

# How Consumer behavior is Affected by "Sight" and "Hearing" in Terms of Promotion?

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## Abstract

This paper discusses about how the consumers are affected by "sight" and "hearing" type of promotions. The objective of this reading is to let the retailers or advertisers to reconsider the strategy before creating promotions. Some of the promotion strategies may be effective for certain products or brands. However, it may be a failure if the strategies do not fit the brands or market segments.

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**Index terms**— consumer behavior, "sight", "hearing", promotion.

## 1 Introduction

The purpose of this paper is to help retailers or advertisers to find out how consumer behavior is affected by promotion and to create effective approaches to reach the existing and potential customers. Customers may not realize that the presence of new formulated or new technology of products because the retailers chose the wrong communication channels or advertising techniques to affect consumers' behavior. To reach the target market or to create consumers' interests effectively, this paper includes how different elements of promotional tools can influence consumers. The advertisement must be effective to create awareness, message, interest, and trust in customers (Chudzian, 2014).

Promotion is a way or channel to communicate the products or services to consumers (Petkovska Mirchevska & Filkov, 2014). There are two types of promotions that were discussed in this paper. Examples of "sight" promotions are TV advertising, television billboards, website videos and visual merchandising.

"Hearing" promotions include radio, word of mouth and personal selling. By using these promotional tools, retailers are able to increase the bottom line by increasing the traffic (Small Business Development Corporation, n.d.). However, there are other elements such as the types of appeals in videos that will affect consumers' behavior. Since visual image from television or internet can capture the consumers' sights effectively, advertisement is often used to reach the consumer, hence influences their decision making (Chudzian, 2014; Tociu, 2010). Visual merchandising was included as the store environment that affect the consumers' perception of the brand and qualities of the product (Diamond, 2011). However, there are consumers who do not expose to visual images such as advertisements from television or internet frequently. Some of the consumers approach radio broadcasting more frequent compared to advertisements via television or internet. Besides, word of mouth also plays a vital role because the consumers' decisions can be affected either positively or negatively by the feedbacks from friends, family or even colleagues. Personal selling is also a type of "hearing" promotion as it involves consumers to listen. For example, consumers' behavior will be affected as salesperson try to persuade them. However, the elements of "sight" and "hearing" promotions are not suitable for all consumers because they come from different background and status. In order to reach the target market effectively, advertisers must first analyze and understand the customers well before choosing the correct and effective promotional tools and so to create advertisements.

### 2 II.

#### 3 Promotion to Children

Although the purchasing power of children is weak compared to adults but they have disposable incomes. From the other perspective, the children can have parents to purchase something they want (Sandra, 2008; as cited by Haroon, Zaman, Rasheed, Marri, & Raja, 2012). The children influence the adults' purchasing decisions and this is profitable to the companies (Sandra, 2008; as cited by Haroon, Zaman, Rasheed, Marri, & Raja, 2012). Logo with pictures and audio tracks can influence the children better compared to the adults (Bernhardt, Wilking, Adachi-Mejia, Bergamini, Marijnissen, & Sargent, 2013). According to Bernhardt et al. (2013), visual reference of food, drinks, and toy premiums were used to target children. Past research showed that children were more likely to think that food with animated characters taste better and so their preferences could be affected (Bernhardt et al., 2013). Advertisers use cartoons in advertisements to persuade the children and therefore, influencing parents' buying behaviors (Haroon et al., 2012).

### 4 III.

#### 5 Promotion to Adults

Although the advertisements for adults look similar to children's but there are some slight differences in it (Bernhardt, 2013). Compared to children, adults would be more attracted to the description of the taste of food (Bernhardt, 2013). Adults tend to imagine and feel tempted to try after listening to food description (Bernhardt, 2013; Yuwei, Adaval, Steinhart, & Wyer, 2014).

