

Psychological Aspects of the Role of Product Advertising Against Consumer Purchase Interest: Study of Gain Mass Milk Advertising at Gymnastic

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Abstract

Introduction. The main purpose of advertising certain products or services is to attract customer attention and analyze the impact of advertising on customer behavior. Various studies show that there are significant links between cognitive and psychological aspects. The cognitive effect of an advertisement begins with the influence of the visual aspects of the advertisement. This research was aimed to explore the role of product advertising on consumer buying interest by studying aspects of psychology.

Methods. The study design was observational analytic study that seek to see the relationship between exposure to milk mass forming muscle mass and consumer buying interest. The exploration dimensions for advertising exposure are ad frequency, ad duration and ad intensity using questionnaire. Total samples in this study were 60 people, age ranges from 18-35 years and male sex.

Results. This study found as many as 70% of respondents understood the message delivered by the milk advertisement. As many as 56.7% of respondents expressed an interest in buying these muscle-building milk products. Around 58% of respondents stated their willingness to promote the product to others.

Conclusion. This research shows the role of advertising in shaping consumer behavior and buying interest. The more attractive and the more often the ad is displayed it will trigger aspects of

attractiveness and confidence in the product. Along with the need, further reinforce the behavior to buy products.

Keywords: psychological aspect, product advertising

Introduction

Customers are valuable assets for companies, which sometimes need a large cost to maintain and maintain customer loyalty. Customer loyalty to the company is reflected in the customer's willingness to always use the company's products. It is important to strive for strategies to maintain customer loyalty to the company's products. Advertising is an important strategy for maintaining communication between producers and consumers, in order to maintain customer loyalty to the product. Businesses must always try to explore how to advertise products, including the design of advertisements and the psychological impact related to the role of advertising on consumer loyalty (Blatberg, 2001).

The main purpose of advertising certain products or services is to attract customer attention and analyze the impact of advertising on customer behavior. There are many aspects that affect customer attention to advertising where psychological-cognitive aspects, play an important role in influencing customer attention. Various studies show that there are significant links between cognitive and psychological aspects. The cognitive effect of an advertisement begins with the influence of the visual aspects of the advertisement. Variations in the form of advertising products, color variations, product writing designs, layout and lighting effects accordingly will make the ad visuals attractive. An interest in the product visual, is the initial stage for further recognition by the brain related to the product being advertised. The process of recognition of an advertisement is largely determined by the knowledge and educational background of consumers. Here it is important that the language of the advertisement is able to be understood and digested by consumers and there is a need to distinguish and tagline that is typical of the ad. This will be important so that the recognition process will gradually move towards the process of crystallization or the inculcation of values, where in this process the knowledge of advertising will become the

new knowledge or value of consumers. Furthermore, the new knowledge will crystallize into new value, where if the customer needs a need related to a certain thing, then the subconscious response or the new value will be expressed as a behavior to buy the product (Blackwell et al.,2005; Hansotia et al.,1997; Keith, 2019; Kotler, 2003; Warner,2003).

This research was aimed to explore the role of product advertising on consumer buying interest by studying aspects of psychology. This research is expected to be a model, that the exploration of the role of psychology is quite important to consider in studies related to economics and business. Research that presents collaboration between social science and psychology needs to be more elaborated, in order to improve the quality of studies.

Literature Review

There are several theories related to the impact of advertising, including the AIDA and DAGMAR theories. The AIDA theory states that the concept of impact of advertising to influence consumer behavior consists of A (Attention), I (Interest), D (Desire) and A (Action). The presentation of an attractive ad and its frequency often makes the advertisement a concern of consumers, especially if the ad is accompanied by a special, unique and interesting tagline or slogan so that it is more easily remembered by consumers. The next stage, will be followed by an interest in advertising the ad products. Interest is the initial stage of a behavior. Without beginning of interest there will be no behavior. Interest will trigger the emergence of the next stage of a behavior in the form of desire. To turn an interest into a desire requires a need, which in this study the needs of consumers to build muscle mass in a fitness center or fitness center. The next desire will trigger an action or action, in this case the action to buy the advertised product. Other theories related to the impact of advertising related to consumer behavior, studied with DAGMAR theory. The DAGMAR theory states that the concept of impact of advertising to influence consumer behavior consists of awareness, comprehension, conviction and action. Attractive and repetitive product advertisements will trigger an awareness of the advertisements. Awareness of these advertisements will trigger the interest of consumers, so that consumers will then be followed by the desire to further understand the message or content of these advertisements. Continuous and repeated advertising instills confidence in the subconscious of consumers that the product is good

and good. The need for these products, where in this study the needs of consumers to build muscle mass in a fitness center or fitness center, increasingly forming confidence to use these products. This growing confidence triggers the emergence of actions and actions to use the product (Peltier, 1994; Plutchick, 1982; Roust, 1999; Zhang, 1999).

