

A Study of the Attitudes of Customers towards E-Hologram as an Effective Tool for Advertisement

Muhammad Irfan

Lecturer, University of Education, Okara, Pakistan
Irfansahar2010@gmail.com

Abstract: The research was undertaken to find out the attitudes of Pakistani customers towards advertising and E-Hologram in economic, social, moral and regulatory perspectives. Pakistani customers have positive attitude towards E-Hologram as an effective advertising and promotional tool. Moreover they like the new trend of advertising for marketers to promote their products and offers in Pakistan. As the world is changing so the demand and desires of people are also changing. The demand for multimedia services is increasing now-a-days. Although E-Holography is a new phenomenon but advertisers are following it as it can become a profitable tool for them. Many advertisers and entrepreneurs are embracing this new technology. The relationship was verified by using Pearson correlation through statistical tool SPSS 19.

Keywords: Advertisement, E-Hologram, Education, regulatory perspective, pearson correlation.

1. INTRODUCTION

E-Hologram is a new phenomenon in the world. It is also known as E-Holography. 2D technology has become old and we have also seen 3D images and movies for a long time period. But the world is changing at a very rapid pace. Innovations are carried out at a regular base. Scientific equipments are increasing and in every field of life there have come a lot of changes. In 3D movies the image looks around us on all 3 dimensions but now is the future of E-Holography. If we have light then we can see the reality of things through E-Holograms on buildings, clouds, oceans, rivers etc. Thanks to this technology it will bring lots of changes in all fields of life especially in Entertainment and advertisement. This thesis describes and measures the attitudes of customers towards the use of E-Holograms and how they anticipate that it is an effective tool and media for the advertising campaigns of advertisers. As the concept of advertising is changing from old conventional media to new on-line media, today advertising is done through cost effective and mobile devices. Now we can deliver our messages to a large and specific audience in a most attractive, fashionable and cost effective way. Emergence of E-Holograms not means that it will remove old conventional and traditional media but rather it will supplement all these old media and will bring success to advertising campaigns in a smart way.

As the world is changing so the demand and desires of people are also changing. At times simple television was the only tool of entertainment for people but as the time passes it become a tool for advertising companies. Advertising companies run their advertising campaigns on TV and earn profit. But now is the trend of integrated and multimedia devices which serve all in one purpose. The demand for multimedia services is increasing now-a-days. Although E-Holography is a new phenomenon but advertisers are following it as it can become a profitable tool for them.

Many advertisers and entrepreneurs are embracing this new technology as one analyst has argument that this Holographic projection technology in cell phones has a market share of 500 million to 1.5 billion Dollars.

Advertising through E-Holograms can become an effective tool for earning profit if incentives are given to customers. More over value added services must be given as this is a new way of advertisement.

2. LITERATURE REVIEW

Attitudes are person's likeness or dislikeness of something i.e. it can be an object, medium and a technology also (van den Berg et al., 2006; Eagly & Chaiken, 1998). When every person has its own likeness and dislikeness then similarly he/she has positive or negative attitude towards something.

Advertising is ways of communication in which customers are persuaded to earn profit (Wikipedia). Attitude towards advertising is a continuous procedure and it can either be positive or negative (Mackenzie and Lutz, 1989). Rossiter (1977) told that a person's attitude towards advertising is to get brand awareness and similarly responding to that advertisement. And this attitude can be favorable or unfavorable (Hawkins, Best and Coney, 1976; Antonides and Raaji, 1998; Zanut, 1984).

A lot of scholars have discussed about attitudes towards advertisement (Larkin, 1977; Mittal, 1994; Pollay and Mittal, 1993; Shavitt et al., 1998). Most of them also consider the factors like demographics, income, and age and education level of people. People of low income level respond less to advertisement and people of high income level respond more favorably and positively (Shavitt et al., 1998).

Traditionally advertisement was done with the help of newspapers the so called print ads. The first English ad was published in 1472 which was announcing the prayer book (Encarta, 2006).

