

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Psychology



BACHELOR THESIS

Advertising and Psychology

Reklama a psychologie

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Declaration

I declare I have worked on the bachelor thesis on my own and I have used only the resources mentioned in the references.

Prague, the 31st March 2009

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Karel Malec

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I would like to thank the supervisor of my bachelor thesis, **doc. PhDr. Luděk Kolman, CSc.**, for his expert advices and valuable comments as well as for his patience.

Advertising and Psychology

Reklama a psychologie

Summary:

Advertising has an important role for today's world. In spite of the fact that the influence of advertising is difficult to measure we can say that advertising is very important for a society based on consumption. . Advertising uses the knowledge of psychology to be most effective. Producers usually test the perception of the new product before selling. There are many things which are tested, for example the perception of the product, its advertising, product names, attitude to brand, package, etc.. The reason of that all is only one to motivate the consumer to buy. To convince him that this specific product of the specific brand is the right one for her or him and it will provide needed satisfaction to the consumer.

Keywords:

Advertising, TV spot, commercial, consumer, psychology, consumer behavior, subliminal advertising, cultural context

Souhrn:

Reklama je nedílnou součástí dnešního světa. Je zřejmé, že reklama má pro společnost založenou na spotřebě významnou roli. A to i skrze to, že její vliv je obtížně měřitelný. Reklama využívá poznatků psychologie, aby byla co nejefektivnější. Je běžné, že výrobci před uvedením nového výrobku na trh testují jeho vnímání spotřebiteli. Testuje se vnímání výrobku jako takového, reklamy na něj, jména výrobku, značky, obalu, atd.. To vše má jediný důvod, motivovat spotřebitele k nákupu. Přesvědčit jej, že právě tento konkrétní produkt určité značky je ten správný a poskytne zákazníkovi žádaný užitek.

Klíčová slova:

Reklama, televizní spot, spotřebitel, psychologie, chování spotřebitele, podprahová reklama, kulturní kontext

Contents:

1) Introduction.....	4
2) Objectives of the thesis and methodology	6
3) Literature overview	8
3.1. What term advertising means	8
3.2. History of Advertising [5]	9
3.2.1. Beginning of 20 th century.....	9
3.2.2. Thirties to fifties	10
3.2.3. Sixties and Seventies	10
3.2.4. Today's reality	10
3.3. Advertising and psychology [5]	11
3.3.1. Subliminal advertising	12
3.3.2. Attitudes to commercial communications	13
3.4. Theory of consumer behavior [3; 4]	15
3.4.1. The utility.....	15
3.4.2. Market basket.....	15
3.4.3. Indifference map.....	17
3.4.4. Marginal rate of substitution	18
3.4.5. Perfect substitutes.....	19
3.4.6. Perfect complements.....	20
3.4.7. Budget Constraints.....	20
3.4.8. Consumer Choice.....	23
4) Empirical study	24
4.1. Assumption.....	24
4.2. Data Collection and analysis.....	24
4.2.1. Brands which respondents recalled.....	25
4.2.2. The most successful brands.....	26
4.2.3. Influence of TV spots.....	27
5) Discussion	31
5.1. Efficiency of spots which respondents recalled.....	31
5.2. Important factors.....	32
6) Conclusion.....	33
7) Bibliography.....	34
8) Internet resources	35
9) Supplements	38

1) Introduction

My bachelor thesis is about Advertising and psychology. I have chosen this topic because I find it very interesting and actual.

I would like to connect two points of views, the point of view of psychologists and the one of economists. Although there goes about two different ways how to look at advertising, the borders between them do not have to be always clear.

Basically we can say that the point of view of economists considers how consumers spend their limited budgets. For better understanding of this issue there was established the theory of consumer behavior which is the microeconomics issue. This theory can be very useful, but on the other hand it provides only limited view on this phenomenon.

Psychologists are interested in how advertising affects people and how to make advertisement most effective.

This description is very simplified for the purpose of introduction. You will see in my bachelor thesis that the things are a little bit more complicated.

I suppose that the connection of these two approaches or points of view could provide better understanding of consumer's needs and motivation. The influence of advertising is not easily measurable. Mostly it is measured indirectly. But the importance of advertising for products selling and for economy is obvious. I am not able to imagine today's world, as we know it, without the advertising.

Advertising is a one of several tools of marketing. This is the point of view of economists, who are interested in how to sell products and what is the motivation of consumers. This theory tries to describe consumer's preferences and it is an important tool for economists. But this theory does not include the impact of advertising. The purpose of advertising is to affect the motivation of potential consumers. To measure how much advertising affects consumers is

quite difficult. The psychologists are interested in what elements are the best to use it in advertisement and why.

So, I hope the connecting of these two ways how to look at the consumer's motivation provide better understanding this issue.

2) Objectives of the thesis and methodology

The empirical part of my bachelor thesis is focused on TV spots, concretely on men's deodorants. I will analyze the spots and try to get factors which have an important role for spots to be remembered. Then I will analyze if they are effective. The sample country is the Czech Republic.

The aim of my thesis is to prove or reject hypothesis that more effective is the advertisement which people recalled. I will describe relationship between the remembered spots and bought deodorants and I will determine factors which are important for young men in the Czech Republic for ability to recall the specific TV spot.

There are several reasons why I have chosen men's deodorants. The first of them is that they belong among things which most of us use daily so there is no problem to find respondents which have some experience with them. The second one is that young men are the target group of potential consumers, so it was easier for me to make the research between my colleagues at the University. The next reason is that there were or are many advertisements including TV spots and I supposed that most of asked people would be able to remember at least one spot.

At the end of my empirical part I will provide to you the explanation of my findings in the chapter discussion.

As the method of my research I used the method of questioning and the technique of electronic in depth interview for data collection. This instrument is a specific form of interview which aim is to analyze relationships, motivation, needs, interests, attitudes of members of the target group according to research subject. This technique is based on opened questions which are thematically predefined. This technique is used for testing advertisements and very often in market research.

I intend to collect the data in order to answer the research questions. The data collection technique in this case is based on qualitative document study. I

will put all collected data into context to prove or disprove my assumptions set as the goal of my bachelor thesis. I also consider that source data coming from answers express personal opinions of the authors of answers (students), not provable or measurable facts. I appreciated the answers as the main data source because of: material understandability (written by students, who should belong to target group of deodorant producers' campaigns), data purity in terms of intention of use (there were simple questions, so as the respondents have not been affected in their answers).

As an initial step in order to reduce the amount of data I've applied coding (according to selection criteria I have picked up sections with content corresponding to them). In the next step I have sorted my findings based on relevance. By analysis of selected data I have concluded appropriate answers.

I used the qualitative assessment of data because the influence of advertising is hardly measureable. There are a lot of factors which affect consumer's preferences and the findings given by the quantitative research can be easily distorted. That is why the qualitative approach is more suitable for this kind of study.

For the purpose of my analysis I asked more than seventy people a simple question: "Are you able to remember some TV spots on men's deodorants and can you, please, try to describe what they are about?" The responders who have sent me the answer got next questions. "Can you tell me which deodorants do you use and how often do you buy it?". As the tool of communication I used e-mail. I divided my questions to these two parts to avoid affecting the respondents and to get maximally objective data for my research.

