ADVERTISING EXPENDITURE AS A DETERMINANT OF A BRAND'S SHARE OF THE MARKET

(A Case with Low and High Involvement Products)

By

Weerasinghe Gunawardana Thusitha Sanjeewa Lalanananda

1052

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Department of Economics and Business Administration

Agder University College

Kristiansand – Norway

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Dedication

This book is dedicated
to
My Mother, Wife & Daughter
and for
My Teachers
who
always guide me
with
love and affection

Acknowledgement

This thesis has been a challenge for me. Because of it, I have grown intellectually and become more disciplined. Now that, I have reached it completion, I would like to express my thanks to a few of the people who proved to be so valuable to me through their patience and perseverance.

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T.S.L.W. Gunawardana
Student No: 134842
Kristiansand – Norway
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Abstract

This study attempted to determine the impact of brand's advertising expenditure on its share of the market and its variation, if any, across different product categories (i.e., low-involvement vs. high- involvement products). In this endeavor, the study challenged common belief amongst marketers, that the normal and stable relationship for an advertised brand is a parity of share of voice and share of market. The findings of the study revealed a positive correlation between a brand's share of voice and its share of market with regard to both low-involvement and high-involvement products, with the strength of this correlation being greater in respect of low-involvement products. The study also provided valuable insights that marketers could utilize to develop more focused marketing strategies which may enable them to compete more effectively in the increasingly competitive market.

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ABBREVIATION

ANOVA	-	Analysis of Variance
AUC	-	Agder University College
CDM	-	Consumer Decision Model
CSE	-	Colombo Stock Exchange
ELM	-	Elaboration Likelihood Model
GDP	-	Gross Domestic Products
LMD	-	Lanka Market Digest
LMRB	-	Lanka Market Research Bureau
MC	-	Mosquito Coils
n.s	-	Not Significant
SLIM	-	Sri Lanka Institute of Marketing
SOE	-	Share of Expenses
SOH	-	Share of Heart
SOM	-	Share of Mind
SOM*	-	Share of Market
SOV	-	Share of Voice
SPSS	-	Statistical Package for Social Sciences
TV	-	Television
VIF	-	Variance Inflation Factor

01. INTRODUCTION

1.1. Introduction for the Topic

Organizations in Sri Lanka are spending increasingly greater amounts of money on advertising of their products with the intention of ultimately generating, maintaining or increasing their market share. An analysis of industry advertising data revealed a significant increase in advertising expenditure, from Rs.1.5 billion in 1997, to Rs.2.0 billion in 2000 (LMD 2001).While this increase in expenditure is partly due to the rising cost of advertising, a significant proportion might also be due to the belief among marketers in Sri Lanka that the normal relationship for an advertised brand is a parity of share of voice and share of market (LMD 2001).

Organizations handle their advertising in different ways; responsible person in the sales or marketing department is handled the advertising campaign in small companies. A large company will often setup its own advertising department. The advertising departments' job is to propose a budget; develop advertising strategy; approve ads and campaigns; and handle direct mail advertising, dealer display, and other forms of advertising. Generally companies use an outside agency to create advertising campaigns and to select and purchase media. However, the advertising objectives must flow from prior decisions of target market, market positioning, and marketing mix (Kotler 1999).

Modern advertising however is a far cry for early efforts. Sri Lankan advertisers now run up an annual advertising bill of more than Rs.2.0 billion; world wide, ad spending exceeds $ 450 billion (LMD 2001).Although, advertising is used mostly by commercial firms, it also is used by a wide range of non-profit organizations, professionals and social agencies that advertise their functions to various target publics. Brands have been at the core at advertising and selling almost since time began. However, it has only been in recent years that marketers have begun to recognize brands and branding as critical ingredients necessary for market place success. Marketing emphasis has been focused on the management of the four P's; product, price, place, and promotion, while branding has often been considered a part of the promotion mix (David 1991). Generally organizations have placed much more emphasis and management attention on the functional area of advertising, sales promotion, and public relations than on brands and branding.

The major function of branding is to create a distinction among entities that may satisfy a consumer's need. Brands help buyers identify specific products there by reducing search costs and assuring a buyer of a level of quality that subsequently may extend to new products. For sellers, brands perform the function of facilitation, which eases some of the seller's tasks. Brands enable the customer to identify and re-identify products. This should facilitate repeat purchases on which the seller relies to enhance corporate financial performance. Brands also facilitate to introduce new products. Therefore, all manufacturers work hard to create a sound brand for their products, in Sri Lanka. A brand name needs to be carefully managed, so that its equity doesn't depreciate. This requires maintaining or improving brand awareness, perceived quality and functionality, and positive associations. These tasks require continuous R & D investment, skilful advertising, and excellent trade and consumer service.

Through these performances every organization seeks to acquire substantial market share than its competitors. Companies ascertain their characteristics, specifically their strategies, objectives, strengths and weaknesses and reaction patterns to identify their primary competitors. A company should monitor its brand to acquire the competitor's share of market in meaningful way. The company has reacted by spending substantial amounts of money on consumer directed advertising and promotion to maintain strong brand image. Once companies start giving in, they have less to spend on advertising and consumer promotion, and their brand leadership starts spiraling down. This is the national brand manufacturers' dilemma.

1.2. Identify the Research Problem

This research attempted to examine the relationship between a brand's share of voice and its share of market and the behavior of this relationship across different product categories.

In this context, the behavior of market share and share of voice through the different product categories in market of Sri Lanka was examined. These product categories were high involvement and low involvement products which represent television and mosquito coils respectively in this study. For the purpose of the study low-involvement products are defined as those purchases which do not have a high personal importance or relevance to consumer and where there is only a limited information search prior to a purchase decision being made (Duncan 2005). The selected product was mosquito coil. High-involvement products are

defined as those purchases which have a high personal importance or relevance to the consumer and where there is a moderate level of information search prior to the purchase decision being made (Duncan 2005). The highly involved consumer may perceive a relationship with the brand, such as when pianist Vladimir Horowitz would refer to his Steinway piano as his "faithful and inseparable friend" (Cox, 1988), or when mid-1980s purchasers of the enormously popular Cabbage Patch Kids would promise to love and care for their dolls as part of the "adoption" commitment (Associated Press, 1989). This category was represented by *Televisions*. Not surprisingly, the use of these and other measurement approaches have found that some consumers are highly involved with some products than other consumers, giving rise to the viable use of involvement as a basis of market segmentation (Laurent and Kapferer 1985). Still, involvement scores for some product categories, such as dresses, bras, television sets, washing machines, calculators and automobiles tend to command higher levels of involvement than products such as instant coffees, breakfast cereals, mouthwashes, and oils (Zaichkowsky, 1985).

Televisions are essential electronic device for households in Sri Lanka and Mosquito coils are used by Sri Lankan households as solution to prevent mosquito problems at nighttime and sometimes they use mosquito coils even in day time. Marketers in electronic equipment market offers different branded television sets for Sri Lankan consumers and marketers in household pesticide market behave in same way. Therefore, companies in Sri Lanka are spending increasingly greater amounts of money for advertising their products within different media vehicles to acquire substantial market share than competitors.

To identify the research problems within the market place, the behavior of advertising expenditures and market share through one of leading company (i.e., Hayleys Consumer Product Limited) in Sri Lanka was focused. Hayleys Consumer Products Limited in Sri Lanka offers wide range of products to the market with an extensive distribution network of over 70,000 outlets, 130 dedicated dealers and over 30 showrooms. Hayleys Consumer Product Limited which is a member of the Hayleys limited, and world famous company for its quality products and it has more than 30,000 products available globally. They have launched their advertising campaign strongly through print media, audio and video, press release, publication and investment and outdoor visuals. Under their product range, Hayleys distributes Philips brand to electronic equipment market (Philips Television) and Baygon brand to household pesticide market (Baygon Mosquito coil). Hayleys Lanka Ltd was spent greater amount of

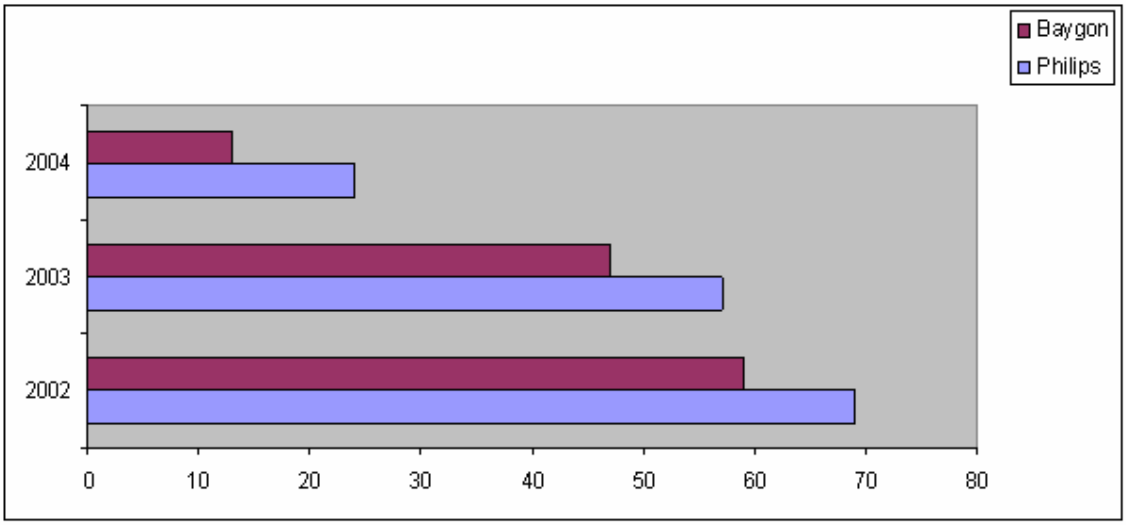
money for the Philips television advertising expenditure, than Baygon mosquito coils during last years. Table 1.1 illustrates the advertising expenditure of Philips brand and Baygon as a percentage. There was a reduction of advertising expenditure on Philips and Baygon during year 2002 to 2004 and figure 1.1 presents this reduction of expenditure graphically. This reduction was common for both brands (i.e., Philips and Baygon) during this period. Philips has reduced 22% of advertising expenses in between Year 2002 and Year 2004 and Baygon has reduced 35% of advertising expenses during this period (i.e., From 2002 to 2004).

Table 1.1: Share of Advertising Expenditure (SOE)

Year	Advertising expenditure %	
	Philips	**Baygon**
2002	60	55
2003	55	48
2004	47	36

Source: Annual Report of Hayleys Ltd (2005)

Figure 1.1: Share of Advertising Expenditure (SOE)



Source: Annual Report of Hayleys Ltd (2005)

With effect of advertising expenditures, Hayleys Company has acquired market share for Philips and Baygon and table 1.2 represents brand's share of market (SOM*) against Philips and Baygon from year 2002 to 2004. During this period, market share reflected variance from year to year for these two products. While Philips faces the high competition in electronic

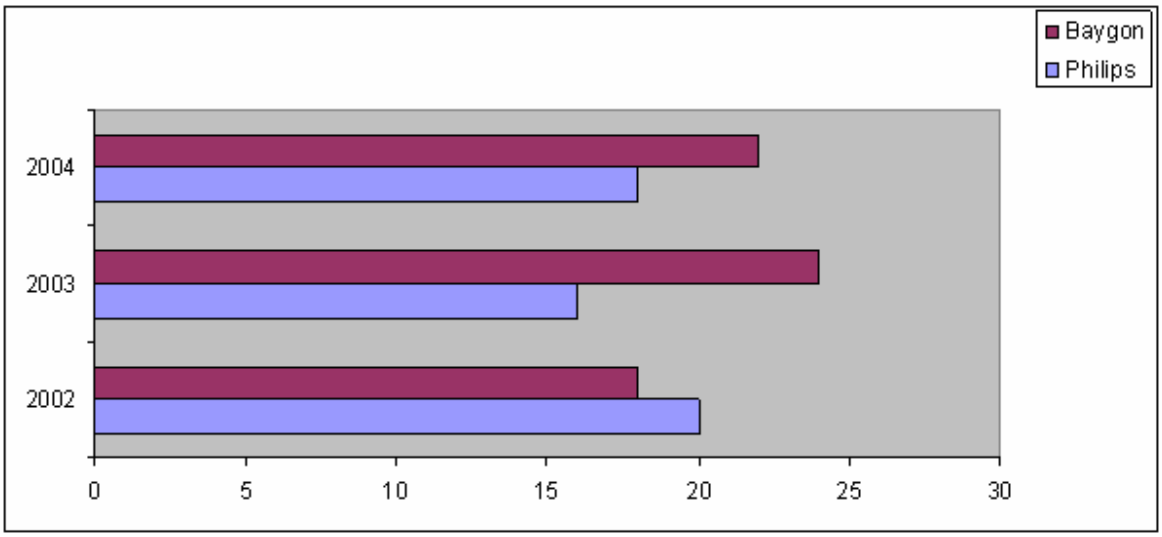
equipment market to protect the market share, Baygon performs well to increase the market share in household pesticide market. Figure 1.2 shows these variances in market share with respect to low involvement (i.e., Baygon) and high involvement (i.e., Philips) brands.

Table 1.2: Brand Share of Market (SOM*)

Year	Brand share of Market %	
	Philips	Baygon
2002	20	18
2003	16	24
2004	18	22

Source: Market Report of Lanka Market Research Bureau (LMRB) (2005)

Figure1.2: Brand Share of Market (SOM*)



Source: Market Report of Lanka Market Research Bureau (LMRB) (2005)

According to the figures of advertising expenditures and market share of these two different brands, the relationship between brand's share of voice and its share of market may differ with different product categories. Therefore, this study attempted to examine the relationship between a brand's share of voice and its share of market, and the behavior of this relationship across different product categories. But, increase in expenditure is partly due to the rising cost of advertising, a significant proportion might also be due to the belief among marketers in Sri Lanka that the normal relationship for an advertised brand is a parity of share of voice and share of market. While in the researchers' experience there does appear to be a positive

correlation between brand's advertising expenditure and its market share, there also appears to be a variation in the degree of this correlation across different product categories. Hence, it appears too simplistic to believe that merely increasing a brand's advertising expenditure will result in an increase in that brand's market share as a natural and inevitable consequence.

1.3. Significance of the Study

While Sri Lanka celebrates its 58th anniversary of independence in 2006, it has for the first time in its history, recorded advertising expenditure in excess of three billion rupees (LMD 2006). Although 52 percent of GDP in 2005 came from agriculture and manufacturing, their growth was mere two percent (Central Bank report 2005). In contrast, service activities contributed 48% of GDP and they were growing at a rate of six percent per annum (Central Bank report 2005). The significant growth, in advertisement expenditure explains the vital role it plays in marketing today. Advertising thus requires strategic and creative planning, to select media options that are available in Sri Lanka, today.

Advertising has been perceived as providing value through reduced and information costs to consumers arising from the fact that the higher scale and also lower prices. But, Ambler (1996) highlighted a concept that appears to present current legislators with difficulty; namely that total advertising does not affect total market size. In terms of advertising effectiveness, numerous studies have suggested that advertising could contribute to an advertisement's effectiveness in terms of recall, brand preference or persuasion (Du Plessis 1994). As Walker and Dubitsky (1994) reported, commercial relates positively to advertising recall. One theoretical background for this relationship is that likeable or well-liked advertisements can affect an individual's information processing by creating positive arousal, increasing the memory of the advertised material, and creating more favorable judgments of the advertisement message (Edell & Burke 1986). Because brands mean different things to different people, consumers form varying levels of loyalties or attachments to the brands they acquire. Hence, the complexity and intensity of consumers, attitudes and feelings toward brands with which they are highly involved can extend far beyond simply preferring one brand over another. It follows that the stimuli that arouse involvement may be engineered into the brand, or highlighted through promotional or other marketing efforts to raise involvement levels. Few years ago, newspapers and government control radio in Sri Lanka were used to raise brand's involvement level and its market share. Today, ten TV channels, more than twenty FM radio channels and lot of newspapers and magazines are performed as media

vehicles to reach consumers in the market place. Firms spent billions of rupees to acquire the space from media vehicles for their advertising campaigns (LMD 2006).

1.4. Research Objectives

1.4.1. The Primary Objective

The primary purpose of this research is to determine the relationship, if any, between brand's share of voice and its share of market, in order to interpret the findings in a more meaningful manner, the relationships of intervening variables were determined as well.

1.4.2. The Secondary Objectives

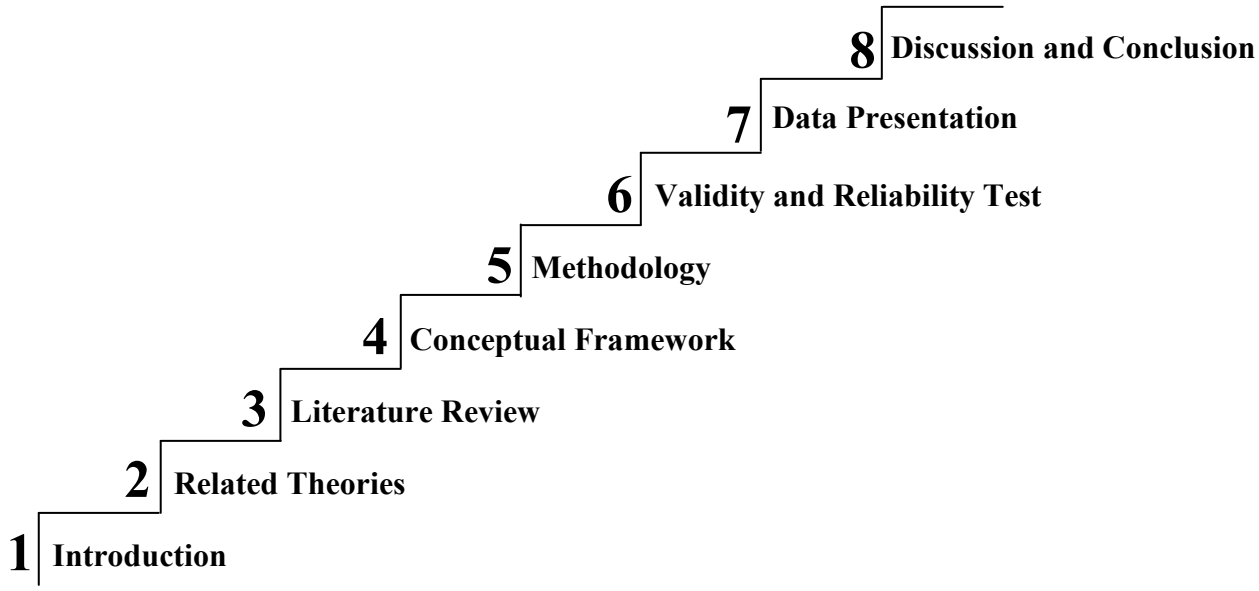
The secondary purposes, of this research are:

1. Identify the importance of advertising expenses to get the competitive advantages through the promotion mix.
2. Examine competition when advertising simultaneously informs as well as persuades consumers.

1.5. Summary for the Next Chapters

Chapter one has been allocated to describe the research topic, identify the research problem, significance of the study and research objectives. Chapter two presents the relevance theories about research topic. Theories explain importance of the brand, factors influencing consumer behavior, the buyer decision process, differences of low-involvement and high-involvement products and buyer decision behavior types. In addition, chapter three consists of findings of previous studies. Therefore, instruments to prove the research topic and findings of the research are used chapter two and three. Chapter four presents the conceptual framework with hypotheses of the study and chapter five presents methodology of the research. Chapter six reveals validity and reliability of selected items to measure the key variables. Chapter seven analyzes the collected data from the survey. This chapter presents the findings to examine the relationship between a brand's share of voice and its share of market, and the behavior of this correlation across different product categories. The implications of the findings to marketers and recommendations are summarized in the eighth chapter. Contents of the thesis illustrates in figure 1.3 as summary.

Figure 1.3: Contents of the Thesis



Source: Developed for the Study (2007).

02. RELATED THEORIES

This chapter is fully devoted to present related theories to enrich the selected concepts of the study. While first part of the chapter defines brands and related concepts of brand, second part of the chapter allocated to consumers' decision model and last part explains the involvement theories. Finally, ELM model and Krugman's low involvement learning theory were converged with buying decision behavior. Rational consumer behavior in the market place was based on the central and peripheral routes which classification was explained with theoretical evidence through ELM model and Krugman's low involvement learning theories.

2.1. Brands

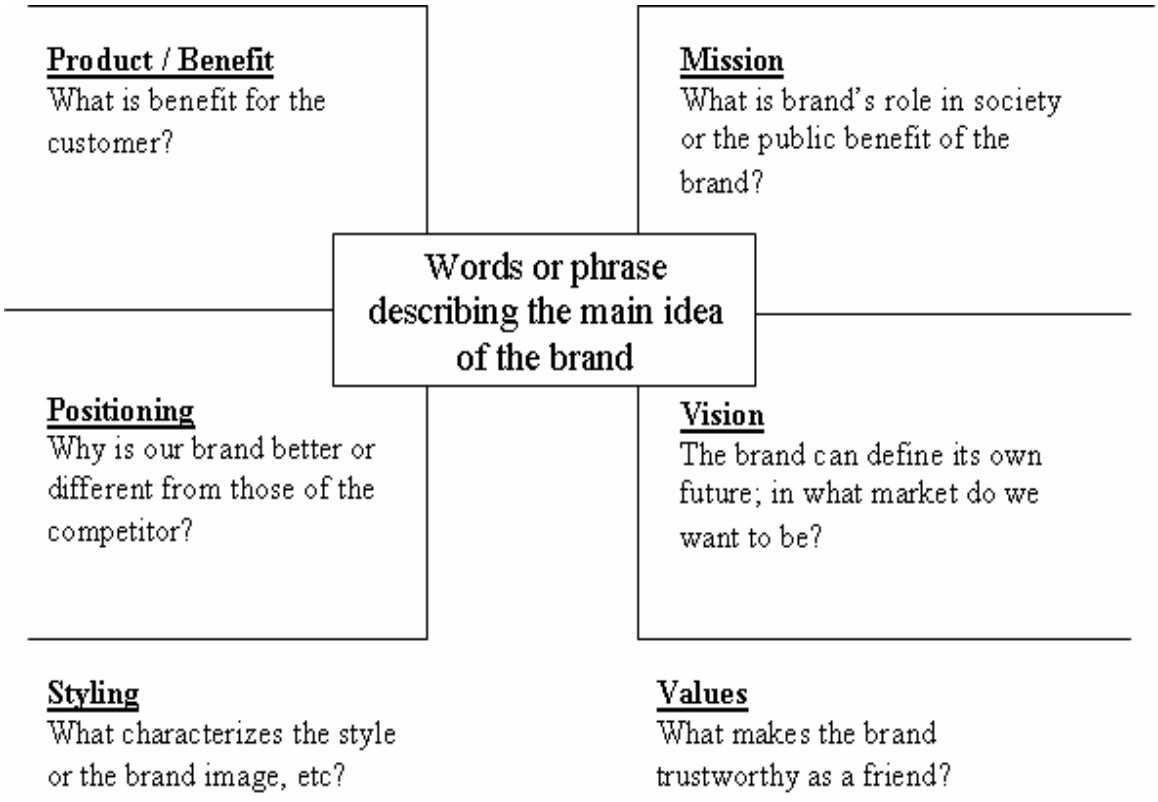
2.1.1. Importance of Brands

Companies which invest new brands are able generally to define them from blatant copying in a variety of ways, though not normally from broad imitation. If a brand is a good one then consumers will purchase it and it becomes a valuable asset. The very fact that consumers perceive a brand as embracing a set of values which they can specify means that they will reject, or tend to reject, alternatives which are presented to them that perhaps may not process all these values. Brands are therefore enduring assets as long as they are kept in good shape and continue to offer consumers the value they require. The added values are to be found in the 'product surround' summarize in figure 2.1 (Gad.T. 2001).

2.1.2. Brand Extension

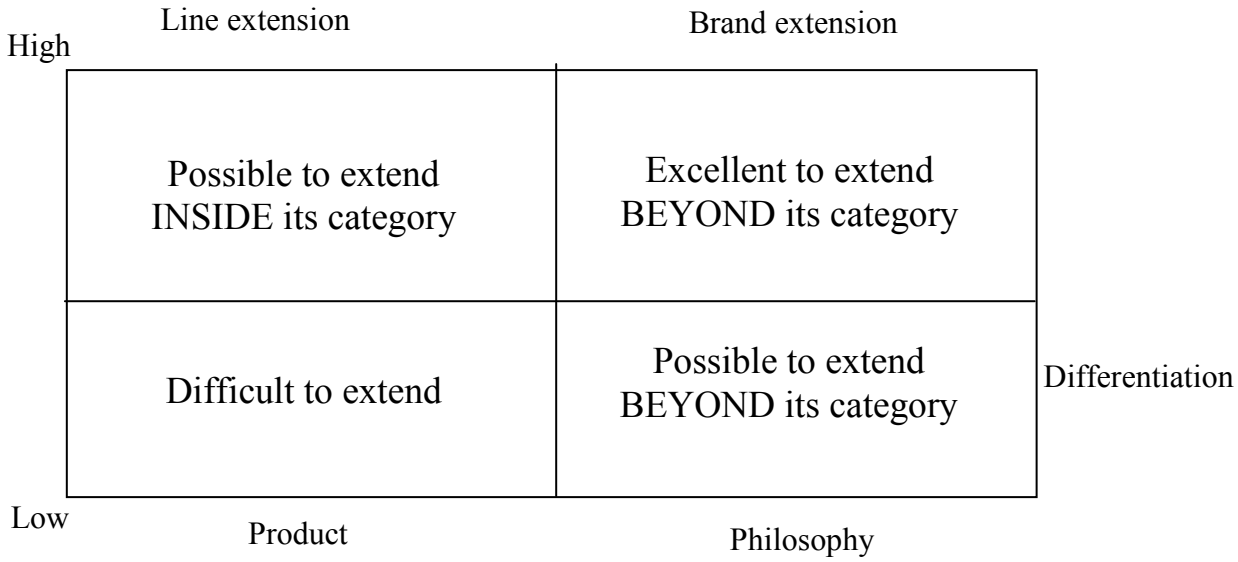
One of the most difficult decisions facing the owners of existing brands is that of 'extend or not'? On the one hand, the brand owner foresees the possibility of endowing a new product with some or all the qualities of an existing brand. A good brand can be a fantastic vehicle for transferring value- from the owner of the brand to the customer, but, also from a branded product in one category to a product in another category. In fact extending the power of a brand in to new products and services is one of the strongest reasons for investing in brand building. The commercial base for the brand investment gets larger-as does the profit. But this transfer of value doesn't come without complications. It is often difficult to decide if and how to extend a brand. Basically, there are two types of extension of brand in the same category of products or services usually in the form of variations, new tastes or recipe. The other type of extension involves using an existing brand in new categories of products or services. Figure 2.2 shows the basic rules of brand extensions (McDonald 1999).

Figure 2.1: The Definition of the Brand



Source: Gad, T. (2001), 4- D Branding, India. Pearson Education Asia.

Figure 2.2: The Basic Rules of Brand Extensions

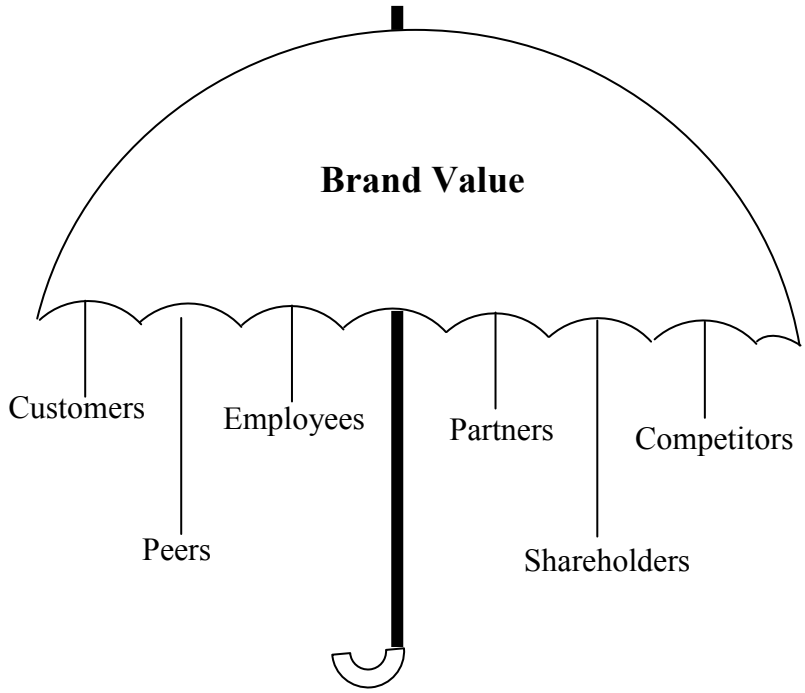


Source: McDonald, M. (1999), The Chartered Institute of Marketing, India.

2.1.3. Building Brand Value

If the brand will be Organization's most valuable asset in the twenty –first century, the challenge for brand communication managers must be to build brand value for both the customer and the organization. But, especially for customers, too often brand building communication considers only one or two of the customer groups that the brand must serve which is shown in graphically in figure 2.3 (Schultz 2001).

