

Consumers Responses to Traditional and Non Traditional Advertisements

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ABSTRACT

This study addresses these challenges posed by new emerging marketing landscape shaped by technological advancement where consumers use a firm's multiple channels to purchase multiple categories and firm employs both traditional and new media to reach their consumers. The digital world not only allows consumers to embrace new channels in much more active ways facilitated by various communication media but also is transforming how consumers shop, live, develop and interact. Therefore, it is very important for retailers to understand not only the shopping behavior across multiple channels in multiple categories but also the effectiveness of various communication media across categories. Understanding such behavior across multiple channels influenced by multiple touch-points or multiple communication media adopted by firms will facilitate better allocation of resources to attract multichannel consumers.

INTRODUCTION

One aspect of integrated marketing communication (IMC) is that it is an integration of all corporate communication resources (sales, promotion, advertising, marketing, public relations, etc.) in order to communicate with a unified, holistic approach to a company's many publics. Schultz and Schultz describe IMC as "a process through which companies accelerate returns by aligning communication objectives with corporate goals". The goal of IMC is more than just an integration of an organization's marketing messages into a consistent and effective message but to also focus on a customer's total experience such as the deliverance of excellent customer service, the performance of the product or service in the marketplace and the building of the relationship between the organization and the consumer (Schultz and Schultz 55). Additionally, IMC is a strategic process that is used to plan, develop, execute and evaluate coordinated brand communication programs that are measurable and persuasive over time with targeted internal and external audiences (Schultz and Schultz 55).

The core principle of IMC is that the strength of a product (in the eyes of the consumer) is the confidence that the consumer feels with their use of the product (Schultz and Schultz 55). Since consumers may have similar feelings about competing products, the IMC marketer must develop a relationship with the consumer in order to continually foster product confidences. This relationship is established through communication activities with the consumer using dialogue, empathy, and rapport that separates the IMC marketer from other would-be marketers who rely mainly on advertising for their marketing messages. The difference is that IMC relationship building activities are situated in the consumer's point of view from beginning to end and it is in this relationship-building where IMC marketers learn about their customer's wants and needs and gain important insights on consumer behavior.

In the past, prevailing marketing theories employed a very specific segmentation effort to break down the whole market for a product into identifiable segments based largely on demographics and geographic, (and to a lesser extent, psychographics), which allows marketers to then target specific sub-

groups for their marketing, advertising and promotion efforts. Today, along with the marketing theory that foundationally uses target market research, marketers recognize the need for relationship building and have been moving from a product-driven marketing concept to a relationship-driven marketing concept. Although this practice is yielding much better results than efforts in the past, it is still individualistic in its approach and is not based on postmodern emphases such as: interactivity, multiplicity, engagement, evolution and change. Marketing efforts in modernity also laid their foundation on a product based "business" ethic rather than a more customer driven ethical framework. An IMC marketing effort that is framed through a communitarian ethic, for example, is a responsive marketing approach that is focused on family, belonging and community. An IMC marketing effort will yield better customer-focused marketing efforts that rely on an ethical and relational model (a phenomenological shift) rather than an individualistic target market approach that relies on an outdated model based on the physical product at its center.

Given this complex environment, this review is try to analyze the role of traditional and new media (along with other communication and marketing mix variables) in influencing consumer information seeking and purchase behavior in a multi-channel context. An understanding of the above issues will prove useful for firms in better managing their customer relationships while enabling them to compare the effectiveness of diverse communication/marketing strategies for effective allocation of promotion dollars. The literature on multichannel marketing is fairly recent and deals with a multitude of problems concerning multichannel customer management (Balasubramanian, Raghunathan, and Mahajan 2005; Neslin and Shankar 2009). Specifically, researchers have analyzed channel choice (Kumar and Venkatesan 2005), channel migration (Ansari, Mela, and Neslin 2007; Venkatesan, Kumar, and Ravishankar 2007), response to marketing mix (Chu, Chintagunta, and Cebollada 2007; Zhang and Krishnamurthi 2004), relative benefits of shopping online vs. offline (Forman, Ghose, and Goldfarb 2008) and impact of online transaction cost on order incidence and size (Lewis, Singh, and Fay 2006). However, multichannel customer management still poses several research questions open to academicians and practitioners (Rangaswamy and van Bruggen 2005).

