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A Conceptual Approach To Examine The Influence of Executional Frameworks of Advertising Design On Consumer's Motivation

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ABSTRACT

The business entities have difficult times to win over their competitors as there is an abundance of available information in the contemporary world. Under this circumstance, the quality of products and services is on top of the consumer's priority on their motivation to purchase. However, how to deliver information of products effectively is still a challenge for marketers. Although instructions and guidance for marketing designs are available through many academics, how consumer's motivation can be aroused by executional frameworks of advertising design is still at its fancy stage. Taking on a conceptual approach, this paper examined the influence of executional frameworks of advertising design on consumers' motivation. A multi-layered emphasis on the representative executional frameworks showed via commonly implemented and executed in the field of advertising design, as well as a model of multi-dimensional and context-sensitive scale on consumer motivation that how each trait of goals is activated and becomes a motivation of consumption in relation with executional frameworks of advertising design. The findings of this paper have significant implications for marketing executors to recognize the customer's influential advertising design.

1. Introduction

Content marketing is being emphasized as a product alone and can no longer appeal effectively to consumers. Implementation of marketing communication for attracting and retaining customers has become key contributing factors of success in the marketing context, which has brought overloaded advertisements in our contemporary world (Pulizzi, 2012). Although people are exposed to a

lot of advertisements, not all of them are motivating and stimulating (Rowley, 2004). This paper seeks to find out how to improve the effectiveness of advertising executional frameworks. To achieve this, it focuses on the inquiry of widely used advertising design executions and their effects on the motivation of end-users. A content analysis of several resources such as journals, articles, and researches focused on consumers' motivation descriptively selects an appropriate model. To produce practical outcomes, a model that considers the context of arousal of motivation will be selected to explain the effect of advertising design in actual life. Besides, different theories introduced by Clow (2016) in the advertising design of executional frameworks will be explored in this paper.

Research Problem

There are commonly used advertising designing executional frameworks in the world of marketing communication. For instance, Clow et al. (2017) introduced widely used 8 executional frameworks such as 1) Animation Executions, 2) Slice-of-Life Executions, 3) Storytelling Executions, 4) Testimonial Executions, 5) Authoritative Executions, 6) Demonstration Executions, 7) Fantasy Executions, and 8) Informative Executions. However, the accessible information on how to make the considered executions effective in the marketing perspective is still unclear. Initially, this paper goes to discuss the above stated unclear demonstration of how; since the context of advertising design has been considered as the specialized area in several different fields such as graphic designers and journalist perspective.

Research Objectives And Research Questions

This paper intends to offer insight into why and how the commonly used executional frameworks of advertising design affect consumers' motivation. Besides, the central aspects need to be considered once practicing executional frameworks to stimulate the motivation of consumers to propose recommendations for quality executional frameworks of advertising design considered consumer motivation. In line with this, the objectives of this paper are as follows:

1. To offer an insight into why and how commonly used executional frameworks of advertising design affect consumer motivation.
2. To propose recommendations for quality executional frameworks of advertising design considered consumer motivation.

Following the objectives, the paper seeks to answer the two following research questions:

1. What attributes of advertising design executional frameworks stimulate consumer motivation?
2. How to enhance the influence of advertising design executional frameworks on consumer motivation?

2. Literature Review

The attributes of executional frameworks of advertising design and consumer motivation are integrated into this paper. The Consumer Motivation Scale (CMS) introduced by Iask and Lars (2017) applied as the most appropriate theoretical framework for this paper. The CMS studies consider the consumer motivation in the multi-dimensional and context-sensitive manner in the context that neglected by previous researches. Despite forecasting consumer behavior, consumer motivation is one of the vigorously explored areas in the field of consumer research. However, the majority of previous measuring models of consumer motivation are situation independent constructs (Iask & Lars, 2017; MIS, 2014). In this theoretical framework, nine preliminary sub-goals such as the gain, hedonic, and normative master goals are categorized throughout empirical research, explaining how and why consumer motivation is triggered by the traits and it is reliant on the context. This section explores the literature on the communication process area initially. Understanding the communication process provides background knowledge in which marketers deliver their message intended and consumers interpret the received message. The process would be able to explain the gap between the intended message by senders and perceived message by receivers. The 8 models of advertisement design execution frameworks will be explored in a further section. Then, Maslow's hierarchy of needs model will be presented to recognize how basically motivation is triggered. It has been a widely accepted theory in studies of consumer motivation so far. However, the present paper highlights Consumer Motivation Scale (CMS) as the appropriate model for in-depth analysis of attributes onto consumer motivation, criticizing Maslow's model and other precedent theories as well.