I got thirty four answers which I completed to one general table. From each answer I have chosen the factors which were mentioned by respondents.

As a source of information I used the answers of my colleagues from the university, who in fact represents my study group as a testing entity.

3) Literature overview

3.1. What term advertising means

Advertisement is a piece of information which has commercial character and its purpose is to affect cognitive, motivation and decision making processes of potential consumer

Advertising is a part of marketing mix (product, place, price, promotion). There are many commercial communication tools as personal selling, sales promotion, public relations, direct marketing, sponsoring, new media and advertising which I am focused on. But it is important, that these tools are used to be a part of the whole marketing strategy.

There is Laswell's description of communication process [10]: *Who (says) What (to) Whom (in) What Channel (with) What Effect*. The two main variables are communicator and recipient. But the "channel" is very important too. It used to be chosen according to target group which should be addressed. The problem can arise when the recipient does not understand the communication well or in other way.

Today's world is sick of it all the advertising and too much information. But our mind selects what is worth our attention and what is not. Economists and entrepreneurs are trying such tools which are able attract attention and avoid the filters in our heads. And how does our mind select?

For our mind are interesting the stimuli that fit our expectations, meet our needs, or are significantly different from the other stimuli. There are many factors which are considered in advertising for attracting attention from colors or size of advertisement through the emotional appeals to the insecurity and conflict.

To attract attention is the first step but the next one is to get the communication to the long-term memory of recipient. Recipients will probably remember that communication which correspond to their views and confirm

their opinions. According to Blatny, Macek and Osecká [5], (1995), there are three basic effects which we can use in marketing communication.

Self Generation Effect is based on the fact that the actively produced communication is easier to remember than the passive gained information.

Self Reference Effect is based on the fact that it is easier to remember the information which are related with the person of recipient.

Egoinvolvement Effect is based on the fact that it is easier to remember the information which are related with the activities which are still going on.

3.2. History of Advertising [5]

We can find the mentions about advertising in the times B.C., for example the Egyptians used the papyrus for sales message and wall posters. But the advertising is connected with the production and marketing development and today's form of advertising is connected with the development of education, especially with the skill of reading and with the development of technology. The internet is a big phenomenon of the last fifteen years.

The first advertising agency was registered in the Czech Republic in 1927 and we can say that in this time the psychological knowledge began to be applied in advertising.

3.2.1. Beginning of 20th century

From the **beginning of the 20th** century the main attention was focused on research of intensity of taking attention. In other words psychologists were interested in which factors cause the most attention, the will and memory. Model AIDA from the end of the 19th century was very popular in this era. AIDA are the first letters of words Attention, Interest, Desire and Action. This model builds on the LSB model (look-stay-buy). According to this model the advertisement should first take attention of the potential customer, then make

him to be interested in, convince him of the advantages of the product and finally get into action, i.e. order of purchase.

3.2.2. Thirties to fifties

From the **thirties to fifties** the researchers were focused on:

Perception processes, and measure the level of recognition and recall level (recognition-test, recall-test).

The role of emotions: The analysis of the emotional attraction is still very popular in spite of the fact the hypothesis that “works what you like” was not proven.

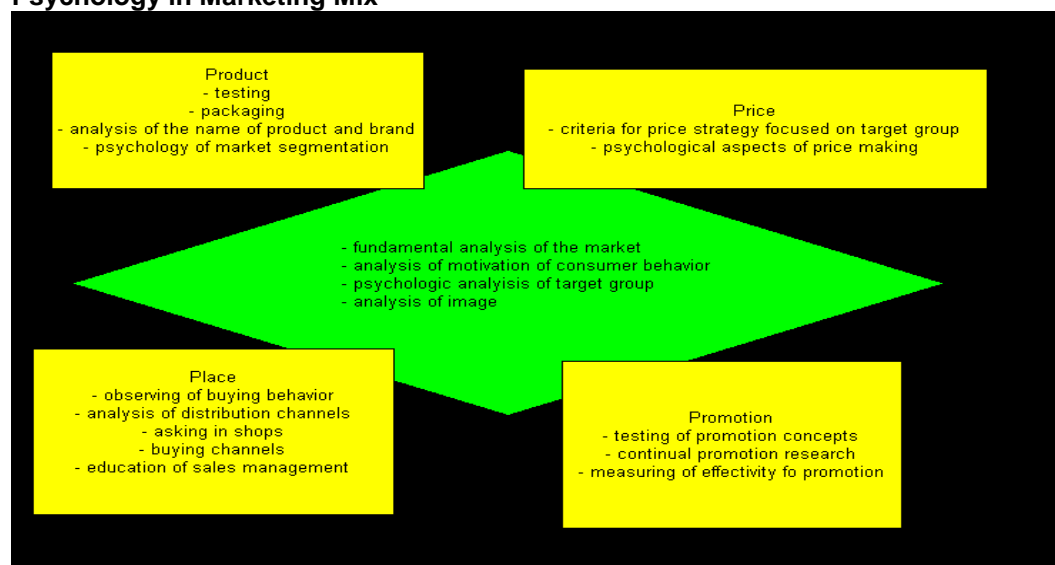
3.2.3. Sixties and Seventies

In sixties and seventies of 20th century the psychologists were focused on motivation research. The importance was attached mainly to attitudes which were considered as the key to the success. There were developed hierarchical models which are built on the AIDA model. The role of affect and its importance for decision making processes was involved later.

3.2.4. Today's reality

There is the trend from eighties which is focused on complex approach which uses psychology in market communication. There is an increasing importance of brands and new technologies provide new possibilities and challenge for psychology and advertising. The amount of studies which are focused on emotional attraction and its role is still increasing.

Psychology in Marketing Mix



Vysekalová, 2007

3.3. Advertising and psychology [5]

The application of psychology in advertising includes according to Vysekalová 2007: *“All psychological and psychologically relevant objects and processes which are objects of this communication, respectively they are with them eternal or time-related”*.

In other words, the psychology in advertising is interested in psychological aspects of communication process, psychological aspects of messages and media, social-psychological aspects of members of target groups, their mind, personality, motivation structures, recognition and psychical processes.

In advertising is used knowledge from many fields of science, economy, sociology and of course psychology. If you want to affect motivation, cognitive and decision making processes of potential consumer it is obvious you will need psychology.

3.3.1. Subliminal advertising

This phenomenon is very popular and very often discussed. Subliminal advertising is based on stimuli which we cannot perceive in the level of our consciousness. These stimuli are flashed so quickly that we are not able to realize them. But they can have also audio form, when they are played below audible volumes. Although the subliminal stimuli were described in 1897 by Ph.D. E. W. Scripture there is no serious study or research which would prove this hypothesis.

Probably the most known research was done by Brand in 1978 [5]. He showed movies to students in which were pasted messages. These messages were focused on consumption of beer, coca-cola and cigarettes. These messages were not longer than two thousandths of a second. And Brand said that his research is the end of one big legend. And what were the results? Well, the consumption of Coca-cola in one group and beer in the second one really increased, but what was interesting was the fact that the instructions hidden in the movie were exactly the opposite. It was caused by some students which assumed that the experiment is focused on this phenomenon and tried to affect the result. As Brand said in each experiment there were found errors which affected the results of research. He ended his analysis by the wish that the idea of subliminal advertising will be left.

