

# Impact of Viewer Response Profile on Skepticism toward Advertising

Umair Malik<sup>1</sup>

<sup>1</sup> Mohammad Ali jinnah University Islamabad, Pakistan.

*Received: 9 April 2012 Accepted: 8 May 2012 Published: 18 May 2012*

---

## Abstract

Aim of this study was to examine the impact of viewer response profile on skepticism toward advertising and how they affect viewer response profile to skepticism toward advertising. General public was selected for this study and 170 Questionnaire were distributed out of which 150 were receiving back with response rate 88

---

**Index terms**— Viewer response profile, Skepticism toward advertising, General Public.

## 1 Introduction

Marketing is considered as a boundary line between the organization and its environment. This environment consist of different stakeholders out of which customer is an important one. Marketing constitute of various marketing activities and these activities left their lasting impact on sale of any company. Marketing mix is used in order to quantify the impact of these activities on sales.

As promotion is one of the most important factors of marketing mix. Promotion is basically a bridge between buyer and seller for the purpose of informing, influencing and pursuing the customer about the business products or services. For promotion of any product or services, advertising is used as powerful tool for marketing. Advertising is an influential signal toward customer for the purchase or to give some response upon company products, services or ideas. For promotional strategy advertising is considered as a major component of creating awareness and conditional factor in the mind of the consumer to make purchase decision.

In marketing strategy advertisement is one of the most important tools and has provided a great deal of deliberation round about last ten to fifteen years. Through Advertisement emotions can be modified as well as helpful in giving insensible message. As there are different channels at which advertising can be done such as TV, radio, newspaper, internet, bill boards etc. out of these channels TV is considered to be an appropriate channel because every social class, age group, knowledgeable group, uninformed group and many more can easily access to that and easily understand it. TV advertisement gives Information's to general public in order to inform about new goods or services and assist to lift up the overall sales which leads finally toward efficiency of nation's economy. Advertisement has an evident role in introducing a product, retention of consumer to the products and convincing the people to purchase the product.

The previous research shows that promotion is one of the marketing mixes from the 4P's of marketing. For promotion for the product and services, advertising is used as powerful tool for marketing. As a promotional strategy advertising is considered as a major component of creating awareness and conditional factor in the mind of the consumer to make purchase decision (Adeolu et al. 2005).

Skepticism toward advertising is defined as the general tendency toward disbelief of advertising claims. Skepticism is hypothesized as a general trait that varies across individuals and is related to general persuadability. The measure assesses a generalizable characteristics rather than response to specific ads or ad claims. Moreover, the construct is more limited than concept such as attitudes toward advertising in general and attitudes toward marketing (Carl Obermiller and eric R. Spangenberg 1998).

The viewer response profile gauges affective reactions to advertisements. It focuses on the emotional component of communication effect and indicates how people feel after seeing a commercial rather than what they know

(Schlinger 1979). The VRP assesses few facets relating to how people feel about an advertisement, as follows, Entertainment, confusion, relevant news and empathy.

Entertainment is the degree to which a commercial is pleasurable, enjoyable, and fun to watch. Confusion is the degree to which the viewer feels that the commercial is difficult to follow. Relevant news is the degree to which viewers feel that the commercial has told them something important and interesting about brand, or some useful information. Empathy is the degree to which viewers participate vicariously in event, feelings, and behaviors that are shown in the ads. This empathy can be positive or negative.

Different studies have been conducted taking advertising. This study attempts to examine the effect of viewer response profile on Skepticism toward advertising. Advertising perform the vital role in organization to increase the profitability. The purpose of this research is to analyze that how viewer response profile affects on Skepticism toward advertising.

## 2 II.

Literature Review Moore and Moschis (1981) analyze the mass media and interpersonal influences on teenage consumer behavior and suggested that interpersonal communication with parents and peers about goods and services appears to contribute in child awareness of the relevant goods and services and development of consumer behavior due to various kinds of advertisement and media may be social process as it's the way to inform consumers. They also find out that a cognitive developmental approach may not accurately explain adolescent consumer socialization.