Figure 2.3: Brand Value



Source: Schultz, E. et.al. (2001), Strategic Brand Communication Campaign, USA.

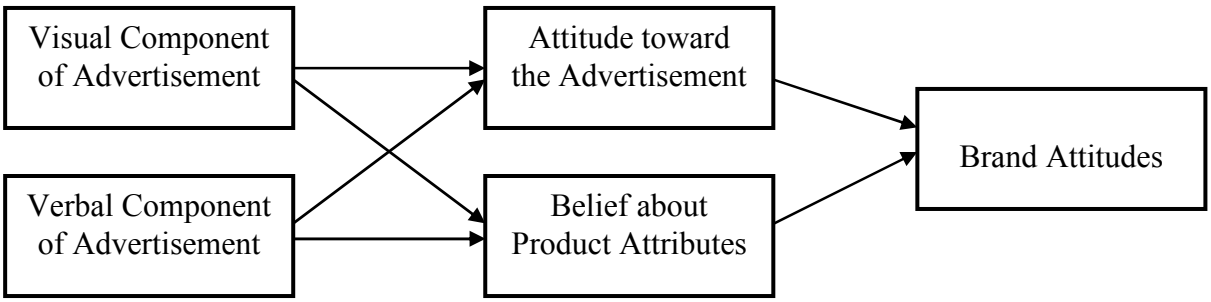
2.1.4. Attitudes toward Brands Image

The attitude of consumers towards products and services often requires them to make judgments about attributes in the view of consumers. Soloman (2002) has defined attitude as "a lasting, general evaluation of people, objects, advertisements, or issues". Brand image is defined as the consumer's total understanding of the brand (Howard 1989). Attitudinal research is used widely in marketing, for example in positioning and segmentation studies, advertising evaluation, and image tracking (Lin and Wu 2006). Attitude toward the brand is defined as the extent to which the buyer expects the brand to yield satisfaction of his particular needs. Great progress has been made in the past two decades in understanding the nature of attitude its relation to behavior both in marketing and the basic social science

(Howard 1989). Marketing is fundamentally an effort to influence attitudes by changing stimulus conditions: the content and mix of advertisements, packages, prices, products and the media to be used. Success is largely the extent to which attitudes change in response to these stimuli (Axelrod 1968). Techniques of measuring attitudes about brands can be classified in various ways (Joyce 1963). Comparative studies of brand attribute belief measurement have been confined mostly to measures of the degrees-of-association variety, which are essentially forced choice (Haley and Case 1979). Recent research suggests that attitudes and related concepts may be modified or spontaneously generated as researchers attempt to measure them (Feldman and Lynch 1988: Lynch, Chakravarti, and Marita 1991). In fact, some have suggested that these measurement process context effects may be particularly pronounced in studies dealing with advertising processing and response (Mitchell & Olson 1981). For example, Mitchell & Olson (1981) found that contiguous measures of attitude toward the advertisement (*Aad*) and attitude toward the brand (*Ab*) may result in greater correlations between the concepts than would be observed if they were measured separately. This attitude-toward advertising-in-general construct was considered as an antecedent to attitude-toward-the-ad which, in turn, affected consumers' brand perceptions and purchase behavior (MacKenzie and Lutz 1989, Biehal, Stephens and Curlo 1992). Attitude toward the ad finally affected to the brand image of the product or services. Because of, the behavior of advertisement makes impact to the share of market of the brand and it build up the knowledge of consumers regarding the certain brand. Consumers recognize, recall and associate the name, symbol, color, package, advertisements and other factors relating to a specific brand to which they have been exposed over time. Brand awareness is the simplest form of brand knowledge. It relies primarily on the relationship of multiple prices of visuals and aural data to the overall perception of the brand. To succeed, it requires that the consumer be able to call up, generally from long term memory, the physical elements and forms of the brand and relate them to all these elements. Soloman (2002) has emphasized, two types of images for advertising process of the organizations to form brand attitude in mind of consumers which are visual images and verbal images. Visual images have big emotional impact and Verbal images are most appropriate for high-involvement situation. This dual component of brand attitudes illustrates in figure 2.4.

Brand image is created primarily through brand associations. The consumer relates the brand to other concepts, both favorable and unfavorable. Through brand association, the brand comes to mean something to the consumer.

Figure 2.4: Dual Component of Brand Attitudes



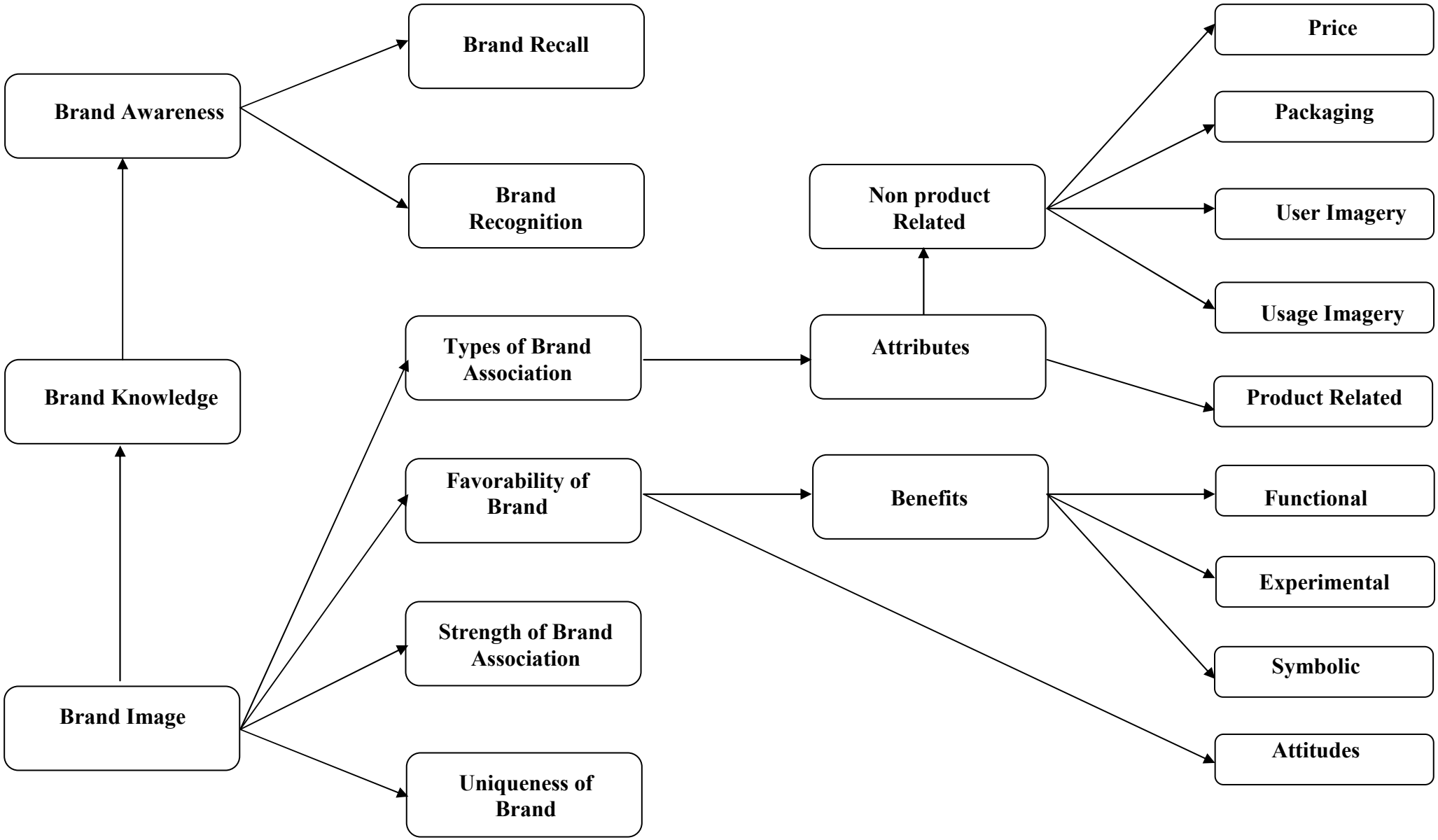
Source: Soloman, M.R. (2002), Consumer Behavior, India, Prentice hall.

It may fill specific needs or other wise take on a certain value. The stronger, more favorable, or more unique the brand associations are, the less likely they are to be easily copied or transplanted by those of competitors. The brand knowledge is important factor for brand image. Those nodes of interrelated knowledge about brands have received a great deal of attention from consumer researchers, who attempt to map out the associations within consumers' minds through looking at schema and scripts. As defined by Paul.J and Olson.C.J, (1983) a schema is "An associative network of interrelated meanings that represent a person's declarative knowledge about same concept". Since, declarative knowledge deals with persons' mental representation information; each schema is a group of linked material tied to a particular issue. Figure 2.5 shows a network of brand knowledge.

2.2. The Communication Persuasion Process

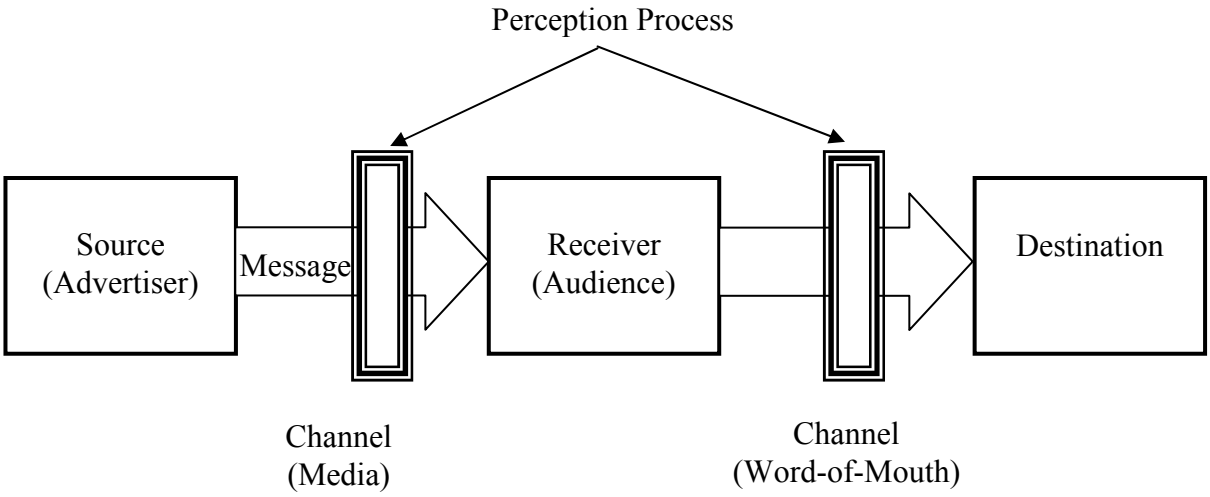
The most important factor to be considered in planning advertising, in addition to a specific marketing plan, is an understanding of the communication/persuasion process. Figure 2.6 shows one simple model of the advertising communication system. Advertising communication always involves a perception process and four of the elements shown in the model. This model reflects social interactions between two or more people and the important ideas of personal influence and the diffusion of information (Aaker, Barta and Myers 1992).

Figure 2.5: Brand Knowledge Network



Source: Peter, P. & et.al (1993), Consumer Behavior and Marketing Strategy, Osloan.

Figure 2.6: Model of the Advertising Communication System

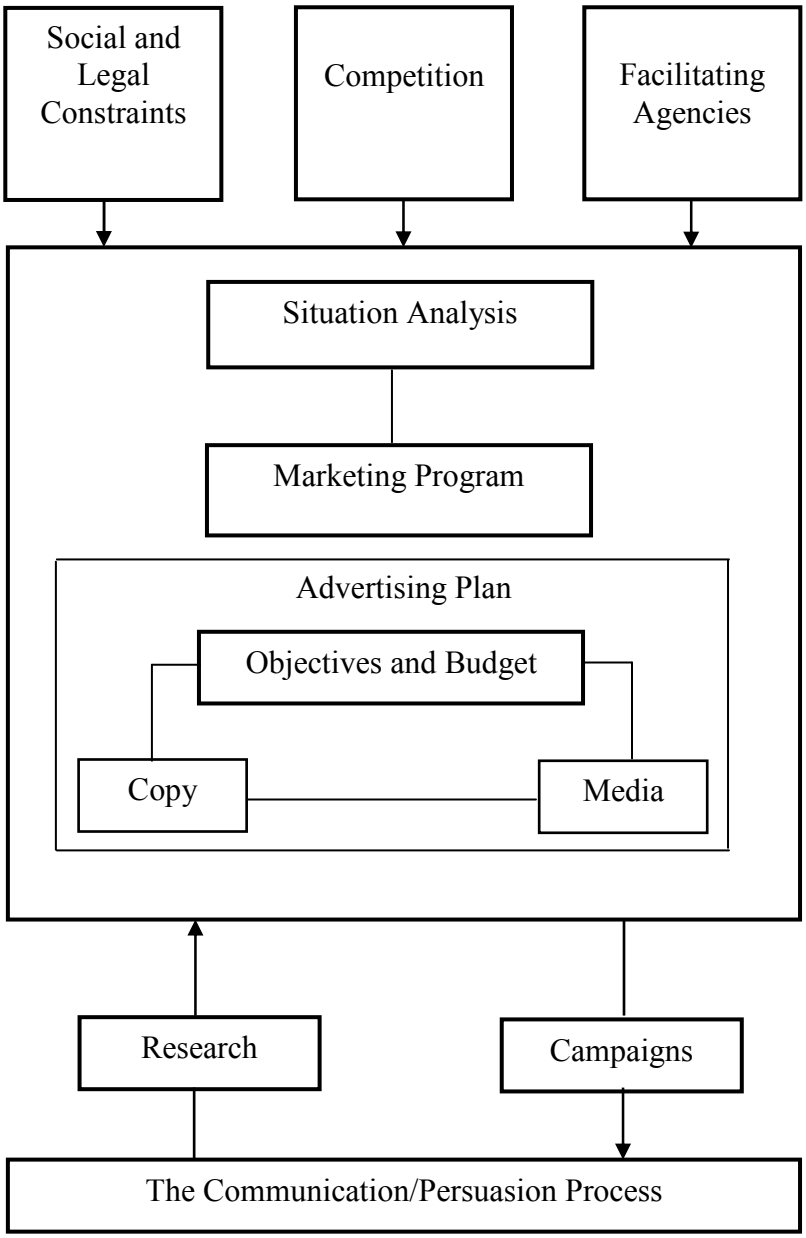


Source: Aaker.A.D., Barta.R., and Myers.J.G. (1992), Advertising Management, Prentice hall, UK.

Second model of communication persuasion process shows various possible things that can happen after consumers are exposed to the advertisement. Figure 2.7 illustrates this model. These two models help us to understand how and why consumers acquire, process, and use advertising information. It is also important at the planning stage to develop a good understanding of where advertising fits into the total pool of information and influence sources to which a consumer is exposed.

Over the past decade, brand communication process has proved critical in helping firms make more money by enabling them to identify the best customers and then satisfy their needs so that they remain loyal to the firm (Thomas and Sullivan 2005). Important factor in developing effective brand communication program is that, given the changes that have occurred and those to come in the twenty-first-century market place, communication must move from a supporting role in a marketing effort to a leadership role in the organization (Balasubramanium, Raghunathan and Mahajan 2005).

Figure 2.7: Factors Involved in Advertising Planning and Decision Making



Source: Aaker, A.D. and Myers, J.G. (1987), Advertising Management, Prentice hall, UK.

If the consumers sees brand communication simply as, "stuff we got from the marketing organization" that indicates a need to overhaul the process of planning and implementing a brand communication program (Schultz 2001). Figure 2.8 illustrates customer view of marketing communication.

Figure 2.8: How Consumers see Marketing Communication.

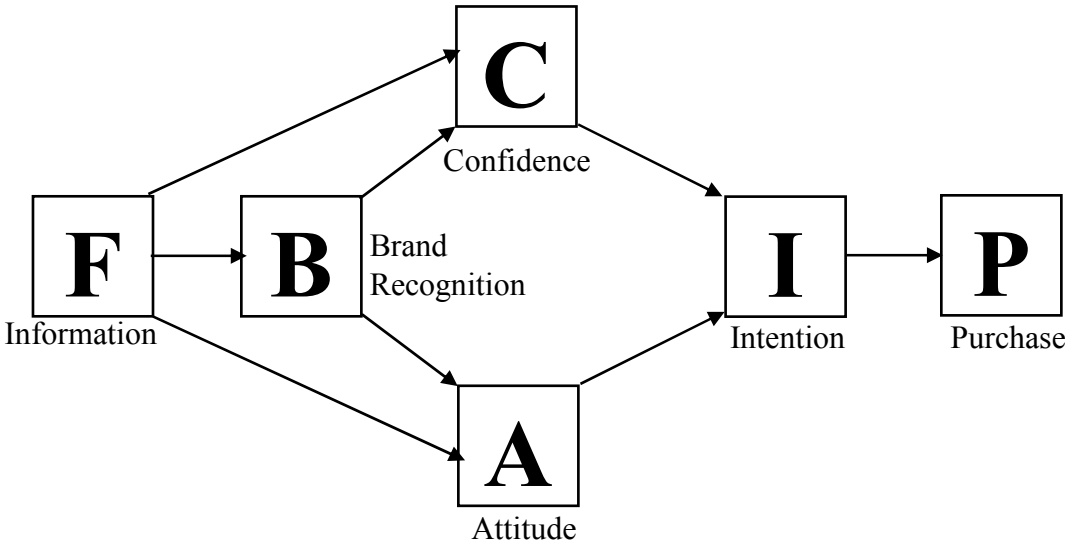
Source: Schultz.E. et.al. (2001), Strategic Brand Communication Campaign, USA

2.3. The Consumer Decision Model

The Consumer Decision Model (CDM) is defined as a model made up of six interrelated components that are related to each other as illustrates in figure 2.9; Information (F), brand recognition (B), attitude (A), confidence (C), intention (I), and purchase (P). Of these six, the three central components are brand recognition (B), attitude toward the brand (A), and confidence in judging the brand (C) which make up the buyer's brand image and can be thought of as the ABC's of consumer behavior (Howard 1989).

There are several valid reasons to consider the CDM for this study. The CDM is a simple, general, and widely used purchase decision model driven by brand image; where brand image is the consumer's total understanding of the brand (Howard 1989).The model is highly adaptable and allows insertion of exogenous variables and feedback loops to create more complex variant models (Brucks 1985).

Figure 2.9: Consumer Decision Model (CDM)



Source: Howard, J.A. (1989), Consumer Behavior in Marketing Strategy, Prentice hall, UK.

Variations of CDM are widely used by both theoreticians and practitioners for theory testing and practical applications (Bettman and Park 1980). The model appears to be general enough to have potential as a parsimonious economical model of brand switching (Howard 1989). Other hand, the three consumer decision models employed by Peter and Tarpey (1975) were replicated**.** Peter and Tarpey (1975), using six car brands and six risk attributes, examined three decision making models or strategies which minimization of expected negative utility, maximization of expected positive utility and maximization of expected net utility; in terms of model explanation and prediction. Factor analysis was used to test model explanation and multiple regressions were employed to measure model prediction. The factor analysis produced two factors which were labeled by Peter and Tarpey (1975): expected performance and psychosocial. The multiple regression calculation indicated that the maximization of expected net utility model explained most of the variance in brand preference followed next by the negative utility model and the positive utility model, respectively. In Consumer Decision Model which has to do with why consumers sometimes use recognition and at other times use recall in accessing their memory to form brand image. Recognition is much easier and serves a purpose different from recall. Recognition underlies brand recognition (B), which enables the consumer to recognize the brand but also serves as a mental "Chunk" for building attitude (A) toward the brand and confidence (C) in judging the brand (Howard 1989). Over the past three decades, a large number of studies have examined how consumers'

evaluations of issues, candidates, and products are affected by media advertisements (Petty, Cacioppo and Schumann 1983).

2.4. Involvement Theory

Involvement theory developed from a stream of research called hemispheral lateralization or split-brain theory. The basic premise of split-brain theory is that the right and left hemispheres of the brain "specialize" in the kinds of information they process. The left hemisphere is primarily responsible for cognitive activities such as reading, speaking, and attributional information processing. Individuals who are exposed to verbal information cognitively analyze the information through left-brain processing and form mental images. Unlike the left hemisphere, the right hemisphere of the brain is concerned with non verbal, timeless, pictorial, and holistic information. Put another way, the left side of the brain is rational, active and realistic; the right side is emotional, metaphoric, impulsive, and intuitive (Stammerjohan, Wood, Chang and Thorson 2005). Building on the notion of hemispheral lateralization, a pioneer consumer researcher theorized that individuals passively process and store right-brain (nonverbal, pictorial) information-that is, without active involvement. Passive learning was thought to occur through repeated exposure to a TV commercial (i.e., low-involvement information processing) and to produce a change in consumer behavior prior to a change in the consumer's attitude toward the product. To extend this line of reasoning, cognitive (verbal) information is processed by the left side of the brain; thus, print media and interactive media are considered high-involvement media (Swinyard and Coney 1978). According to this theory, print advertising is processed in the complex sequence of cognitive stages depicted in classic models of information processing (i.e., high-involvement information processing).

The right brain, passive processing of information theory is consistent with classical conditioning. Through repetition, the product is paired with a visual image to produce the desired response; purchase of the advertised brand. According to this theory, in situations of passive learning (generated by low-involvement media), repetition is all that is needed to produce purchase behavior (McQuarrie and Philips 2004). In marketing terms, the theory suggests that television commercials are most effective when they are of short duration and repeated frequently, thus ensuring brand familiarity without provoking detailed evaluation of the message content (Gita 1995). A study of web banner advertising found important attitudinal effects among viewers even when they didn't click through to the hyperlinked ad (Laurent and Kapferer 1985).

The right brain processing theory stresses the importance of the visual component of advertising, including the creative use of symbols. Under this theory, highly visual TV commercials, packaging, and in store displays generate familiarity with the brand and induce purchase behavior. Peripheral cues related to the product category lead to more attitude persistence than unrelated peripheral cues. Pictorial cues are more effective at generating recall and familiarity with the product, whereas verbal cues generate cognitive activity that encourages consumers to evaluate the advantages and disadvantages of the product. There are limitations to the application of split brain theory to media strategy. Research suggests that the right and left hemispheres of the brain do not operate independently of each other, but work together to process information. Some individuals are integrated processors. Integrated processors show greater overall recall of both the verbal and the visual portions of print ads than individuals who exhibit more "specialized" processing. One stream of research suggests that, despite hemispheral specialization, both sides of the brain capable of high and low involvement: the left side of the brain in high and low cognitive processing, the right side in high and low affective processing (Howard 1989).

From the conceptualization of high and low involvement media, involvement theory focused on the consumer's involvement with products and purchases. It was briefly hypothesized that there are high and low involvement consumers; then, that there are high and low involvement purchases. Those two approaches led to the notion that a consumer's level of involvement depends on the degree of personal relevance that the product holds for that consumer. Under this definition, high involvement purchases are those that are very important to the consumer and thus provoke extensive problem solving. An automobile and a dandruff shampoo both may represent high involvement purchase under this scenario; the automobile because of high perceived social risk. Low involvement purchases are purchases that are not very important to the consumer, hold little relevance, and have little perceived risk, and thus provoke very limited information processing. Highly involved consumers find fewer brands acceptable; uninvolved consumers are likely to be receptive to a greater number of messages regarding the purchase and will consider more brands.

Given that involvement theory evolved from the notion of high and low involvement media, to high and low involvement consumers, to high and low involvement products and purchases, to appropriate methods of persuasion in situations of high and low involvement, it is not surprising to find there is great variation in the conceptualization and measurement of

involvement itself. Researchers have defined and conceptualized involvement in a variety of ways, including ego involvement, commitment, communication involvement, purchase importance, extent of information search, persons, products, situations, and purchase decisions. Some studies have tried to differentiate between brand involvement and product involvement (Finn 1982). Others differentiate between situational, enduring, and response involvement. A new conceptualization of involvement proposes that involvement be defined as the mobilization of behavioral resources for the achievement of a personally relevant goal to the extent that three conditions are met; the goal is subjectively relevant, the perceived ability to reach the goal is favorable, and the perceived opportunity to achieve that goal is also viewed as favorable. Involvement theory has a number of strategic applications for the marketer. For example, the left brain (cognitive processing), right brain (passive processing) paradigm seems to have strong implications for the content, length and presentation of both print and television advertisements. There is evidence that people process information extensively when the purchase is of high personal relevance, and engage in limited information processing when the purchase is of low personal relevance. Uninvolved consumers appear to be susceptible to different kinds of persuasion than highly involved consumers.

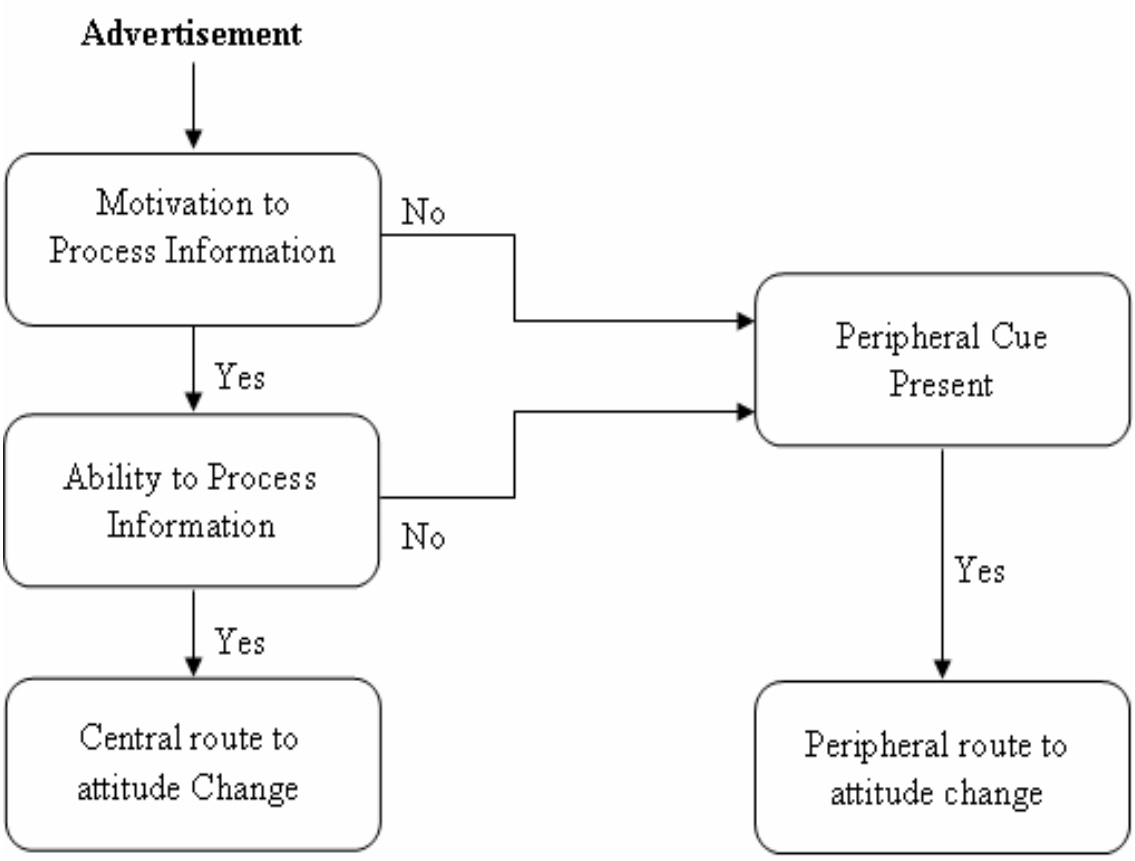
In addition to the methodological differences that have plagued the involvement concept, another area of disagreement concerns the effects on persuasion that involvement is expected to have. Perhaps the dominant notion in social psychology stems from the Sherifs' social judgment theory (Sherif et.al. 1965). Their notion is that on any given issue, highly involved persons exhibit more negative evaluations of a communication because high involvement is associated with extended "latitude of rejection". Thus, Incoming messages on involving topics are thought to have an enhanced probability of being rejected because they are more likely to fall within the unacceptable range of a person's implicit attitude continuum.

