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IMPACT OF OUT OF BOX ADVERTISING IN INTERNET ON ATTENTION, RETENTION AND PURCHASE INTENTIONS

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ABSTRACT

Marketing Communications is one of the effective tools in establishing Brand, Product Awareness and Equity among companies. This research aims to investigate the Effect of out of Box Advertisement in Attention, Retention and Purchase Intention. The statistical population consists of students of JSSCMS in Mysore. The research sample involves 130 students between the age of 20 to 25 years were selected by Convenience Sampling Method of JSSCMS in Mysore among the research population. The data were collected by the author made structured questionnaire. According to the research conceptual model, the relationship between Out of Box Advertisement as independent and others as dependent variables was investigated by using Correlation Analysis and Relative Tests. The results show that positive and significant relationship between Attention and Retention. There is a negative relationship with Purchase Intention.

KEYWORDS

Out of Box Advertising, Attention, Retention and Purchase Intentions.

1. INTRODUCTION

Advertisement of marketing activities using especially digital electronic technologies and channels to reach markets in a timely, relevant, personal, interactive and cost-effective manner is referred as online advertising. Or A form of marketing communications that uses the internet for the purpose of 'advertising'-delivering marketing messages to increase website traffic and encourage product trial, purchase, and repeat purchase activity. But one of the major challenges for advertising is to attract and retain the attention of consumers. One of the most commonly used ways to create attention-getting ads is to develop ads that are Out of box advertisement format with consumers' expectations. Out of box advertisement is a deviation from advertising consistency. Other words a disparity between the self-concept and reality. Such advertisements are thought to be more extensively processed, high effective, high recall, high retrieval and more evaluated.

2. LITERATURE REVIEW

Fredrik Torn & Micael Dahlen examines whether brand-incongruent advertising can break through the competitive advertising clutter. The study contributes to research on competitive advertising and information incongruity, in addition to having practical implications for advertising well-established brands. Sherrif T. K. Lukl Wesley P. S. Chan, and Esther L. Y. Li study investigates the characteristics of manufacturers' Internet advertising behaviour, including the reasons of using Internet advertising, the factors that determine the firm's commitment to Internet advertising projects, and types of information provided in an Internet advertising message. The findings show that Internet advertising can facilitate selling activities, though the impact is not as strong as expected. Micael Dahlen & Sara Roengren paper hypothesized that placing ads in thematically incongruent media could enhance ad processing. Furthermore, employing theory on information incongruence it is observed that thematic incongruence could enhance advertising evaluations & produce stronger perceptions of existing brand association. Theodore j. Noseworthy & Remi Trudel authors find that positioning plays an important role in how consumers evaluate incongruent form. The results demonstrate that when a product is positioned on functional dimensions, consumers show preferential evaluations for moderately incongruent form relative to congruent form. However, when a product is positioned on experiential dimensions, consumers show preferential evaluations for congruent form relative to moderately incongruent form.

3. SCOPE OF THE STUDY AND RESEARCH OBJECTIVES

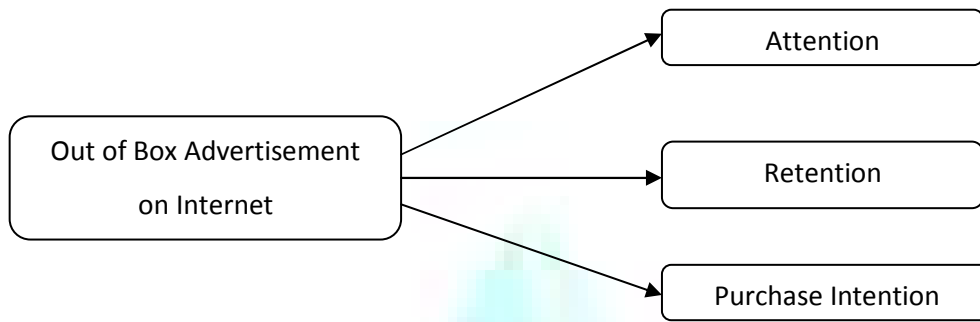
This study tries to examine and find how advertisers on online advertisement should concentrate on achieving specific advertising objectives such as Attention, Retention and Purchase Intentions through "Out of Box" advertisement concept of advertisements in online/internet. Therefore research objectives are as follows;

1. To examine whether out of box advertisement in online has the potential to grab, recall the surfers, bloggers, and online gamers.
2. To identify whether there is relationship between Out of box advertisements and viewer's attention and retention elements.
3. To determine whether Out of box advertisements can influence purchase intentions.

4. CONCEPTUAL MODEL AND HYPOTHESES

The following Conceptual Model is proposed for the study of relationship between Out of Box Advertising and Attention, Retention and Purchase Intentions.

FIGURE 1: RESEARCH CONCEPTUAL MODEL.