The next similar experiment was made by James Vicary in 1957 [21]. He claimed according to this experiment that the human mind is able to perceive subliminal stimuli. The short messages "eat popcorn" or "drink cola" have been displayed during the movie picnic. The time of cuts has not been longer than 0.003 second. According to Vicary the consumption of popcorn has grown about 57 percent and almost 20 percent have had been higher the consumption of coca-cola.

Vicary's findings have been often discussed. But his findings have never been proven. The main factor which probably caused the higher consumption

was the topic of the movie. As the name of the movie suggests characters ate and drunk a lot in the movie. Moreover the movie takes place in summer.

And Vicary in 1962 admitted in an interview that his study was “gimmick”.

However, the subliminal advertising is banned in many countries including the Czech Republic.

To be successful the advertisement has to overcome many obstacles. First of all the advertisement has to get over the threshold of perception which is not easy in this time. The advertisement should not be forgotten to be effective. The acceptance of the advertisement is affected also by emotional status of recipient and by his or her attitudes.

3.3.2. Attitudes to commercial communications

When the advertisement takes attention of the person of recipient creates the attitude to the message. It is obvious that the advertiser desires that the advertisement would be accepted and would motivate the consumer to buy. But there are some external factors which are able to affect recipient attitudes. There can be people in a group who know each other and affect unconsciously their expectations. Also cultural context is important mainly for global advertising.

The issue of cultural context has been worked up by Dutch psychologist **Geert Hofstede** [1].

According to Hofstede there are cultural dimensions which are bipolar and can be measured by indices. Their value can be from 0 to 100. They are these five cultural dimensions:

Power distance (PDI) – shows level of inequality in the society which is accepted by members of a society. In the societies with large power distance people find the greater inequality normal. The boundaries between social strata are given and the social mobility is weak. In these societies are older respected by younger. Also social status is respected and requires showing power.

Hofstede highlights the need of dependence. For example Malaysia has large power distance.

The opposites are cultures with small power distance, where the equality is very important. Wealth is redistributed to reduce inequality. The need of dependency is low. As an example we can use New Zealand.

Individualism/collectivism (IDV) – measure how many people in a given culture act as the independent individuals or members of social networks.

Masculinity/feminity (MAS) – measures which values the culture emphasis.

According to De Mooij [15] (2000) : *“In masculine cultures the dominant are achievement and success. The dominant in femine cultures are caring for others and quality of life”*

Uncertainty avoidance (UAI) – is focused how the culture react on uncertainty, unknown and its consequence. Cultures with strong uncertainty avoidance usually need many rules and laws which are respected.

On the other hand in countries with smaller UAI people are more tolerant, accept changes and are able to risk. These countries are competitive and conflict belongs to them.

Long-term orientation (LTO) – According to Hofstede (2001): *“refers to the extent to which a culture program its members to accept delay gratification of their material, social and emotional needs.”*

3.4. Theory of consumer behavior [3; 4]

Consumers have limited incomes but unlimited needs. So they have to consider how they spend their money. The theory which is focused on this dilemma is called the theory of **consumer behavior**. This theory studies **consumer preferences, budget constraints and consumer choices**.

In spite of that this is only a theory which does not include all important factors this theory is regarded as the best known a successful model. Although consumers are not always rationally thinking economists. Their behavior can be sometimes affected by emotions and they can act impulsively. Thus some facts have to be simplified for the purpose of a better grasp. However this theory works very well and it is used not only in microeconomics but even in financial economics, marketing and some other fields of business.

The economists use the term “utility” for the purpose of this theory.

3.4.1. The utility

The utility is numerical value which expresses the level of satisfaction which a consumer gets from the given combination of goods and services.

The term utility is mostly associated with the term market basket.

3.4.2. Market basket

Market basket represents given quantities of one or more goods and services or combination of them. Individuals make decision and try to get maximal satisfaction by choosing the right combination of goods and services, so they are looking for the best market basket in light of their limited income. Economists use just the numerical rating for level of given satisfaction. So we

can say that each market basket provides some level of satisfaction which can be numerical scored, in other words utility.

There are **three basic assumptions** or rules.

Preferences are:

Completeness – it means that consumers can rank market baskets

Transitive – when the market basket A is preferred to B and B to C, then the market basket A must be preferred to C

More is better than less - *consumers always prefer more of any goods to less.*

[1] The market baskets with the same utility forms indifference curves.

Indifference curve

Indifference curve is the curve which includes all market baskets with the same level of utility.

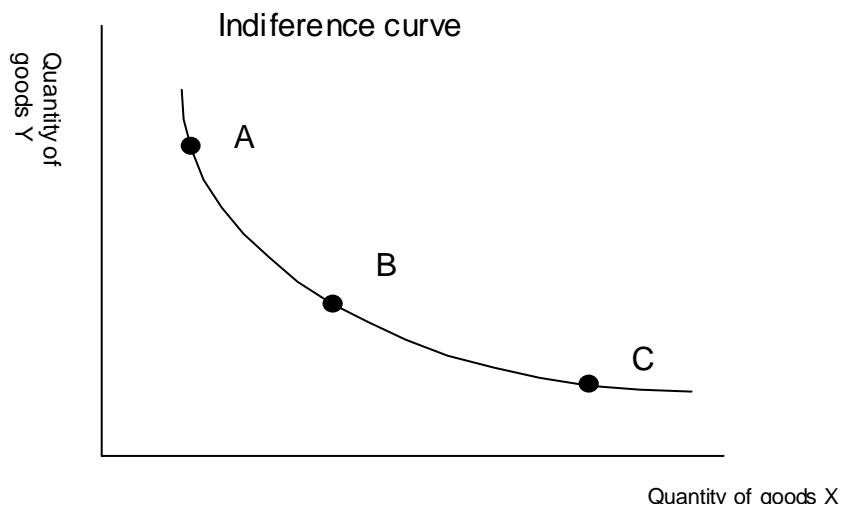


Figure 1.1

At the figure 1.1 we can see the indifference curve with three marked points, these points represent market baskets A, B and C. The quantity of goods which they contain is mentioned in table 1.1.. For this purpose it is

important to realize that each of these three market baskets will give the same satisfaction to the consumer. And the same thing is true of each point (not only for marked points A, B, C) at this curve. No matter the quantity.

Alternative Market Baskets

Market basket	Quantity of goods X	Quantity of goods Y
A	1	5
B	3	3
C	5	1

Table 1.1.

