



World Conference on Technology, Innovation and Entrepreneurship

Attributes for Image Content That Attract Consumers' Attention to Advertisements

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Abstract

Advertisement is an essential tool in promoting products and services to customers. Image is one of the components in an advertisement, which gives a clearer picture of what is being promoted. Accordingly, image was identified as one of the factors that can attract consumers' attention to advertisement displayed in a media. In connection to the previous study, the factors regarding on the advertisement avoidance has been determined. As for that, this study will be looking at image content that attract consumers' attention to an advertisement. Factors analysis was used as the methodology in gathering and analyzing all the factors studied. This study will contribute to the knowledge in marketing strategy and gives guidance to designers in designing an effective and attracting advertisement. In addition to that, this study will also discuss in detail on all the factors that contribute to the media attention.

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Peer-review under responsibility of Istanbul Univeristy.

Keywords: Advertisement; Ad clutter; Attention; Social Media

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1. Introduction

Advertising is a key to market product or services as it helps to create awareness among consumers. As mentioned by Abd Aziz & M.Ariffin (2010), advertising becomes one of the way to boost awareness of product and services marketed. Based on this approach, advertising has the capability to raise consumers' alertness on the goods and services offered. Along with that Naidoo (2011), also agrees that, advertising has the ability to convince or influence consumers' mind in making decisions to acquire the goods and services offered. Awareness on product and services plays a major role in achieving the goal of a business. This matter is essential as there are a large number of goods and services offered to consumers. Based on Barroso & Llobet (2012), awareness will dictate consumers' choice among the large option of products offered to them. In connection to that, advertising will be a major tool to marketers in order to make their product and services visible in an extensive market landscape.

Apart from that, advertising is suggested to trigger consumers' action based on the message delivered to them (Zigmond & Stipp, 2010). The contribution of advertising would lead to certain actions that will benefits marketers as well as consumers themselves. As stated, advertising would be one of the reasons for consumers to become aware on products and services offered. This will lead to an action by consumers whether to look for more information on the regarding product and services as well as possessing the product or obtain the services offered. This kind of action will give benefits to both parties, which consumers gain the goodness of the product or services offered while marketers accomplish their goal in marketing. This is to shows that, advertising is a prominent tool in marketing activities. From this point of view, it shows that advertising activities gives the advantages to both consumers and marketers in the same time based on the action taken by consumers regards to the raise of awareness to product and services advertised.

Formerly, media such as television, radio, magazine and newspaper served as the premier platform for advertising. Advertisement produced and transferred to consumers via these media. According to Naidoo (2011), conventional promotional approach such as television, radio and print advertising are the most popular media which being used by businesses in transmitting ads to consumers. However, with the growth of Internet technology, businesses have a new way to deliver ads to consumers. Hence, online advertising has become a new approach to be looked into. As mentioned by Jerome, Shan, & Khong (2010), online advertising has grown as a new medium for marketers in delivering words about product to consumers. In line with that, online advertising is said to be more attractive, less disturbing compared to other advertising and tolerable (Tavor, 2011). This might be a good reason for businesses to divert from conventional media to online advertising.

Nevertheless, issue regarding consumers inattention on ads displayed online might be one of the reasons for businesses fail to achieve the desired marketing goal. Inattention may result to ineffective of an advertisement. For ads to be effective and success in delivering information to consumers, it first needs to be attentive. Online ads are displayed in a website which is full of other elements and information. It is possible for ads to be ignored, as it needs to compete with other elements in an environment. As mentioned by Simola, Kuisma, Oörni, Uusitalo, & Hyönä (2011), the information delivered in our visual environment are far too exceed. This shows that, ads are competing with each other in an online environment that have too much of information. For this matter advertising need to be salient in order to gets people attention.

2. Literature Review

In the advance of communication technology these days, advertisements are easily transferred to consumers. Formerly, conventional medium such as television, radio and print media were among the popular platform in disseminating advertisement to consumers. Today, however, Internet has given a new opportunity for businesses to have an alternative platform to distribute advertisement to consumers. According to Bergemann & Bonatti (2011), Internet has become an essential platform for advertising and has allowed businesses to target its own consumer beyond the reach of traditional media. This is a good advantage for businesses to advertise their product and services

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