### 6 IV. "Sight" Promotion

TV advertising, television billboards and internet are used to present the products or services because the object in advertisement would be more attractive or lively after using photoshop products. The consumers are exposed to TV advertisements through television and internet at different places (Stocia, 2010). For examples, the retailers or in house visual merchandisers can use window display and in-store décor to promote the merchandise in mini boutique stores or departmental stores (Diamond, 2011).

#### 7 a) TV Advertising

TV advertising is used to communicate with the existing customers and potential customers or even to position brand image in customers' mind (Petkovska Mirchevska & Filkov, 2014). Besides, television advertising is used to promote upcoming or new products (Diamond, 2011). The advertisements that are creative or attention-seeking will be able to convey messages to the viewers effectively. However, the program schedule is also vital to make sure that the target market is able to watch the advertisements on the TV during the particular schedule (Petkovska et al., 2014). There are two types of advertisements that can be used to influence the consumers: information dominant advertisements and image-dominant advertisements (Mahapatra, 2012). Global advertising does not work if the consumers have various backgrounds. It only works for global consumers (Marieke de Mooij, 2010). To be effective, the advertisement that is being advertised on the TV must be related to the local consumers (Marieke de Mooij, 2010). For example McDonald, Malaysia often uses local celebrities in the advertisements as an element to influence consumers' behavior whereas Japan uses the connection of products and model as selling technique (Marieke de Mooij, 2010). Japan model whose name has "ebi" word which means shrimp is used to promote a shrimp burger (Marieke de Mooij, 2010). If the consumers find the advertisements valuable or interesting, they are more likely to watch them repeatedly (Yang and Smith 2009; as cited by Rosengren, & Dahlén, 2015). Furthermore, the consumers may expose themselves to future advertisements of the same brand (Rosengren, & Dahlén, 2015).

Although some of the advertisements may be considered excellent from all of the aspects but there are also other advertisements available for the consumers to watch (Zhao, 1997; as cited by, Jeong, Kim & Zhao, 2011). Hence, the effectiveness of advertisements is reduced as consumers will overlook and able to process only three to five advertisements clearly (Ray & Webb, 1996; Zhao, 1997; as cited by, Jeong, Kim & Zhao, 2011).

#### 8 i. Rational Appeal

Rational appeal of advertisement is mostly used on high involvement transformation products (Mahapatra, 2012). Consumers need to spend large sum of money to purchase certain products, therefore information about the products is very important for consumers to compare the products and consider which one to buy (Mahapatra, 2012). Information dominant advertisement is an advertisement that tells facts such as features or advantages of the products or services to influence consumers (Abernathy & Eranke 1996; as cited by Mahapatra, 2012). Information dominant advertisements influence the viewer's rationality to compare the products' benefits (Mahapatra, 2012). Information dominant of advertisement is similar to what commonly known as hard sell where the advertisement includes the attribute of the products, the materials or the technology used to produce the products, functions of the products and the quality of the services and environment to attract the customers (Abernathy & Eranke 1996; as cited by Mahapatra, 2012). Not all the elements are supposed to be included

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97 in an advertisement but it varies based on the type of the products or services that are going to be advertised  
98 (Pickett et al., 2001; as cited by Mahapatra, 2012). However, the consumers may perceive the advertisements  
99 negatively if there is too much information and may result in lower effectiveness (Decock and De Pelsmacker 200;  
100 as cited by Mahapatra, 2012).

## 101 **9 ii. Emotional Appeal**

102 Image dominant advertisement uses emotional appeal to influence the consumers (Mahapatra, 2012). In other  
103 word, advertisers use image dominant advertisement to perform soft sell (Leiss, Klein, & Jhally, 1997; as cited  
104 by Mahapatra, 2012).Image dominant advertisements include the brand, product, color, image, story, message  
105 and music to relate to the viewer (Leiss, Klein, & Jhally, 1997; as cited by Mahapatra, 2012). The method of  
106 using storyline to advertise products are more effective to earn the viewers' trust for

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108 Volume XV Issue IV Version I Year ( ) the brand (Moraru, 2011). However, the downside of this method is that  
109 the information of the products is merely mentioned (Homer, 2008; as cited by Mahapatra, 2012).