3.4.3. Indifference map

By aggregating several indifference curves we will get **Indifference map**. According to Procházka: “*Indifference map is the set of indifference curves for describing preferences for all combinations of goods/services.*”

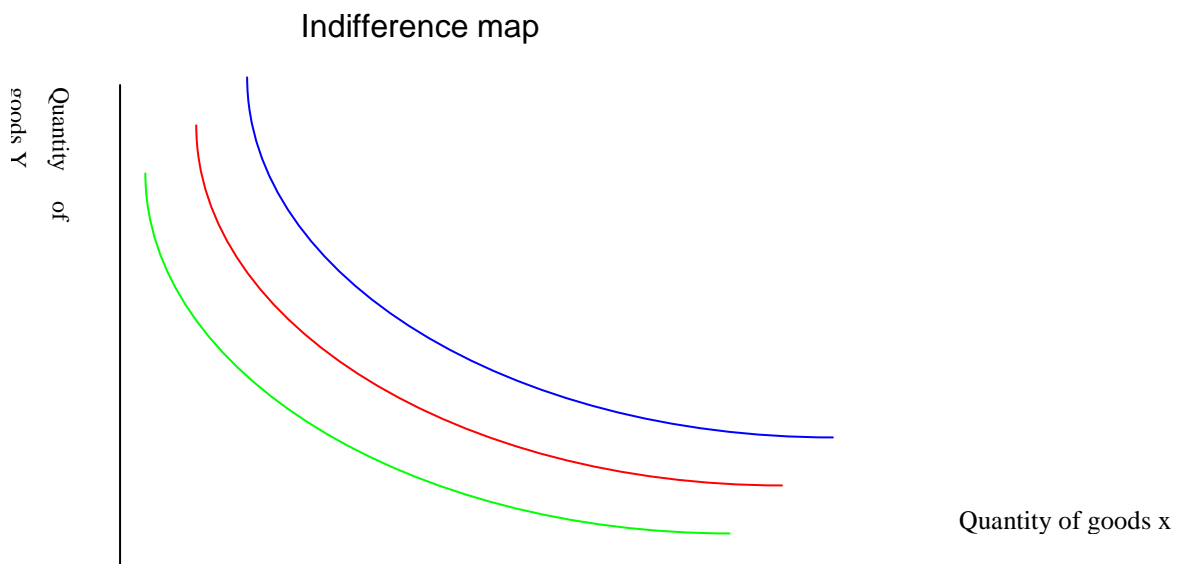


Figure 1.2

If we consider three indifference curves, as is showed at the figure 1.2. We assume that any market basket that belongs to U1 will be preferred to any

at U2. The same rule is valid for the relationship U2 and U3, in other words U2 will be preferred to U3. This fact is corresponding with the rule that more is better than less. It is because that market baskets lie north-east from the point zero including more good. It is also important for the slope of indifference curves which is downward to the right. In case that the indifference curve was sloped upward the rule of “more is better” would be broken. That is also the reason why indifference curves cannot cross. The next important information which indifference curves provide is their shape. According to the shape of the indifference curve we can measure the marginal rate of substitution.

As it was said before consumers have limited possibility to buy. They have to consider which goods they buy and which not. So we can say that they substitute one good for another. This phenomenon is called the marginal rate of substitution

3.4.4. Marginal rate of substitution

According to Pindyck and Rubinfeld (2005): “To quantify the amount of one good that a consumer will give up to obtain more of another, we use a measure called the **marginal rate of substitution (MRS)**”.[3]

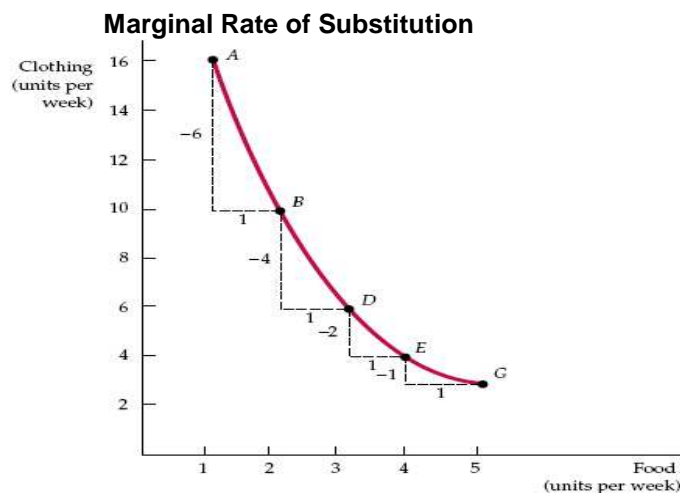


Figure 1.3 [3]

The figure 1.3 shows how much units of clothing the consumer is willing to give up for one unit of food. It is logical that initially when he or she has 16 units of clothing but only 1 unit of food he or she is willing to sacrifice 6 units of clothing to get 1 unit of food more. Then his will is decreasing from 4 to 2 and ends by 1.

The formula which is used is $MRS = - \Delta C / \Delta F$.

The diminishing MRS is given by shape of it, the convex shape illustrates the situation described above. But there are two polar cases – perfect supplements, perfect substitutes.

3.4.5. Perfect substitutes

Perfect substitutes are called two kinds of goods which shape of MRS is constant. As an example we can use apples and pears as two different goods and the person of consumer in this case will always trade one pear for one apple.

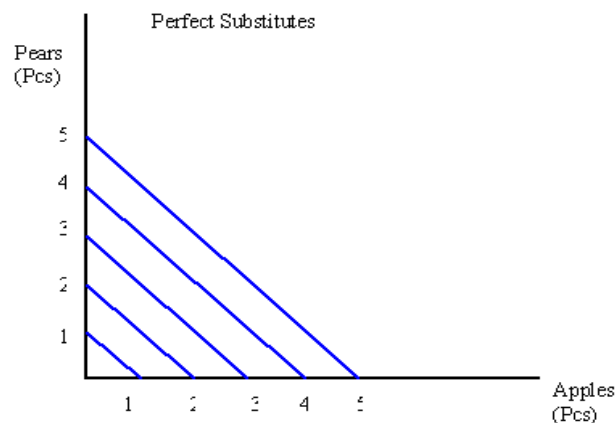


Figure 1.3 [3]

At the figure 1.3 showing the consumer is indifferent between having apples or pears. The MRS is 1, because one apple will be traded for one pear. In this case it is the question about perfect substitutes thus the MRS is constant.

3.4.6. Perfect complements

For describing perfect complements it is probably the best to use the example with shoes. Left and right shoes are perfect complements because consumers are not usually interested in having more left shoes than right. They always want one left for one right. Therefore the shape of the indifference curve is right angled as the figure 1.4 illustrating.

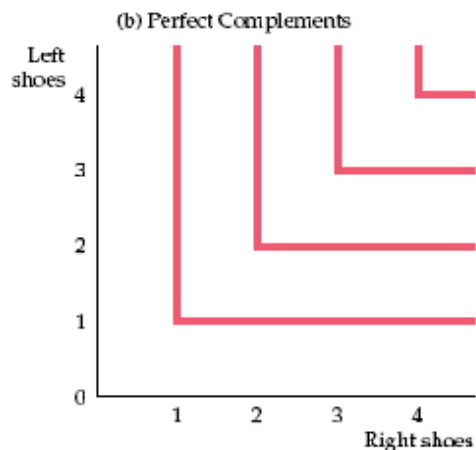


Figure 1.4 [3]

3.4.7. Budget Constraints

As I said in the beginning of this chapter, consumers have to make decision with combination of goods and services (market basket), they will buy in light of their limited incomes. Budget constraints are focused on the issue of limited incomes.

If the consumer had limited income (I) he would be able to buy certain amount of goods. For the simplification we can consider goods X, where the price for one piece is 10 EUR and goods Y where the price is 15 EUR. Then for simplification is assumed that there are no savings and the consumer will spend all his or her income for these two kinds of goods.

