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Effect of Advertising Slogans on Consumer Purchase Intention in Pakistan

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ABSTRACT

The purpose of study is to see impact of advertising slogan on consumer purchase intention in Pakistan. Slogan is a recognition tool consists of smart a phrase that is used for brand recognition. Slogans are familiar features of advertising and 2/3rd of global Ads contain slogans. The data was collected from the 38 respondents. The descriptive analysis and regression both applied to draw conclusion. Both concluded that slogan has a significant impact on consumer purchase intention. SPSS is used to draw inferential results. Regression is applied on the data and draw conclusion 56.3% change in consumer purchase intention is due to slogan and marketers can attract the customer by enhancing their slogans.

KEYWORDS: Slogan, consumer purchase intention, recall, consumer attention, advertising.

INTRODUCTION

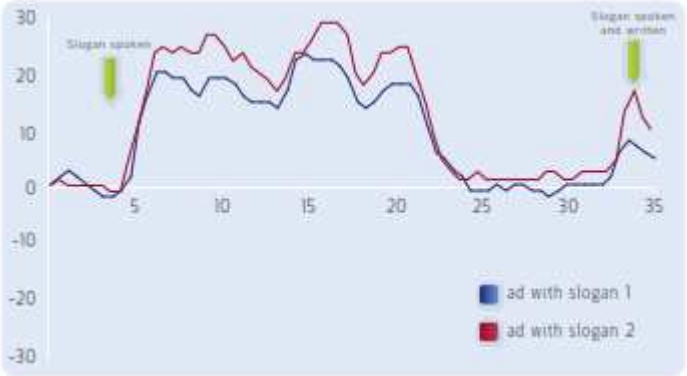
The aim of the study is to see the effect of advertising slogans on the consumer purchase intention. The purpose of study in broader case is to provide a direction to marketers that in which way they use the Ad's slogans to affect the consumer purchase intention.

A product is something that is manufactured in the factory and brand is something bought by the consumer. To enhance the brand equity and awareness advertisers use the slogans (Alamgir et al. 2010) [1]. There are two factors that affect the consumer behavior are slogans and brand names (Kristy and Sandra, 2011)[2]. Consumer behavior is influenced by the different marketing tactics such as slogans, logos, pricing and sales person (Juliano et al. 2011) [3]. Slogan is a recognition tool consists of smart a phrase that is used for brand recognition. Slogan has following characteristics:

- A statement on the specific features of product or service.
- It is worth repeating and helps the consumer to recall the product.
- It is important to audience to remember the product.
- It is easy to remember (http://net.meximas.com/wpcontent/uploads/2014/01/Slogans.pdf)[4].

Slogans are familiar features of advertising and 2/3rd of global ads contain slogans. Among all TV ads include slogans, 44% brand name, 36% include slogans that used before and 7 % include slogans to set music.

A study conducted in Germany concluded the following results shown in below chart.



Source: Millward Brown (2011)

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The above graph shows the comparison between 2 slogans. Blue line shows the slogan 1 and red shows slogan 2. Slogan 1 is slogan spoken and 2 is both spoken and written. Slogan 2 make more impact than slogan one because it specifies the feature of product that's why slogan 2 is more effective (Millward Brown, 2011)[4].
Slogans are key elements in communication and advertising strategies. Slogans are short message that depicts the features and advantages of product. Slogans are closely related to brand and help the company to transmit the idea to consumer that they want to be (Maria Luisa, 2014)[5].
In United States consumer of 18 years watch 350,000 advertising and slogans act as a carrier of brand equity. Slogans act as a preserver of brand identity and part of every advertising campaign. Supphellen and Nygaardsvik (2002) [6] introduce a three stage model for testing slogans. The first stage measure qualitative associations descripted by slogans, second stage measure the remembrance and recall due to slogans and third measures the brand attitude and image developed due to slogans but only measure the stage one not the rest two stages (https://www.ukessays.com/essays/marketing/impact-of-advertising-slogans-on-consumers-marketing-essay.php).
Slogans have the reverse priming effect when slogans urges to spend more consumers spend less and when urges to spend less then spend more (Juliano et al. 2011). Slogans grasp the consumer's attention and impact on the decision making of the consumers when they are in the store for the purchase (http://www.digitalsignage.net/2011/05/09/slogans_and_spending/) [7]. Ambiguous slogan did not affect brand recall (David & Roswinanto, 2014) [8]. Slogan with logo is an effective advertising unit. Slogan increase consumer desire for product and retention rate. A slogan with just 3 words is more effective than taking a long sentence. Slogan must be concise (Yushchuk P., Dzyaba Y., 2013) [9].