4.1 Hypotheses

- H1: H0 Out of box Advertising doesn't have relationship with Attention
- H1 Out of box Advertising has a relationship with Attention.
- H2: H0 Out of box Advertising doesn't have a relationship with Retention.
- H1 Out of box Advertising has a relationship with Retention.
- H3: H0 Out of box doesn't have a significant relationship with Purchase Intention.
- H1 Out of box has a relationship with Purchase Intention.

5. RESEARCH DESIGN AND METHODOLOGY

This research is Empirical and Correlation. The statistical population consists of MBA students in Mysore. The research sample involves 130 MBA students between the ages of 20 to 25 years were selected by Convenience Sampling Method among the research population. The study uses Primary Data. The data were collected by the author made Structured Questionnaire and analyzed using Five-Point Likert Scale. To evaluate the reliability of the questionnaire the factorial analysis was employed. The results of Kayerz-Mayer and Bartelt tests showed that the factorial analysis is justifiable. In this analysis the questions by less factorial components were omitted and the final questionnaire consisting of 23 questions was analyzed. For survey on validity the Cronbach's alpha was calculated for each question.

TABLE 1: THE RESULTS OF KMO, VARIABLES FACTORIAL ANALYSIS AND ALPHA COEFFICIENT

Variables	KMO measure of Sampling Adequacy	Cumulative Extraction Sums of Squared Loadings (%)	Cronbach's Alpha
1.Out of Box Advertisements	0.731	79.480	0.871
2.Attention	0.752	80.301	0.895
3.Retention	0.768	77.340	0.823
4.Purchase Intentions	0.749	78.146	0.856

6. ANALYSIS AND DATA INTERPRETATION

Hypotheses were tested in order to analysis of data. In this model Attention, Retention, purchase intentions are considered as dependent variables and Out of box advertising as independent variable. The theoretical model and the data collected by questionnaire were tested by SPSS Software in order to evaluate the level of support of the proposed model. The conceptual model was evaluated according to the research data first 2 hypotheses were accepted and 3rd hypotheses is rejected. The results are summarized in the following table. Correlation coefficient is positive among two dimensions, thus there is a positive relationship among Out of Box Advertisement in online, Attention, Retention. And negative relationship for Purchase Intention.

TABLE 2: CORRELATION ANALYSIS

	Mean	S.D	VAR 1	VAR 2	VAR 3	VAR 4
VAR 1	3.7817	1.05237	1			
VAR 2	3.7226	1.01460	0.748**	1		
VAR 3	3.0076	1.12010	0.779**	0.695**	1	
VAR 4	3.6254	0.99632	-0.474*	0.404**	0.460**	1

** Correlation is significant at the 0.01 level (2-tailed).

TABLE 3: IMPLICATIONS OF CORRELATION ANALYSIS

	Description	Correlation Coefficient	Sig. (2-tailed)	Acceptance/ Rejection
H1	Out box Advertisement → Attention	0.748	0.000	Accepted
H2	Out box Advertisement → Retention	0.779	0.000	Accepted
H3	Out box Advertisement → Purchase Intention	-0.474	0.000	Rejected

7. FINDINGS

The Correlation Analysis is criterion of acceptance and rejection of the relationship between independent and dependent variables in hypotheses. Thus the key findings of the research are summarized below.

1. Correlation coefficients of Out of Box Advertisement, Attention, and Retention were positive indicating the positive relationship among attention, retention.
2. Two hypotheses were accepted, one is rejected. And there exists significant correlation between Out of Box Advertisement, Attention, and Retention.
3. Correlation coefficients of Out of box Advertisement and Purchase Intention is negative and found that sometimes significantly effect on Purchase Intention.

8. CONCLUSION AND SCOPE FOR FURTHER STUDIES

The results of this study contribute to research on competitive advertising and information of Out of box advertising. This study contributed to competitive interference literature by providing support for the idea. I noticed that out of box advertisement was more attended to and better remembered than the regular ad clutter. In addition, consumers more strongly elaborated on, and more finely processed, after having been exposed to an out of box ad. Such an effect should be desirable for mature brands since advertising for mature brands are seldom thoroughly processed. My research also showed that there may be boundary conditions to the positive effects of Out of box advertisement. This study shows that employing Out of box ad may not be the guaranteed success in purchase intention. This research is limited to students as they use online media extensively, the research should be extended to other populations. As task orientation was manipulated and conveniently assigned in the experiment, future research should be conducted with persons with different pre-existing levels of enduring involvement to ensure these effects occur in a real-world context. Future research examining the role of involvement on the effects of brand communications as the present study did not consider this important factor.

In this study, although the proposed scale has high reliability, only the intrusiveness dimension of advertisement clutter was retained because measures of the quantity dimension did not exhibit desirable measurement properties. This indicates further work is necessary to determine whether clutter can be reliably treated as consisting of the three sub-dimensions of competitiveness, quantity, and intrusiveness, or whether they should be treated as distinct concepts. Finally, e-ads are increasing in number therefore, the study of digital marketing is timely and valuable. Research extending our findings to other online areas such as retail Web sites would be worthwhile.

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