Adeolu B. Ayanwale et al. (2005) concluded that brand preferences does not exist in food drink industry, however, advertising helps in projecting product quality and value prior to the consumers. They regard the most effective of all media in advertising the product is television, because it combines motion, sound, and special visual effects and offers wide geographic coverage and flexibility when the message is presented. They also find out that advertisement should not be age oriented and selective and results showed that advertising does not varying impact on age group.

Consumers high in skepticism toward advertising are influenced by a high price when brand familiarity is high but not when brand awareness is low. Consumer's low skepticism toward advertising is correlated to price regardless of brand familiarity (Hardest et al. 2002). For Less familiar brands, more skeptical consumers are confidently influence by high orientation price claims for most familiar brands it seems that because they discount instead of totally ignore the reference price claim (Weilbaker et al. 1988). Consumer's evaluation to brand is negatively related to advertising skepticism (Obermiller and Spangenberg, 1998). Hardest et al. (2002) discussed that brand familiarity moderated by skepticism of advertising on the unstable price level. Consumers are more skeptical about biased than intention ad claims and are more skeptical about claims for practice than qualities of product. Consumers should be extra skeptical of belief than experience claims and consumers must be more skeptical of experience argue superior price than low priced product. It is also discussed that consumers experience toward the market place effect critical distinguishing feature affecting their reaction to advertising skeptics (Feick and Gierl, 1996).

It is concluded that, there is a partial effect of family socialization to ad skepticism toward brand information and family intergenerational transfer of ad skepticism to children and it is related to brand preference. It is found that overlap between ad skeptical beliefs about advertising and sales people, but ad skepticism is different from skepticism from brand information (Obermiller and Spangenberg, 2000). Moeere-shay and Lutz (1998) found that mothers were less trustful of advertising and less inclined to assume a positive price quality relationship. The result suggests that skepticism toward advertising is an attitude learned through interaction with parents, peers and televisions. It is suggested that relations with socialization mediator affects skepticism mainly for the reason that of its effects on teen's market place knowledge (Mangleburg and Bristol, 1998).

The interest in achieving positive immediate advertising response stems from findings that show that such a response is an important mediator variable in the link between ad exposure and the formation of an attitude toward the advertised offering (Mackenzie, Lutz, and Belch 1986; Mitchell 1986; Shimp 1981). Demographic characteristics influence how individuals respond emotionally, but not to a huge extent and found that older viewers of the ad respond more emotionally towards the ad's than the younger viewers. Viewers who seen more ad's in their life time and no past experience with brand would more likely to find ad's not attractive than brand users and younger viewers for whom ad seems more unique. It is also suggested that individuals varies in their emotions, ability to recognize and interpret the ad (Stout and Rust, 1993).

Emotions and attitudinal components do appear between ad content and viewing time. Ad processing time (time compression) in viewer mind vary from ad to ads. Time compression had little effects on cognitive processing and post viewing attitude of viewers towards TV ads (Schlinger et al. 1983). Zinkhan and Burton (1989) indicate that viewer response to ad's have significant but unequal impact on attitude toward the brand and choice behavior. Advertising helps to catch the new and old cultural senses and devote them in consumer goods where they easily reachable to the consumer. Advertising changes according to the cultural changes to make ad messages more recognizable (Friedmann and Zimmer, 1988).

Lord and Burnkrant (1993) found that program involvement and dramatic attention devices used in television ads, there interaction with one another and with viewer's processing motivation, have the capacity to improve or

---

delay the generation of viewer thoughts relevant to ad messages. If ad involvement is high, a low amplification program comes into view to be desirable.

The Viewer responses to frequent messages to a new product television commercial increase with frequency of exposure. Viewers appear to separate their negative feelings toward seeing the commercial again from their other attitude. Viewers, viewpoint about the advertisers influential intent, poor media planning and other associated factors may be responsible for division and initial formation of attitude toward new commercial requires partial amount of cognitive dealing out on the part of the consumer ??Rethans et al. 1986). Joyful commercial viewed in the framework of a happy program was assessed more favorably than the same commercial viewed after experience to a sad program. Sad commercial, the reverse effects for this measure were obvious as this commercial execute more favorably in the situation of a sad program relative to a happy commercial ??Kamins et al. 1991).