With the income 600 EUR the consumer can buy 60 pcs of goods X or 40 pcs goods or 60 pcs Y. All possible combinations which can consumer buy with limited incomes are illustrated by **budget line** (BL). The formula describing this issue is $P_xX + P_yY = I$ where P_x or P_y is price for one piece of goods X or Y and X, Y is amount of goods X or Y. The consumer will probably choose a combination for example 20 pcs of good Y and 30 pcs of good X. This combination is marked by point A.

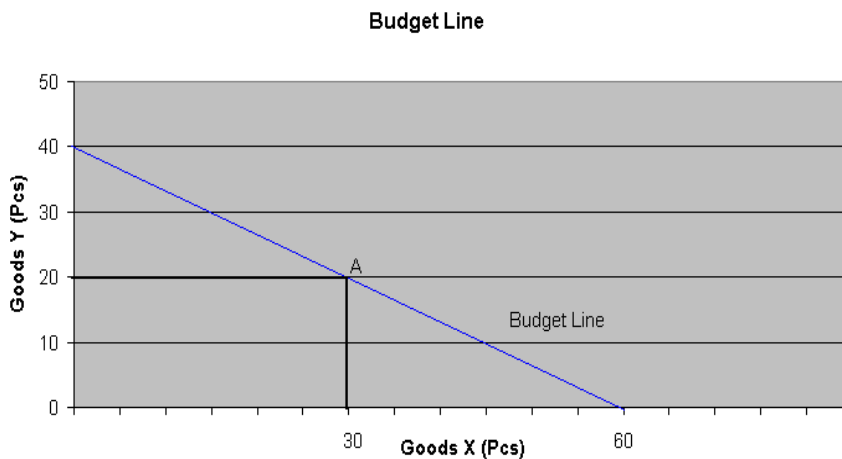


Figure 1.5

The change of the budget line can be caused by the **change in income** or by the **change in price**. The change in income will cause that consumers will be able to buy more or less goods and services according to the change (higher or lower income). The budget line will move outward in the case that income increased (green line at the figure 1.6) or inward when income decreased (the red line at the figure 1.6).

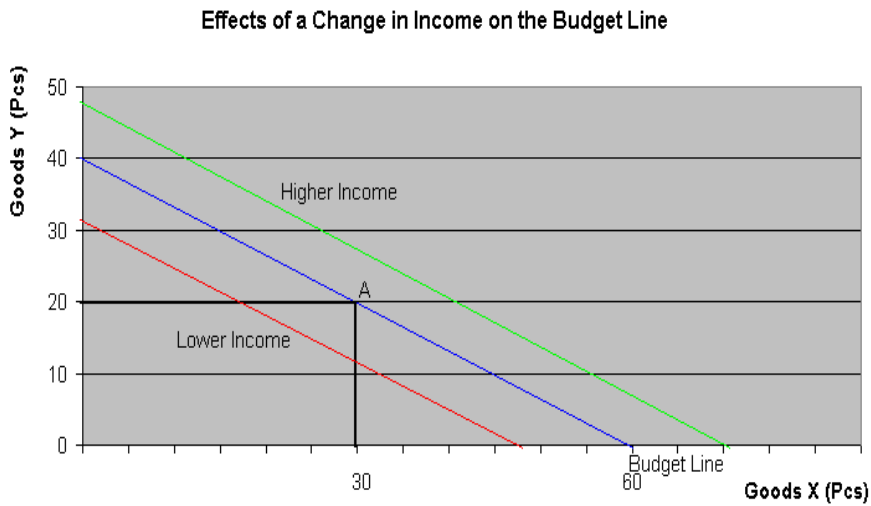


Figure 1.6

Changes in price will cause that the budget line will move up or down at the Y axis in case of good Y or left or right at the X axis in case of good X. When the prices decrease the BL will go up or right (according to the type of good) because the consumer is able to buy more goods. In other case, when the prices increase the BL will move down at the axis Y or left at the axis X according to the goods. These changes are illustrated by figure 1.7 where the green line shows decreasing price of good Y and red one increasing price of goods X.

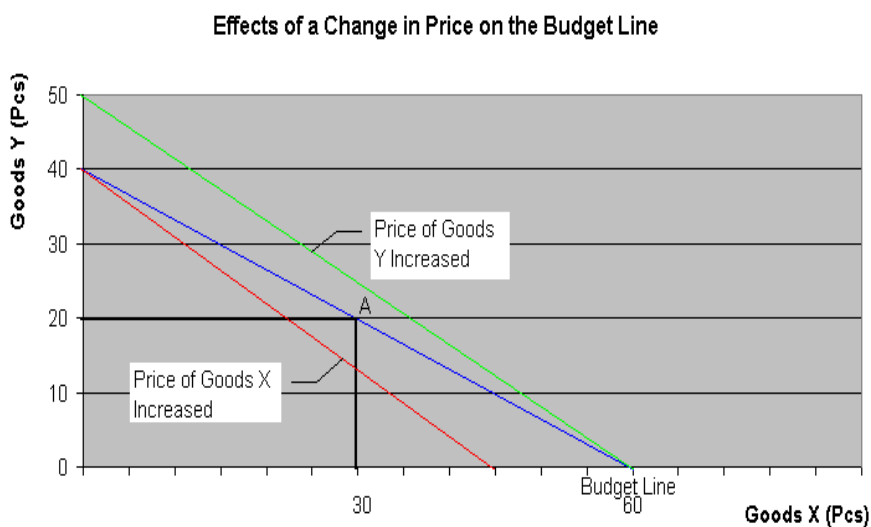


Figure 1.7

3.4.8. Consumer Choice

Consumers choose the combination of goods and services to get maximal satisfaction in limits of their limited budgets. According to Prochazka: *“The maximizing market basket must satisfy two conditions: It must be located on the budget line (they spend all their income- more is better) and it must give the consumer the most preferred combination of goods and services.”*

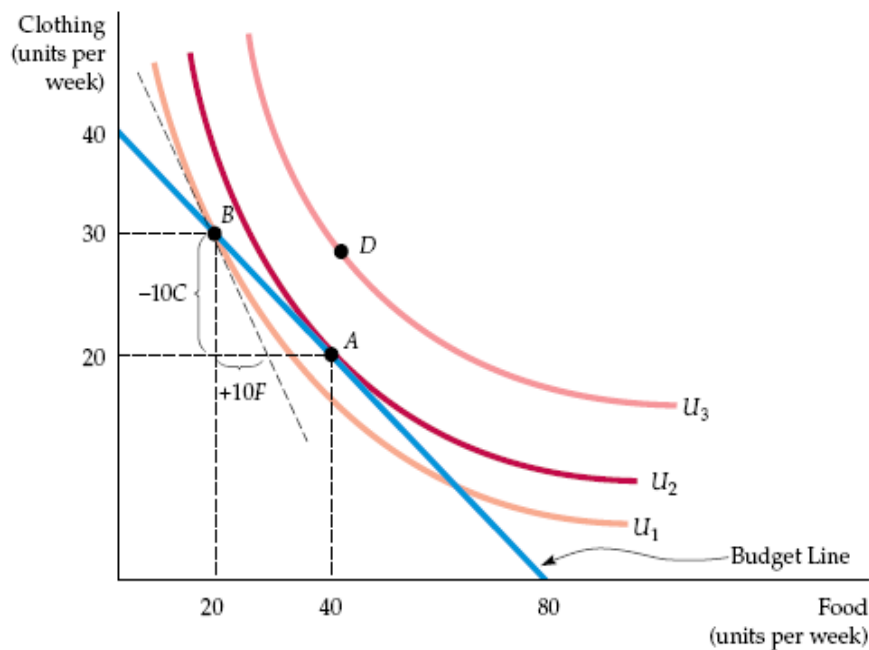


Figure 1.8 [3]

