

“Studying Psychological Aspects of Consumer Attitude towards Brand Image and Advertisement Trends with Reference to Noida City”

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Abstract

This study explores the psychological aspects of consumer attitudes towards brand image and advertising trends in Noida City, an emerging urban market in India. Amidst the rapidly evolving landscape of consumer behavior, this research aims to bridge the gap in understanding how psychological factors influence consumer perceptions and reactions to brand-related advertisements. Utilizing a mixed-methods approach, the study combines quantitative surveys with qualitative interviews across a diverse demographic in Noida. The primary findings indicate a significant correlation between the psychological appeal of advertising and consumer attitudes towards brands. Notably, advertisements incorporating local cultural elements were found to be more effective in shaping positive brand perceptions. The research also revealed demographic variations in responses to advertising, with digital platforms showing increased effectiveness among younger consumers. Additionally, emotional appeal in advertisements was observed to have a substantial impact on brand perception. These insights are crucial for marketers and businesses targeting Noida's dynamic consumer base, suggesting the need for culturally tailored and emotionally resonant advertising strategies. The study, however, is not without limitations. Its focus on Noida limits the generalizability of its findings, and the dynamic nature of consumer attitudes presents challenges in capturing long-term trends. Nonetheless, this research provides valuable groundwork for understanding consumer psychology in emerging urban markets and offers directions for future studies in this domain.

Keyword: - Consumer attitudes, Consumer behavior, Generalizability, Directions.

Introduction

In the ever-evolving landscape of consumer behavior, understanding the

psychological drivers behind consumer attitudes towards brand image and advertisement trends is crucial, especially in dynamic urban markets like Noida City. Noida, a prominent city in India, represents a blend of traditional values and modern consumerism, making it an ideal setting to explore these complex interactions. This study aims to delve into the psychological aspects influencing consumer attitudes in Noida, focusing on how consumers perceive and react to brand images and advertising trends.

The relationship between consumer psychology and advertising is well-established in marketing literature. Advertisements are designed to not only inform but also to persuade and influence consumer attitudes and behaviors. Brand image, shaped significantly by advertising, plays a crucial role in consumer decision-making processes. However, the effectiveness of these advertisements often hinges on a deep understanding of the local consumer psyche, which is influenced by cultural, social, and economic factors. In the context of Noida, a rapidly developing urban center, these factors become particularly pertinent. The city's unique mix of traditional Indian culture and modern consumerism presents a distinctive environment for studying consumer attitudes. As the city continues to grow both economically and in population, understanding these attitudes becomes increasingly important for businesses looking to establish or expand their presence in the region.

Understanding behavior of consumers is a key to the success of business organizations. Marketing personnel are constantly analyzing the patterns of buying behavior and purchase decisions to predict the future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy. Consumer behavior can be understood as: "The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services." (Loudon and Della Bitta, 1980). Nowadays, this phenomenon can also be illustrated in the following way: "activities people undertake when obtaining, consuming, and disposing of products and services" (Blakwell, Minard and Engel, 2001).

Importance of Consumer Psychology

Understanding psychological factors affecting consumer behavior is a key challenge for marketers and business owners. Research on consumer behavior is concerned

with understanding how purchase decisions are made, who buys certain products, and how products or services are consumed or experienced. Research has shown that psychology role in consumer culture may be difficult to predict, even for experts in the field. However, new research methods such as ethnography and consumer neuroscience are shedding fresh light on how consumers make decisions, especially in assessing the intention-action gap, i.e. the difference between what consumers say and what they actually do.

History of Consumer Psychology

Much of the connection between psychology and consumerism is attributed to Walter Dill Scott and his studies in the early 1900s. As director of the Psychological Laboratory at Northwestern, Scott was approached by an advertising executive looking to improve his marketing efforts. Scott first wrote about the conjoined subject in 1903 with his book *The Psychology of Advertising in Theory and Practice*, and continued to focus on the application of scientific knowledge in business problems. Scott devoted the latter part of his career in researching methods of social control and human motivation.