Based on the above discussions the study poses the following research questions.

### 3 c) Variables

The present study based on two variables that are independent variable and dependent variable. The independent variable is Viewer response profile and dependent variable is Skepticism toward advertising. This study will trace out the relationship between Viewer response profile and Skepticism toward advertising.

### 4 d) Hypothesis

H H 1 : There is impact of viewer response profile on skepticism toward advertising Schematic Diagram for Theoretical Framework Independent Variable: viewer response profile Dependent Variable: skepticism advertisement III.

## 5 Methodology a) Sample and data collection

The population of this study is all viewers of advertising in Pakistan. The target population was general public of Islamabad. The data will be collected from all population living in Islamabad city in Pakistan. A Sample of 170 people was considered for analysis and received back 150 questionnaire with response rate of 88%.

### 6 b) Instrument and Measures

Independent variable viewer response profile was measures through adopted questionnaire of 20 items by Schlinger, Mary, (1979) has been used for the purpose of this study and 5 point likert scale was used this research. Dependent variables for measure the skepticism toward advertising scale used by (Obermiller and Spangenberg 1998). The overall Cronbach's alpha reliability scale was amounted 0.849. SPSS 17.0 version was used for analysis. Table 3 shows mean scores and standard deviation for overall viewer response profile and its dimensions. The mean and standard deviation of skepticism toward advertising also given in this table. The mean score for viewer response profile is 3.1144 which show that respondents are more agree that viewer response profile. Viewer response profile dimensions shows that respondents are highly satisfied on the "Entertainment" "Confusion" and "Relevant news". The skepticism toward advertising show the mean 3.8156 which indicates that respondent are mostly satisfied with advertising.

## 7 IV. Findings And Conclusion

V.

## 8 Discussion

Findings show that there is positive and significant impact of viewer response profile on skepticism toward advertising. Advertising play a vital role to increase efficiency and effectiveness of organization as well as to achieve the organizational goals. Many products not sell without advertising because advertisement brings awareness in the people regarding the products. Respondents are more agree to viewer response profile affect on skepticism toward advertising. Further regression analysis showed that there is 61.4% variation takes place in skepticism toward advertising due to viewer response profile.

## 9 VI.

## 10 Limitations And Future Research

The limitations related with this research are acknowledged. This study is also limited to one city concerning data collection. The sample size of this research is small to generalize the study. As this research is new one in its nature so it can be conducted to others sector and in other countries relating to their own cultural conditions to enhance the scope of this research. The results might be different when it is conducted in different scenario. This study also provide base and add literature for researchers to hit this issue more deeply in future. Further research



Figure 1: a) Research Question 1 )

1

: Regression Analysis (Dependent Variable 'skepticism toward advertising')	
Regression	.784
R 2	. 614
Adjusted R 2	. 612
Standard error	.62578

Figure 2: Table 1

1

Viewer Profile	Response	Skepticism toward advertising	Entertainment Confusion
			Relevant News

Figure 3: Table 1

2

Figure 4: Table 2

---

**3**

	Mean	standard Deviation
VRP	3.1144	0.31469
ENT	3.3033	0.80177
CON	3.3183	1.07788
REV	3.4080	1.02450
SKEP	3.8156	1.00412

Figure 5: Table 3 :

156 can also be conducted by testing the skepticism toward advertising with other variables and by increasing sample  
157 size. <sup>1 2</sup>

---

<sup>1</sup>Global Journal of Management and Business Research Volume XII Issue XII Version I

<sup>2</sup>© 2012 Global Journals Inc. (US)