At the figure 1.8 we can see three indifference curves U_1 , U_2 and U_3 . Blue line is the budget line. This example uses clothing (axis Y) and food (axis X) for illustrating the consumer preferences. At each indifference curve there is marked the point which represents market basket with given combination of food and clothing. There are three points A, B and D. The preferred market basket is A. It is because U_2 is preferred to U_1 . Of course U_3 is preferred to U_2 but this indifference curve does not belong to budget line so the market baskets lying at U_3 are simply more expensive than the consumer's income.

4) Empirical study

4.1. Assumption

The **hypothesis is that more successful will be the advertisement which can be remembered** by the potential consumer. Because it means, that the advertisement overcame obstacles mentioned above. For recapitulation they are these: to get over the threshold of perception, the advertisement should not be forgotten.

4.2. Data Collection and analysis

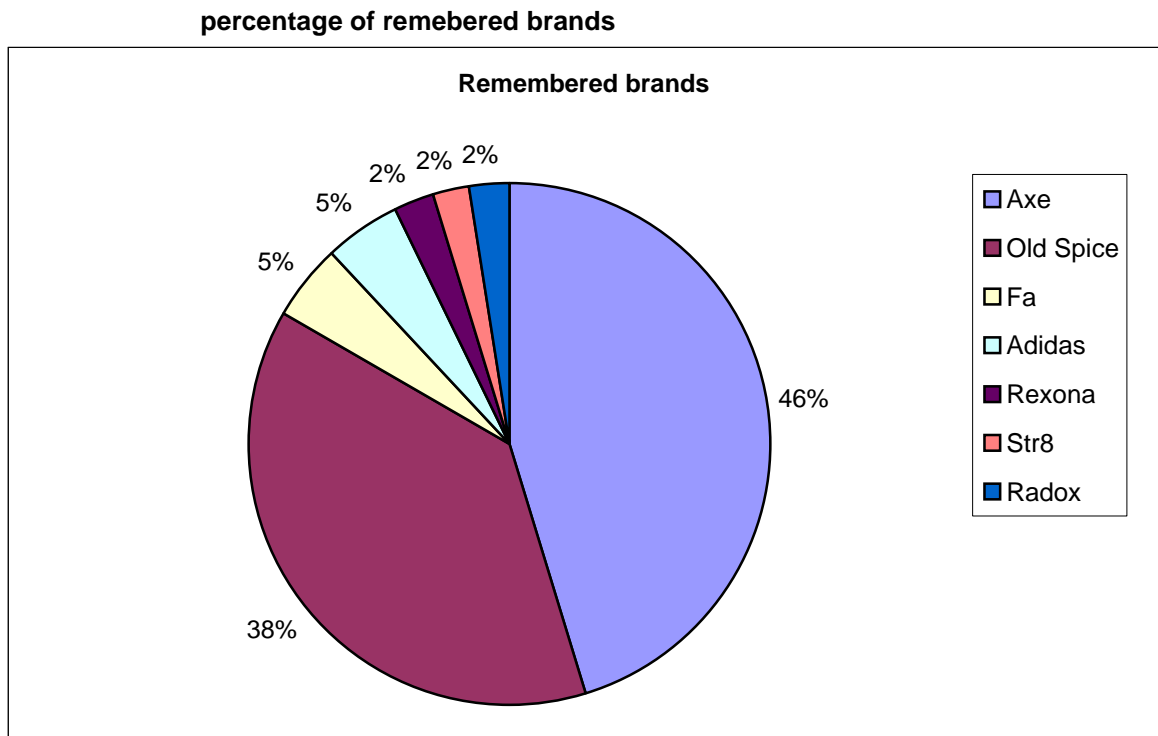
I have made some small research in the field of commercials for men's deodorants to prove or reject this hypothesis. Why I have chosen the men's deodorants I explain in the chapter methodology. I got thirty seven answers on my questions which were: "Are you able to remember some TV spots on men's deodorants and can you, please, try to describe what about they are?" The respondents who sent me the answer got the next questions. "Can you tell me which deodorants do you use and how often do you buy them?"

Most of asked students have been able to recall one or two TV spots. Sometimes they have confused shower gel with deodorant. Mainly in the case of Axe spot where a man is hunted by dogs and he confused them by using shower gel so as they lose scent trail. *"... he jumped to the swimming pool (to confuse dog's olfactory receptors) lied down to the litter as it were nothing."*

Two respondents were not able to recall any TV spot. *"...I am not able to remember any advertisement at this moment."* There are also three respondents who do not use any deodorants. On the other hand there are some who use more than one kind of deodorants.

4.2.1. Brands which respondents recalled

At first which brands were the respondents able to remember. They are Axe, Old Spice, Rexona, Str8, Adidas and Radox. But the two first mentioned notably prevail.



One respondent described Axe commercial but as the brand he stated Rexona
Graph 4.1

Number. of remebered brands

Axe	Old Spice	Fa	Adidas	Rexona	Str8	Radox
19	16	2	2	1*	1	1

*One respondent described Axe commercial but as the brand he stated Rexona
Table 1.1

As the table shows the main part of respondents was able to recall commercials of two brands Axe and Old spice. The main reasons of this fact are probably that these commercials were and still are very often broadcasted on TV. *"...yep, I have remembered Axe, there were lots of them and they are quite good."*

But for example Fa and Rexona had also great campaign on TV. The important difference between them and Axe with Old Spice is that that the two

last mentioned are mainly men's brands and these commercials in most cases alluded to improve attraction for women. This factor seems to be very important for recalling the spot. „*Usually a brief sprinkle and women are tempted*“

Let us see what factors are mentioned in spots which were not so often remembered. They are the protection for 24 hours and football celebrities (Petr Čech, Zinedine Zidane) in **Adidas**. „*It is about that football player Zinedine Zidane threw away his shirt and used the deodorant then he dressed his shirt back and in the next football game he is not sweated.*“
Sea and freshness for **Fa**. „*... A guy is jumping to the water from the cliff at shore. ...Sight of shore, long reef which goes far to the distance, long endless sea, sunny day.*“

Archery for **Str8** „*There was a man who shot to some stone or something like that.*“

And music in the spot for Radox: „*There is a funny song in which you can listen whistling in the commercial. ...These sprays are spraying to beat (and they are a little bit swinging).*“

In the case of Rexona one respondent described the spot for Axe shower gel. But there were more (five) respondents who confused among the shower gels and deodorants, mostly in the case of Axe. „*I am just now realizing when the men is in the shower that it is probably for shower gel not for deodorant.*“

4.2.2. The most successful brands

There is room for the two most often mentioned commercials. As I said before, these two commercials have major share (46% for Axe and 38% for Old Spice) in whole number of recalled spots. So, what are the reasons?