LITERATURE REVIEW

In literature review a depth study is conducted on term slogan, its characteristics for being effective and about consumer responses.
The term Slogan derives from the Slough-Ghairm pronounce as slogom which means battle cry. Slogan is used to express the ideas. Slogan is used in business and trading. Slogan doesn't target specific audience. It target general audience to convey the message. Brand owners play a lot of money to advertising agencies to get an inspiring slogan. Slogan expresses mostly the most important aspect of the product and the customer need fulfill by the product (Somayeh and Abdollah, 2013) [10].
Slogan are different from body text and they are mostly at the under of brand name or at the end of an ad that's why they are more easily memorable. The length of slogan is between 3 to 5 words. The words that companies used in slogan are the most repetitive words that companies use for marketing communication. Slogan used to affect consumer both rationally and emotionally. Slogans also been called hookes and handles and express the brand which makes the brand special.
There are several reasons slogans are used:

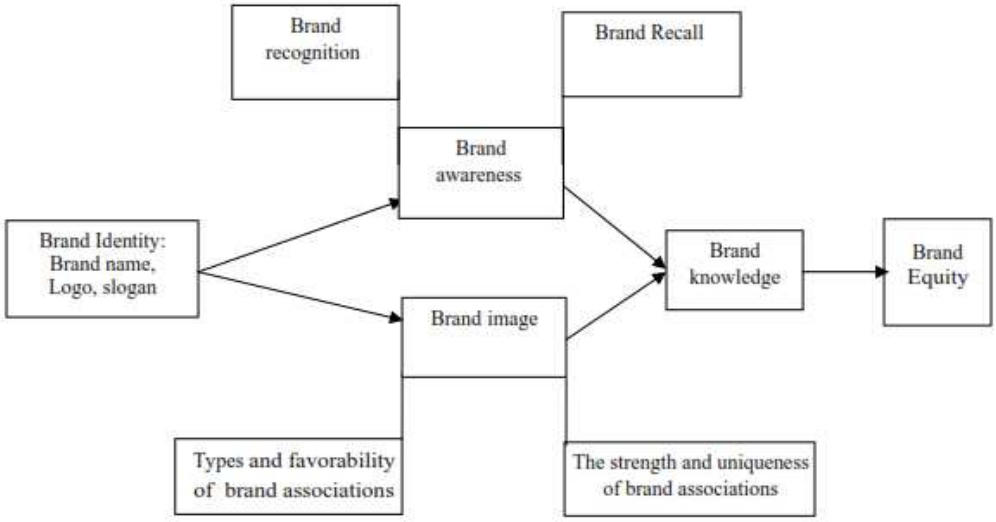
- Ask for consumer action
- Differentiate brand
- Explain a name
- Explain a field of operations
- Identify with a consumer group
- Identify with a societal concern
- Make a promise
- Provide a call to action
- Provide a reason to why
- Remind about a corporate vision
- Rent the image of region
- Rent the image of company
- State a distinctive competency
- State a strategy

Successful slogans differentiate the company and create a competitive position. A company can differentiate the product from slogans by emphasizing on leadership, heritage, product attributes and production method.
Three M's of slogans:
Three M's help to remember essential goals of slogans.

- **Meaningful:** Slogan should be meaningful for target audience. It appeals the customer to buy the product and helps to recall the brand.

- **Motivate:** Slogan should motivate the consumer to buy the product and make consumer feel to relate the product with slogans. Consumers have less motivation towards that slogan that is complex.
- **Memorable:** Slogans should be repeated again and again and affect memorability in a positive way (Kare Bjkorstand, 2012) [11].

There is a positive relationship between brand equity and advertising slogans. The relationship is descripted by the following model.