Animation Executions

The entertainment industry dominated the use of animation for the past few decades. However, in recent years, the animation is being paid attention to by advertising agencies. This is because, throughout the entertainment industry, animation has proved itself as a useful and effective tool for conveying intended messages to the intended audiences (All Africa Global Media, 2013). Animation executions such as online banners, web site embedded interesting cartoons are useful as they are eye-capturing. Not only for the stimulation of audiences' interest, but the technique of animation is currently being widely used for illustration and descriptions in planning future products as well. Furthermore, animation executions are getting more accepted by marketers as the cost of production of animation contents are getting cheaper with the advance of computer graphic technology, and widespread of programming tools (Clow, 2016).

Slice of Life Executions

People encounter several problems in their daily life, which they need to look for solutions to solve or to relieve the problems. This is the area to which slice of life executions applies. Clow (2016) denoted the four components of slice-

of-life executional frameworks such as 1) Encounter, 2) Problem, 3) Interaction, and 4) Solution in sequence. In the same vein, Soliman et al. (2017) support the effect of a slice of life executions in which the action of third-person will influence the motivation of purchase when the confronting situation of the third person is very similar with the situation of audiences.

Storytelling Executions

The brand image takes a giant role in forming the consumer's perception of the brand. For instance, Hyundai Engineering and Construction co. ltd. has been built one of their apartments under the brand name of "Hill-state". In this context, the word "Hill" implies the residential area where high-income class people stay while the word "state" implies the privileged society. Combining the words, the brand intends to convey the meaning of "high society". Even in the advertisement, they try to make the story of high-class people staying at this brand apartment, enjoying a luxurious quality of life. Throughout this advertising strategy, the company successfully positioned their "Hill-state" brand as a luxurious apartment into the market (Park, 2008). Argyriou (2012) explains the reason for such success by considering the behavioral traits that consumers often project visual images of themselves with desired products or services. Likewise, storytelling execution frameworks contribute to forming a brand identity. Instead of being informative, this framework stimulates the emotion of consumers; thereby, attracts a desire of consumers to become a part of the brand identity presented by its producer (Clow, 2015).

Testimonial Executions

The testimonial framework utilizes the story of a successful case or satisfying experience by the company's customers. It is especially proved to be effective in business to business and service industry. According to Clow (2015), in business to business situation, testimonials offer credibility to its business counterpart. In the service-oriented business sector, the testimonial framework advantageous is found since the service products are not to be seen and touched. So it is difficult to be trustworthy unless there is proof of previous users' words (Lars & Francis, 2014). Testimonial framework is one of the means in viral marketing. Godes and Mayzlin (2009) define the term "viral marketing" as a technique in marketing that refers to feedbacks generated by consumers, not by marketers. The testimonial framework fits into this definition as the content of testimonial is produced by customers, not by marketers. Hence, Sweeney et al. (2012) emphasize the advantage of viral marketing "Word of Mouth" in which itself attracts more customers, without extra incurring costs for reaching more audience.

Authoritative Executions

The authoritative framework utilizes the statement of the experts of the industry related to the products or services sold. Regularly, statements or research results from authoritative organizations offer much more credibility to consumers rather than those from the individual expert. For example, endorsed

statements of association of dentists would be much more reliable comparing to the statement endorsed by an individual dentist. However, Clow (2015) highlighted that statements of individual experts or less skilled experts can be executed effectively based on products. For instance, the quality performance of automobile engine oil can be supported by mechanics working in normal auto workshops.