110 Past research showed that music is an effective tool as it presents a feeling to people ?? Mahapatra,  
111 2012).Furthermore, repeated music was found to have the ability to influence consumers' moods and perceptions  
112 towards the product (Yoon, 1993; as cited by Park & Jeon, 2014). Hence, music can be used in advertisements to  
113 help the customers to recall the products or relate the music with the brands when they are deciding to purchase  
114 certain related products (Park & Jeon, 2014). However, it is important to choose music which fit the products  
115 rather than making audience to be familiar to music (Park & Jeon, 2014).

116 For advertising composition, humor is an element that is useful to play a role in customers' mind ??McCullough,  
117 1992; as cited by Mahapatra, 2012).Many advertisershave successfullyused humoron lowinvolvement transforma-  
118 tional products such as fragrance and apparels to attract the consumers (Jain, 2009)

## 119 **11 b) Visual Merchandising**

120 According to Easey (2009), visual merchandising is one of the promotional tools to differentiate the store from  
121 others. An attractive window display enables the retailers to attract the potential customers to step into the store  
122 whereas the interior display enables the retailers to retain customers to stay longer (Diamond, 2011;Krishnakumar,  
123 2014).When the environment of a store or mall is bad, it will worsen the impression positioned in customers' mind  
124 (Runyan, Kim, & Baker, 2012). Sales will decrease following by the reduced numbers of customers (Runyan,  
125 Kim, & Baker, 2012). Retailers or visual merchandisers often use colors, mannequin, fixtures, lighting effect and  
126 also music to create the store identification (Diamond, 2011;Cant, Hefer, & Machado, 2013). With the use of  
127 mannequin, consumers are able to relate themselves and therefore, the decision is affected (Diamond, 2011).

128 Using themes or colors in painting enable the retailers to create different feelings to the consumers (Diamond,  
129 2011). For example, red, orange and yellow colors provide the impression of warm atmosphere while blue  
130 represents cool and calmness (Diamond, 2011).

131 Furthermore, signage and the combination of fixtures in a store enable the consumers to look for their  
132 preferences of products easier (Diamond, 2011). The level of lighting helps the stores to be classified differently  
133 (Diamond, 2011). For example, mass merchandiser like Walmart uses high level of general lighting in its  
134 store while upscale department store like Neiman Marcus uses moderate general lighting and subtle lighting  
135 to represents its store image (Diamond, 2011). Consumers preferstores to replenish their stock frequently and  
136 consistently so they can purchase new products (Cant, Hefer, & Machado, 2013). From the other perspective,  
137 replenishment of new products providesfreshness to the customers and results in increasing the competitiveness  
138 among the retailers (Cant, Hefer, & Machado, 2013). Customers or shoppers are comfortable as they believe the  
139 products match their identities and therefore, create customers' loyalty (Cant, Hefer, & Machado, 2013).

## 140 **12 c) Television Billboards**

141 Television billboards are shown when the TV program or movie is sponsored by some companies (Jeong, Kim  
142 & Zhao, 2011). These billboards can be the logo of the brand or even the announcement from the brands that  
143 customers can either see it or hear it (Jeong, Kim, & Zhao, 2011). Although the duration of time consumers are  
144 exposed to the sponsors is short but television billboards provide a less cluttered environment for consumers to  
145 remember (Lardinoit & Derbaix 2001; as cited by Jeong, Kim, & Zhao, 2011).