But this media was soon changed with radio in the early nineteenth century and it becomes a new advertising media for advertisers. In the early 1940s TV was introduced and all advertisers soon embrace the TV advertisement as it was addressing a large audience and capturing a larger market share (Encarta, 2006). Internet advertising started in 1994 and is present to till date. Internet advertisement is successful and attracting a large audience as more and more people are using internet in this age so, similarly is the scope of advertisement.

This is a major question that how consumer of different cultures respond towards advertising (Taylor, 2005; Koslow and Costley, 2010) and how the global customers understand the advertising related symbols and indications and how they respond to these symbols. Moreover whether the customers interpret and translate these symbols in their local language (Akaka and Alden, 2010)

Sandage and Leckenby (1980) have the idea that majority of consumers have positive and favorable perception about advertising as compared to real advertisement perception and consumers are more interested in the social consequences of advertising as compared to economic consequences of advertising. Andrews et al. (1994) and Wells (1998) compare the results of advertisements in Russia and USA and they show the results that the Russian consumers have an attitude towards advertisement which is against and not supported by US consumers. VonDorn and Akimova (1998) take similar study they take "Ukrainian and Russian consumers" for measuring attitude towards advertisement. And they were amazed because results were similar because of the same culture and same environment. More over history of both countries is also same. At the same time consumers understand advertising messages very well but at one time there was a bombardment of advertising messages in the advertising market and they were confused.

(Moorthy and Zhao, 2000) said that advertising expense not only indicate the level of expense but they also provide information about expenses so these also give tools. (Kirmani and Wright, 1989; Moorthy and Hawkins, 2005) said that a brand's performance and experience can be strengthened by advertising because it play key role. (West and Paliwoda, 1996; Coulter et al., 2003) have the view that in "central and eastern Europe (CEE)" stability in economic sector generate the term consumerism and the main idea is advertising because all activities tend towards advertising. in "Central and Eastern Europe (CEE)" broad researches have shown that they are paying attention to innovative policies, managers have strong observation of advertising and at a little extent that how customers actions are changed according to advertisements (Pribova and Savitt, 1995; West and Paliwoda, 1996; Levinson and Levada, 1997; Koudelova and Whitelock, 2001; Orth and Holancova, 2004).

(Peterson and Jeong, 2010; Heath, 2009) Most researches have shown that there is a strong link and connection of brand awareness enrichment between advertising and customer satisfaction and these has interactive effects Pappu and Quester, 2006). Similarly a company's brand awareness and popularity can be traced by its advertising messages which the customers received in the past and customers satisfaction in response to that particular advertisement. Luqmani et al. (1987) have said that higher and specific personnel and departments must give proper authorization and approvals to uncommon and dangerous (abusive) advertising and commercials. Michell and Al-Mossawi's (1999) take the research of "Gulf co-operative council" and they are on the view that strict Muslims remember less to advertisements and ads and are against towards controversial commercials as compared to less strict Muslims.

3D technology is actually more expensive but when people use to see image in 3D then it comes to senses that it is very beneficial also because they can view that images from all sides (VISE 2004).

There is some crosstalk that different people can see one image in one time even it is made for one eye (Ferwerda, 2003). There are lots of websites that show 3D videos.

(Blanchard, 1993) told that a human eye can only judge depth if the objects are in the range of 8 inches to 18 feet and we use other sources if object is not in this range. There are two different types of objects close objects and far objects and both these objects have different light patterns. If the object is near and closes then the curve of reflected light is more obvious.

E-Holography has its roots very deep. It was started in 1948 when Dennis Gabor published a paper and it laid the foundations of modern Holography. In the past 2D imaging was the only tool of great amusement and entertainment as it takes a great start but soon the entertainment industry embraces the 3D technology. They started to make 3D movies and people become excited of it. But now we can see the holographic displays on our ATM for authenticity and piracy reasons. We can write words, letters and can display images on sky with the help of laser light and this is very excited work.