2.4.1. The ELM Model

The Basic tenet of the ELM is that different methods of including persuasion may work best depending on whether the elaboration likelihood of the communication situation is high or low. A basic dimension of information processing and attitude change is the depth of information processing. Theory, an adaptive information system can be constructed. In addition, through using the Rough set Theory, we can accurately predict the favorite goods of different customers, and based on the product purchasing probability, a purchase list can be

recommended to the customers. In order to testify the effectiveness of the system, the Elaboration likelihood Model (the ELM model) applied to operate commodity displaying-interaction model as the central clues (Kung, Wang and Lin 2006). Petty & Cacioppo (1986) raised the Elaboration Likelihood Model, believing that customers process the information following two different routes – the central route and the peripheral route. When following the central route, the customers' attitudes are influenced by the goods' own convincing power. This route stresses that customers will make use of rational, objective way to deal with the convincing information, and they will relatively pay cognitively more effort on the content of the information. When following the peripheral route, the customers' attitudes are not from the actual information belonging to the goods, but are actually their judgment based on certain situational factors. At one extreme, the audience member can consciously and diligently consider the information that is relevant to the attitude position that is the target of the advertisement which is attitude toward the advertised brand. Attitudes are changed or formed by careful consideration, thinking, and integration of information relevant to the product or object of the advertising. The audience member is very much an active, involved participant in the process. The exact nature of this involvement can take a variety of forms, such as the evaluation of attribute dimensions, the processing of attribute judgments, the examination of information sources, the recollection of related experiences, and the creation and testing attitudes. This type of persuasion process is termed the central route and resulting attitudes should be relatively strong and enduring. In contrast, Petty and Cacioppo (1986) term the peripheral route to attitude change. In the peripheral route, attitudes are formed and changed without active thinking about the object's attributes and its pros and cons. Rather, the persuasive impact occurs by associating the object with positive or negative cues, using cognitive "shortcuts". On the contrary, when MAO (Motivation, Ability and Opportunity) is low, consumers are neither willing nor able to exert a lot of effort. However, a person's elaboration likelihood is also influenced by situational variables such as product type. That is, a high-involvement product situation would enhance a person's motivation for issue-relevant thinking and increase a person's 'elaboration likelihood', so the central route to persuasion will probably be induced. A low-involvement product situation would probably create low consumer motivation to process information, which leads to greater possibility of a peripheral route to persuasion (Chung and Zhao 2003). Petty and Cacioppo (1986) have proposed the elaboration likelihood model (ELM) illustrates figure 2.10.

Figure 2.10: The ELM Model



Source: Petty, R. E. & Cacioppo J. T. (1986). Communication and Persuasion: Central and Peripheral Routes to Attitude Change. New York. Springer- Verlag.

According to this ELM model, central processing requires first the motivation to process information. Information processing requires effort. For an advertisement to be relevant, the audience member should, at a minimum, be a user or potential user of the product. The motivation to process centrally will be higher when an audience member is involved in the product class. In the early days, most of the customers' interaction Models consider the customers as very rational. For example, the cognitive response theory suggests that customers, on receiving information, usually ponder and deliberate attentively (Dean 1998). This type of involvement has been studied extensively in consumer behavior. In general under a low-involvement condition there is:

- A relative lack of active information seeking about brands
- Little comparison among product attributes
- Perception of similarity among different brands
- No special preference for a particular brand

high involvement conditions people appear to exert the cognitive effort required to evaluate the issue relevant arguments presented, and their attitudes are a function of this information processing activity. Under low involvement conditions, attitudes appear to be affected by simple acceptance and rejection cues in the persuasion context and are less affected by argument quality. Although the accumulated research in social psychology is quite consistent with the ELM, it is not yet clear whether or not the ELM predictions would hold when involvement concerns a product rather than an issue, and when the persuasive message is an advertisement rather than a speech or editorial.

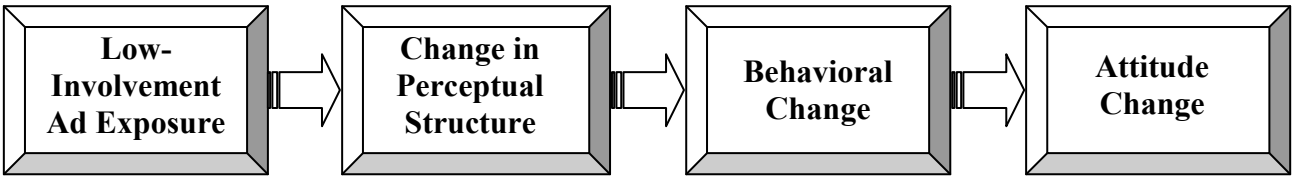
2.4.2. Krugman's Low-Involvement Learning

Krugman (1965) has proposed an alternative view that has achieved considerable recognition among consumer researchers. According to this view, increasing involvement does not increase resistance to persuasion, but instead shifts the sequence of communication impact. Krugman (1965) argues that under high involvement, a communication is likely to affect cognitions, then attitudes, and then behaviors, whereas under low involvement, a communication is more likely to affect cognitions, then behaviors, then attitudes.

Still another variant of the mere exposure effect is Herbert Krugman's classic model of television advertising, low-involvement learning, first offered in 1965. According to the Krugman's, television which is low-involvement medium because of, they advertised mostly low-involvement type of products. Low-involvement learning becomes a very subtle process. Krugman (1965) compares the exposures to peripheral vision. The viewer looks but really does not see in the sense that the viewer is not really paying attention to or even being aware of what he or she is looking at. The viewer may be capable of recognizing that the ad was seen but not often couldn't recall the contents. The exposures result in shifts in the cognitive structure that fall short of attitude change. The prominence of the brand name may increase or the salience of an attribute may change. Thus, a brand might to be considered primarily "reliable" instead of being primarily "modern". The brand may be seen as just as modern as before and no more reliable. However, repeated exposure to a reliable message altered the viewer's frame of reference and now gives reliability the primary role in organizing the concept of the brand. This subtle change in cognitive structure provides the potential to see a brand differently and can trigger a behavioral event such as an in-store purchase of the brand. This behavioral event can generate an attitude change or adjustment that is more consistent with the shift in perceptual structure. Thus if the brand is purchased, the new way of seeing it

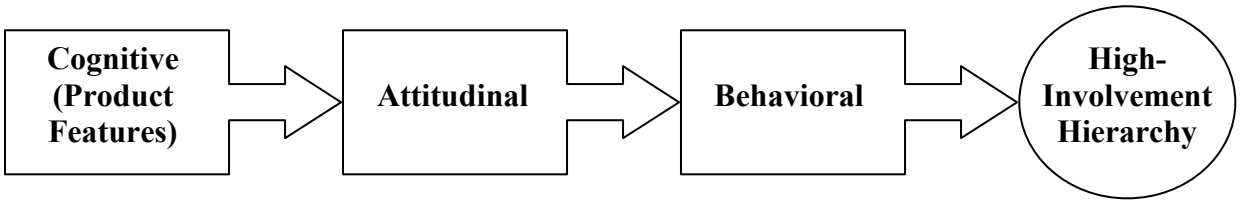
may then for the first time be expressed in words to explain why it was selected. Without this behavioral completion, there is an unstable condition that is characterized by a shift in perpetual structure without a corresponding shift in attitudinal structure. For low involvement products, product adoption can be characterized in Krugman's terms as occurring through gradual shifts in perceptual structure, aided by repetitive advertising in a low-involvement medium such as television, activated by behavioral choice situations, and followed at some time by a change in attitude. The implied model shows in figure 2.12.

Figure 2.12: Krugman's Low-Involvement Learning Model

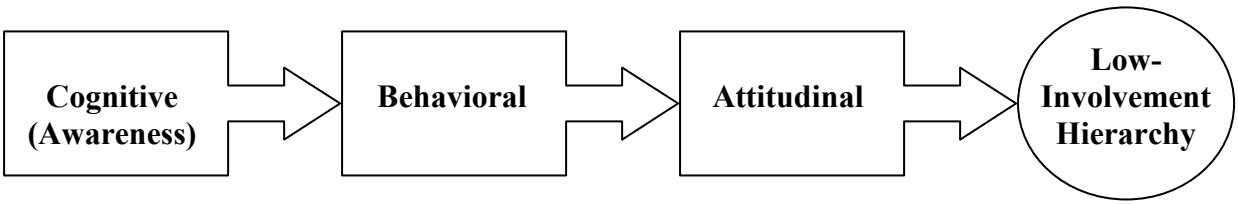


Source: Krugman, H.E. (1965), "The Impact of Television Advertising: Learning without Involvement", *Public Opinion Quarterly*.

Further work on such low-involvement learning was reported by Ray and colleagues, in a series of repetition studies done at Stanford in the early 1970's. In essence, they argued that when the products involved were of low risk and low interest (and thus low involvement) to the consumer, and when the ads involved were television ads, advertising did not lead to an information based attitude change, which then led to trial. Instead, the ads appeared to lead trial simply because of greater top-of-mind awareness; this trial then led to attitude change. In short, in low-involvement situations the sequence of advertising effects was not,



But instead,



In recent years, substantial additional research has been done on the concept of involvement and its importance in determining the way in which advertising shapes consumer attitudes and behaviors. while some researchers now equate involvement with the amount of attention paid to the brand information in the advertisement, other measure it by the extent to which the message is personally relevant to the consumer, or the degree to which the consumer's thoughts, while viewing the ad, concern the brand instead of the way the ad is made. Regardless of these conceptual differences, there is substantial agreement that the degree to which the consumer is "involved" of critical importance in determining which part of the advertisement will shape the consumer's final attitude toward the brand (Soloman 2002).

It is also commonly agreed that consumers are more highly involved when they consider the message content more relevant (high motivation), when they have the knowledge and experience to think about that message content (high ability), and when the environment in which that message content is presented does not interfere with such thinking (high opportunity) (Aaker and Myers 1987). Subsequent research (Arker, Hackett and Boehm 1989; Bacon 1979) confirmed Krugman's (1965) speculation that simple repetition of claims is sufficient to change people's beliefs.

In advance, researchers of consumer behavior have historically developed a number of complex theories in the attempt to explain and predict the behavior of the consumer (Bettmann 1979; Howard and Sheth 1970). These theories propose that consumers actively search for and use information to make informed choices. This implies that the consumer is an intelligent, rational thinking and problem solving organism, which stores and evaluates sensory inputs to make a reasoned decision (Markin and Narayana 1975). Depend on this; consumers are taking their decision based on information which they receive or the prior experience. Researchers generally use the resulting behaviors as indicators of the level of involvement (Clarke and Belk 1978). To classify the involvement level, researchers' emphasized different definitions with different criteria. Ray (1973) identified three types of hierarchies related with consumer buyer behavior patterns, which are standard learning hierarchy, low-involvement hierarchy and experiential hierarchy. According to Ray, he noted that the high-involvement hierarchy most often occurred with what Robertson (1973) has called the "active audience". Ray concluded that this hierarchy was more likely to occur when the audience was involved in the product class and when the products within the class were clearly differentiated. A significant feature of the conditions felt necessary to produce this

hierarchy is that an optimum decision exists for the receiver and he is motivated to find it. By contrast, Krugman's (1965) low-involvement hierarchy was observed when the products were not clearly differentiated and where the audience had a low-involvement level in both the medium and the message (Rothschild 1974). The primary effect of advertising is that of increasing awareness levels for the product. In this model the hierarchy is believed to follow a second permutation; behavior change occurs as a result of subtle shifts in belief structures which suggest it would be easier to obtain than for the high involvement case. Attitude (affect) will change to be consistent with the behavior some time afterwards.

Krugman argued that the audience receives these communications with relaxed or inoperative perceptual defenses. Of importance to advertisers here is the belief that behavior is the second step in the hierarchy (as opposed to its place in third position for high involvement situations). Thus, behavior might be changed more easily with advertising for low involvement products than for high (Swinyard and Coney 1978). In additionally Kotler and Armstrong (2004) has explained consumer buyer behavior model with reference on low-involvement and high-involvement product categories.

2.5. Buying-Decision Behavior

Kotler and Armstrong (2004) has illustrated the model to emphasize types of consumer buying behavior based on the degree of buyer involvement and the degree of differences among brands. Figure 2.13 shows the types of consumer buying behavior.

According to the Kotler and Armstrong (2004), dissonance reducing buying behavior shows consumers who are highly occupied with an expensive, infrequent, or risky purchase, but see little difference among brands. When consumers are highly involved in a purchase and perceive significant differences among brands, there are complex buying behavior pattern. Under this pattern, consumers may be highly involved when the product is expensive, risky, purchased infrequently, and self expressive.

Marketers of high-involvement products should understand the information gathering and evaluation behavior of high involvement consumers such as differentiate brand's features and describing the brand's benefits through media. Learning process of these categories as follows,

Beliefs $\longrightarrow$ Attitudes $\longrightarrow$ Behavior

Figure 2.13: Types of Consumer Buying Behavior

	High Involvement	Low Involvement
Significant Differences between Brands	**Complex Buying Behavior**	**Variety Seeking Buying Behavior**
Few Differences between Brands	**Dissonance-Reducing Buying Behavior**	**Habitual Buying Behavior**

Source: Kotler, P. & Armstrong, G. (2004), The Principles of Marketing, Prentice hall, India.

If there is low consumer involvement and little significant brand difference, such buying behavior decision can be described as habitual buying behavior. Consumers appear to have low involvement with most low cost, frequently purchased products. In this category, consumers do not search extensively for information about the brands, evaluate brand characteristics, and make weighty decision about which brands to buy. Therefore, marketers of low-involvement products with few brand differences often should use price and sales promotions to stimulate product trials. Ad campaign should include high repetition of short duration of messages. In situations characterized by low consumer involvement but significant perceived brand differences undertake variety seeking buying behavior of consumers. Both of this low-involvement buying behavior patterns reflect passive learning process as follows,

Beliefs ⟶ Behavior ⟶ Attitudes

03. LITERATURE REVIEW AND INADEQUACY OF CURRENT RESEARCH

Many advertising researchers have studied trends in advertising research and they also emphasize the importance of periodical study for advertising research because it provides the direction for which the journal and conferences are taking the field of advertising research. Over the past few years, advertising researchers have been published various such topics and the coverage of these topics has been in the areas of consumer behavior, legal/societal issues, advertising message and increased concern for global and ethical issues since 1997 (Jin and Zhao1999).

3.1. Advertising Expenditure and Market Share

Most studies support the existence of positive relationship between advertising expenditure and market share. In a study involving seventy three industrial firms, Carven suggests that increased brand awareness leads to increased market share (Carven 2001).In this study; carven examined the relationship between brand awareness and market share. For that, he selected a sample, involving seventy three industrial firms, and Carven used the qualitative as well as quantitative research method to identify the brand awareness from the selected sample. In this endeavor, Carven suggested that, increased brand awareness leads to increased market share. A later study by Bovee and Arens also suggests that the quantity sold will depend on the number of dollars the company spends on advertising (Bovee and Arens 1992). In this context, Bovee and Arens (1992) have tried to examine the relationship between sales and the advertising expenditure of the company. In this study, they suggested that the quantity sold will depend on the number of dollars the company spends on advertising that product. It is also positive relationship between quantity of sales and advertising expenditure.

In another study conducted on two Sri Lankan soap companies a positive correlation between advertising expenditure and sales had been established in respect of six of the eight brands analyzed (Reffai 1998). This context also identified positive relationship between advertising expenditure and sales of the product, as well as this research conducted on Sri Lankan soap companies. It is very supportive study for examine the correlation between a brand's share of voice and its share of market. However, a study carried out on 389 brands of well-known packaged goods identified consistent exceptions to the idea of a parity between a brand's share of voice and its share of market, and concludes its findings by stating " It is not true to say

that the normal and stable relationship for an advertised brand is a parity of share of market and share of voice" (Jones 1990).

The studies of the advertising sales relationship which have been published have not always produced encouraging results. Because products/brands mean different things to different people, consumers form varying levels of loyalties or attachments to the products/brands they acquire. Consumers' attachments may be quite different in nature and intensity from those of their neighbors (Martin 1998). However Building 'strong brands' (Aaker 1995) requires (among other measures) substantial investment in brand advertising. According to the news service *Advertising Age* the top 100 marketers in the world spent $70.95 billion on media advertising in 2001. Advertising comes in many forms. Not all goods are advertised to the same extent, if at all, and different goods are advertised in different media. A conspicuous form of advertising is on television, and even larger sums in total are spent on advertising in the other media such as newspapers, magazines, radio, billboards, and direct mail (Telser 1968). Samuels focused in his paper to study the effect of advertising on sales and brand shares. The study focused on the markets for five products and was limited geographically to one area. In his research five product groups were considered, viz: Washing- up Liquids, Household Cleansers, Toilet Soaps, Scouring Powders and Fruit Squashes. Assumptions were made on the proportion of the total advertising that appeared in the press distributed in the selected geographical area. Details of brand advertising expenditures for television and press, brand price and consumers' expenditures at actual prices were obtained for the 26 four-weekly periods from September 1966 to August 1968. According to the study dependent variable was either the brand's sales expressed in monetary terms or the brand's share of the market. But there was difficulty which is each brand is sold in packages of various sizes. To study the effect of advertising on sales, this used three type of analysis cross section analysis, Time series and simultaneous equation analysis. Through this various type of analysis, researcher focused on behavior of advertising on sales under different variables and limitations. Finally, the study stated advertising on different brands which effect differently on sales and brand shares (Samuels 1970).

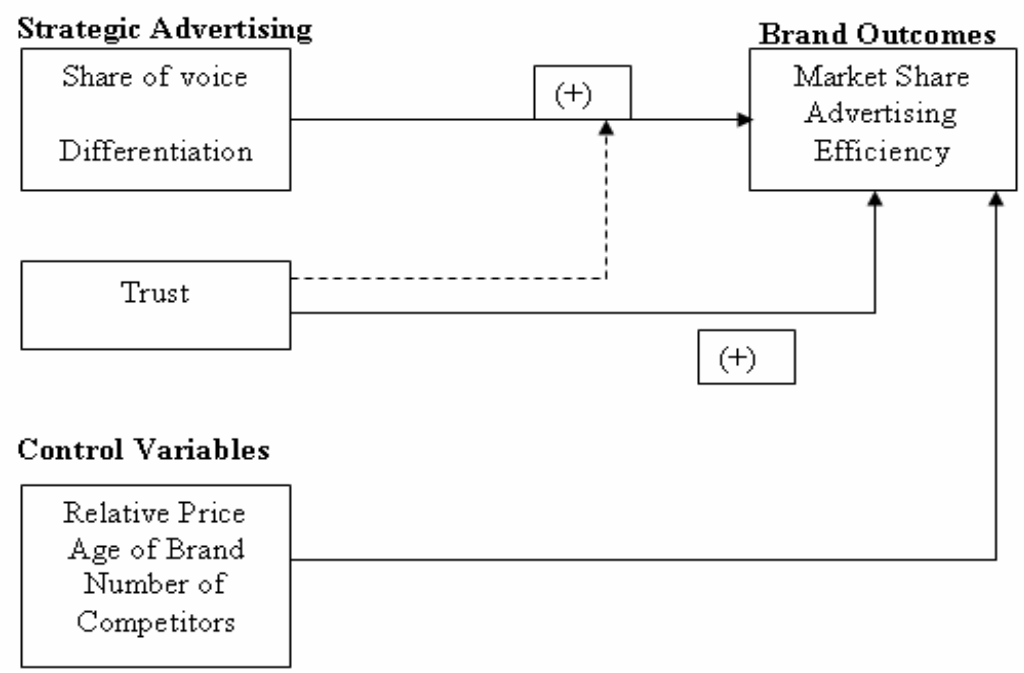
In the past two decades, a large number of empirical studies have tried to identify the major determinants of advertising and/ or promotion expenditure across industries (Cable 1972), firms, strategic business units (Farris 1976) and products (Lilien 1979). The dependent variable used in these studies is generally the ratio of advertising and/or promotion

expenditure to sales, though the absolute amount of dollars spent also has been used in some cases (Lilien 1979). Still marketers in the field give their effort to understand the behavior of advertisement on different product categories. Because of, these product classifications are based on different criteria in the market. Large brands differ from small brands in a number of objectively verifiable respects. For instance, they are generally higher priced, command higher loyalty, and can be supported by smaller advertising to sales ratios. Thus large brands are often more profitable than small brands, although large brands may show little or only modest growth. Because of there are questions related to large brand advertising (Jones 1996). Other hand effect of advertising on brand's market share may be varied on economic influences. According to the economic aspects, the cross-effects of advertising on prices, about which the marketing literature has been somewhat equivocal. Some experimental (Moriarty 1983; Bemmaor and Mouchoux 1991) and econometric studies (Bolton 1989; Popkowski-Leszczyc and Rao 1989) indicate that advertising tends to increase price sensitivity. In the past, the measurement of advertising scale economies has been used to provide empirical evidence to the policy debate on the economic desirability of large-scale advertising and, in particular, on whether large-scale advertising increases the advantage of incumbency and improves the market position of the largest firms in an industry relative to smaller ones (U.S. Federal Trade Commission 1981). However, advertising in the extant literature plays a predominantly unidimensional role. For instance, the large body of literature on informative advertising looks at it as a tool for information dissemination, announcing a brand's existence, available locations, important attributes, price, quality, etc. (Nelson 1970; Butters 1977; Grossman and Shapiro 1984).

On the other hand, the literature on persuasive advertising, which is relatively scarce, uses advertising as a device to persuade people to buy a particular product or brand (Koh and Leung 1992). Literature related with advertising which has developed different thoughts to study the effects of advertising on different market structures. Models of advertising competition and its effects on consumer behavior and market performance have two broad schools. One looks at advertising as a channel that provides valuable *information* to consumers, enabling them to make rational choices by reducing informational product differentiation. The other school views advertising as a device that persuades consumers by means of intangible and/or psychic differentiators (Banerjee and Bandyopadhyay 2003). However data and technological resources that were not available to many of the researchers mentioned above can provide the basis for a very useful study of the relationship between

advertising and business performance. Kamber.T. (2002) conducted a research to analyze the relationship between ad spend and business performance. In this study, changes in ad spend, company size, stock multiple and business sector are treated as independent variable and change in variable is treated as dependent variable to consider the correlation of variables. This bivariate model makes no assumptions about causality; it simply measures the tendency of one variable to mimic the behavior of the other. The advantage of including multiple variables is that it is possible to control for the effects of each variable and asses its independent relationship to the dependent variable. As a result of the study, it identified statistically significant relationship to short term sales growth based on ad spend (Kamber.T. 2002).One of study has conducted by Chatterjee and Chaudhuri (2005) to examine the relationship of brand trust and two key strategic advertising variables and their combined effects on two critical brands out-comes. Specifically, they examined whether brands enjoying a higher level of trust attain superior brand outcomes in terms of market share and advertising efficiency. They also investigated whether trusted brands provide an advantage in the effectiveness of two key strategic advertising variables on the two brand outcomes. The strategic variables examined are share of voice and brand differentiation vis-à-vis competitors. Conceptual frame work of. Chatterjee and Chaudhuri's study (2005) shows in figure 3.1.

Figure 3.1: Conceptual Framework



Source: Chatterjee, S.C. and Chaudhuri, A. (2005), Are Trusted Brands Important?, *Journal of Marketing Management.*

The data for the study was collected from two parties; product managers and consumers. Data collection was conducted by fifty interviewers and a sample of 150 products was randomly selected. As the findings of the study, there is positive direct relationship of trust with brand outcomes. Brands enjoying higher levels of trust are associated with higher market share as well as with greater advertising efficiency. The study used correlation measures to analyze the data and interpretations were based on correlation matrix of the study (Chatterjee and Chaudhuri 2005). Therefore, to measure the relationship between share of voice and market share, researchers mostly used correlation method.

3.2. High Involvement and Low Involvement

In recent years, consumer research has followed complex behavior models to describe consumer decision making. A major assumption of these models is that individuals spend a great deal of effort evaluating many brands across many product dimensions. Such models, while theoretically appealing, may not be accurate for all consumption experiences. In the market place, some product evaluations are given more of consumers' attention than are others. These variations in consumer concerns with different products, or consumer involvement, may influence how customers evaluate competing brands (Bolfing 1988). To determine how consumers evaluate brands, managers often collect and analyze data about consumers' attitudes toward various brands and their brand behaviors. Formulating strategy based on consumer attitudes and preferences has strong support from the marketing literature, which empirically demonstrates that consumer attitudes and behaviors are associated with brand choices and with market share (Assael and Day 1968). The association is found for all types of products, high-involvement and low-involvement, and for rational purchases as well as impulsive buys (Weinberg and Friedman 1982). This argument presented new approach to marketers to think about consumers' decision making process and criteria which are used to take decision about brands of the market. Bolfing.C.P. (1988) conducted a research to test for both selective attention and selective comprehension differences between high and low involvement products were conducted. Under his research, he has given his attention for three separate phases:

1. Focus groups, for identifying high and low involvement products.
2. Pre testing, for validating the involvement differences and selecting competing brands within each product category.
3. Administration of a survey on selective perception processes.

Students of South Western University participated to the survey as respondents. To overcome the bias of results, researcher examined demographic characteristics of respondent. First, focus group participants generated a list of potential high and low involvement products which are used frequently by students. Respondents were asked to rate thirteen products by indicating how much search time and selection effort they would give toward making a purchase from each product category. Because of, time and effort spent in decision making are frequent measures of product involvement (Petty and Cacioppo 1981). The overall mean involvement score was much higher for the presumed high involvement products than for low involvement products. To examine selective perception of products, high involvement group examined five attributes and low involvement group examined four product dimensions and selected attributes illustrates in table 3.1.

Table 3.1: Selected Attributes of Study

High Involvement	Low Involvement
Durability	Durability
Quality	Availability
Reputation	Reputation
Value of price	Value of Price
Ease of use	

Source: Bolfing, C.P. (1988), Intergrading Consumer Involvement and Product Perceptions, *The Journal of Consumer Marketing.*

At the end of the test, 67% of respondents have rated four of the five attributes are important to take decision regarding high involvement products and students evaluating the low involvement attributes listed only one attribute as consistently being important in their purchase decision. Hence, consumers in the market focus selectivity on fewer truly important attributes when evaluating a low involvement product than high involvement product. Consumers simply don't use all available information to evaluate every product. The purchasers required only limited product information to evaluate a low involvement product. But in high involvement product category; purchasers were much more in need of product attribute information (Bolfing 1988).

Therefore, involvement of the product is very important terms in marketing discipline. Day (1970) defined involvement as "the general level of interest in the object, or the centrality of the object to the person's ego-structure". Researchers of this area, involvement have been viewed in terms of product meaning and consumer- product relationships. Howard and Sheth (1969) equated involvement with importance. Laurent and Kapferer (1985) suggested that meaning, value, and the nature of relationships between consumers and product categories can be expressed in terms of involvement profiles. Bowen and Chaffee (1974) defined involvement as "a relation between consumer and product". Bloch (1982) defined product involvement as a unique relationship between consumer and product: "an unobservable state reflecting the amount of interest, arousal or emotional attachment evoked by the product in a particular individual". Evrard and Aurier (1996) found involvement to be at the heart of the "person-object relationship" and the relational variable most predictive of purchase behavior. Another study refers involvement of the degree of psychological identification and affective, emotional ties the consumer has with a stimulus or stimuli – here, the stimuli being the product category or specific brand (Martin 1998). The highly involved consumer may perceive a relationship with the brand, such as when pianist Vladimir Horowitz would refer to his Steinway piano as his "faithful and inseparable friend" (Cox, 1988), or when mid-1980s purchasers of the enormously popular Cabbage Patch Kids would promise to love and care for their dolls as part of the "adoption" commitment (Associated Press, 1989). Therefore, researchers have trend to examine the nature of involvement related with product and some of them attempt to measure the degree of involvement. Bloch (1980) developed a scale to measure consumers' involvement with automobiles. Martin's (1986) scale measured involvement with the sport of bowling. Traylor and Joseph (1984) developed a generic scale to use across product categories, but their work was met with some criticism (Arora and Baer, 1985). About the same time, Zaichkowsky (1985) developed a 20-item generic scale that has been widely used since then. Later, her scale was condensed to ten items (Zaichkowsky, 1994). In contrast to Zaichkowsky's and other uni-dimensional approaches to measurement, Laurent and Kapferer (1985) advocated a more multidimensional approach resulting in a series of "involvement profiles" rather than a single involvement score. Later research by Evrard and Aurier (1996) lent support for the uni- dimensional approach. These measurements categorized the product based on degree of involvement as high involvement and low involvement products.

Bolfing (1988) and Martin (1998) have conducted the research to define criteria to differentiate high involvement product and low involvement products. Because of, these criteria are varied with nature of products and level of attention of consumers. Based on these measurements have found that consumers are more involved with some products than are other consumers (Martin 1998). Involvement scores for some product categories, such as dresses, bras, television sets, washing machines, calculators and automobiles tend to command higher levels of involvement than products such as instant coffee, breakfast cereals, mouthwashes, and oils (Laurent and Kapferer, 1985; Zaichkowsky, 1985). It follows that the stimuli that arouse involvement may be engineered into the brand, or highlighted through promotional or other marketing efforts to raise involvement levels (Evrard and Aurier 1996). The present study attempted to examine the correlation between a brand's share of voice and its share of market and the behavior of this correlation across different product categories (i.e., high involvement and low involvement). Martin (1998) conducted the research to identify pools of products consumers considered to be very high or very low involvement, and probe respondents' perceptions as to why they classified products accordingly. For this task, Martin has selected sixty-nine marketing students of Midwestern University. 58% of them are female and their median age was 22. Survey asked respondents to list out the products under high and low involvement product based on selected certain words. The study used the scale in more of an exploratory manner which resulted in a nominal classification of involvement levels, and generated a much longer list of high and low involvement products/brands than could be realistically tested using the scale's original application. But, in earlier research which was conducted by Zaichkowsky's (1985), has used the method to measure the scale measures. Consumers' involvement with attitude objects specifically tested – resulting in an array of internally-scaled involvement scores for each attitude object. The findings of this study provide meaningful insights for product/brand managers and for new product development teams and indicates in table 3.2.