## 146 **13 d) Internet**

147 Internet enables the products, information of the companies and also advertisements to be exposed to the  
148 consumers (Diamond, 2011). Besides, it enables the customers to leave comment on the company profile or  
149 even exchange ideas on the webpage (Diamond, 2011). From the other perspective, the consumers can visit the  
150 company page or profile on anytime at any place (Diamond, 2011). Social media, for example like, YouTube,  
151 Facebook, Twitter and Google Plus enable the web users to share information, pictures and video (Dafonte-  
152 Gomez, 2014; Mcpherson, 2015). Retailers create profile and upload advertisements so that the consumers

153 are exposed to the upcoming events and new products (Dafonte-Gomez, 2014; Mcpherson, 2015). However, the  
154 consumers are more alert to discount framing ??Shen & Fu-Chiang, 2014). When consumers see discounts on  
155 online sales, their intentions to purchase get higher ??Shen & Fu-Chiang, 2014).

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157 V.

158 "Hearing" Promotion Consumers have to think or guess the message of the advertisement trying to convey  
159 (Stocia, 2010). However audio broadcasting does better in clarifying the message, the information is more direct  
160 and straight forward which makes the information understandable to the listeners (Stocia, 2010).

### 161 15 a) Radio

162 Consumers can listen to radio broadcast at any time as it can be listened online, at home, on vehicles or even  
163 at malls (Diamond, 2011). Most of the radio advertisements are for sales or timely promotion event (Diamond,  
164 2011). Compared to other promotion tools, radio is more suitable to focus on markets with different ethnics  
165 (Diamond, 2011).

166 Foreign-accented commercials are found to be less attractive from consumers' perspective (Hendriks, van  
167 Meurs, & van der Meij, 2015). According to Hendriks, van Meurs, & van der Meij (2015), the foreign accented  
168 commercials are hard to understand and they cause the message unable to be conveyed to the consumers  
169 successfully. On the other hand, consumers perceive that the speakers are not the place originated people  
170 but someone who disguise as he or she is (cf. Tsalikis et al. 1991; as cited by Hendriks, van Meurs, & van der  
171 Meij, 2015). It is hard for the consumers to trust the advertisements because there is lack of creditability (cf.  
172 Tsalikis et al. 1991; as cited by Hendriks, van Meurs, & van der Meij, 2015).

173 However, there were foreign-accented commercials that were acceptable by the consumers (Hendriks, van  
174 Meurs, & van der Meij, 2015). These commercials are success when the product is famous or represents its  
175 country (Hendriks, van Meurs, & van der Meij, 2015). For example, when olive oil advertisement is compromised  
176 with German accent and beer advertisement is compromised with French accent (Hendriks, van Meurs, & van  
177 der Meij, 2015).

### 178 16 b) Word of mouth

179 Consumers' purchasing decisions are also affected after listening to other customers' review on the brand or the  
180 product (Kozinets, Valck, Wojnick, & Wilner, 2010; as cited by Claro, Reali Fragoso, Laban Neto, & de Oliveira  
181 Claro, 2014). According to Martin (2014), there are also times when the consumers do not follow customers'  
182 reviews as they believe the customers might be getting any rewards from the company. Consumers believe that  
183 other customers are trying to hide some negative facts about the products of services (Martin, 2014).

184 From another perspective, consumers' decision may be affected when others try to provide negative feedbacks  
185 about the products or warning them to consider about the consequences ??Matos & Rossi, 2008; ??ingh & Wilkes,  
186 1996; ??rusov, Bucklin, & Pauwels, 2009; as cited by Claro, Reali Fragoso, Laban Neto, & de Oliveira Claro,  
187 2014). The choice of words used by consumers to convey certain information may affect the listener (Moore,  
188 2010). For example, the product color may fade easily but the consumers may say that the product has bad  
189 quality (Moore, 2010). Hence, negative word of mouth is created. The listener receives a distorted message and  
190 changes his or her expectation of certain brands (Moore, 2010). However, if the language used creates a positive  
191 message, it will enhance the brand image to the other customers (Moore, 2010). Furthermore, it will increase  
192 the potential customers' confidence level in trying new brands (Moore, 2010).