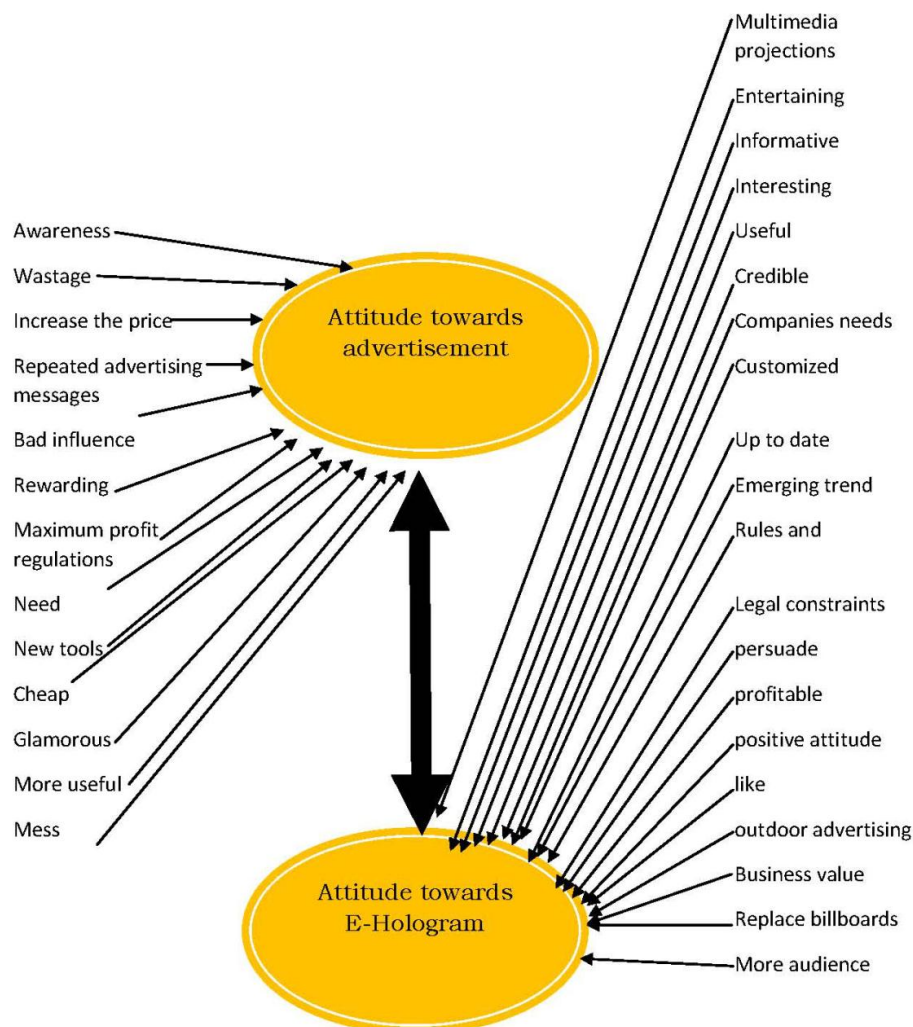
Holographic displays have lots of benefits. Holographic displays are eye catching and look at a longer distance than any other medium so; their impact is very long lasting. People become impressed with floating images and similarly these images grab their attention.

3. METHODOLOGY

Research design specifies the methods and procedures for conducting a particular study. A research design is the arrangement of conditions for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with economy in procedure. Data was collected through questionnaire. Pakistani customers were unit of analysis. The questions which were used to measure customer's behavior were adopted from the study of Antil 1984; Antil and Bennett 1979.

Questions were answered on a 5-point likert scale and for data analysis SPSS 19 was used.

3.1. Theoretical Framework



4. RESULTS AND ANALYSIS

4.1. Attitude towards Advertisement and Attitude towards E-Hologram

In the relationship between advertisement and Attitude towards E-Hologram the value of correlation is .764 and the significance value is .010 which is less than .05 thus depicting a moderately strong and significant relationship. Which support the hypothesis that Pakistani customers has positive attitudes towards E-Hologram as an effective tool for advertisement.