In describing the emergence of consumer culture, Ewen (1976) highlighted the ability of early advertising efforts to engage audiences with uniquely creative and powerful messages, promoting new products ranging from mouthwash to insurance coverage. With the upward expansion of mass media from print media to nationally broadcasted television and radio programming, the innovative messages and the channels used to convey advertisements appeared to engage audiences through their novelty. Yet, research shows that advertising has lost its appeal in consumer culture. Zanot (1984), for example, identified the gradual decline of consumer attitudes towards advertising from the 1930s to the 1980s, attributing the decline to factors including rising clutter and the intrusion of advertising messages. The noted change in attitudes appeared to result from increasing consumer familiarity with current advertising efforts. Baack, Wilson, and Till (2008) noted that the creative and engaging message has become the exception rather than the norm in today's advertising environment as the promotional landscape is cluttered with a barrage of otherwise forgettable messages. Likewise, Elliott and Speck (1998) have identified an inverse relationship between medium familiarity and advertisement recall, revealing how audiences both ignore and avoid advertisements on the media channels they regularly consume. Such findings suggest that traditional advertisements may no longer be effective at garnering the attention of audiences or raising consumer awareness of promoted goods and services.

As research continues to reveal the growth of clutter and advertisement avoidance, advertisers have begun examining nontraditional advertising as a means of reaching audiences. Nontraditional advertising has been defined as advertising found outside of the home or work environment, where traditional television, radio, and print advertisements are found (Baack et al., 2008; Shankar & Horton, 1999). Preliminary research on nontraditional advertising has revealed that it can be utilized to increase consumer attitudes towards the advertisement as well as advertisement recall (Baack et al., 2008; Dahlén & Edenius, 2007; Shankar & Horton, 1999). One potential reason for the success of nontraditional advertising is its ability to break away from the habituation of traditional advertising by utilizing unique media and messages to target the consumer in an unexpected fashion. The effectiveness of this departure from recognized advertising practices may be explained by the theory of orienting response (Bradley, 2009; Lang, Potter, and Bolls, 2009; Sokolov, 1963). Identified by Bradley (2009) and Lang et al. (2009) as the mental and bodily responses exhibited when an individual encounters a novel stimulus, the theory suggests that familiarity has an inverse relationship with the

cognitive response to the stimulus. It proposes that stimuli viewed as more unique will generate more attention than those classified as typical. Applied to the practice of advertising, orienting response can be used to explain why consistent exposure to certain advertisements or advertising media may result in less cognitive responses to the presented messages. The focus on cognitive response is emphasized as research including Lang et al. (2009) has found that cognitive media processing can generate greater viewer arousal, ultimately leading to increases in attitude and recall, among other variables.

LITERATURE REVIEW

The notion of a market response function relating the advertising spending rate to a product's sales has been the focus of many studies in marketing. Little (1979) identifies three main areas associated with advertising sales response models. First, the overall shape of the advertising response function is known to be either S-shaped (exhibiting initially increasing and then decreasing returns) or concave (constantly displaying decreasing returns). That is to say, advertising has diminishing returns on sales. The shape potentially implies that dispersion over products, media, and time would be better than concentration on a product, media, and time because the marginal return per advertising dollar is decreases as you spend more money on a single product, media, and time.

Second, lagged effects exist as responses to advertising do not always take place immediately. For example, Koyck (1954) used a lag structure with geometrically declining weights. This lagged effects and decay effects have potential implications for when to advertise. If the rate of advertising decay is strong, the advertising deployments at earlier periods during the financial year would not be able to generate sales by the later periods so that managers may not want allocate large fraction of share at early stages. If the rate of advertising decay is weak, it would be more advantageous to allocate more fraction of share at an earlier stage to take advantage of the lagged advertising effects.

Third, there exist interactions between advertising and other elements in the marketing mix such as sales promotion and price. While Little did not mention interactions among different types of media, this area relates to advertising allocation over different media types at a given time. If the interaction is positive as suggested by literature in integrated marketing communications (IMC), it would be more helpful to use diverse media at the same time. If the interaction is negative, there would be advertising cannibalization so employing one type of media at a time would be more efficient. As explained earlier, advertising response and allocation decisions are related and advertising decision models cannot be specified by themselves.