In the case of **Old spice** there is the protection often mentioned too, but mainly with the relationship to women. Respondents indicated spots where the protagonist spent a physically demanding adventure but thanks to using deodorants he was not sweated and this fact is rewarded by success among

women. *“..This man made in one day football training, trekking climb a mountain- which is in one moment changed to adventure climbing expedition. After while this busy man is running to the date with his girlfriend. There we can see several miracles when they are hugging. ...The hug is showing man’s armpits dry. The girlfriend does not realize that her darling went through iron man a few hours ago.”*

In the case of Old Spice another interesting thing has played the role. The TV spots for Old Spice are broadcasted on TV really for a long time. They have been broadcasted in the time when the respondents and me of course too were children. *“... It was very popular when I was at the primary school, don’t know why I got so stuck in my memory.”* The influence of advertising on children is very often discussed issue. The fact is that children cannot consider the quality and the price of a product.

The **Axe** commercials are simply bet on the success among women. The protagonists in the spots of Axe are very attractive for women when they use the Axe products. In some spots it is showed the difference between using “normal“ deodorant and Axe when the person who uses the Axe is irresistible for women. This fact is called as “Axe effect” in advertisements. *“...there is a man with a woman and when this man uses Axe deodorant the woman will appreciate it... Then he uses another deodorant and the woman will not notice him.”*

The winning of axe is probably caused by huge campaign and many varieties of commercials. But in the case of Axe was sometimes mentioned one next important factor, many respondents like Axe commercials. *“...Generally all Axe advertisements have some sense and idea“ or “...I found it really original”.*

4.2.3. Influence of TV spots

The main hypothesis of my research is that the advertisement will be successful when it can be remembered by potential customer. To get answer for this question I have asked the respondents which deodorants they use. You can see the result in the table 1.2. and at the figure 4.2. below the text.

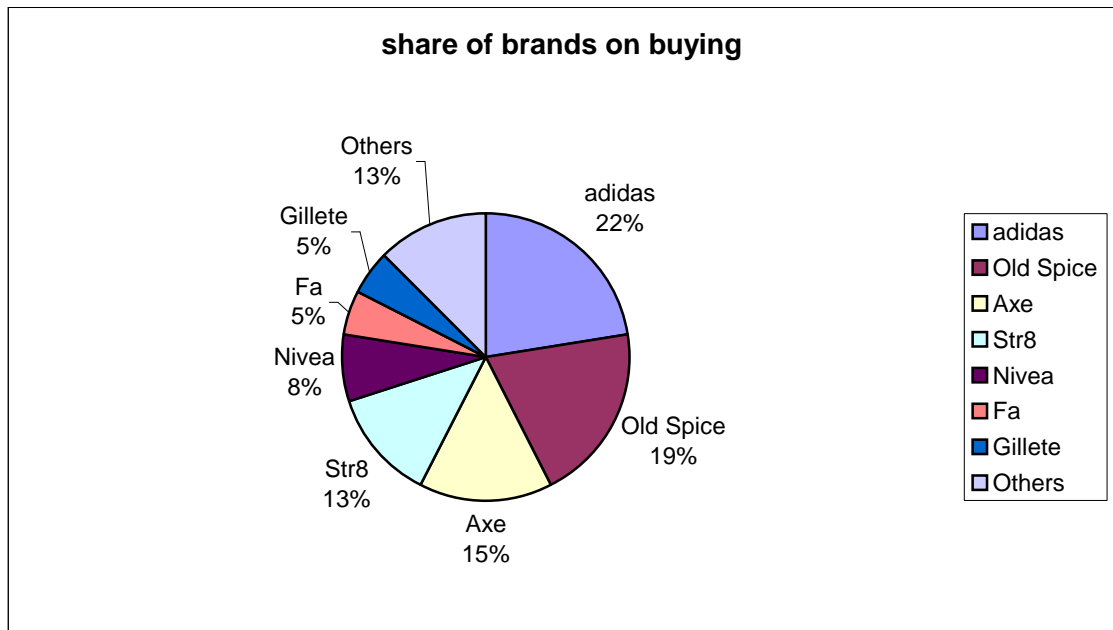


Figure 4.2

Number of using deodorants

adidas	Old Spice	Axe	Str8	Nivea	Fa	Gillete	Others
9	8	6	5	3	2	2	5

there are some respondents who indicate that they use more than one deodorants. I have had a dilemma how to sort the given data. At last I have involved all data to the statistic, because they have all share at whole consumption.

Table 1.2

When we compare table 1.1 and graph 1.2 we can see several interesting things. Probably the first thing which takes the attention is the case of Adidas. The respondents were recalled spots only twice from the total number of forty recalled spots. It is almost five percentage share on the total number. And there are nine people who use it. It is more than twenty-two percent on the total number of using deodorants. The most successful brands in recalling test are Axe and Old Spice with forty-six and thirty-eight percentage share on the total number of recalled brands. Fifteen and twenty percentage share the total number of using deodorants. For better clarity I attach the table with brief summary of the numbers.

Remembered spots Vs. Bought brands

Remembered Spots	Remembered Spots	Percentage Share on the total number	Bought brands	Percentage share on the total number of bought brands
Axe	19	45,24	6	15
Old Spice	16	38,10	8	20
Adidas	2	4,76	9	22,5
Others	5	11,90	17	42,5
	42	100	40	100

Table 1.3

As you can see there is a big disproportion, mainly in the case of Adidas, between the recalled spots and used deodorants. To find some relationship between variables does not have any sense in this moment. Before we will try to find some relationship between them or some reason why it is so, it would be better to look at what was remembered by whom and what he uses a little bit deeper. As the table 1.3 only shows that there are given numbers of people who were able to recall some spots and who use given number of deodorants. But it does not provide information who was able to recall the same commercial of brand whose products he uses. This is one of the reasons why it is better to use qualitative methods.

	Remembered brand = bought brand
Axe	6
Old Spice	3
Adidas	1
Fa	1

Table 1.4

The results which are in table 1.4 again show as the most successful brands Axe and Old Spice. Among the brands whose spot was recalled by the same person who indicated the same brand of using product belongs also Adidas and Fa. Both of them were recalled only by one person who also uses their products. If we use the percentage as in the case above we get data which are summarized in table 1.5.

	No. Of respondents which indicated commercial of given brand	No. Of respondents which buy products of given brand	No. Of respondents which indicated the same brand in commercial and bought products of given brand	Proportion of respondents which buy products of the same brand which their indicated AND people which buy given brand but indicated another commercials in %	Proportion of people which buy products of the same brand which their indicated AND people indicated the given brand but buy products of other brands in %
axe	19	6	6	100,00	31,58
old spice	16	8	3	37,50	18,75
adidas	2	9	1	11,11	50,00
fa	2	2	1	50,00	50,00
str8	1	5	0	0,00	0,00

* I did not involve other products because except Radox their spots were not recalled. In the case of Radox there was no one who would use it.