Source: Somayeh and Abdollah, 2013

Constructive slogans are used to achieve two objectives according to this model that are promoting awareness of brand and creating, protecting perception of brand that reposition the brand. Recognition and recall are two components that are used for brand awareness. Slogans are considered as attractive mean and cause novelty in brand and helps in recalling in brand and taking a purchase decision.

Principles of effective slogans:

- **Broaden your horizon:** brand strategy tells where the business is now and where it should be. Advertising slogan should be subject to coming business and can be changed when needed.
- **Positioning:** Slogan is a tool for positioning the brand so it should carefully position the brand.
- **Yoke brand with slogan:** advertising slogan should be stuck on packaging that is sent to customer.
- **Repeat advertising slogan:** The Company should keep repeating advertising slogan that would help to recall the brand and affect the consumer purchase decision.
- **Employing jingles:** The use of jingle as slogan enhances the memorability.
- **Use it from start:** Slogan should be use from the start of business and create brand identity.
- **To be creative:** The slogan should be creative and create competitive position (Somayeh and Abdollah, 2013).

Consumers and slogans:

Consumers don't read slogan and keep them repeating that helps to remember the brand. Consumer can match brands and slogans with three memory processes: cued retrieval, constructive memory and pure guessing. Consumer used cued retrieval when they are assured that they know slogan. When consumer are led familiar with slogan and consumer start using existing knowledge and this is known as constructive memory. The memory process is called pure guessing when consumer doesn't know that slogan belong to which company (Kare Bjkorstand, 2012).

Consumer behavior:

Consumer behavior tells that how consumers spend its resources. Consumer behavior consist study of what, why, when and where the consumer will buy product.

Consumer decision making:

Consumer decision making has the following stages:

- **Problem recognition:** when there is difference between current and ideal state than consumer feels that there is need to solve something.

- **Information seeking:** in the second stage consumer seeks the information about product. The extent of information depends on level of involvement. In case of expensive product involvement level is high and in cheap involvement level is low.
- **Evaluation:** in last stage consumer evaluates the attribute of a product and after that makes a choice of product (Alamgir et al. 2010).

Interactive communications model:

The interactive communication model supports the slogan and its effectiveness of message.

The model consider that consumer have many choices available to them and greater control over the message which will they process.

Source: http://www.slideshare.net/mcurphey/advertising-theory [12]

Consumer responses:

There are five types of consumer responses.

- **Building brand awareness:** consumer respond to advertisement by getting aware by the brand.
- **Informing us product features:** The second consumer respond is that consumer inform their peers about the product features.
- **Reminding us purchase of product:** Consumer reminds itself and others to buy the product which they like.
- **Building long-term relationship:** consumer become loyal to the product and brand and develops a long-term relationship with brand.
- **Buy the product:** After getting aware by the product and getting information consumer buy the product.

Objective:

- The objective of study is to see the impact of advertising slogan on consumer purchase intention and to tell the reaction of consumer towards ad's slogan.

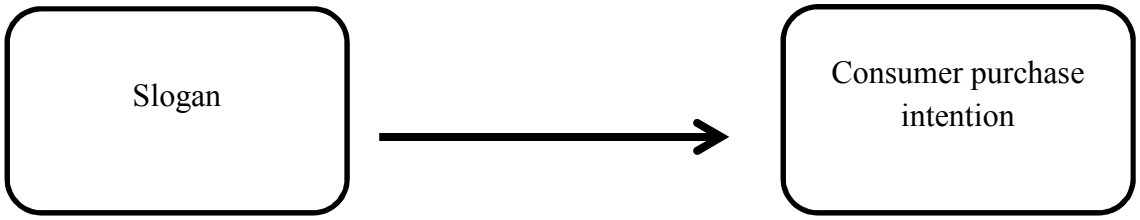
Research question:

- What is the impact of advertising slogan on consumer purchase intention?

Significance of study:

The study is important because no one studied the aspect of slogan in the Pakistan and its impact on consumer purchase intention. It's a new area of study and gives fresh insights to marketers about consumer purchase intention and the importance of slogan in taking purchase decision. The study will give the fresh insights to marketers that how they can attract the maximum number of customers by making there slogan appealing and make their companies a market leader.