Demonstration Executions

In the execution of the demonstration framework, advertisement comprises the actual demonstration of the products. Normally throughout the motion format, advertisement shows how products on sales are working. This technique employs when the sales of products are very new to the market. Ignorant customers can be enlightened by demonstration executions after watching how unfamiliar items are used well with beneficial functions. Not only the framework enlightens ignorant consumers, but it also offers credibility toward the products on sales, as consumers believe more what they see. So, the demonstration framework has been widely used in business to business advertising. Furthermore, Darreell (2011) asserted that the demonstrative technique in advertisement can be even effective for already well-known products. He highlighted that the framework can be employed as a winning strategy for the products of an intensively competing industry. Acknowledging what competitive and exclusive functions the presenting products have, and prove it throughout the demonstration, consumers' interest in the products would be increased. For example, this framework applies widely *in-house-tv-shopping* for their promotion campaigns.

Fantasy Executions

Visual images as input to consumers may affect their motivation as consumers use the imagination of visualized images throughout their cognitive process. Fantasy executions capture on this phenomenon, when "The desired status" is created by the cognitive action of consumers. Then consumers start seeking means to achieve it or minimize the gap between "reality" and "Desired Status" (Libby Lisa, Shaeffer Eric, Eibach Ricahrd, Slemmer Jonathan, 2007). Clow (2015) mentioned the application of this technique in commercial products such as perfume. Advertisers relate perfume products with successful romance, therefore creating a fantasy of consumers. Besides, he considered that fantasy can be created by both logical and irrational things. For instance, advertisement of vet hotel presenting thoughts of pets in human language which create interest in its service provided.

Informative Executions

The informative executional framework conveys the information of the products in a straight forward manner (Clows, 2015). This is an old technique which was widely applied in newspaper format advertisement for decades. However, the framework has transformed by telling related information about the products or services on sale. For instance, one cream cheese producer

provides possible recipes with an application of its cream cheese. Such additional information can attract consumers. A critical disadvantage of this framework is that it is time-consuming and needs heavy attention. In business to business marketing, the framework is useful as it gives enough description with sufficient information for their purpose of purchase.

Basic Communication Model

Basic Communication Model originated by Schramm (1955) to offer comprehension in the communication process. He asserted that the communication process comprises three components such as 1) Sender, 2) Message, and 3) Receiver. The model explains that in the communication process, there is a sender who would like to send a message as well as a receiver to whom the sender intends to send a message. Then, between these two parties, the message takes a role as a medium.

Additionally, this model considers that once the message is sent from the sender, it loses its control on the message, implying the importance of prudence in constructing messages (Smith et al., 1997).



Figure 1: Basic Communication Model (Schramm, 1955, cited in Smith, Berry & Pulford, 1997, p30)

Similarly, the Sequential and linear model was also acknowledged by Shannon and Weaver (1949) which has been widely accepted and adopted as a basic theory explaining the communication process. However, this model considers the transmitter factor, which is a means of conveying information. When the information source selects transmitters and then becomes a message, marketers will execute the “encoding” process. The noise source is taken into consideration as well. The noise source is defined as an obstacle that interrupts messages to reach the intended audiences. Finally, to support messages to reach their destination properly, receivers need to decode the intended message appropriately. This model emphasizes two principles that noise source needs to be carefully considered in the advertising designing process, and secondly, shared and common perception (language, culture, value) is required for receivers to decode encoded messages by senders.

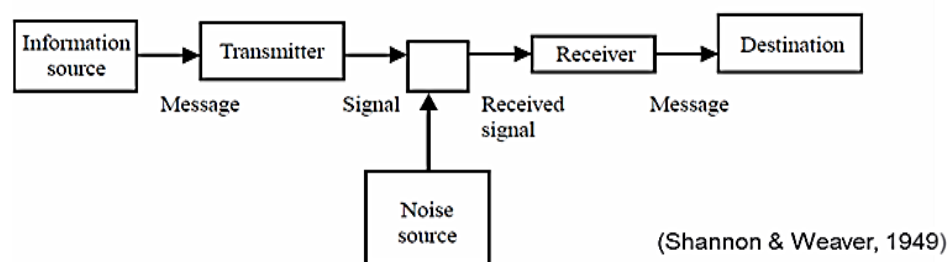


Figure 2: Sequential & Linear Model (Shannon & Weaver, 1949)