- 
- 158 [Schlinger ()] 'A profile of response to commercials'. Mary Schlinger . *Journal of advertising research* 1979. 19 p.  
159 .
- 160 [Zinkhan and Burton ()] 'An Examination of Three Multidimensional Profiles for Assessing Consumer Reactions  
161 to Advertisements'. George M Zinkhan , Scot Burton . *Journal of Advertising* 1989. 18 (4) p. .
- 162 [Lord et al.] 'Attention versus Distraction: the interaction effect of program involvement and attentional devices  
163 on commercial processing'. R Lord , Burnkrant E Kenneth , Robert . *journal of advertising* 22 (1) p. .
- 164 [Shimp ()] 'Attitude toward the Ad as a Mediator of Consumer Brand Choice'. Terrance A Shimp . *Journal of  
165 Advertising* 1981. 10 (2) p. .
- 166 [Hardesty et al.] 'Brand Familiarity and Invoice Price Effects on Consumer Evaluations: The Moderating Role  
167 of Skepticism toward Advertising'. M Hardesty , David , P Carlson , Jay , O Bearden , William . *journal of  
168 advertising* 31 (2) p. .
- 169 [Carl and Spangenberg ()] 'Development of a scale of consumer skepticism toward advertising'. Obermiller Carl  
170 , R Spangenberg . *Journal of consumer psychology* 1998. 7 (2) p. .
- 171 [Rethan et al.] 'effects of television commercial repetition, receiver knowledge, and commercial length: Atest of  
172 the two factor modek'. J Rethan , Aron , L Swasy , Jhon , J Marks , Lawrence . *journal of marketing research*  
173 23 (1) p. .
- 174 [Schlinger et al. ()] 'Effects of time compression on attitude and information Impact of Viewer Response Profile  
175 on Skepticism toward Advertising processing'. M J Schlinger , L F Alwitt , K E Mccarthy , L Green , Winter  
176 . *Journal of marketing* 1983. 19 (1) p. .
- 177 [Stout et al.] 'emotional feelings and evaluative dimensions of advertising: Are they related'. A Stout , Ruet T  
178 Patricia , Roland . *journal of advertising* (1) p. .
- 179 [Moore-Shay and Lutz ()] 'Intergenerational Influences in the Formation of Consumer Attitudes and Beliefs  
180 about the Marketplace:" Mothers and Daughters'. Elizabeth Moore-Shay , Richard Lutz . *Advances in  
181 Consumer Research*, (Provo, UT) 1988. Association for Consumer Research. 15 p. .
- 182 [Lawrence and Heribert ()] *skepticism about advertising: A comparison of east and West German consumers,*  
183 *international journal of research in marketing*, Feick Lawrence , Giel Heribert . 1991. p. .
- 184 [Mangleburg] 'Tamara and Bristol terry (autumn, 1998) Socialization and Adolescent's skepticism toward  
185 advertising'. F Mangleburg . *Journal of Advertising* 27 (3) p. .
- 186 [Kamins et al.] 'television commercial evaluation in the context of program induced mood: Conrurncy versus  
187 consistency effects'. A Kamins , Michael , J Marks , Lawrence , Deborah Skinner . *journal of advertising* 20  
188 (2) p. .
- 189 [Urbany et al. (1988)] 'The Effect of Plausible and Exaggerated Reference Prices on Consumer Perceptions and  
190 Price Search'. Joel E Urbany , O William , Dan C Bearden , Weilbaker . *Journal of Consumer Research* 1988.  
191 June. 15 p. .
- 192 [Mitchell (1986)] 'The Effect of Verbal and Visual Components of Advertisements on Brand Attributes and  
193 Attitude toward the Advertisement'. Andrew A Mitchell . *Journal of Consumer Research* 1986. June. 13 p. .
- 194 [Adeolu ()] 'the influence of advertising on consumer brand preference'. B Adeolu . *Journal of marketing* 2005.  
195 American marketing association Chicago USA.
- 196 [Mackenzie et al. (1986)] 'The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A  
197 Test of Competing Explanations'. Scott B Mackenzie , J Richard , George Lutz , Belch . *Journal of Marketing  
198 Research* 1986. May. 23 p. .
- 199 [Moore and Moschis ()] 'The Role of Family Communication in Consumer Learning'. Roy L Moore , George P  
200 Moschis . *Journal of Communication* 1981. 31 p. .
- 201 [Friedmann and Zimmer ()] 'the role of psychological meaning in advertising'. R Friedmann , M R Zimmer .  
202 *journal of advertizing* 1988. 17 (1) p. .