In many areas of social science, researchers make inferences from experimental data where the treatment conditions are assigned in a random manner. In this case, the impact of treatment on the dependent variable is easily captured. However, when marketing researchers use the data from firms, marketing activities such as advertising are unlikely to be conducted at random (e.g., Manchanda, Rossi, and Chintagunta 2004). For example, managers may set the level of marketing activities to maximize firm profit. Therefore, managers may favor the products that they expect to be more promising and media from which they expect to benefit the most. In addition, they advertise at times that tend to be more effective. If the advertising allocation is decided based on managers' strategic behavior, the independence between advertising variable and response parameter does no longer exist so that the parameter estimates from stand-alone response model may be biased. That is to say, the estimates cannot measure a true relationship between advertising and product sales (Berry, Levinsohn, and Pakes 1995; Villas-Boas and Winer 1999; Bronnenberg, Rossi, and Vilcassim 2005). Moreover, the advertising allocation based on these parameters cannot provide true implications for ROI.

In econometrics, there are a few solutions to this problem. The most commonly recommended approach for this endogeneity bias is to use instrumental variables which must be correlated with the endogenous explanatory variables (advertising) but uncorrelated with the error term. For example, in a simple supply and demand model, when predicting the quantity demanded in equilibrium, the price is endogenous since producers change their price in response to demand and consumers change their demand in response to price. An instrument for price is a variable that is correlated with price but does not directly affect demand. In this case, an easily available set of instruments for the prices is simply lagged prices (Villas-Boas and Winer 1999). However, in many cases, it is challenging to find legitimate instruments because almost no variable can be said to be truly exogenous. For the same reason, the

estimates from instrumental variables are inefficient (Greene 2003). The other approach is using the simultaneous model of demand and supply side.

Digital advertising which is broadly defined as the dissemination of marketing messages using the internet is becoming increasingly important for firms (Berkman 2008). These promotional tools are different from traditional advertising tools such as television and newspaper ads because firms can communicate with their consumers interactively, thereby engaging them mutually and creating a superior shopping experience for them. Moreover, they provide several other benefits over the traditional advertising tools. Firstly, understanding how consumers respond to such digital advertising helps firms to formulate better behavioral targeting strategies- defined as the practice of reaching out to consumers based on where they are located and what their interests are. Secondly, firms can benefit through other advantages such as low-cost, speed (instantaneous communication), geographic barrier reduction and efficiency (e.g., forwarding emails by consumers can lead to viral marketing and online word of mouth effects).

The different digital communication media, which seem distinct depending on the mechanisms through which messages are delivered to consumers, are actually quite related. Thus, firms need to be cognizant of the above when designing their digital marketing strategies. For instance, the factors that make emails more effective are likely to be the same as those that make social media campaigns succeed. Moreover, the efficacy of communications may depend on situational or contextual factors. For example, accessing email through smart phone is the top choice for mobile users. According to a study by *Nielsen* (2010) mobile users spent more time on emails than social networks/blogs. Additionally, consumers may prefer to receive promotional material through a certain digital medium. A recent study by *eConsultancy* (2010) notes that more consumers prefer to receive marketing promotional messages via email (42%) than social networking sites (3%). Given the above, email marketing is itself becoming more social with companies investing in relevant technologies. Examples include *Constant Contact* and *MailChimp* which are managing their social networking through emails and integrating Facebook "like" buttons to campaigns respectively (*Advertising Age* 2010). Thus, firms are integrating social media with emails, such as tweeting email newsletters and broadcasting blog entries to email lists, to create better marketing campaigns. Therefore, managers need to understand the effectiveness of digital media especially emails to efficiently leverage their communications, not only for cultivating a deeper bond with consumers and influencers but also to maximize their return on investment (ROI).

Preliminary studies within nontraditional advertising seem more concerned with understanding consumer perceptions of nontraditional advertising than actually understanding what defines nontraditional advertising, as evident from unclear conceptualizations and theoretical constructs to support research approaches. Baack et al. (2008), for example, focused on the influence of creativity on recognition and recall of nontraditional advertising media. The study excelled in its explanation of creativity, evaluating proposed measurements of the term and how it has evolved with the expansion of advertising. Unfortunately, the study falls short in its classification of nontraditional advertising, a claim that is most apparent through the observation that the term "nontraditional" does not appear within the body of the research article, though it is included in both the article title and abstract. Instead, nontraditional is supplanted by the term "out of home". While the connection is made that the two terms are being used interchangeably, there is no explanation regarding what constitutes out of home advertising or why it is considered nontraditional. In lieu of an explanation, the researchers described cinemas and airport terminals as nontraditional advertising settings through identified increases in consumer airline travel and cinema advertising spending over the years.