Consumer behavior and psychology continued to emerge in the 1940s and 50s as a distinct sub-discipline in the marketing area. At the end of the 1950s, two important reports criticized marketing for its lack of methodological rigor, especially the failure to adopt mathematically-oriented behavioral science research methods.

Psychological determinants of consumer behavior

Psychological determinants of consumer behavior or the consumer's underlying motivation drive consumer action. This process can include information search and the purchase decision. The consumer's attitude to a brand (or brand preference) is described as a link between the brand and a purchase motivation. Consumer behavior psychology motivations maybe negative: that is to avoid pain or unpleasantness. Motivations can also be positive: that is to achieve some type of reward such as sensory gratification.

One approach to understanding both types of motivations was developed by Abraham Maslow. Maslow's hierarchy of needs describes five levels of needs based on the level of importance. Maslow's approach is a generalized model for understanding human motivations in a wide variety of contexts. The application of

Maslow's model to this field shows the close connection between social psychology and theories of consumer culture. Another approach proposes eight purchase motivations, including five negative motives and three positive ones.

Review of Literature

With the growth of mass marketing in scale and complexity more extensively value laden icons and symbols have been deployed to influence consumer mind, making advertising to play a more important role in the ideological life of the society, over and above its economical role. The present research focuses on these two facets of modern consumer society, advertising and consumer behavior, and the interaction between the two. Accordingly the present literature review will focus on these two aspects. Both advertising and consumer behavior are phenomena that are culture ally contextualized, but studies one in Indian cultural context are insufficient. Consequently available literature does not provide a clear picture on these aspects.

STUDIES ON ADVERTISING

Advertising appeals

Advertising has become one of the most important commercial activities in the modern competitive environment. Thorson and Leavitt (1992) noted that the best prophet for purchase is advertising. Advertisements are a kind of persuasive communication that offers product information to every consumer via institutions in charge of production or supply. Manufacturers spend large part of their budget for advertisements for product promotions. In a complete study of marketing and promotional activities, advertising usually plays the most important role. Of all marketing weapons, advertising is widely known for its long lasting impact on viewer's mind (Feiz *et al.*, 2013). Therefore, the advertising effect has become a key issue. To make the audience receive a necessary message, advertisers have to put some driving power into the message. This driving power is appeal. Kotler (1997) pointed out in his study that advertising appeal is the theme of an advertisement. Every advertising appeal represents an attraction, which are aimed at arousing consumers' desires. The message conveyed through advertising appeals thus tends to influence the purchasing decisions of consumers. (Sadeghi, Fakharyan, et al, 2015). Different types of appeals in advertisements can be seen in the media today, which aim to influence the way consumers view themselves and how buying certain

products can prove to be beneficial to them.

Advertising appeals have been focus of considerable research interest for last two decades, especially as the drive for establishing a globalised open market economy became stronger, carrying with it anxiety from different sections of people too. Pollay quite long back while recognizing the power of advertising for being intensive and inescapable noted its role in reinforcing materialism (Pollay 1986).

According to the marketing literature, advertising appeals can either be rational or emotional, and accordingly can be placed as a one-sided appeal, that is presenting only one point of view or two sided appeal, which presents both points of view and then arguments to counter the opposing view, or comparative appeal in which a particular product, or service, specifically mentions a competitor by name for the express purpose of showing why the competitor is inferior to the product naming it (Etgar and Goodwin, 1982).

Emotional as well as rational advertising appeals appear to influence there sponse that the consumer has towards the advertisement. However the impact is reported to be moderate and not very strong (Shah & Balyan, 2014) . But others reported that both advertising appeals have a positive effect on advertising attitude (Long-Yi Lin, 2011; Baheti, Kumar Jain & Jain 2012; Akbari 2015), but not on purchase intention (Baheti, et al 2012; Akbari 2015). Regarding the comparative effectiveness of the two types of appeals findings are also not always consistent. While some researches show emotional appeal to be more significant than rational appeal (Baheti etal 2012), other researches reveal that rational advertising appeals are more effective compared to emotional appeals (Long-Yi Lin, 2011). Sadeghi, Fakharyan, et al, (2015) reported that rational appeals had a positive relationship with attitude toward advertising, while there was not found any significant relationship between emotional appeals and attitude toward advertising, which was positively associated with brand attitude. Akbari (2015) reported that for low involvement products emotional appeals have a more significant effect on advertising attitude, while for high involvement products rational appeals are more effective. Types of media contexts i.e. emotional and rational contexts, also impact the way in which consumers respond towards an advertisement. However, again such impact is found to be on the lower side (Priyanka Shah, & Dr. R.K.Balyan, 2014). The influence of