Most of all, although involvement is a somewhat personal construct in that a product or brand perceived as highly involving by one consumer could be considered low- involvement by another, it is apparent that consumers' level of involvement is neither a random occurrence nor entirely based on largely uncontrollable factors unique to individuals. Rather, it appears that marketers can incorporate features into their offerings and marketing communications to make their brands more relationship prone, thereby increasing the likelihood that consumers will connect with the brands (Martin 1998).

Table 3.2: Self-reported Product Categories by Involvement Levels

Product Category	High-Involvement	Low-Involvement
Appliances	2(0.7)	6(2.3)
Automobiles	7(2.5)	3(1.1)
Bedding soft goods	5(1.8)	1(0.4)
Books and Magazines	3(1.1)	12(4.6)
Cameras	3(1.1)	0(0.0)
Shoes and boots	9(3.3)	3(1.1)
coats	4(1.4)	3(1.1)
Socks	1(0.4)	6(2.3)
Other clothing and nonspecific	13(4.7)	12(4.6)
Collections (Stamps, coins, etc)	21(7.6)	0(0.0)
Compact discs CDs	7(2.5)	3(1.1)
Computers	9(3.3)	6(2.3)
Documents	6(2.2)	0(0.0)
Eye glasses and contact lenses	7(2.5)	1(0.4)
Food products, beverages	19(6.9)	60(22.8)
Furniture	9(3.3)	17(6.5)
Health and Beauty aids	13(4.7)	40(15.2)
Household cleaning supplies	2(0.7)	12(4.6)
Wedding rings	7(2.5)	0(0.0)
Neck less	4(1.4)	0(0.0)
Other Jewelry	10(3.6)	0(0.0)
Kitchen items	1(0.4)	5(1.9)
Letters and cards	5(1.8)	1(0.4)
Musical Instruments	4(1.4)	0(0.0)
Paper products-writing	0(0.0)	11(4.2)
Toilets and tissues	0(0.0)	10(3.8)
Pens and pencils	3(1.1)	10(3.8)
Television sets and VCR s	34(12.3)	2(0.8)
Plants and flowers	2(0.7)	3(1.1)
Purses	3(1.1)	3(1.1)
Sports and fitness equipment	11(4.0)	6(2.3)

Stereos and stereo equipment	15(5.4)	5(1.9)
Photos, photo albums and portraits	7(2.5)	8(3.0)
Tools	1(0.4)	3(1.1)
Toys	7(2.5)	2(0.8)
Watches	8(2.9)	2(0.8)
Other products	14(5.1)	7(2.7)
Totals	**276(100)**	**263(100)**

Source: Martin, C.L. (1998), Relationship Marketing: a High-Involvement Product Attributes Approach, *Journal of Product & Brand Management*.

In this present study which has selected the high involvement product based on findings of Martin's (1998) research. Marketers should have clear strategies about their marketing communication processes and marketing stimuli to reach the market and acquire the large portion of market share other than competitors in the market. For that marketers should asses their strength on advertising campaign and affect of advertising campaign on market share of the brand. Examining advertising strategy to understand why some brands are successful while others are not requires actual data on ad spending and purchasing of brands (Hansen and Christensen 2005). Historically, advertising has been perceived as providing value through reduced search and information costs to consumers arising from the fact that the higher sales of advertised products produce economies of scale and also lower prices (Eagle, Kitchen and Rose 2005). To examine the relationship between share of voice and advertising campaign, Hansen and Christensen has used Advertising Intensiveness Curve. Through this, they focused on markets with a high level of voice compared to markets with low level of voice and focus on the way markets are built up; is the market dominated by one or two large brands, or is it of a more complex type, where competition seems to be more widespread, and how does this affect the Advertising Intensiveness Curve?. They examined 45 brand categories and divided them into two parts as high voice and low voice categories. The average number of TV ads in the categories was 3400. They separated the total brand categories into high-voice categories – those above 3400 TV ads – and low-voice categories – those below 3400 TV ads – then they applied standard linear regression to the two new datasets. In this case, the steepest curve arises among the product categories with relatively low total advertising. The effect of this is that, when a brand increases its share of market in a market with low voice, the corresponding rise in share of voice is smaller than is the case for

the brand situated in a market with a relatively high voice. In this case, to stay on the fitted line, the brand in a low-voice market would have to increase its share of voice by approximately 0.5 times the increase in market share, whereas the brand in a high-voice market would have to increase its share of voice by approximately 0.7 times the increase in market share. The reason for this could be the fact that, in a high-voice type of market, it is much more necessary to follow the norm in the market – brands that increase in market share will also increase their share of voice to a larger extent than in low-voice markets (Hansen and Christensen 2005).

Substantive increases in the volume of advertising, as measured by advertising expenditure, are found largely to reflect an attempt by companies to maintain share of voice (Moorthy and Zhao 2000). A rule of thumb among advertising practitioners is to avoid humorous advertising for high-involvement products because the results may be counterproductive (Chung and Zhao 2003). Given that a large number of consumer purchases are of an habitual nature or involve limited problem solving for low involvement objects, wherein the consumer is most likely to use the affect-referral decision rule, it is suggested that the technique of multiple regression analysis is particularly appropriate (Claire 1982). Utilizing this general approach and assuming the relevance of the affect referral decision rule, Claire (1982) conducted an empirical research aimed at establishing which dimensions of low-involvement product, tea were most highly related to consumers' overall evaluation of tea, an underlying assumptions being that "these dimensions would be descriptive of those attributes which would exert maximum leverage in motivating a person to buy tea or changing a person's attitudes favorably toward tea compared with competitive beverages". There was hypothesis for this research which was tea's declining share of the non-alcoholic beverage market such share being, primarily, replaced by coffee. In this study, leverage analysis, as operationalised by multiple regression analysis, therefore attempts to establish rough measures of the importance of the various dimensions used by consumers in their evaluations of products and/or brands. As the implication of the study, people do not buy products and/or brands for general use. Their purchasing patterns, even for low involvement and habitually purchased products are "situation specific". Table 3.3 shows which dimensions are highly related to the modern "self satisfier's general evaluation of tea for particular occasions.

Table 3.3: Which Dimensions are Highly Related to the Modern "Self" Satisfier's General Evaluation of Tea for Particular Occasions?

Dimensions	Weighted Correlation for Occasions						
	Over all occasions	**Before breakfast**	**At breakfast**	**Between meals**	**At lunch**	**At dinner**	**At supper**
Enjoyable		.65	.38	.36	.89	.49	.98
Satisfaction		.54	.24			-.64	
Product texture		.42		.77			
Happiness		.30					
Age/tradition		.24		.51			
Stimulation		-.37	.23	-.25		.82	
Glass Container		-.40		.44		-.34	
Preparation Convenience	.25		.42			.28	
Refreshment	.33		.31		.38		
Packaging	.21		-.41			.53	
Versatility				-.35			.21
Refinement				-.32	-.26		
Neediness						.27	
Selectivity	.26						

Source: Claire, K.A. (1982), A Strategic Tool for Low Involvement Products: Leverage Analysis, *European Journal of Marketing.*

Thus for the various segments, marketers would have the best chance of improving overall attitudes towards the object and presumably its market share, for the appropriate occasions, if they could improve consumer attitudes towards those dimensions exerting maximum leverage on the appropriate occasions (Claire 1982). This study motivate the present study to change the existing believes with low involvement products by changing stimuli which related with occasions.

Although there are many specific definitions of involvement within both social and consumer psychology, there is considerable agreement that high involvement messages have greater personal relevance and consequences or elicit more personal connections than low involvement messages (Engel and Black well 1982). Various strategies have been employed

in studying involvement. Social and Consumer researchers have defined involvement in terms of the specific issue or product under consideration (Rhine and Severance 1970). This procedure confounds involvement with aspects of the issue or product that may be irrelevant to its personal importance. Finally, some researchers have studied involvement by varying the medium of message presentation. Interestingly, some investigation have argued that television is a more involving medium than print (Worchel, Andreoli and Eason 1975), where as others have argued just the opposite (Krugman 1967). A preferred procedure for studying involvement would be to hold recipient, message, and medium characteristics constant randomly assign participants to high and low involvement groups.

3.3. Share of Mind

In the literature little attention has been paid to the empirical analysis of advertising efficiency and its determinants. Few studies address this issue explicitly. Smith and Park (1992) analyze the influence of brand extensions on market share and advertising efficiency measured in terms of the advertising cost/sales ratio. They find that brand extensions have the potential to increase advertising efficiency by providing an umbrella for several brands that reduces the need for separate brand budgets. Luo and Donthu (2001) measured advertising efficiency for U.S. advertisers and find significant inefficiency but fail do develop a model to explain inefficiency. However, when companies plan their advertising campaigns, marketers should consider about the effectiveness of advertisements. Brand loyalty of consumers and recall ability of consumers are important indicators to decide the effectiveness of campaign (Pratt and Day 1971). Marketers have often sought a single copy research measure to tell them whether the ad they have will work effectively. At the very least they want an assurance that the ad meets a norm or other minimum standard. However few researchers are comfortable in distilling down to a single number the findings of copy research, even of a recall test (Cook 1989). In terms of advertising effectiveness, numerous studies have suggested that advertising liking could contribute to an advertisement's effectiveness in terms of recall, brand preference or persuasion (Du Plessis 1994; Hollis 1995). As Du Plessis (1994) and Walker and Dubitsky (1994) reported, commercial liking (or attitude towards the ad) relates positively to advertising recall. One theoretical background for this relationship is that likeable or well-liked advertisements can affect an individual's information processing by creating positive arousal, increasing the memory of the advertised material, and creating more favorable judgments of the advertisement message (Edell & Burke 1986; Aaker & Myers 1987). Herb Krugman has conducted the research to examine, how recognition and recall represent

differences in the ways people process information. The article by Walker and von Gonten is a valuable contribution in the Krugman tradition as is the article by Sudman and Schwarz in this issue (Cook 1989). Therefore in this study, it will important to measure the impact of share of voice upon share of mind (recall ability) and share of heart (brand loyalty). The interest in the status of a brand relative to its competition in a customer's mind is of particular interest as it provides another measure of performance beyond behavioral measures, such as market share or sales or repeat buying and indicators of loyalty (Baker, Nancarrow and Tinson 2005). If a brand is tried and liked it may go into the purchase repertoire set and become a habitual purchase; it may even become the first choice. Or, if it disappoints in any way, it may be rejected from future consideration, or possibly used only on certain occasions. It will always be the case though that a degree of emotional attachment (or detachment) will be formed based on information received and/or direct experience. This attachment could equally well be labeled 'brand affinity' or indeed several other things. The important point, however, is that it resides in the mind of the user/potential user (Gruber 1969).

In other words, irrespective of the market sector, an overall purchase likelihood attitude or disposition towards a brand will be generated in the minds of the category users. Provided we are able to measure this overall purchase disposition of the target market within a competitive context, we should be able to produce a 'share of mind' of the various brands the customer realistically considers within the marketplace. The attributes upon which a brand is positioned in the market are potential drivers of this attachment. Levels of recorded satisfaction with brand performance, and of value, likewise do not constitute equity but are diagnostic clues. The same is true for many other measures of constructs that are used by marketers and researchers when evaluating response to a brand (Telser 1964). Baker, Nancarrow and Tinson (2005) has provided a diagnosis and so a prognosis for future brand share performance, even where the equity share and the market share are balanced. Whereas the gap in underlying trend between market share and share of mind represents the unrealized potential (or extent of vulnerability in the case of equity deficit), a brand does not need surplus equity in order to increase market share (or an equity deficit to lose share). To analyze the relationship between market share and share of mind, Baker, Nancarrow and Tinson (2005) has used the model as mentioned in figure 3.2.

Figure 3.2: Share of Mind Vs Market Share

				Equity Status Type
Share of Mind	>	Market Share	=	**Surplus Equity** (more people feel positively disposed towards a brand than are actually using it)
Share of Mind	=	Market Share	=	**Balanced Equity** (all those who feel positively disposed towards a brand are actually using it)
Share of Mind	<	Market Share	=	**Equity Deficit** (some of those using a brand do not feel particularly well disposed towards it)

Source: Baker, C., Nancarrow, C., and Tinson, J. (2005), The Mind versus Market Share Guide to Brand Equity, *International Journal of Market Research.*

3.4. Share of Heart

Marketers have long pursued share of market and advertisers strive for share of mind, but a recent editorial in *Advertising age* emphasizes the importance of achieving share of heart. Share of heart stands on a continuum some where between share of mind and share of market; that is, it is predicated upon share of mind and usually manifests itself as a critical constituent of market share (Day 1989). Therefore in this attempt, share of heart as intervening variable stands on between share of mind and share of market. Through this variable, it much easier to measure consumer response to marketing effort and to track changes in market share, brand loyalty, and brand switching. Despite a relationship between share of heart and share of market, market share is an imperfect measure of share of heart (Feig 1986). Brand loyalty can come from a variety of sources, including consumer experiences, marketing communications and/or word of mouth. They can consist of descriptive information, benefits, and evaluations of specific aspects of the brand and/or purchase/consumption situations (Romaniuk and Sharp 2003). It is widely believed that advertising can reduce competition by the creation of brand loyalty for the advertised brand (Telser 1970). Romaniuk and Sharp (2003) conducted the research to examine the relationship between brand image and customer loyalty. They used three theories to develop hypothesis for study which were single attribute positioning, multi attribute positioning and brand salience. The research was conducted in a subscription market (i.e., banking or insurance), with the specific sample sizes for each of the brands which were 4,000 for brand one, 900 for brand two, and 350 for brand three. They assumed that these three brands represent over 95% of the total share of the market. Respondents were contacted

through interviewed via telephone. Brand image attributes were formulated by ad agency and market research department and brand loyalty was captured using a derivative of the verbal probability scale which was derived from the Juster scale for administration via telephone. Researchers used ANOVA tests to determine if the differences in loyalty means between two groups were statistically significant. Table 3.4 indicates the majority of attributes/brand relationships with a higher loyalty to the brand.

Table 3.4: Differences in Loyalty based on Brand to Attribute Association

	Brand 1	**Brand 2**	**Brand 3**	**Row Mean**
Economical	1.1***	0.8***	1.1**	1.0
Good service	0.8***	0.7**	1.4***	1.0
Cheap	0.8***	0.8**	1.0**	0.9
Listens	1.0***	0.7**	0.9***	0.8
Ahead	0.7***	0.7**	1.0**	0.8
Easy to work with	1.0***	0.8***	0.3	0.7
Trustable	0.8***	0.6*	0.8**	0.7
Thinks ahead	0.8***	0.4*	0.7**	0.6
Smart	0.8***	0.4*	0.6*	0.6
Knowledgeable	0.8***	0.7**	0.4	0.6
Solves problems	0.6***	0.6**	0.5	0.6
Helps	0.5***	0.7**	0.5	0.6
Works together	0.8***	0.4	0.5	0.5
Cares	0.8***	0.4*	0.2	0.5
Responds	0.8***	0.4*	0.3	0.5
Important	0.4***	0.5**	0.3	0.4
Worthwhile	0.7***	0.1	0.2	0.3
Insights	0.6***	0.4	0.0	0.3
Column Mean	**0.8**	**0.6**	**0.6**	**0.6**

*** = $p<0.001$, ** = $p<0.01$, * = $p<0.05$

Source: Romaniuk, J. & Sharp, B. (2003), Measuring Brand Perceptions: Testing quantity and Quality, *Journal of Targeting, Measurement and Analysis for Marketing.*

At the end of the study, they suggested the idea for the marketers in this field that marketers should be looking to maintain and increase the salience of their brands in the minds of

customers; that is, to expand and reinforce the width of the network about the brand in consumer memory. This focused away from especially what attributes customers correlate with brands and towards how many attributes customers associate with brands. There is greater scope which should provide more opportunities to create entertaining and useful advertising (Romaniuk and Sharp 2003).

3.5. Summary of Literature Review

There are most studies support to marketers to get decision about advertising expenditure and its performance. Table 3.5 summarizes the articles which are related with preset study and enhance the knowledge related the present study.

Table 3.5: Summary of Related Literatures

Author(s)	Research Problem	Findings
Martin.C.L. (1988)	Three key questions guided the research: (1) To what extent are some products more relationship-prone than others? (2) What attributes differentiate relationship-prone products from those that do not seem to be relationship-prone? (3) If salient points of differentiation exist, what can product/brand managers and new product development teams do to create, build and maintain desirable consumer-product relationships?	Although involvement is a somewhat personal construct in that it is apparent that consumers' level of involvement is neither a random occurrence nor entirely based on largely uncontrollable factors unique to individuals.
Bolfing.C.P. (1988)	A test for both selective attention and selective comprehension differences between high and low involvement products was	This study indicates that involvement does affect consumer selective perception processes both selective attention and selective

	conducted.	comprehension are influenced by individuals' concern or interest in the product category.
Schaefer.A. and Keillor.B. (1997)	Investigate the effect of endorsers' match with products under conditions of increasing involvement and the influence the endorsers exert on an advertisement's target audience.	The results indicated that the importance of match-up increases with increasing levels of involvement. The findings also showed that involvement had little effect on the impact of the poorly matched endorsers.
Hansen.F. and Christensen.L.B. (2005)	Is the market dominated by one or two large brands, or is it of a more complex type, where competition seems to be more widespread, and how does this affect the Advertising Intensiveness Curve?	In oligopoly markets there was a general tendency to overspend more on advertising among the smaller brands in the market. When it comes to individual markets, there are vast differences across product categories, but larger brands generally tend to have the ability to under spend on advertising without the loss of market power and dominance.
Moorthy.S. and Zhao.H. (2000)	Does a product's advertising spending influence consumers' perceptions of its quality?	The primary effect of advertising spending is to increase brand name recognition; Results suggest that brand name familiarity increases consumers' perception of a brand's quality over and above its objective quality.
Kamber.T.(2002)	Study of the relationship between advertising and business performance.	Cutbacks in ad spend do not correspond exactly to the chronology of recessionary contractions. Statistical measures of correlation

		indicate a positive and statistically significant relationship between ad spend during recessions and subsequent sales growth.
Banerjee.B. and Bandyopadhyay.S. (2003)	Examine the cross-effects of advertising on prices, about which the marketing literature has been somewhat equivocal.	The total spending on advertising by the large firm at the corner equilibrium exceeds the combined spending of both firms at the interior equilibrium, whenever it exists. When firm sizes are sufficiently asymmetric, the smaller the size of the small firm, the better is its profitability in equilibrium in which only the large firm advertisers.
Weinberger.M.G and Campbell.L. (1991)	The following questions are addressed; (1) What is the incidence of humor in radio advertising examined across product types? (2) What impact does the use of humorous radio advertising have when examined across product types?	The results point to a high level of humor usage, particularly among low-involvement products. Even in the low-involvement product category the evidence shows that humor is not a magic bullet with universal effect.
Samuels.J.M. (1970)	Study the effect of advertising on sales and brand shares.	The results suggest that advertising expenditures do have decreasing returns to scale, in terms of sales revenue for certain brands. Increases in a brand's share of the product's advertising outlays do not, however, result in a less than proportionate increase in the brand's share of the total market.

Chakravarti.A. and Xie.J. (2006)	Investigate how a standards battle affects a consumer's new product adoption decision.	Standards competition moderates the effect of both absolute and relative ratings on the choice shares of the focal brand.
Olsen.G.D. (1994)	To examine the functions of silence in television advertisements and to investigate the attitudes of creative directors within advertising agencies toward the use of silence as a creative tool, as well as their perceptions of its effectiveness.	Creative directors suggest that silence is an effective tool at generating attention to an advertisement in general, as well as to specific pieces of information in the ad.
Boyer.K.D. and Lancaster.K.M. (1986).	Are there scale economies in Advertising?	Advertising is a purchased input, and profit maximizers should hire factors until their marginal return declines to their purchase price. "Returns to scale" is a misnomer for the purported advantages that large firms derive from advertising.
Day.G.S. And Pratt.R.W. (1971)	Examine the validity of assumptions: (1).Unaided brand awareness for an individual is relatively stable over time. (2).Change in specific brands recalled by a respondent can be largely explained by individual learning.	Evidence concerning apparent dominance of spurious change over true change raises some serious questions about use of the type of measurement reported here for evaluating marketing programs for products with long repurchases cycle.
Baker.C., Nancarrow.C. and Tinson.J. (2005)	What is brand equity and how do we measure it?	Essentially, researchers need to ascertain purchase disposition within the mental set of brands realistically being considered (share of mind) and brands purchased (market share)

		from a single source study. This enables the comparison of share of mind and share of market, and so will indicate if there is brand equity surplus, parity or deficit. Across markets and brands, there is bound to be a correlation between attitudinal measures of brand strength and market share.
Chatterjee.S.C. and Chaudhuri.A. (2005)	Examine whether brands enjoying a higher level of trust attain superior brand outcomes in terms of market share and advertising efficiency.	Trust has a direct positive relationship with brand outcomes. Brands enjoying higher level of trust are associated with higher market share as well as with greater advertising efficiency.
Romaniuk.J. and Sharp.B. (2003)	Investigate the relationship between brand image and customer loyalty.	A consistent linear association is shown between the number of image attributes that a respondent associate the brand with and their loyalty to that brand.
Chaudhuri.A. and Holbrook.M.B. (2002)	Examine the relationship related constructs of brand trust, brand affect and brand commitment depends on aspects of brand choice risk.	Though brand trust and brand affect were both positively related to brand commitment, they were not significantly related to either market share and or the advertising-to-sales ratio. But, brand commitment was significantly related to both market share and advertising efficiency.
Kent.R.J. and Allen.C.T. (1994)	There are three research questions: (1). Will the memorability of an attribute claim made in one brand's print advertising be affected by exposure to ads for	Exposure to competitive advertising appears to have little effect on claim recall from ads for well-known brands. Well known brands have important advantages in marketplace

	competing brands? (2). Are claims for familiar versus unfamiliar brands equally susceptible to the memory interference that can be caused by proximal exposure to competitors' ads? (3). Does the familiarity of the brands featured in competitive ads have an impact on the degree of memory interference that occurs?	advertising. Consumers' memory for the advertising of familiar brands is less affected by exposure to competitive advertising.
Chaudhuri.A. and Holbrook.M.B. (2001)	Explores the relationship among brand trust, brand affect, and brand performance outcomes (market share and relative price) with an emphasis on understanding the linking role played by brand loyalty.	Although brand trust and brand affect were each directly related to both purchase and attitudinal loyalty, they were indirectly related to market share and relative price. Specifically, brand trust and brand affect contributed to both purchase and attitudinal loyalty, which in turn contributed significantly to market share and relative price. It follows that brand loyally may be viewed as a link in the chain of effects that indirectly connects brand trust and brand affect with the market performance aspects of brand equity.
Hansen.F. and Christensen.L.B. (2005)	Examine the relationship between share of voice and share of market in a wide variety of product categories?	Brands that operate in high-voice markets cannot afford to under spend in advertising to the same extent as products in low-voice markets, when they increase their market share. Smaller brands were better off in high-voice markets

		because there seemed to be a higher (share of voice–share of market) demand among the smaller brands in the low-voice markets, hence increasing the tendency to overspend on advertising among smaller brands in low-voice markets.
Molesworth.M. and Suortti.J.P. (2001)	Providing insight into how and why consumers are using the Web to purchase high-value, high-involvement goods.	Though consumers use the web as a source of information for high-involvement goods, the conversion to actual purchase has remained low. Significant innovation resistance to online buying.
Chung.H. and Zhao.X. (2003)	Examine the relationship between a humorous advertisement and memory and attitude, and the role of product involvement in this relationship.	Strong positive relationships were found between a humorous advertisement and memory of advertised brand and attitude towards the advertisement. Further, it was found that those positive relationships were much stronger within low- involvement products than within high-involvement products.

Source: Developed for the Study (2007)

04. CONCEPTUAL FRAMEWORK AND HYPOTHESES

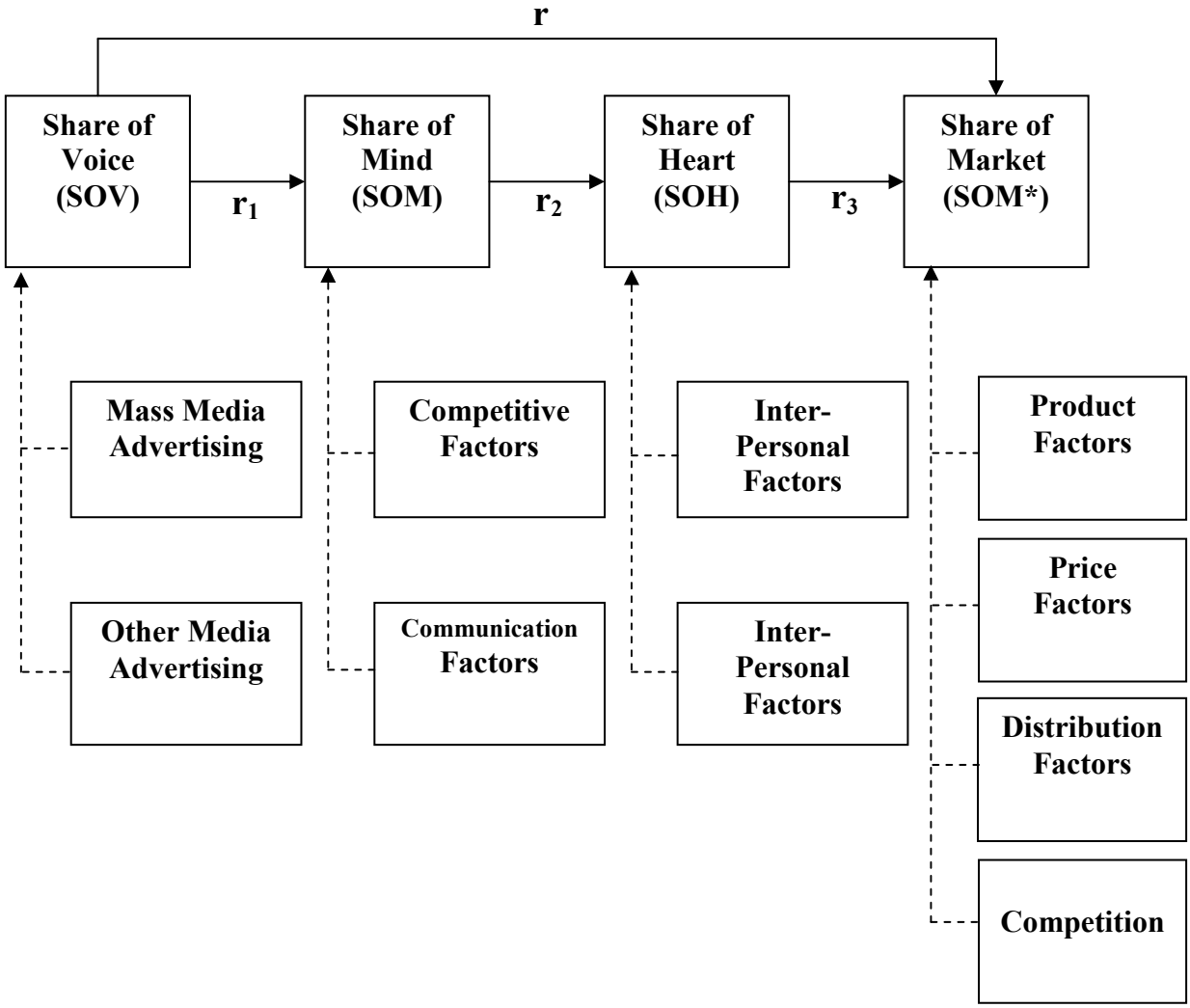
4.1. Conceptual Framework

In conceptualizing the study, it was evident that apart from examining the relationship between the two key variables, share of voice (independent variable) and share of market (dependent variable). It was necessary to examine the relationship between two intervening variables as well i.e., share of mind and share of heart. This would enable a researcher to interpret the findings in a more meaningful manner. The conceptual model developed for the study consisted of these four key variables and factors influencing these variables as its core components. It was not only necessary to ascertain the nature of the relationship between the selected variables but, also to examine the behavior of these associations in relation to different product categories.

In this context, the relationships were examined in relation to both low-involvement products and high- involvement products. For the purpose of the study low- involvement products were defined as consumer buying behavior in situations characterized by low consumer involvement but significant perceived brand differences. The high- involvement product defined as, consumers are highly involved in a purchase and perceive significant differences among brands. Consumers may be highly involved when the product is expensive, risky, purchased infrequently, and highly self-expressive (Kotler and Amstrong 1999).

Based on arguments of previous studies, television was selected as high involvement product and mosquito coil was selected as low involvement product. In consumer market of Sri Lanka, televisions are representing the electronic equipment market and mosquito coils are take part in household pesticide market. According to the previous studies, researchers have emphasized positive relationship between advertising expenditure and market share. Consequently framework of the study was structured to examine this positive relationship across different product categories (i.e., High Involvement and Low Involvement). The study attempted to examine the relationship between dependent and independent variables as well as other two intervening variables.