Initial research into nontraditional advertising has revealed that it can, comparatively, produce more favorable audience attitudes than traditional advertising practices. This finding is realized in Dahlén and Edenius (2007). Their study incorporated a 2x2 design (product x placement) using an eggshell as a nontraditional placement for a fictitious insurance company and an elevator panel for a fictitious energy drink, each of which were pretested and shown to have strong product-to-placement correlations. Newspaper advertisements served as the traditional media comparisons for each product. The results from Dahlén and Edenius (2007) revealed that consumers expressed more favorable attitudes towards nontraditional placements, as the data found significantly more positive results regarding attitude towards the nontraditional placements compared to the traditional. Additionally, the study identified that the respondents found the actual nontraditional advertisement as well as the nontraditional medium to be more credible than the traditional placement. Despite the success of their

study, Dahlén and Edenius' (2007) design is flawed by the use of an experimental setting in lieu of realistic placements. Specifically, Dahlén and Edenius (2007) utilized an experimental design that relied on photographs of the placements to serve as a viable proxy for the actual placement. As a result, their findings were ultimately hindered by the inability of participants to encounter the messages within the actual proposed nontraditional settings.

Despite the identified hindrance in their experimental design, Dahlén and Edenius (2007) identified positive attitudes directed towards the nontraditional advertisements, suggesting that respondents were more favorable of the nontraditional as opposed to the traditional, leading to the first hypothesis:

H1) Nontraditional advertisements will generate more positive measures of favorability and credibility than traditional advertisements.

In addition to Dahlén and Edenius (2007), Baack et al. (2008) has attributed research into nontraditional advertising studies by examining the variables that can influence the novelty of the advertisement placement. Specifically, Baack et al. (2008) evaluated how the location-based influencers of preshow cinema and airport terminal placements, both of which were classified as nontraditional advertising within the study, affected the recall of the advertisements placed within these locations. The study found that advertisements exhibited in a more relaxed and confined environment, such as the cinema, generated greater advertisement recall than those found in more cluttered environments such as the airport terminal, where the typical patron would most likely be rushing to catch a flight. Although the study lacks any comparative measure between the cinema advertisement recall and the airport terminal advertisement recall, as the variables were measured using different audiences and different advertising campaigns, the results identify a relationship between the viewer's attitude to the advertising message and their ability to recall the message.

H2) Audience attitudes towards the advertisement will have a positive relationship on advertisement recall.

The findings from Baack et al. (2008) also raises the important issue of priming both the advertising message and the placement to the audience (Dahlén, 2005; Elliott & Speck, 1998; Schmitt, 1994; Smith et al., 2008) so that it is recognized and, consequently, processed by the viewing audience. The researchers expand upon this finding by discussing the nature of the viewing experience, as cinema viewers remained in one place during message presentation while the airport patrons processed messages in the midst of typical airport clutter. This particular finding proposes that nontraditional advertising is most effective when placed in an uncluttered (in terms of messages, occupants, etc.) and relaxed environment as opposed to an actively cluttered one. By avoiding many of the cluttered traditional media channels (Shankar & Horton, 1999), nontraditional advertising should draw more attention and thus produce greater recall.

H3) Nontraditional advertisements will generate higher advertisement recall than traditional advertisements.

The hypotheses identified in this section propose that nontraditional advertisements produce greater attitude and recall of the advertisement. Should these hypotheses be validated within this study, advertisement novelty should exhibit a positive relationship with attention and recall.

H4) Perceived novelty of the advertisement will have a positive relationship with the audience attitude and advertisement recall.

RESEARCH METHODOLOGY

The sample for this study was comprised of students from different universities in Pakistan. Approximately 304 students across all disciplines were selected to participate in the experiment. A student sample was selected over other sampling groups as collegiate-aged students remain an important market in the marketing mix and could provide a strong benchmark of the receptivity of nontraditional advertisements (Grant, 2004; Shavitt, Lowrey, & Haefner, 1998). Specifically, research has traditionally shown that youth markets are among the hardest to reach with advertising due to their growing skepticism of advertising messages, a result of their identification as influential consumers within the advertising field (Elliott & Speck, 1998; Grant, 2004).