Theoretical framework:



Taking slogan as a variable this study is intended to tell that how the ad's slogan attracting the customer towards product and grasp the customer attention.

Variables:

- **Slogan:** A simple and catchy phrase that encapsulates product appeal and make it more memorable (Business dictionary) [13].
- **Consumer purchase intention:** It's a plan to purchase a product or service in future (Business dictionary).

Hypothesis:

H1: There is an effect of slogan on consumer purchase intention.

METHODOLOGY

According to Creswell (2009) [14] there are three research designs: qualitative, quantitative and mixed method. The method that is used in this study is quantitative method with closed ended questions. Carefully designed questionnaire is use to collect the data from targeted audience. The questionnaire is designed after carefully studying the published literature.

Deductive V/S. Inductive approach:

According to Depoy and Gitlin (2005) [15] there are two main approaches in scientific research that are deductive and inductive. Deductive approach is which existing theory is taken as starting point while inductive is that in which new theory is formulated. In this deductive approach is followed as we are not formulating theory and just examining the impact of ad slogan on consumer purchase intention.

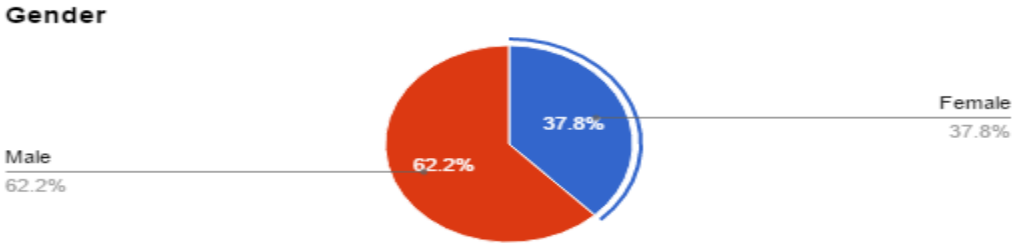
Primary and secondary data:

Primary data is data which users collect by themselves through different ways while in secondary data is collected from pre-existing sources. In this study the primary data is collected through questionnaire.

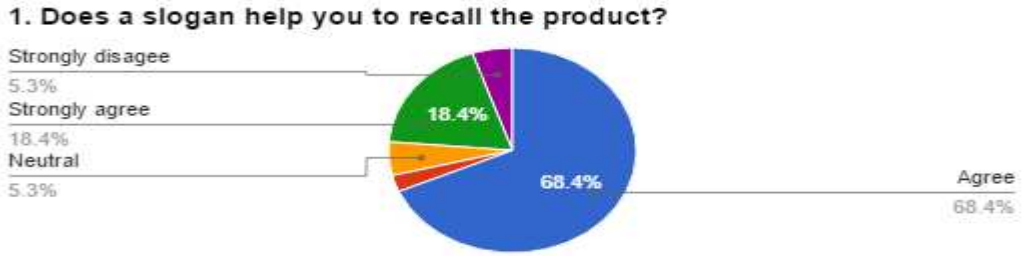
Questionnaire Survey design:

As the whole Pakistan can't be studied so data would be collected from the whole population and would be collected from the representative part of population known as sample. The approach that is used in study is deductive approach. According to Sekaran and Bougie (2010) [16] that for most of the researchers take the sample size 30 to 500 are normally considerable. The data is collected from the 38 respondent of university to see both youth and late age people get affected. The students of university belong to different age. Descriptive analyses and linear regression is applied on the data to extract the results. To collect the data from the respondent questionnaire is used and reliability analysis is use to check the reliability of questionnaire. To draw the results SPSS was used and regression was applied for inferential results.

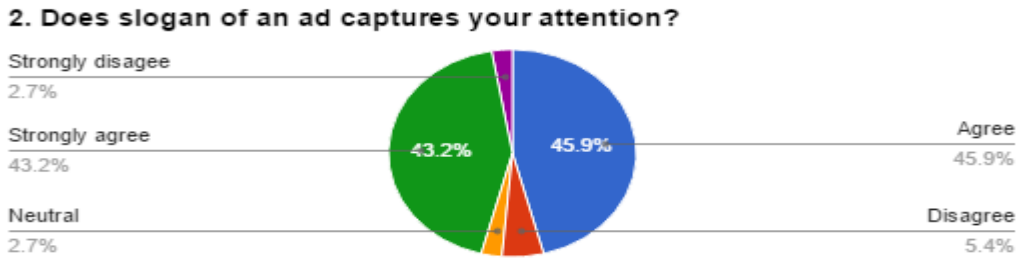
Descriptive analysis:



62.2% of the respondents are male and 37.8% are female. The ratio of male respondent is more than female.