Figure 4.1: Conceptual Framework



Source: Nicosia Model of Buyer Behavior (Adapted)

As the model indicates in figure 4.1, both mass media and other media activities were determined the share of voice (SOV). For purpose of this study TV, radio, press and magazine advertising were considered as mass media advertising and other media advertising included point of sale material, word of mouth, and promotional activities. Also the model suggests that the share of market is affected not only by a brand's share of voice, but also by other factors, Product factors such as performance and packaging , Price factors such as the regular price, discounts etc; Distribution factors such as free availability and in-store displays, and Competitive factors such as, promotions, advertising and in store displays.

When considering the intervening variables, the model suggests that the share of mind is affected not only by the brand's share of voice, but also by competitive factors and

communication factors such as, the message content, the execution of the commercial and the "noise" present in the communication process. The model further suggests that the share of heart is affected not only by the share of mind for that brand but also inter-personal factors such as the persons values, beliefs and past experiences and by inter-personal factors such as peer influences, social influences and word of mouth communication.

Although the model was contained additional factors to enrich reliability of variable for instance competitive factors, communication factors and etc, in this endeavor considered them as neutral factors to measure the relationship between key variables in the model. Because of, when more variables added, the model becomes more complex and less interpretable. As Farris and Albion (1981) conclude, “so many different variables have been used to explain advertising intensity that the overall picture is still somewhat cloudy”. As a result, neutral factors in conceptual framework have indicated through dash lines.

4.2. Hypotheses of the Research

Although, the primary purpose of this study was to determine relationship, if any, between a brand's share of voice and its share of market, in order to interpret the findings in a more meaningful manner, the relationships of the intervening variables were determined as well. In this context, four hypotheses were formulated for purpose of testing.

Many researchers have identified the difference between high involvement and low involvement products based on information seeking patterns. Time and effort spent in decision making are frequent measures of product involvement; consequently individuals spent a great deal of effort for evaluating many brands across many product dimensions. In the market place, some product evaluations are given more of consumers’ attention than others. These variations in consumer concerns with different products, or consumer involvement, may influence how customers evaluate competing brands (Bolfing 1988). Under conditions of low involvement (where motivation and/or ability to process a message is low), individuals conserve cognitive resources and allow peripheral cues (such as endorser characteristics) to influence attitudes. In contrast, under conditions of high involvement (where motivation and ability to process the message are high) attitudes are influenced through a "central route." In such cases, individuals carefully consider the pros and cons of the message (Schafer and Keillor 1997). Therefore marketers used more effort to advertise

high involvement product than low involvement product to motivate consumers and reduce their risk with product related information.

But in market place, the differences in the amount of information being used by the actual buyers suggest that complex decision models are not the only consumer choice strategies. Consumers may use very simple but rigorous choice rules to pick some products. Simplification in picking and using incoming product attribute information can produce faster and more efficient consumer information processing for low involvement products. On the other hand, the market leader of a low involvement product should use advertising to generate and hold its target market (Bolfing 1988). With frequent exposure, the brand has managed to maintain its popularity. Based on that formulated the first hypothesis,

H_1- The impact of a brand's share of voice on its share of market is greater with regard to low-involvement products than high-involvement products.

Consumers have a number of enduring perceptions, or images, that are particularly relevant to the study of consumer behavior. Products and brands have symbolic value for individuals, who evaluate them on the basis of their consistency with their personal pictures of themselves (Schiffman and Kanuk 2000). Marketers try to differentiate their products by stressing attributes that they claim will fulfill the consumer's needs better than competing brands. They strive to create a product image consistent with the relevant self-image of the targeted consumer segment. When consumers have had no experience with a product, they tend to "trust" a favored or well- known brand name. Marketers' promotional efforts supplement the perceived quality of their products by helping to build and sustain favorable brand image.

When the conceptualization of high and low involvement, it was briefly hypothesized that there are high and low involvement consumers; then that there are high and low involvement purchases (Soloman 2002). These two approaches led to the notion that a consumer's level of involvement depends on the degree of personal relevance that the product holds for that consumer. Under this definition, high involvement purchases are those that are very important to the consumer and thus provoke extensive problem solving (information processing). Low involvement purchases are purchases that are not very important to the consumer, hold little relevance, and have little perceived risk, and thus provoke very limited information processing (Aaker and et.al 1992). Thus, highly involved consumers find fewer brands

acceptable (narrow categories); Low involved consumers are likely to be receptive to a greater number of messages regarding the purchase and will consider more brands (Schiffman and Kanuk 2000). On the other hand, previous researches have suggested that consumers may develop beliefs about products and product categories simply through repeated exposure to messages. It directed to formulate second hypothesis which as,

H_2- The impact of a brand's share of voice on its share of mind is greater with regard to low-involvement products than high-involvement products.

Behavioral scientists who favor the theory of instrumental conditioning believe that brand loyalty results from an initial product trial that is reinforced through satisfaction, leading to repeat purchases (Schiffman and Kanuk 2000). Because of developing a highly consistent market share of brand loyal consumers is the ultimate goal of all marketers (Upshaw 1995). However, a positive brand image is associated with consumer loyalty, consumer beliefs about positive brand value and a willingness to search the brand. A positive brand image also serves to promote consumer interest in future brand promotions and inoculates against competitors' marketing activities. Because of the importance of brand imagery to brand loyalty, many marketers develop a sample, descriptive promotional line and through heavy repetition, engrave it in consumers' memories (Edell and Bruke 1986). Repeat purchase behavior is closely related to the concept of brand loyalty, which most firms try to encourage brand's recalling ability in consumers mind. It contributes to greater stability in the market place (Day 1989). Some theorists suggest that brand loyalty is correlated with the consumers' degree of involvement: High involvement leads to extensive information search and, ultimately to brand loyalty, where as low involvement leads to exposure and brand awareness, and then possibility to brand habit. Thus the third hypothesis is suggested,

H_3- The impact of a brand's share of mind on its share of heart is greater with regard to low-involvement products than high-involvement products.

Increased market share and brand loyal consumers are for many marketers, the dual goals of consumer learning. These goals are interdependent; Brand loyal customers provide the basis for a stable and growing market share, and brands with larger market share have proportionately larger groups of loyal buyers (Schiffman and Kanuk 2000). Specifically,

brand-loyal consumers may be willing to pay more for a brand because they perceive some unique value in the brand that no alternative can provide (Jacoby and Chestnut 1978). This uniqueness may derive from greater trust in the reliability of a brand or from more favorable affect when customers use the brand. Similarly, brand loyalty leads to greater market share when the same brand is repeatedly purchased by loyal consumers, irrespective of situational constraints (Assael 1998). Dick and Basu (1994) suggest that other loyalty-related marketing advantages, such as favorable word of mouth and greater resistance among loyal consumers to competitive strategies have possibility to increase market share of the brand. Researchers similarly have recommended that advertisers stress the "soul" of a product or emphasize the need for marketers to make the "consumer connection", to establish a "vital emotional bond" with consumers (Ditcher 1964). Brand loyalty of consumers relate with involvement of the product. Kotler and Amstrong (2004) stated the type of consumer buying behavior based on buyer degree of involvement. Therefore consumers take their decision on available information in market place. High involvement brand users search information in depth to take their buying decisions. According to ELM, the high involvement purchases, marketers should use arguments stressing and strong, solid, high quality attributes of their product to justify the benefits of product and increase brand loyalty of consumers. For low involvement purchases, marketers should focus methods of presentation rather than content on the messages to increase brand familiarity for consumers. Therefore, behavioral (i.e., Low involvement category) are based on observable responses rather than attitude toward the brand. Based on that, brand loyalty of low involvement brand has much possibility to effect on its market share than high involvement brand. Thus the forth hypothesis is suggested,

H_4- The impact of a brand's share of heart on its share of market is greater with regard to low-involvement products than high-involvement products.

05. METHODOLOGY OF THE RESEARCH

5.1. Introduction

The *Descriptive research method* was followed, because of descriptive study typically concerned with describing the characteristics of certain groups, to estimate the frequency or proportion, to estimate the association of variables, or to make specific predictions (Zikmund 2003). The descriptive research must start with prior knowledge about the phenomenon studied and should rest on one or more specific hypotheses. Based on that, first stage of the research was reviewed of the existing literature on role of advertisements, values of brand, and consumers' decision making models and brand involvement. The literature review was focused on specific areas of the study. First of all, it was searched the theories which related to relationship between advertising expenditure and market share. Finally literature review was examined the relationship between consumers' decision making model and brand involvement. Based on previous studies and existing theories, hypotheses of the study were formulated based on these core relationships of the study.

The second stage of the research was examined the relationship between two key variables (i.e., Dependent and Independent), as well as other intervening variables based on primary and secondary data. Thus brand's market share and advertising expenditures are historical; consequently assembled data were collected from one of leading research firm in Sri Lanka. Data of brands share of mind and share of heart were collected from household interviews utilizing a structured questionnaire. Both of these data (i.e., Primary and Secondary) were analyzed quantitatively, but some extend this context followed the qualitative research methodologies to review of the existing literature of consumer buying behavior. Hypotheses of the study were provided directions to analyze data in meaningful manner

Two different markets were focused on this study, which were electronic equipment market and household pesticide market. While television was selected product from electronic equipment market as high-involvement product, mosquito coil was selected product from household pesticide market as low-involvement product to the study. This classification (i.e., High involvement and Low involvement) was based on previous studies[1].

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1. Martin. C.L. (1998) has categorized Television and VCRs as high involvement product in his article named "Relationship marketing; a high involvement product attributes approach" and Richard and Caciappo (1981) have revealed the features of low involvement products.

Thus, three brand names were selected from electronic equipment market in Sri Lanka which based on market analysis information of Colombo Stock Exchange (CSE). Annually, the companies were ranked based on their market performance and financial strength. According to that, Singer, LG and Philips are leading brands in electronic equipment market in Sri Lanka and table 5.1 shows the brand value and market status of leading companies in business market. Singer (Sri Lanka) offers electronic equipment under Singer brand name and it ranked as No.02 branded company in overall business market in Sri Lanka. On the other hand Singer (Sri Lanka) has been awarded No.01 television seller in the electronic equipment market from Sri Lanka Institute Of Marketing (SLIM). Appendix A illustrates the certificates awarded from SLIM (Sri Lanka Institute of Marketing) to Singer (Sri Lanka) Company for year 2006. Abans group is the importer and distributor of LG brands and Abans ranked as No.06 in business market and No.02 television seller in the electronic equipment market of Sri Lanka. Hayleys Consumer Products Company offers Philips brand to the market and company has been ranked as No.09th in business market and No.03 television seller in Sri Lanka.

Table 5.1: Brand Value in Business Market of Sri Lanka

Rank	Brand	Sector	2005	2004	Change
1	SLT	Telecommunication	5,758	4,605	25%
2	Singer	Consumer Durables	3,947	2,711	46%
3	HNB	Financial services	3,033	2,857	6%
4	Commercial Bank	Financial services	2,452	1,839	33%
5	Lanka IOC	Oil & petroleum	1,791	N/A	N/A
6	Abans	Consumer Durables	1,550	1,248	24%
7	Elephant house	Food & Beverage	1,336	942	42%
8	Sampath bank	Financial services	1,079	803	34%
9	Hayleys Limited	Consumer Durables	895	763	17%
10	Eagle Insurance	Financial services	876	559	57%
11	Caltex	Oil& petroleum	610	748	-18%

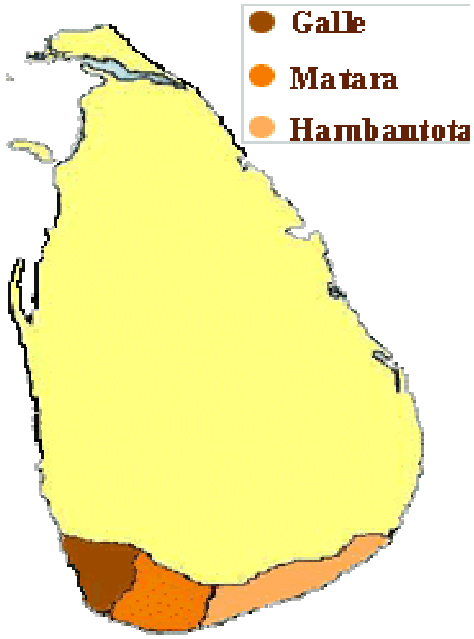
Source: Annual Report of Colombo Stock Exchange (2006)

With respect to low-involvement product, two brand names were selected from market of household pesticide market; Ninja and Baygon. This selection was based on financial

information of two companies that produce the mosquito coils; Darley Butler & Company[1] (Ninja) and Hayleys Consumer Products Limited[2] (Baygon). Other brand names in market are performing negligible role and launching different market practices to sales their products, such as changed the brand name; Lion to Rocket. Consequently, their roles aren't significant in household pesticide market in Sri Lanka.

Consumer survey was geographically limited to Southern province in Sri Lanka, which represents three districts called Galle, Matara, and Hambantota. This geographic selection was based on time and cost constraints. On the other hand, researcher lives in Galle and University is situated in Matara district. Therefore, researcher has knowledge about the demographic and geographic characteristics in this region. Figure 5.1 illustrates map of selected region. Southern region consists of **2277,145** populations and their distribution shows in table 5.2. According to that, Galle district is recorded the highest number of people in this region and female has exceeded the number of male in southern region. Table 5.3 illustrates the age distribution as percentage in this region. Consistent on the table, shaded area shows target population of the study; which is age in between 18-45 years.

Figure 5.1: Southern Province in Sri Lanka



Source: http://www.ruh.ac.lk/South/gis.htm

1. http://www.darleybutler.com
2. http://www.hayleys.com/inland.htm

Table 5.2: Population in Southern Region - 2005

District	Male	Female	Total
Galle	479,485	511,054	990,539
Matara	367,428	393,808	761,236
Hambantota	261,271	264,099	525,370
Total	**1108,184**	**1168,961**	**2277,145**

Source: Department of Census and Statistics in Sri Lanka (2005)

Table 5.3: Distribution of Population by Age in Southern Province - 2005

Age	No. of Persons		
	Galle	Matara	Hambantota
0 - 4	86,177	66,989	46,758
5 - 9	91,130	69,272	51,486
10 – 14	92,120	74,601	55,689
15 – 19	95,092	76,124	50,436
20 – 24	**80,234**	**61,660**	**42,555**
25 – 29	**69,338**	**54,047**	**39,403**
30 – 34	**69,338**	**52,525**	**37,301**
35 – 39	**69,338**	**48,179**	**37,301**
40 – 44	**65,376**	**50,242**	**37,301**
45 – 49	55,470	44,152	34,149
50 – 54	52,499	41,107	25,743
55 – 59	43,584	31,971	17,337
60 – 64	35,659	24,360	14,185
65 – 69	29,716	22,076	13,134
70 – 74	24,763	19,031	10,507
75 and over	29,716	24,360	13,134

Source: Department of Census and Statistics in Sri Lanka (2005)

Table 5.4: Percentage of Employed Population by Major Industry Group

Major Industry Group	Galle District %	Matara District %	Hambantota District %
Agriculture & Forestry	28.8	36.2	40.3
Fishing	1.3	2.1	4.0
Mining and Quarrying	0.5	0.4	0.3
Manufacturing	15.1	15.4	12.7
Electricity, Gas steam & Hot water supply	0.1	0.1	0.1
Construction	4.6	4.3	4.6
Wholesaler and Retail trade	11.0	10.9	7.9
Hotel and Restaurant	2.8	1.1	0.9
Transport, Storage and Communication	5.0	4.7	3.2
Financial and Intermediation	0.9	1.0	0.6
Real estate activities	1.2	0.8	0.5
Public Administration and Defense	8.7	6.2	8.3
Education	4.4	5.7	3.6
Health and Social work	1.7	1.2	0.7
Other community, Social and Personal service activities	1.3	0.9	1.1
Private household with employed persons	0.6	0.6	0.2
Extra territorial organization	0.0	0.0	0.0
Industry in elementary occupations unidentifiable or inadequate	7.2	5.4	5.6
Not stated	4.9	2.8	5.1

Source: Department of Census and Statistics in Sri Lanka (2005)

Table 5.4 illustrates the percentage of employed population with their major industry group that presents the position of income level and personal status in this selected region. Southern province of Sri Lanka represents agriculture and forestry based life. After that majority of participants are involved with manufacturing sector. Least amount of population is involved in sector of private household with employed persons and extra territorial sector is neutral in this region. Income level and life pattern of the area also can be determined based on this classification. In Matara district which reflects more employees in education sector than other districts, because of there are University of Ruhuna and Training center for teachers other

than government schools. Table 5.5 shows the key socioeconomic indicators of the Southern province and all islands. It was indicated mean income of the region as Rs. 13,733 per household and their expenditure (per household) was Rs. 14,461 per month in 2005. In addition, literacy rate of southern province is slightly higher than all island. Owners of the television in this region were 67.7 percents, which indicates that there is potential market for television equipment.

But in this study which was impossible to gather advertising expenditure and market share of selected brands separately for Southern province. Because of regional based media institutes, especially for television and print weren't in Sri Lanka. There are only radio channels based on region. Consequently, data on advertising is available only on island wide basis. Based on this uniqueness, assumption was made that the behavior of consumers in Southern region represents the behavior of consumers in Sri Lanka.

Table 5.5: Key Indicators of Southern Region and All Island

Item	Southern Province	All Island
No. of income receivers per household	1.60	1.59
Literacy rate %	92.7	92.5
Availability of Television % of households	67.7	70.8
Mean Income(per household) Rs. per Month	13,733	17,109
Expenditure (per household) Rs. Per Month	14,461	16,974

Source: Annual Report of Central Bank in Sri Lanka (2005)

5.2. Data Collection Methods

Primary and Secondary sources of data were gathered. The study based on two different segments to gather data which were related with key variables. Thus, first segment was marketing companies which are offered selected product categories (i.e., Televisions and Mosquito Coils) and second segment was households who live in Southern region of Sri Lanka.

5.2.1. Secondary Data

The secondary data were obtained through published reports of Lanka Market Research Bureau, and Internet web sites which have published relevant information for the research.

Secondary data of the study were focused on share of voice (SOV) and share of market (SOM*) of selected low and high involvement brands. Thus, secondary data were collected from selected Marketing Companies. The study focused three brand names for high-involvement product (Television) category and two brand names for low-involvement product (Mosquito coils) category. Singer, LG and Philips were selected brands for television and Ninja and Baygon were selected brands for mosquito coils. Table 5.6 illustrates the classification of selected product categories with company names.

Table 5.6: Selected Product Categories with Brand Names

Product Category	Brand Name	Company Name
High-Involvement products		
• Television	Singer	Singer(Sri Lanka) Ltd:
	LG	Abans group
	Philips	Hayleys Consumer Products Ltd:
Low-Involvement products		
• Mosquito coils	Ninja	Darley Butler & Company
	Baygon	Hayleys Consumer Products Ltd:

Source: Developed for the Study (2007)

Brand names under the high-involvement and low-involvement were based on market position of brands and data of market analysis by Colombo stock exchange. Table 1 illustrates the brand value of selected organizations in business market of Sri Lanka. With respect to low-involvement products (i.e., Ninja and Baygon), which have mentioned their market positions under the description of their company web sites (see. http://www.darleybutler.com and http://www.hayleys.com/inland.htm). In this endeavor, selected brand names are the leading brands in Sri Lanka under each product category (i.e., Television and Mosquito coils). Details of brand advertising expenditures and market share were obtained for two-year period from 1st of January 2005 to 31st December 2006. Share of voice of high and low involvement brands were reflected through advertising expenditures which have spent to take time space from media in certain time period. On the other hand, during this short time period, being covered in this study, it was assumed that some other factors which affects to the study were constant (i.e., distribution).

5.2.2. Sampling Methods

The primary data of share of mind, share of heart and share of market were collected through household interviews utilizing a structured questionnaire. To gather the primary data from actual users of televisions in electronic equipment market, electronic equipment shops were selected which are situated in Southern region. By using name and addresses of the sales registers of electronic equipment show rooms, the lists of actual users were prepared for the high-involvement product category separately for each district (i.e., Galle, Matara and Hambantota). Based on the list, systematic sampling method was used to select subjects. According to the composition of sample which illustrates in table 5.7, systematic sampling method was selected every k^{th} element after a random start, for that the formula N/n = k was used. The data of consumers were entered to the Microsoft excel work sheet and sorted these names and addresses to avoid periodicity which can be occurred through the data list with systematic pattern.

The survey focused households who live in southern region in Sri Lanka. The household interviews were conducted among 140 consumers in southern region who used television and mosquito coils. This amount derived from the method called "sample size for proportions". According to the Zikmund (2003), researchers are frequently concerned with determining sample size for problems involving estimating population proportions or percentages. To determine sample size for a proportion, the researcher must make a judgment about confidence level and the maximum allowance for random sampling error. To calculate the sample size, Zikmund (2003) has recommended following formula.

Let,

- n = number of items in sample
- $Z^2_{c.l}$ = square of the confidence level in standard error units
- p = estimated proportion of successes
- q = 1 – p, or estimated proportion of failures
- E^2 = square of the maximum allowance for error between the true proportion and the sample proportion, or $Z_{c.l}.S_p$ squared

$$\mathbf{n = \frac{Z^2_{c.l}\,pq}{E^2}}$$

The study expected to estimate 95 percent confidence and allowanced for sampling error is not greater than 5%, as well as estimated proportion of success 70% which has shown level of awareness of respondents with brand names. Substituting these data into formula, study was measured the sample size.

$$n = \frac{(1.96)^2 (0.7)(0.3)}{(0.05)^2}$$

$$= \frac{3.8416(0.21)}{0.0025}$$

$$= \underline{\underline{323}}$$

To determine the sample size for the study, study based on above formula and distribution of the households in sample explains in table 7. All of the subjects in study represented Galle, Matara and Hambantota districts in Southern region. Selected households represents within the age group of 18 – 45 years and with a minimum household income of Rs.8, 000 p.m. Because of consumers within this age group represent the genuine customers in the market and this income level reflects the ability to purchase television equipment from electronic equipment market in Sri Lanka. Table 5.7 illustrates the compositions of the sample of households,

Table 5.7: Composition of Selected Sample

District	**No. of Persons**		
	Television	**Mosquito Coil**	**Total**
Galle	65	45	110
Matara	65	65	130
Hambantota	35	45	80
Total	**165**	**155**	**320**

Source: Developed for the Study (2007)

According to the composition of sample, 35 respondents were selected from Hambantota and equal amount of respondents were selected from other two districts (i.e., Galle and Matara) against high involvement product category (i.e., Television). Because of, persons who live in Hambantota have less infrastructure facilities such as electricity and they have low level of living standards with compare to other two districts. Table 5.8 illustrates the justification for

above distribution of sample under electronic equipment category (i.e., Television). Still, 45.2 percent of persons use electricity for lighting purpose in Hambantota, but higher amount of households use electricity as principal type of lighting in other two districts. Therefore, people who live in Hambantota have less ability to use television as electronic equipment.

Table 5.8: Percentage of Households in occupied Housing Units by Principal Type of Lighting

Principal type of Lighting	Galle District %	Matara District %	Hambantota District %
Kerosene	25.0	27.8	53.5
Electricity	74.2	71.2	45.2
Solar	0.1	0.0	0.4
Other	0.1	0.0	0.1
Not stated	0.7	0.9	0.8

Source: Department of Census and Statistics in Sri Lanka (2005)

According to the sample distribution of Mosquito coils, 65 respondents were selected from Matara district and same amount of respondents were selected from other two districts. Because, Health report (2004) which was published by Health ministry of Sri Lanka highlighted "There are more possibility to spread Dengue in Matara". Dengue is in fact an African word meaning, "bone breaking". This alone conveys the agony this disease. The female *Aedes aegypti* mosquito (Messer and et.al 2002) primarily transmits it. Consequently, people in Matara use Mosquito coils than other districts.

5.3. Measurements

In this endeavor attempted to examine the relationship between brand's share of voice and its share of market and the behavior of this relationship across different product categories (i.e., High and Low Involvement). Based on the research purpose, brand's share of market is highlighted as dependent variable and brand's share of voice as independent variable. On the other hand, share of mind and share of heart were involved with this main relationship as intervening variable to interpret findings fruitful manner. In addition, several control variables were upgraded reliability of selected sample. All of variables in the study were based on previous studies and relationship between selected attributes of the study and previous studies shows in Appendix B-1

5.3.1. Dependent Variable: Share of Market (SOM*)

Aaker and Myers (1987) state that market share tends to be a more sensitive and appropriate indicator of the impact of the marketing program and competitive situation. According to the research problem of the present study, market share of high involvement brands and low involvement brands were treated as dependent variable. Consequently, market share of television brands in electronic equipment market and market share of mosquito coils in household pesticide market were gathered from secondary sources to measure the relationship with share of voice. While study gathered market share of brands on quarterly in year 2005 and 2006, collected data of market share were revealed as percentage values.

5.3.2. Independent Variable: Share of Voice (SOV)

An independent variable for this study was brand's share of voice. Literatures related with advertising which were developed different thoughts to examine the effects of advertising on different market structures. According to the Samuels (1970) despite the obvious importance of the advertising investment decision for any company, and the significance of advertising generally in economic theory, the published quantitative studies which attempt to measure the effect of advertising on sales are very few in number. In this study, advertising expenditures on brands are considered as expenditures which spent to take media space on the media in certain time period. Consequently, advertising expenditure was determined share of voice of selected brands. Data of share of voice were gathered from Lanka Market Research Bureau and published documents of selected companies as percentage values on quarterly for year 2005 and 2006.

5.3.3. Intervening Variables: Share of Mind (SOM)

According to the conceptual framework, one of intervening variable was share of mind (SOM). A more valid way of looking at brand might be to examine if one can calculate a brand's 'share of mind' and compare this with its 'share of behavior' (market share). Previous studies have used different criteria to measure the share of mind and brand recall ability of consumers. Based on that, concept of share of mind defined as "ability of recall brand name in consumers' mind" (Solaman 2002). Consequently, brand's accessibility to the consumers' mind depends on the strength of frequency and ability to reach of advertisement to the consumers (Kintsch & Young 1992). Nedungadi (1990) concluded "brand is primed or activated by a direct reference to the brand name through one of the most pervasive cues in

the consumer environment such as, storefront sign, product list, package labels, displays, point of sales, and contents of advertisement". Contents of advertisement is broad concept in the marketing literature, it includes message, theme, jingles, and visuals as ingredients (Duncan 2005). Hawkins and et.al (2001) highlighted the importance of message included in advertisement to recall brand. Because of, consumers have different attitudes toward advertisement in the market (Howard 1989). Consequently, they follow either cognitive or emotional path to take their buying decisions (Solaman 2002) which relates with involvement of product. On the other hand, role of repetition in consumer information processing can be examined in terms of its effects on learning or on affect formation (Malaviya and et.al 1996). Malaviya and et.al (1996) identified the relationship between melodies (Tones) and ability of recall the brand .In this attempt, term of melodies has changed as jingles of advertisements, since literature of marketing commonly use the term jingles instead of melody or tones. In this endeavor which was considered above attributes based on previous studies to measure share of mind. Likert scale questions formulated to gather data from respondents of the study which were ranging from 1- "Strongly Disagree" to 7- "Strongly agree". Scores were averaged across respondents for all questions against two brands and key variables.

5.3.4. Intervening Variables: Share of Heart (SOH)

Other intervening variable of the study was share of heart (SOH) which means loyalty of customers toward certain brand. Brand loyalty could be measured simply by the number of purchases that a brand obtained in a certain number of purchases that a brand obtained in a certain number of purchase occasions (Aaker and Myer 1987). Measuring share of heart requires measuring the consumer's product commitment, the nature and strength of the emotional bonds to the brand (Day 1989). Dick and Basu (1994) show loyalty/commitment as a two dimensional Construct: behavioral and attitudinal. Baker, Nancarrow and Tinson (2005) pointed out the examples of measures of brand disposition with respect to behavioral and attitudinal dimensions. Table 5.9 illustrates examples of measures of brand disposition.

According to the table, that pointed out important criteria to measure the share of heart. These theoretical terms simplified in this study for the purpose of understandings for respondents of the present study, such as Others opinion (Recommend brand/product to others), Past experience with brand name (Brand preference), Thanking cards/Greeting cards (Loyalty card scheme use), After sales service (Satisfaction), Ingredients, Features of safety, Technology and

Table 5.9: Examples of Measures of Brand Disposition

Behavioral	Attitudinal
Purchase recency, frequency	Brand preference
Monetary value (RFM)	Willingness to pay a premium
Share of budget/wallet	Declared intent to consider/purchase
Recommend brand/product to others	Disposition to recommend/advocacy
Loyalty card scheme use	Satisfaction
Buy across range/trade up	General evaluation/perceived superiority
Share of category requirements	Credibility

Source: Baker, C., Nancarrow, C. & Tinson, J. (2005), "The Mind versus Market Share Guide to Brand Equity", *International Journal of Market Research*, Vol.47, pp.525-542.