Four experimental conditions were utilized to evaluate the stimuli within the design. Three of the conditions were constructed to integrate a mix of medium and message familiarity to evaluate novelty based off of the determinants of orienting response diagram discussed earlier in this work. In greater detail, one condition was constructed using an unfamiliar medium and message, a second using an unfamiliar medium and a familiar message, and a third using a familiar medium and message. A fourth condition served as the control. In the unfamiliar medium/message and unfamiliar medium/familiar message conditions, participants were exposed to either a nontraditional or a traditional stimulus within their usual classroom setting. The selection of a classroom over a hallway, lounge, or other university environment derives from Baack et al. (2008), which found in their evaluation of pre-show cinema advertising and airport terminal advertising that messages encountered within a more relaxing, stationary setting (i.e. within the movie theater) have a greater chance of obtaining audience attention. From this finding, advertisements were placed in classrooms, as they would target participants away from the crowded hallway bulletin board locations, where various outside influencers would distract the sample. The use of the classroom as an advertising medium also incorporated a degree of integration and priming to the two conditions. Specifically, the classroom environment allowed the advertisement to reach the sample while they were possibly seeking a caffeinated boost to stay awake during an early morning class or a warm beverage to help them focus on the day's lesson. From these characteristics, the classroom was the most prominent nontraditional location within the sampling environment.

To complement the nontraditional classroom medium, the first two conditions evaluated responses using either a nontraditional or a traditional message stimulus; classes were exposed to either a traditional poster placed in the front of the room or nontraditional stickers placed directly on the classroom desks or tables. To ensure novelty within the messages, the poster contained a generic message promoting the upcoming arrival of coffee brand while the stickers were primed to the student sample, addressing their late night of "studying". The use of nontraditional and traditional messages to compliment the nontraditional classroom medium aligned to the determinants of orienting response, proposing that the use of the nontraditional stickers within the classroom would produce the most novel stimulus while the traditional poster within the classroom would generate some novelty through the nontraditional medium.

As the first two conditions incorporated nontraditional elements into the design, two additional conditions were studied to produce a more accurate measure of the typically encountered traditional advertising stimulus. In the third condition, approximately 10 of the traditional posters were placed on bulletin boards throughout the sampling campus to measure participant exposure in a traditionally realistic setting. As participants encounter an eclectic mix of constantly changing advertisements on campus bulletin boards, this condition provided an accurate measure of typical participant response to campus advertising. In the final condition, participants were visited by the researcher in their classroom and shown a series of traditional advertisements for a limited period of time, which included the main fictitious stimulus as well as two other fictitious advertising messages. Within this condition, each participant was handed a packet containing 3 advertisements and informed that the advertisements were for market research of emerging products. Participants were asked to interact with each advertisement as they normally would if they encountered the advertisement on a campus bulletin board. This control condition provided a basic overview of participant recognition and perceptions of advertisements.

Three measures were evaluated within the study: advertisement recall, audience attitudes, and message novelty. Advertisement recall served as the first measure and evaluated the respondent's knowledge of the product name and slogan. Two short answer and two multiple-choice questions were utilized, each addressing the information found within the advertisement. The short answer questions were used to measure unaided advertisement recall while the multiple-choice measured aided recall. Although a design where the aided recall questions were contingent upon the unaided recall answers would have been more effective, the range of acceptable variations to these questions warranted the proposed design. As short answers were utilized, the interpretation was left to the researcher during data analysis, where answers were coded into quantifiable measures. Audience attitude towards the advertisement was measured using the measures from Dahlén and Edenius (2007). These measures were selected due to their success within the experimental design utilized by Dahlén and Edenius, where they produced reliable measures (Cronbach's = .78 or higher) of traditional and nontraditional

advertising responses. As proposed with the hypothesis, audience attitude was measured through the following values: attitude towards the medium, attitude towards the message, medium credibility, and message credibility, each utilizing a 7-point semantic differential scale.

The final measure evaluated through the design was message novelty. Stemming from research on orienting theory and nontraditional advertising, message novelty was measured through four questions using a mix of 7-point semantic differential and likert scales. Specifically, measures of novelty were obtained through consumer perceptions of the overall advertisement effectiveness. Utilizing semantic differential questions, respondents addressed the placement, content, and overall execution (typical/novel) of the advertising message through the following question: "how would you describe your overall attitude towards the (placement/content/execution) of the advertising message?" Additionally, respondents were asked how their classification of the advertisement as typical/unique influenced their desire to engage the message, responding on a 7-point likert scale.