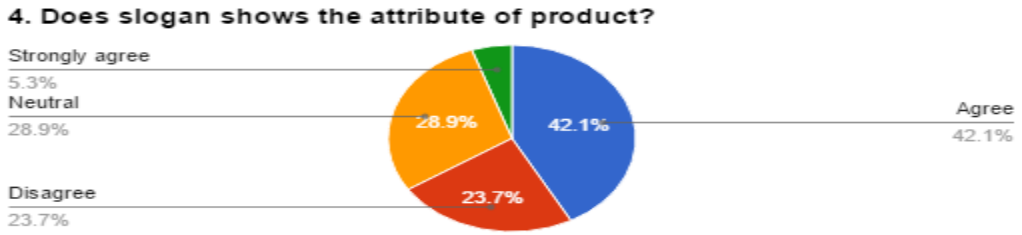


The above chart shows that 68.4% respondent says that slogan has an impact on the recall of product that means ad slogans help the consumer to recall the product.

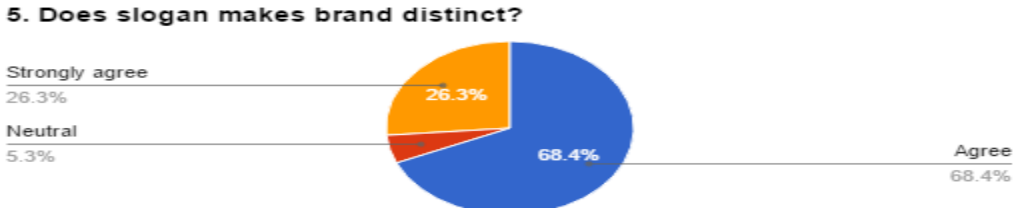


The above chart shows 43.2% respondents strongly agree that slogan of an ad captures them attention.

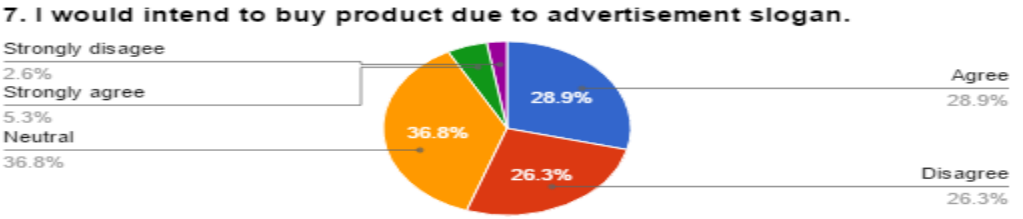
The above chart shows 34% respondents says that the slogan of an ad force them to buy a product while 42% respondents give neutral response.



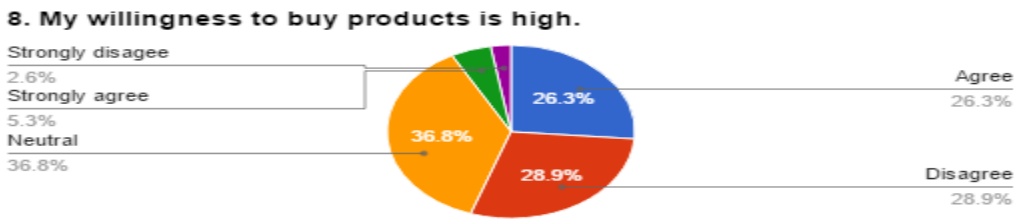
The above chart shows 42.1% respondents agree that the slogan of an ad determines the attributes of a product and cause an influence on purchase decision.



The above chart shows 68.4% respondents agree brand is making distinct due to advertising slogan.



The above chart shows that 28.9% respondents agree that intention to buy product is increase due to advertising slogan.



The above chart shows 26.3% respondents agree that their willingness to buy product is high due to advertising slogan.