Country of origin (Credibility), Brand's community service (General evaluation/perceived superiority), Sponsorship for events (Buy across range/trade up), Fear to disease (Willingness to pay a premium), Sleep without disturb (Intent to consider/purchase). According to the Friedman, Bauer and Greyser (1966), a celebrity attracts attention to the advertisement in the cluttered stream of messages. Celebrities are perceived as more entertaining and seen as trustworthy because of apparent lack of self interest (Haley and Baldinger 1991). Credibility and trustworthy are important attributes to measure brand loyalty. Thus beliefs about reliability, safety and honesty are all important facets of trust that people incorporate in their operationalization of trust (Chaudhuri and Holbrook 2001). Thus, higher levels of experience with a brand (i.e., Past experience with brand) may lead to retention of a more developed schema, involving retention of stronger links between the product class and brand and between the brand and its attributes (Guis 1996).

5.3.5. Control Variables: High and Low Involvement Products

The relationship between advertising expenditure and market share was examined across two different product categories; Low and High involvement. Thus consumers in market place response differently for these two product categories, consequently, it led to study the importance of these two product features. This idea has led theorists to view consumer behavior in terms of a two-fold dichotomy: Low involvement consumer behavior and high involvement consumer behavior (Engal and Blackwell 1982). Involvement with purchase leads to greater product importance, greater commitment to brand choice, search for more information and spend more time searching for right selection (Howard and Sheth 1969;

Clarke and Belk 1978). Previous researches were examined involvement with advertisements via a five-point scale that measures the degree of attention to the ad (Davis 1981). Bolfing (1988) conducted the research to test for both selective attention and selective comprehension differences between high and low involvement products. Present study used five attributes for high involvement and four attributes for low involvement product category to determine reliability of these attributes for consumers' purchase decisions based on previous studies. Consequently durability, quality, reputation, and value for price were used for both categories and 'ease of use' for only high involvement category. But attributes called durability in low involvement product features was changed as "Burning time". Since low involvement products (i.e., Mosquito coils) measured its lifetime (durability) through period of burning. Findings of Bolfing's (1988) study illustrates in Appendix B-2.

5.3.6. Control Variables: Age level, Employment, Income and Residency

Several control variables were considered to measure the reliability of respondents with purpose of the study. Because of accuracy data from valid sources are upgraded the value of findings. Age level of selected sample was revealed the genuine customers in electronic equipment market and household pesticide market in Southern region of Sri Lanka. Since customers in this age levels have ability to purchase and behave in rational way in market place. Education level was an important criteria to evaluate respondent's views across different product categories (i.e., High and Low involvement), since the study considered cognitive and emotional views of respondents. Employment and income level were reflected purchase power of customers in this region and income level categorized from Rs.8000 to upwards, because customers who are in below this level difficult to enter electronic equipment market in Sri Lanka without special conditions such as, easy payment system. Residence place led to emphasize whether respondents are in sample frame or not.

While actual brand users provide real experience with the brand, period of purchase of brand enriches the reliability of responses by comparing recent figures of secondary data. Different people derived purchase intention through different stimulus in market place. Nature of stimulus in this study directly affected to the purpose of the study. Satisfaction and way of express the satisfaction upgraded credibility of responses of subjects in sample.

5.4. Pretest

"Pretests are trial runs with a group of respondents for the purpose of deleting problems in a questionnaire's institutions or design" (Zikmund 2003). Present study carried out the pretest to assess validity of selected attributes. Twenty respondents were participated and data were collected through drafted questionnaire. Questionnaires were forwarded them through email and also they have replied via email. Respondents of pretest were selected through judgment sample technique and who live in Sri Lanka and real users of selected brands of the study. While factor analysis technique used to measure the reliability of the attributes of key variables in pretest, raw data of pretest were processed by using SPSS software package. The purpose of factor analysis is to summarize the information contained in a large number of variables into smaller number of factors (Zikmund 2003). Factor loadings indicated significant attributes and non-significance attributes based on cutoff loading score which is 0.5 (absolute value). If factor loadings are greater than 0.5, they consider as significance values and if factor loadings are less than 0.5, they consider as non significance value. Thus, when there is non-significance attributes, which shows in rotated attribute matrix[1].

With respect to these theoretical perspectives, criteria of significance level and cross loadings of attributes were considered to remove non-significance attributes from selected attributes list. For that, SPSS software package facilitated to derive the rotated attribute matrix through varimix option.

Based on the previous studies, several key attributes were identified against high involvement product category, which illustrates in table 5.10, and factor analysis technique used to measure the reliability of variables to fulfill the purpose of the study.

Based on response of twenty respondents, SPSS package processed raw data and derived the following table called rotated component matrix (i.e., Table 5.11) which relates with attributes of high involvement product. According to table 3, four components contained factor loadings of nineteen attributes.

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1. Hair, et.al (2006), Guidelines for Identifying Significant Factor Loadings Based on Sample Size, Multivariate Data Analysis, pp.128.

Table 5.10: Attributes related with Key Variables of High Involvement Products[1].

Quality	Others opinion
Value to price	Past experience with brand name
Durability	After sales service
Reputation	Thanking Cards/Greeting cards
Ease of use	Personality of product
Easy to identify logo	Brand's community service
Easy to use brand name	Sponsorship for events
Attractive Package	Features of safety
Displays	Celebrity of ad
Point of sales	Country of origin
Frequency of ad	Technology
Jingles of ads	Market leader
Theme of ad	Availability
Message of ad	Low price
Visuals of ad	Flexibility of Product

First component enclosed seven attributes with significance correlation to each other, thus least value of factor loading was 0.662 and highest value was 0.961. Attributes with significance factor loadings of first component exceeded significance level of extraction value which is 0.5[2]. Squared sum of factor loadings are known as communalities (Zikmund 2003). Communality value also symbolized significant amount which means variables meet acceptable level of explanation. First component explained 30.57 percent of the total variance at the results of pretest. Second component contained five attributes with high correlation each other and extraction value of these five attributes surpassed 0.9 successfully. Second component recorded 27.55 percent of trace value to explain the component. Third component consisted of four attributes with significant factor loadings and communalities. These four attributes exceeded 0.7 as factor loadings and communality values exceeded 0.8 which lead to decide the degree of correlation with each other.

1. Relationship with literature, summarized in Appendix B-1.
2. Hair, et.al (2006), Guidelines for identifying significant communality, Multivariate Data Analysis, pp.130-131.

Trace value of third component recorded 20.77 percent of the total variance. Fourth component contained three attributes with significant factor loadings which exceeded 0.5 and indicated 16.18 percent of variance. The rotated matrix scored 95.07 percent of cumulative value.

Table 5.11: Rotated Component Matrix of High-Involvement Product Attributes

	Component				Communality
	1	2	3	4	
Quality	-0.033	0.073	-0.478	**-0.856**	,967
Durability	0.088	0.175	-0.399	**-0.817**	,865
Reputation	-0.238	-0.584	-0.386	**-0.654**	,973
Easy to use brand name	**0.961**	0.220	0.094	0.006	,981
Point of sales	**0.688**	0.552	0.316	0.282	,958
Frequency of ad	**0.829**	0.329	0.169	0.271	,898
Jingles of ad	**0.662**	0.583	0.263	0.348	,969
Theme of ad	**0.730**	0.381	0.090	0.521	,958
Message of ad	**0.788**	0.168	0.536	0.046	,938
Visuals of ad	**0.926**	0.335	0.065	0.096	,983
Others opinion	0.504	**-0.793**	-0.110	-0.277	,972
Past experience with brand name	0.270	**0.905**	0.314	-0.040	,992
After Sales services	0.072	**0.968**	0.063	0.198	,985
Thanking Cards/Greeting Cards	-0.015	**0.859**	-0.037	0.474	,965
Sponsorship for events	0.594	**0.656**	0.229	0.360	,965
Market leader	-0.548	0.114	**-0.734**	0.007	,851
Availability	0.404	0.281	**0.836**	-0.129	,958
Low price	0.221	-0.102	**0.799**	0.450	,900
Flexibility of product	-0.104	0.339	**0.927**	-0.003	,985
% of Variance	**30.57**	**27.55**	**20.77**	**16.18**	
Cumulative %	**30.57**	**58.12**	**78.89**	**95.07**	

Source: Results of Pretest (2007)

Rotated component matrix in table 5.11 indicates four component and nineteen attributes with their factor loadings. Based on the findings of previous studies, seven attributes of first

component labeled as “Share of Mind (SOM)”. Second component labeled as “Share of Heart (SOH)” with high correlated five attributes to each other. Third component named as Share of Market (SOM*) with highly correlated four attributes. Finally, fourth component with highly correlated three attributes labeled as “Features of High-Involvement Brand”.

Based on previous studies, twenty nine attributes for low involvement category were identified to measure the concepts of the study, which illustrates in table 5.12. Raw data of pretest were analyzed through SPSS and factor analysis statistical method used to summarize the large number of variables into manageable number of variables. Consequence of factor analyzes technique, attributes of low involvement products were reduced from twenty nine low involvement attributes to seventeen attributes.

Table 5.12: Attributes related with Key Variables of Low Involvement Products[1]

Quality	Past experience with brand name
Value to price	Safety Instructions
Burning time	Gift vouchers
Reputation	Fear to Disease
Easy to identify logo	Brand’s community service
Easy to use brand name	Sponsorship for events
Attractive Package	Sleep without disturb
Displays	Celebrity of ad
Point of sales	Country of origin
Frequency of ad	Ingredients
Jingles of ads	Market leader
Theme of ad	Availability
Message of ad	Low price
Visuals of ad	Flexibility of Product
Others opinion	

Table 5.13 illustrates the rotated component matrix of low involvement attributes with extraction values.

1. Relationship with literature, summarized in Appendix B-1.

Table 5.13: Rotated Component Matrix of Low-Involvement Product Attributes

	Component				Communality
	1	2	3	4	
Quality	-0.104	0.051	0.152	**0.803**	,681
Burning time	0.407	0.401	0.422	**0.613**	,879
Attractive package	-0.131	**0.943**	0.133	-0.139	,944
Frequency of ad	0.046	**0.843**	0.344	0.335	,943
Jingles of ad	0.151	**0.746**	0.495	0.371	,962
Theme of ad	-0.116	**0.902**	0.117	-0.027	,842
Visuals of ad	-0.138	**0.865**	-0.130	-0.125	,800
Others opinion	**0.937**	-0.053	-0.008	0.107	,892
Past experience with brand	**0.900**	-0.294	0.071	0.040	,904
Safety instructions	**0.947**	-0.140	0.055	0.128	,936
Fear to disease	**0.820**	0.174	0.300	0.324	,897
Sponsorship for events	**0.679**	-0.479	0.216	0.456	,944
Celebrity of ad	**0.688**	0.389	0.279	0.106	,713
Ingredients	**0.743**	0.436	-0.298	0.321	,934
Market leader	0.415	-0.029	**0.825**	-0.219	,901
Availability	-0.098	-0.115	**-0.898**	0.129	,845
Flexibility of product	0.050	-0.228	**0.956**	0.120	,982
% of Variance	**30.46**	**27.39**	**19.55**	**10.83**	
Cumulative %	**30.46**	**57.85**	**77.40**	**88.23**	

Source: Results of Pretest (2007)

According to rotated component matrix (i.e., Table 5.13), matrix contained four components with factor loadings of seventeen attributes. First component indicated seven significant factor loadings and all of them exceeded acceptable level (i.e., 0.5) of extraction value. On the other hand first component recorded highest variance of the rotated component matrix that was 30.46 percent. Second component has built up significant relationship with five attributes and all of them surpassed 0.7 and 0.8 under factor loadings and communality value respectively. While second component reflects strong correlation among five attributes, percentage of variance was 27.39. Third component enclosed high correlated three attributes and all of them exceeded 0.8 as factor loadings and communality values. Total variance of factor loading was

19.55 against third component. Two attributes were recorded high correlation to each other under fourth component and factor loading of *burning time* scored least value (0.613) out of seventeen attributes. But, correlations among two attributes were in acceptable level and fourth component recorded 10.83 percent of variance. Rotated component matrix scored 88.23 percent of cumulative value to explain the total variance.

Rotated component matrix in table 5.13 illustrates the correlation of attributes and relationship with particular components. Based on findings of previous studies, components of rotated matrix were labeled as Share of Heart (SOH), Share of Mind (SOM), Share of Market (SOM*) and Features of Low Involvement products respectively.

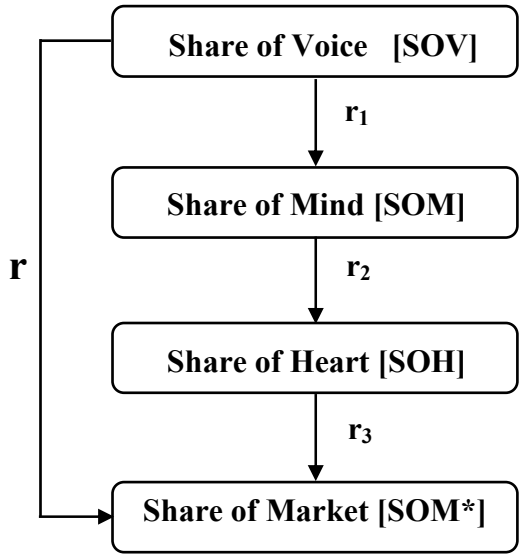
Questionnaire of pretest and new (revise) questionnaire for survey after assessment of validity illustrates in Appendix B-3 and Appendix B-4 respectively.

5.5. Data Analyzing Methods of Research

All of collected data were tabulated, computed and analyzed the relationship between the selected variables, especially dependent variables and independent variables. According to the conceptual framework, share of voice (SOV) and share of market (SOM*) were independent and dependent variables respectively. In addition to, share of mind (SOM) and share of heart (SOH) were performed as intervening variables. To examine the relationship between dependent, independent and the intervening variable, regression analysis was used. Figure 5.2 shows the summarized picture of conceptual framework with point of hypothetical tests (i.e., r, r_1, r_2, and r_3).

Following steps (i.e., Figure 5.3) were followed to analyze the collected data and to justify the findings of study in meaningful manner. Figure 5.3 shows the steps of data analysis process. SPSS software package was used to measure the collected data under each step. At first step validity test which was measured the synonymous with accuracy of correctness. The main purpose of validity test is, to measure what we intend to measure; but this obvious goal is not as simple as it sounds at first (Zikmund 2003). Factor loading of factor analysis used to measure the correlation of items under the key variables of the study. Second step focused to measure the reliability which was measured the degree of free from error and therefore yield constant results (Zikmund 2003).

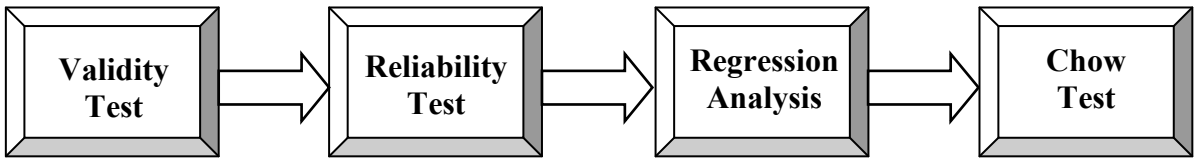
Figure 5.2: Correlation between Key Variables



Source: Developed for the Study (2007)

Therefore, Cronbach's alpha was used to measure the reliability. At the third step, regression analysis was used to test hypotheses which were formulated based on previous studies. Based on the regression analysis, results of regression coefficient (B), standard error of coefficients, t-value and coefficient of determination (R^2) used to interpret the significance of findings. In addition standardized regression coefficient (β) was used to measure degree of association. Finally, to determine whether the coefficients in a regression model are the same in separate sub samples (Davidson and MacKinnon 1993), Chow test was used. At entire step of the analysis, significant level was considered as 95% confidence level.

Figure 5.3: Steps of Statistical Data Analysis



Source: Developed for the Study (2007)

In operationalising the research study, the variables in table 5.14; concepts, variables, indicators and measurements were utilized. These variables derived to measure key components of conceptual framework. To measure the relationship in between two variables, following indicators utilized to operate the research process.

Table 5.14: Key Variables in the Operationalisation Process

Concept	Variable	Indicator	Measurements
Media Advertising	Share of Voice	Expenditure on all media	% expenditure of a brand media versus total category expenditure on all media(per annum)
Awareness	Share of Mind	Top of Mind Recall	% of persons recalling a brand name first among those aware of the relevant product category.
Attitude	Share of Heart	Brand preference	% of persons having a favorable predisposition towards a particular brand.
Buyer Behavior	Share of market	Usage Sales	% of persons currently using a particular brand of Mosquito coils or Televisions. Brand Market Shares

Sources: Developed for the Study (2007)

06. VALIDITY AND RELIABILITY TEST

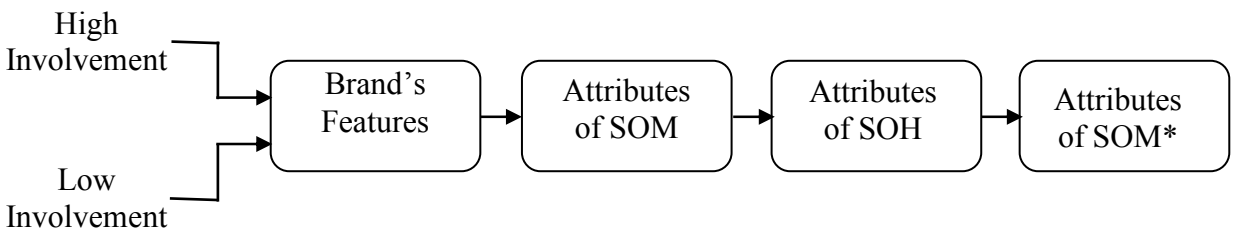
6.1. Validity Test

In social sciences, researchers are never completely certain that they are measuring the variable for which they designed their measurement procedure. According to the Hair and et.al (2006), validity is concerned with how well the concept is defined by the measure, where as reliability relates to the consistency of the measure.

According to the conceptual framework, certain attributes were formulated to measure key variables of the study. The study tried to measure share of mind (SOM), share of heart (SOH), share of market (SOM*) and importance of selective attributes to purchase high or low involvement brands through the respondents' views of survey. At the pretest stage, factor analysis technique was used to select most appropriate items to measure key variables. At the final stage, *construct validity* was used to assess validity of selected attributes to measure key variables. Construct validity refers to the degree to which inferences can legitimately be made from the operationalizations in the study to the theoretical constructs on which those operationalizations were based. Further construct validity uses *convergent validity* and *discriminant validity* to justify the results of it. The results of convergent validity through Cronbach's alpha were used to evaluate reliability of attributes to measure key variables in this study. Zikmund (2003) define discriminant validity as the ability of some measure to have low correlation with measures of dissimilar concepts.

First part of the validity test has been focused to evaluate high involvement brands' attributes and later part indicates low involvement brands' attributes. Figure 6.1 illustrates the process of validity test.

Figure 6.1: Process of Validity Test



Source: Developed for the Study (2007)

6.1.1. Validity of High and Low Involvement Brands' Attributes

To measure the validity of high and low involvement brand's attributes, factor analysis technique was used. At the pilot study, thirty and twenty-nine attributes were used to measure the high and low involvement brand respectively. Based on the results of pretest, attributes of high and low involvement brand were categorized under four headings; Important brand features, attributes of share of mind, attributes of share of heart and attributes of market share. Final survey of the study used nineteen and seventeen attributes to collect views of respondents under high and low involvement brands respectively. Based on data of survey, validity test was used to measure importance of items. Table 6.1 illustrates KMO value of four categories separately based on results of validity test.

Table 6.1: KMO Values of High and Low Involvement Brand's Attributes

Category	KMO value of High Involvement Brands' Attributes	KMO value of Low Involvement Brands' Attributes
Brand's Features	0.500	0.500
SOM	0.751	0.753
SOH	0.611	0.609
Market Share	0.500	0.500
All Attributes Collectively	**0.753**	**0.706**

Source: Survey Results (2007)

According to table 1, KMO value of all items in low involvement brand category was 0.706 and appendix C-1 illustrates the rotated component matrix of low involvement brands. KMO value of collection of items in high involvement brand was 0.753 and appendix C-2 illustrates the rotated component matrix of high involvement brand. Both high and low involvement brands recorded the highest KMO value against the attributes of share of mind. Based on factor loading (*see* Appendix C-1 and Appendix C-2), two attributes were recorded high correlation against variable of brand's feature and market share separately. Consequently, Brand's features and Market share of high and low involvement categories were scored similar KMO value (i.e., 0.5).

6.1.1.1. Validity of Low-Involvement Brand's Attributes

According to the appendix C-1, low involvement brand category contained thirteen attributes and factor loading of all items exceeded 0.5. First component of rotated component matrix indicated five items with high correlation to each other. While lowest factor loading was 0.583, highest value was 0.834. Although there were high correlation among five items, one item out of five (i.e., Frequency of ad) was recorded substantial correlation value under component two. Consequently, factor loading of *frequency of ad* were –0.596 and 0.408 under component one and two. Trace value of first component was 23.39 percent. Based on the previous studies, attributes of component one were measured share of mind (SOM) of low involvement brand.

Second component of rotated component matrix indicated four items with high correlation to each other. Highest factor loading out of these four items was 0.792 and lowest value was 0.746. Therefore, high correlated items in second component measured the same concept (i.e., Share of heart) and they recorded low correlation against other components. Factor loading of selected four items revealed convergent and discriminant validity to measure the share of heart (SOH). KMO value of these items was 0.609 and second component explained 21.52 percent of total variance.

Market leader and *Flexibility of product* were recorded high correlation value to each other under third component. They were 0.712 and 0.822 respectively. Both of items recorded low correlation against other components of the matrix. Therefore, factor loading of these two items revealed convergent and discriminant validity to measure the same concept. According to previous studies, *market leader* and *flexibility of product* were measured the market share (SOM*) of low involvement brand. KMO value of two items was 0.5 and third component explained 12.52 percent of total variance.

Fourth component indicated two items with high correlation value. *Quality* and *Burning time* were recorded 0.723 and 0.599 as factor loading values under fourth component. Though there were substantial high correlation among each other, an item (i.e., Burning time) was recorded 0.453 as factor loading against component one. While factor loading of *quality* revealed to measure the same concept (i.e., Importance of brand's features), factor loading of *burning time* may represent two components. Trace value of fourth component was 10.28.

6.1.1.2. Validity of High-Involvement Brand's Attributes

According to appendix C-2, high involvement brand category contained twelve attributes and factor loading of all items exceeded 0.5. Component one of the rotated component matrix indicated five items with significant correlation to each other. While factor loading exceeded 0.6, extraction values exceeded 0.5 against these five attributes. Based on literature and results of pretest, high correlated items of first component revealed convergent validity to measure the share of mind (SOM). Factor loading of these five attributes recorded low correlation against other component. Consequently, the items revealed discriminant validity to measure share of mind. KMO value of these five items was 0.751. Trace value of first component explained 24.25 percent of total variance.

Second component of rotated matrix (*see* Appendix C-2) indicated three attributes with high correlation to each other. All of them exceeded 0.6 against factor loading. While lowest value of factor loading was 0.629, highest value was 0.748. According to the previous studies, factor loading of three items revealed convergent validity to measure brand's share of heart (SOH). Items were recorded low correlation against other concepts of the study. Therefore, discriminant validity of the items revealed to measure the concept of share of heart. KMO value of these four items was 0.611 and second component explained 14.01 percent of total variance.

Quality and *Durability* were recorded highest factor loading in third component. They were 0.706 and 0.769 respectively. Both items seem to measure the same concept (i.e., Importance of brand's features) and *quality* and *durability* have low correlation with other components of the matrix. Consequently, factor loading of *quality* and *durability* were revealed convergent and discriminant validity to measure the importance of brand's features. While KMO value of *quality* and *durability* was 0.5, trace value of third component was 11.35 percent of total variance. Fourth component of the rotated component matrix have high correlation among two attributes (i.e., Message of ad and Low price). Though *low price* recorded low correlation against other components, *message of ad* measured substantial correlation value under concept of component one. Factor loading of *message of ad* were –0.408 and 0.605 against component one and four respectively. Based on the literature, items of forth component were measured market share of high involvement brand. Component four explained 8.05 percent of total variance.

6.1.2. Summary of Low Involvement Brand's Attributes

According to the validity test, study tested the validity of attributes representing the key variables of low involvement brand category. Table 6.2 indicates summarized number of attributes based on different stages and steps of the study. Appendix C-3 illustrates the removed and changed items of low involvement brand from the study on different stages.

Table 6.2: Number of Attributes to Measure Key Variables in Low Involvement Brand

Category	Number of Attributes					
	Stages of study			Steps of validity test		
	Pretest	Final Survey	Removed Items	First Step	Last Step	Removed Items
Brand's Features	04	02	(02)	02	02	-
SOM	10	05	(05)	05	03	(02)
SOH	11	07	(04)	07	03	(04)
Market Share	04	03	(01)	03	02	(01)

Source: Developed for the Study (2007)

At the first step, study measured validity of low involvement brand's features (*see* Table 6.2). Though there were four attributes at pretest level, final survey used two attributes to measure the importance of selective attributes of low involvement brands. At the pilot study, item called durability was changed as burning time[1]. Because, Users of mosquito coils measure life time of product through burning hours of mosquito coils. According to results of validity test, *Quality* and *Burning time* were correlated to each other[2].

At the next step, ten attributes were used to measure the brand image (SOM) of low involvement products based on previous studies (*see* Table 6.2). The questionnaire of final survey used five attributes to collect data[2] based on factor loading of pretest. According to factor analysis (*see* Appendix C-1), three items (i.e., Frequency of ad, Jingles of ad and Visuals of ad) recorded high correlation to each other and are believed to measure the brand image and one attribute (i.e., Theme of ad) was recorded substantial value of factor loading under second component to measure the share of heart (SOH). Remaining item (i.e., Attractive package) was removed from attribute list, due to low value of factor loading[2].

1. *See* Appendix C-3
2. *See* Appendix C-1

At the third step, study focused to test the validity of attributes representing share of heart (SOH) of low involvement brand. Eleven attributes were used to measure the brand's share of heart based on previous studies (*see* Table 6.2). According to results of factor analysis of pretest, seven attributes were used to collect views of respondents through questionnaire[1]. But based on results of validity test, two items (i.e., Fear to disease and Ingredients) were removed from list of attributes due to low correlation. Three attributes out of five (i.e., Past experience with brand name, Safety instructions and Sponsorship for events) were used to measure share of heart. Remaining two items (i.e., Others opinion and Celebrity of ad) recorded high correlation to measure another concept called share of mind (*see* Appendix C-1). Consequently, others opinion and celebrity of ad were changed their position from category of share of heart to share of mind, at the validity test of survey. Finally, items of market share (SOM*) of low involvement brand were focused (*see* Table 6.2). Though *market leader*, *availability* and *flexibility of mosquito coils* were the selected attributes to collect views from respondents of the survey, pilot study used four attributes to measure market share of low involvement brand[1]. Thus, *low price* was removed item at the pilot study. According to results of validity test, *flexibility of mosquito coil* was removed from list of attributes due to low value of factor loading[2].

6.1.3. Summary of High Involvement Brand's Attributes

Table 6.3 shows summarized number of attributes of high involvement category which were used to measure key variables under different stages of the study and different steps of validity test. Appendix C-4 illustrates names of the items, which were removed and changed on different stages and steps of the study.

Table 6.3: Number of Attributes to Measure Key Variables in High Involvement Brand

Category	Number of Attributes					
	Stages of study			Steps of validity test		
	Pretest	Final Survey	Removed Items	First Step	Last Step	Removed Items
Brand's Features	04	03	(01)	03	02	(01)
SOM	11	07	(04)	07	04	(03)
SOH	11	05	(06)	05	02	(03)
Market Share	04	04	-	04	01	(03)

Source: Developed for the Study (2007)

1. *See* Appendix C-3
2. *See* Appendix C-1

According to table 6.3, to measure the importance of brand's features of high involvement brand, four attributes were used based on previous studies[1]. Though there were four attributes at pretest level, questionnaire of survey used three attributes to measure the importance of brand's features[2]. *Value to price* was deleted from item list based on findings of factor analysis at pretest. Though *reputation* was categorized under category of brand's feature at pretest, factor loading of *reputation* highly correlated with items of share of mind. Therefore, *reputation* was moved from category of brand's feature to share of mind[2] based on results of validity test. Consequently, category of brand's feature contained two attributes based on validity test[2] (i.e., Quality and durability).

At the next stage, study tested the validity of attributes to measure brand image (SOM) of high involvement brands. Though basically eleven attributes were used to collect data at pretest, findings from factor analysis based on pilot study led to reduce four attributes[2]. Consequently, questionnaire of survey contained seven attributes to measure share of mind of high involvement brand. Based on factor analysis of validity test, four attributes recorded high correlation to each other to measure brand image (SOM), two attributes out of seven (i.e., Theme of ad and Message of ad) recorded high correlation with attributes of share of heart (SOH) and market share (SOM*) respectively and remaining item out of seven (i.e., Visuals of ad) was removed from list of attributes due to low value of factor loading[2]. Consequently *theme of ad* and *message of ad* were changed their position from category of share of mind to share of heart and share of market respectively based on value of factor loadings[2] at the validity test of survey.