STATISTICAL ANALYSES & INTERPRETATIONS

The 20 identified classes yielded 90 responses, with at least one response per class and a response rate of 30%. Of the 20 classes, 15 were from the Arts and Sciences department of the university, covering course areas including communication, foreign language, religious studies, and life sciences. The remaining 5 classes were split between business courses ($n = 3$) and nursing ($n = 2$). The sample demographics reflected that of the university student population, as the majority of the sample identified themselves as Caucasian with a nearly even male/female sample. Although the experiment was performed at the class level, the data was analyzed at the individual level. The individual analysis was selected over the class to generate a more reliable sample as well as adhere to the study's theoretical construct. Specifically, as only 20 classes were examined in the study, each experimental condition had a sample size of 5. Although the class level data produced reliable measures of message credibility $F(1, 19) = 3.37, p < .01$; attitude towards the message $F(1, 19) = 3.72, p < .01$; medium credibility $F(1, 19) = 3.14, p < .01$; attitude towards the medium $F(1, 19) = 3.13, p < .01$; novelty $F(1, 19) = 3.00, p < .01$; unaided name recall $F(1, 19) = 2.62, p < .02$; and aided name recall $F(1, 19) = 5.96, p < .01$, the utilization of individual responses would generate a greater sample size per condition, revealing more conservative estimations of the sample responses.

Examining the data, the responses varied across each condition, with the classroom stickers ($n = 29$) and control ($n = 28$) conditions receiving the most responses, as compared to the classroom poster ($n = 15$) and traditional poster ($n = 18$) conditions. In spite of the slight discrepancy in the response numbers, the measures were found to be quite accurate. Much like the identified findings from the pretest, the experiment produced highly reliable measures of message credibility (Cronbach's $\alpha = .90$), attitude towards the message (Cronbach's $\alpha = .97$), medium credibility (Cronbach's $\alpha = .95$), attitude towards the medium (Cronbach's $\alpha = .98$), and advertisement novelty (Cronbach's $\alpha = .95$). The data was analyzed through a series of ANOVA analyses, which examined the dependent variables of across each experimental condition.

The first hypothesis proposed that nontraditional advertisements would generate more positive audience attitudes than traditional advertisements. The data revealed that the four measures utilized to establish audience attitude differed significantly by condition: message credibility $F(3, 86) = 6.99, p < .01$; attitude towards the message $F(3, 86) = 9.53, p < .01$; medium credibility $F(3, 86) = 5.35, p = .02$; and attitude towards the medium $F(3, 86) = 5.58, p = .03$. This hypothesis was partially supported as the classroom stickers and posters generated higher mean averages of message credibility, attitude towards the message, medium credibility, and attitude towards the medium than the traditional poster. The classroom poster scored significantly higher than the traditional poster on message credibility ($M = 3.17, SD = 1.94$) and attitude towards the message ($M = 3.33, SD = 2.01$), and approached significance in measures of medium credibility and attitude towards the medium. Whereas there were no significant differences between the classroom stickers and the other experimental conditions, the stickers approached significance in attitude towards the message when evaluated against the traditional poster.

The second and third hypotheses addressed advertisement recall, which was evaluated through the unaided and aided recall of the stimuli name and slogan. To quantify these measures, responses were coded with a "0" if answered incorrectly or left blank and with a "1" if answered correctly. The

data revealed that participants produced significant measures of unaided name recall $F(3, 86) = 3.25, p = .03$ and aided name recall $F(3, 86) = 13.78, p < .01$, but generated insignificant measures of unaided and aided slogan recall. Hypothesis 2 stated that attitude towards the advertisement would have a positive relationship with advertisement recall. An examination of the data reveals that, while the classroom sticker and classroom poster conditions produced the highest measures of attitude and were the most recalled, they expressed a reverse ranking across the two variables, with the classroom poster garnering the most positive attitudes and the classroom sticker measuring the highest recall. While this finding supports Hypothesis 2, as there exists a positive relationship between the variables, the relationship is not as strong as originally believed. Hypothesis 3 stated that the nontraditional advertisements would generate higher levels of recall than the traditional advertisements. According to the results, the classroom sticker was the most recalled of the experimental conditions and produced significantly comparable means to the traditional poster.

The final hypothesis proposed that novelty would have a positive relationship with attitude and recall, which was expected to vary by experimental condition. The data revealed that novelty generated a statistically significant association with the individual experimental conditions $F(3, 86) = 19.59, p < .01$, adhering to the expectations. The classroom poster and classroom stickers, which generated the highest measures of attitude and recall, respectively, also boasted the largest measures of novelty from the experimental conditions. Specifically, the classroom poster was found to be comparatively significant to the traditional poster ($M = 3.43, SD = 1.96$) while the classroom sticker approached significance when compared than the traditional poster.