The above chart shows 26.3% respondents agree that their intention to buy product is high due to advertising slogan.

DISCUSSION

The study shows more respondents are male and respondent has shown positive response towards slogan.
The descriptive study shows that most of the respondent feels that the advertising slogan make a brand different from other brands and helps the consumer to recall the brand. Moreover it is also agreed that the slogan captures the consumer attention and describes the attributes of product. Slogans urge the consumer to buy the product and consumer purchase intention is also increase due to advertising slogan. It means the overall descriptive study shows advertising slogan has an impact on consumer purchase decision and the willingness to buy a product is get influenced by the advertising slogan.

Reliability analysis:

Reliability Statistics

Cronbach's Alpha	N of Items
.710	2

The analysis shows that the item reliability is .710 which is a good reliability. It means when the same items would be used again the result would be same. If every time study repeated the results would be favorable towards slogan.

Regression:

As there is only one dependent variable and one independent variable so linear regression is used to determine the change in dependent variable due to independent variable.

Table 1

Correlations

		Consumer purchase intention	slogan
Pearson Correlation	Consumer purchase intention	1.000	.563
	Slogan	.563	1.000
Sig. (1-tailed)	Consumer purchase intention	.	.000
	Slogan	.000	.
N	Consumer purchase intention	38	38
	Slogan	38	38

Table 1 show that consumer purchase intention and slogan has a moderate positive relation (.563). While Sig. (1-tailed) shows that relationship between consumer purchase intention and slogan is significant because the value of significance is less than 0.05.

Table 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.563[a]	.317	.298	2.023

a. Predictors: (Constant), slogan

Model summary shows what change is occurring in dependent variable due to independent variable.
The table shows that 56.3% change in consumer purchase intention is due to advertising slogan that is a major change and it is a considerable area.

Table 3

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	68.365	1	68.365	16.703	.000[b]
	Residual	147.346	36	4.093		
	Total	215.711	37			

a. Dependent Variable: consumer purchase intention
b. Predictors: (Constant), slogan

The above table shows that F-test value is 16.703 that significant at .000 because p-value is less than .005 that's why model is significant.

Table 4

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.278	2.581		-.495	.623
	slogan	.454	.111	.563	4.087	.000

a. Dependent Variable: consumer purchase intention

Equation:
Consumer purchase intention = -1.278 + .454 (slogan)
The above table shows change in one unit of slogan cause a positive change of 45.4 in consumer purchase intention. T-value of test is 4.087 at .000 significant levels that mean hypothesis is accepted that is slogan has an effect on consumer purchase intention. The effect of slogan on consumer purchase intention is positive shown by both descriptive study and model summary.

DISCUSSION

The study data is collected from the 68% male and 32% female. The ratio male is higher. Descriptive analysis shows consumer purchase intention gets affected by slogan. Slogan attracts the customer and makes the brand distinct. Study find slogan has a positive impact on consumer purchase intention.
Reliability analysis shows consistency of results is good. There is moderate significant relation between variable. Model of study is valid. Hypothesis is got accepted as t value is significant and 56.3% positive change in consumer purchase intention is due to advertising slogan.
Theoretical analysis:
Theory of attribution explains the attempt of advertisers to understand the behavior of other by attributing feeling, beliefs and intentions to them. In this study it is studied that how an ad slogan describes the attributes and attract the customer towards a product. The ad slogan may be emotional and the intentions of buying product are described through ad slogan (http://libguides.utep.edu/c.php?g=430477&p=3369112) [17].

CONCLUSION

The study find that consumer purchase intention is strongly got affected by the ad slogans and it helps to distinguish the brand and to set a distinguish image for the product on the base of product attributes in consumer mind that helps to recall the product. Both descriptive and inferential results depict the significance of ad slogan in consumer purchase intention. The study shows that 56.4% change in consumer purchase intention is due to advertising slogan.

Limitations:
The study is conducted in small area of Pakistan. It should be conducted in vast area of Pakistan.

Recommendation:
The further study can be conducted with a larger sample size by incorporating other variables into study and moreover factor analysis can also be conducted to determine the factors that make the ad slogan effective. The study can be done in a specific sector.

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