage	Cumulative Percentage	Chi-Square (Sig at 5%)
Yes	126	84.0	84.0	9.36; df=1; P=0.273
No	24	16.0	100.0	
Total	150	100.0		

Table-7: Reasons for Memorability of Creative TV Advertisements

Reasons for memorability	Mean Rank (N=150)	Chi-Square (Sig at 5%)
Highly Attractive	2.76	162.385 p=0.000 df=5
Easily Understandable	3.24	
Captures Attention	3.14	
Very Interesting	3.09	
Enjoyable	3.79	
Inimitable	4.98	

Table-8: Impact of Creativity on the Value of TV Advertisements

Creativity increases the value of TV advertisements	Frequency	Percentage	Cumulative Percentage
Yes	106	70.7	70.7
No	44	29.3	100.0
Total	150	100.0	

Table 9: Ranking on the Different Values of TV Advertisements Based on its Creativity

Sl No.	TV advertisements based on creativity	Mean Rank	Chi-Square (Sig at 5%)
1	Attention value	3.25	111.629 p=0.000 df=6
2	Suggestion value	3.46	
3	Memorizing value	3.70	
4	Sentimental value	4.06	
5	Educational value	3.81	
6	Conviction value	4.87	
7	Instinct value	4.85	

Table-10: Factors Determining the Effectiveness of Creativity in TV Advertisements

Factors for creativity in TV advertisements	Mean Rank (N =150)	Chi-Square (Sig at 5%)
Memorability	3.35	129.152 df=5 p=0.000
Popularity	2.87	
Reach ability	2.73	
Understandability	3.16	
Comparability	4.23	
Desirability	4.66	