Table 1.5

The table provides interesting comparisons. The first of them is the percentage of respondents which buy products of brand which they were able to recall. The really interesting value has Axe again. There is one hundred percent of respondents who buy these products and at the same time they indicated the commercials of this brand. It does not mean that each respondent who indicated Axe spot uses Axe. However each respondent who uses Axe indicated Axe's commercial. Old Spice is again among successful brands. In the case of Fa which has better percentage score than Old Spice is the result affected by the fact that there are only two respondents who recalled its spot and two who buy these products. But only one of these two respondents meets both above criteria.

5) Discussion

5.1. Efficiency of spots which respondents recalled

We cannot consider for objective relationship the data described above. On the other hand it can help to illustrate the situation which advertisements are more effective. We can mark Axe and Old Spice as the winners. It is hard to say which has better score because it depends on criteria what I have paid attention above. In the case of Adidas which is the winner in the field of bought brands there are not enough data to evaluate it. It is especially the problem of lack of recalled commercials. It would require the next study which would be focused on this brand and its advertisements.

At last I attach the table and graph which show the number of respondents who indicated the product of the same brand as that they usually use and the number of respondents who use products of other brands than they were able to remember.

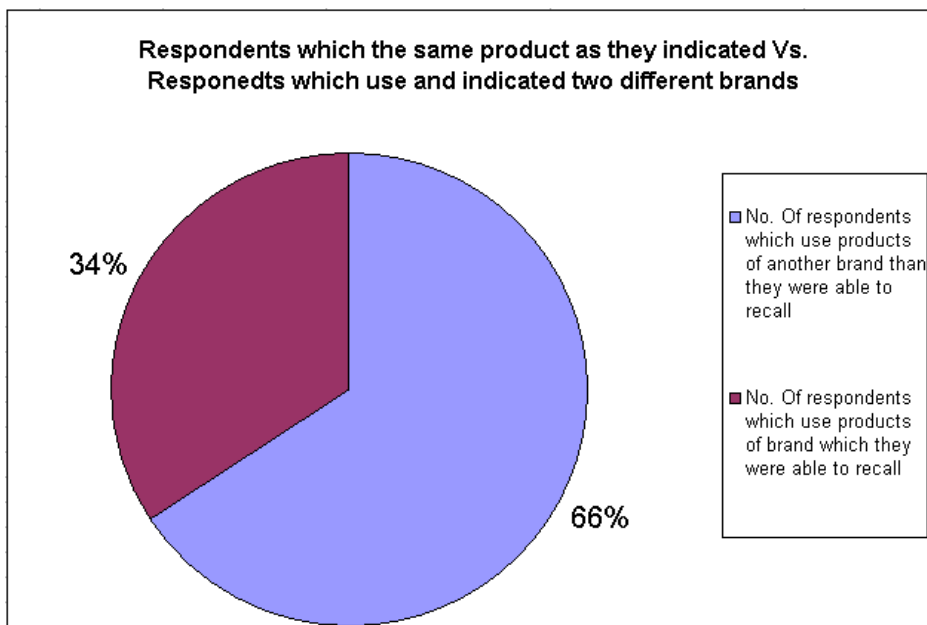


Figure 5.1

No. Of respondents which use products of another brand than they were able to recall	No. Of respondents which use products of brand which they were able to recall
21	11

Table 1.5

There are eleven respondents who use the products of the same brand as they were able to recall and twenty-one of these who recalled spot of another brand than they usually use. The figure 4.3 shows the proportion between them. There are thirty-four and sixty-six percent. According to these data there are most respondents who use products of different brand than they indicated as the TV spot. On the other hand the thirty-four percent it is not little and we cannot take it as the failure.

5.2. Important factors

The important factor for attracting attention and keep the advertisement in mind are women for young men. Two most successful brands Axe and Old Spice use this fact. It seems that this mentioned factor have really important role. The fact, that women were mentioned in twenty-three cases, has probably some reason. On the other hand one of them can be that most of advertisements use this factor. However there are many factors and it is not possible to determine all of them.

Many spots use also celebrities but this factor does not look as important. It is illustrated by the case of Axe TV spot. This spot is called "Axe click". In this spot it is again mentioned "axe effect". "...*There is a guy who goes through the city and uses clicker every time when some women look at him. When he arrives to the hotel he has quite good number of people. In the lift he looks at the delivery guy who looks quite happy. And then the delivery guy shows his clicker with three times higher number.*" These spots were remembered by four respondents but only one of them noticed that the man is Ben Affleck.

6) Conclusion

To study how much the advertisements are effective is not easy, because there are many factors which affect potential consumers. Efficiency of TV spots can be studied by some experiment. My research provides some information which factors are important in commercials for men's deodorants to be remembered by young men. And also the fact that the spot was not recalled it does not mean that it is not effective. It can be caused by defense mechanisms in mind which can be more effective at the conscious level of mind than the subconscious. In other words we are more wary of spots which we are able to recall than of these we are not. But we watched them so they can easier affect our preferences. This is my hypothesis how advertising works based on my experiences gained by working on my bachelor thesis. And this hypothesis would require next research to be proven or rejected.

My research shows the main factors which have some influence on the ability of recalling. Probably the most important factors are attractiveness for women and positive approach to the spot. But the next factor which was not much considered is the extent of campaign. It has probably a big influence too. Both most successful brands Axe and Old Spice had and have massive campaign in media.

We can say the hypothesis that advertisement is successful when it can be recalled has been proven. In spite of that we cannot consider it to be a dogma as the case of Adidas showed.

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9) Supplements

Respondent	Recollected TV spots			Mentioned factors	He uses			Bought pcs/year
	Old Spice	Axe	Other		Axe	Old Spice	Other	
1		1		women, application of deo.			-	-
2		1		women, confusing of dogs		1	str8	20
3	1			climber			adidas	10
4	1			climber			adidas	3
5		1		cartoon spot		1		2
6	1	1		climber / axe click, women			adidas	3
7		1		women		1		4
8			adidas	Petr Cech, 24-hour protecton			str8	5
9	-	-	-	-	-	-	-	-
10		1		axe click, women			avon, fa	6x
11		1		women, axe choco	1			3x
12	1			climber, women			Puma	2
13		1		axe click, women	1			7
14	1			women			gillete	14
15	1		fa	red color / zeny			adidas	11
16	1			climber / women		1	adidas, nivea	7
17	-	-	-	-	-	-	-	-
18		1	str8	bow / women, axe choco		1	nivea	2
19	1	1		climber, proof instead of promises / women			umbro	-
20	1			women, freshness			str8	3
21	1		fa	sea / sea			fa	2
22	1			man man, mermaids		1		1
23		1		women, lift			adidas	2
24	1	1	di ale rex	women, confusing of dogs / women	1		adidas	3
25		1		women, axe choco	1		nivea	5
26		1		women, lift	1			20
27	1	1		man man, mermaids / women, lift			gillete	2
28	1			outdoor activities, women		1		3
29		1		hot, women			str8	4
30			Radox	music			denim	-
31			adidas	zidane, protection by football		1	adidas	9
32		1		SHOWER. GEL	1			8
33	1	1		axe click, you never know / proof instead of promises			Str8	2
34	1	1		women, lift			adidas, rexona	6
X	16	19	7	x	6	8	15	X