Third step focused to test the validity of attributes to measure brand loyalty (SOH) of high involvement products (*see* Table 6.3). Though eleven attributes were used to collect data from respondents at the pilot study, final survey used five attributes to collect data from subjects[2]. According to the results of final survey, three item (i.e., Others opinion, Thanking cards/Greeting cards, and sponsorship for events) recorded low correlation among selected attributes of share of heart, consequently they were removed from list of items at the validity test[2]. Remaining attributes (i.e., Past experience with brand name and After sales service) were highly correlated to each other.

1. Bolfing.C.P. (1988), Integrating consumer involvement and product perceptions, The Journal of Consumer Marketing.
2. *See* Appendix C-4

Finally study focused to test the validity of attributes to represent share of market (SOM*) through view of respondents of the survey (*see* Table 6.3). Based on literatures, study identified four attributes to measure market share of high involvement brand at pilot study. According to the results of validity test, three attributes (i.e., Market leader, Availability and Flexibility of product) were removed from item list due to low value of factor loading.

6.2. Reliability Test

Reliability was measured by Cronbach's alpha. Thus Cronbach's alpha measures internal consistency of items to the concept. Table 6.4 shows the highest value of Cronbach's alpha against selected key variables of high and low involvement brands. According to the value of internal consistencies, brand image (SOM) of low and high involvement brand recorded the highest internal consistency to the concept and Cronbach's alphas were 0.752 and 0.601 respectively.

Table 6.4: Highest Reliabilities of Attributes in High and Low Involvement Brand

	Cronbach's Alpha	
SOM	0.752	*Low - Involvement*
SOM	0.601	*High -Involvement*

Source: Survey Results (2007)

According to the results of validity and reliability test, study revealed main differences between low and high involvement brands. Cumulative variance of low involvement was higher (67.72) than high involvement brand category (57.66). Based on trace value of rotated component matrix, trace value of low involvement attributes were closer than trace value of high involvement attributes (*see* Appendix C-1 and C-2). But, KMO value of high involvement brand exceeded value of low involvement brand against all attributes collectively (*see* Table 6.1). Based on results of reliability test, though there were highest Cronbach's alpha value against share of mind in low and high involvement brand, Cronbach's alpha of low involvement brand was higher than high involvement brand (*see* Table 6.4).

07. DATA PRESENTATIONS AND ANALYSIS OF FINDINGS

7.1. Introduction

This chapter is fully dedicated to analyze the collected data for presenting the findings in logical and systematic way. These are closely connected to examine the correlation between a brand's share of voice (SOV) and its share of market (SOM) and the behavior of this correlation across low-involvement product and high-involvement product category. The key variables of influencing the share of market can be categorized as share of voice, share of mind, and share of heart.

Although the primary purpose of this study was to determine the correlation, between brand's share of voice and its share of market, in order to interpret the findings in a more meaningful manner, the relationship of this intervening variables were determined as well. While secondary and primary data were gathered to interpret the relationship of brand's share of voice and its share of market, the household interview were conducted among 140 consumers, both users of high and low involvement product categories within 18-45 years age groups, residing in Galle, Matara, and Hambantota districts with the minimum household income of Rs.8,000 per month. Name list of actual users in electronic equipment market was gathered from electronic equipment showrooms in selected region. There are fifteen electronic equipment sales outlets in Galle district; three of them are sales branch of the Singer, Abans, and Hayleys Companies, nine of them are sales agents of different branded products including selected brand names in the study and remaining outlets didn't deal with televisions. In Matara district, there are eleven television dealers; three of them are sales branch of the selected brand and remaining showrooms deal with different branded products including Singer, LG, and Philips. Hayleys Company didn't establish a branch in Hambantota district, but Company has appointed six dealers in the district. Singer and Abans have established sales branch and they also have used same dealers with Hayleys to access the market. Table 7.1 illustrates composition of existing electronic equipment showrooms in Southern province.

There was a constraint to gather name list of television buyers before December 2004. Because of, by the tsunami disaster on 26th of December 2004, most of showrooms were destroyed totally with past records of sales. Therefore, name list of customers contained only users of year 2005, 2006, and 2007. Consequently, participation of recent buyers positively affect for the study, since they can remind the buying process of televisions without extra effort.

Table 7.1: Composition of Electronic Equipment Showrooms in Southern Province

Type of Dealer-ship	Districts			Total
	Galle	Matara	Hambantota	
Sales Branch	03	03	02	**08**
Sales Dealers	09	08	06	**23**
Total	**12**	**11**	**08**	**31**

Source: Survey Results (2007)

According to sales register of show rooms, there were 312 selected brand users in Galle district, 260 in Matara and 196 in Hambantota districts. Based on systematic sampling technique[1] 50, 52 and 38 users were selected for survey from Galle, Matara and Hambantota respectively. To avoid periodicity[2] of data list, names were prepared on ascending order through Microsoft excel worksheet. The collected data presents under following five categories.

a). General information to analyze the respondents and usage of low and high involvement brands.

b). The share of voice and its impact on share of market

c). The share of voice and its impact on share of mind

d). The share of mind and its impact on share of heart

e). The share of heart and its impact on share of market

7.2. General Information

While respondents of the region consisted of 69 male respondents and 71 female respondents, 50 of them were from the Galle district, 52 in Matara and 38 from Hambantota district. Table 7.2 illustrates the composition of gender and residence place of respondents. There is slightly higher amount of women than male participants to the study.

1. Systematic sampling method selected every k^{th} element after a random start for that formula, N/n = k has been used
2. A problem that occurs in systematic sampling when the original list has a systematic pattern (Zikmund.W.G. 2003 p.386)

Table 7.2: Cross-tabulation Gender and Residence Place

Gender	Residence Place			Total
	Galle	Matara	Hambantota	
Male	33	18	18	**69**
Female	17	34	20	**71**
Total	**50**	**52**	**38**	**140**

Source: Survey Results (2007)

To determine the actual users of the sample, there were control variables in the study such as employment and income level. While most of respondents were employed in private and government sector, there were two non-employees with 12,001 – 16,000 monthly income level. They are retired person from armed forces due disable situation at north east war[1]. Respondents in self employee category are retailers, carpenters, masons, and mechanics. Table 7.3 shows the cross-tabulation of employment and monthly income level.

Table 7.3: Cross-tabulation of Employment and Monthly Income

Employment	Monthly Income			Total
	8,000 - 12,000	12,001 - 16,000	16,001 or above	
Student	01	00	00	**01**
Employee in govt. sector	12	25	37	**74**
Employee in private sector	09	13	28	**50**
Self employee	03	03	07	**13**
Non-employee	00	02	00	**02**
Total	**25**	**43**	**72**	**140**

Source: Survey Results (2007)

In this study, education level was an important factor to get accurate data. While 89 percent of the respondents had secondary and territory education, 43% of respondents were in the 25-31 years age level. Table 7.4 shows the cross-tabulation of age and education level of respondents.

1. Liberation Tigers of Tamil Eelam (L.T.T.E) has launched a civil war at North and East province in Sri Lanka from 1983.

Table 7.4: Cross-tabulation of Age and Education Level

Age	Education Level			Total
	Primary Education	Secondary Education	Territory Education	
18years - 24years	03	09	04	**16**
25years - 31years	05	22	33	**60**
32years - 38years	07	24	02	**33**
39years - 45years	00	12	19	**31**
Total	**15**	**67**	**58**	**140**

Source: Survey Results (2007)

7.3. Usage of High-Involvement Product

During the period 2006, sixty nine respondents had purchased their TV and sixty six had purchased in year 2005. In first quarter of 2007 (after 2006), five respondents have purchased their TV sets, but anyone haven't purchased Philips brand during this time. Singer was more popular brand among respondents than the other two brands. Table 7.5 illustrates the cross-tabulation of brand name of TV and period of purchase.

Table 7.5: Cross-tabulation of Brand Name of TV and Period of Purchase

Brand Name of TV	Period of Purchase			Total
	Before 2006	During 2006	After 2006	
Singer	30	38	03	**71**
LG	17	18	02	**37**
Philips	19	13	00	**32**
Total	**66**	**69**	**05**	**140**

Source: Survey Results (2007)

According to the results of study, 77 customers have normal satisfaction with their brand and 63 customers are highly satisfied with their brand selection. Word of mouth is popular way to express satisfaction to others which were used 86 of customers. Table 7.6 indicates cross-tabulation of degree of satisfaction and way of express satisfaction.

Table 7.6: Cross-tabulation of Degree of Satisfaction and Way of Express Satisfaction

Degree Of Satisfaction	Way of Express Satisfaction			Total
	Word of Mouth	Addict to Consumption	Others	
Normal	52	05	20	**77**
Delighted	34	08	21	**63**
Total	**86**	**13**	**41**	**140**

Source: Survey Results (2007)

Kotler and Amstrong (2004) concluded their view as, "Consumers view a brand as an important part of a product", specially the high involvement users who consider value of brand prior to take their purchase decisions. Users of TV in selected group were satisfied with their selected TV brands either normal or delight. Seventy seven of them have had normal satisfaction and sixty three were delighted with their selections. The relationship between high involvement brand names and degree of satisfaction is analyzed in table 7.7.

Table 7.7: Brand Name of TV and Degree of Satisfaction

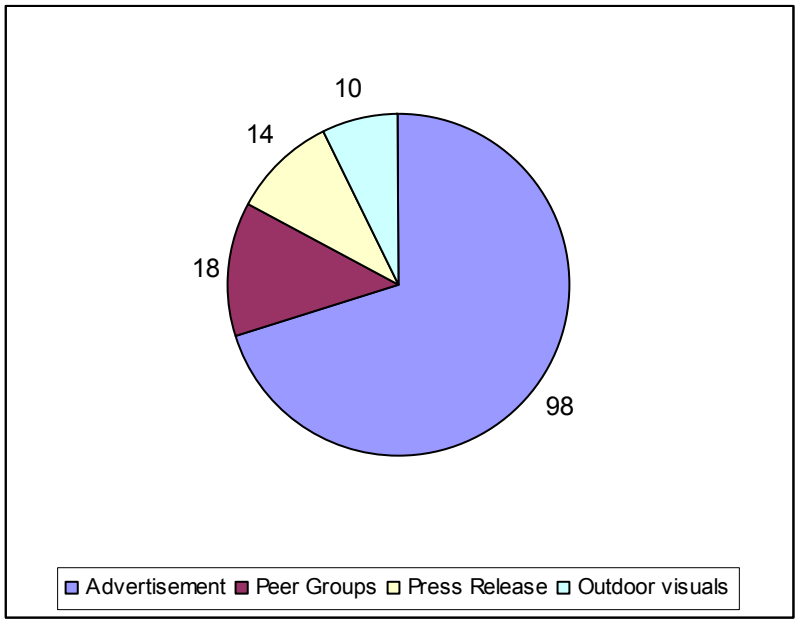
Brand Name of TV		Degree Of Satisfaction		Total
		Normal	Delighted	
Singer	Count	42	29	71
	% within Brand Name of TV	59,2%	40,8%	100,0%
LG	Count	21	16	37
	% within Brand Name of TV	56,8%	43,2%	100,0%
Philips	Count	14	18	32
	% within Brand Name of TV	43,8%	56,3%	100,0%
Total	Count	77	63	140
	% within Brand Name of TV	55,0%	45,0%	100,0%

Source: Survey Results (2007)

Based on above table, 59.2 percent users of Singer have normal satisfaction with their brand and 56.3 percent Philips users highly satisfied (Delight) with their brand. However, there were not association between brand name and degree of satisfaction ($\chi^2 = 2.18$; d.f = 2; $p = 0.34$).

According to the survey results, Ninety eight TV users had information about brand from advertisements, eighteen respondents from peer groups, fourteen of subjects from press release, ten of them from outdoor visuals. Figure 7.1 shows the distribution of respondents with stimulus to buy TV.

Figure 7.1: Stimulus to Buy Television



Source: Survey Results (2007)

7.4. Usage of Low-Involvement Product

There were 60% Ninja users and 40% Baygon users which is shown in table 7.8 as cross tabulation of brand name of mosquito coils and purchase pattern. While 53 buyers purchase mosquito coils weekly, 50 of mosquito coils users buy them daily.

Table 7.8: Cross-tabulation of Brand Name of Mosquito Coils and Purchase Pattern

Brand Name of Mosquito Coil	Purchase Pattern			Total
	Daily	Weekly	Infrequently	
Ninja	42	22	21	**85**
Baygon	08	31	16	**55**
Total	**50**	**53**	**37**	**140**

Source: Survey Results (2007)

Within low involvement product category, 122 users of mosquito coils have had normal satisfaction with selected brand name and 18 of respondents delighted with their brands. Table 7.9 indicates the brand name of mosquito coils and degree of satisfaction. The relationship between brand name of mosquito coils and degree of satisfaction turned out to be significant ($\chi^2 = 4.12$; d.f = 1; $p = 0.04$).

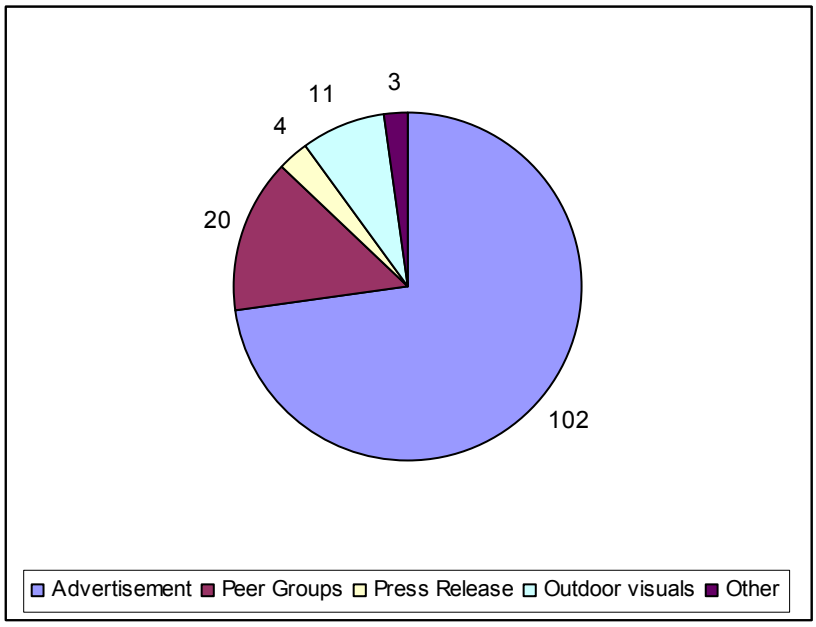
Table 7.9: Brand Name of Mosquito Coil and Degree of Satisfaction

Brand Name of Mosquito Coil		Degree of Satisfaction		Total
		Normal	Delighted	
Ninja	Count	78	07	85
	% within Brand name of Mosquito coil	91,8%	8,2%	100,0%
Baygon	Count	44	11	55
	% within Brand name of Mosquito coil	80,0%	20,0%	100,0%
Total	Count	122	18	140
	% within Brand name of Mosquito coil	87,1%	12,9%	100,0%

Source: Survey Results (2007)

According to the figure 2, advertisements had affect on purchase decisions of hundred and two mosquito coils users. Peer groups, press release, outdoor visuals and other methods had affect on 20, 04, 11 and 03 respondents' purchase decisions respectively. Figure 7.2 shows the stimulus to buy mosquito coils.

Figure 7.2: Stimulus to Buy Mosquito Coils



Source: Survey Results (2007)

Seventy six respondents of the survey used word of mouth to express their satisfaction about mosquito coils. Fifty six were addicted to consumption and eight used other methods to express their satisfaction. Table 7.10 indicates the cross-tabulation of degree of satisfaction and way of express satisfaction. According to that 87% respondents have normal degree of satisfaction and 13 percent respondents have higher degree of satisfaction.

Table 7.10: Cross-tabulation of Degree of Satisfaction and Way of Express Satisfaction

Degree of Satisfaction	Way of Express Satisfaction			Total
	Word of Mouth	Addict to Consumption	Others	
Normal	62	52	08	**122**
Delighted	14	04	00	**18**
Total	**76**	**56**	**08**	**140**

Source: Survey Results (2007)

7.5. Attributes of High and Low Involvement Brands

According to consumer decision making model, consumers spent substantial time period in market place to purchase their items (i.e., High-Involvement products), because they have to evaluate many competitive brands across different product dimensions. Therefore marketers should understand important attributes of product to highlight for consumers to take

consumers' attention. Therefore, with respect to television and mosquito coils, respondents of survey revealed their favorite attributes which were used to evaluate the product. Study indicated three attributes for high involvement brands (i.e., Quality, Durability and Reputation) and two attributes for low involvement brands (i.e., Quality and Burning time) based on findings of previous studies[1]. In order to get relevant data, pre-tested questionnaire was used to get views of respondents through Likert scale questions which ranging from 1-"Strongly Disagree" to 7-"Strongly Agree". According to the findings of pretest which is shown in appendix D-1, 88.5 percent of high involvement users considered quality of brand and 64.3 percent of users selected durability as important attributes of high involvement brand. 47.9 percent of users agreed with reputation as important attribute to select high involvement brand[2]. According to table 7.11, Quality scored highest mean value and lowest standard deviation value.

Table 7.11: Sample Statistics of High Involvement Attributes

	Quality	Durability	Reputation
Mean	5.68	4.99	4.37
Std. Deviation	1.10	1.41	1.46

Source: Survey Results (2007)

With respect to the mosquito coils, consumers mostly used burning time (durability) as important attribute. Appendix D-2 illustrates the importance of selected attributes based on respondents' views. 74.3 percent of respondents selected burning time and 17.9 percent of respondents selected quality as important attributes[2]. According to table 7.12, burning time scored highest mean value and highest standard deviation compared to quality.

Table 7.12: Sample Statistics of Low Involvement Attributes

	Quality	Burning Time
Mean	3.26	5.16
Std. Deviation	1.43	1.45

Source: Survey Results (2007)

1. Bolfing.C.P. (1988), Integrating consumer involvement and product perceptions, The Journal of Consumer Marketing.
2. Numbers of users were measured on cumulative percentage value of three options (i.e., Agree, Moderately agree and Strongly agree).

Next part of analysis focuses on testing the hypotheses which are related to low involvement and high involvement product categories. While high involvement products contained three brands from electronic equipment market, low involvement products contained two brands from household pesticide market. Secondary data of the study was presented as percentage value and primary data were collected through pre-tested Likert scale questionnaire. By using collected data of selected brands, study was aggregated those to measure overall impact of low involvement brands and high involvement brands. To measure the entire hypotheses, regression analysis was used as statistical technique. Data were analyzed through SPSS statistical software package and were screened before the analyses.

7.6. Hypotheses Testing

7.6.1. The Share of Voice and its impact on Share of Market

The impact of a brand's share of voice on its share of market is greater with regard to low-involvement products than high-involvement products (Hypothesis I). This was tested through the relationship between brand's share of voice and its share of market across different product categories (i.e., Low involvement and High involvement). To measure the impact of brand's share of voice on its share of market during two year time period (i.e., 2005 and 2006), a regression analysis was made. Data was gathered from secondary sources (i.e., Lanka Market Research Bureau) with respect to brand's advertising expenditure and its share of market based on quarterly in each year. Appendix E illustrates percentage of advertising expenditure and percentage of market share of selected brands for two-year period. Table 7.13 shows the key findings of regression test which relate to high and low involvement product categories.

According to the table 7.13, regression coefficient (B) for low involvement brands was 0.824(0.097) which was significantly different from zero ($t = 8.473$; $p = 0.0001$). With respect to high involvement brands, the regression coefficient was 0.076(0.020) and t-value ($t = 3.707$; $p = 0.0001$) assured that coefficient is different from zero. Total variation of share of market was explained 11.9% by share of voice of high involvement brand category and it was explained 41.3% by share of voice of low involvement brands. The F value provides the statistical test for the overall model fit in terms of F ratio. It revealed that $F = 13.475$ ($p < 0.0001$) at high involvement product category and $F = 71.790$ ($p < 0.0001$) at low involvement product category.

Table 7.13: Results of Regression Analysis

	High-Involvement Brand	Low-Involvement Brand
Regression Coefficient (B)	0.076	0.824
Standard Error (SE)	0.020	0.097
t-value	3.707	8.473
Significance level (*p*)	0.000	0.000
Standardized Coefficient (β)	0.345	0.643
R^2	0.119	0.413
F-test (3.92*)	13.475	71.790

*$p < 0.05$

Source: Survey Results (2007)

Further the study measured standardized regression coefficient in terms of high involvement 0.345 ($p<0.0001$) and low involvement 0.643 ($p<0.0001$) brand categories. The high involvement correlation is considerably smaller than low involvement correlation. Based on the results of regression analysis, coefficient of low involvement brand was higher than high involvement brand category. According to the results of Chow test (*see* Appendix F-1), differences of coefficients turned out to be significant F = 1352.70, ($p < 0.01$). Therefore, the impact of a brand's share of voice on its share of market is greater with regard to low-involvement products than high-involvement products.

7.6.2. The Share of Voice and its impact on Share of Mind

The impact of a brand's share of voice upon its share of mind is greater with regard to low-involvement products than high-involvement products (Hypothesis II). Second hypothesis of the study was tended to measure the relationship between brand's advertising expenditure (SOV) and consumers' brand image (SOM) across television brands and mosquito coils. Secondary data was gathered from Lanka Market Research Bureau (LMRB) to measure the share of voice of low and high involvement brands. The questionnaire contained pre-tested attributes under the heading 'details related with key variables' to measure the recalling ability of respondents in the study. To analyze the relationship between these two variables, regression analysis was used. Table 7.14 indicates findings of regression analysis.

Table 7.14: Results of Regression Analysis

	High-Involvement Brand	Low-Involvement Brand
Regression Coefficient (B)	0.194	0.405
Standard Error (SE)	0.076	0.084
t-value	2.551	4.824
Significance level (*p*)	0.012	0.000
Standardized Coefficient (β)	0.245	0.431
R^2	0.060	0.186
F-test (3.92*)	6.506	23.267

*$p < 0.05$

Source: Survey Results (2007)

Based on table 7.14, regression coefficient of high involvement brand was 0.194(0.076). The t-value indicated that coefficient is significantly different from zero (t = 2.551; $p < 0.012$). Coefficient of determination indicates 6.0 percent variation of consumer's recalling ability based on advertising expenditures of television brands. With respect to low involvement brands, regression coefficient was 0.405(0.084) and this was significantly different from zero (t = 4.824; $p < 0.0001$). Advertising expenditure of low involvement brand in the study explains 18.6 percent of its share of market. Results of regression analysis emphasize the statistical test for the overall model fit in terms of F ratio, which indicates F = 6.506 ($p < 0.012$) at high involvement product and F = 23.267 ($p < 0.0001$) at low involvement products. Standardized coefficient indicated that the relationship between high involvement brand's share of voice and its share of mind is 0.245 ($p < 0.012$) and for low involvement subjects it is 0.431 ($p < 0.0001$). Based on the results of Chow test (*see* Appendix F-2), there were significant differences between coefficients of high and low involvement brand. F-value of Chow test was 25.72, ($p < 0.01$). Therefore, results reveal that the impact of a brand's share of voice on its share of mind is greater with regard to low-involvement products than high-involvement products.

7.6.3. The Share of Mind and its impact on Share of Heart

The impact of a brand's share of mind upon its share of heart is greater with regard to low-involvement products than high-involvement products (Hypothesis III). Study tested third hypothesis to measure the relationship between share of mind and share of heart. While both

share of mind and share of heart measured on primary data of survey, study collected data through 140 pre-tested questionnaires. Therefore, regression analysis was used to test third hypothesis by using purely primary data of the study. Table 7.15 shows the results of regression analysis.

According to the table 7.15, the impact of brand image on brand loyalty were 0.308(0.098) in high involvement brand and 0.173(0.085) in low involvement brand categories. Regression coefficient of high involvement product was significantly different from zero (t = 3.151; $p < 0.002$) and for low involvement brand it was (t = 2.033; $p < 0.044$). Total variation of share of heart was explained 6.7% by share of mind of high involvement category and it was explained 2.9 % by share of mind of low involvement category.

Table 7.15: Results of Regression Analysis

	High-Involvement Brand	**Low-Involvement Brand**
Regression Coefficient (B)	0.308	0.173
Standard Error (SE)	0.098	0.085
t-value	3.151	2.033
Significance level (*p*)	0.002	0.044
Standardized Coefficient (β)	0.259	0.171
R^2	0.067	0.029
F-test (3.84*)	9.927	4.133

*$p < 0.05$

Source: Survey Results (2007)

In terms of F ratio, the values of model fit were F = 9.927 ($p < 0.002$) in high involvement and F = 4.133 ($p < 0.044$) in low involvement brand category. Standardized coefficient between share of mind and share of heart were 0.259 ($p < 0.002$) and 0.171 ($p < 0.044$) for high involvement and low involvement category respectively. It is interesting to note that the low involvement coefficient is considerably smaller than the high involvement correlation. Therefore, results of regression analysis reject the third hypothesis of the study which was that the impact of a brand's share of mind on its share of heart is greater with regard to low-involvement products than high-involvement products.

7.6.4. The Share of Heart and its impact on Share of Market

The impact of a brand's share of heart upon its share of market is greater with regard to low-involvement products than high-involvement products (Hypothesis IV). Fourth hypothesis was attempted to measure the relationship between share of heart and its share of market across low and high involvement brands. Results of regression analysis indicate in table 7.16.

According to the results, regression coefficient of high involvement brand was 0.211(0.083) and it was 0.547(0.077) at low involvement brands. Regression coefficients were significantly different from zero (t = 2.549; $p < 0.012$) at high involvement brand category and (t = 7.082; $p < 0.0001$) at low involvement brand category.

Table 7.16: Results of Regression Analysis

	High-Involvement Brand	**Low-Involvement Brand**
Regression Coefficient (B)	0.211	0.547
Standard Error (SE)	0.083	0.077
t-value	2.549	7.082
Significance level (p)	0.012	0.000
Standardized Coefficient (β)	0.212	0.516
R^2	0.045	0.267
F-test (3.84*)	6.495	50.154

*p< 0.05

Source: Survey Results (2007)

Brand loyalty of low involvement products explains 26.7 percent of its market share and it is 4.5 percent at high involvement brand category. Analysis of variance indicated the statistical test for the model fit in terms of the F ratio that shows F = 6.495 (p = 0.012) at high involvement products and F = 50.154 (p = 0.0001) at low involvement brand category. Standardized coefficient between share of heart and share of market was 0.212 ($p < 0.012$) at high involvement brands and it was 0.516 ($p < 0.0001$) at low involvement brands. According to the results of Chow test (*see* Appendix F-3), coefficient of low involvement brand significantly differs from high involvement brand. Value of Chow test was F = 13.13, (p< 0.01). Therefore, results of regression analysis support for the fourth hypothesis that is the

impact of a brand's share of heart on its share of market is greater with regard to low-involvement products than high-involvement products.

08. DISCUSSION AND CONCLUSION

This study examined the relationship between advertising expenditures and market share of the brand, and the role of product involvement in this relationship. The present data have supported some earlier findings and provided new ones. Three of the four hypotheses in this study were supported. Further it was found that these positive relationships were much stronger within low involvement products than within high involvement products. But, the impact of brands share of mind on its share of heart was greater with regard to high involvement products than low involvement products (H_3). The considerations of these findings are more important to marketers to make strategic plans for their brands in the market.

8.1. Low Involvement Product (Mosquito Coils)

The low involvement arguments first proposed by Krugman (1965) suggested that advertising could influence low-involvement behavior more readily than high involvement behavior. Given the strength of the positive correlation between a brand's share of voice and its share of market, it is important that marketers maintain a high level of awareness for their respective brand, and to this end an appropriate share of voice needs to be achieved. In this context, apart from the amount of money spent on advertising, marketers should also critically evaluate the effectiveness of their advertising in terms of scheduling patterns and media selection. Also it would be necessary for marketers to respond to increased competitive advertising expenditure in order to safeguard market share of their respective brand.

Many respondents cited advertising as a key influencing factor in their purchase decisions. According to the ELM model, personal relevance is thought to increase a person's motivation for engaging in a diligent consideration of the issue or product relevant information presented in order to form a vertical opinion. Just as different situations may induce different motivations to think, different people may typically employ different styles of information processing, and some people will enjoy thinking more than others (Petty and Cacioppo 1981). Therefore, *theme of ad, visuals of ad* and *jingles of ad* in selected media are important criteria to design strong advertising campaign for brands. *Others opinion* would perhaps play an important role as many brand decisions may be made at the point of purchase. Marketers should consider the factors to change consumers' mind towards brand loyalty in low involvement products. In addition, *sponsorship for special events or person*, *past experience with brand name* and *celebrity of ad* are important attributes to build up sound brand loyal

customers and increase market share through either word of mouth or addict to consumption. Additionally, it would be important for marketers to ensure that their brand receives *leader position in market* and *flexibility of product* to serve different choice of customer groups in market. Perhaps one of the most important managerial implications of this study is that the relationship between brand name of low involvement product and degree of satisfaction. In the case of brand name which is considered seriously in high involvement, but findings reveal that the significant relationship between brand name of low involvement product and degree of satisfaction.