Correlations

		Attitude towards advertising	Attitude towards E- Hologram
Attitude towards advertising	Pearson Correlation	1	.764*
	Sig. (2-tailed)		.010
	N	300	10
Attitude towards E - Hologram	Pearson Correlation	.764*	1
	Sig. (2-tailed)	.010	
	N	10	10

*. Correlation is significant at the 0.05 level (2-tailed).

4.2. Attitude towards Education and Attitude towards E-Hologram

In the relationship between education and Attitude towards E-Hologram the value of correlation is .218 and the significance level is .545 which is greater than .05 therefore depicting a very weak and insignificant relationship between the two variables.

Correlations

		Education	Attitude towards E - Hologram
Education	Pearson Correlation	1	.218
	Sig. (2-tailed)		.545
	N	300	10
Attitude towards E - Hologram	Pearson Correlation	.218	1
	Sig. (2-tailed)	.545	
	N	10	10

5. CONCLUSION

The results of this research show that Pakistani customers have significant differences in attitude towards education and E-Hologram. The research reveals that Pakistani consumer's consider E-Hologram and all its aspects more authentic and reliable as compared to education. After analyzing the research findings it has been proved that increased exposure to advertising leads to increase in the positive attitudes towards E-Hologram, social aspect of advertising and economic aspect of advertising. Pakistan has been swayed by the extreme changes all over the world and the research shows that Pakistani customers consider that advertising is just an exaggeration of a product. They are aware of the informational role of advertising but they had the view that it had bad influence on children. From this research we can see that Pakistani customers has positive attitude towards E-Hologram so we can say that businesses needs to entrench more sustainable business practices in their business strategies. These practices will lead to gain more successes in business. So marketers, organizations and businesses must consider the importance of E-Hologram in order to gain more repute and recognition among masses and it will help them to gain competitive advantage over other businesses.

REFERENCES

- [1] Antonides, Gerrit, & Fred V. R. (1998). Consumer behavior: A European perspective. *New York: Wiley and Sons Encarta*, 2006.
- [2] Hawkins DI; Best, R J & Coney, K A (1989). Consumer Behaviour: Implications for Marketing Strategy. *Homewood, Boston: BPI/IRWIN*.
- [3] Hawkins, D.I., & Coney, K.A. (1976). Advertising and differentiated sex roles in contemporary American society. *Journal of the Academy of Marketing Science*, 4, 418-28.
- [4] Larkin, E. (1977). A factor analysis of college student attitudes towards advertising. *Journal of Advertising*, 6 (2), 42-46.

- [5] Lutz, R.J., MacKenzie, S.B. and Belch, G.E. (1983), "Attitude toward the ad as a mediator of advertising effectiveness: determinants and consequences", in Bagozzi, R.P. and Tybout, A.M. (Eds), *Advances in Consumer Research, Vol. 10, Association for Consumer Research, Ann Arbor, MI*, pp. 532-9
- [6] MacKenzie, S.B. and Lutz, R.J. (1983), "Testing competing theories of advertising effectiveness via structural equation models", Proceedings, Winter Educators' Conference, *American Marketing Association, Chicago, IL*, pp. 70-5
- [7] Mittal, B. (1994). Public assessment of TV advertising: Faint praise and harsh criticism. *Journal of Advertising Research*, 34 (1), 35–53.
- [8] Mehta Abilasha (1995). When attitudes towards advertising in general influence advertising Success. In: *Conference of the American Academy of Advertising: Norfolk, Virginia*.
- [9] Polly, R., & Mittal, B. (1993). Here are the beef factors, determinants, and segments in consumer criticism of Advertising. *Journal of Advertising*, 57 (7), 99-114.
- [10] Rossiter, John R. (1977), "Reliability of a Short Test Measuring Children's attitudes Toward TV Commercials," *JCR*, 3 (March), 179-184.
- [11] Shavitt, S., Lowrey, P., & Haefner, J.E. (1998). Public attitudes toward advertising: More favorable than you might think. *Journal of Advertising research*, 38, (4): 7- 2. van den Berg et al., 2006; Eagly & Chaiken, 1998.
- [12] Zano, Eric J. (1984). Public Attitudes towards Advertising: The American experience, *International Journal of Advertising* 3:1 p. 3-16.