### 193 17 c) Personal Selling

194 Although technology is advancing and purchasing with a click is common in this era but there are still consumers  
195 who like to shop at brick and mortar (Runyan, Kim, & Baker, 2012). However, the attitude of salesperson and  
196 the way they persuade the consumers can affect the consumers' purchasing decision (Runyan, Kim, & Baker,  
197 2012). Some of the salespersons are pressured by the managers or employers, they may promote the products  
198 aggressively (Runyan, Kim, & Baker, 2012). When the consumers listen to the salespersons, it creates negative  
199 emotions and experiences to them (Runyan, Kim, & Baker, 2012).

### 200 18 VI.

### 201 19 Discussion

202 Some of the researchers argued that advertisement image is more effective in targeting consumers than using  
203 audio broadcasting. As the children have lesser experiences, audio broadcasting would be hard for the children to  
204 imagine the food or drinks that are advertised on radio (Bernhardt et al., 2013). Image is effective when the target  
205 market is children as they are more likely to be attracted to animated character or images than words (Bernhardt  
206 et al., 2013). According to some researches, rational appeals of advertisements use hard sell as selling technique  
207 (Mahapatra, 2012). However, some of the consumers like this kind of advertisements as they can have a clear

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208 image of the products characteristics and usage (Mahapatra, 2012). For emotional appeals of advertisements, it  
209 may turn out to be a heart touching story that positions institutional image to affect consumers. However, some  
210 of the viewers or web users may view the advertisement as a normal short video (Mahapatra, 2012).

211 TV program schedule may not be suitable for audio broadcasting (Petkovska et al., 2014).Some of the  
212 consumers work on weekdays and they spend most of the times in the car or at the office. In the car or at  
213 the office, consumers are exposed more to the radios compared to the televisions. Hence, weekends would be a  
214 better period for advertisers to advertise advertisements on television for this targeted market

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216 Volume XV Issue IV Version I Year ( ) group as consumers have leisure time to spend on watching televisions.  
217 According to Lu, Su, & Yang (2007), both television and radio advertisements have likenesses in using sound  
218 effects and themes to impress audiences or viewers. However, the consumers may have different interpretation  
219 after listening or watching the advertisements of the same products as consumers are exposed to different kinds  
220 of media and appeals.

221 Visual merchandising can be a silent salesperson that affects the consumers' behavior. By showing store image,  
222 retailers can attract the consumers to purchase the similar products. Furthermore, stock replenishments provide  
223 neat and clean atmosphere that attract shoppers to shop the store. A salesperson's selling skill can also boost  
224 up the sales by persuading the customers to buy more. However, customers' mood may be turned down because  
225 of annoying way of persuasions from the salespersons (Runyan, Kim, & Baker, 2012).

## 226 **21 VII.**

## 227 **22 Conclusion**

228 The focus of this paper is on how "sight" or "hearing" promotions affect consumers' behavior. Advertisers  
229 create advertisements to get consumers attention and to increase the sales. The flow of the advertisements  
230 can either be informational or emotional appeal to influence consumer purchasing decision. Consumers may  
231 have much information about the products to make comparison. Consumers may choose the brand as they  
232 think the company fulfills corporate social responsibility to advertise some valuable advertisements. Some of the  
233 consumers may be exposed to the advertisements as they spend their time in front of the TV. However, some of  
234 the consumers may not have time to watch television programs so radio is available as an alternative to them.  
235 Stores are decorated to provide a comfortable environment to promote the brand and merchandise. Besides,  
236 well trained selling technique of the salespersons can persuade consumers to change their mind. To compete  
237 fairly, the companies should exercise the business ethically by advertising without make up or implying false  
238 facts (Danciu, 2014). Customers who are satisfied with the products will create positive word of mouth to reach  
retailers ultimate goal. <sup>1 2</sup>

Figure 1:

An unsuccessful advertisement will irritate the consumers (Obermiller, Spangenberg and MacLachlan, 2005; as cited by Mahapatra, 2012). Consumers do not like overdramatized advertisements (Obermiller, Spangenberg and MacLachlan, 2005; as cited by Mahapatra, 2012).

Figure 2:

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