DISCUSSION & RECOMMENDATIONS

The most significant result from the findings was the overall preference for the classroom poster as compared to the classroom stickers and traditional poster. It was hypothesized that the classroom stickers would generate the most attention, recall, and novelty through the integration of a nontraditional medium and message, resulting in the most novel stimuli. The study found that the stickers were only successful at generating recall, with the classroom posters producing a greater impact on attitude and novelty. There are various observations that can be made from this finding. The first observation is the strength of the advertising medium in influencing audience response. Previous works, including Baack et al. (2008) and Phillips and Noble (2007), were criticized earlier in this thesis for their focus on the nontraditional advertising medium over the message content, but these results found that the medium is a major influencer in the overall success of the advertisement. In comparing the classroom poster to the traditional poster, both stimuli contained the exact same message and design, and were distinguished only by the medium location. By changing the medium to a more nontraditional setting, the poster produced significantly higher measures of message credibility, attitude towards the message, and novelty and approached significant measures of medium credibility and attitude towards the medium. Such results reveal how a change in location can cause greater cognitive processing of the advertisement.

In addition to the location of the stimuli, the results found that the method of exposure influenced how the participants processed the advertisements. Of particular interest was the classroom sticker condition, which had the most direct exposure to the participants. Unlike the poster conditions, which were limited to one poster in the front of the classroom in the classroom condition and wherever billboard space was available in the traditional condition, the sticker condition was the most prevalent in the experimental setting as stickers were placed upon each tabletop or desk in the participating classrooms. The prevalence of the stickers presented an environment in which each participant had their own personal exposure to the stimulus as it was generally found within 1-2 feet of where they were sitting. While the direct exposure did influence the perceptions of the participants, as they were able to recall the name and slogan of the stimuli, it did not produce significantly favorable opinions towards the advertisement.

The lighter response to the sticker condition suggests that that the advertisement was processed but that the possible intrusiveness and overexposure to the stimuli may have altered the audience perceptions of the stimuli. As discussed earlier in the work, Shankar and Horton (1999) provided an example of a successful nontraditional placement by Tabasco brand hot sauce, where the company sponsored the toilet paper at a restaurant serving their product. The success of the execution rested on the integration of the message into the setting so that the advertisement could be processed in a noninvasive manner. While a similar design was undertaken with the stickers, which integrated

the message to fit the classroom environment and the sample's mindset, the results show that the sticker may have been considered too intrusive and distracting to the overall classroom and learning experience. Unlike the toilet paper, which was only encountered when the subject required its use, the stickers were a constant presence within the classroom and therefore would have been in the sample's line of vision while they attempted to take notes or pay attention to the instructor. The classification of the sticker as intrusive was verified in one condition where, while collecting the stickers following the exposure, the researcher observed that many had been removed from the desks and thrown on to the floor or to other presumably empty desks.

Advertising scholars should continue to examine the overall nontraditional advertising process, which remains understudied in the literature. One area of study would be to examine the influence of nontraditional advertising among recognized brands. As discussed, the findings suggest that the successful execution of nontraditional advertisements such as the classroom stickers may first rely on more traditional approaches to build credibility for the brand, followed by the use of items including toilet paper, eggs, and even stickers to reinforce the brand. Thus by utilizing a recognized brand, research could reveal the degree to which more novel nontraditional approaches can generate favorable attention, or verify their role at reinforcing recall among audiences. Within the university environment, such an experiment could be completed through the use of a university or department logo to promote the product or service. In addition to the use of a recognized brand, future research on nontraditional advertising should continue to evaluate time as an influencer in advertisement novelty generation.

Despite the success of the findings from this thesis, the study exhibited various limitations that should be addressed in greater detail. The most apparent limitation was the execution of the study during the summer semester, which greatly hindered the available sampling population. In addition to the limited sampling population, the experiment was also hindered by the lack of the fully functioning university environment. Lacking the presence of the full student body, various student lounges and gathering areas were closed during the execution of the experiment, leaving limited areas to hang the traditional posters, as described in the third condition. Additionally, it also appeared that there was minimal student use of the gathering areas that were available, as evident from researcher observations.

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