8.2. High Involvement Product (Televisions)

In contrast to low involvement products the strength of the correlation between a brand's share of voice and its market share for high involvement product is relatively low. Therefore, it appears that the role of mass media advertising for high involvement product is limited and marketers need to be innovative and selective in their choice of media. Additionally novel methods such as focus on brand personality, magazine sampling, technical supports and brand's community service should consideration. In terms of product quality, there appears to be no compromise on ensuring that the others as influencing factor.

Also evident from the study is that marketers may have to critically evaluate their augmented features of brand and after sales services as approximately more respondents cited advertisements as being most critical influencing factor in their purchasing decision. Especially *theme of ad, after sales service* and *past experience with brand name* are important strategies for marketers to improve the brand loyalty in consumers' heart and to remind the brand image from consumers' mind. Consumers' seriously consider *low price of brand* in the market. Findings are revealed that quality is most important brand feature of high involvement brand to take purchase decision among competitive brands in market place. The relationship between brand image and brand loyalty is much stronger in high involvement brand category.

8.3. Summary for Hypotheses

In sum, the research findings revealed a positive correlation between a brand's share of voice and its share of market, with the strength of this correlation being greater in respect of low involvement product as opposed to high involvement product. The first hypothesis (H_1) that

the impact of a brand's share of voice upon its share of market is greater with regard to low involvement product than high involvement product was supported.

The findings also validated two out of three other hypotheses; H_2 where it was hypothesized that the impact of a brand's share of voice upon its share of mind is greater with regard to low involvement product than high involvement product and H_4 where it was hypothesized that the impact of a brand's share of heart on its share of market is greater with regard to low involvement product than high involvement product. However, H_3 where it was hypothesized that "the impact of a brand's share of mind upon its share of heart is greater with regard to low-involvement product than high involvement product" was not supported.

From the company standpoint, these findings provide valuable insights into the correlation between a brand's advertising expenditure and its market share, and its behavior across different product categories. Research findings also provided valuable insights into other key areas of strategic importance for marketers. These include the need to maintain high product quality and performance, the importance of formulating appropriate communication mix and advertising budget allocations, and an appreciation of the even increasing significance of quality and promotional activities.

8.4. Limitations and Recommendations

The findings of this study must be placed in the context of the limitations of the study. Mainly, the urban bias of the results, given that the sample was restricted to the Galle, Matara and Hambantota region due to cost constraints. While sample is limited to specific region of the country, additional research is needed to compare behavior of buyers within other region in Sri Lanka. Secondly, although statistically valid the findings, the sample size were limited. At the planning stage, study planned to collect data from 323 real users of television and mosquito coils; finally sample size was limited to 140 subjects due to time and cost constraints. When selecting the sample, the user ship defined as those household that have used both products (i.e., Mosquito coils and Televisions) during last two year time periods. Mosquito coils and Televisions were selected products to represent low involvement and high involvement products respectively. Based on that fourth limitation is the assumption that Mosquito coils and Televisions adequately represent low involvement and high involvement products respectively. Although four companies were selected from electronic equipment market and household pesticide market based on performance at the consumer market, the

assumption that selected companies were the correct places that represent whole companies in the industry. Regression analysis was used to measure the degree of relationship. But the regression analysis measures only the degree of relationships between two series and not the causes of relationship.

Although twenty nine items were used to measure concepts of low involvement brands at the pretest, thirteen items measured regression among concepts at the final stage of the study. Sixteen attributes were removed from item lists due to low correlations among variables. Therefore, relatively few items measured four concepts of the study. *Brand's feature* and *Market share* contained two attributes to measure degree of relationships. Consequently, KMO values of these two concepts were 0.5. Although, *theme of ad* was measured share of heart based on factor analysis at survey (*see* Appendix C-1), this item was used to measure share of mind of low involvement brand at the questionnaire. In addition, *others opinion* and *reliability of ad* were measured share of mind instead of share of heart based on factor analysis of survey (*see* Appendix C-1). Twelve attributes measured key concepts of high involvement brand category, though thirty attributes were used to measure key variables at pretest. While two out of twelve measured brand's features, market share contained another two attributes to measure degree of relationship. Both of concept recorded low KMO value (i.e., 0.5). Though *message of ad was* recorded high correlation against share of market, this item was used to measure share of mind at the pretest.

While this research, study was provided some valuable insights, in order to build upon these findings it is the researcher's belief that a greater understanding in the following areas would be of significant value and recommends three potential areas for further research. They are "the correlation of a brand's share of voice and its share of market in relation to the different stages of the product life cycle", "the correlation of a brand's share of voice and its share of market in relation to small and large brands (as expressed by their market shares)", and "the use of consumer purchase behavior as a basis for market segmentation".

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APPENDICES

APPENDIX – A

A-1: Certificates awarded by SLIM for Singer (Sri Lanka) in Year 2006.

Power of People Awards 2006

SLIM - ACNielsen

Power of People

SLIM together with ACNielsen take great pleasure in awarding

Singer

POP Brand of the year 2006

on 27th July 2006

SLIM President

Project Chairman

SLIM

ACNielsen

Awards are based on the results of a research study conducted islandwide (excluding North & East) by ACNielsen Sri Lanka.

Power of People Awards 2006

SLIM - ACNielsen

Power of People

SLIM together with ACNielsen take great pleasure in awarding

Singer

POP Teen Brand of the year 2006

on 27th July 2006

SLIM President

Project Chairman

SLIM

ACNielsen

Awards are based on the results of a research study conducted islandwide (excluding North & East) by ACNielsen Sri Lanka.

Power of People Awards 2006

SLIM - ACNielsen

Power of People

SLIM together with ACNielsen take great pleasure in awarding

Singer

POP Durable Brand of the year 2006

on 27th July 2006

SLIM President

Project Chairman

SLIM

ACNielsen

Awards are based on the results of a research study conducted islandwide (excluding North & East) by ACNielsen Sri Lanka.

APPENDIX –B

B-1: Summary of selected Attributes with related Literature

Author	Measured Variable	Highlighted Attributes in Literature	Selected Attributes for Pretest (Based on Literature)
Nedungani. P. (1990)	✓ Share of mind	✓ Brand name ✓ Storefront sign ✓ Product lists ✓ Package labels ✓ Displays ✓ Point of sales ✓ Contents of advertisements	✓ Easy to use brand name ✓ Attractive Package ✓ Displays ✓ Point of sales ✓ Theme of advertisement ✓ Message of advertisement ✓ Visuals of advertisement
Kintsch.W. & Young.S.R. (1984)	✓ Share of Mind	✓ Frequency of advertisement in media	✓ Frequency of ad
Wright.P. & Rip.P.D. (1980)	✓ Share of Mind	✓ Message stream	✓ Message of ad
Hoyer.W.D. (1984)	✓ Brand behavior of Consumer	✓ Package ✓ Amount of time ✓ Interior decorations ✓ Shelf tags	✓ Package ✓ Displays ✓ Point of sales ✓ Price ✓ Ingredients
Obermiller.C.(1985)	✓ Repetition on affective response	✓ Melodies (Tones)	✓ Jingles of ad
Gardner.M.P. (1983)	✓ Recalled attributes & criteria	✓ Product knowledge ✓ Self perceptions	✓ Ingredients ✓ Price ✓ Quality

		✓ Product features (Color, Price)	✓ Past experience with brand
Alba.J.W. & Chattopadhyay.A. (1985)	✓ Recall of competing brands	✓ Brand name	✓ Brand name ✓ Brand logo
Baker, C., Nancarrow, C. & Tinson, J. (2005)	✓ Mind vs Market share	✓ Performance ✓ Satisfaction ✓ Value for money ✓ Popularity ✓ Views of others	✓ Others opinion ✓ Value for price ✓ Market leader ✓ Gift vouchers
Crimmins.J.C. (1992).	✓ Management of brand value	✓ Brand name	✓ Brand name ✓ Brand logo
Aaker.D.A. (1996)	✓ Brand loyalty & Equity	✓ Price premium ✓ Satisfaction ✓ Perceived quality ✓ Brands personality ✓ Price ✓ Distribution Indices	✓ Thanking cards/gift vouchers ✓ Quality ✓ Availability ✓ Low price ✓ Market leader ✓ Personality of product ✓ Sponsorship for events ✓ Brand's community service
Atkin.C. & Block.M.	✓ Brand loyalty	✓ Celebrity	✓ Celebrity of ad
Chaudhuri.A. & Holbrook.M.B. (2001)	✓ Role of brand loyalty	✓ Safety ✓ Honesty	✓ Safety instructions ✓ Ingredients ✓ After sales service

Hutchinson.W. & Zenor.M. (1986)	✓ Brand familiarity	✓ Higher level of experience with brand	✓ Past experience with brand ✓ Thanking cards/Gift vouchers
Doney.P.M. & Cannon.J.P. (1997)	✓ Brand trust	✓ Trust ✓ Costs vs Rewards	✓ After sales service ✓ Safety instructions ✓ Quality ✓ Thanking cards/Gift vouchers ✓ Flexibility of product
Gundlach.G.T., Achrol.R.S. & Mentzer.J.T. (1995)	✓ Brand awareness	✓ Commitments of positive affects	✓ After sales service

Source: Developed for the Study (2007)

B-2: Response Frequencies of Attribute Importance Ratings

Attributes	Responses		
	Minimally Important %	Moderately Important %	Very Important %
High-Involvement			
• Durability	0	6	94
• Quality	0	0	100
• Reputation	6	26	69
• Value for price	6	51	43
• Ease of use	3	23	74
Low-Involvement			
• Durability	3	10	87
• Quality	5	41	54
• Reputation	13	46	41
• Value for price	10	46	44

Source: Bolfing, C.P. (1988), "Integrating Consumer Involvement and Product Perceptions with Market Segmentation and Positioning Strategies", Journal of Consumer Marketing, Vol.5, No.2, pp.49-57.

B-3: Questionnaire for Pretest

Study on Advertising Expenditure as a Determinant of a Brand's Share of the Market

This questionnaire is developed in order to gather data for a study on Consumer Buyer Behavior on different Product Categories. The accuracy of the data provided is highly important so as to enhance the validity of the study results.

Part One (General Information)

01. Gender

Male	
Female	

02. Age

18 years – 24 years	
25 years – 31 years	
32 years – 38 years	
39 years – 45 years	

03. Education Level

Primary Education	
Secondary Education	
Territory Education	

04. Employment

Student	
Employee in Govt: sector	
Employee in Private sector	
Self Employee	
Non-employee	

05. Monthly Income Level

Rs.8,000 – Rs. 12,000	
Rs.12,001– Rs. 16,000	
Rs. 16,001 or above	

06. Residence Place

Galle District	
Matara District	
Hambatota District	

Part Two (Product Details – High Involvement)

07. Brand name of Television

Singer	
LG	
Philips	

08. Period of Purchase

Before 2006	
During 2006	
After 2006	

09. Stimulus to Buy Television

Advertisement	
Peer groups	
Press release	
Out door Visual	
Other	

10. Degree of Satisfaction

Normal	
Delight	
Unsatisfied	

11. Way of express (Satisfaction)
(If Q-10 Positive)

Word of mouth	
Addicted to consumption	
Others	

Part Three (Details related with key variables in High-Involvement)

In general, which attributes did you consider to buy this particular brand? Please state your choice by X in the relevant point for each statement

	Strongly Disagree	Moderately Disagree	Disagree	Neither	Agree	Moderately Agree	Strongly agree
Quality	1	2	3	4	5	6	7
Value to price	1	2	3	4	5	6	7
Durability	1	2	3	4	5	6	7
Reputation	1	2	3	4	5	6	7
Ease of use	1	2	3	4	5	6	7
Easy to identify logo	1	2	3	4	5	6	7
Easy to use brand name	1	2	3	4	5	6	7
Attractive Package	1	2	3	4	5	6	7
Displays	1	2	3	4	5	6	7
Point of sales	1	2	3	4	5	6	7
Frequency of ad	1	2	3	4	5	6	7
Jingles of ads	1	2	3	4	5	6	7
Theme of ad	1	2	3	4	5	6	7
Message of ad	1	2	3	4	5	6	7
Visuals of ad	1	2	3	4	5	6	7
Others opinion	1	2	3	4	5	6	7
Past experience with brand name	1	2	3	4	5	6	7
After sales service	1	2	3	4	5	6	7
Thanking Cards/Greeting cards	1	2	3	4	5	6	7
Personality of product	1	2	3	4	5	6	7
Brand's community service	1	2	3	4	5	6	7
Sponsorship for events	1	2	3	4	5	6	7
Features of safety	1	2	3	4	5	6	7
Celebrity of ad	1	2	3	4	5	6	7
Country of origin	1	2	3	4	5	6	7
Technology	1	2	3	4	5	6	7
Market leader	1	2	3	4	5	6	7
Availability	1	2	3	4	5	6	7
Low price	1	2	3	4	5	6	7
Flexibility of Product	1	2	3	4	5	6	7

Part Four (Product Details – Low Involvement)

12. Brand name of Mosquito coils

Ninja	
Baygon	

13. Purchase Pattern

Daily	
Weekly	
Infrequently	

14. Stimulus to Buy Mosquito coils

Advertisement	
Peer groups	
Press release	
Out door Visual	
Other	

15. Degree of Satisfaction

Normal	
Delight	
Unsatisfied	

16. Way of express (Satisfaction)
(If Q-15 Positive)

Word of mouth	
Addicted to consumption	
Others	

Part Five (Details related with key variables in Low-Involvement)

In general, which attributes did you consider to buy this brand? Please state your choice by X in the relevant point for each statement

	Strongly Disagree	Moderately Disagree	Disagree	Neither	Agree	Moderately Agree	Strongly agree
Quality	1	2	3	4	5	6	7
Value to price	1	2	3	4	5	6	7
Burning time	1	2	3	4	5	6	7
Reputation	1	2	3	4	5	6	7
Easy to identify logo	1	2	3	4	5	6	7
Easy to use brand name	1	2	3	4	5	6	7
Attractive Package	1	2	3	4	5	6	7
Displays	1	2	3	4	5	6	7
Point of sales	1	2	3	4	5	6	7
Frequency of ad	1	2	3	4	5	6	7
Jingles of ads	1	2	3	4	5	6	7
Theme of ad	1	2	3	4	5	6	7
Message of ad	1	2	3	4	5	6	7
Visuals of ad	1	2	3	4	5	6	7
Others opinion	1	2	3	4	5	6	7

Past experience with brand name	1	2	3	4	5	6	7
Safety Instructions	1	2	3	4	5	6	7
Gift vouchers	1	2	3	4	5	6	7
Fear to Disease	1	2	3	4	5	6	7
Brand's community service	1	2	3	4	5	6	7
Sponsorship for events	1	2	3	4	5	6	7
Sleep without disturb	1	2	3	4	5	6	7
Celebrity of ad	1	2	3	4	5	6	7
Country of origin	1	2	3	4	5	6	7
Ingredients	1	2	3	4	5	6	7
Market leader	1	2	3	4	5	6	7
Availability	1	2	3	4	5	6	7
Low price	1	2	3	4	5	6	7
Flexibility of Product	1	2	3	4	5	6	7

B-4: Revised Questionnaire

Study on Advertising Expenditure as a Determinant of a Brand's Share of the Market

This questionnaire is developed in order to gather data for a study on Consumer Buyer Behavior on different Product Categories. The accuracy of the data provided is highly important so as to enhance the validity of the study results.

Part One (General Information)

01. Gender

Male	
Female	

02. Age

18 years – 24 years	
25 years – 31 years	
32 years – 38 years	
39 years – 45 years	

03. Education Level

Primary Education	
Secondary Education	
Territory Education	

04. Employment

Student	
Employee in Govt: sector	
Employee in Private sector	
Self Employee	
Non-employee	

05. Monthly Income Level

Rs.8,000 – Rs. 12,000	
Rs.12,001– Rs. 16,000	
Rs. 16,001 or above	

06. Residence Place

Galle District	
Matara District	
Hambatota District	

Part Two (Product Details – High Involvement)

07. Brand name of Television

Singer	
LG	
Philips	

08. Period of Purchase

Before 2006	
During 2006	
After 2006	

09. Stimulus to Buy Television

Advertisement	
Peer groups	
Press release	
Out door Visual	
Other	

10. Degree of Satisfaction

Normal	
Delight	
Unsatisfied	

11. Way of express (Satisfaction)
(If Q-10 Positive)

Word of mouth	
Addicted to consumption	
Others	

Part Three (Details related with key variables in High-Involvement)

In general, which attributes did you consider to buy this brand? Please state your choice by X in the relevant point for each statement

	Strongly Disagree	Moderately Disagree	Disagree	Neither	Agree	Moderately Agree	Strongly agree
Quality	1	2	3	4	5	6	7
Durability	1	2	3	4	5	6	7
Reputation	1	2	3	4	5	6	7
Easy to use brand name	1	2	3	4	5	6	7
Point of sales	1	2	3	4	5	6	7
Frequency of ad	1	2	3	4	5	6	7
Jingles of ads	1	2	3	4	5	6	7
Theme of ad	1	2	3	4	5	6	7
Message of ad	1	2	3	4	5	6	7
Visuals of ad	1	2	3	4	5	6	7
Others opinion	1	2	3	4	5	6	7
Past experience with brand name	1	2	3	4	5	6	7
After sales service	1	2	3	4	5	6	7
Thanking Cards/Greeting cards	1	2	3	4	5	6	7
Sponsorship for events	1	2	3	4	5	6	7
Market leader	1	2	3	4	5	6	7
Availability	1	2	3	4	5	6	7
Low price	1	2	3	4	5	6	7
Flexibility of Product	1	2	3	4	5	6	7

Part Four (Product Details – Low Involvement)

12. Brand name of Mosquito coils

Ninja	
Baygon	

13. Purchase Pattern

Daily	
Weekly	
Infrequently	

14. Stimulus to Buy Mosquito coils

Advertisement	
Peer groups	
Press release	
Out door Visual	
Other	

15. Degree of Satisfaction

Normal	
Delight	
Unsatisfied	

16. Way of express (Satisfaction)
(If Q-15 Positive)

Word of mouth	
Addicted to consumption	
Others	

Part Five (Details related with key variables in Low-Involvement)

In general, which attributes did you consider to buy this brand? Please state your choice by X in the relevant point for each statement

	Strongly Disagree	Moderately Disagree	Disagree	Neither	Agree	Moderately Agree	Strongly agree
Quality	1	2	3	4	5	6	7
Burning time	1	2	3	4	5	6	7
Attractive Package	1	2	3	4	5	6	7
Frequency of ad	1	2	3	4	5	6	7
Jingles of ads	1	2	3	4	5	6	7
Theme of ad	1	2	3	4	5	6	7
Visuals of ad	1	2	3	4	5	6	7
Others opinion	1	2	3	4	5	6	7
Past experience with brand name	1	2	3	4	5	6	7
Safety Instructions	1	2	3	4	5	6	7
Fear to Disease	1	2	3	4	5	6	7
Sponsorship for events	1	2	3	4	5	6	7
Celebrity of ad	1	2	3	4	5	6	7
Ingredients	1	2	3	4	5	6	7
Market leader	1	2	3	4	5	6	7
Availability	1	2	3	4	5	6	7
Flexibility of Product	1	2	3	4	5	6	7

APPENDIX -C

C-1: Rotated Component Matrix of Low Involvement Attributes

	Component				
	1	2	3	4	Extraction
Quality	0.034	0.359	-0.053	0.723	0.656
Burning time	0.453	0.255	0.377	0.599	0.771
Frequency of ad	-0.596	0.408	-0.114	0.385	0.683
Jingles of ad	0.583	0.029	0.189	0.356	0.503
Theme of ad	0.366	0.755	0.021	-0.01	0.705
Visuals of ad	0.753	-0.098	0.155	0.189	0.636
Others opinion	0.834	0.036	-0.038	0.241	0.756
Past experience with brand name	0.244	0.792	0.058	-0.164	0.717
Safety instructions	0.047	0.746	0.343	0.072	0.682
Sponsorship for events	-0.145	0.764	0.27	0.181	0.710
Celebrity of ad	0.744	0.292	0.181	-0.13	0.688
Market leader	0.298	0.034	0.712	-0.066	0.601
Flexibility of product	0.131	-0.036	0.822	-0.002	0.694
% of Variance	23.39	21.52	12.53	10.28	
Cumulative Value	23.39	44.91	57.44	67.72	

Source: Survey Results (2007)

C-2: Rotated Component Matrix of High Involvement Attributes

	Component				Extraction
	1	2	3	4	
Quality	**0.012**	**-0.007**	**0.706**	**-0.203**	**0.539**
Durability	**0.069**	**-0.101**	**0.769**	**0.12**	**0.621**
Reputation	**0.645**	**-0.309**	**0.313**	**-0.063**	**0.613**
Easy to use brand name	**0.726**	**-0.029**	**-0.116**	**-0.045**	**0.543**
Point of sales	**0.745**	**-0.097**	**0.138**	**-0.056**	**0.586**
Frequency of ad	**0.689**	**0.101**	**0.115**	**-0.217**	**0.545**
Jingles of ad	**0.762**	**0.085**	**-0.045**	**-0.025**	**0.591**
Theme of ad	**-0.316**	**0.629**	**-0.141**	**0.118**	**0.530**
Message of ad	**-0.408**	**0.243**	**0.225**	**0.605**	**0.642**
Past experience with brand name	**0.129**	**0.69**	**-0.179**	**0.109**	**0.537**
After sales service	**-0.104**	**0.748**	**-0.118**	**-0.07**	**0590**
Low price	**-0.24**	**0.241**	**0.101**	**0.676**	**0.584**
% of Variance	**24.25**	**14.01**	**11.35**	**8.05**	
Cumulative Value	**24.25**	**38.26**	**49.61**	**57.66**	

Source: Survey Results (2007)

C-3: Removed Items at Different Stages and Steps of the Study (Low Involvement Brand)

Selected Attributes for Pretest	Removed Items on Pilot Study	Removed/(Changed the position) Items on Validity Test
Brand's Features		
Quality	Value to price	
Value to price	Reputation	
Burning time		
Reputation		
Share of Mind (SOM)		
Easy to identify logo	Easy to identify logo	(Theme of ad)
Easy to use brand name	Easy to use brand name	Attractive Package
Attractive Package	Displays	
Displays	Point of sales	
Point of sales	Message of ad	
Frequency of ad		
Jingles of ads		
Theme of ad		
Message of ad		
Visuals of ad		
Share of Heart (SOH)		
Others opinion	Gift vouchers	Fear to Disease
Past experience with brand name	Brand's community service	Ingredients
Safety Instructions	Sleep without disturb	(Others opinion)
Gift vouchers	Country of origin	(Celebrity of ad)
Fear to Disease		
Brand's community service		
Sponsorship for events		
Sleep without disturb		
Celebrity of ad		
Country of origin		
Ingredients		
Market Share (SOM*)		
Market leader	Low price	Availability
Availability		
Low price		
Flexibility of Product		

* Shaded cells illustrate remaining items to measure regression

Source: Developed for the Study (2007)

C-4: Removed Items at Different Stages and Steps of the Study (High Involvement Brand)

Selected Attributes for Pretest	Removed Items on Pilot Study	Removed/(Changed the position) Items on Validity Test
Brand's Features		
Quality	Value to price	(Reputation)
Value to price		
Durability		
Reputation		
Share of Mind (SOM)		
Ease of use	Ease of use	Visuals of ad
Easy to identify logo	Easy to identify logo	(Theme of ad)
Easy to use brand name	Attractive Package	(Message of ad)
Attractive Package	Displays	
Displays		
Point of sales		
Frequency of ad		
Jingles of ads		
Theme of ad		
Message of ad		
Visuals of ad		
Share of Heart (SOH)		
Others opinion	Personality of product	Others opinion
Past experience with brand name	Brand's community service	Thanking Cards/Greeting cards
After sales service	Features of safety	Sponsorship for events
Thanking Cards/Greeting cards	Celebrity of ad	
Personality of product	Country of origin	
Brand's community service	Technology	
Sponsorship for events		
Features of safety		
Celebrity of ad		
Country of origin		
Technology		
Market Share (SOM*)		
Market leader		Market leader
Availability		Availability
Low price		Flexibility of Product
Flexibility of Product		

* Shaded cells illustrate remaining items to measure regression

Source: Developed for the Study (2007)

APPENDIX - D

D-1: Attributes of High Involvement Brand

	Quality		Durability		Reputation	
	Frequency	**%**	**Frequency**	**%**	**Frequency**	**%**
Strongly Disagree	00	0.0	00	0.0	04	2.9
Moderately Disagree	02	1.4	10	7.1	10	7.1
Disagree	03	2.1	09	6.4	25	17.9
Neither	11	7.9	31	22.1	34	24.3
Agree	43	30.7	33	23.6	36	25.7
Moderately Agree	44	31.4	36	25.7	20	14.3
Strongly Agree	37	26.4	21	15.0	11	7.9

Source: Survey Results (2007)

D-2: Attributes of Low Involvement Brand

	Quality		Burning Time	
	Frequency	**%**	**Frequency**	**%**
Strongly Disagree	08	5.7	01	0.7
Moderately Disagree	41	29.3	10	7.1
Disagree	40	28.6	06	4.3
Neither	26	18.6	19	13.6
Agree	13	9.3	46	32.9
Moderately Agree	07	5.0	29	20.7
Strongly Agree	05	3.6	29	20.7

Source: Survey Results (2007)

APPENDIX -E

E-1: Share of Voice as Percentage in High-Involvement Brands

Year	Share of Voice as %			
	Singer	**LG**	**Philips**	**Average**
2005- 1st Quarter	69	57	43	56.33
2nd Quarter	52	42	36	43.33
3rd Quarter	48	36	30	38.00
4th Quarter	65	58	45	56.00
2006- 1st Quarter	72	59	45	58.67
2nd Quarter	66	48	38	50.67
3rd Quarter	59	41	34	44.67
4th Quarter	70	61	52	61.00

Source: Market Report of Lanka Market Research Bureau (LMRB) - 2007

E-2: Share of Voice as Percentage in Low-Involvement Brands

Year	Share of Voice as %		
	Ninja	**Baygon**	**Average**
2005- 1st Quarter	48	39	43.5
2nd Quarter	46	39	42.5
3rd Quarter	47	40	43.5
4th Quarter	50	40	45.0
2006- 1st Quarter	54	36	45.0
2nd Quarter	52	37	44.5
3rd Quarter	52	40	46.0
4th Quarter	55	40	47.5

Source: Market Report of Lanka Market Research Bureau (LMRB) - 2007

E-3: Share of Market as Percentage in High-Involvement Brands

Year	Share of Market as %			
	Singer	**LG**	**Philips**	**Average**
2005- 1st Quarter	36	23	20	26.33
2nd Quarter	38	25	21	28.00
3rd Quarter	39	23	18	26.67
4th Quarter	37	24	19	26.67
2006- 1st Quarter	40	25	21	28.67
2nd Quarter	39	27	20	28.67
3rd Quarter	39	26	18	27.67
4th Quarter	41	29	22	30.67

Source: Market Report of Lanka Market Research Bureau (LMRB) – 2007

E-4: Share of Market as Percentage in Low-Involvement Brands

Year	Share of Market as %		
	Ninja	**Baygon**	**Average**
2005- 1st Quarter	51	35	43.0
2nd Quarter	50	35	42.5
3rd Quarter	50	37	43.5
4th Quarter	54	37	45.5
2006- 1st Quarter	56	34	45.0
2nd Quarter	52	35	43.5
3rd Quarter	52	38	45.0
4th Quarter	54	38	46.0

Source: Market Report of Lanka Market Research Bureau (LMRB) - 2007

APPENDIX - F

F-1: Chow Test: Hypothesis I

	High-Involvement	Low-Involvement	Pooled Data
Constant	24,055	7,368	54,040
Standard Error (SE)	(1,078)	(4,355)	(3,397)
Regression Coefficient (B)	0,076	0,824	0,371
Standard Error (SE)	(0,020)	(0,097)	(0,069)
R^2	0,119	0,413	0,122
Residual (Σe^2)	426,489	500,001	13213,379
Number of Observations (n)	104	104	208

Source: Survey Results (2007)

F-2: Chow Test: Hypothesis II

	High-Involvement	Low-Involvement	Pooled Data
Constant	3,772	2,037	2,905
Standard Error (SE)	(0,345)	(0,382)	(0,287)
Regression Coefficient (B)	0,194	0,405	0,300
Standard Error (SE)	(0,076)	(0,084)	(0,063)
R^2	0,060	0,186	0,099
Residual (Σe^2)	63,755	77,763	177,207
Number of Observations (n)	104	104	208

Source: Survey Results (2007)

F-3: Chow Test: Hypothesis IV

	High-Involvement	Low-Involvement	Pooled Data
Constant	3,062	2,485	2,950
Standard Error (SE)	(0,371)	(0,379)	(0,270)
Regression Coefficient (B)	0,211	0,547	0,408
Standard Error (SE)	(0,083)	(0,077)	(0,057)
R^2	0,045	0,267	0,153
Residual (Σe^2)	126,222	75,402	220,816
Number of Observations (n)	140	140	280

Source: Survey Results (2007)