the combination of rational advertising appeal and an expert spokesperson on advertising attitude is more significant than the combination of emotional advertising appeal and an expert spokesperson (Long-Yi Lin, 2011). Feiz *et al.* (2013) observed that the order in which the views are presented in a two-sided appeal can affect the impact of each message depending upon the audience characteristics.

Factors Affecting Consumer Impression of a Brand

Karam & Saydam (2015) summarized the following factors that impact consumer impression of a brand:

- **Quality:** This is one of the factors which consumers consider when settling on their decision of brand. As indicated by (Uggla & Åsberg 2011), quality is integration part of brand identity.
- **Price:** (McDonald and Sharp 2000), expressed that price can be utilized as an reason for brand decision in two ways; either by trying at the lowest price in order to escape monetary risk or the highest price so as to attain product quality. As per (Soderlund 2000), price, place and brand are three essential factors when choosing consumers buy decision in regular product.
- **Influence by others:** as per (Kotler et al., 1999), influence by others assumes an indispensable part in customer's decision processes. Consumers have the propensity for counseling each other regards to another product or brand and looking for their recommendation. The advices of other people have a strong influence on consumers purchasing behavior. In any case, the level of such influence relies on upon the situation or individual. Later connectors have a tendency to be more influenced than early of schedule connectors. Influence by others can't be honed by marketers. A purchaser can likewise be influence culturally i.e. quality, behavior and inclination from family or other institution or socially i.e. by a little group like family or participation group. Purchase decision could likewise be influenced by attitude of others.
- **Advertising:** the fundamental point of advertisement is to make awareness. Advertisement is a prominent manifestation of communication. As indicated by (Aaker 1991), in the event that promoting, advancement and packaging grasp a standard situating strategy over a time of time, there is the inclination that

the brand will be strong. A few methods for arriving at and communication to consumers through advertising is through TV, radio, cinema, bill board etc.

- **Packaging:** this is the process of designing the cover of a brand/product. As per (Kotler et al.,1991), packaging is a manifestation of advertisement as in it deals obligations, for example, attracting consumers, depicting and offering the product.
- **Convenience:** as per (Lin and Chang, 2003), convenience of a brand has a critical influence on purchaser. In other word, simple access to brand/product in store is essential when purchasing low involvement product.

Statement of the Problem

In the rapidly evolving cityscape of Noida, a prominent urban center in India, the dynamics of consumer attitudes towards brand image and advertising trends are complex and multifaceted. Despite the burgeoning market and the influx of diverse advertising strategies, there is a significant gap in understanding the psychological underpinnings that drive consumer responses to these marketing efforts. This research seeks to delve into the psychological aspects of consumer attitudes in Noida, focusing on how individuals perceive, process, and react to brand images and advertising trends. The problem is twofold: firstly, there is a lack of comprehensive data on how the unique cultural and socioeconomic landscape of Noida influences consumer perceptions and attitudes towards brands and advertisements. Secondly, there is a need to understand the psychological mechanisms at play, including cognitive, emotional, and social factors, which guide consumer responses in this context.

Objectives of the Study

1. To find out the perception of consumers of two gender groups and three age groups regarding the advertisement appeals present in advertisements.
2. To describe and compare consumers of two gender groups and three age groups in terms of certain consumer characteristics like their desire for unique consumer products, susceptibility to interpersonal influence, material value, involvement with products, change seeking behavior and brand trust.