Marketing Communication Model

Lewis (1920) and Ehrenberg (1974) proposed communication models in marketing, explaining where and in which stage, communication occurs in the marketing process. In the AIDA model, Lewis (1920) insisted that marketing communication takes an important role initially in creating awareness and interest. Then, marketing communication should be designed to draw more desires. Therefore, it can be led to purchasing action.



Figure 3: AIDA Model (Elmo Lewis, 1920, cited in Pickton & Broderick, 2001)

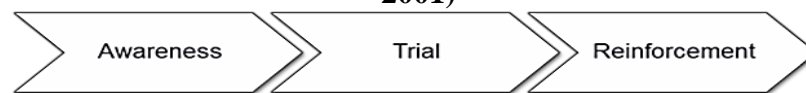


Figure 4: ATR Model (Ehrenberg, 1974, cited in Hughes & Fill, 2001)

In the same vein, Ehrenberg (1974) highlighted the communication role in “reinforcement of purchase”. It shows that the actual trial of products creates repeated purchases in the future. Therefore, marketers are required to implement and practice communication in the trial process as well.

Maslow's Hierarchy of Needs

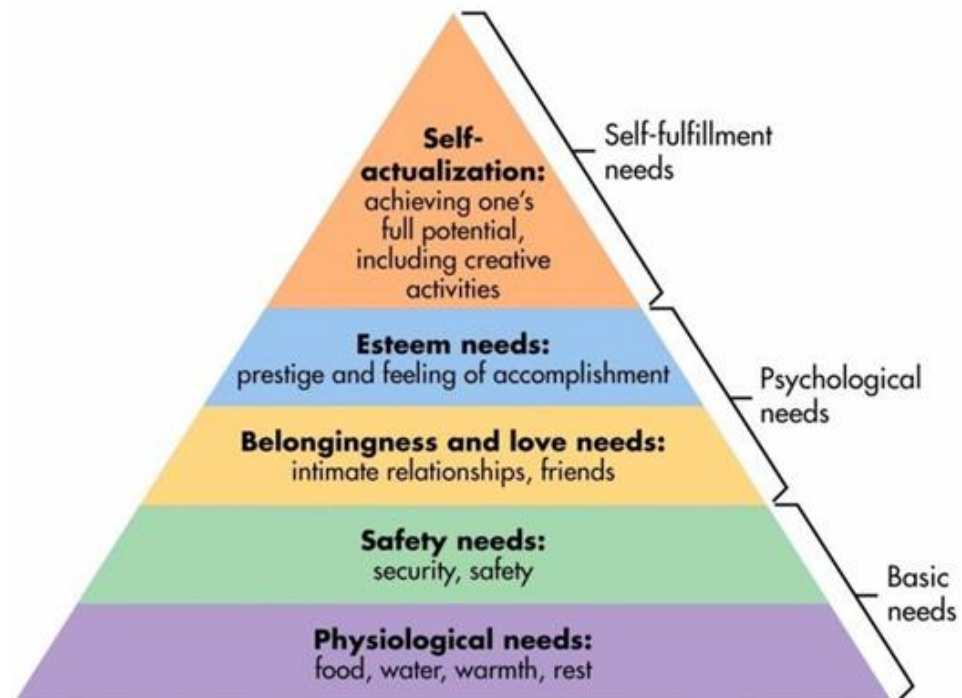


Figure 5: Maslow Hierarchical Motivation Model (Maslow, 1943, cited in Chandler & Munday, 2016)

For decades, Maslow's hierarchical motivation model has been accepted as a representative model that explains human motivation aroused by looking at needs. He highlighted that there are lower and higher-level needs depending on the status of life. According to the model, most human beings crave for enriching life products and services after basic life necessities are fulfilled. It explains why demands are different for several income groups of people. However, there is a limit and criticism of this model. It does not fully consider contextual and situational variables where a higher level of needs is pre-desired even before the lower level of needs is satisfied.