Methods

The study design was observational analytic study that seek to see the relationship between exposure to milk mass forming muscle mass and consumer buying interest. The exploration dimensions for advertising exposure are ad frequency, ad duration and ad intensity. Whereas the dimensions to be explored in consumer buying interest are transactional (interest in and desire to use the product), referential (willingness to recommend the use of the product to others), preferential (loyalty to use the product), explorative (willingness to look for product information and price information).

The population in this study are all members registered at AA'GYM Fitness Corp and researchers have made observations to the research location, namely at AA'GYM Fitness Corp as many as 302 people. The sampling technique in this study used Simple Random Sampling, using simple random techniques performed with the help of a random number table, as many as 60 people. The sample used in this study has the criteria that is, age ranges from 18-35 years and male sex.

The questionnaire was then distributed to the research sample / respondent, accompanied by observation of the research sample and documentation. Where is the validity and reliability of the questionnaire first performed. Next, a correlation test and linear regression were conducted from the results of the study. Data analysis was performed using SPSS 24 software with a p value <0.05.

Results

Based on the results of a questionnaire study found that as many as 65% respondents every day more than 3 times always watch the advertisement of muscle-building milk products, more than 5 minutes watching the ad and always watching the ad from the beginning to the end of the

ad. As many as 70% of respondents understood the message delivered by the milk advertisement. As many as 56.7% of respondents expressed an interest in buying these muscle-building milk products. Around 58% of respondents stated their willingness to promote the product to others. Similar results, as many as 58% of respondents said this product as the main choice compared to other similar products. As many as 62% of respondents expressed an interest in finding out about the product after watching the ad.

The value of the correlation or coefficient between advertising exposure and public buying interest is 0.375. This value can be interpreted that the relationship between the two research variables is in the sufficient category. R Square value from the data analysis obtained by 0.141. So it can be interpreted that the independent variable X (exposure to advertising) has a contribution of 14.1% to the variable Y (consumer buying interest). The significance test results are used to determine the significance or linearity of the regression. Criteria can be determined based on significance value tests (Sig), with provisions if the Sig value < 0.05 . Based on this table, obtained Sig = 0.03, means $0.03 < 0.05$ (significance criteria). Thus the regression equation model based on research data is significant, or the regression equation model meets the criteria. The result of simple regression coefficient calculation from this table shows the value of the constant coefficient is 14.522 and the coefficient of the independent variable (X) is 0.397. The constant value is 14.522, meaning that the consistent value of the variable consumer purchase interest is 14.522. The regression coefficient X of 0.397 states that for every 1% increase in the value of advertising exposure, the value of consumer buying interest increases by 0.397. The regression coefficient is positive, so it can be said that the direction of the effect of variable X on Y is positive. There is a significant influence between variable X on variable Y if $t_{\text{count}} > t_{\text{table}}$. Based on t value it is known that the value of t_{count} is $3.081 > t_{\text{table}} 2.002$ so it can be concluded that the Ad Exposure variable influences the consumer purchase interest variable.

Discussion

Advertising exposure is the process by which individuals gain experience and attention to messages conveyed through commercial advertising media. Ad exposure is determined by frequency (how often the ad is viewed), intensity (how far the audience understands the message

of the ad), and duration (how long the audience pays attention to the ad). No matter how often and as long as someone sees an ad, it is not certain that he or she is watching the ad carefully (from beginning to end) it can be just a glance or a part. Advertising is designed to achieve several objectives, namely to make the target market, namely consumers aware of a brand that is advertised compared to competing brands (Jakstiene,2008; Kardes,1999; Lionch,2002).

After an individual is exposed to advertising exposure there is a process that takes place on that individual. The process that occurs first is, exposure to advertising will create brand awareness in the minds of consumers who make consumers feel familiar. Second, consumers will get information about the benefits, properties or attributes of the brand. Third, through the use of various executions, advertisements can create an image of the brand, which is called brand personality. Fourth, advertising will produce feelings for consumers to associate something with the brand (brand association). Fifth, advertising can create the impression that the brand is favored by consumer reference groups. Sixth, this effect can create a feeling of something or attitude towards a brand that moves consumers to buy products (Lutz,1985; McKay-Nesbitt,2011).

Conclusion

This research shows the role of advertising in shaping consumer behavior and buying interest. The more attractive and the more often the ad is displayed it will trigger aspects of attractiveness and confidence in the product. Along with the need, further reinforce the behavior to buy products.

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