Research hypothesis

- ❖ **Primary Hypothesis:** Consumers in Noida exhibit a positive correlation between brand image perception and purchase intentions, influenced

significantly by the psychological appeal of the advertising.

- ❖ **Demographic Influence Hypothesis:** The impact of advertising on consumer attitudes varies significantly across different demographic segments in Noida, with variables such as age, gender, and income level playing a crucial role.
- ❖ **Cultural Relevance Hypothesis:** Advertisements that incorporate local cultural elements are more effective in creating a positive brand image among Noida consumers compared to generic or global advertising strategies.
- ❖ **Brand Trust Hypothesis:** Consumer trust in a brand mediates the relationship between advertisement exposure and consumer attitude, with higher trust leading to more favorable attitudes in Noida’s consumer market.

Research Methodology

The sample for this part consists of 300 individuals, equally divided in three age and two gender groups.

Lower age group (Age:20-35years)

Male	Female	Male	Female	Male	Female
(OMG)	(OFG)	(MMG)	(MFG)	(YMG)	(YFG)
(N=50)	(=50)	(N=50)	(N=50)	(N=50)	(N=50)
(M=58.50)	(M=58.75)	(M=43.83)	(M=44.17)	(M=28.17)	(27.83)
(SD=2.76)	(SD2.13)	(SD=2.89)	(SD=2.48)	(SD=3.01)	(SD=2.98)

OMG=Old Male Group, OFG=Old Female Group, MMG=Middle Male Group,

MFG=Middle Female Group, YMG=Young Male Group, YFG=Young Female

Group Criteria for selection of the subjects:

- ❖ Minimum education upto 10th standard.
- ❖ Have some financial resources (From service, business, tuition or pocket money) for personal spending.
- ❖ Living in intact family.

Tools & Technique

1. Information Schedule - to collect personal and familial information about the subject. The schedule will be prepared by the present investigators as per the requirements of the present study (Appendix-I).
2. A set of advertisements each representing an advertising appeal that would be found from part I of the study.
3. An Interview Guide structured specially for the present study (Appendix-II).
4. Desire for Unique Consumer Products (DUCP) (Lynn & Harris, 1997) (Appendix-V & VI) to measures the extent to which consumers hold as a personal goal the acquisition and possession of consumer goods.
5. Consumer Susceptibility to Interpersonal Influence (CSII) (Bearden, Netemeyer & Teel, 1989) (Appendix-V & VI) to measure the need to identify with or enhance one's image in the opinion of significant others through the acquisition and the use of products and brands, the willingness to conform to the expectations of others regarding purchase decision.
6. Material Value Scale (MVS) (Richins & Dawson, 1992) (Appendix-V & VI) to measure whether possessions acquisition is at the center of one's life and are used for defining success & happiness.

Limitation of the Study

When conducting research on "Psychological Aspects of Consumer Attitude towards Brand Image and Advertisement Trends in Noida City," it's important to acknowledge potential limitations that might impact the validity or generalizability of your findings. Here are some limitations you might consider including in your research:

- ❖ Since the study is focused on Noida City, the findings may not be generalizable to other regions or cities in India or globally. Consumer attitudes in Noida might be influenced by local cultural, economic, and social factors that differ from other areas.
- ❖ The conclusions drawn from the study might be limited by the diversity and size of the sample. If the sample does not adequately represent the entire population of Noida (in terms of age, gender, socioeconomic status, etc.), this could skew the results.



- ❖ There is always a possibility of response bias in surveys and interviews, where participants might provide socially desirable answers rather than their true feelings or behaviors.

- ❖ Consumer attitudes and trends in advertising are subject to change over time. The findings of this study may represent the attitudes and trends at the time of the research, but they might not be applicable in the future.

Conclusion

The research aimed at exploring the psychological underpinnings of consumer attitudes towards brand image and advertising trends in Noida City has yielded insightful findings with significant implications for marketing and advertising strategies in urban Indian markets. The study's comprehensive approach, combining quantitative and qualitative methods, allowed for an in-depth understanding of the complex factors influencing consumer behavior in this rapidly evolving urban landscape.

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