Consumer Motivation Scale (CMS)

The nine preliminary sub-goals of the gain, hedonic, and normative master goals.

Goal	Sub-goal	Underlying motive
Gain	Value for Money	To get value for money, pay a reasonable price, avoid wasting money ^a
	Quality	To get something of high quality and reliability, that meets one's highest expectations ^b
	Function	To get something useful and practical, that serves many purposes ^c
	Safety	To feel safe, calm and prepared for the unforeseen ^d
Hedonic	Pleasure	To get something that satisfies immediate needs, that makes one feel good and happy ^e
	Stimulation	To get something exciting, stimulating or unique, avoid dullness ^f
	Comfort	To get something pleasant and comfortable, avoid hassle and discomfort ^g
Normative	Ethics	To act in accordance with one's moral principles and obligations, avoid guilt ^h
	Social Acceptance	To make a good impression, identify with peers, live up to expectations ⁱ

Figure 6: Consumer Motivation Scale (Barbopoilos, Johansson, 2017)

Consumer Motivation Scale proposed by Barbopoilos and Johansson (2017) overcomes the limitation of Maslow's motivation model as it is an integrative measuring model of motivation. The scale considers context sensitiveness in the process of motivation arousal. They witnessed that some people are willing to sacrifice their needs to be abiding by ethical code, which Maslow's model is unable to explain. In the proposed scale the multidimensional motivation factors are constructed through three master goals such as 1) Gain, 2) Hedonic, and 3) Normative. Then, context-sensitivity is reflected by constructing distinctive sub-goals that may conflict with each other depends on situation and context individual lies on. For instance, in the hedonic constructs, pleasure and comforts are opponent components.

3. Main Findings And Conclusion

This paper showed that a variety of frameworks in advertising design has different effects, which can be applied for different objectives. Besides, this paper discovered that each framework in advertising design is an effective technique that can draw the attention of consumers as well as influencing the motivation of consumers. The literature discussed in this paper replied to both research questions. The findings of this paper revealed that the pleasure attribute, function attribute, safety attribute, and social acceptance attribute are the stimulating consumer's motivation in advertising design. It was followed by acknowledging the respective executional framework of advertising design via four factors which are the main purposes which each advertising design concepts try to achieve. Animation and Fantasy executions are mainly utilized to maximize pleasure attributes. Furthermore, Demonstration and informative executions are utilized to appeal to functional attributes. Hence, Authoritative, demonstration, testimonial executions are hired to offer reliability, in other words, safety attributes to the audiences. Finally, fantasy executions and storytelling executions are applied to maximize social acceptance attributes, achieving esteem needs, and self-actualization needs. The findings of this study demonstrated that the influence of advertising design executional frameworks can be enhanced by enforcement of pleasure, function, safety, and social attributes. Finally, this paper explained the main attributing factors in each advertising executional framework toward consumer motivation. The enforcement of main attributing factors is expected to bring improvements in its effect. Since the main four discovered attributing factors in this paper will trigger the stimulation of consumer motivation, the executional frameworks of advertising design reflect that these four factors can contribute to better marketing and sales.

4. Recommendations For Future Research

In line with the findings of the second research question, this paper suggests conducting further research to explore what kind of techniques applied in the real marketing field that could bring powerful effects in motivational attributing factors in each executional framework. This paper suggests that much deeper expansionary and comprehensive study is expected to be carried out if the effect of advertising design onto consumer motivation can be jointly studied in the other academic contexts such as visual arts, journalism, psychologies. Then, the results would be more enriching and prepare more comprehensive insights toward the consumers' insight. This paper recommends recognizing the effects of advertising design executional framework on the other related components in the studies of consumer behavior. Consumer motivation is the only factor that triggers the action of purchase. Hence, the influence of the advertising design framework onto brand loyalty and attitude is recommended for further expansionary research.

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